

## Consumer Durables/Jewellery

### MIRC Electronics Ltd.

#### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Consumer durables
<b>Turnover</b>	INR 17,351.5 million
<b>Chairman/MD/CEO/President</b>	Mr. Gulu L Mirchandani (Chairman & Managing Director)
<b>No of branches/offices</b>	1
<b>Number of Employees</b>	1,695
<b>No of subsidiaries</b>	1
<b>Parent Company(If any)</b>	Onida Group
<b>Market Capitalization</b>	INR 1,498.3 million
<b>Company Overview</b>	MIRC Electronics, incorporated in 1981, is engaged in manufacturing and marketing of LCD TV, DVD and home theatres, air conditioner, washing machine, mobile phone, microwave oven and projectors and display products.
<b>Contact Details</b>	Onida House, G-1, MIDC, Mahakali Caves Road, Mumbai Maharashtra 400093 <b>Tel:</b> +91 22-28200435 <b>Fax:</b> +91 22-28236475 <b>Email:</b> <a href="mailto:anoop.pillai@onida.com">anoop.pillai@onida.com</a> <b>Website:</b> <a href="http://www.onida.com">http://www.onida.com</a>
<b>Rating (CRISIL)</b>	CRISIL A- ( bank facilities and commercial paper programme)

#### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

##### 2.1 Key People

Name	Designation
<b>Mr. Gulu L. Mirchandani</b>	Chairman & Managing Director
<b>Mr. Vijay J. Mansukhani</b>	Managing Director
<b>Mr. Manoj Maheshwari</b>	Director
<b>Mr. Vimal Bhandari</b>	Director
<b>Mr. Ranjan Kapur</b>	Director

## 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and promoter group	78,091,636	55.09
Institutions	7,713,930	5.44
Non – Institutions	55,946,112	39.47

## 3. Categories of businesses & Subsidiaries

### 3.1 Business Areas

Division	Business /Products/Brands Descriptions
Home Appliances	Manufactures Air Conditioners, Washing Machines, Microwave Ovens, Induction Cookers
Mobile Phones	Yuva, Sparsh, Thunder, Shakti, Smart
TV/Audio/Video	Manufactures Televisions, DVD Players & Multimedia Speaker Systems
Business Solutions	Manufactures LED lighting and AV Products

### 3.2 Subsidiaries

Subsidiaries	Description
Akasaka Electronics Limited	A wholly owned subsidiary, manufactures electronic board circuits incorporated in 1987.

## 4. Growth strategy and business model

As a part of growth strategy, MIRC Electronics is focused on brand promotion and investment on advertisement of the product in order to have higher brand recognition among consumers.

## 5. Foreign collaboration

The company does not have any foreign collaboration.

## Trend Electronics Ltd.

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Consumer durables
<b>Turnover</b>	INR 17,139.2 million
<b>Chairman/MD/CEO/President</b>	Mr. Subhash S Nabar (Director)
<b>No of branches/offices</b>	1
<b>Number of Employees</b>	1,050
<b>No of subsidiaries</b>	-
<b>Parent Company(If any)</b>	Videocon Group
<b>Market Capitalization</b>	INR 249.4 million
<b>Company Overview</b>	Trend Electronics was incorporated as Videocon Communications on June 16, 1989, the company currently manufactures set top boxes for Videocon d2h. Trend Electronics Limited manufactures and sells electrical and electronic appliances in India. The company was formerly known as Videocon Communications Limited and changed its name to Trend Electronics Limited in March 2007. The company is headquartered in Aurangabad, India.
<b>Contact Details</b>	20 Km Stone, Aurangabad- Beed Road, Village Bhalgaon Aurangabad Maharashtra 431210 <b>Tel:</b> +91 22-66113500 <b>Fax:</b> +91 22-66551985/66113600 <b>Email:</b> <a href="mailto:secretarial_trend@videoconmail.com">secretarial_trend@videoconmail.com</a> <b>Website:</b> <a href="http://www.trendelectronics.in">http://www.trendelectronics.in</a>
<b>Rating (CARE)</b>	CARE A- (Short Term facilities)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Mr. Subhash S. Nabar	Director
Mr. Bhopinder K. Chopra	Director
Mr. Vivek D. Dharm	Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and promoter group	3,679,105	49.05
Institutions	371,475	4.95
Non – Institutions	3,449,420	45.99

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business /Products/Brands Descriptions
Manufacturing of Set Top Box	The company is the largest manufacturer of Videocon d2h.

#### 3.2 Subsidiaries

The company does not have any subsidiary.

#### 4. Growth strategy and business model

Product strength, product mix and a well-established distribution network, after-sales service and technological superiority would be the key focus area for The company as a part of its growth strategy. The company is determined to make available its products with latest technology, which are environment friendly, energy efficient and economical.

#### 5. Foreign collaboration

The company does not have any foreign collaboration.

## Shrenuj and Company Ltd

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Jwellery
<b>Turnover</b>	INR 20,241.7 million
<b>Chairman/MD/CEO/President</b>	Shri. Shreyas K. Doshi, Chairman
<b>No of branches/offices</b>	3 branches
<b>No of subsidiaries</b>	25
<b>Parent Company(If any)</b>	-
<b>Market Capitalisation</b>	INR 4,775.5 million
<b>Company Overview</b>	Shrenuj and Company was promoted by the House of Doshi's to export polished diamonds. The company imports rough diamonds mainly from the Diamond Trading Company (DTC), London, and gets them cut, processed and polished in Bombay, Surat, Navsari and Bhavnagar, through skilled artisans and exports them to major international markets.
<b>Contact Details</b>	405 Dharam Palace , 100-103 N S Patkar Marg , Mumbai, Maharashtra 400007 <b>Tel:</b> 91-22-66373500 <b>Fax:</b> 91-22-23632982/66390022 <b>Email:</b> <a href="mailto:diamonds@shrenuj.com">diamonds@shrenuj.com</a> <b>Website:</b> <a href="http://ho.shrenuj.com">http://ho.shrenuj.com</a>
<b>Rating (CARE)</b>	CARE A- (Fund Based); CARE A2 (Non-Fund Based)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Shri. Shreyas K. Doshi	CMD
Shri. Vishal S. Doshi	Group Executive Director
Shri. Nihar Parikh	Executive Director
Shri. Badrinarayan R. Barwale	Director
Shri. S. S. Thakur	Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	47,663,556	62.23
Institutions	5,234,684	6.83
Non-Institutions	23,694,068	30.94

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business /Brands/Products Description
<b>Polished Diamond</b>	Manufacture almost all of the rough diamonds.
<b>Diamond Jewellery</b>	Sizeable and sophisticated jewellery manufacturing operations rival the very best in the world.
<b>Retail</b>	Retailing completes the vertical integration and provides with a seamless, direct channel for diamond products.

#### 3.2 Subsidiaries

Division	Business Descriptions
<b>Shrenuj Botswana (Pty.) Ltd</b>	Dealing in Jewelry, precious metal
<b>Global Marine Diamonds Company</b>	The company is situated in Cape Town South Africa.
<b>Shrenuj South Africa (Pty) Ltd.</b>	Wholly owned subsidiary in South Africa

#### 4. Growth strategy and business model

The company's goal is to manufacture and market high quality diamond products that excite and attract consumers. The company plans to launch this new brand in mid 2012 at about 250- 300 stores of a major jewellery chain store across US. These products will help to project Shrenuj as a market leader in this most discerning market. Shrenuj has created a diamond pipeline integrated from diamond polishing to branding and retailing with focus on synergy, innovation and value creation.

#### 5. Foreign collaboration

The company does not have any foreign collaboration.

## Gitanjali Gems Limited

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Jwellery
<b>Turnover</b>	INR 77,554.7 million
<b>Chairman/MD/CEO/President</b>	Mr. Mehul C. Choksi (Chairman and Managing Director)
<b>No of branches/offices</b>	Not provided in the website
<b>Number of Employees</b>	Over 6,000
<b>No of subsidiaries</b>	33
<b>Parent Company(If any)</b>	Gitanjali Group
<b>Market Capitalisation</b>	INR 54,364.7 million
<b>Company Overview</b>	Founded as a single company cutting and polishing diamonds for the jewellery trade at Surat, Gujarat, in 1966, the Gitanjali Group became, many times over, a pioneer among major diamond and jewellery houses. First major diamond and jewellery house to be launched and run by modern entrepreneurs rather than dynastic jewellers.
<b>Contact Details</b>	B- 6, 1st Floor, Laxmi Tower, Bandra, Kurla Complex, Bandra (E), Mumbai- 400 051 <b>Tel:</b> +91-22-40102121 <b>Fax:</b> +91-22-40102021 <b>Email:</b> <a href="mailto:investors">investors</a> <b>Website:</b> <a href="http://www.gitanjaligroup.com">http://www.gitanjaligroup.com</a>
<b>Rating (CARE)</b>	CARE A (Long Term)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Mr. Mehul C. Choksi	Chairman and Managing Director
Mr. Sunil Varma	Director
Mr. Nehal Modi	Director
Mr. Dhanesh Sheth	Director
Mr. Nitin Potdar	Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	50,236,519	55.13
Institutions	17,777,113	19.51
Non-Institutions	23,108,463	25.36

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business / Brand / Product descriptions
<b>Diamond</b>	Gitanjali Group was established in 1966 and is one of the earliest diamond houses in India. Having received over 50 National and Council awards from the Ministry of Commerce.
<b>Jewellery</b>	Each brand offers stylized and contemporary designs, conceptualized and created by an in-house team of award winning designers.
<b>Retail and lifestyle</b>	Gitanjali Lifestyle has tied-up with three fashion designers to introduce fashion apparels and private labels.
<b>Infrastructure</b>	Gitanjali plans to develop seven SEZs to be operationalised in 7-8 years and the company has already bought land in Panvel, outside Mumbai, and has approvals for five more SEZs.

#### 3.2 Subsidiaries

Division	Business descriptions
<b>Gitanjali Exports Corporation, Ltd</b>	Gitanjali Exports Corporation, Ltd. engages in the manufacture and export of cut and polished diamonds, and diamond studded jewelry in India. It also engages in the trade of diamonds.
<b>Gili India Ltd.</b>	GILI, the first Indian jewellery brand, was launched in 1994 when jewellery was treated as a rare commodity made and sold by proprietors employing artisans.
<b>D'Damas Jewellery (India) Pvt.Ltd.</b>	Product of a joint venture between Gitanjali Gems and the Dubai based D'damas Group; the D'DAMAS brand combines international quality with a distinctively Indian aesthetic. It is one of India's most popular jewellery brands today with a presence in over 130 towns and cities.

### 4. Growth strategy and business model

The company aims at positioning multiple brands uniquely, linking them to occasions, classes and situations and then marketing these across regions through a diverse mix of company owned stores, shop-in-shops and franchising. The company has strategically acquired a 30 percent stake in Gems London Co. Ltd. It has control over Gems TV, which is a jewellery telesshopping channel that services Japan.

### 5. Foreign collaboration

The company does not have any foreign collaboration.

## Goenka Diamond and Jewels Limited

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Jewellery
<b>Turnover</b>	INR 5,157.1 million
<b>Chairman/MD/CEO/President</b>	Mr. Nand Lal Goenka (Chairman)
<b>No of branches/offices</b>	15 stores
<b>No of subsidiaries</b>	1
<b>Parent Company(If any)</b>	-
<b>Market Capitalisation</b>	INR 9,811.2 million
<b>Company Overview</b>	The company is in the business of cutting and polishing of diamonds and manufacturing and retailing of diamond jewellery. The company has expanded its business from export of coloured gem stones in the inception stage to the stage of setting up two export oriented units in Surat for manufacturing of diamonds to cater the overseas market and a manufacturing unit of diamond in Mumbai to serve and expand the local market.
<b>Contact Details</b>	Goenka Diamond & Jewels Limited 401 Panchratna 3937 Msb Ka Rasta, Johari Bazaar, Jaipur - 302 003, Rajasthan, India <b>Tel:</b> +91 141 2574175 <b>Fax:</b> +91 141 2573305 <b>Email:</b> <a href="mailto:admin@goenkadiamonds.com">admin@goenkadiamonds.com</a> <b>Website:</b> <a href="http://www.goenkadiamonds.com">http://www.goenkadiamonds.com</a>
<b>Rating</b>	CARE BB- (Long Term)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Mr. Nand Lal Goenka	Chairman
Mr. Navneet Goenka	Vice-Chairman and Managing Director
Mr. Nitin Goenka	Managing Director
Mr. Vijay G. Kalantri	Director
Mr. D. R. Mehta	Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	22,939,690	72.36
Institutions	1,733,261	5.47
Non-Institutions	7,027,049	22.17

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business /Brands/Products Description
<b>Diamond Processing</b>	Trading, cutting and polishing of diamonds
<b>Jewellery Business</b>	Manufacture and retail of diamond jewellery

#### 3.2 Subsidiaries

Division	Business Descriptions
<b>MB Diamonds LLC</b>	Subsidiary located in Russia

### 4. Growth strategy and business model

The primary focus of The company has been on gaining expertise in processing of large size (high carat) diamonds which provides higher margins. As part of strategy The company has decided to source raw materials from low cost locations, planning to increase sourcing from Russia. The subsidiary shall be one of the sources for procuring rough and semi-processed stones.

The company has focused on untapped markets for export of polished diamonds. The company is aiming at increasing its presence through retail stores.

### 5 Foreign collaboration

The company does not have any foreign collaboration.

## Rajesh Exports Limited

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Jwellery
<b>Turnover</b>	INR 256,538.5 million
<b>Chairman/MD/CEO/President</b>	Mr. Rajesh Mehta (Chairman)
<b>No of branches/offices</b>	75 retail outlets of SHUBH Jewellers
<b>No of subsidiaries</b>	2
<b>Parent Company(If any)</b>	-
<b>Market Capitalisation</b>	INR 40,908.3 million
<b>Company Overview</b>	Incorporated in 1990 REL began operations as a gold jewellery manufacturing and export company. The company is headquartered in Bangalore, India and has introduced several new designs and concepts of jewellery to the international market.
<b>Contact Details</b>	#1, Brunton Road, Opposite old passport office, Bangalore - 560001, India. <b>Tel:</b> +91-80-40239999 <b>Fax:</b> +91-80-40239930 <b>Email:</b> <a href="mailto:corpcomm@rajeshindia.com">corpcomm@rajeshindia.com</a> <b>Website:</b> <a href="http://www.rajeshindia.com">http://www.rajeshindia.com</a>
<b>Rating (CARE)</b>	CARE A3+ (Non-fund based); CARE A3+ (Fund Based)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Mr. Rajesh Mehta	Chairman
Mr. Prashant Mehta	Managing Director
Mr. Venu Madhav Reddy	Director
Mr. P. Shivashanker	Director
Mr. Shankar Prasad	Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	154,057,058	52.18
Institutions	55,417,631	18.77
Non-Institutions	85,785,270	29.05

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business /Brands/Products Description
<b>Gold Jewellery</b>	Specialty in making Asian jewellery in the range of 22cts, 21cts and 18ct
<b>Diamond Jewellery</b>	Developed eight diamond design ranges each with distinctive workmanship.

#### 3.2 Subsidiaries

Division	Business Descriptions
<b>Shubh Retail</b>	Retail chain of the Rajesh Exports Limited jewellery.
<b>SHUBH Infra</b>	To monetize land-bank owned by REL of 170,458.16 sq.ft of prime commercial space and 137 acres of land in Bangalore.

### 4. Growth strategy and business model

In order to reach out to the customers The company plans to open 500 stores across India by 2015. One of the major marketing strategy of The company entails that it charges only on the gold or diamond used in the jewellery, other charges like making charges, stone charges and such like are not included in the pricing. This helps to create a strong customer base.

### 5. Foreign collaboration

The company does not have any foreign collaboration.

## Suashish Diamonds Ltd

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Jewellery
<b>Turnover</b>	INR 11,569 million
<b>Chairman/MD/CEO/President</b>	Mr. Ashish R. Goenka (Chairman)
<b>No of branches/offices</b>	8
<b>No of subsidiaries</b>	5
<b>Parent Company(If any)</b>	-
<b>Market Capitalisation</b>	INR 3,633.6 million
<b>Company Overview</b>	Suashish Diamonds Ltd (Suashish Diamonds) was incorporated in 1988. The company manufactures and exports diamonds, gems and jewellery. In 1994, the company opened an office in Hong Kong to expand its business in the Far East. In 1999, the company ventured into jewellery manufacturing business and in 2003 launched its Ishis brand by opening retail stores in India and UAE.
<b>Contact Details</b>	11 <sup>th</sup> Floor, Mehta Mahal, 15 Mathew Road, Opera House, Mumbai - 400 004 <b>Tel:</b> +91 22 4040 1111 <b>Fax:</b> +91 22 2363 3063 <b>Email:</b> <a href="mailto:info@suashish.com">info@suashish.com</a> <b>Website:</b> <a href="http://www.suashish.com">http://www.suashish.com</a>
<b>Rating (CARE)</b>	CARE A- (Fund Based)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Mr. Ashish R. Goenka	Chairman and Managing Director
Mr. Rajeshkumar R. Kedia	Director
Mr. Pawan S. Bagla	Director
Mr. Kamal R. Gupta	Director
Mr. Nilesh B. Mehta	Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	18,568,800	89.43
Institutions	49,992	0.24
Non-institutions	2,144,508	10.33

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business /Brands/Products Description
<b>Diamond Business</b>	The company is a Sightholder of DTC International and DTC Botswana and is assured of continued supply of rough diamonds for growing its business.
<b>Jewellery Business</b>	The company works with several large multiple retail chains in the US, Canada, UK and other markets around the world for the sale of jewellery

#### 3.2 Subsidiaries

Division	Business Descriptions
<b>Suashish Diamonds (Hong Kong) Limited</b>	Suashish Diamonds (Hong Kong) Limited engages in the distribution of cut and polished diamonds. The company was founded in 1994 and is based in Hunghom, Hong Kong.
<b>Suashish Jewels Inc.</b>	Suashish Jewels Inc. manufactures and distributes jewelry. The company is based in Dallas, Texas. Suashish Jewels Inc. operates as a subsidiary of Suashish Diamonds Ltd.
<b>Suashish Diamonds (Botswana) (Proprietary) Limited</b>	Suashish Diamonds (Botswana) (Pty) Ltd. (SDBL) is a wholly owned subsidiary of Suashish Diamonds Ltd. (Suashish) a Mumbai based company and a DTC Sightholder since 1986.

#### 4. Growth strategy and business model

The company is constantly looking to work closely with its customers, build long term relations and expand its sales to existing and new customers around the world. The company has been investing in increasing its manufacturing efficiency by incorporating techniques to decrease the manufacturing lead time and manufacture diamonds based on customer requirements and insights gathered from different points in the pipeline.

#### 5. Foreign collaboration

The company does not have any foreign collaboration.

## Tribhovandas Bhimji Zaveri Ltd.

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Jewellery
<b>Turnover</b>	INR 13,854.7 million
<b>Chairman/MD/CEO/President</b>	Shrikant Zaveri (Chairman)
<b>No of branches/offices</b>	4 stores
<b>Number of Employees</b>	1,192
<b>No of subsidiaries</b>	2
<b>Parent Company(If any)</b>	-
<b>Company Overview</b>	Tribhovandas Bhimji Zaveri Limited is an India-based jewellery retailer. The company is engaged in manufacturing or trading and selling of jewellery. The company sells gold jewellery and diamond-studded jewellery. It also sells other products, including platinum jewellery, jadau jewellery and silverware. The design and manufacture of its products and silverware is done either in-house or by third parties.
<b>Contact Details</b>	1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai – 400 021 <b>Email:</b> <a href="mailto:investors@tbzoriginal.com">investors@tbzoriginal.com</a> <b>Website:</b> <a href="http://www.tbztheoriginal.com">http://www.tbztheoriginal.com</a>
<b>Rating (CRISIL)</b>	A- (Long term)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
<b>Mr. Shrikant Zaveri</b>	Chairman and Managing Director
<b>Ms. Binaisha Zaveri</b>	Director
<b>Ms. Raashi Zaveri</b>	Director
<b>Mr. Kamlesh Vikamsey</b>	Director
<b>Mr. Ajay Mehta</b>	Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
<b>Promoter and Promoter Group</b>	49,449,775	74.17
<b>Institutions</b>	7,498,849	11.25
<b>Non-Institutions</b>	9,718,043	14.58

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business /Brands/Products Description
<b>Jewellery</b>	The group is engaged in manufacturing/ trading and selling of jewellery which is the primary business segment based on the nature of products manufactured/traded and sold.

#### 3.2 Subsidiaries

Division	Business Descriptions
<b>Tribhovandas Bhjimji Zaveri (Bombay)</b>	The company was converted into a wholly owned subsidiary from June 13, 2011
<b>Konfiaance Jewellery Private Limited (KJPL)</b>	A wholly owned subsidiary

#### 4. Growth strategy and business model

The company's overall focus remains on the promotion of diamond jewellery which gives substantially higher margin than gold. The company also has a strong focus on the wedding jewellery segment. The company is aiming at expansion in the product designing segment. There is focus on increasing the in house manufacturing. The company also focuses on increasing outsourced manufacturing operations, especially for gold jewellery.

#### 5. Foreign collaboration

The company does not have any foreign collaboration.