

February 10 2017

The Manager – Listing
National Stock Exchange of India Ltd
Mumbai

The Manager – Listing
Bombay Stock Exchange of India Ltd
Mumbai

Sub: Bags order worth Rs.155 million for diamonds and studded jewellery from UAE.

Dear Sir,

This is to inform that Lypsa Gems and Jewellery DMCC – a wholly owned subsidiary of Lypsa Gems and Jewellery Ltd has received an order of Rs.155mn to supply diamonds and diamond studded jewellery to customers in UAE.

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.

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



Media Release

Wins a new prestigious order for diamonds & diamond-studded jewellery worth Rs. 155mn

February 10, 2017, Mumbai: Lypsa Gems and Jewellery Ltd. (BSE: 534532, NSE: LYPSAGEMS), is pleased to announce that its wholly owned subsidiary Lypsa DMCC received a prestigious new order worth Rs.155 Million from customers based out of UAE, for the supply of diamonds and diamond-studded jewellery. This order will be executed over a 6-month period.

Our Company's constant endeavor has been to explore new avenues for profitable growth in India and overseas. In the overseas markets, we have a robust and growing order book from our repeat customers from the Middle East, US and Europe. In India, our strong focus is to grow our be-spoke branded jewellery across the retail segment. In line with this, we have tied up with leading ecommerce platforms like Flipkart, Jewelsouk and many others.

With the hard work of our young and dynamic Management, we are confident of increasing the presence of our two brands "Oropel" and "Lypsa Atelier" through various e-commerce portals and offer our products to more and more people through more such platforms in India and over a period of time, in the international markets as well.

The diamond industry is seeing a revival in demand for loose diamonds as well as diamond-studded jewellery. As a result of this we are seeing an uptrend in demand from our global customers. The growth in orders is indicative of the turnaround of the industry as a whole. We expect this growth momentum to continue.



Our Company is uniquely positioned to take advantage of this revived demand. We continue to plan rapid growth and our good reputation; experience and strong brand allow us to execute our growth strategy with success. Our focus on good quality and timely delivery has ensured that we continue to get repeat orders from large and reputed customers across the world for both loose diamonds and diamond-studded jewelry. We are very happy to share that we have truly emerged as a trusted brand partners for our customers.

Commenting on the new prestigious order and industry turnaround, Mr Jeeyan Patwa, Director, Lypsa Gems and Jewellery Ltd said, *“We are pleased to announce that our continuous focus and efforts on the Middle Eastern markets has helped us secure a new order worth Rs. 155mn. We are looking to further strengthen our presence in the International markets. We are on track to achieve our vision of profitable growth and are targeting to become a debt free Company soon.”*

About Lypsa Gems & Jewellery Limited:

Lypsa Gems & Jewellery Ltd is a wholly integrated diamond company sourcing rough diamonds from the major diamond mines 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:

<p>Mr. Jeeyan Patwa <i>Director</i> Lypsa Gems and Jewellery Limited Email: jeeyan@lypsa.com</p>	<p>Mr. Rahul Menon <i>Bridge Investor Relations Pvt. Ltd</i> Phone: +91-22-41200439 Email: rahul@bridge-ir.com</p>
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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.*