

RBZ[®]
JEWELLERS LTD.

Date: 24th September 2026

To,
Department of Corporate Services
BSE Limited,
P J Towers, Dalal Street,
Mumbai - 400 001

Security Code: 544060
Security ID: RBZJEWEL

To,
Listing Department
National Stock Exchange of India
Limited,
Exchange Plaza, 5th Floor Plot No. C/1,
G. Block Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051

Symbol: RBZJEWEL

Dear Sir/Madam,

Sub: Intimation of Press Release

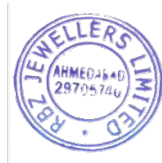
Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release titled “**RBZ Jewellers Ltd. Expands Retail Footprint with 10,000 sq. ft. Flagship Store in Surat**”.

The information is also being made available on the website of the Company at www.rbzjewellers.com.

You are requested to take the above information on record.

Thank you,

For, RBZ Jewellers Limited



Heli A Garala
Company Secretary & Compliance Officer
Mem No. ACS 49256



RBZ Jewellers Ltd. Expands Retail Footprint with 10,000 sq. ft. Flagship Store in Surat

Surat, 24th September 2026: RBZ Jewellers Ltd ('RBZ') through its retail brand Harit Zaveri Jewellers ('HZJ') has launched its new 10,000 sq. ft. flagship showroom at Parle Point, Surat, on 24th September 2026, marking a significant milestone in the company's growth journey and retail expansion strategy.

The new showroom was inaugurated by renowned actor **Vicky Kaushal** on **24 September 2026**, in the presence of the Company's management, customers and other distinguished guests.

Located at Gokul Tower, Parle Point, Surat, the new flagship store brings Harit Zaveri Jewellers' distinctive vision of blending heritage craftsmanship with contemporary jewellery design to one of Gujarat's most dynamic and influential jewellery markets.

Built on the belief in **"the right craftsmanship, the right quality and the right price,"** Harit Zaveri Jewellers has grown from its roots in Ahmedabad into one of the region's most trusted jewellery names. The brand's growth has been guided by a commitment to **honest and ethical business practices**, reflected in its philosophy of **"no bhed-bhav and chokho vyavhar"** conducting business with fairness, transparency and equal respect for every customer.

For Harit Zaveri Jewellers, trust is not simply about the quality of the jewellery; it is also about how the business conducts itself. The brand believes customers should be able to understand what they are paying for, ask questions, compare their options and take their time before making a decision, without pressure or distinction. This approach to honest dealing forms an integral part of Harit Zaveri Jewellers relationship with its customers and its larger ambition to contribute towards changing perceptions around the jewellery profession.

Today, the brand offers jewellery across **everyday, occasion, statement and bridal categories**, bringing together traditional Indian craftsmanship, distinctive design and a retail experience built around transparency and trust. The Surat flagship represents the next chapter of this journey, bringing together the brand's unique perspective on jewellery retail, where Indian heritage, contemporary design and transparent customer experiences come together under one roof.

Now in Surat

The new **Harit Zaveri Jewellers Surat** flagship brings to life **India Modern** - the legacy's interpretation of how Indian jewellery retail can evolve with the times while remaining rooted in its origins. The concept brings together **Indian craftsmanship, materials and cultural identity with contemporary design, technology and transparency**, creating a spacious and considered interiorscape designed around the experience of discovering and wearing jewellery. The flagship is conceived not merely as a display space, but as an environment where jewellery remains the protagonist and every element supports how it is discovered.

The Harit Zaveri Jewellers flagship uses **Indian stone, sandstone, wood, brass and crafted surfaces alongside clean geometry, layered lighting** and generous circulation. Rather than using traditional Indian elements as decoration, the design draws from **ideas of proportion, rhythm, thresholds, screens and framed views** to create a space that feels distinctly Indian without being conventional, creating a space that allows the consumer's experience to remain at the centre of the experience.

"We wanted someone whose public persona and approach to his work had some resonance with what we are trying to build. Vicky has that combination of reach, humility and substance. So for us, it was both a communication decision and a value alignment." **shares Harit Zaveri, Joint Managing Director, Harit Zaveri Jewellers.**

*"When I was invited to attend the opening of a jewellery brand in Gujarat whose ethos lay in **right craftsmanship, right quality and right price** it stood out to me. In today's fast-paced world, there is something truly special about the sincerity and quality it takes to carry forward a legacy as distinguished as Harit Zaveri Jewellers. Buying jewellery comes with a great deal of trust, and that trust is built through the values upheld over time. I'm really happy to be here in Gujarat and be a part of the unveiling of Harit Zaveri's new legacy in Surat. To me personally, jewellery is tied to memories and celebrations, and you can feel that sentiment in the designs here. All I can say is "let's uphold no **bhed-bhav and chokho vyavhar.**" **shares Vicky Kaushal, Actor, as he browsed through the flagship and jewellery .***

The Jewellery Collection :

- **Gul** that draws from the journey of the mogra from bud to bloom, reflecting ideas of becoming, self-discovery and inner radiance. Crafted in 22KT gold, the collection brings together floral and botanical forms, paisley and leaf motifs, pearls, beads and coloured gemstones, with traditional craftsmanship interpreted through a contemporary lens.
- **Saanjh** looks at the wedding through the intimate moments that surround it - the conversations, rituals, laughter and quiet pauses that become part of the story. Designed for the modern bride, the collection brings together 22KT gold, uncut polki and kundan work, temple-inspired forms, engraved bangles, sculptural cuffs and statement pieces, balancing Indian heritage with a more individual approach to bridal dressing.
- **The Polki collection** celebrates the timeless allure of uncut diamonds, bringing the richness of traditional Indian jewellery into a more contemporary expression. Paired with vivid emeralds, pearls and intricate gold craftsmanship, from necklaces and bridal sets to kadas, earrings and rings. Rooted in the grandeur of Indian heirloom jewellery, each piece is designed to feel distinctive yet enduring, jewellery that can mark a special moment today and become part of a story carried forward.

The company's retail philosophy places the customer at the centre of the experience. Whether purchasing an everyday piece or a significant bridal or heirloom creation, every customer should have the freedom to explore, understand, ask questions and make a decision without pressure.

As RBZ Jewellers Ltd. enters its next phase of growth, with expansion planned across key markets, the ambition is to build a respected national jewellery company while taking these principles to a larger audience. The vision is not simply to grow the business, but to demonstrate that a jewellery company can scale while remaining uncompromising about honesty, ethical business practices, fair treatment and trust, values that remain at the core.

Ahmedabad Store Address: Harit Zaveri Jewellers, Akshar Complex, Ground Floor, Shivranjani Cross Road, Satellite, Ahmedabad, Gujarat – 380015

Surat Store Address: Showroom No. 3–4, Parle Point, Gokul Tower, Meghdoot Society, Athwalines, Athwa, Surat, Gujarat – 395007

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Facebook [Harit Zaveri Jewellers](#)

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