



November 2 2016

The Manager – Listing
National Stock Exchange of India Ltd
Mumbai

The Manager – Listing
Bombay Stock Exchange of India Ltd
Mumbai

Sub: Lypsa Gems and Jewellery Ltd Investor Presentation

Dear Sir,

This is to inform that Lypsa Gems and Jewellery Ltd has tied up with Jewelsouk.com – an arm of Gitanjali Group to sell its diamond studded jewellery under the 'Lypsa Atelier' brand name.

Thank You

For Lypsa Gems and Jewellery Ltd

Jeeyan Patwa
CFO and Director, Lypsa Gems and Jewellery Ltd.

LYPSA GEMS & JEWELLERY LIMITED.

CIN: L28990GJ1995PLC028270

Regd. Office : Wing A 2nd Block 202-302, Orchid Complex, Opp. HDFC Bank, Chhapi – Pirojpura Road, Chhapi, Vadgam, Banaskantha. Gujarat – 385210. India.



Media Release

Ties up with Jewelsouk.com – an arm of Gitanjali Group

To sell ‘Lypsa Atelier’ branded diamond jewellery

November 2 2016, Mumbai: Lypsa Gems and Jewellery Ltd. (BSE: 534532, NSE: LYPSAGEMS), has tied up with Jewelsouk.com, the e-commerce arm of the Gitanjali Group's. The Company will sell diamond-studded jewellery under the ‘**Lypsa Atelier**’ brand name. The Company plans to start with around 150 SKU's in the price range of Rs.7,500-Rs.35,000.

‘Lypsa Atelier’ is targeted towards young women who prefer contemporary design in sync with latest fashion trends at reasonable prices. ‘Lypsa Atelier’ jewellery is studded with diamonds that are cut and polished in Lypsa's in-house manufacturing facilities in Gujarat.

Management Comment:

Commenting on this development, Mr Jeeyan Patwa, Director, Lypsa Gems and Jewellery Ltd. said, *“We are happy to feature our jewellery on Jewelsouk.com and we are confident of getting a good customer response. This tie-up is part of our E-commerce push. Lypsa Atelier is currently available on Flipkart, Snapdeal, Craftsvilla, Shopclues in addition to Jewelsouk. This fits in well with our strategy of taking our diamonds straight to the fingers of the Indian women.”*

About Lypsa Gems & Jewellery Limited:

Lypsa Gems & Jewellery Ltd. is a wholly integrated diamond company sourcing rough diamonds from the major diamond miners and dealers, cutting and polishing them in its own factories & marketing its product to clients across the globe. Lypsa Gems & Jewellery Ltd. prides itself on consistent diamonds assortments, competitively priced products & honest customer service to create maximum value for its customers. It also

sells diamond-studded jewellery under the 'Oropel' and 'Lypsa Atelier' brand names.

For more details, please visit: www.lypsa.in

For any Investor Relations query, please contact:

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Note: *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward looking statements. Lypsa Gems & Jewellery Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*