



Tara Jewels appoints Francois Arpels to its Board of Directors

Mumbai, May 30, 2013: Tara Jewels has appointed **Mr. Francois Arpels** to its Board of Directors as non-executive Director of the company.

Currently, Mr. Francois Arpels is the Managing Director of the Branded Luxury & Consumer Goods practice of international investment bank Bryan Garnier & Co.

Mr. Arpels' varied professional experience has equipped him with an intimate understanding of luxury and premium brands and investment banking and now brings his expertise to Tara Jewels.

Mr. Arpels has been advising owners and the executive management of businesses, family offices, and institutional investors and serves as Director of several companies in the sector. Mr. Arpels had started his career 25 years ago as shareholder and member of the Executive Committee of Van Cleef & Arpels.

Commenting on the appointment, **Mr. Rajeev Seth, Chairman & Managing Director, Tara Jewels** said, "Mr. Arpels joins an esteemed board of directors at Tara Jewels. With his variety of experience, keen understanding of the sector and sharp acumen, Mr. Arpels will be an integral part of the company and steer its growth trajectory."

On joining Tara Jewels, **Mr. Francois Arpels** said, "Tara Jewels is a renowned and reputable name in the industry today with its continuous efforts at innovation and quality control. It gives me great pleasure to be associated with the company and contribute to its brand equity."

About the Company

Tara Jewels Limited is an integrated player in the jewellery industry with experience ranging from Designing to Retailing of jewellery.

The company is one of the largest studded jewellery exporters from India since 2001. We have been awarded with the 'Print Campaign of the Year' by the 8th Retail Jeweller India Awards 2012 and recently bagged as the 'Store Design of the Year' by Economic Times Retail Awards 2013. Tara Jewels growth and continuing market dominance can be attributed to our hall of designs with over 51,773 designs that caters to a diverse audience across five continents and over 20 countries.

Tara Jewels caters to retailers across the USA, UK, Europe (12 countries including Austria, Germany and Switzerland), Australia, China, South Africa, UAE and Canada.

In India, the strategy of the company is to capitalize the rising demand of the middle class customers for jewellery which is Affordable, Fashionable & Reliable (certified). In 2010, we introduced a retail store format under the brand name Tara Jewellers. Currently in India, we operate 36 Stores with an average size of 1000 Sqft in the Tier I, Tier II & Tier III Cities.

For further information, please contact:

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