

## **PUBLIC NOTICE**

### **CAUTION AGAINST FRAUDULENT SOLICITATIONS / INFORMATION OFFERING FRANCHISES OF 'INDRIYA' JEWELLERY BRAND**

#### **TO WHOMSOEVER IT MAY CONCERN**

This caution notice is being addressed on behalf of **Novel Jewels Limited** having its registered office at A-1, Aditya Birla Centre 1st Floor, S.K. Ahire Marg, Worli, Mumbai- 400030, Maharashtra.

The general public is hereby cautioned that certain individuals and agencies / entities are trying to mislead the public by unlawfully using and reproducing without our consent our trademarks / artistic works 'INDRIYA' /



and / or the name 'NOVEL JEWELS' / 'ADITYA BIRLA GROUP' on different websites, webpages, online platforms, etc., to **fraudulently and wrongfully claim that we have launched schemes offering franchises for our prominent jewellery brand, 'INDRIYA'** and that they have an affiliation / association with us and / or if one partners with them / avail their services , they would facilitate the said person to become a franchisee of our jewellery brand 'INDRIYA'.

Please be advised that as on date we have **not launched and / or released and / or circulated any franchise scheme(s) in any media whatsoever in respect of our jewellery brand 'INDRIYA'**. Any person willingly corresponding with such individuals and agencies / entities in any manner whatsoever will be doing so at their own risk, as to costs and consequences. We strongly recommend that no one should respond to such solicitations, false promotions / information and **we will not accept any liability whatsoever for any loss that the general public may incur owing to transactions made with such individuals and agencies / entities making false claims.**

In case you come across any such fraudulent activity, you may kindly contact us at [indriya@adityabirla.com](mailto:indriya@adityabirla.com) so that appropriate action may be taken.

**Novel Jewels Limited**

A-1, Aditya Birla Centre 1st Floor, S.K. Ahire Marg, Worli, Mumbai- 400030,  
Maharashtra.