



PRESS RELEASE

Ciemme Jewels Ltd., which is a subsidiary of C Mahendra Exports Ltd., is pleased to announce the launch of a first of its kind “Eight in One” jewellery concept to the market

On February 24th, 2015: C Mahendra Exports Ltd. (CMEL) today announced the launch of a revolutionary “Eight in One” detachable jewellery concept. The group will be launching this new product range via its retail stores and online presence that form part of Ciemme Jewels Ltd., which is a subsidiary of C Mahendra Exports Ltd.

The launch of this range of niche jewellery products will allow the C Mahendra Group to reinforce its presence as an innovator and pioneer in high-end and exotic diamond jewellery.

Commenting on the launch, Mr. Mahendra Shah, CMD, CMEL said:

“The C Mahendra Group is excited to bring this novel and exotic diamond jewellery concept to the market. We believe that our clients will find our new product range to be of exemplary quality and fashion utility and will position us well in a rapidly expanding high-end jewellery market in India.

Our clients can flaunt their neckline in the evening with an exquisite light weight designer necklace, rearrange the same piece to an intricately woven diamond pendant set or wear the same necklace in multiple forms by attaching the diamond choker pendant to give it a rich feel. The offering comes with an exclusive set of earrings that could also be worn as a “Maang Tika”, adorning the traditional festive look. Not only that but this exquisite necklace can also be worn as a bracelet.

About C Mahendra Exports Ltd.

C.Mahendra Exports Ltd., a renowned and trusted name since 1974, is one of the leading diamantaire and jewelry companies in India with a wide spread network around the world. The pioneers of the Company, Mr. Mahendra Shah and Mr. Champak Mehta incorporated the business in 1974. The flagship company C.Mahendra Exports Ltd. was formed in the year 1978 to carry on the business of manufacturing and trading of diamonds.

The group has multiple diamond manufacturing units in Gujarat and also sales and distribution companies across the United States, Europe, Middle East and the Far East.

C.Mahendra Exports has its presence in the diamond studded jewellery business. Ciemme Jewels Ltd., a subsidiary of the company, designs and manufactures, diamond studded jewellery which is retailed under the brand name "Ciemme" across the world.