

CIN No.: L28990GJ1995PLC028270

23rd September, 2015



To,
The Corporate Relation and Listing Department (CRD)
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra – East, Mumbai – 400051

Symbol: LYPSAGEMS

**Sub : Lypsa Gems & Jewellery Ltd ties up with leading Indian E Commerce Platform –
Flipkart, Snapdeal, Craftsvilla, & Shopclues for selling Lypsa Atelier Jewellery.**

Dear Sir,

Lypsa Gems and Jewellery Ltd launches Lypsa Atelier – a collection of contemporary diamond studded jewellery in 18K and 14K Gold. Over 150 designs will be sold through leading Indian E-Commerce platforms – Flipkart, Snapdeal, Craftsvilla and Shopclues. The products range from Rs.7500 to Rs.35000.

The collection uses modern design elements that are in vogue with the latest fashion trends targeting fashionable women in the 18-45 years age group. All jewellery pieces use SI qualities of diamonds cut and polished in Lypsa's in-house manufacturing facilities in Gujarat. All products are certified by IGI – the premier diamond-grading institute to ensure maximum customer satisfaction.

Lypsa Atelier Jewellery makes modern luxury affordable to the middle – class. Reasonably priced diamonds coming from Lypsa's own factories ensure that our customer gets the best price possible.

Lypsa Gems & Jewellery Ltd is wholly integrated diamond company sourcing rough diamonds from the major diamond mines, cutting and polishing them in its own factories & marketing its product to clients across the globe. The Company has currently 3 manufacturing facilities. Lypsa Atelier reaffirms Lypsa's efforts to go downstream and capture maximum value-add in the diamond pipeline

Lypsa Gems & Jewellery Ltd prides itself on consistent standard assortments, competitively price products & honest customer service.

You are requested to take the same on your record.

Thanking you.

Yours faithfully,

For Lypsa Gems & Jewellery Ltd

Manish J. Janani

Director
Manish J. Janani
DIN: 02579381



LYPSA GEMS & JEWELLERY LIMITED.

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