



LYPSA  
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January 27 2017

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 Storyltd.com –a shopping and auction service started by Saffronart, to sell its diamond studded jewellery under the 'Oropel' 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 2<sup>nd</sup> Block 202-302, Orchid Complex, Opp. HDFC Bank, Chhapi – Pirojpur Road, Chhapi, Vadgam, Banaskantha, Gujarat – 385210, India.

**Corp. Office :** Mehta Mahal, 2nd floor, North Side, Opp. Roxy Cinema, 15th Mathew Road, Opera house, Mumbai -400004  
Tel. : +91 22 2367 9792 | Email : [info@lypsa.in](mailto:info@lypsa.in)



## **Media Release**

### **Lypsa further expands its Retail Presence**

#### **Ties up with India's leading auction house Saffronart**

**January 27, 2017, Mumbai:** Lypsa Gems and Jewellery Ltd. (BSE: 534532, NSE: LYP SAGEMS), has tied up with Storyltd.com, the auction and shopping platform owned by Saffronart which is India's leading auction house. The Company will sell diamond-studded jewellery under the '**Oropel**' brand name. Oropel products will range from Rs.50,000-Rs.250,000. Storyltd brings together select designer products that have a 'story' or narrative and are limited in uniqueness' availability and value.

'Oropel' is targeted at the quality conscious and discerning woman who wants to make an elegant statement in sync with her fine taste. 'Oropel' jewellery is studded with diamonds that are cut and polished in Lypsa's in-house manufacturing facilities in Gujarat.

Following revival in the diamond industry, there is an uptrend in demand from Lypsa's Indian and global customers for diamond-studded jewellery. Lypsa has also recently tied up with Jewelsouk.com – an e-commerce platform of Gitanjali group for selling its affordable diamond jewellery brand 'Lypsa Atelier'. Lypsa Atelier products continue being sold on Flipkart, Snapdeal, Shopclues and Craftsvilla. The company remains focused on creating new and attractive designs that are gaining increasing recognition amongst its customers.

#### **Management Comment:**

Commenting on this development, Mr Jeeyan Patwa, Director, Lypsa Gems and Jewellery Ltd. said, *"We see Storyltd and Saffronart as right partners in for making Oropel reach out to global luxury customers. We are proud to have our jewellery featured together with leading artists, designers and collectors from India and the world. This is testament to our commitment to using the highest level of craftsmanship and the best quality materials to deliver a world-class jewellery product to our customers. We expect very good response to our exclusive designs from Saffronart's global customer base."*

## **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.*

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**For more details, please visit: [www.lypsa.in](http://www.lypsa.in)**

**For any Investor Relations query, please contact:**

<b>Mr. Jeeyan Patwa</b> <b>Director</b> <b>Lypsa Gems and Jewellery Limited</b> Email: <a href="mailto:jeeyan@lypsa.com">jeeyan@lypsa.com</a>	<b>Mr. Rahul Menon</b> <b>Bridge Investor Relations Pvt. Ltd</b> Phone: +91-22-41200439 Email: <a href="mailto:rahul@bridge-ir.com">rahul@bridge-ir.com</a>
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