

The New Jeweller

Taking the Trade to new Dimensions

INTERNATIONAL



Shyam Jagannathan (IAS)

Zonal Development Commissioner
SPECIAL ECONOMIC ZONES,
(MAHARASTRA, GOA, DAMAN & DIU)
SEEPZ-SEZ Mumbai



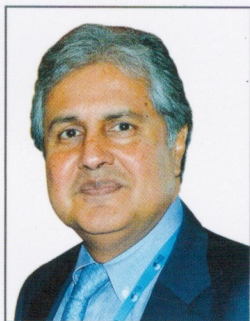
C P S Chauhan (IRS)

Joint Development
Commissioner, SEEPZ Export
Zone Mumbai

Mumbai

The Natural Gateway for Diamond & Jewellery Exports

SEEPZ | BDB



Anoop Mehta

President
Bharat Diamond Bourse



Mehul Shah

Vice President
Bharat Diamond Bourse

Bharat Diamond Week

- 5th Edition

2nd October to **4th** October 2023

Globally Acclaimed

Diamond &

Diamond Jewellery Exhibition



A legacy built on the foundation of values, evolution and innovation

Asian Star Group, one of the world's leading diamantaires, is a vertically integrated company with over 50 years of diamond industry experience. Since 1971, our business has gradually evolved to include rough sourcing, diamond cutting and polishing, jewellery manufacturing, and marketing. Today, the company has a formidable reputation among global jewellery brands and retail chains as a leading supplier of loose polished and diamond jewellery, backed by impeccable craftsmanship, passion for innovation and infallible pipeline integrity.

Responsible business practices are the key to building trust

With end-to-end control over our mines-to-market supply chain, we are committed to conducting business



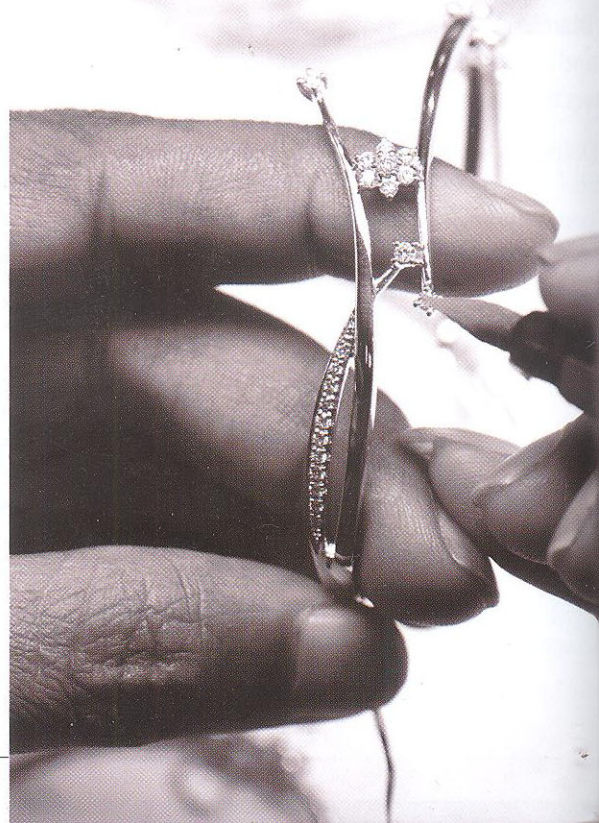
Asian Star

Committed to Excellence

responsibly and sustainably, from rough diamonds sourcing to meeting product commitments. We work relentlessly to deliver value that goes beyond the extraordinary beauty of our diamonds and diamond jewellery.

Our rough diamonds are obtained directly from major mining companies and processed at our own cutting and polishing facilities, allowing us to control the integrity of our diamonds. These diamonds are then transformed into magnificent jewellery at our cutting-edge jewellery manufacturing facilities under the supervision of our skilled designers and craftsmen. Manufacturing in-house provides us the advantage of ensuring product quality and timely availability.

Furthermore, we adhere to the highest standards of ethical business practices by conforming to Responsible Jewellery Council's Code of Practices and ISO 9001: 2015, which is certified by TUV NORD.



Our infrastructure is home to innovative craftsmanship

Asian Star's commitment to delivering excellence is supported by a solid foundation of cutting-edge infrastructure, superior knowledge, and craftsmanship that thrives on innovation. We have world-class diamond processing and jewellery production facilities in Mumbai, Hosur, and Surat.

Our diamond cutting and polishing facility at Surat spans 100,000 square feet and is home to a team of qualified and skilled artisans that relentlessly demonstrate their art of consistency by crafting the best polished makes from rough diamonds.



ASIAN STAR

Our manufacturing facilities for diamond jewellery span 75,000 square feet between Mumbai, Hosur, and Surat, with 30,000 square feet at SEEPZ, Mumbai, devoted solely to international business. They specialise in the mass production of machine-made jewellery as well as handcrafted bespoke jewellery, with a dedicated R&D centre for developing innovative products. The flexibility and scalability of our operations allow us to control and modify our production to satisfy the requirements of our customers.

Our product proposition is defined by how we do it

Innovation is a continuous process and it is directly proportional to market trends that reflect customers' ever-

changing needs. This is where Asian Star focuses its efforts by delivering product excellence elevated by fine craftsmanship and innovation in order to satisfy every customer's design sensibility and price desirability.

We assure the traits of Precision, Perfection and Pricelessness for Our Diamonds

In addition to offering a diverse portfolio of loose polished in sizes up to 2 carats in all shapes, colours and qualities, we provide 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 specialisation is made possible by our investment in ground-breaking R&D, as well as the expertise of our craftsmen, who have mastered the complexities of diamond processing and can provide special cuts of consistent quality, even in the smallest pointer sizes. Our portfolio of special cuts and mine-origin programmes enables us to provide the differentiation that gives our customers a significant market advantage.

Our jewellery is a dynamic blend of Classic, Contemporary and Couture Styles

Asian Star's jewellery manufacturing capabilities are reflected in the synergy of a specialised innovation centre, cutting-edge technology and a relentlessly hardworking talent force that is continually striving to create groundbreaking styles. This synergy is further enhanced by our deep knowledge & understanding of global jewellery trends, customer preferences, and the ability to collaborate in cross-cultural marketplaces.

We offer a versatile jewellery portfolio that includes categories ranging from bangles to bracelets, rings to earrings, and pendants to necklaces that are tailor-made to meet the needs of our customers. Having established our presence in the popular bridal, fashion and classic diamond jewellery segments, we are now thriving in the area of alternative material jewellery such as Ceramic fine



jewellery, as well as men's jewellery including the Cuban category. We also excel in creating price point diamond jewellery using innovative illusion settings, such as star illusion plate and fancy shape illusion. Our necklace sets, in particular, are very popular for their value proposition in terms of both design and price.

In addition to custom-made jewellery with patented settings, our jewellery portfolio offers private labels and premium jewellery through collaborations with designer brands. We also provide diamond settings for branded watches, including custom made Bezels.

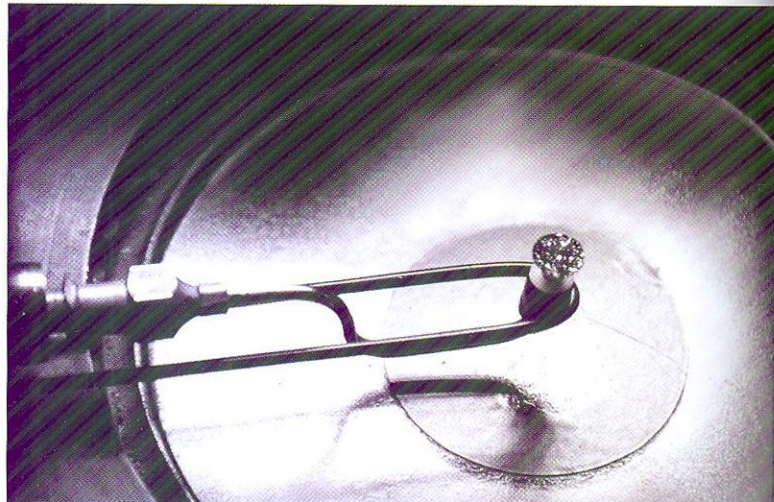
A commitment to excellence by going the extra mile

At the heart of Asian Star's business strategy lays the sincerity of always putting our customers first, creating experiences that are personalized, positive, and exceed expectations.

Over the years, we have established a strong market presence and formed significant alliances and long-term collaborations with renowned jewellery brands and retail chains, as well as e-commerce merchants worldwide, through our extensive distribution network of subsidiaries and marketing arms.

While product excellence is recognised as the ideal output for any manufacturing company and its customers, we believe that value-added services create superior customer experiences. We offer a variety of services to uphold our commitment to providing an enhanced experience for our loose polished and diamond jewellery customers.

Some of our service highlights for loose polished customers include real-time inventory browsing and order processing, just-in-time supply, consistently tailored assortments within a bagging and matching programme, calibrated sizes as per customers' needs, forward planning system, certified and mine-origin programme diamonds, and custom-made special cuts. We provide a holistic experience for our diamond jewellery customers by offering services such as quality assurance systems tailored to their specific needs, access to a large design bank, design customisation in response to market needs, marketing support, information on market updates and global design trends, mine-origin programme



jewellery, and a dedicated innovation cell for private labels and specials.

Excellence extends beyond the boundaries of business

We believe that social responsibility is a crucial aspect of our value system, thus sharing company benefits with society is a must. Our CSR endeavours extend beyond philanthropic activities to wider initiatives that promote societal development. Through our efforts in this direction, we hope to effect positive change in sectors such as education, healthcare, women's empowerment, disaster management, and environmental protection.