

18th March 2014



LYPSA
www.lypsa.in

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

Symbol: LYP SAGEMS

**Sub: Lypsa Gems and Jewellery Ltd launches E-Commerce B2B Platform
called sorteddiamonds.com**

Dear Sir/Madam,

This is to inform you that Lypsa Gems and Jewellery Ltd has launched an E-commerce based sales platform called sorteddiamonds.com.

Sorteddiamonds.com aims to make small diamond sourcing hassle-free, convenient and efficient. Our customers can fulfill all their demands through a click and a phone call. It provides a unique platform where customers can log in, post their demands and have Lypsa products delivered to them Just-In-Time. It directly links the jewelers in America and other markets with Lypsa, thereby saving on costs associated with the middlemen. The price advantage will be passed onto our clients making the Lypsa product even more competitive and value-for-money for our clients. It will also make diamond sourcing easier for our existing client base. An added feature will be assigning relationship managers to all the clients, which allows for live customer support throughout the buying and feedback process.

True to the principle of Innovation, Lypsa pioneers the use of E-Commerce in the small diamonds business. Sorteddiamonds.com represents a first in bringing E-commerce to the world of small diamonds B2B sourcing. It adds onto the existing sales and distribution channels used by Lypsa to sell its products worldwide.

Lypsa Gems and Jewellery Ltd is wholly integrated diamond company sourcing rough diamonds from the major diamond mines, cutting and polishing them in its own factories and marketing its products to clients across the globe. Our manufacturing facilities are in Gujarat and employ state-of-the-art technology and a skilled workforce. Lypsa prides itself on consistent standardized assortments, competitively priced products and honest customer service.

Lypsa will continue to push the boundaries and cater to its clients efficiently through such innovative and evolving offerings. Sorteddiamonds.com reaffirms our commitment to serving our clients to the best of our ability.

Kindly take the same on record.

Thanking you.

Yours faithfully,
For Lypsa Gems and Jewellery Limited

M. S. Sankar

Managing Director

LYPSA GEMS & JEWELLERY LIMITED.

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