



|| Shree Ganesh ||  
JEWELLERY HOUSE LTD

Avani Signature, 91A/1, Park Street, Block - 402, 4th Floor, Kolkata - 700 016, West Bengal, India  
Phone : +91 33 3025 9382/48, Fax : +91 33 4007 1623/24  
E-mail : info@sgjhl.com, Website : www.sgjhl.com

March 18, 2010

**The General Manager – Listing**  
Dept. of Corporate Services  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001

**The Vice President**  
Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza  
Bandra Kurla Complex,  
Bandra (E),  
Mumbai – 400 051

Dear Sirs,

**PUBLIC ISSUE OF 1,42,69,831 EQUITY SHARES OF RS.10 EACH FOR CASH AT A PRICE OF RS. [•] PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF RS. [•] PER EQUITY SHARE), AGGREGATING TO RS. [•] LACS (HEREINAFTER REFERRED TO AS “THE ISSUE”), CONSISTING OF A FRESH ISSUE OF 1,21,36,497 EQUITY SHARES BY SHREE GANESH JEWELLERY HOUSE LIMITED (“THE ISSUER”) AND AN OFFER FOR SALE OF 21,33,334 EQUITY SHARES BY CREDIT SUISSE PE ASIA INVESTMENTS (MAURITIUS) LIMITED (“THE SELLING SHAREHOLDER”). THE ISSUE WILL CONSTITUTE 23.52% OF THE FULLY DILUTED POST ISSUE PAID-UP CAPITAL OF THE COMPANY. THE FRESH ISSUE WILL CONSTITUTE 20.00% OF THE FULLY DILUTED POST ISSUE PAID-UP CAPITAL OF THE COMPANY**

The IPO Committee of the Board of Directors of the Company in consultation with BRLMs has on March 18, 2010, finalized allocation of 2499975 Equity Shares, in aggregate to the Anchor Investors at a price of Rs. 260.00 per Equity Share (including securities premium of Rs. 250 per Equity Share) in the following manner:

S. No.	Name of the Anchor Investor	No of Equity Shares Allocated	% of Anchor Investor Portion <sup>(1)</sup>
1	IFCI Limited	1153825	44.92
2	India Max Investment Fund Limited	384625	14.97
3	Bank Muscat India SOAG A/c Bank Muscat India Fund	961525	37.43
	<b>Total</b>	<b>2499975</b>	

<sup>(1)</sup> Rounded off to two decimal

As per SEBI Regulation, if the Issue Price discovered through the book building process in the IPO is higher than the price at which the Anchor Investors have been allocated Equity shares, Anchor Investors would be required to bring in the additional amount.

We request you to make the above mentioned information public by disclosing the same on you website.

Thanking you,

For Shree Ganesh Jewellery House Limited

  
**Mukund Chandak**  
(Company Secretary and Compliance Officer)

Cc: Securities and Exchange Board of India