



PROFILE OF BOARD OF DIRECTORS

Mr.K. SRINIVASAN

(Chairman and Managing Director)

Mr.Krishnamoorthy Srinivasan, Chairman and Managing Director of the Company, has been in the jewellery industry since 1984 and brings over four decades of experience. He commenced his entrepreneurial journey through a sole proprietorship jewellery business in 1984, which marked the beginning of his business journey. He is one of the Promoters of our Company and has been associated with the Company since its incorporation. Over the years, he has overseen the growth and development of the Company and has contributed to its strategic direction, manufacturing capabilities and market expansion.

Mr. Krishnamoorthy Srinivasan commenced his entrepreneurial journey with a focus on developing an organized and technology-enabled jewellery manufacturing business. Under his leadership, the Company adopted modern manufacturing technologies and developed capabilities across research and development, product design, laser applications, machine-assisted production, refining, stone setting and quality management processes. He has also overseen the development of an integrated jewellery manufacturing platform covering product design, development, manufacturing, distribution and retail operations.

During his tenure, the Company expanded from a jewellery manufacturing business into an integrated jewellery enterprise with domestic and international operations. The Company enhanced its manufacturing infrastructure, strengthened its design and product development capabilities, established retail operations across multiple brands and expanded its presence in domestic and export markets. He has also played a role in the development and expansion of the Company's brands, including Ishtaa, Nishtaa, Jewel One and Zilara, and in broadening the Company's product portfolio across gold, diamond, platinum and silver jewellery categories.

He has also been involved in promoting product development and manufacturing innovation within the jewellery sector. During his leadership, the Company implemented manufacturing and design initiatives integrating advanced manufacturing techniques with traditional craftsmanship and expanded its product offerings to address evolving customer preferences. He has also supported the growth of the Company's export business and international market presence. His experience includes jewellery manufacturing, business development, strategic planning, operations management, retail expansion and organizational leadership.



He is associated with various industry and trade bodies, including the Gem and Jewellery Export Promotion Council (GJEPC), the Gem & Jewellery Federation (GJF), The Indian Chamber of Commerce and Industry, Coimbatore and the Confederation of Indian Industry (CII). He has served as a Founder Member and Governing Board Member of GJF and has participated in various industry initiatives relating to the gem and jewellery sector.

During the course of his career, he has received various recognitions for his contribution to entrepreneurship and the jewellery industry, including the “Gem of the Person” Award from GJF, the “Best Entrepreneur Award” from Coimbatore Management Association, the “Entrepreneur of the Year” Award from Entrepreneurs’ Organization, Coimbatore, the “Hidden Jewel of India” recognition at the India International Gold Convention and the Nanayam Vikatan Business Star Award for Self-Made Entrepreneur. The Company has also received recognitions from industry bodies and trade associations in areas including manufacturing, product design, exports and employment generation

He holds directorships at Indiania Jewellery Company Private Limited, Jewel one Jewellery LLC, Dubai Emerald Jewellers DMCC, Srisha Trusteeship Private Limited, The Gem and Jewellery Export Promotion Council.

Ms. SHAKTHI SRINIVASAN

(Whole- Time Director)

Mrs. Shakthi Srinivasan, Whole-time Director of the Company, has over 25 years of experience in the jewellery industry. She is one of the Promoters of our Company and has been associated with the Company since its incorporation. Over the years, she has contributed to the growth and development of the Company and has supported various aspects of its business operations, product development and organisational management.

Mrs. Shakthi Srinivasan has been actively involved in the Company’s jewellery design and product development functions and has contributed to strengthening the Company’s product portfolio across various jewellery categories. She has supported design conceptualisation, product enhancement initiatives and development of collections aligned with evolving customer preferences and market trends. Her experience in product development and understanding of market requirements have supported the Company’s focus on product quality, design capabilities and business growth.

She has also contributed to the Company’s business development initiatives and has supported market expansion efforts through coordination across business functions



and customer engagement activities. Over the years, she has participated in initiatives aimed at strengthening business relationships and enhancing customer service and operational responsiveness.

Mrs. Shakthi Srinivasan has extensive experience in business operations, administration and process management. She oversees various operational and administrative functions and works closely with senior management in ensuring effective execution of business activities and coordination across departments. She has also been actively involved in supervising the Order Processing Department (OPD), including order execution, process coordination and facilitating timely delivery of products in accordance with business requirements and customer commitments.

She has worked closely with the Chairman and Managing Director and senior management team in supporting day-to-day operations and implementation of key business initiatives. Her experience spans product design and development, business development, operational management, administration and process execution, and she continues to contribute to the Company's long-term growth and operational effectiveness.

She holds directorships at Indiania Jewellery Company Privated Limited, Srisha Trusteeship Private Limited , Emerald Jewellers DMCC, Green Gem Renewables Private limited.

Mr.DHIAAN SHAKTHI SRINIVASAN

(Whole- Time Director)

Mr. Dhiaan Shakthi Srinivasan, Whole-time Director of the Company and has over a decade of experience in the Gem and Jewellery Industry and has been associated with the Company since 2013.

Following his education, he commenced his professional journey with the Company's retail operations, where he gained hands-on experience in customer engagement, retail management and consumer behaviour. This experience provided him with valuable insights into customer preferences, purchasing patterns and evolving market trends within the jewellery industry.

Over the years, he has assumed responsibilities across business development, retail operations, branding and strategic initiatives. He has been actively involved across multiple business verticals of the Company and has contributed to strengthening its market presence and customer reach. His experience spans retail expansion, brand development, customer engagement, business strategy and technology-driven initiatives.



He has led various growth initiatives, including the development and expansion of the “Jewel One”, “Florescia”, “Zilara” and “Jewel One Select” brands. Under his leadership, the Company also introduced shop-in-shop formats for its silver and gold jewellery offerings through the “Zilara” and “Jewel One Select” brands, respectively. He is also actively involved in evaluating emerging technologies, new business models and customer-centric initiatives aimed at enhancing operational effectiveness and supporting the Company's long-term growth objectives.

He holds directorships at Kritam Jewels India Private Limited, Indiania Jewellery Company Private Limited, The Gem and Jewellery Export Promotion Council.

Ms. SRINIVASAN NISHTASHRI

(Whole-Time Director)

Ms. Srinivasan Nishtashri, Whole-time Director of the Company has experience in marketing, export operations and business development. She has been actively involved in various strategic and business initiatives of the Company and has contributed towards strengthening its marketing and export functions. Her academic background in business administration and marketing, coupled with international exposure through academic and consulting assignments, has enabled her to contribute to the Company's market development and growth initiatives.

Over the years, she has assumed responsibilities across export operations, brand development and the Company's silver jewellery business. She has been involved in expanding the Company's presence in international markets, strengthening customer relationships and supporting the growth of the silver jewellery segment. Her experience spans export business management, marketing strategy, customer engagement and business operations, and she continues to contribute to the Company's growth and market expansion initiatives.

She holds directorships at Kritam Jewels India Private Limited.

Ms. RENUKADEVI RANGASWAMY

(Independent Director)

Ms. Renukadevi Rangaswamy, Independent Director of the Company has possesses extensive professional experience in the fields of corporate secretarial practice, finance, taxation, compliance management, insolvency resolution, and corporate administration. She has served in key managerial and leadership positions, including as Company Secretary of Thyrocare Properties Infrastructure Private Limited, and as Chief Financial Officer and Company Secretary of KKV Agro Powers Limited and The KTM Jewellery Limited. She has significant expertise in corporate governance, regulatory compliance,



financial management, corporate restructuring, insolvency matters, and administrative functions. In addition, she possesses multidisciplinary knowledge across psychology, finance, taxation, valuation, and insolvency practices, supported by various professional certifications and practical industry experience.

She holds directorships Indiania Jewellery Company Private Limited.

Dr. A. VELUMANI

(Independent Director)

Dr. A. Velumani is a distinguished scientist and entrepreneur with over four decades of experience in the fields of diagnostics, healthcare, laboratory sciences, and business management. He commenced his career as a Shift Chemist at Gemini Capsules and subsequently served as a Scientist at Bhabha Atomic Research Centre (BARC) from 1982 to 1995. In 1996, he founded Thyrocare Technologies Limited, India's first thyroid-focused diagnostic chain, which grew into one of the country's leading diagnostic service providers through a high-volume, low-cost business model. Under his leadership, Thyrocare achieved significant growth and was successfully listed on the stock exchanges in 2016. Dr. Velumani is widely recognized for his expertise in healthcare diagnostics, strategic leadership, corporate governance, entrepreneurship, and business transformation.

He holds directorships at Avmlabs Cloud Limited, Simpleenergy Private Limited, Iheart Properties Private Limited.

Mr.P.VIJAYRAGHUNATH

(Independent Director)

Mr. P. Vijayraghunath possesses over 35 years of extensive experience in the legal profession, with significant expertise in corporate laws, civil litigation, regulatory matters, and corporate governance. He has been actively practicing as an Advocate for nearly three decades and has represented clients before various District Courts and the Madras High Court. He is associated with Panchapakesan Associates, Coimbatore, and advises individuals, corporates, and institutions on diverse legal and strategic matters. In addition to his legal practice, he has considerable experience in board-level functions and corporate governance through his role as an Independent Director on the boards of several reputed companies, including Precot Limited, Pricol Limited, The Eye Foundation, and Kovilpatti Lakshmi Roller Flour Mills Limited. His professional experience encompasses legal advisory, dispute resolution, regulatory compliance, and strategic corporate decision-making.



He holds directorships at Precot Limited, Eye Foundation Limited, Pricol Limited, Kovilpatti Lakshmi Roller Flour Mills Limited

MR. TIRUKKURUNGUDI SESHADRI SRINIVASAN

(Independent Director)

Mr. Tirukkurungudi Seshadri Srinivasan is a Fellow Chartered Accountant (FCA), Associate Company Secretary (ACS) and Associate Cost and Management Accountant (ACMA) with over 40+ years of extensive experience in the areas of finance, accounting, corporate governance, regulatory compliance and company law matters. Throughout his professional career, he has been associated with diverse industries and has gained significant expertise in financial management, strategic planning, internal controls, risk management, corporate restructuring and board-level governance. He currently serves as Director on the boards of TYP Rubber Beltings (India) Private Limited, MMJ Smart Solutions Private Limited, Groarc Industries India Limited, Constronics Infra Limited and Powergear Limited. His multidisciplinary professional qualifications and extensive experience enable him to provide valuable guidance on financial oversight, corporate governance, regulatory compliance and strategic decision-making.

He holds directorships at TYP Rubber Beltings (India) Private Limited, MMJ Smart Solutions Private Limited, Groarc Industries India, Powergear Limited.