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July 4 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.160 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.160Mn 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.



Media Release

New Order for loose diamonds and diamond-studded jewelry worth Rs. 160 million received

July 4th, 2017, Mumbai: Lyrsa Gems and Jewellery Ltd. (BSE: 534532, NSE: LYPSAGEMS), would like to announce that its wholly owned subsidiary Lyrsa DMCC has received a new order worth Rs.160 Million from customers in UAE. This order involves supplying loose polished diamonds as well as diamond-studded jewelry of various designs.

Last week, Lyrsa launched a new collection of diamond-studded jewelry targeted towards the Middle Eastern markets. This new order mainly involves designs from this recently launched collection reaffirming the company's belief that it has understood the pulse and design sensibilities of the Middle Eastern market. The jewelry as part of this order will be set in 18kt gold and will use VS-SI quality diamonds. The focus is to be able to make the jewelry lightweight thereby highlighting the diamonds and at the same time allowing the jewelry to be priced at an affordable price point.

Lyrsa DMCC continues to engage with its jewelers to better understand the constantly evolving consumer tastes and preferences. A strict multi-tier quality control system ensures superior product delivery. Innovative design fusing Middle Eastern cultural elements with modern sensibilities has made the product more appealing to a younger demographic. We will continue to seek repeat orders from our existing client base as well as push to get new customers and enter new micro-markets.

Commenting on this development, Lyrsa's Director Mr Jeeyan Patwa said, ' We are glad that our new designs have been appreciated by our clients. We will continue our comprehensive focus on design, quality and value for our customers.'



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:

Mr. Jeeyan Patwa

Director

Lypsa Gems and Jewellery Limited

Email: jeeyan@lypsa.com

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