



PRESS RELEASE

Ciemme Jewels Ltd., which is a subsidiary of C Mahendra Exports Ltd., is pleased to announce the launch of its luxury Sun Glasses range to the market

On February 28th, 2015: C Mahendra Exports Ltd. (CMEL) today announced the launch of its luxury sun glasses line. 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 these special UV protective glasses will enable the company to expand its existing retail product portfolio from diamond jewellery and watches to luxury sunglasses as well.

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

"The C Mahendra Group is thrilled to introduce its new range of advance sun protection glasses to the market. The launch of the sunglasses range allows us to become a leading consumer company with a variety of luxury product offerings for our clients

Sunglasses can make the wearer look more attractive - hence we have made sure that we select a range of glasses which are comfortable and enhance the looks of our elite customers. The glasses are specially UV coated and Italian made and the frame is made from high quality fibre which doesn't leave any mark on the face of the wearer. The glasses are ultra light weight and hence comfortable even during the hot and humid Indian summers. Keeping in mind the growing consumer base for sunglasses we have priced our range at about Rs. 9000.

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.