



Tara Jewels Ltd
Plot 29 (P) & 30 (P), Sub plot A,
SEEPZ SEZ, Andheri (E),
Mumbai 400 096
O. +91 22 66774444
F. +91 22 66774464
www.tarajewels.in

Date: February 10, 2015

To
The Manager
The Department of Corporate Services
BSE Limited
Ground Floor, P. J. Towers
Dalal Street, Mumbai – 400 001

To
The Manager
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East), Mumbai – 400 051

Dear Sir / Madam,

Ref.: Scrip Code: 534756; Symbol: TARAJEWELS

Sub: Intimation of Press Release (REVISED)

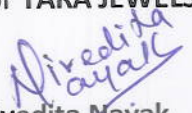
With reference to the captioned subject, please find attached the copy of revised Press Release for the financial results for the quarter ended December 31, 2014.

Kindly take note of the above on your record.

Thanking You,

Yours faithfully,

For **TARA JEWELS LIMITED**


Nivedita Nayak
Company Secretary



Encl: As above



Press Release

10 February, 2015

Tara Jewels Ltd
Plot 29 (P) & 30 (P), Sub plot A,
SEEPZ SEZ, Andheri (E),
Mumbai 400 096
O. +91 22 66774444
F. +91 22 66774464
www.tarajewels.in

For Immediate Release

Tara Jewels Limited: 9M FY15 Results

**Revenue of Rs. 11,783 mn (excl. bullion),
EBITDA of Rs. 1,180 mn; EBITDA Margins of 10%
Net Profit of Rs. 338 mn
Strong Orderbook of Rs. 4,317 mn**

Financials at a Glance:

Rs. Million	9M FY15	FY 14
Sales (Excl. Bullion)	11,783	16,767
EBITDA (Excl. Bullion)	1,180	1,570
Net Profit	338	504
Cash Profit	557	719

Key Highlights for the nine months ending December 31, 2014

- ✓ **Highlights for 9M FY2015 Consolidated Results**
 - Sales (Excl. Bullion) Rs. 11,783 mn
 - Exports of Rs. 10,230 mn
 - India Retail of Rs. 1,553 mn
 - EBITDA (Excl. Bullion) of Rs. 1,180 mn; EBITDA Margin of 10%
 - Net Profit of Rs. 338 mn; Cash Profit of Rs. 557 mn
- ✓ **Strong Orderbook in the International Business of Rs. 4,317 mn**
 - Confirmed Orderbook: Rs. 3,383 mn
 - Framework Orderbook: Rs. 934 mn
- ✓ **The company has total store network of 34 Stores spread over 30 Cities in 11 States**
 - The company has opened 4 new shop-in-shops format outlets bringing the total to 10 outlets at Shoppers Stop
 - 24 Operating Format Stores
- ✓ **Star Princess Pvt Ltd., the distributor of Tara Jewellers has tied up with Amazon, to launch the brands collection on Amazon.in**

Registered Office : Tara Jewels Ltd., Plot No. 122, 15th Road, Near IDBI Bank, MIDC, Andheri (E), Mumbai - 400 093

Tel. +91 22 6641 7888 / Fax. +91 22 6641 7786

(CIN) L52393MH2001PLC131252



Mumbai, (February 10, 2015): Tara Jewels Limited, an integrated player in the jewellery industry with experience ranging from Designing to Retailing of Jewellery reported its Unaudited Results for the nine months ended December 31, 2014

- The company recorded Consolidated Sales (Excl. Bullion) of Rs 11,783 mn
- EBITDA (Excl. Bullion) stood at Rs. 1180 mn; an EBITDA Margin (Excl. Bullion) of 10%
- Net Profit stood at Rs. 338 mn; Cash Profit of Rs. 557 mn
- The company has opened 4 new shop-in-shops format outlets at Shoppers Stop

International Business

International Revenue for the 9M FY15 stood at Rs. 10,230 mn, contributing to 87% of overall Revenue and 80% of Gross Profit.

As on December 31, 2014 the Order book is as below:

Total Order book: Rs. 4,317 million

- Confirmed Orders: Rs. 3,383 million
- Framework Orders: Rs. 934 million

India Retail

In the medium to long term the Company proposes to continue to expand its retail presence in the Indian market through an Asset Light Franchise Model, Shop-in-Shop format and e-Retail route.

- The company has opened 4 new Shop-in-Shop format outlets in Alpha One Mall, Amritsar; Prozone Mall, Aurangabad; Eros Mall, Delhi; and The Great India Palace, Noida. The company now has 10 Shop-in-Shop outlets in Shoppers Stop
- Star Princess Pvt Ltd., the distributor of Tara Jewellers has tied up with Amazon, to launch the brands collection on **Amazon.in**

The new strategy will help achieve expansion with lesser Capital Allocation.

Commenting on the results **Mr. Rajeev Sheth, Chairman & Managing Director** said:

"The international business of the company has been along expected lines. US is showing vital signs of recovery and this is very positive for our International Business. We are seeing gradual increase in our business with improved order book. Our business approach in key international markets has been to enter into strategic partnerships and co-branding initiatives that ensure increased brand recognition and repeat orders. Going forward we will continue to expand our portfolio with branded products.

The new asset light strategy of Indian business has been progressing well, we have opened 4 new Shop-in-Shop format stores in Shoppers Stop and to tap into the changing consumer behavior we have also entered into the e-Retail platform with Amazon.in. The new strategy will enable to increase our presence faster."



About Tara Jewels Limited:

Tara Jewels Limited is an integrated player in the jewellery industry with experience ranging from Designing to Retailing of jewellery. The company has four manufacturing facilities, one of which is in China.

We are one of the largest studded jewellery exporters from India since 2001.

Tara Jewels growth and continuing market dominance can be attributed to our hall of designs with over 51,773 designs that caters to a diverse audience across five continents and over 20 countries. Tara Jewels caters to retailers across the USA, UK, Europe (12 countries including Austria, Germany and Switzerland), Australia, China, South Africa, UAE and Canada.

In India, the strategy of the company is to capitalize the rising demand of the middle class customers for jewellery which is Affordable, Fashionable & Reliable (certified). In 2010, we introduced a retail store format under the brand name Tara Jewellers. Currently in India, we operate 24 Stores with an average size of 1000 Sqft in the Tier I, Tier II & Tier III Cities and 10 shop-in-shop format outlets in Shoppers Stop.



For more information please contact / visit www.tarajewels.in

Tara Jewels Limited

CIN: L52393MH2001PLC131252

Mr. Sanjay Sethi – Director Finance

Email: sanjay.sethi@tarajewels.co.in

Office: +91 (22) 6677 4404

Strategic Growth Advisors

CIN: U74140MH2010PTC204285

Ms. Payal Dave

Email: dpayal@sgapl.net

Office: +91 (22) 6114 6679

Safe harbor Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential product characteristics and uses, product sales potential and target dates for product launch are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.

