



Mini Diamonds (India) Ltd.

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October 28, 2024

To,

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai- 400001

Company Code: 523373

Mini Diamonds Launches Festive Offers from Dhanteras at The Company's Flagship Store to Mark Its 1st Diwali

Dear Sir/Madam,

MINI DIAMONDS (INDIA) LIMITED is delighted to announce with our shareholders about marking our first Diwali season at our flagship retail store with a special Discount Offer.

The Company, through its wholly owned subsidiary Namra Jewels Private Limited's flagship retail store, *Namra Jewels: Opulus Redefined* has launched an offer of flat 25% discount on its entire collection from Dhanteras on 29th October 2024 to New Year on 2nd November 2024, as part of its 1st Diwali celebration at the store.

This exclusive promotion aims to add sparkle to our customers' delight as the company aspires to make sustainable luxury accessible, aligning with Diwali's spirit of prosperity and new beginnings. Customers can enjoy a wide range of 14KT gold jewellery, including rings, necklaces, earrings, bangles, and bracelets – all BIS-hallmarked and IGI-certified.

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 launch of offer at the store:

"We are thrilled to offer our first Diwali promotion at our flagship store in Atria Mall, Mumbai. This festive season, we want our customers to experience the brilliance of lab-grown diamonds while enjoying substantial savings. It's the perfect time to add a touch of elegance to the celebrations."

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 it's 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