

JAPAN AUCTION HOUSE

4F, RICH BUILDING, 5-8-13UENO, TAITO KU, TOKYO 110 0005, JAPAN

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***** 4TH GRAND DIAMOND AUCTION AT HONGKONG ON 20TH FEB 2012 *****

IN VIEW OF THE OVERWHELMING RESPONSE AND KEEN ENTHUSIASM SEEN IN THE PAST THREE AUCTIONS, WE ARE GLAD TO ANNOUNCE THAT WE ARE HAVING OUR 4TH GRAND AUCTION OF DIAMONDS, ON THE 20TH FEB 2012 AT HONGKONG.

AS YOU ALREADY KNOW THAT MOST OF THE DIAMONDS, STAR, MELEES, POINTERS, CERTIFIED AND NON-CERTIFIED GOODS ETC. ARE COLLECTED FROM PAWN SHOPS, RECYCLE SHOPS, AND MANY OTHER CHEAP SOURCES IN JAPAN.

YOU CAN **VIEW THE GOODS ON 16TH, 17TH, 18TH AND 19TH FEB 2012.**
THE **AUCTION IS ON MONDAY 20.2.2012**, AND STARTS AT 10.30 A.M. SHARP.

THE VENUE ADDRESS IS AS BELOW:

JAPAN AUCTION HOUSE,
ROOM NO S-221A,
HONG KONG INTERNATIONAL JEWELLERY SHOW,
HONG KONG CONVENTION & EXHIBITION CENTRE,
WANCHAI, HK

NOW, BUYERS CAN REGISTER THEMSELVES ONLINE AT: www.japanauctionhouse.com

AS THERE WILL BE A LOT OF RUSH PLEASE TAKE PRIOR APPOINTMENT FOR VIEWING. TIMINGS ---
10 A.M.–6.00 P.M.

THERE ARE SOME CHANGES IN THE RULES, SO PLEASE READ THE RULES ONCE AGAIN CAREFULLY.

<u>JAPAN</u> <u>(FOR GENERAL ENQUIRY)</u>	<u>HONGKONG</u> <u>(FOR VIEWING & GENERAL ENQUIRY)</u>	<u>INDIA</u> <u>FOR GENERAL ENQUIRY</u>
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HANNYA - +81-90-33398540	SATISH - +852-90437923	PRADHAN - +91-9324609075
MUNISH - +81-90-52068465	VIKAS - +852-63383949	
VERMA - +81-90-39060402	OFFICE - +852-23762007	
AMIT - +81-90-14217899	FAX - +852-23763734	
E mail: www.japanauctionhouse@gmail.com	email: info@unirichjew.com	

BANK NAME/ACCOUNT NO.AND ADDRESS

BANK NAME: HSBC, HUNGHOM, HONG KONG
US\$ A/C NO: 411-856693-838
ACCOUNT NAME: JAPAN AUCTION HOUSE LTD.

GENERAL RULES OF THE AUCTION

1. A MINIMUM DEPOSIT AMOUNT OF US\$ 5,000 IS REQUIRED FROM BUYERS TO BE PAID IN CASH AT VENUE OR IN BANK ACCOUNT OF JAPAN AUCTION HOUSE LTD. IN ORDER TO RECEIVE THE BIDDING PEDAL. WITHOUT PEDAL YOU CAN NOT BID. EARLY REGISTRATIONS WILL GET BETTER SEATS.

A GUARANTOR IS REQUIRED FOR ALL BUYERS

NOW, BUYERS CAN REGISTER THEMSELVES ONLINE AT: www.japanauctionhouse.com

2. ALL PRICES WILL BE IN U.S. DOLLARS. BIDDING PRICE FOR MELEE, NON CERTIFIED DIAMONDS, CERTIFIED NON RAPAPORT DIAMONDS ETC. WILL BE IN US DOLLARS PER CARAT. PRICES FOR CERTIFIED GOODS LISTED IN THE RAPAPORT WILL BE IN TERMS OF DISCOUNT % FROM THE RAP LIST. PRICES FOR JEWELRY WILL BE FOR ONE ENTIRE PIECE IN US DOLLARS.
3. BIDDING PRICE GAP
GOODS FROM \$ 1 – 199 >> NEXT BID HAS TO INCREASE BY \$ 1
GOODS FROM \$ 200 – 499 >> NEXT BID HAS TO INCREASE BY \$ 2
GOODS FROM \$ 500 – 999 >> NEXT BID HAS TO INCREASE BY \$ 5
GOODS FROM \$ 1000 up >> NEXT BID HAS TO INCREASE BY \$ 50
4. PRICES OF CERTIFIED DIAMONDS WILL BE IN TERMS OF ONLY DISCOUNT FROM THE RAPAPORT PRICES. FOR EXAMPLE 1 CT H SI2 GOOD, AUCTIONEER WILL START BY SAYING 50 % OFF FROM THE RAPAPORT, INTERESTED BUYER MAY BID 49 % DISCOUNT, NEXT INTERESTED BUYER MAY BID 48 % DISCOUNT SO ON AND SO FORTH. AUCTIONEER WILL NOT SAY \$ 2000 FOR 1 CT H SI2 GOOD AS OPENING BID AND NEXT BUYER CANNOT SAY \$ 2050 AND NEXT ONE \$ 2100.
5. IN CASE OF SAME BID BETWEEN LAST 2 FINAL BIDDERS, ONE OF THEM CAN BID IN FRACTIONS. AND IN CASE BOTH ARE SAME AND NOBODY WANTS TO INCREASE, THEN THE BIDDER WHO BID FIRST GETS THE PREFERENCE.
6. THE DECISION OF THE AUCTIONEER WILL BE FULL AND FINAL AND BINDING ON ALL. ALL RIGHTS FOR ADMISSION ARE RESERVED
7. TAKE UTMOST CARE AND PRECAUTION
8. THERE IS A POSSIBILITY THAT MELEE PARCELS MIGHT CONTAIN FEW NON DIAMOND SUBSTANCES. SO PLEASE MAKE YOUR JUDGEMENT OF PRICES ACCORDINGLY.
9. JAPAN AUCTION HOUSE IS MERELY TRYING TO BRING CHEAP SOURCES OF DIAMONDS DIRECTLY TO THE BUYERS/CONSUMERS AND DOES NOT BEAR ANY KIND OF RESPONSIBILITY WHATSOEVER.

RULES FOR SELLERS

1. GOODS TRADED IN THIS AUCTION ARE ONLY DIAMONDS—STAR, MELEE, LOOSE, CERTIFIED AND NON-CERTIFIED DIAMOND AND EXCLUSIVE DIAMOND JEWELRY HAVING BIG CENTER STONE OF 1 CT UP.
2. GOODS CAN BE DELIVERED EITHER **AT THE TOKYO OFFICE OF JAPAN AUCTION HOUSE** ON OR BEFORE **08.2.2012** OR TO **UNIRICH JEWELLERY**, UNIT # 902-903, 9TH FLOOR, HILDER CENTRE, 2 SUNG PING STREET, HUNGHOM, KOWLOON, HONGKONG.TEL # +852-2376-2007 FAX # +852-2367-8373 ON OR BEFORE **10.2.2012**. NO DELIVERIES WILL BE ACCEPTED AFTER
3. **FINAL LIST OF AUCTION GOODS SHOULD REACH JAPAN AND HONGKONG OFFICE BY 10.2.2012**, IN REQUIRED EXCEL FORMAT BY EMAIL AND FAX.
4. IN CASE OF SUCCESSFUL BID, A COMMISSION OF **3.5 %** WILL BE CHARGED.
5. IN CASE THE HIGHEST BID IS BELOW MINIMUM RESERVE PRICE {MRP}, THE SAID GOODS WILL NOT BE SOLD BUT A COMMISSION OF ONLY 1.5 % WILL BE CHARGED.
6. YOUR MINIMUM RESERVE PRICES {MRP} SHOULD BE CLEARLY MENTIONED IN U.S. DOLLARS FOR NON-CERTIFIED GOODS, LIKE STAR, MELEE, POINTERS.

FOR CERTIFIED GOODS, WHICH ARE MENTIONED IN RAPAPPORT, YOU HAVE TO WRITE PRICES IN MINIMUM PERCENTAGE DISCOUNT OF RAPAPPORT YOU WANT TO SELL YOUR GOODS AT. FOR EXAMPLE IF YOU WANT TO SELL 1 CT D VVS1 3EX H/C DIA AT 40 % DISCOUNT OFF RAP PRICE, THEN MENTION ONLY 40 % IN YOUR LIST.
7. ALL THE DETAILS OF THE GOODS TO BE EXHIBITED SHOULD BE CLEARLY WRITTEN DOWN IN YOUR LIST INCLUDING MINOR DETAILS LIKE FLOUROSENCE, LASER DRILL HOLE, AND HEAT TREATMENT ETC.
IF THERE IS ANY MISTAKE/OMMISSION IN YOUR LIST, YOUR GOODS MAY BE RETURNED BACK EVEN IF IT IS SOLD [IN CASE OF CLAIM FROM THE CUSTOMER. A PENALTY OF 1 % WILL BE CHARGED IN CASE OF ANY MISTAKE ON SELLER PART.
8. AFTER THE AUCTION IS OVER, BALANCE GOODS CAN BE COLLECTED FROM UNIRICH JEWELLERY, HONGKONG OR AT TOKYO OFFICE OF JAPAN AUCTION HOUSE. SELLER WILL GET PAYMENT WITHIN 3 WORKING DAYS AFTER BUYER TAKES THE DELIVERY OF THE GOODS.
9. IN CASE OF ANY DEFAULT BY BUYER FOR WHATSOEVER REASON, OR INABILITY TO TAKE DELIVERY OF GOODS, HALF OF WHAT EVER IS RECOVERED FROM THE BUYER AS PENALTY, WILL BE DISTRIBUTED BETWEEN THE SELLER OR SELLERS, AS PER DESCRIPTION OF THE AUCTIONEER.
10. THE OPENING BID PRICE WILL BE DECIDED BY THE AUCTIONEER IRRESPECTIVE OF THE MRP.

RULES FOR BUYERS

1. **THERE IS A POSSIBILITY THAT MELEE PARCELS MIGHT CONTAIN FEW NON DIAMOND SUBSTANCES. SO PLEASE MAKE YOUR JUDGEMENT OF PRICES ACCORDINGLY.**

2. A DEPOSIT AMOUNT OF U.S.D. 5,000 IS REQUIRED TO BE PAID IN CASH ON OR BEFORE 19.2.2012 BY ALL BUYERS IN ORDER TO RECEIVE THE BIDDING PEDAL.

WITHOUT THE PEDAL YOU CANT BID. EARLY REGISTRATIONS WILL GET BETTER SEATS. A GUARANTOR IS REQUIRED FOR ALL BUYERS.

3. **ONCE YOUR BID IS SUCCESSFUL, DELIVERY OF YOUR GOODS SHOULD BE TAKEN BY 24.2.2012 AFTER MAKING FULL PAYMENT.**

4. ONCE PURCHASED YOU CANNOT CANCEL THE TRANSACTION. BUT IN CASE OF ANY UNFORSEEN CIRCUMSTANCES IF YOU CANCEL, THEN 10 % OF THE CANCELLED TRANSACTION VALUE WILL BE DEDUCTED FROM YOUR ACCOUNT, AS PENALTY. IF THIS PENALTY IS NOT PAID BY THE BUYER, THEN IT WILL BE COLLECTED FROM THE GUARANTOR. A SUCCESSFUL BID MAY BE CANCELLED BY THE BUYER IN CASE SOMETHING LIKE LASER DRILL HOLE OR HEAT TREATMENT OR PROPER COLOR IS NOT MENTIONED BY THE SELLER.

5. IN CASE YOU ARE THE HIGHEST BIDDER BUT STILL YOUR PRICE IS BELOW MINIMUM RESERVE PRICE {MRP}, IN THAT CASE WE CANNOT SELL THE GOODS TO YOU BUT YOU WILL RECEIVE COMMISSION, AS MENTIONED BELOW :

<u>TOTAL VALUE OF TH LOT (US \$)</u>	<u>TOTAL COMMISSION RECEIVABLE (US \$)</u>
a.1 – 19,999	20
b.20, 000 - 49,999	50
c. 50, 000 up	100

6. EVERY 2ND HIGHEST BIDDER IN CASE OF A SUCCESSFUL BID, WILL GET COMMISSION, AS MENTIONED BELOW:

<u>TOTAL VALUE OF THE LOT (US \$)</u>	<u>TOTAL COMMISSION RECEIVABLE (US \$)</u>
A. 1 – 19, 999	50
B. 20,000 - 49,999	100
C. 50,000 - 99,999	250
D. 100,000 up	500

7. DELIVERY OF GOODS SHOULD BE TAKEN FROM UNIRICH JEWELLERY, HONGKONG.

8. BEFORE BUYING/BIDDING FOR THE GOODS, PLEASE CHECK THEM PROPERLY AFTERWARD NO CLAIM WILL BE ENTERTAINED.

NOW REGISTER ONLINE AT: www.japanauctionhouse.com

REGISTRATION FORM

NAME: _____

COMPANY NAME: _____

NOS. OF PEOPLE ATTENDING THE: _____

AUCTION AND THEIR NAMES _____

ADDRESS: _____

TELEPHONE NO: _____

FAX NO: _____

EMAIL I.D.: _____

GUARANTOR'S NAME: _____

AND CO. NAME AND ADDRESS _____

TEL NO./MOB. NO. _____

OTHER DETAILS: _____

KINDLY FILL IN THE REGISTRATION FORM AND SEND IT AS SOON AS POSSIBLE. DEPOSIT OF U.S.\$
5000 CAN BE PAID LATER AS PER THE MENTIONED DATES.