



AJC Jewel Unveils **Esthara Jewels**: Foray into Premium Silver Jewelry Retail

Thrissur, Kerala | April 2026 — AJC Jewel Manufacturers Limited (BSE: 544425), an established name in the B2B gold manufacturing sector, has officially marked its entry into the high-growth silver fashion jewelry market with the launch of its premier retail vertical, **Esthara Jewels**. The brand's first flagship physical store recently opened its doors in **Thrissur, Kerala**, alongside a robust Direct-to-Consumer (D2C) e-commerce platform, signaling a strategic shift for the legacy manufacturer toward organized retail.

As a subsidiary of AJC Jewel, Esthara Jewels is designed to bridge the gap between high-end luxury aesthetics and accessible pricing. The brand targets a new generation of consumers, including Gen-Z and modern professionals, who seek regal, art-led designs without the heavy investment of solid gold.

A Fusion of Art and Metal

The debut collection from Esthara Jewels showcases a mastery of craftsmanship, blending **925 Sterling Silver** with **24K Gold plating**. The product portfolio is defined by "The Regal Mind," featuring intricate enamel work and high-quality Cubic Zirconia (CZ) stones.

Key Highlights from the Launch Collection:

- **The Peacock Series:** A tribute to Indian heritage, featuring the *Majestic Peacock Chandelier Earrings* and the *Regal Peacock Filigree Bangle*, both boasting vibrant enamel work and precision-set CZ stones.
- **The Signature Series:** Modern classics like the *Two-Tone Diamond Eternity Bangle* and the *Exquisite Peacock Statement Ring* offer a contemporary edge for daily and occasion wear.
- **Traditional Elegance:** Handcrafted necklaces featuring floral motifs and 24K gold finishes that mimic the opulence of traditional temple jewelry.



"Zero-Compromise" Promise

Understanding the modern consumer's need for longevity and trust, Esthara Jewels has introduced a comprehensive post-purchase policy that is rare in the silver jewelry segment:

- **1 Year Warranty:** Ensuring quality and craftsmanship.
- **Lifetime Free Replating:** A testament to the brand's commitment to long-term radiance.
- **Lifetime Buyback Policy:** Providing liquidity and value-retention for silver assets.
- **Anti-Tarnish Coating:** Specialized protection to maintain the "24K finish" for years.

Strategic Evolution of AJC Jewel

Founded in 1999 as a retail startup in Malappuram by Mr. Kunhimohamed Perinkadakkat, AJC Jewel has evolved into a sophisticated technology-enabled manufacturing platform. The launch of Esthara Jewels represents a pivotal milestone in the company's "Vision 2028" roadmap, which aims for a revenue target of **₹1,200 crores**.

"With Esthara Jewels, we are not just selling jewelry; we are offering an experience of 'Regal Radiance' that was previously reserved for gold buyers," says the management at AJC Jewel. "This is an **AJC product** at its heart; backed by decades of manufacturing excellence and our state-of-the-art facility in Malappuram."


The expansion of Esthara Jewels is expected to continue across South India, with upcoming stores planned for major hubs in Tamil Nadu and Karnataka.

Experience the radiance at: www.estharajewels.com or visit the new flagship store in Thrissur.

Disclaimer:

This document contains forward-looking statements, which are not historical facts and are subject to risks and uncertainties such as government actions, local developments, and technological risks. The Company is not responsible for any actions taken based on these statements and does not commit to publicly updating them to reflect future events or circumstances.

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