



## CAPITAL SPONSOR

**KAMA JEWELLERY**

<b>Primary Contact Name(s):</b>	Colin Shah
<b>Primary Contact Telephone number(s):</b>	+91 98200 81069

## 1. Contact Information:

<b>Company:</b>	<b>Kama Jewellery</b>
<b>Address:</b>	Unit 203-204, Tower II, Seepz ++, Seepz-SEZ, Andheri (E), Mumbai - 400 096, India
<b>Telephone:</b>	+91 22 2829 3901 / 2 / 3 / 4 / 5
<b>Fax:</b>	+91 22 2829 3906
<b>E-mail:</b>	info@kamajewellery.com
<b>Website Address:</b>	www.kamajewellery.com

## 2. Owner(s) –

Elliot Tannenbaum, Mamta Apparao, Colin Shah

## 3. Key Designer(s)

Karishma Chheda, Aliza and Judy Schachter

## 4. Key Contact(s) (If different from above)

<b>Name:</b>	Colin Shah
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<b>Name:</b>	Elliot Tannenbaum
<b>Telephone:</b>	+1 212 688 2000
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<b>E-mail:</b>	elliott.tannenbaum@lsdco.com

## 5. In what year was your company established?

1996

## 6. Please indicate the full range of price points you offer.

Loose diamonds 10points - 50cts / Fine Diamond Jewellery \$99 to \$25,000

## 7. Please describe your company or products in 100 words or less.

Kama is one of the largest manufacturers and exporters of higher end diamond jewelry from Asia. Since its inception in 1996, with 40 employees producing 1000-1500 pieces a month in its first year of operation, Kama has expanded to two



factories, with 800 workers and professionals, producing 20000 pieces of jewelry every month. Our state-of -the-art infrastructure ensures excellent craftsmanship, superior merchandise at competitive margins.

Leo Schachter Diamonds and Kama Jewellery have recently joined in forming a new business that will address the needs of the jewellery specialty retailer in the United States. By combining the world's leading diamond manufacturer with the highest level of diamond expertise and the finest level of jewelry manufacturing we can create products that fully meet the high level of quality and low price points that our customers demand.

**8. What special services or programs does your organization offer?**

Develop strategically-relevant, creative diamond intensive jewelry programs and marketing solutions for our customers to fulfill consumer needs.

**9. Source (country of origin) for Headquarters office:**

Israel and India

**10. U.S. representative/office:**

Leo Schachter Diamonds - 579 Fifth Ave. New York City, NY 10016

**11. Certification and industry affiliations:**

Diamond Dealers Club New York, Jewelers Board of Trade, AGS Laboratories, Council for Responsible Jewelry Practices, Jewelers Vigilance Committee, Diamond Manufacturers and Importers, Twenty Four Karat Club, GIA, Israel Diamond Manufacturers

**12. Describe what is unique about your product or service:**

Over the past few years, LS Diamonds has developed the best performing portfolio of diamond brands in the industry across various channels of distribution:

Free-standing brands

Store brands

Private label brands

The company has created and markets the world's largest and fastest growing diamond brand, The Leo Diamond, in the US, UK and Hong Kong.

**13. Brands or affiliated companies:**

Leo Schachter Diamonds is one of the largest diamond manufacturing, marketing and sales companies in the world. Privately held, it is regarded by industry experts as the leading strategically-driven and marketing-focused enterprise in today's quickly evolving global diamond industry.

The Leo Diamond, Elexese, Facets of Fire,

Wm. Goldberg - Specialist in the world's largest fine gems, and Ashoka diamond brand

**14. (Optional) Describe your products lines in more detail:**



Leo Schachter provides all "classes of trade" with high-quality diamond assortments (branded and generic) and fine diamond jewelry collections appropriate for the consumers our customers serve. From the entry-level bridal buyer to the most exclusive and discerning private salon client, the company designs and manufactures a wide array of diamond jewelry, from collections of the most popular and classic styles in solitaires, bridal and fashion, to "one-of-a-kind," centerstone intensive couture pieces.

Several examples:

- Elexese Diamonds: Seven diamond shapes cut to exacting proportions and symmetry to maximize each diamond's natural beauty, visual impact, and brilliance. The brand is available through fine independents in the United States as a loose diamond line, and can be purchased as centerstone mounted jewelry as well.
  - Facets of Fire Diamonds: The brand targets the entry level and more budget-conscious diamond buyer, and is available exclusively through the mass merchandiser channel.
  - William Goldberg Diamonds: One of the most exclusive diamond houses in the world, William Goldberg diamonds and the company's exclusive jewelry designs are sold through the company's private Fifth Avenue salon to the most discerning and discrete clientele.
  - Ashoka by William Goldberg is an exclusive, patented cut that is reminiscent of an antique cushion cut, available in exclusive William Goldberg jewelry designs through the company's private salon, as well as through fine guild independent jewelers around the world.
- With Kama we have a wide line of Bridal & Fashion jewelry targeted to the majors and the independents.

**15. What marketing support do you offer to retailers?**

Marketing support is dependent on the brand offered by the retailer. In addition to furnishing display materials, in-store consumer marketing deliverables, packaging, lab certification, web site, and traditional co-op advertising support, we also will customize marketing programs for individual retailers. These have included trunk shows, localized online banner advertising to drive traffic or generate sales leads, in-store diamond cutting demonstrations, database loyalty programs, and direct mail.

**16. Please indicate which marketing channels you use:**

- Consumer Magazines:
- Trade Magazines:
- Website(s):
- Other (Please specify) Online lead generation and display advertising, B2B Internet, national newspaper advertisements