



Mini Diamonds (India) Ltd.

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October 14, 2024

To,

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai- 400001

Company Code: 523373

Successful Opening of Company's first ever Flagship Retail Designer store with 14kt Gold and Lab Grown Diamond Jewellery.



Dear Sir/Madam,

With reference to the above captioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 and in continuation to our announcement dated 9th October 2024, it gives us pleasure to

inform our shareholders, about the successful opening of the MINI DIAMONDS (INDIA) LIMITED's flagship retail jewellery store by the name of "*Namra Jewels- Opulence Redefined*" (through its wholly owned subsidiary Namra Jewels Pvt Ltd).

The company has officially opened its doors to the public with the grand launch of its flagship store at Atria Mall, Annie Besant Road, Mumbai, on 12th October 2024. This significant event marks a new chapter for Mini Diamonds (India) Limited as it steps into the retail space with a vision of offering premium, sustainable, lab-grown diamond jewellery.

The store, elegantly designed with a modern yet welcoming atmosphere, boasts a vibrant display of 14KT gold and lab-grown diamond pieces. Visitors were captivated by the store's sleek interiors, soft lighting, and thoughtfully arranged floral accents that seamlessly complemented the jewellery on display. The launch was attended by a crowd eager to experience the company's unique offerings firsthand, with customers expressing delight at both the quality and the variety of designs.

With a commitment to making luxury jewellery accessible while embracing sustainable practices, the store showcases an exclusive collection of meticulously crafted pieces, designed for the modern consumer who values both elegance and environmental responsibility. This flagship store will serve as the cornerstone of MDIL's retail expansion strategy, with plans to further grow its presence in the lab grown diamond jewellery market both within India and globally. The successful launch is a promising start to what is expected to be an exciting journey ahead for the brand.

USP of Namra Jewels- Opulence Redefined (A Division of Mini Diamonds India Ltd (Since 1987))

1. HALLMARKED (BIS) 14KT GOLD.
2. IGI CERTIFIED LAB GROWN DIAMOND JEWELLERY.
3. 100% LIFETIME EXCHANGE POLICY*.

4. FREE CLEANUP AND POLISHING FOR 3 YEARS FROM DATE OF PURCHASE.

Management's Comment:

Shri Upendra N. Shah, Chairman and Managing Director, Mini Diamonds (India) Limited, had to say the following with regards to the successful Store Opening:

"The launch of our flagship store is a proud moment for us. We are thrilled to introduce our lab-grown diamond collections in a physical retail space, and the positive reception today only strengthens our resolve to continue offering high-quality, sustainable jewellery."

We request you to kindly take the above information on record.

About Us

Mini Diamonds (India) Limited ('Mini Diamonds') is a public limited company listed on BSE Limited, was established in the year 1987 with a clear intention to cater diamond import and export business, with its clear track records. Today Mini Diamonds is an internationally well-known company for its cut and polished diamonds and jewellery manufacturing.

Mini Diamonds has established a sophisticated manufacturing facility in Mumbai, strategically equipped with cutting-edge technology and state-of-the-art machinery tailored specifically for processing rough diamonds. Within this facility, every facet of the diamond cutting and polishing process is meticulously handled using modern equipment, including Sarin Technology, Auto Bruting Machines, Semi-Automatic Polishing Mills, and Sawing Machines, among others.

Under the meticulous supervision of Mini Diamonds' seasoned experts and their own dedicated staff, the factory ensures the highest standards of precision and quality at every stage of production. This commitment to excellence extends beyond mere technology; it encompasses the fusion of craftsmanship and innovation to elevate the diamond processing industry to new heights.

Moreover, Mini Diamonds doesn't limit its expertise solely to diamond processing. The Mumbai facility also serves as a hub for jewellery manufacturing, where professional artisans harness the cutting-edge machinery Available on-site. By integrating their expertise in diamond processing with jewellery manufacturing, Mini Diamonds creates a seamless synergy, resulting in exquisite, meticulously crafted pieces that embody both luxury and elegance.

Our company excels in the manufacturing, marketing, and sales of exquisite lab-grown diamond jewellery. We cater to both the Indian and international markets, offering our products through B2B and B2C channels. With a focus on cutting-edge production technology, we strive to deliver high-quality, cost-effective lab-grown diamonds that appeal to a wide range of customers.

By combining innovative technology, meticulous craftsmanship, and strategic marketing, we aim to set new standards in the lab-grown diamond industry, providing unparalleled value and beauty to our customers globally.

Thanking you.

Yours faithfully,

For Mini Diamonds (India) Limited

Upendra N. Shah
Managing Director
DIN: 00748451