



RAJESH EXPORTS LIMITED

Mfrs & Exporters of Gold and Diamond Jewellery
4, BATAVIA CHAMBERS, KUMARAKRUPA ROAD
KUMARA PARK EAST, BENGALURU - 1 INDIA
PH: 2226 6735, 2226 0443, 2228 2215, 4162 3638, 4152 9154
FAX: +91-80-2225 9503 Email : corpcomm@rajeshindia.com
CIN No. : L36911KA1995PLC017077
Website : www.rajeshindia.com

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INFORMATION NOTICE

Sub: Rajesh Exports Ltd to market Designer Jewellery in the European and North American markets through Valcambi.

Bangalore, September 21, 2015: Rajesh Exports Limited(REL) has developed a special range of designer jewellery suitable for the local European and American markets. Valcambi has an extensive marketing network in the European and the American markets which it has developed over a period of time. REL will be utilizing this network of Valcambi to reach high ended European and North American clients. REL was always capable of producing the finest designer jewellery suitable for the high ended European and North American markets, but it was working on setting up a proper marketing network to manage the suitable distribution process.

With the acquisition of Valcambi, REL has one of the strongest global brands to support it's distribution process to the high end stores of Europe and North America. REL will be dispatching the range of specially produced designer jewellery to Valcambi and Valcambi through it's extensive marketing network and by utilizing the strong brand value commanded by it's products will be in a position to distribute the designer jewellery produced by REL to the high end European and North American markets.

Commenting on the development Mr. Rajesh Mehta, Chairman, REL said that "We have acquired Valcambi for it's existing strong business, but there would be multiple benefits accruing to REL due to this acquisition one among them would

be the distribution of it's products to the high end markets of Europe and North America. Distribution of Indian made high end designer jewellery to high end markets of Europe and North America would be a very difficult proposition for an Indian company, but REL would be able to smoothly navigate this process through Valcambi. Distribution of products to high end markets would bring in a significant addition to the profitability of REL, due to the high margins commanded by these products in the European and North American High end markets.”

Rajesh Exports Ltd is a zero debt company with an annual sales of INR 505 Billion(Apprx USD 7.8 Bln). The company is the largest and the lowest cost manufacturer of gold jewellery in the world. The Company's manufacturing facility is situated at Bangalore which is the world's largest jewellery manufacturing facility spread over 12 acres of land with a built up area of 500000 Sq Ft. The manufacturing facility has an installed capacity to process 250 Tons of Jewellery Per Annum. The Company through its retail brand of Shubh Jewellers has 83 Retail jewellery Showrooms across the country.

For additional information please contact:

Mr. Siddharth Mehta

Tel no: 22266735 ext: 136

Direct Line: 080-22260443

Mob: +91-9986107495

Email: corpcomm@rajeshindia.com/siddharth@rajeshindia.com