







This is  
not a  
success story.

It is the result of  
various success stories  
culminating in creating a  
coveted, global organisation.

It is the result of a passion to serve a basic  
desire of every woman.

It is also the result of a farsighted strategy, painstakingly crafted  
over 40 years.

At every step, Gitanjali translates its vision into a vibrant reality  
visible to all.

We invite you to share our story. And our success.

# Gitanjali Gems Limited

## • Identity •

Gitanjali Gems Limited is a fully integrated manufacturer, exporter, and retailer of quality diamonds and jewellery, with international affiliations.

Gitanjali encompasses the entire jewellery value chain from the procurement of roughs to the retailing of jewellery at the domestic and international level. This integrated approach to the industry has made Gitanjali one of the leading companies in its sector in India.

Gitanjali has a well-entrenched distribution network catering to the domestic

and international markets. It has more than 20 prominent brands in its fold, including five of the top six brands in the country. Gitanjali has state-of-the-art manufacturing facilities for both diamond processing as well as jewellery manufacturing.

## • Evolution •

The Gitanjali Group was established in 1966 and has since then it has emerged as one of the largest diamond processing houses in the country. It has been a DTC 'Sightholder' for over three decades and has also pioneered jewellery branding in the country. In

April 2005, Gitanjali Gems effected a

merger of three of its associates - Gemplus Jewellery India Limited, Prism Jewellery Private Limited, and Giantti Jewels Private Limited into its fold. This resulted in the creation of an entity that is one of the very few integrated gem and jewellery companies across the world

Gitanjali Gems' operations span sourcing of rough diamonds from primary and secondary source suppliers in the international market, cutting and polishing the rough diamonds for exports to international markets plus the manufacture and sale of diamond and other jewellery through its domestic and global retail outlets.

