



RAGHAVENDRA RATHORE - AMRAPALI JEWELS, JAIPUR ENTER INTO JV TO ESTABLISH "GURUKUL SCHOOL OF DESIGN"

New Delhi, January 12, 2017: In a first of its kind venture in the fashion designing industry, maestro designer, Raghavendra Rathore has entered into a joint venture agreement with Jewellery House, Amrapali Jaipur in **'The Gurukul School of Design'** which is expected to start from August 2018 in Jaipur where the jewellery house, Amrapali has now invested.

The idea is to facilitate high-end designing training to the aspiring students. The world class infrastructure is set up to offer undergraduate 4 year designing course.

Rathore wanted to create a forum where people with design understanding can contribute their ideas and demonstrate the power of this sustained knowledge for upcoming students , who will metamorphize into designers of tomorrow.

Commenting on the association, Rathore said, "We need a revolution in how graduating students can change the landscape by bringing an entrepreneurial spirit with good understanding of design, while using local and global resources."

Amrapali will enter the venture, not only with infusion of finance and strategic alignment, but will also give emphasis on product design, especially jewellery.

Rajiv Arora, Co-Founder, Amrapali Jewels said "It is a natural progression for Amrapali to support exciting endeavours that will redefine the idea of good design, generate good talent that has the potential to impact the world of design, especially jewellery".

The JV was advised solely by Maple Capital Advisors, a New Delhi based boutique investment bank.

"Its meeting of world acclaimed maestros of design in apparel, jewellery and more, with an objective of creating an Institution to impart the best in class design education and create the next generation of design professionals and entrepreneurs in India for the World." said Mr. Pankaj Karna, Founder & Managing Director, Maple Capital Advisors.

About Raghavendra Rathore

Raghavendra Rathore is a leading fashion designer from India. Born and raised in Jodhpur, Rajasthan, he is an entrepreneur for diversifying his business into interior designing, jewellery and multimedia. He has been honoured by Chief Minister of Rajasthan for promoting the heritage and culture of Rajasthan through his fashion designs.

He is a member of the royal clan of Jodhpur – a cousin of Maharaja Gaj Singh. He graduated from Parsons School of Design, New York, in 1992.

Rathore has worked with prestigious fashion houses abroad with his initial work assignment being that of an assistant designer for DKNY and working with Donna Karen and fashion labels like Oscar de la Renta and Bill Blass. Rathore gathered a lot of knowledge in the world of fashion whilst staying in New York. Thereafter, he planned to return to India and start his own brand by the name of 'Rathore Jodhpur' in 1994. He has not looked back since then, as he brought a new revolution in Indian fashion and put it on the international fashion map by bringing out designs that are reflective of his Rajasthani roots – the Jodhpuri, Bandhgala and Achkan which are his strengths.

His work is diversified as he is not only a fashion designer but his business spans multimedia, jewelry and interior designs. Rathore has made a mark with his classic tailored cut that has clientele in India and abroad.

About Amrapali Jewels

Amrapali's first point of sale was established in 1978 in Chameli Bazaar, on M.I. Road in Jaipur, a traditional market known for silver jewellery. Amrapali Jewels then further expanded to its next key point of sale, The Oberoi Hotel in Mumbai in 1989.

By 2002 Amrapali Jewels had 38 established points of sale across India in the form of directly operated stores and franchisees, a presence across 6 foreign countries from the UK, US, Spain, Sri Lanka, China & Nigeria. In 2013, Amrapali launched its e-commerce website and ships to over 220 countries worldwide.

Today Amrapali Jewels is one of India's largest global jewelry houses, with two state of the art factories located in Jaipur's SEZ zone, and operates its business from its 12,000 sq.ft. headquarters located in Ashok Marg, to resemble the traditional Haveli, the best possible way to display jewelry in its traditional context. The company employs over 2000 craftsmen, and supports initiatives across the country to protect this community of craftsmen, and revive their dyeing craft.

About Maple Capital Advisors

Maple Capital Advisors is boutique investment bank based in New Delhi established by entrepreneurial professionals covering;

- **Mergers & Acquisitions** - Focusing on both sell and buy side, we cover domestic and cross border markets (US/UK/Mainland Europe/Middle east/East Asia) with sectoral focus on Consumer businesses& Retail, Manufacturing, Business Services and Healthcare.
- **Accelerator** - focusing on accelerating startups with proven proof of concept, existing quality management team, Seed/Angel funding established and at cusp of scaling up, seeking mentoring partnership, asset light business models and Consumer (Retail, FMCG, Food, Healthcare, Education), Business Services, Technology or Tech enabled sectors
- **Private Equity** - Working closely with PE funds and Advising on induction of equity or like instruments. Also undertaking selective small cap proprietary investments in core focus sectors.
- **LEverage Capital** - Advising on structured debt spectrum covering, acquisition financing, convertibles, special situations.

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