



Mini Diamonds (India) Ltd.

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August 19, 2024

To,

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai- 400001

Company Code: 523373

Entering into a strategic business arrangement with A V PALACE DMCC, Dubai for expanding our Lab Grown Diamond Jewellery segment in Dubai and adjacent regions

Dear Sir/Madam,

With reference to the above captioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are thrilled to announce that Mini Diamonds India Ltd (MDIL) has entered into a strategic partnership with A V PALACE DMCC, a well-established diamond and jewellery enterprise based in Almas Tower, Jumeirah Lakes Towers, Dubai. This collaboration marks a significant expansion for MDIL as we bring our exquisite lab grown diamond jewellery collections to the vibrant market of Dubai.

With over a decade of experience, A V PALACE DMCC has built a reputation for quality, transparency, and exceptional customer satisfaction.

Under this agreement, A V PALACE DMCC will take on the pivotal role of distributing MDIL's jewellery through a comprehensive range of channels. Leveraging both Business-to-Business (B2B) and Business-to-Consumer (B2C) strategies, A V PALACE DMCC will utilize its extensive network to reach various customer segments.

For B2B, A V PALACE DMCC will engage with wholesalers, retailers, and other businesses in the jewellery sector, offering them exclusive access to MDIL's stunning collections of lab grown diamond jewellery. This will include customised as well as bulk order options, and competitive pricing, ensuring that MDIL's jewellery reaches a broad spectrum of businesses that value quality and craftsmanship.

In the B2C domain, A V PALACE DMCC will directly cater to individual consumers, offering a seamless shopping experience both online and in-store. The company will provide personalized customer service, guiding clients in selecting the perfect pieces from MDIL's range of exquisite lab grown studded diamond jewellery. With a focus on transparency and authenticity, A V PALACE DMCC will ensure that each piece of jewelry sold is accompanied by certification, offering peace of mind and confidence to buyers.

By combining these two approaches, we aim to maximize the reach and impact of MDIL's jewellery business in Dubai and beyond. The collaboration will not only enhance the Availability and visibility of our products but also establish a strong brand presence in the competitive Middle Eastern market.

Management's Comment:

Shri Upendra N. Shah, Chairman and Managing Director, Mini Diamonds (India) Limited, had to say the following with regards this newly entered arrangement with A V PALACE DMCC:

"We are confident that the collaboration with A V PALACE DMCC, Dubai will significantly enhance MDIL's market presence in Dubai and bring our beautifully crafted lab grown diamond jewellery to a broader audience. We look forward to a successful and prosperous partnership that will elevate our brand and solidify our position in the global jewellery market."

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