

# GITANJALI

GGL /S & L/2013/99

May 13, 2013

To

The Listing Department  
Bombay Stock Exchange Limited  
P.J. Towers, Dalal Street  
Mumbai - 400 001

National Stock Exchange of India Limited  
Exchange Plaza  
Bandra – Kurla Complex  
Bandra (East), Mumbai - 400 051

Dear Sir,

Sub. : Launch of various brand stores between 1<sup>st</sup> May, 2013 to 13<sup>th</sup> May, 2013

Ref.: 1. BSE Scrip Code: 532715  
2. NSE Scrip Symbol: GITANJALI

We wish to inform that in line with Company's strategy of expanding aggressively in Tier Two and Tier Three Cities of the Country by launching its brand stores under different business formats, the Company has launched following seven (7) stores across different cities in the country, through its various subsidiaries, as detailed herein:

**A. D'damas**

- Jewellery store in Lucknow, Uttar Pradesh

**B. Gitanjali Jewels**

- Multi – brand Jewellery store at Dispensary Road, Bangalore, Karnataka
- Multi – brand Jewellery store at HRBR Layout, Bangalore, Karnataka.

**C. Gitanjali Lifestyle**

**i) Maya Jewels**

- Multi – brand Jewellery store in Cuttack, Orissa
- Multi – brand Jewellery store in Cochin, Kerala

**ii) Diya Apparels**

- Multi – brand Jewellery and lifestyle products store in Bilaspur, Chattisgarh

**D. Gitanjali Brands**

- Multi – brand Jewellery store at Greater Kailash, New Delhi

This is for your information.

For Gitanjali Gems Limited

  
(Pankhuri Warange)  
Company Secretary

**Gitanjali Gems Limited**

Registered Office: A-1, 7th Floor, Laxmi Towers, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051, India.

T: 022 40354600 / 01 F: 40354602

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