



RAJESH EXPORTS LIMITED

Mfrs & Exporters of Gold and Diamond Jewellery
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January 30, 2017

The Manager Listing,
National Stock Exchange of India Ltd,
Mumbai.

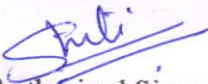
The Manager Listing,
Bombay Stock Exchange of India Ltd
Mumbai.

Dear Sir,

Please find attached Media Release regarding New Jewellery range launched across 81 Shubh outlets – Company's retail stores in Karnataka.

Thanking you

For **Rajesh Exports Ltd**


Authorised Signatory
Stuti Aggarwal
Company Secretary





Media Release

**New Jewellery range launched across 81 'Shubh' outlets –
Company's retail stores in Karnataka, one of the key gold
consumption markets in India**

Jewellery launched at onset of the Wedding Season in India

**More than 50 new designs launched, 7000 products available in the
retail segment**

**World's Largest and only gold Company offering end-to-end
solutions across value chain of gold**

Mumbai, January 30, 2017

Rajesh Exports Ltd. (BSE: 531500, NSE: RAJESHEXPO) is fully geared up to cater to the increase in the jewellery demand for the upcoming "Wedding Season" in India.

In line with its strategy to focus on the highly profitable retail segment, the Company has launched more than 50 new product designs, across all their 81 retail outlets – Shubh Jewellers in Karnataka, India. This is to take advantage of the surge in the retail demand on the back of the upcoming Wedding Season. Karnataka is a key Gold market in India and witnesses huge surge in demand during the Wedding Seasons.

SHUBH Jewellers is one of the most trusted household jewellery brand name in South India and is known for quality, designs and value for money prices of its products.

These products are very competitively priced in the range of Rs. 10,000 – Rs. 1,50,000 per piece, giving the customer not only a wide product range but also a flexible price range, enabling the Company to cater to the demand between different budgetary plans across various classes of consumers.

Rajesh Exports has a total of around 1 lakh products in their portfolio across various segments the Company operates in. Of this, the Company offers around 7,000 products in the retail category, adding new products depending on the festive or marriage season and other such events.



Rajesh Exports, on the back of its expertise, skilled craftsmen, artisans & exceptionally strong backward integrated infrastructure and strategy to move up the value chain, has been focusing on the high margin retail business.

Management Comment:

Mr Rajesh Mehta, Chairman, Rajesh Exports Ltd. said, *“We have been launching new products across different lines and at different price points in the retail segment, regularly, so that our customers have a wide range of products to select from that are suitable for their wallet.*

Our strategy to increase our retail presence and focus on higher margin products is in place and growing. We do this in two ways, one is to increase our presence by adding more stores in Karnataka and second is to offer more and more products in our portfolio. Karnataka, is one of the key markets in India for gold consumption. Currently we have 81 stores and plan to reach a 100 by the end of this year.

Our products in the retail market are competitively priced and known for their quality in Karnataka. Shubh has emerged as well known and reputed brand in the state.

We are focused on expanding our high margin retail business leveraging on our strength of backward integration, thereby, enabling us to price our products competitively and still earn better margins.”

Our focus is on profitable growth and we are confident that over the next 2-3 years, the Company will demonstrate increase in operating margins combined with a strong double digit growth.”

About Rajesh Exports Limited:

Rajesh Exports Ltd is a zero debt company on standalone basis with an annual sales of 165,200 Crores (Aprox. USD 24 Billion) on a consolidated basis in FY16. The Company emerged as the single largest constituent of gold business in the world. Rajesh Exports processes 35% of gold produced in the world. Rajesh Exports is the only Company with a presence across the value chain of gold from mining till its own retail brand.

The Company is the largest refiner of gold in the world. With the recent acquisition of Valcambi, the world’s largest gold refinery at Switzerland, Rajesh Exports has built up a total capacity to refine 2,400 tons of precious metals per annum. Valcambi is a LBMA accredited refinery, the gold bars produced at Valcambi are good delivery bars, accepted across all the precious metal exchanges of the world and by all the Buillion banks.



Rajesh Exports Ltd. is the largest Manufacturer gold products in the world. Across its various manufacturing facilities Rajesh Exports has a total installed capacity to manufacture 400 tons of world class gold products per annum including the finest plain and studded jewellery, medallions and coins. Rajesh Exports has set up the world's finest R&D facilities in Switzerland and in India for developing new designs and for evolving innovative manufacturing process for manufacture of world class gold products.

The Company exports its products to various countries around the world and also supplies its products in wholesale market and jewellery showrooms across India.

Rajesh Exports has set up 81 retail jewellery showrooms under the brand name of SHUBH Jewellers. SHUBH Jewellers is one of the most trusted household jewellery brand name in South India and is known for quality, designs and value for money prices of its products.

For more details please visit: www.rajeshindia.com

For any queries please contact:

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Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward looking statements. Rajesh Exports Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.