

The New Jeweller

Taking the Trade to new Dimensions

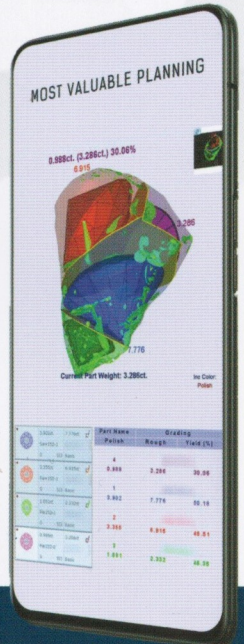
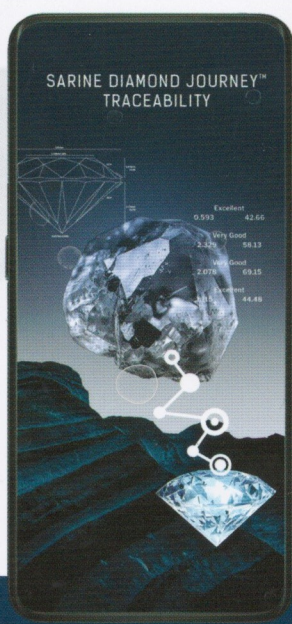
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SARINE Technologies

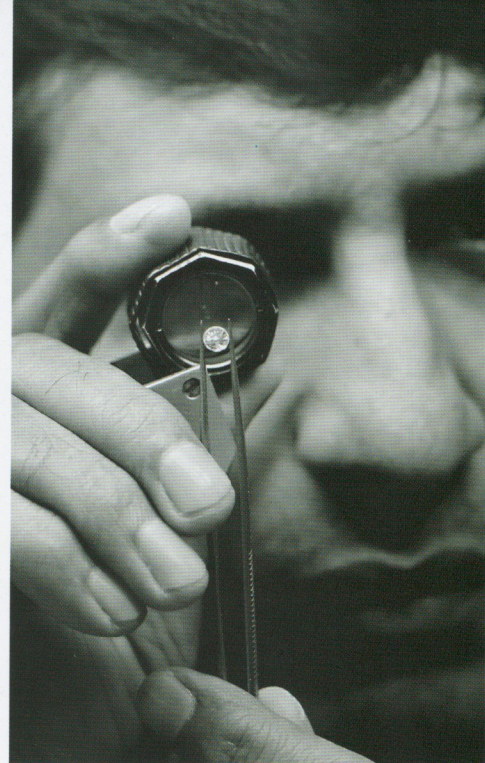
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ASIAN STAR:

A Legacy of Excellence & Responsible Practices

Asian Star Company Limited, one of the world's leading diamantaires, has built an enduring legacy spanning over 50+ years in the diamond industry. Since its inception in 1971, the company has gradually evolved into a vertically integrated business, encompassing rough sourcing, diamond cutting and polishing, jewellery manufacturing, and marketing. Today, Asian Star stands as a formidable presence among global jewellery brands and retail chains, recognized for its impeccable craftsmanship, passion for innovation, and unwavering commitment to responsible and sustainable practices.

ETHICAL SOURCING, TRACEABILITY & MORAL PRACTICES: CORNERSTONES OF TRUST

With end-to-end control over its mines-to-market supply chain, Asian Star is dedicated to conducting business responsibly and sustainably, from ethical rough diamond sourcing to meeting product commitments. The company adheres to the highest standards of ethical, social, environmental, and quality practices by abiding by recognized international codes of conduct.

Asian Star adheres to the highest standards of ethical business

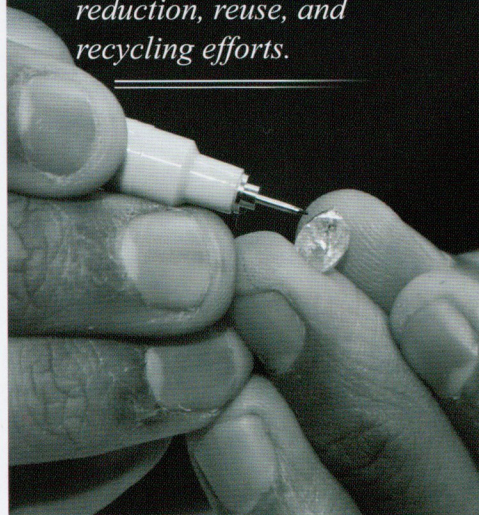
practices by conforming to responsible Jewellery Council's Code of Practices and ISO 9001:2015 certification from TÜV NORD, Germany.

Recognizing the challenges of ensuring traceability, quality assurance, and ethical practices throughout the complex diamond manufacturing process, Asian Star has implemented the Asian Star Compliance Program (ASCP). This comprehensive program is developed to provide assurance to customers and stakeholders that Asian Star's processes of manufacturing, testing, and selling diamonds and diamond jewellery are conducted in a professional, ethical, environmentally-friendly, and socially accountable manner.

ASCP is a robust internal compliance framework that requires processors to adhere to stringent requirements related to legal and regulatory compliance, ethical business practices, labour laws, health and safety, environmental protection, product security, and traceability of the manufacturing pipeline.

Through ASCP, Asian Star aims to assure customers that the polished diamonds supplied are natural and free from contamination with synthetics or other unacceptable products. It also enables the company to enhance the

Asian Star recognizes its responsibility to preserve natural resources and maintain ecological balance. The company has implemented various initiatives to reduce energy consumption, conserve water, and responsibly manage waste through reduction, reuse, and recycling efforts.



traceability and integrity of the entire manufacturing process, from the receipt of rough diamonds to the delivery of polished diamonds. This comprehensive traceability system, along with regular assessments and audits, provides Asian Star with the ability to offer enhanced assurances about the provenance of its diamonds to customers and stakeholders.

At the core of ASCP lies Asian Star's unwavering commitment to adhering to applicable legal and statutory requirements, regulations pertaining to child labour and forced labour, freedom of association and collective bargaining, workplace best practices, and environmental conservation. The company's dedicated compliance team works tirelessly to develop, implement, and track all compliance programs through initiatives such as audits and trainings throughout the year.

ENVIRONMENTAL STEWARDSHIP AND SOCIAL RESPONSIBILITY

Asian Star recognizes its responsibility to preserve natural resources and maintain ecological balance. The company has implemented various initiatives to reduce energy consumption, conserve water, and responsibly manage waste through reduction, reuse, and recycling efforts. These include the installation of a windmill for renewable energy generation, a water harvesting system, dedicated Effluent Treatment Plants (ETPs) at all manufacturing facilities, and the transition to energy-efficient lighting across offices and factory units.

Additionally, Asian Star is rigorously working towards carbon footprint determination, with aspirations to become carbon net zero by 2030. The company's comprehensive approach to environmental sustainability is complemented by its commitment to fostering social inclusiveness, equity, and the welfare of local communities.

Asian Star actively contributes to various causes that uplift underprivileged sections of society, focusing on community development projects in areas such as education, health,

livelihood, and disaster relief. These initiatives include funding the construction and repair of school buildings, supplying school uniforms and stationery to underprivileged children, providing notebooks and stationery to children of low-income employees, organizing free health check-up camps for employees, donating to charitable organizations supporting education, and offering subsidized food to employees at factory premises. In line with the Sustainable Development Goals, the company has supported and contributed to several key goals:

Zero Hunger: Asian Star has sponsored children from charitable initiatives, empowering rural youth to break the cycle of poverty.

Good Health and Well-Being: The company has funded pre-diagnostic

investigations for children battling cancer through charitable organizations and contributed towards cancer research.

Quality Education: Asian Star has provided education materials like books, stationery, and school bags to underprivileged children through various initiatives. It has also donated computer equipment to improve access to technology and the quality of education.

Sustainable Cities and Communities: The company has funded the maintenance of orphans and supported children's education, medical, and food needs. It has also distributed blankets to underprivileged individuals in rural areas.

Life on Land: Asian Star has contributed to the prevention of cruelty to animals by funding the release of cows from captivity and housing them in gaushalas.

Furthermore, Asian Star cultivates a harmonious work environment by promoting non-discrimination, accessibility for differently-abled employees, and a respectful and harassment-free workplace. The company invests in employee well-being through comprehensive health and safety policies, risk assessments, training on health awareness, provision of healthcare and medical services,

health and accidental insurances, and career development opportunities.

INFRASTRUCTURE & INNOVATION: DRIVING EXCELLENCE

Asian Star's unwavering pursuit of excellence is underpinned by a robust foundation of state-of-the-art infrastructure, unrivalled expertise, and a culture of craftsmanship that thrives on continuous innovation. With world-class diamond processing and jewellery production facilities strategically located in Mumbai, Hosur, and Surat, the company seamlessly blends cutting-edge technologies with the artistry of its skilled artisans, resulting in extraordinary pieces that captivate the global market.

At the heart of Asian Star's operations lies the diamond cutting and polishing facility in Surat, a sprawling hub where a team



of highly qualified and experienced artisans meticulously ply their trade. These master craftsmen relentlessly demonstrate their art of consistency, transforming rough diamonds into exquisitely polished masterpieces that embody the brand's pursuit of perfection.

Asian Star's jewellery manufacturing facilities are no less impressive, specializing in both mass production of machine-made jewellery and the creation of handcrafted bespoke pieces. A dedicated Research and Development centre serves as the wellspring of innovation, driving the development of ground-breaking designs that push the boundaries of contemporary jewellery aesthetics.

It is this synergistic convergence of specialized innovation

capabilities, cutting-edge technologies, and a relentlessly hardworking talent force that enables Asian Star to consistently create trailblazing styles that cater to the ever-evolving global jewellery trends and customer preferences. The company's agility and scalability in operations allow it to control and modify production processes seamlessly, ensuring the timely delivery of exceptional products that not only meet but exceed the diverse needs of its global clientele.

Through this harmonious fusion of traditional artistry and modern innovation, Asian Star continues to redefine the boundaries of excellence in the diamond and diamond jewellery industry.

A COMMITMENT TO EXCELLENCE BY GOING THE EXTRA MILE

At the heart of Asian Star's business strategy lies the sincerity of always putting its customers first, creating personalized, positive experiences that exceed expectations. Over the years,



the company has established a strong market presence and formed significant alliances and long-term collaborations with renowned jewellery brands, retail chains, and e-commerce merchants worldwide through its extensive distribution network of subsidiaries and marketing arms. ■