

INFORMATION NOTICE

Sub : Lypsa Gems & Jewellery Ltd bags order worth Rs. 467 Millions from UAE based Customers.



LYPSA

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This is to inform you that Lypsa Gems & Jewellery Ltd has bagged an Export Order worth Rs. 467 Million INR for the supply of diamonds from its UAE based customers. The UAE based customers intend to fulfill their jewellery orders using these diamonds.

Lypsa Gems & Jewellery Ltd is wholly integrated diamond company sourcing rough diamonds from the major diamond mines, cutting and polishing them in its own factories & marketing its product to clients across the globe. The company strives to sell polished diamonds directly to the jewelers, thereby eliminating the middlemen margin and passing on the price advantage to its customers. Going downstream to market the products also enables the company to earn better margins thus creating a win-win situation. This strategy is also helping Lypsa to increase its customer base and reduce dependency on diamond wholesalers to sell its products.

The company has recently tied up with leading e-commerce platforms - Flipkart, Snapdeal, Craftsvilla and Shopclues for sale of its jewellery brand Lypsa Atelier - a collection of contemporary diamond studded jewellery in 18K and 14K Gold. Over 150 designs will be sold through leading Indian E-Commerce platforms. The products range from Rs.7500 to Rs.35000.

The collection uses modern design elements that are in vogue with the latest fashion trends targeting fashionable women in the 18-45 years age group. All jewellery pieces use SI qualities of diamonds cut and polished in Lypsa's in-house manufacturing facilities in Gujarat. All products are certified by IGI - the premier diamond-grading institute to ensure maximum customer satisfaction.

Lypsa Atelier Jewellery makes modern luxury affordable to the middle - class. Reasonably priced diamonds coming from Lypsa's own factories ensure that our customer gets the best price possible.

Lypsa Gems & Jewellery Ltd prides itself on consistent standard assortments, competitively price products & honest customer service.

Place : Mumbai

Date : 8th DEC 2015



For LYPSA GEMS & JEWELLERY LTD.

M. S. Jagan

Director / Authorised Signatory

LYPSA GEMS & JEWELLERY LIMITED.

Corp. Off. : BC-6021, 6th Floor, Bharat Diamond Bourse, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051. INDIA.
Tel. : +91 22 6741 3600 | E-mail : info@lypsa.in

Regd. Off. : 2nd Floor, Diamond Park Building, Opp. Ambika Nagar Society, Dargah Road, Navsari - 396445, India.
Tel. : +91 2637 280365