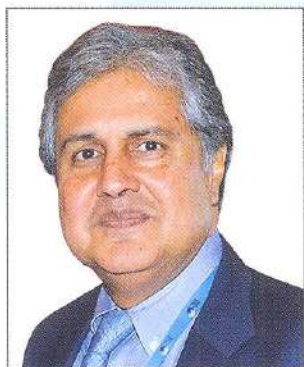


The New Jeweller

Taking the Trade to new Dimensions

INTERNATIONAL



Anoop Mehta

President - Bharat Diamond Bourse

BDB provides world class Infrastructure for Domestic & International buyers to converge and trade



Mehul Shah

Vice President - Bharat Diamond Bourse

BDB is the most securitized Diamond center with 0% crime rate. The complex has more than 50000 trade visitors interacting and trading on a daily basis.

Bharat Diamond Bourse

World's Largest & Most Securitized Diamond Exchange

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NATURAL DIAMOND COUNCIL

A Pillar of Strength & Support for the Industry to Build a Transparent & Sustainable Diamond Ecology | 32

GIA India

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India the undisputed leader in Cutting & Polishing Diamonds

Vipul Shah Vice Chairman GJEPC | 24



Building Strong Relationships Through a Legacy of Values, Expertise and Experience

A sian Star Group, one of the world's leading diamantaires, is a vertically integrated company with over 50 years of experience in the diamond industry. Since 1971, our business activities have gradually evolved to encompass rough sourcing, diamond cutting and polishing, jewellery manufacturing and marketing. Today, the company has established a formidable reputation as a leading supplier of loose polished and diamond jewellery amongst global jewellery brands and retail chains, owing to our impeccable craftsmanship, passion to innovate and infallible pipeline integrity.

Responsible partnering is the key to building trust

With end-to-end control over our mines-to-market supply chain, we carry on our business dealings in a responsible manner right from sourcing of rough diamonds to delivering our product commitments. We strive to deliver value beyond



the extraordinary beauty of our diamonds. Our rough diamonds are procured directly from the top mining companies and processed at our own cutting and polishing factory which allows us to control the integrity of our diamonds. These diamonds are further transformed into exquisite jewellery at our state-of-the-art jewellery manufacturing units, under

the tutelage of our expert designers and master craftsmen. Furthermore, we abide by the highest standards of ethical business practices by complying with the Code of Practices set down by Responsible Jewellery Council and ISO 9001: 2015, certified by TUVNORD.

To add intrinsic value to the products we offer, we have partnered in mine-origin programs, such as De Beers Code of Origin, which provide assurance that the diamonds are sustainably and ethically discovered by De Beers in Botswana, Canada, Namibia, and South Africa.



Without a solid foundation, you cannot create anything of value

Our value proposition of excellence and innovation is underpinned by a solid foundation of world-class infrastructure and technology, and superior knowledge and craftsmanship.

We own world-class facilities at Surat, Mumbai and Hosur for diamond processing and jewellery manufacturing. Our diamond cutting and polishing facility at Surat is spread across 100,000 sq. ft., and equipped with a team of qualified and skilled artisans who exhibit the art of consistently crafting the best polished makes from rough diamonds.

Our diamond jewellery manufacturing units at Mumbai and Hosur are spread over 50,000 sq. ft., with overall production capacity of 750,000 pieces per annum. These facilities specialize in mass production of machine-made jewellery, as well as selectively handcrafted bespoke jewellery. This flexibility and scalability of operations give us the advantage of controlling and customizing our production and products to match customer needs. The Asian Star Group employs more than 1,800 professionals and skilled workers.

There's always a way to do it better

The fulcrum of Asian Star's product excellence is our expertise to innovate and fine craftsmanship. Our expertise lies in offering products that cater to every customer's design sensibility and price desirability.

We are engaged in the business of manufacturing and distributing sparkling diamonds and diamond jewellery. Besides offering a diverse portfolio of loose polished in sizes up to 5 carats in all shapes, colours and qualities, we deliver value-added offerings with our range of certified diamonds, EX-EX-EX Hearts & Arrows cut, proprietary diamond cuts, and Forevermark and Code of Origin diamonds. This specialization is possible due to the expertise of our craftsmen who have mastered the complexity of diamond processing and can deliver

special cuts of consistent quality, even in the smallest pointer sizes.

At the heart of our jewellery manufacturing capabilities lays our dedicated innovation centre, where talent and technology work relentlessly to break out of conventional patterns and breathe life into new forms. Our versatile jewellery portfolio offers an extensive selection of categories from bangles to bracelets, rings to earrings, and pendants to necklaces to suit every occasion and price band.

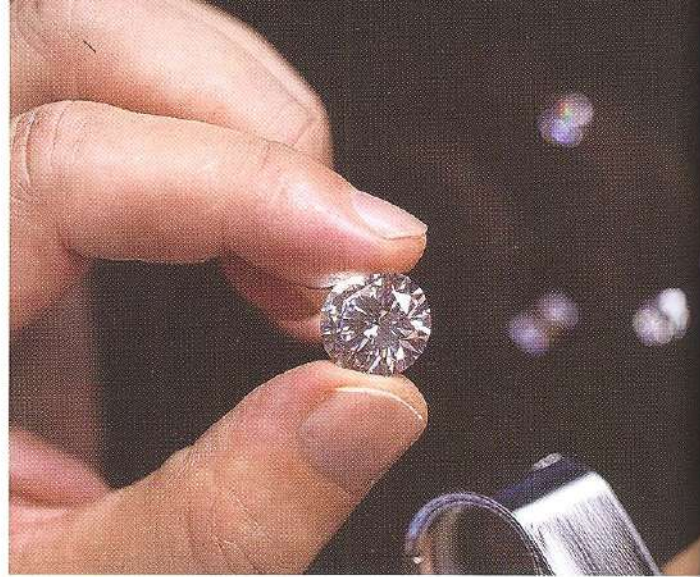


Besides establishing our niche in the popular segment of bridal, fashion and classic diamond jewellery, we are now proving our forte in alternative material jewellery such as Ceramic fine jewellery, and Men's jewellery including the Cuban segment. We also specialize in creating price point diamond jewellery using innovative illusion settings,

ranging from star illusion plate to fancy shape illusion. Our necklace sets particularly are extremely popular for their value proposition in terms of design and price point choice.

We add further depth to our jewellery portfolio with private labels and collaborations with designer brands like Farah Khan Atelier, besides offering customized jewellery with patented settings. We also cater diamond settings for branded watches, which include custom made Bezels.

Strong insight and understanding of global jewellery trends and customer preference, a design and product development team with experience to work in cross-cultural markets, and solid investment in technological advancements enable us to offer a bespoke product proposition to our customers.



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At Asian Star, we believe that social responsibility is an integral part of our value system, and therefore sharing corporate benefits with society is a necessity.
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carve a niche as valued partner to renowned jewellery brands and retail chains, and e-commerce retailers across the globe.

We have an established presence at all levels of the diamond supply chain through an extensive distribution network of subsidiaries (Hong Kong, New York and Dubai), and marketing arms; at top diamond procurement centres like

Antwerp and Dubai, manufacturing hubs like India and Southeast Asia, and key consumer markets like the US, Europe, China and India. In India, our loose polished sales operation is located at the strategically placed and well-equipped Bharat Diamond Bourse (BDB). A significant share of our sales to local as well as international customers is expediently managed from this office.

Leveraging our experience and global presence, our multidisciplinary marketing team supports our customers with detailed analytics on market trends, promotional ideas and material, and marketing opportunities.

No act of kindness is ever wasted

At Asian Star, we believe that social responsibility is an integral part of our value system, and therefore sharing corporate benefits with society is a necessity. Our CSR initiatives are not only limited to philanthropic activities but also address larger initiatives that facilitate social development. Through our endeavours in this direction, we aim to make positive change in areas of education, healthcare, women empowerment, disaster management and environment protection, among others.

Solid, strong, lasting relationships build your business

Over the years, we have built our market presence, and forged key alliances and long-term partnerships not just as a supplier but as a valued business partner. Our collaborative work style and passion for creating customer experiences that are personal and positive has collectively helped us to

