



# RENAISSANCE GLOBAL LIMITED

(FORMERLY RENAISSANCE JEWELLERY LIMITED)

CIN.: L36911MH1989PLC054498

REGD. OFFICE / UNIT I : PLOT NO. 36A & 37, SEEPZ, ANDHERI (E), MUMBAI 400 096.  
TEL. : 022-4055 1200 | FAX : 022-2829 2146 | WEB: [www.renaissanceglobal.com](http://www.renaissanceglobal.com)

Ref. No.: RGL/S&L/2021/59

May 10, 2021

<b>Bombay Stock Exchange Limited</b> Listing Department Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai – 400 001	<b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
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**Sub: Update on Hallmark Diamonds Website Launch**

Dear Sir/Madam,

We are enclosing herewith the update on Hallmark Diamonds Website Launch by our Company, for the purpose of updating our investors.

Kindly upload the same under suitable section of your website for the information of investors.

The aforesaid information is also being uploaded on the website of the Company at [www.renaissanceglobal.com](http://www.renaissanceglobal.com)

Thanking you,

For Renaissance Global Limited

**G. M. Walavalkar**  
VP – Legal & Company Secretary

Encl: as above



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## Renaissance Global Limited – Hallmark Diamonds Website Launch

**Mumbai, May 10, 2021:** Renaissance Global Limited is happy to announce the launch of our sixth direct to consumer website for Hallmark Diamonds. (<https://www.hallmarkdiamondscollection.com/>). The website offers exclusive Hallmark branded fine jewellery designed using timeless icons that represent the special moments, milestones and relationships in our lives.

Renaissance Global Limited has an exclusive license to manufacture and distribute Hallmark branded fine jewellery in the United States.

Hallmark is a renowned greeting cards company with a global presence in more than 100 countries. The Hallmark brand reaches 99% of US women aged 25-34. Hallmark operates more than 2,000 independently owned stores across the United States of America.

“The launch of the Hallmark Diamonds website is aligned with our long term strategy to grow our Direct to Consumer business. Our FY21 direct to consumer revenues stood at ₹ 65 crores with Q4 FY21 annual revenue run rate at ₹ 115 crores. The increasing share of our direct to consumer revenues will help us improve our margins in the future,” said Mr. Sumit Shah, Vice Chairman & Global CEO, Renaissance Global Limited.

### **About Renaissance Global Limited:**

Renaissance Global Limited is a highly differentiated luxury lifestyle products company. It is the largest exporter of branded jewellery and supplier of licensed branded jewellery through its licensing agreement to sell “Enchanted Disney Fine Jewelry” and “Heart of Hallmark” jewellery collections. The company has long-standing relationships with marquee global retailers like Amazon, Argos, Helzberg, Malabar Gold, Signet, Wal-Mart, Zales Corp. etc. The Company has successfully expanded its product portfolio, backed by strong design capabilities, offering a wide range of studded jewellery namely Diamond Fashion, Diamond Bridal, Gemstone Jewellery in line with latest fashion trends. The company has diversified operations across key markets in USA, UK & Middle East with its global marketing presence through own subsidiaries and via strategic acquisitions over the years.