

CIN No.: L28990GJ1995PLC028270

5<sup>th</sup> May, 2015

To,  
The Corporate Relation and Listing Department (CRD)  
The BSE Limited  
Ground Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai- 400001



LYPSA  
www.lypsa.in

Scrip Code: 534532

**Sub: Lypsa enters in to Branded studded jewellery segment by launching  
Two brands Lypsa Atelier and Oropel**

Lypsa Gems and Jewellery Ltd plans to enter into the branded diamond-studded Jewellery segment by launching two brands: **Lypsa Atelier** and **Oropel**. E-commerce will be the principle sales channel employed to market these brands. The cost savings of the e-commerce model vis-à-vis traditional brick and mortar stores will allow the products to be priced competitively.

Lypsa Atelier will focus on fashionable jewellery for the young women who want to stay in vogue with the latest fashion trends. Moderately priced diamonds with the SI qualities set in 9K and 14K gold will ensure that customers find Lypsa Atelier creations to be reasonably priced. In Phase 1, Lypsa Atelier will be marketed through online marketplaces, major e-tailers and jewellery specialist websites. Phase 2 will see Lypsa Atelier selling products through its own online store with Augmented Reality based Trials. Certified diamonds and Hallmarked Gold will ensure customer confidence in Lypsa Atelier.

Oropel - Spanish for glamour, will cater to the luxury segment where a customer will be able to design her own jewellery using help from our Design Experts. Bespoke pieces set in VVS-VS diamond qualities and 18K gold will be part of the Oropel Collection. Future collaborations with celebrity designers is also on the cards.

Lypsa Atelier and Oropel reaffirm Lypsa's efforts to go downstream and capture maximum value-add in the diamond pipeline.

Lypsa Gems & Jewellery Ltd is wholly integrated diamond company sourcing rough diamonds from the major diamond mines, cutting and polishing them in its own factories & marketing its product to clients across the globe. The Company has currently 3 manufacturing facilities.

Lypsa Gems & Jewellery Ltd prides itself on consistent standard assortments, competitively price products & honest customer service.

You are requested to take the same on your record.

Thanking you.

Yours faithfully,  
For Lypsa Gems & Jewellery Ltd

*M. J. Janani*  
Director  
Manish J. Janani  
DIN: 02579381



**LYPSA GEMS & JEWELLERY LIMITED.**

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