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June 28 2017

The Manager – Listing
National Stock Exchange of India Ltd
Mumbai

The Manager – Listing
Bombay Stock Exchange of India Ltd
Mumbai

Sub: To launch new diamond studded jewelry collection for Middle East Market

Dear Sir,

This is to inform that Lypsa Gems and Jewellery DMCC – a wholly owned subsidiary of Lypsa Gems and Jewellery Ltd will launch new diamond studded jewelry collection targeting the Middle East Market comprising of more than 100 designs.

Thank You

For Lypsa Gems and Jewellery Ltd

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

LYPSA GEMS & JEWELLERY LIMITED.

CIN: LYPSA GEMS & JEWELLERY LIMITED.

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Media Release

To launch new diamond studded jewelry collection Collection targeted at Middle East Wholesale Clientele

June 28th, 2017, Mumbai: Lypsa Gems and Jewellery Ltd's. (BSE: 534532, NSE: LYPSAGEMS), wholly owned subsidiary Lypsa Gems and Jewellery DMCC will launch a diamond studded jewelry collection comprising of more than 100 designs targeting the Middle East B2B clientele. The company is hopeful to receive orders from its wholesalers and jewelry retailers based in the Middle East Market.

The new collection of designs blends Middle Eastern design motifs with contemporary design elements to build a design language that appeals to the new generation of customers. The design style recognizes the myriad of nationalities and cultures that co-exist in the Middle East and aims to be universal enough to appeal to the majority. Most designs are lightweight, studded in VS-SI quality excellent make diamonds and boast of superior craftsmanship. They can be customized in yellow gold, white gold and rose gold as well as in 18kt and 14kt depending on our client requirements.

Lypsa DMCC continues to strengthen its focus on developing its Middle Eastern Business with added emphasis on building the wholesale jewelry business to allow higher margins. Our jewelry products have found acceptance amongst our clients and we are hopeful of getting orders of our new collection designs from them. This collection will also be marketed to new retailers and wholesalers that we plan to gain entry into.

The domestic business continues to focus on growing the business generated by our brands 'Lypsa Atelier' and 'Oropel' through major e-commerce tie-ups. We are hopeful of rolling these brands out globally through global e-commerce affiliations in the near future.



Lypsa continues to focus on design development, excellent craftsmanship, timely deliveries and consistent quality across our business segments.

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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| <p><i>Mr. Jeeyan Patwa</i> <i>Director</i> <i>Lypsa Gems and Jewellery Limited</i> <i>Email: jeeyan@lypsa.com</i></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.*