



ASIAN STAR

• *Sparkle Of Perfection* •

ASIAN STAR COMPANY LIMITED

OVERVIEW - JEWELLERY OPERATIONS

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

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

Chairman, CFO &
Whole-Time
Director



Vipul Shah

CEO &
Managing
Director



Rahil Shah

Whole-Time
Director



**Priyanshu
Shah**

Director



Dharmesh Shah

Director

OUR ACCREDITATIONS & OUR RANKINGS

- Approved for direct rough supply from DE BEERS
- Approved Manufacturer of FOREVERMARK & CANADAMARK
- Certified Member of RJC (Responsible Jewellery Council)
- ISO 9001:2015 certification from TUV NORD, Germany
- “A2+” rating for short-term and “A-; Negative” rating for long-term bank facilities by CARE - Credit Analysis and Research Ltd



“ 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

Expertise in mass produced as well as signature handcrafted jewellery.



Illusion Settings

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



Diverse Themes

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



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

DE BEERS
F \diamond REVERMARK

Approved
Manufacturer

CANADAMARK



Approved
Manufacturer



RJC
Certified Member



Platinum
Certified Member

DE BEERS
BPP

Best Practice
Principles



ISO
9001:2015



Kimberly
Process



THANK
YOU



ASIAN STAR

www.asianstargroup.com