

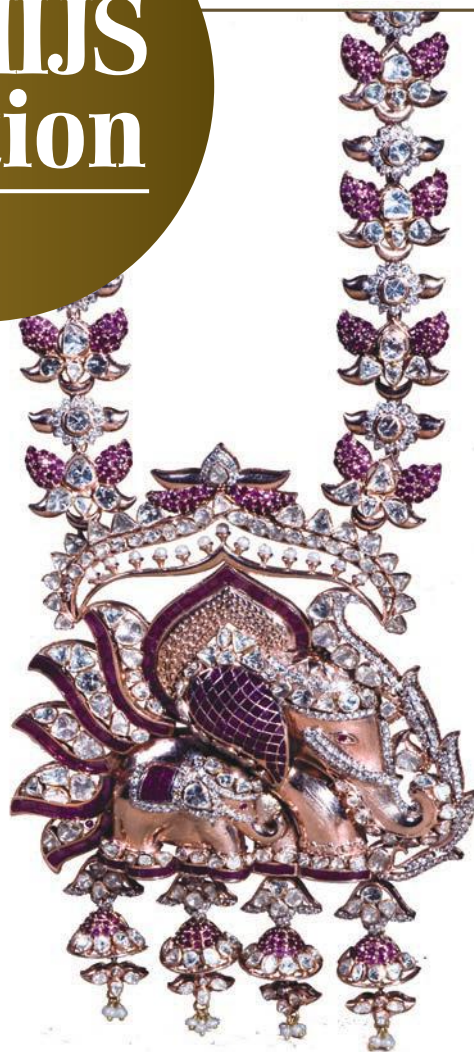
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Rise of HYDERABAD as an INTERNATIONAL PLAYER in jewellery market



Hyderabad has been well-documented historically for its rich and lavish lifestyle. The Nizams had a spectacular and awe inspiring collection of jewellery and its legacy can still be witnessed in the craftsmanship and design details of the pieces.

Adding to the beautiful heritage, the perfect mix of low cost and high skilled labours makes Hyderabad the jewellery manufacturing hub of South India. Another reason for the large and growing market of Hyderabad jewellery is their ever adaptive and evolving technology that gives it an edge over others. The recent 12th edition of Hyderabad Jewellery, Pearl and Gem Fair (HJF) saw participation from well-established and reputed local, national and overseas buyers reinstating the position of Hyderabad as one of the key players in the world's jewellery manufacturing industry. The Retail Jeweller gets in touch with some of the manufacturers who have been a part of this evolution process.

Vinay Agarwal, proprietor, Shree Jee Jewellers says keeping up with changing trends and technology has been the reason that has led Hyderabad become the most



RITESH KUMAR SANGHI
MD, Sanghi Jewellers



"We are creating an ecosystem with partners to make the business more collaborative and competitive to service the new generation customer. We are working on creating a world class model for customer engagement and experience."

SANJAY KUMAR SANGHI
MD, Sanghi Jewellers

Sanghi Jewellers

1. Year of establishment: 2013
2. Product speciality: Precious gemstone jewellery
3. CSR initiatives: Currently donating to Akshay Patra-Mid day lunch meal and also donating to a school in Hyderabad.





RAJNIKANT AGARWAL
Partner, Meenakshi Jewellers



"We aim to cater to the ever-changing and continuously growing demands of the millennials, keeping quality and perfection at the helm of all our products."

NITIN AGARWAL
Partner, Meenakshi Jewellers

Meenakshi Jewellers

1. Year of establishment: 2004
2. Product speciality: Uncut diamond jewellery as well as precious stones jewellery. Very strong in bridal collection.

sought after destination for retailers and manufacturers alike.

One also has to give full points to the young professionals showing interest in this industry and taking it forward. "Earlier this industry was a bit unorganised with no regulations, but now everything is

getting streamlined. The karigars are also getting more efficient in their job as each job is getting specialised and therefore there's more perfection. The infrastructure, high-end machineries also supports the craftsmanship of our karigars."

Arun Saboo, owner, SAP Jewels LLP





believes Hyderabad has become a buyer's market in last few years owing to the vast variety it offers to the retailers. "The popularity of Hyderabad jewellery can also be attributed to the fact that we are not restricted to making South Indian jewellery. We manufacture everything starting from gold and diamonds to colourstone, gems and polka and can therefore cater to demands from anywhere in the world," he

adds.

"We have an in-house design team which works on developing new concepts and fusions. We are not creating something dramatic, but just fusing the already existing designs. This mix of designs is being welcomed by the young and old alike," Arun affirms.

The favourable weather and work environment, along with cheap



"We have come up with new collections to woo the customers with unparalleled designs and at very nominal prices. Every three months we come up with new collections and try different combinations of diamonds, gemstones and polki to create something new."

VINAY AGARWAL

Proprietor, Shree Jee Jewellers

Shree Jee Jewellers

1. Year of establishment: 1996
2. Product speciality: 22kt gold studded jewellery, uncut diamond, ruby and emerald, nakshi traditional temple jewellery.
3. CSR Initiatives: Involved in various social activities





accommodation and conveyance helps the industry to bloom. “We strive to provide the best qualitative trainings and financial assistance to our karigars along with other benefits. We also upgrade their skills with latest technologies to meet the demands of international markets,” says Anand Agarwal, director, Shreeyash Jewellers.

“Though Hyderabad has a flavour of its own, its adaptive behaviour offers a wide range of designs to the national

and international market. This year, we saw participation from some of the very renowned jewellers from UK, USA, Indonesia at the HJF and that gives us a lot of pride. We are reaching out to new markets and creating a demand,” says Anand.

Interchange of design culture and increasing purchase power of millennials is another reason for the growth of Hyderabad jewellery industry in last five years. “With Hyderabad growing as an



“Our future plan is to further come up with new concepts and designs and provide our customers with better service. We look forward for a healthy growth in business for the year 2019.”

ANAND AGARWAL
Owner, Shree Yash Jewellers

Shree Yash Jewellers

1. Year of establishment: 2000
2. Product speciality: Diamond jewellery open setting and close setting Pachi Jewellery, Uncut diamond jewellery, colour stone jewellery, Pachi CZ Jewellery.



ARUN SABHOO
Owner, SAP Jewels LLP

SAP Jewels LLP

1. Year of establishment: 2015
2. Product speciality: Whole range in chandbali, jhumka, bracelet, necklaces, long necklace set, jada (choti) mangtika, waist belt and pusti lockets (tanmaniya). Specialise in Pachi Jewellery in CZ.

IT hub, people from across the country are coming and settling here. This influx has led to fusion of tastes and can be seen in our inventory. The retailers are very particular about their purchases and do their homework well before investing in inventory," agrees Nitin Agarwal, owner, Meenakshi Jewellers.

He believes that people have become more experimental with their jewellery and want to try new things. The South Indians opting for Kundan or polki vis-à-vis North Indians buying Temple jewellery is a great boon for the industry. This is where Hyderabad stands out from other cities manufacturing jewellery. We cater to all kinds of jewellery and with absolute perfection.

Agreeing to changed consumption pattern, Sanjay Sanghi, owner, Sanghi Jewellers says "The city of Hyderabad is well known for use of colour gemstones. The creative play of colour has made it a favoured destination for many buyers across the world. Our company is steadfast focused on producing world-class jewellery under the aegis of 'Make in India' for the global market.

Gwt-108.800
18k Open Setting Diamond Necklace



Gwt-143.55
22k Flat Diamond Necklace



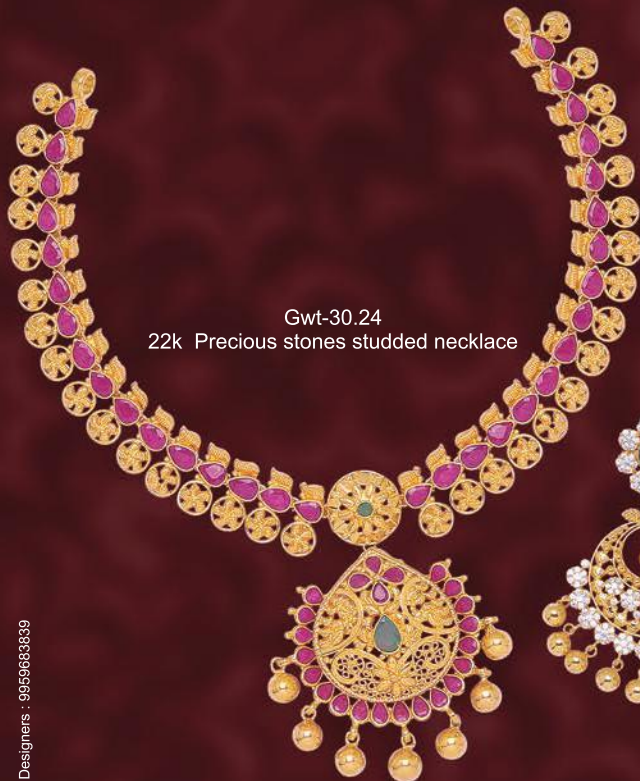
Gwt-52.85
22k Closed setting diamond Bangle



Gwt-144.160
18k Open setting Diamond Vadannam



Gwt-30.24
22k Precious stones studded necklace



Gwt- 97.26
22k Nakshi Cz Mini Haram



Gwt-28.53
22k Pressure setting cz chandbali

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www.shreeyashjewellers.com



Ritesh Kumar Sanghi
Managing Director,
Sanghi Jewellers



Sanjay Kumar Sanghi
Managing Director,
Sanghi Jewellers

Sanghi Jewellers

In a conversation with **The Retail Jeweller**, **Sanjay Sanghi**, owner, Sanghi Jewellers emphasizes on the need for innovation and evolution of designs as the future of Jewellery industry.

The Retail Jeweller (TRJ): What sets you apart from your competitors?

Sanjay Sanghi (SS): Innovation, creativity, new ways of marketing and transparency in jewellery products are steps taken in achieving our vision of making Indian product reach the world's best market. New product introduction, core competency in

“ Consumers are now willing to experiment and open to try new combinations as opposed to older days. They are looking for quality and not quantity. ”

manufacturing, wide product range, huge production capacity, timely delivery, product finish.

TRJ: What is your product strength?

SS: We provide region specific designs to our clients. Every client is given collections according to their regional tastes and preferences.

TRJ: How is the popularity of Hyderabad jewellery growing?

SS: The popularity of Hyderabad jewellery is growing because of the vibrancy of the precious color stone

jewellery. This exuberance connects to our rich culture and heritage. The popularity is growing in double digits with numerous products which have been introduced from Hyderabad.

TRJ: Constant innovation and product development is vital. How do you work on that?

SS: Our customers are ever-changing and well-educated. The very tagline of our company is innovate create and celebrate and we at Sanghi follow that. Hence, we are able to supply a variety of jewellery to our buyer.

TRJ: How challenging is it to maintain your network of retailers?

SS: It's very challenging retaining the customer. With good innovation in product line and maintaining the quality, it's easy to keep up with the customer expectation.

TRJ: Have you noticed any distinctive change in buying patterns?

SS: Consumers are now willing to experiment and open to try new combinations as opposed to older

days. They are looking for quality and not quantity.

TRJ: What's your message to the retailers?

SS: To incorporate more of precious stone jewellery and nakshijewellery in their inventory. They should have different varieties and create that temptation among the consumers to try something new.

TRJ: What are your future plans?

SS: Our future plans are to bring in innovative business models into this industry. We are adopting latest digital technologies to make the organisation future ready. We are creating an ecosystem with partners to make the business more collaborative and competitive to service the new generation customer. We are working on creating a world class model for customer engagement and experience. We are planning to expand our global footprint and strengthen our leadership position in the manufacturing of precious gems and jewelry segment.





Rajnikant Agarwal
Partner,
Meenakshi Jewellers



Nitin Agarwal
Partner,
Meenakshi Jewellers

Meenakshi Jewellers

Nitin Agarwal, Partner, Meenakshi Jewellers in a conversation with *The Retail Jeweller* talks about the importance of having a dedicated design team and latest technology to create world-class jewellery.

The Retail Jeweller (TRJ): What sets you apart from your competitors?

Nitin Agarwal (NA): We have an extensive range of jewellery catering to customers from all corners of the world. Our team of craftsmen are highly skilled and can adapt and customise jewellery as per the customer's requirement. Our outstanding

“ Hyderabad has become a popular jewellery manufacturing destination, with cheap accommodation available near manufacturing units, so the labourers save on money, time and energy. ”

customer service makes us a favourite among retailers.

TRJ: What is your product strength?

NA: We have come up with new collections such as Guttapusalu necklaces which is a kind of pearl jewellery and Nakshi collection. They have been very well-known in South Indian market and are now being appraised by North Indians as well.

TRJ: How is the popularity of Hyderabad jewellery growing?

NA: The remarkable craftsmanship and experiential nature of Hyderabad has gained it the popularity it enjoys. Hyderabad has become a popular jewellery manufacturing destination too, with cheap accommodation available near manufacturing units, so the labourers save on money, time and energy.

TRJ: Constant innovation and product development is vital. How do you work on that?

NA: We introduce the latest collections based on market trends and customer feedback. Latest technology helps us give the unsurpassable range of designs.

TRJ: How has the consumer demand been evolving?

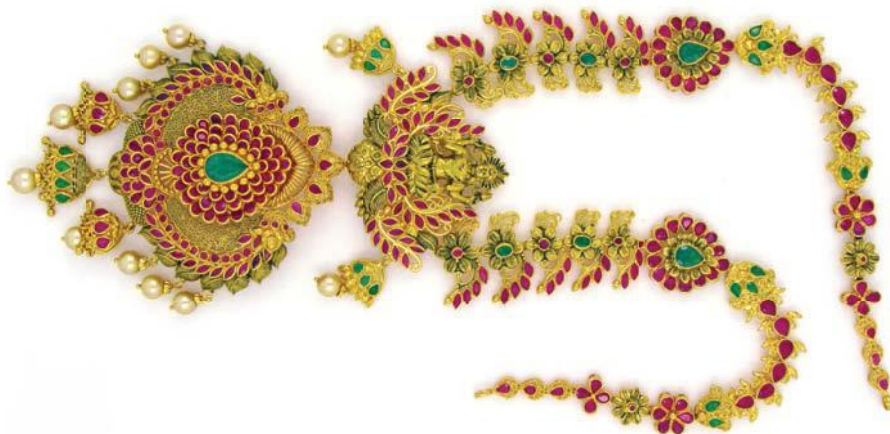
NA: Consumers are more aware of changing trends and hence look for something new and classy every time. The digital world has made it more competitive and challenging for us.

TRJ: What is your message to the retailers?

NA: Retailers are the interface between manufacturers and consumers and therefore needs to be updated with current fashion trends. Their service and understanding of customer behaviour is of great significance to us.

TRJ: What are your future plans for 2019?

NA: We aim to cater to the ever-changing and continuously growing demands of the millennials, keeping quality and perfection at the helm of all our products.





Vinay Agarwal
Proprietor,
Shree Jee Jewellers

Shree Jee Jewellers

In a conversation with *The Retail Jeweller*, **Vinay Agarwal**, proprietor, Shree Jee Jewellers throws light on how globalization is taking inroads in jewellery industry.

The Retail Jeweller (TRJ): What sets you apart from your competitors?

Vinay Agarwal (VA): Shree Jee Jewellers is enabled with well-equipped manufacturing set up and huge infrastructure. Our creativity and continuous upgradation of quality in terms of raw materials, gem stones, designs and technology makes us different.

“ Consumers are becoming more and more experimental. People down south are willing to buy polki and kundan jewellery, whereas North Indians are keen on buying Temple jewellery.

”

TRJ: What is your product strength?

VA: Our product specialty is gold studded jewellery, uncut diamonds and gemstones. We create and customise designs in line with latest national and international trends.

TRJ: How is the popularity of Hyderabad jewellery growing?

VA: The adaptive nature of Hyderabad has made it popular among the

retailers. We have state-of-the-art technology and skilled labourers, which helps us in manufacturing all kinds of designs with utmost perfection and timeliness.

TRJ: Constant innovation and product development is vital. How do you work on that?

VA: We have moved upscale keeping in mind the demand from all parts of the world. Our team of jewellery designers is always working on new trends and designs to satiate the requirements of today's women. Moreover, we are investing in highly qualified professionals to make things more smooth and streamlined.

TRJ: How has the consumer demand been evolving?

VA: Consumers are becoming more and more experimental. There's cross cultural exchange in jewellery designs and patterns too. People down south

are willing to buy polki and kundan jewellery, whereas North Indians are keen on buying Temple jewellery. This evolution has broadened our market scope too.

TRJ: What is your message to the retailers?

VA: The retailers are directly facing the consumers, so they should know the intricacies of the industry. Only if the retailers are informed, the consumers will know about the latest developments and trends.

TRJ: What are your future plans for 2019?

VA: We have come up with new collections to woo the customers with unparalleled designs and at very nominal prices. Every three months we come up with new collections and try different combinations of diamonds, gemstones and polki to create something new.





Anand Agarwal
Owner,
Shree Yash Jewellers

Shree Yash Jewellers

Anand Agarwal, Owner, Shree Yash Jewellers, in a conversation with *The Retail Jeweller* explains how Hyderabad has become the one-stop destination for studded jewellery in India

The Retail Jeweller (TRJ): What sets you apart from your competitors?

Anand Agarwal (AA): Our dynamic design development and high quality standard keeps us ahead of our competitors.

TRJ: What is your product strength?

AA: Our large basket of products under

“ Demand for Hyderabad studded jewellery is growing at a steady pace and Hyderabad has emerged as a big manufacturing hub.

”

one roof is our product strength. We constantly study the market and evolve new concepts and designs, which keeps our product ahead of time.

TRJ: How is the popularity of Hyderabad jewellery growing?

AA: Demand for Hyderabad studded jewellery is growing at a steady pace and Hyderabad has emerged as a big manufacturing hub. The flexibility of manufacturers to produce any kind of jewellery is another boon.

TRJ: Constant innovation and product development is vital. How do you work on that?

AA: CAD/CAM technology is making a

lot of difference in the manufacturing period and final finish of the product. To add to it, our team of skilled artisans and designers work tirelessly to develop new designs for our clients.

TRJ: How has been the consumer demand evolving?

AA: Because of the changing trends and customer wants it is very important to keep our product range innovative and come up with new concepts every now and then. Our designing and marketing team helps us analyse new trends and come up with new concepts and designs.

TRJ: What's your message to the

retailers?

AA: Retailers are the most important part of the business cycle as they are the ones in touch with the end customers. They need to educate the customers and promote healthy competition which will help maintain the trust of customers and Government authorities.

TRJ: What are your future plans for the year 2019?

AA: Our future plan is to further come up with new concepts and designs and provide our customers with better service. We look forward for a healthy growth in business for the year 2019.



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Gold Wt
122.23gms



Gold Wt
73.74gms



Gold Wt
54.49gms



Gold Wt
117.95gms

Gold Wt
121.62gms

Gold Wt
107.58gms

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Gold Net Wt : 20.98gms



Design no : N-7838
Gold Net Wt : 55.87gms



Design no : UN-609
Gold Net Wt : 89.1gms



Design no : N-7411
Gold Net Wt : 179.12gms



Design no : N-9249
Gold Net Wt : 68.37gms

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Email id: sapjewelsllp@gmail.com



Design no : HS031
Gold Gr Wt : 161.360gms



Design no : C091
Gold Gr Wt : 100.250gms



Design no : L009
Gold Gr Wt : 42.500gms



Design no : C131
Gold Gr Wt : 119.800gms

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Gold Gr Wt : 41.720gms
EMD : 0.96ct, RB : 5.19ct
PSCH : 4.86ct



Design no : N-48286
Gold Gr Wt : 45.940gms
RB : 9.41ct
CZ : 5.38ct

Design no : VD-48365
Gold Gr Wt : 195.180gms
EMD : 2.4ct, RB : 5.01ct
CZ : 15.27ct



Design no : H-43931
Gold Gr Wt : 60.530gms
RB : 26.05ct,
EMD : 2.66ct
SSP : 5.50ct



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EMD : 5.02ct, RB : 8.33ct
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Design no : HA -3465
Gross Wt : 87.650gms
Gold Wt: 80.820gms



Design no : DNA -1700
Gross Wt : 271.310gms
Gold Wt: 245.750gms



Design no : DNA -1983
Gross Wt : 85.770gms
Gold Wt: 84.154gms



Design no : REN-4674
Gross Wt : 19.280gms
Gold Wt: 17.030gms



Design no : HA -3458
Gross Wt : 67.120gms
Gold Wt: 58.950gms

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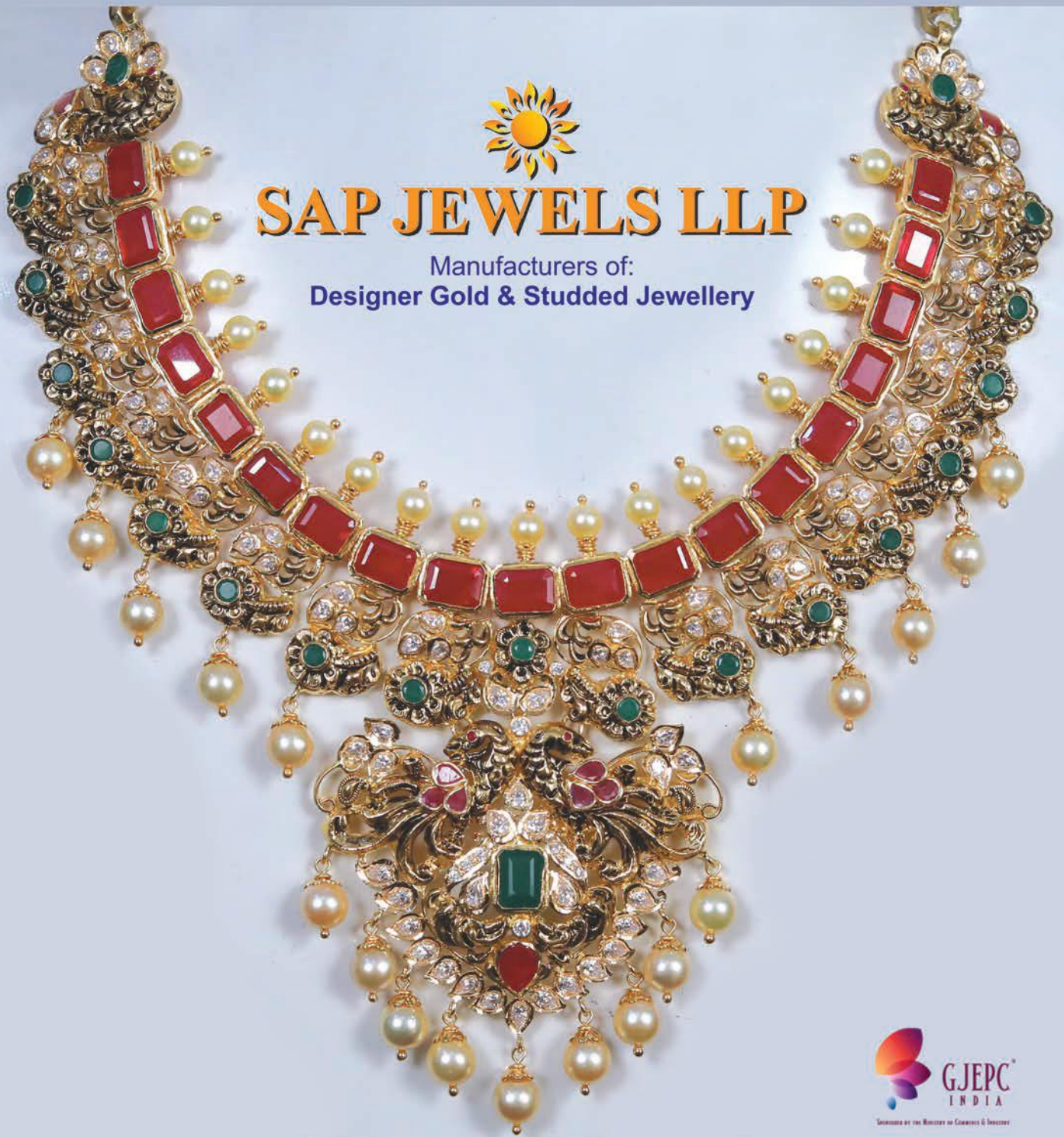
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