



# ASIAN STAR

*+ Sparkle Of Perfection +*

ASIAN STAR COMPANY LIMITED

OVERVIEW - JEWELLERY OPERATIONS / APRIL 2024

# ABOUT OUR COMPANY



**Established in 1971**, we are a public limited company listed on the Bombay Stock Exchange since 1996.



## OUR BUSINESS

- Diamond Cutting & Polishing
- Diamond Jewellery Manufacturing
- Distribution & Retailing

As one of the world's leading diamantaires with end-to-end control on our mines-to-market supply chain, we have earned a sterling reputation with leading global brands and retailers for our ethical business practices.



# OUR PURPOSE

Enhancing the way the world experiences diamonds.

## VISION

To be a trailblazer in the diamond industry known for delivering desirable diamonds and delightful experiences to customers across the globe.

## MISSION

Create a sustainable diamond ecosystem with an innovative mindset and passion for excellence that helps our people and our customers grow together.

## CORE VALUES



Integrity



Team Work



Customer Value



Ownership



Innovative



Excellence



# MEET OUR LEADERS



**Arvind Shah**

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Chairman &  
CFO



**Vipul Shah**

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CEO &  
Managing Director



**Rahil Shah**

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Director



**Priyanshu Shah**

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Director



**Dharmesh Shah**

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Director

# OUR ACCREDITATIONS & OUR RANKINGS

- Approved for direct rough supply from DE BEERS
- Approved Manufacturer of FOREVERMARK & CANADAMARK
- Approved Programme Participant of Code of Origin (CoO)
- Certified Member of RJC (Responsible Jewellery Council)
- ISO 9001:2015 certification from TUV NORD, Germany
- "A2+" rating for short-term and "A-; Stable" rating for long-term bank facilities by CARE - Credit Analysis and Research Ltd
- Ranked 434 in Dun & Bradstreet's "India's Top 500 Companies" in 2022



“  
IT'S NOT WHAT WE DO,  
IT'S HOW WE DO IT  
”



# OUR PRESENCE



We are strategically placed around the world at major manufacturing, trading and consumption centers of the diamond industry.

Our factories, offices and marketing arms are powered by a talented workforce of more than 1800 employees.



# OUR JEWELLERY OPERATIONS



## ◆ 60,000+ sq. ft.

World-Class Infrastructure at Mumbai,  
Hosur and Surat

## ◆ 30,000+

Available Design Database

## ◆ 750,000 pieces

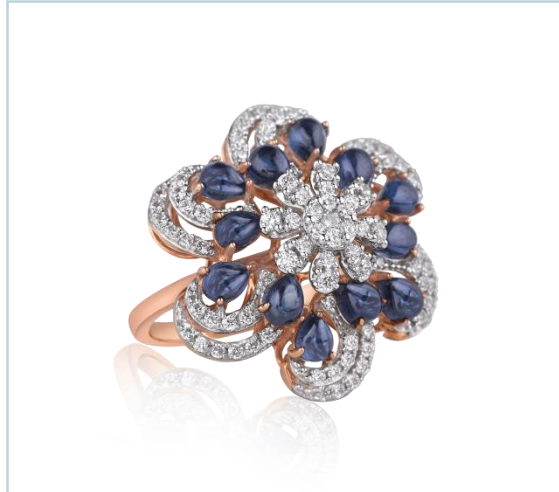
Overall Production Capacity Per Annum



Started as a small operation at Mumbai in 2000, today we have emerged as a supplier of choice to leading jewellery brands and retail chains the world over.



# OUR DESIGN & MANUFACTURING EXPERTISE



## Skilled Artisans

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Expertise in mass produced as well as signature handcrafted jewellery.



## Illusion Settings

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We specialize in illusion settings; constant R&D to develop innovative settings in lightweight jewellery.



## Diverse Themes

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Our designers work with clients in diverse markets; exposure to regional and international design trends.



# OUR PRODUCT PORTFOLIO



We believe that unique styling and excellent craftsmanship are the distinctive attributes that set apart our products.



**PETITE** Bridals



**URBANE** Men's Jewellery



**CERAMIC** Fine Jewellery

## SPECIALIZATION

Bridal, Fashion, Solitaires, Ceramic Fine Jewellery and Men's Jewellery

- Market-Centric, Concept-Based Customization • Distinctive Private Labels
- Alliance with Designer Brands to Manufacture and Distribute Specialized Jewellery



# OUR DISTRIBUTION & SERVICES



We mitigate market risks with a well-balanced distribution strategy.

- Diverse customer base, from jewellery manufacturers to retail chains to e-commerce businesses.
- Steady demand for our products from USA, Europe, Asia, Middle East, Australia and South Africa.

## SERVICES



Participate in major international trade shows



Consult on market & product customization



Provide superior quality product images



Promotional material support



Back-end data support to e-commerce customers

# OUR BIG 6



1

## Product Customization

Aligned to customer needs and market trends

2

## Quick Turnaround Time

From concept to delivery, in comparison to industry benchmark

3

## Widespread Marketing Network

Enables quick response time and exceptional client servicing

4

## Supply Chain Integrity

Guarantees provenance and authenticity of our diamonds

5

## Talented Design & Development Team

Adds uniqueness and innovation to our product portfolio

6

## Strong Financial Base

Presents a reliable and dependable business partner

# OUR ASSURANCE



We promise to adhere to highest level of ethical, social, environmental and quality standards by abiding to recognized international codes of practice.

## ETHICAL SOURCING

*Long term contractual supply*



Approved Programme Participant

DE BEERS  
FOREVERMARK

Approved Manufacturer



CANADAMARK

Approved Manufacturer



RJC Certified Member

DE BEERS  
BPP

Best Practice Principles



ISO 9001:2015



Kimberly Process



THANK  
YOU



**ASIAN STAR**

[www.asianstargroup.com](http://www.asianstargroup.com)