Company Overview & Capabilities

BANARAS BEADS LIMITED



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History & Facilities Products Major Customers

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- <u>Compliance & Safety</u>
- Sustainable Practices & Community Support
- Financial Performance 2000-2011

Contents

> Ashok Kumar Gupta is taking Export Award

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History



Ashok Kumar Gupta is taking Export Award Kanhaiya Lal Gupta is taking Honour from Gyani Zail Singh, Former President of India



Banaras Beads Limited was founded in the year 1940 by Late Mr. Kanhaiya Lal Gupta, the father of Mr. Ashok Kumar Gupta. Ashok Kumar Gupta currently acts as Chairman and Managing Director, handling special aspects of the business including property and building expansion, construction, government relations, and other high level projects.

Ashok's son **Mr. Siddharth Gupta**, schooled abroad in London where he earned a Bachelors in Glass Technology, has now taken over as Executive Director, assuming the leadership of all divisions including sales, creative marketing, product development, customer relations, and other company teams that focus primarily on maintaining mutually beneficial partnerships with retail accounts and supplier partners.

Banaras Beads has grown over the last 70 years to become by far THE largest and most productive jewelry and bead company in India– they export 75% of all the beads exported from the country. They can now be counted among a small group of leading *international* manufacturers that can meet the production capacity needs of large multi store chains such as Michaels and Walmart, with a wide variety of beautiful, high quality jewelry products at extremely competitive prices.

The company supplies fashionable jewelry making supplies and finished jewelry to over 70 countries around the world, with the majority of focus on the U.S. and Europe.





Banaras Beads Limited (Head Office) A-1, Industrial Estate, Varanasi Unit Capability of 60 Managers 20 Supervisors and 250-260 Skilled and Semi-Skilled workers





Banaras Beads Factory plans expansion of its packaging facilities by70,000 sq feet, doubling its employees to around 700 total, to be able to handle the planned volume increases in the next few years.





State of the Art Product Showroom



Banaras Beads Limited (Factory & Showroom)





State of the Art Product Showroom





Customers

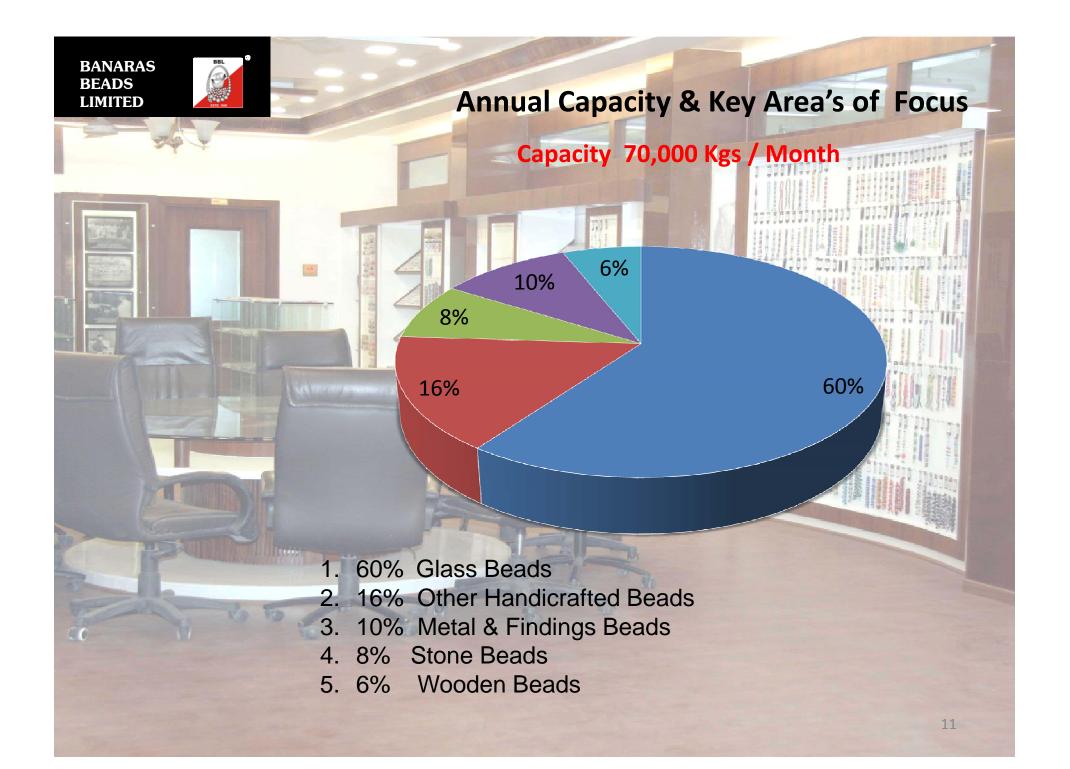
Cousin Corporation of America

- Fire Mountain Gems
- Westrim Crafts
- Blue Moon Beads
- Michaels
- Plaid
- Creative Inc.
- Halcraft USA Inc.



- Gutterman Creative
- Rayher Hobby Gmbh
- Kars & Co.B
- Bead Works Wholesale
- Beadalon Inc.
- P. J. Minerals
- Creative Company
- Plush Appeal, LLC







Hanging Strand Programs

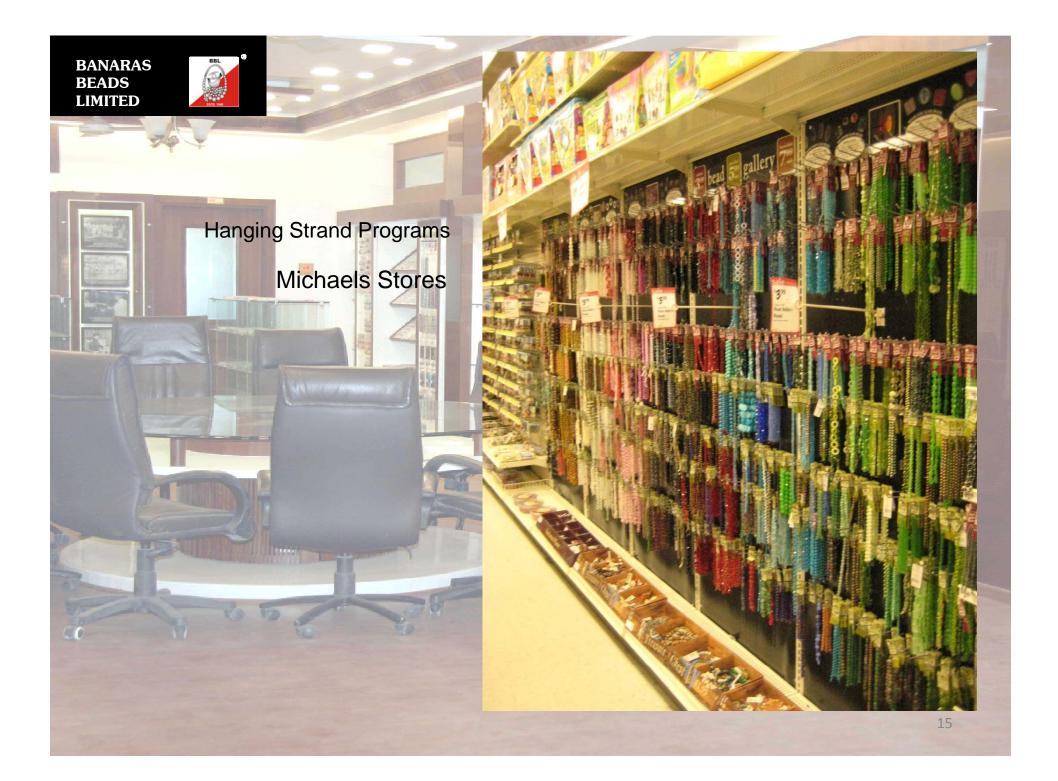
- -- Blue Moon -- Cousins
- -- Halcraft
- -- Michaels Direct



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As you will see in the following pages, Banaras Beads can create beautiful pendants, focal pieces, beads, chain, findings and a host of other categories of product to suit its customer's requirements.

Drawing on years of artisanal traditions deeply ingrained in this area of India, Banaras is one of the only places you will find skilled artists and bountiful supply of materials to create unique and iconic designs in bone, horn, and wood. However, Banaras art glass beads are highly sought after and constantly change to keep up with fresh updated looks that fit the market. These beads also can reflect the local artists flair for Indian design and color combinations, which are unique outside of other manufacturing giants such as China.

The ever-increasing variety of beads and materials available from Banaras includes:

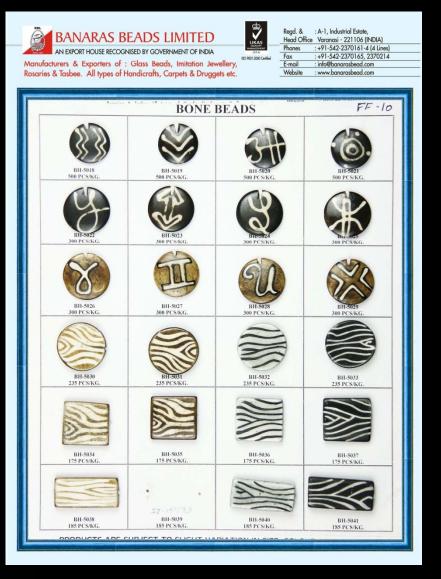
Amber Carved Bone, Horn, Wood & Shell Fancy Art Glass, Millefiori Faceted High Quality Crystal Gold and Silver Foil Glass Hand-Painted Designs Dichroic-look glass Kashmiri clay Metal (Aluminum or zinc alloy base) Resin Semiprecious Stone Soapstone Leather & Suede Cord Chain



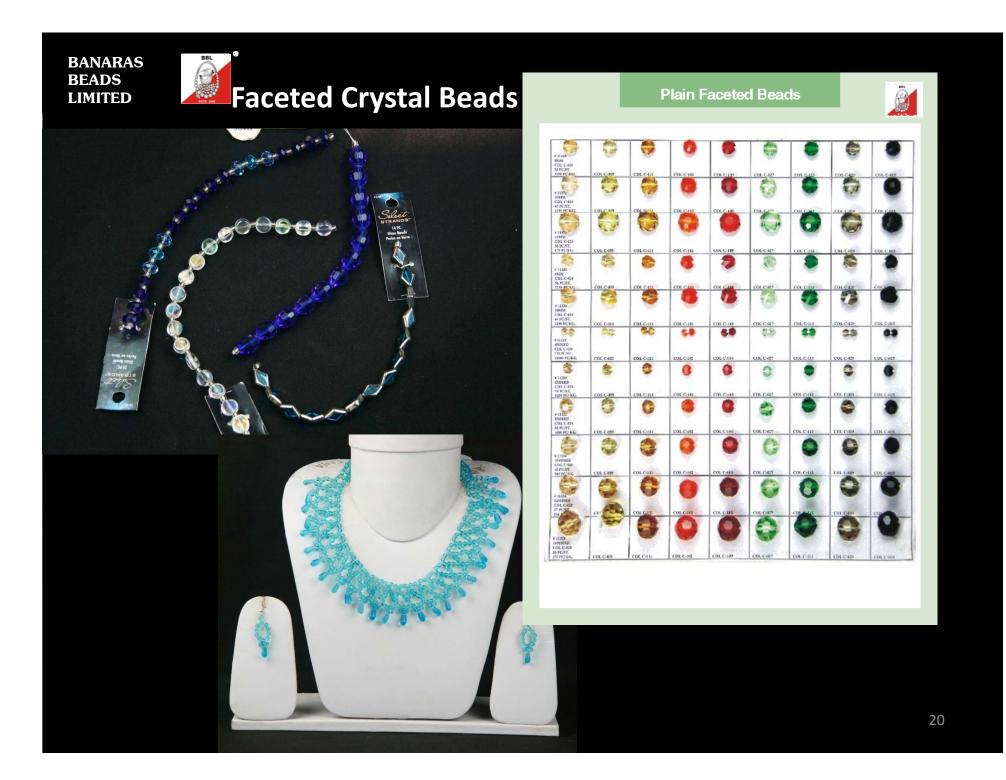
Bone Beads

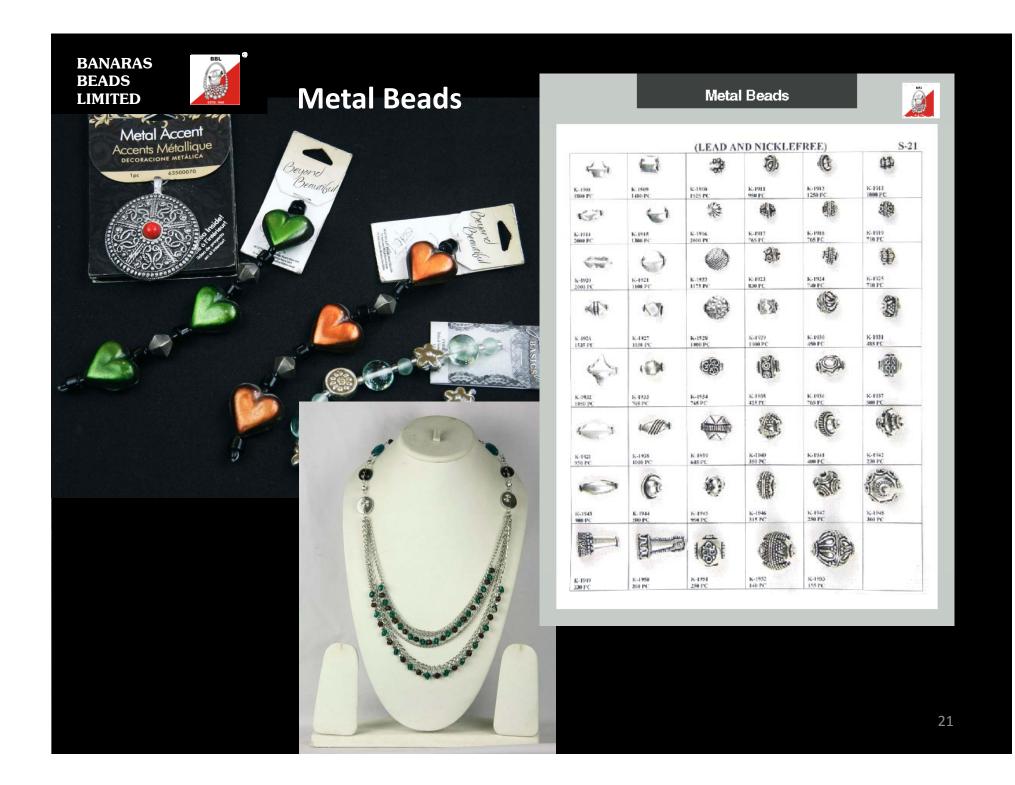






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Soap Stones



B BANARAS BEADS LIMITED AN EXPORT HOUSE RECOGNISED BY GOVERNMENT OF INDIA

Manufacturers & Exporters of : Glass Beads, Imitation Jewellery,

Rosaries & Tasbee. All types of Handicrafts, Carpets & Druggets etc.

Fax ISO 9001:2000 Certified E-mail

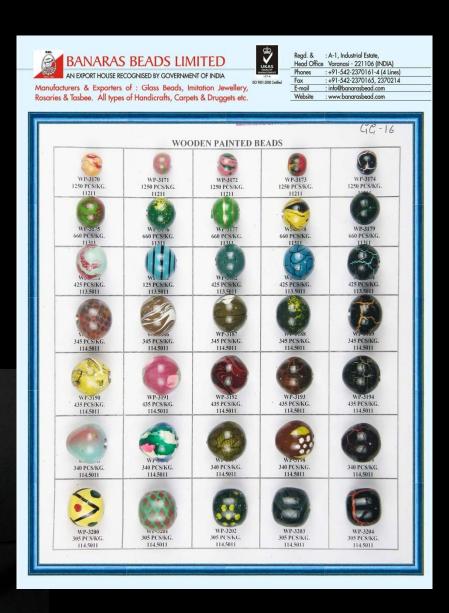
Regd. & : A-1, Industrial Estate, Head Office Varanasi - 221106 (INDIA) Phones :+91-542-2370161-4 (4 Lines) +91-542-2370165, 2370214 : info@banarasbead.com Website : www.banarasbead.com





Wooden







Fancy Beads

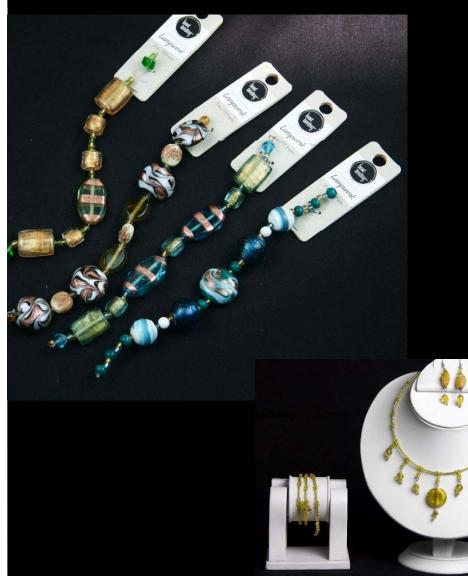








Gold Stone



B BANARAS BEADS LIMITED AN EXPORT HOUSE RECOGNISED BY GOVERNMENT OF INDIA

ISO 9001:2000 Certified E-mail Website

 Regd. &
 : A-1, Industrial Estate,

 Head Office
 Varanasi - 221106 (INDIA)

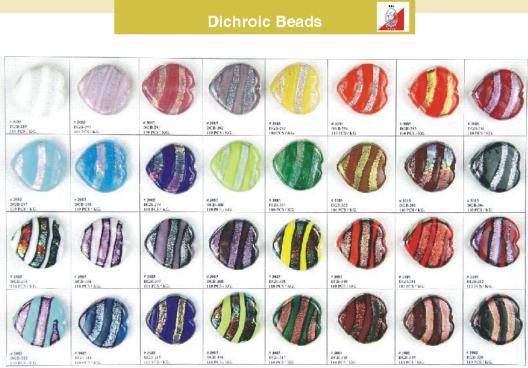
 Phones
 : +91-542-2370161-4 (4 Lines)

 Fax
 : +91-542-2370165, 2370214
: info@banarasbead.com : www.banarasbead.com





Dichroic







Hand Painted



AN EX	(PORT HOUSE REC	BEADS COGNISED BY GOVE tation Jewellery, Rosaries 8	RNMENT OF INDIA	A ISO 9001:	Phones Fax 2000 Cartiled E-mail	: A-1, Industrial ice Varanasi - 221 : +91-542-2370 : +91-542-2370 : info@banarasb : www.banarasb	106 (INDIA) 161-4 (4 Lines) 165, 2370214 ead.com
			HAND	PAINTED BE	ADS		FF-26
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18MN HPB-4932 150 PCS/KG.	18MM HPB-4933 150 PCS/KG.	18MM HPB-4934 150 PCS/KG.	18MMI HPB-4935 150 PCS/KG.	18MMR HPB-4936 150 PCS/KG.	18MMR HPB-4937 150 PCS/KG.	18MMI HPB-4938 150 PC S/KG.	18M HPB-4959 150 PCS/KG
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ISM HPB-49 IS0 PCS/KG.	18MN HPB-49 150 PCS/KG.	18M HPB-49- 150 PCS/KG.	150 PCS/KG.	18MMK HPB-4952 150 PCS/KG.	18MMF, HPB-4953 150 PC8/KG.	18MMb HPB-4954 150 PC 8/KG.	1855 HPB-4953 150 PCNKG.
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Silver Foil



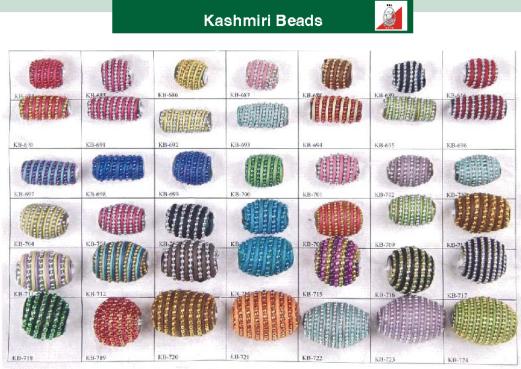
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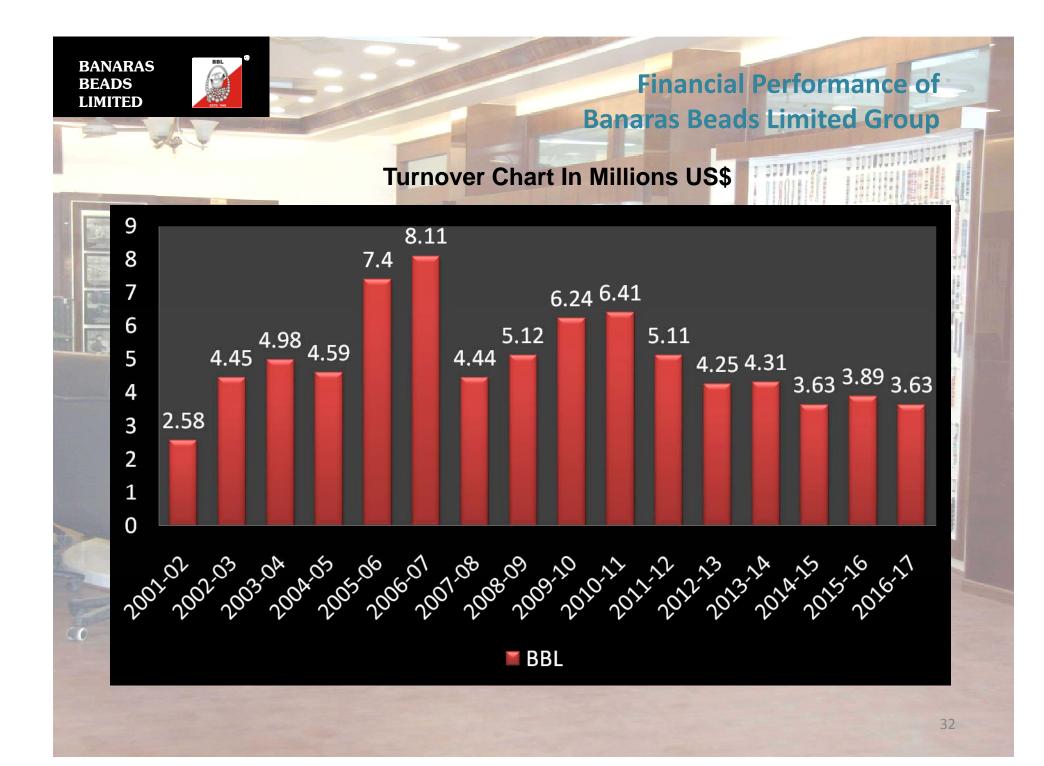


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Compliance & Safety

All products from Banaras are designed for adults, and are required to pass governmental safety standards, whether from the U.S. government, states, or from retail guidelines. We meet or even achieve lower than the required levels. It is our commitment to you to bring you products that meet all current safety requirements. Banaras is constantly monitoring all regulatory guidelines, updates and changes so

our product can be sold in any region of the world. In addition to lead, we are monitoring any future regulations regarding Cadmium, Mercury, Hexavalent Chromium, etc..

All required testing results are available to provide proof of passing requirements, should they be needed.

General Certification of Conformity forms detail the categories a product is required to test and confirms that the item is in compliance.

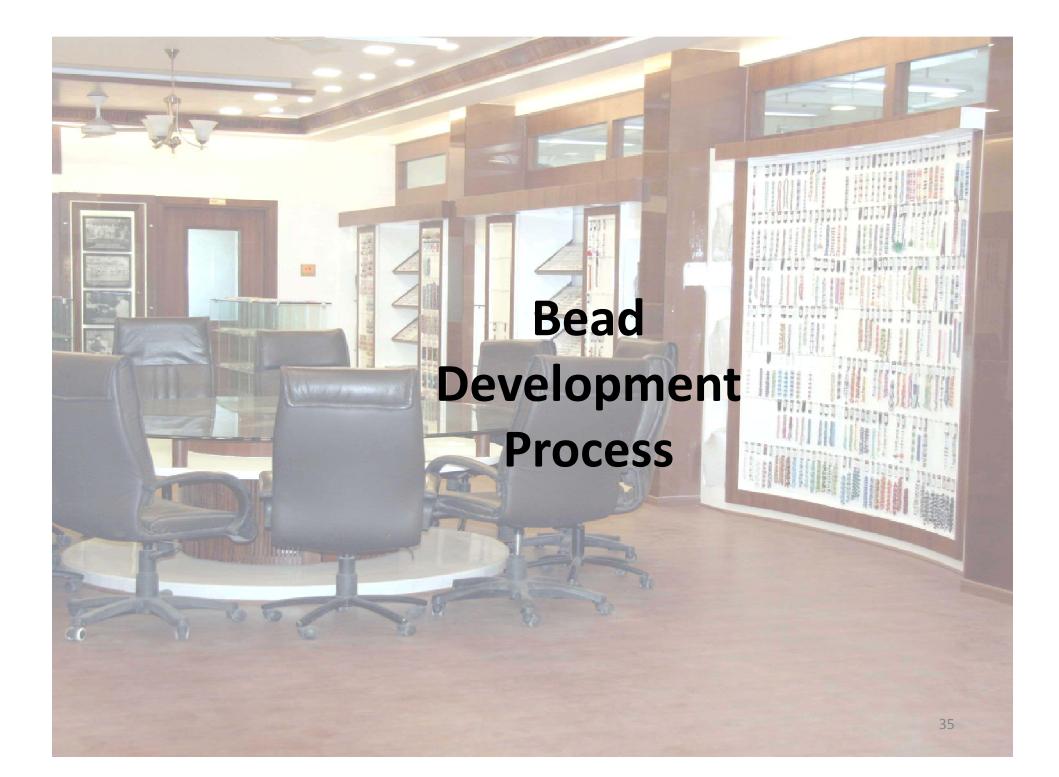
In addition to meeting all regulatory safety laws, we have been audited and passed requirements from Walmart USA audit to become an approved vendor.



Banaras Beads provides jobs for thousands of people in one of the most poverty stricken areas of India. As the largest employer in the region, we are proud to have helped so many people provide for their families and survive in this incredibly difficult area.

Banaras encourages their employees to Reuse, Repurpose and Recycle.

Banaras assists its partners in evaluating the packaging of all products to see that we use a minimum quantity of superfluous materials and whenever feasible we create packaging that is recyclable and bio-degradable.













BBL Group has carved an enviable niche for itself by the sheer pragmatism of its vision. It has consolidated its position in the international market by offering its customers worldwide quality products at competitive price. The Group believes in making patrons out of its customers.

It has made ambitious plans for the future. It plans to enter new markets and unchartered territories by enchasing on its reputation. It plans to forge new and meaningful alliances with new buyers.

Sustained quality has always been the hallmark of the group. It ethical approach to business has helped it win many new customers for itself.

In intends playing a long innings in its chosen line of expertise. Because it believes that those who go too far can probably know how far they can go!

And, as always, tomorrow is another day. A day to learn from the past and decide the future.

