



Tara Jewels Limited
Initial Public Offer
opens on November 21st 2012

Price Band fixed at Rs. 225 to Rs. 230 per Equity Share

• Promoter of the Company	: MR. RAJEEV SHETH
• Issue Opens on [#]	: Wednesday, November 21st, 2012
• Issue Closes on	: Friday, November 23rd, 2012
• Price Band	: Rs. 225 to Rs. 230 per Equity Share
• IPO Grading	: CARE IPO Grade 3

Anchor Investor Bidding Date shall be on November 20, 2012

Mumbai, November 19th, 2012: Tara Jewels Limited (the “**Company**”), is proposing a public issue of up to [●] equity shares of face value of Rs. 10 each (“**Equity Shares**”) for cash at a price of Rs. [●] per Equity Share including a share premium of Rs. [●] per Equity Share, aggregating up to Rs. 1,795 million (the “**Issue**”) comprising of a fresh issue of up to [●] Equity Shares by the Company aggregating up to Rs. 1,095 million (“**Fresh Issue**”) and an offer for sale of up to [●] equity shares by Fabrikant H.K. Trading Limited (“**Selling Shareholder**”) aggregating up to Rs. 700 million (“**Offer For Sale**”).

The Issue includes a reservation of up to 1% of the Issue size constituting [●] Equity Shares for the eligible employees (the “**Employee Reservation Portion**”). The Issue less the Employee Reservation Portion is referred to as the “**Net Issue**”. The Issue and the Net Issue shall constitute [●] % and [●] % of the fully diluted post-Issue paid up capital of the Company, respectively.

Tara Jewels is an integrated player in the jewellery industry with experience ranging from designing to retailing. The Company’s business can be divided into three operations namely, manufacturing, exporting and retailing with the portfolio of products includes gold, platinum, honeydium, pristinium and silver jewellery with or without studded precious and semi-precious stones. Tara Jewels conducts jewellery retail operations under the brand “Tara Jewellers”. The company entered jewellery retailing in India in October 2008 with the launch of their Existing Store at Andheri, Mumbai and currently it operate 30 Stores.

The company primarily export to Australia, China, Canada, European Union, South Africa, UAE, UK and USA and 12 countries in European Union including Austria, Germany and Switzerland.

The company has four manufacturing units, of which one is located in Panyu, China. The other three units are located in Mumbai, India out of which two units are situated in SEEPZ and one in MIDC.

The Equity Shares are proposed to be listed on the BSE Limited and National Stock Exchange of India Limited.

Enam Securities Private Limited, ICICI Securities Limited are the Book Running Lead Managers to the Issue while Link Intime India Private Limited is the Registrar to the Issue.

Tara Jewels Limited is proposing, subject to market conditions and other considerations, a public issue of securities and has filed the Red Herring Prospectus with the Registrar of Companies, Maharashtra at Mumbai. The Red Herring Prospectus is available on the website of the Securities and Exchange Board of India at www.sebi.gov.in as well as on the websites of the book running lead managers at www.enam.com and www.icicisecurities.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" on page xi of the Red Herring Prospectus.