



MOKSH ORNAMENTS LTD.

(SPECIALIST IN MFG & EXPORTER OF KOLKATA BANGLE)

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To,
The Listing Compliance
National Stock Exchange of India Ltd.
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E)
Mumbai – 400 051

SYMBOL: MOKSH

Subject: Press Release pursuant to Regulation 30 of SEBI (LODR) Regulation's, 2015.

Ref: - Moksh Ornaments Bags Rs 120 Crore New Order from Lalithaa Jewellery Mart.

Dear Sir/Madam,

With reference to the captioned subject, please find enclosed herewith the press release on the Moksh Ornaments Bags Rs 120 Crore New Order from Lalithaa Jewellery Mart, Plans to Add New Products & Enter International Markets in Coming Months.

Thanking you.

Yours faithfully

For MOKSH ORNAMENTS LIMITED

For MOKSH ORNAMENTS LTD.

MR. AMRIT SHAH
MANAGING DIRECTOR Director / Authorised Signatory
DIN: 05301251



MOKSH ORNAMENTS
LIMITED

PRESS RELEASE

MOKSH ORNAMENTS BAGS RS 120 CRORE NEW ORDER FROM LALITHAA JEWELLERY MART

PLANS TO ADD NEW PRODUCTS & ENTER INTERNATIONAL MARKETS IN COMING MONTHS

Mumbai, February 04, 2025: Moksh Ornaments Limited (NSE: MOKSH), Mumbai-based gold ornament manufacturer today announced that it has bagged a Rs 120 crore order from Lalithaa Jewellery Mart for supply of new gold ornaments of 22 Carats. The order is to be executed in the next three-four months. Lalithaa Jewellery is one of the largest south-based jewellery chain, with more than 55 showrooms.

Commenting on the development, Mr Amrit Shah, Managing Director of Moksh Ornaments Limited, said, "We are witnessing a steady growth in demand for gold jewellery from its customers in both domestic and international markets. We have been consistently strengthening our product portfolio by blending modern ideas into traditional jewellery to meet the demands of our customers across various markets. This has helped boost our sales not just in the domestic but also in the international markets. We are now looking to ramp up our product portfolio and expand our customer base both in India and overseas by venturing into newer markets, thereby strengthening our customer base.

Moksh Ornaments manufactures and exports gold jewellery primarily to B2B consumers. It manufactures jewellery on a job work basis at Kolkata and Mumbai. It primarily sells gold jewellery and its product profile includes bangles, chains, and mangalsutra. It plans to focus on developing new designs and products in order to meet customer's changing preferences.

The company gets its products designed by third-party designers. Further, in its endeavours to maintain its product, it follows a strict procedure to ensure control quality, timely delivery and competitive prices. It offers regular designs and guarantees esteemed customers the time-bound delivery of the products.

The company is reworking its product and marketing strategy in light of changing product trends. To begin, the company plans to introduce rose gold ornaments with lighter carats to cater to new-generation customers and changing consumer preferences. Apart from changing its product, it is also in the process of tapping new international geographies.

Amrit J Shah, adds, "We have chalked a clear strategy to innovate our products in line with changing market trends. Currently, we have been specialising in gold chains and bangles. But we are now expanding our product range from 12-15 carat products to include rose-gold chains, bangles and new lighter carat products to meet the demand from next-generation customers. Going forward, we will focus more on 18-carat products due to the sharp rise in gold prices in the recent past."

The company already established a strong marketing network in the domestic market and is currently working with major retail chains. It is also now looking to add new customers in the international market and strengthen its footprints in the global market. It plans to float a subsidiary in the UAE in the coming months to tap the international market through UAE. It is in the process of acquiring a unit space at SPEEZ in Mumbai to manufacture products for the international market.

"We have been exporting to UAE and Dubai in particular for the last 8-10 years and have established a very strong presence in that market. We have several B2B customers there, and we have been supplying them from India. Now we are looking to expand our international reach and add other cities in the UAE and tap into the growing demand from European countries and other GCC markets," he said.

Once the Dubai office becomes operational, the company will be able to cater to these new markets more easily. "It is slightly difficult to cater to these markets from India, but it will become easier once we have our office in Dubai because clients can come for regular visits," he pointed out.