



SEC/09/2021

National Stock Exchange of India Ltd
Exchange plaza, 5th floor
Bandra-kurla Complex
Bandra (E), Mumbai 400051.
Symbol: KALYANKJIL

May 05, 2021

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai 400001.
Scrip code: 543278

Dear Sir/Madam,

Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the press release to be issued by the Company on Gold Ownership Certificate initiatives of the Company.

This intimation is also made available on the website of the Company www.kalyanjewellers.net

This is for your information and records.

Thanking You.
Yours faithfully,

Retnavilasam
Gopinathan Nair Jishnu

Digitally signed by Retnavilasam Gopinathan Nair Jishnu
DN: cn=Retnavilasam Gopinathan Nair Jishnu, o=Kerala,
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1.2.840.113549.1.64233e09f47a8, cn=Retnavilasam Gopinathan
Nair Jishnu
Date: 2021.05.05 16:49:46 +05'30'

Jishnu RG
Company Secretary & Compliance Officer
Membership No - ACS 32820

Kalyan Jewellers India Limited
Corporate Office -TC-32/204/2, Sitaram Mill Road, Punkunnam, Thrissur, Kerala – 680 002
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Kalyan Jewellers reinitiates extension of Gold Ownership Certificate

National, 5, May, 2021: Kalyan Jewellers has announced the extension of the Gold Ownership Certificate initiative. This was launched last year, during the lockdown, and with the lockdown imposed again, the brand has reinitiated the facility, based on customer request.

Gold Ownership Certificate will indicate that the person now *owns* gold of a certain grammage/value. Once the lockdown is lifted, customers can redeem their certificates against physical gold, in the form of coins or jewellery. As the Gold Rate Protection offer is also included in the certificate, customers will get the additional benefit of protection against price fluctuations. If on the day of redemption, the price of gold is lower than the rate at which it was purchased, then the new lower rate would apply.

As a part of this programme, one can purchase gold from 2 grams upwards, and the Gold Ownership Certificate will be delivered via email/WhatsApp or other customer recommended platforms. It can be later redeemed at any of the Kalyan Jewellers showrooms in India, on or before August 31, 2021.

This facility will be available online at bit.ly/kj_GOC from May 5th, 2021. Simply log in and choose the city of redemption to buy.

About Kalyan Jewellers:

Headquartered in Thrissur, Kerala, the company is a jewellery manufacturer. Starting with the first jewellery showroom in 1993, Kalyan Jewellers has enjoyed a long-standing presence in the Indian market for over two decades. Kalyan Jewellers was among the pioneers in the Indian jewellery market in (a) educating consumers about certain industry issues such as the transparency, gold purity, weight, component of jewellery prices; (b) instituting the highest quality standards for its jewellery, and (c) introducing complete price transparency with its products. Kalyan offers an array of traditional and contemporary jewellery designs in gold, diamonds and precious stones catering to the distinct needs of the customers. Kalyan Jewellers has showrooms across India and the Middle East.

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