



## **Renaissance Jewelry Signs New Licensing Partnership** **with Hallmark Cards**

**Mumbai, India November 2, 2015** –Verigold Jewelry, the U.S. subsidiary of India-based Renaissance Jewellery Ltd., today announced a licensing agreement with Hallmark Cards, Inc. As part of this partnership, Verigold and Hallmark will launch the Heart of Hallmark jewelry collection this fall at approximately 150JCPenney retail locations nationwide.

The Heart of Hallmark collection is the first collection to launch under the Hallmark Diamonds brand. Each unique piece comes with premium gift packaging which includes a customizable card that individuals can sign and date as a keepsake of the gift.

“Launching Hallmark Diamonds is an important priority for Hallmark and we’re excited to partner with JCPenney and Verigold on the Heart of Hallmark collection,” said Cindy Mahoney, Hallmark vice president – licensing and general manager – Hallmark Jewelry. “Our search for a fine jewelry partner with best-in-class capabilities, strong retailer relationships and a keen understanding of brands led us to Verigold. We look forward to a mutually successful partnership as they help us create exciting new fine jewelry collections with a distinctly Hallmark point of view.”

Suhel Kothari, President of Verigold Jewelrysaid, “We are thrilled with this partnership. Both Hallmark and JCPenney are iconic American brands loved by all. Our designers have created a very special collection with each piece of jewelry embodying an emotional connection to be shared and cherished. We look forward to launching additional Hallmark Diamonds collections

### **About Hallmark Cards, Inc.**

Hallmark makes the world a more caring place by helping people express what's in their hearts and connect in emotional ways with others. In the U.S., innovative Hallmark greeting cards and gifts are sold through leading mass retailers, the network of Hallmark Gold Crown® specialty stores and online. Worldwide, Hallmark offers products in more than 30 languages available in 100 countries. Millions of households enjoy family friendly television programming offered by cable's top-rated Hallmark Channel and fast-growing Hallmark Movies & Mysteries. Hallmark's Crayola subsidiary inspires artistic creativity in children through Crayola® crayons and markers as well as other innovative art tools, crafting activities and creative toys. Privately held Hallmark is based in Kansas City, Mo., and continues to be led by members of the founding Hall family. Visit <http://corporate.hallmark.com> for more details. Connect at [Hallmark.com](http://Hallmark.com), and on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

**About Renaissance Jewelry New York (dba Verigold Jewelry)**

Renaissance Jewelry New York (dba Verigold Jewelry) is the US division of Renaissance Jewellery Ltd. (RJL) based in India and publicly traded on the Indian Stock Exchange (BSE: RJL). It has been in the business of manufacturing studded fine jewelry for over 20 years. For more information, please visit [www.renjewellery.com](http://www.renjewellery.com).