



Goldiam International Ltd

MANUFACTURERS & EXPORTERS OF DIAMONDS & JEWELLERY

CIN:L36912MH1986PLC041203

September 18, 2025

To, BSE Limited PhirozeJeejeebhoy Towers, Dalal Street, Mumbai- 400 001. Scrip Code: 526729	To, National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Mumbai- 400 051. Scrip Code: GOLDIAM EQ
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Dear Sir/Madam,

Sub: Press Release- Goldiam Implements Strategic U.S. Casting Model to Neutralize Tariff Impact

Enclosed herewith please find the Press Release on Goldiam Implementing Strategic U.S. Casting Model to Neutralize Tariff Impact.

The aforesaid Press Release will also be uploaded on the website of the Company i.e. www.goldiam.com

Kindly take the above on record and oblige.

Thanking you,

Yours faithfully,

For **Goldiam International Limited**

Pankaj Parkhiya
Company Secretary & Compliance Officer

Registered Office

Gems & Jewellery Complex, Santacruz Electronics Export Processing Zone, Andheri (East), Mumbai-400096. India
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PRESS RELEASE

Goldiam Implements Strategic U.S. Casting Model to Neutralize 50% Tariff Impact; Accelerates B2C Growth with ORIGEM Expansion

Mumbai, September 18, 2025 – Goldiam International Ltd. (NSE: GOLDIAM), a global exporter of diamond jewellery, announced the successful implementation of a **proactive manufacturing strategy** that insulates its exports from the recently imposed **50% U.S. tariff on Indian jewellery imports**.

Navigating Tariff Headwinds with U.S. Casting

Effective August 27, 2025, the United States raised tariffs on several Indian export categories — including lab-grown and natural diamond jewellery — from the earlier ~16% (5.5% import duty + 10% tariff) to a steep **56% (5.5% duty + 50% tariff)**. This policy shift created significant challenges for Indian jewellery exporters.

Goldiam has responded swiftly with a **U.S.-origin casting model**, a globally accepted and compliant approach that effectively mitigates tariff exposure:

- Through its **U.S. subsidiary**, Goldiam now casts raw gold into unfinished jewellery pieces within the United States.
- These castings are then shipped to India for finishing, polishing, and diamond setting.
- The final jewellery is re-exported to the U.S., where it qualifies for **tariff exemptions under U.S. Customs rules**.

Because the gold is bought and casted in the U.S., the product retains **U.S. origin status**. As a result, no tariff applies to the gold component, and instead **5.5% duty** is levied on the incremental value addition (diamonds and labour). This ensures Goldiam protects its **margin profile**, sustains volumes, and maintains a **clear cost advantage over smaller and less organized peers**.

The **hybrid manufacturing model**- combines **global cost efficiency with regulatory compliance**, reinforcing Goldiam's position as a **trusted supply partner** to leading U.S. retailers.

B2C Expansion – ORIGEM

In parallel, Goldiam is rapidly scaling its **B2C presence in India** through its lab-grown diamond brand, **ORIGEM**. In just **10 months**, **ORIGEM has launched 7 exclusive stores across Mumbai and Bangalore**, with consumer response exceeding expectations.

Backed by a **professional retail leadership team**, ORIGEM leverages Goldiam's **three decades of global design expertise** to deliver jewellery that is **affordable, sustainable, and relevant to everyday Indian consumers**.

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The company has laid out **ambitious retail plans**, targeting approx. **70 ORIGEM stores across India within the next 18–24 months**. With four distinct advantages — **sourcing strength, design innovation, execution excellence, and scale potential** — ORIGEM is poised to become a **category-defining disruptor** in India's fast-emerging LGD jewellery market.

About Golddian International

Founded in 1986, Golddian International is a globally integrated diamond and jewellery manufacturer, specialising in natural and lab-grown diamond jewellery for leading global retailers. The Company is also spearheading the launch of **ORIGEM**, India's first lab-grown diamond retail brand, with an aggressive expansion strategy aimed at transforming consumer adoption of sustainable luxury.

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