

March 24 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.178 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

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Media Release

Wins a new prestigious order for loose diamonds & diamond-studded jewellery worth Rs. 178 Million

March 24th, 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.178 Million from customers in UAE for the supply of loose diamonds and diamond-studded jewellery. This order will be executed over a 11-month period.

The consistency in our quality, uniqueness of our designs and timely delivery of orders have enabled our Company to secure a fresh order of Rs.178 Million from our UAE customers. In line with our Company's vision of profitable growth, we have been successful in further strengthening our presence in highly profitable geographies and market segments. This new order is evidence of our increasing footprint in these markets.

Our products have been well accepted and appreciated in the overseas markets. We have a robust and growing order book from new as well as repeat customers from the Middle East, US and Europe. For domestic markets, our focus has been to expand the retail jewellery segment through our in house brands - "Lypsa Atelier" and bespoke jewellery brand - "Oropel". We have been able to create a strong brand recall for our range through tie-ups with leading ecommerce platforms such as Flipkart, Jewelsouk.com and others.

With the vision and effort of our young and dynamic Management, we are confident of increasing the presence of our brands "Oropel" and "Lypsa Atelier" through e-commerce portals. The Company plans to take its products to a larger audience via such platforms in India and over a period of time, in the international markets as well.



Globally, we see a gradual revival in the diamond industry as a whole. The Diamond Producers Association has come out with a new campaign “Real is Rare” which has further aided in creating awareness, providing the much needed marketing push and thereby instilling confidence amongst the consumers. There is a steady upswing in demand for loose diamonds as well as diamond-studded jewellery. This trend is reflected in an uptick in demand from our global customers. We expect this growth momentum to continue.

Our Company is uniquely positioned to take advantage of this revival in demand. We foresee rapid growth and believe our good reputation, experience and strong brand recognition will allow us to execute our growth strategy successfully. Our focus on good quality and timely delivery has ensured that we get repeat orders from large and reputed customers across the world for both loose diamonds and diamond-studded jewellery. We are very happy to share that we have emerged as 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 in the Middle Eastern markets has helped us secure a new order worth Rs. 178 mn. We are looking to further strengthen our presence across all International markets in a planned manner. We are committed towards our target of becoming a debt free Company in the near future and are on track to realize our vision of sustained profitable growth.”*

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:

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