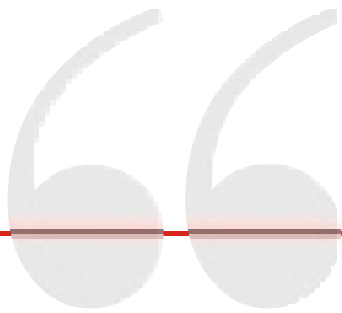




MOTTO



“Our objective is to place India firmly as a leader in the global jewelry market and to provide finest and the best quality jewelry to the consumers across the world. To achieve this objective Rajesh Exports would put in all required efforts and consequently emerge as a global leader in the field of jewelry.”

RAJESH MEHTA in 1990





A B R I E F H I S T O R Y

“A simple question in the minds of two youngsters”

Rajesh Mehta and Prashant Mehta joined their father's jewelry business in the year 1985. As they both had a keen business sense and the ambition to grow, it did not take them long to realize that the jewelry industry in India was in an unorganised state, due to which India was losing out on the opportunity to make a mark in the global jewelry trade, while quality jewelry was not being made available to the discerning Indian consumer. India had the innate gift of inherent advantages to emerge as a global player in the field of jewelry but the potential was far from being exploited for the benefit of the consumers and the trade. Within the simple question as to why India could not emerge as the powerhouse of jewelry trade was the real formation of Rajesh Exports Limited.

Rajesh Exports Limited (REL) was established in the year 1990 as a partnership firm with a modest investment. In the year of inception the firm posted reasonable export sales of Rupees 24.7 million. Initially the firm established a small manufacturing set up at Bangalore which was also the first organized jewelry manufacturing unit in India. The firm went public in the year 1995 with its Initial Public Offer. In the same year, REL expanded its manufacturing facility and set up a global marketing network. Not long after that, it emerged as the largest exporter of gold jewelry from India. In the year 2000, REL started construction of the largest jewelry manufacturing facility at Whitefield, Bangalore; the ambitious project was completed in the year 2002. That same year, REL started domestic wholesaling of jewelry by setting up a marketing network across the entire southern India.

What began as a quest for achieving excellence in the production of jewelry has today grown in to one of the largest and the most respected global jewelry company.



Global Strengths through Indian Innovations

Rajesh Exports Limited is a public limited company established in 1990 and headquartered at Bangalore, India. The company began operations as a gold jewelry manufacturing and export house which has today become a thriving business that plays a prominent role in the Indian economy.

In a short span since its inception, REL quickly emerged as one of the largest exporters of gold jewelry in the country. The company has become synonymous with expertise and innovation in the gold industry.

Today, REL continues to maintain its status as India's premier gold export house and the largest manufacturer of gold jewelry, creating new benchmark figures for the industry.

A keen vision in the development of unique methods and systems for the manufacture and marketing of gold jewelry has placed REL ahead of other companies in the Indian and global gold industry.

The company enjoys a widespread marketing network across India and has a presence in over five countries world-wide. But the REL story has only just begun.

To comprehend the worldwide success that is Rajesh Exports Limited today, it is essential to understand the dream, the drive and the vision that is responsible for it. Keen foresight and a spirit of entrepreneurship, REL's primary values have resulted in the global success of, what is at heart, a family business. Today, the company figures report its success story.

The company has diligently built up some of the finest infrastructure and systems for the manufacture and marketing of gold jewelry. REL is a public limited company with its securities listed and actively traded on the Bombay Stock Exchange and the National Stock Exchange.



People- the main strength of the organization

MANAGEMENT

REL is managed by a board of directors:

Mr. Rajesh Mehta	Chairman
Mr. Prashant Mehta	Managing Director
Mr. P. Shivashankar	Director
Mr. Shanker Prasad	Director
Mr. Venu Madhav Reddy	Director

PEOPLE

REL has developed a network of employees that are the most skilled in the jewelry industry. Effectively supervised by senior executives, the company has a well-developed hierarchy in place to manage its affairs and to accomplish key pre-planned growth prospects. A human resource policy that has been well planned ensures the maximum benefits for those recruited at REL. The company has combined jewelry designers, artisans and technicians that are the best in the industry and provided them with the finest atmosphere and work conditions.

INFRASTRUCTURE

In terms of innovations in the field of technology, REL has setup infrastructure that can parallel the best in the world. The company has constructed one of the most technically advanced jewelry manufacturing facilities in the world, which has an installed annual capacity to process 250 tons of world-class gold jewelry. The advanced equipment at the plant produces cost-effective solutions which have yielded some of the most tasteful designs. In addition, huge teams of skilled and trained workforce craft some of the finest hand made jewelry seen in the world. Combining forethought and enhancement, the company has provided spacious residential facilities for the artisans, and their families, to live in comfort at the jewellery park itself. The artisans families have been provided with the best of the recreational and healthcare facilities at the jewellery park.

RESEARCH AND DEVELOPMENT

The R&D component of REL is one of the best in the world. Due to significant investment on technology and study, a well qualified and experienced team of designers, metallurgists and analysts are responsible for the creation of several concepts and designs that have received tremendous acclaim in the global jewelry market.

MARKETING

REL has a strong global network that is inter-linked and operates effortlessly, with presence in the USA, Europe, Middle East and Singapore. REL has partnered strategic and successful alliances with leading jewelry wholesalers in these regions for the distribution of high-quality gold designs and jewelry. The company also has developed a wide spread domestic marketing network across the four southern states of India.



P R O S P E C T S

Jewelry - as old as human civilisation

The history of gold jewelry dates back to the earliest human civilisations. Human being has always been fascinated by jewelry. Gold and diamonds have been the preferred raw materials for making the jewelry. Gold is one of the rarest metals on earth and is most suitable to make jewelry. Diamond is the rarest stone on earth with unmatched properties. Gold is a noble metal and is considered as an international currency which has played a primary role in the trade, commerce and economy of every country and civilisations. Gold is the best hedge against inflation and uncertainties due to its non-destructive qualities and rareness. One metric ton of gold ore has to be processed to produce five grams of pure gold. South Africa, Australia, Canada and parts of Africa are the major gold and diamond producing areas of the world.

The global jewelry trade is estimated at US \$ 75 billion annually and is spread across almost all the countries of the world. The major jewelry manufacturing and exporting countries in the world are Italy, Thailand, Israel and Malaysia. The major cut and polished diamond exporting countries in the world are India, Belgium and Israel. India is the largest centre for cutting and polishing of diamonds in the world. Nine out of every ten diamonds in the world are cut and polished in India. In spite of the huge advantage enjoyed by India its share in the global jewelry export market is meager. There is a huge prospect for the growth of Indian Jewelry exports and the demand for Indian made jewelry is steadily increasing in the global markets.

India is the largest consumer of gold in the world. For domestic trade India is the largest gold Jewelry market in the world. Gold jewelry demand is steadily growing in India. Currently India imports about 800 tons of gold per annum primarily to be converted into jewelry. The total size of the Indian diamond and gold jewelry market is estimated at about US \$ 15 billion. Major part of the Indian jewelry market is in the unorganised sector and there is a wide scope of growth for the organised sector in the domestic Indian jewelry market. The four southern states of India constitute for about 50% of the Indian jewelry market.



O U T L O O K

To emerge as the most important powerhouse in the world of jewelry

REL artfully combines youth and experience to outline dynamic plans for the future development of the company. It aims to consolidate its status as the leading gold manufacturer by increasing its global and domestic market share and to achieve the maximum potential in the jewelry trade.

Currently REL sources raw material in the refined form from leading gold refineries of the world. This raw material is converted in to world-class jewelry at the company's manufacturing facility. REL is currently focusing mainly on non studded plain gold jewelry. This finished product is exported to wholesalers across the world and supplied to almost all leading jewelers in the domestic market. To achieve its growth objectives, REL has prepared business strategies for the future which would ensure a larger share of global jewelry business:

DOMESTIC WHOLESALING

REL aims to increase its share in the domestic market, towards which the manufacturing strategy is currently being strengthened to produce innovative and exquisite designs tailored to appeal to the Indian public.

EXPORT

Unquestionably, today REL is the largest exporter of gold jewelry in India. Apart from increasing its share of business with existing wholesalers in different parts of the world, REL is concurrently working towards collaborating strategic alliances with leading retail names in Europe and USA for marketing of its products.

BRANDED JEWELRY

REL has set up a separate division at its manufacturing facility to create and produce exceptional and distinctive quality branded jewelry. The distribution of REL branded gold jewelry will take place through leading retailers in the domestic market and through established retailers in international markets.

DIAMOND JEWELRY

REL has completed plans to launch a vast range of diamond studded jewelry of international superiority in order to establish world-class excellence in the domestic market through leading retailers. REL would also market its branded diamond jewelry through the leading retail names in the international market. The designing and the manufacture of the diamond studded jewelry range have already commenced.

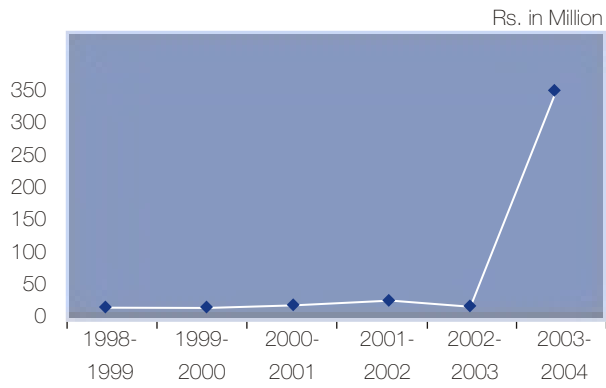
RETAILING

REL aims to enter the global retail market as well, opening with the launch of branded retail chain stores in India in the near future. The retail stores would be an unique experience for retail consumers in terms of bringing service of international standards and a range of the finest quality jewelry at value for money prices.

MINING AND REFINING

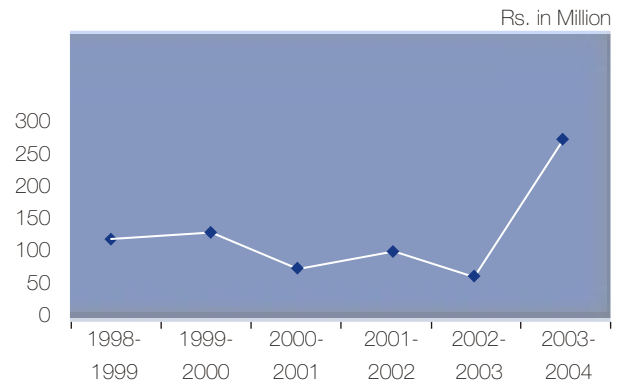
REL is in talks with the leading gold mining and refining companies of the world to enter into strategic partnerships to consolidate its control over the primary raw material for its products.

TOTAL INCOME



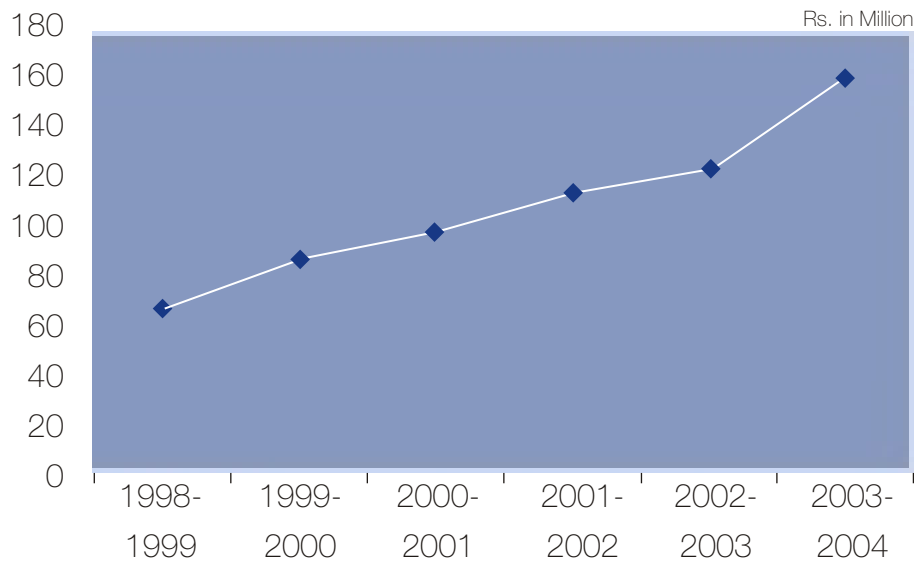
TOTAL INCOME

PAT



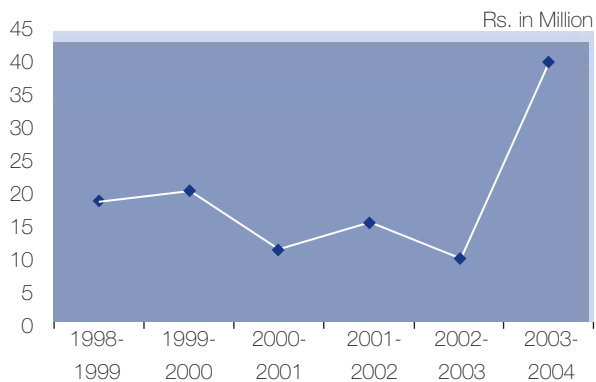
PAT

B O O K V A L U E



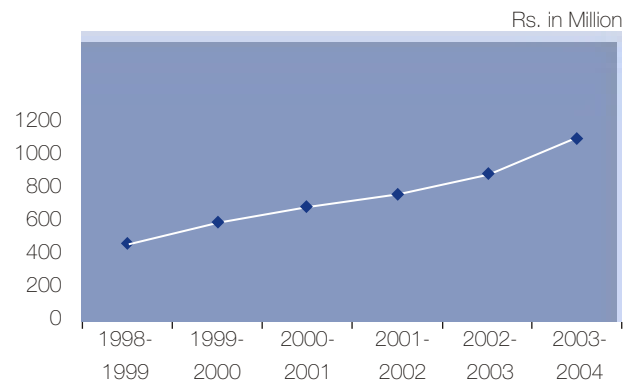
BOOK VALUE

E P S



EPS

N E T W O R T H



NET WORTH



K E Y N U M B E R S

Reflection of Commitment and growth

The commitment of REL towards achieving its objective is reflected in its numbers.

Rs in million

Particulars	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04
Total Income	1021.89	1107.02	1694.23	2739.33	2259.62	30525.32
Total Expenditure	873.73	939.68	1577.63	2550.89	2100.96	30116.33
Interest	7.75	19.11	31.76	68.30	62.97	122.41
Gross profit	140.41	148.23	84.84	120.14	95.69	286.58
Depreciation	1.31	1.33	1.49	6.00	11.89	13.46
Income -Tax	6.42	7.80	0.36	4.53	10.01	0.00
PAT	132.68	139.10	82.99	109.61	73.79	273.12
Equity	69.93	69.93	70.01	70.01	70.01	70.01
Reserves & Surplus	406.32	543.22	624.32	728.88	799.21	1060.31
Net Worth	471.58	609.19	691.16	796.52	867.65	1129.52
EPS	18.97	19.89	11.85	15.66	10.54	39.01
Book Value	67.46	87.15	98.74	113.78	123.95	161.36
Return On Equity	189.73	198.91	118.54	156.56	105.40	390.11
Return On Networth	28.13	22.83	12.00	13.76	8.50	24.18



S T R E N G T H S

To Lead With Example

REL has clearly set out its objective to place India firmly on the global jewelry map and emerge as a leader in the international jewelry market. Over time REL has focused and invested substantially towards assembling the infrastructure, strengths and systems necessary to achieve its objective.

- ! REL has firmly established itself as a leader in the jewelry sector from the country.
- ! REL is the largest jewelry company in the country by any parameters.
- ! REL has nurtured and developed a team of people which might arguably be the most knowledgeable and efficient in the jewelry sector.
- ! REL has developed unique systems and procedures in the production and management of jewelry business which are proprietary and the first in the world.
- ! REL has set up one of the strongest marketing networks both in the domestic and the international markets.
- ! REL has set up the world's largest jewelry manufacturing facility with a peak out put capacity to process 250 tons of gold of world class jewelry.
- ! REL has set its sights on emerging as a leader in the global jewelry sector and Team REL is confident that it will achieve its rightful place in the world of jewellery.



R E W A R D S A N D A W A R D S

Thankful for the recognition -
firming up the resolve to achieve the ultimate

REL has won several awards and recognition in the field of jewelry for its outstanding performance. REL is thankful to one and all for bestowing this recognition. The rewards and awards further firm up the resolve of REL team to achieve greater heights and reach its objective.

■ 2003-2004

- Outstanding Performance award for the export of Precious Metal jewellery from the Gem & Jewellery Export Promotion Council of India.
- Largest exporter from the EOU sector awarded by the CEPZ, a Central Government undertaking.
- Best Exporter award received from the Karnataka State Government.
- Ranked 82nd among the list of top 500 companies by ET 500.

■ 2002-2003

- Outstanding performance in the export of plain jewelry award received from the Gem & jewelry export promotion council of India.
- Best exporter award from Karnataka State from the Visweswaraiah Industrial trade center.

■ 2001-2002

- Outstanding performance in the export of plain jewelry award received from the Gem & jewelry export promotion council of India.
- Best exporter award from Karnataka State from the Visweswaraiah Industrial trade center.

■ 2000-2001

- Outstanding performance in the export of plain jewelry award received from the Gem & jewelry export promotion council of India.
- Best exporter award from Karnataka State from the Visweswaraiah Industrial trade center.

■ 1999-2000

- Outstanding performance award received for the export of studded gold jewelry received from the Gem & jewelry export promotion council of India.
- Best exporter award from Karnataka State from the Visweswaraiah Industrial trade center.

■ 1998-1999

- Outstanding performance award received for the export of plain gold jewelry received from the Gem & jewelry export promotion council of India.
- Outstanding performance award received for the export of studded gold jewelry received from the Gem & jewelry export promotion council of India.
- Best exporter award from Karnataka State from the Visweswaraiah Industrial trade center.

■ 1997-1998

- Outstanding performance award received for the export of plain gold jewelry received from the Gem & jewelry export promotion council of India.
- Outstanding performance award received for the export of studded gold jewelry received from the Gem & jewelry export promotion council of India.