



# C. MAHENDRA EXPORTS LTD.

CIN : L27205MH2007PLC166717

## PRESS RELEASE

***Ciemme Jewels Ltd., which is a subsidiary of C Mahendra Exports Ltd., is pleased to announce the launch of its "Unique Hand-Made Watches" to the market***

**On March 19<sup>th</sup>, 2015:** C Mahendra Exports Ltd. (CMEL) today announced the launch of its unique range of hand-made watches. 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 hand-made watches will allow the C Mahendra Group to reinforce its presence in high-end luxury watches.

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

*"The C Mahendra Group is excited to bring this novel and luxury watches to the market. We believe that our clients will find our new product range to be of exemplary quality help setup the group in rapidly expanding luxury watches in India.*

*Now, our clients can flaunt their wrist with our luxury watches along with our exclusive diamond jewellery. We have automatic moment, quartz moment and manual moment watches. Our new transparent bridge collection with quartz moment will mesmerize the clients. The new watches have been bought in the range of Rs. 9000 to Rs. 2 lacs to cater to different sections of customers. All the parts of watch are swiss made and assembled in China.*

### **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.