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Incredible HYDERABAD

The land of the Nawabs is a
force majeure in all that glitters



Hyderabad is the perfect place for jewellers who want to tap the traditional and architectural inspirations into trendy, yet heritage designs because of the rich pool of talent that the city harbours in its heart

Where did the glittering culture that characterizes the royalty exuded by Nawabs come from? The sensational taste and style, the royal aura in

heavysset jewellery and the ravenous appetite that aromatic spices mixed together brings out in a palate found its origins in the land of Hyderabad.

What was known as the City of Pearls till about the 19th century, Hyderabad was possibly the only place where Golconda diamonds would be traded. Evidently, because it became a trading hub, a rich tribe of talented gold and silversmiths, with a battalion of talented craftsmen and karigars also slowly sprung up like mushrooms, honing their fare and passing them down through generations.

THE TRADITION OF THE NIZAMS



"Most transparent in business, exceptional designing, and highest gemstones quality in ornaments."

NITIN AGARWAL

Partner, Meenakshi Jewellers

Meenakshi Jewellers

1. Year of establishment: **1951**
2. Product speciality: **Gold and gemstones**
3. New innovations: **We identified the niche and achieved superb year-on-year growth in exports.**

The fifth largest city in the country still has its iconic jewellery bazaars that attract a lot of people, from within the country to outside.

In the 20th century, rampant industrialisation brought forth companies, investments and research to the region. With it, came a class of affluent people with a fine taste in everything that spells luxury. The jewellery industry boomed further, making Hyderabad incredible in its aura. What started centuries back in the hands of the Mughals, slowly found a modern shape under the leadership of jewellers in the city, who rose up to a breath-taking brilliance.

Hyderabad's Nizams started a tradition, and its unique heritage has been the key to the success of the gem and jewellery sector here. It has evolved on every corner and has slowly emerged as a leader. It has surpassed its nearest competitors and the neighbouring cities, thanks to the people and their deep love



"Show our grit and courage, be positive and look forward."

NITIN GULABANI
Managing Director,
Nitin Jewellers

Nitin Jewellers

1. Year of establishment: **2003-04**
2. Product speciality: **Brands like Alohi, Fyra, Nyra, Ura**
3. New innovations: **This year, we brought Ura necklaces in below 10 grams range**

for jewellery. Be it heavy pieces for weddings or light wear and trendy pieces to suit millennials, the Hyderabad thirst for jewellery at times, surpasses its love for biryani.

"Jewellery in Hyderabad has a history that dates to Nizams era and Golconda mines. The best of the world's diamonds was mined out of Golconda, as it was the only source of quality diamonds in the world at that time, making the Nizam the richest man in the world. With richness came the inspiration and craving of the best of ornaments, gemstones, pearls and mesmerizing architecture. Many of the ornaments manufactured at Meenakshi Jewellers are inspired by these historical facts," said Nitin Agarwal of Meenakshi Jewellers, Hyderabad.

"The history of Hyderabad is the fusion of the Asian Mediterranean and south-central Indian culture and architecture, resplendent as Deccan culture. So naturally, the Nizams have been great patrons of artisans from

all over India and more profound far western regions. As a result, workmen from far and wide settled here to bring out the best in them in the form of fine jewellery. This has found a resonance in our presentation as well," said Anand Nahar of Vinati Jewellers.

"Sure, the old Nawabi Hyderabad and art are inseparable, and we are bound to get the exposure from the past few generations where our technicians have collaborated with diverse cultural and unique pieces of art," said Nitin Gulabani of Nitin Jewellers.

Sanjay Sanghi of Sanghi Jewellers said, "Be it Charminar, Birla temple, Tirupati temple, Falaknuma or the rich south Indian culture, these have had a major influence on the jewellery that is manufactured in Hyderabad."

CATERING TO CONSUMERS, SINCE TIMES IMMEMORIAL



Consumers here love the yellow metal. Add a touch of colour with gemstones, and you have struck gold in the proverbial sense. But that is not to say that they do not evolve. With the gold prices going up over the last year, now they have matched the emotions running through the sinews of the entire country and set their eyes on diamonds. Since then, it has been the best place for diamond jewellery too.

Hyderabad is a haven when it comes to be a manufacturing hub.

Its twin city, Secunderabad, is an able partner where there are more than 2,000 retailers and jewellery outlets. Another interesting fact about the city is that that manufacture about 40% of their jewellery, a huge number when compared to other manufacturing hubs in India. Most retailers stock jewellery in plain gold and coloured stones, but also imbibe the traditions of Andhra through its Kasumala and Oddiyanam.

“There is a massive growth in terms



RITESH KUMAR SANGHI
MD, Sanghi Jewellers Pvt. Ltd.



“Innovation in new designs.”

SANJAY KUMAR SANGHI
MD, Sanghi Jewellers Pvt. Ltd.

Sanghi Jewellers Pvt. Ltd.

1. Year of establishment: 1993
2. Product speciality: Ruby, emerald and sapphire jewellery

of jewellery manufacturing and also retail in Hyderabad, compared to others. Hyderabad is growing faster than other cities. With growth comes competition, and that leads to creativity. Every manufacturer works on specific niche and caters to the global market. This has been acknowledged and accepted by global retailers. Ornaments made in Hyderabad have reached global retailers and attracts buyers regularly,” said Agarwal.

ONE OF ITS KIND

Hyderabad jewellery is one of its kind. We are talking about the typical “tika”, which is normally an ornamental diamond medallion that brides wear on their forehead, connected with a string of pearls that

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"Exquisite craftsmanship and consumer confidence through variety"

UDAY SANGHI

Business Development Head,
Uday Jewellery Industries Ltd.



"Strong focus on manufacturing and cutting-edge technology in tune with legacy"

TEJAS SANGHI

Business Development Head,
Narbada Gems and Jewellery Ltd.

Uday Jewellery Industries Ltd. & Narbada Gems and Jewellery Ltd.

Product speciality: Uday Jewellery Industries Ltd. - CZ pachi, Antique, Nakshi & light weight jewellery
Narbada Gems and Jewellery Ltd. - Rosecut & Polki jewellery

is normally customised according to the need of the wedding attire. The "nath" is a regular nose ring, also found in the confines of Bengal, a ruby held together by two pearls. There is the "chintaak" which is a jadau neckpiece --- a choker carved out of uncut diamonds and precious stones. Other than this, Hyderabad is also known for its jhoomars, karan phools, satlada (a



Uday Jewellery Industries Ltd.



Narbada Gems and Jewellery Ltd.

necklace carved out of seven strands of pearls and topped off with rubies, emeralds, rubies and diamonds), ranihaars, payals and jugnis. The cherry on the cake is he 'gintiyar', or toe-rings.

"Almost all types of jewellery are being made in Hyderabad now off late. This makes it convenient for clients all over to shop in Hyderabad and get as per their choice," said Nahar.

"If you have the pulse of shopping, then Hyderabad streets are a place to explore. There are hidden treasures in these narrow lanes where you can unearth pieces of beauty - completely made in Hyderabad brand," said Gulabani.

Hyderabad's craftsmen specialise in Nizami jewellery, and its heritage and architecture find a voice through the jewellery. Their traditional pieces are also touched with the Victorian elegance. They find importance and enjoy popularity around the national and global markets, treasured by connoisseurs. The local craftsmen have put years of toil to perfect their technique and blend their historic skill with the latest technology. What emerges as a result is a conglomeration of the best of both worlds --- a harmonised and unique piece of exquisite jewellery.

"For jewellers, a good and supporting business environment that encourages an ecosystem for the jewellery domain, stable political and social establishment, including the ever-encouraging buyer response is important. Modern and updated infrastructure makes Hyderabad a haven for them," said Nahar.

"Simply put, it is the cultural diversification which pulls jewellers to showcase the best-in-class artwork, since there is a growing trend of global interest here," said Gulabani.

AN INCREDIBLE CITY

The excellence of Hyderabad has opened it up to foreign players and retailers too. Exporters and manufacturers find it easy to work

here and their arrival has helped the jewellery sector mature beyond means. The technology that has been brought in these big players have helped manufacturers assemble their skills, enhance their capability and equipped to serve the international gem and jewellery sector. These jewellers in Hyderabad have also, in turn, helped the economy because the product quality has improved to match export standards. Hyderabad has also adapted very well to technological changes and challenges, and ensured that its jewellery industry never falls

below par with the changing times. Local jewellers have kept up their adaptability and businesses are not having to draw curtains down as a result. There is employability and great pieces coming out of the ramparts every day.

Why is Hyderabad incredible? Most leading jewellers feel that it has something to do with the people and the craftsmen here.

“It is, of course a place to reckon with. Especially, when you look at the changes this place went through but still holding its place and culture intact.



“We are contemplating further scale of activity on better terms.”

ANAND NAHAR
Managing Director,
Vinati Jewellers Pvt. Ltd.

Vinati Jewellers Pvt. Ltd.

1. Year of establishment: 2004
2. Product speciality: We specialize in kundan, ruby, emeralds, chakri, polki, temple, bridal heritage, Junagadh jewellery, etc.
3. New innovations: We always try to create simple and appealing products for our clients. The R&D department focuses on constant innovations

The people are amazing and are always accepting of new products and designs. They don't mind experimenting, yet keep the heritage perfectly secure,” said Gulabani.

“Hyderabad is inspiring for artisans with confluence of cultures, art and traditions. This has its presence felt in the form of aesthetic jewellery that is made in Hyderabad and makes Hyderabad so incredible,” said Nahar.

With a decade at its opening with lessons and undoing, Hyderabad is chipping away at its flaws daily and bolstering its strength in the jewellery sector, to remain a force majeure in the world. Fraught with history and tradition, it remains the perfect confluence of all that is new and trendy yet respects the aura and fragrance of heritage and ancient experience. Come to the land of ancient beauty, and experience royalty like never before.

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Nitin Agarwal
Partner,
Meenakshi Jewellers

Meenakshi Jewellers

Nitin Agarwal of Meenakshi Jewellers, Hyderabad, talks about the legacy of his business and the innovations that he brought about in the past year

THE RETAIL JEWELLER (TRJ): Talk to us about your products. What sets you apart?

NITIN AGARWAL (NA): For us at Meenakshi Jewellers, it is gold and gemstones that makes it stick. We have been manufacturing ornaments for 15 years now, completely in-house, from in Banjara Hills. Every ornament sold by us goes through stages, supervised by a team of artisans with decades of experience. Their vast experience brings out fabulous ornaments. This sets us apart.

“ In Hyderabad, artisans have vast experience to bring out fabulous ornaments ”

TRJ: What is your core strength? How have you evolved with time?

NA: Our core strength would be our experienced and reliable manufacturing team and artisans, which leaves no stone unturned to come up with creative designs. Our marketing team also plays a vital role in analysing the market demand in different regions, based on extensive surveys.

The year has seen a lot of stress on innovation. What innovations have you brought in your business practices?

The team has put in a lot of effort to bring down the average weight of

ornaments by 15-18%, at the same time retaining the same look and feel. It involved lot of changes in the way we used to manufacture historically, however, the end results are amazing, and we could see a huge demand for our ornaments.

Talk to us about the upcoming consumer trends. How is it different from the pre-Covid era?

The pre-Covid consumer has become price sensitive. However, at the same time, we could see that they are restricting themselves to select retailers in each region.

What products have done especially well during and after the pandemic? Has it spelt any change in your design language?

Post lockdown, our focus is on lightweight

gold ornaments and this has given a big boost to our sales. Daily-wear ornaments have also picked up. Our design language has shifted from very classical to western in the studded category.

What price points and new collections are you offering to customers now?

We have seen a bulk demand in short necklace sets in western styles, ranging between 16 to 25 grams (1 lacs to 1.4 lacs cost to retailer) and long necklace sets between 40 to 49 grams (1.9 to 2.4 lacs cost to retailer).

What are your future plans?

Lot of efforts have been put in to improve the quality of life for our artisans at the workplace. We have incorporated various ergonomic positions, which would help artisans in the long term.





Ritesh Kumar Sanghi
Managing Director,
Sanghi Jewellers Pvt. Ltd.



Sanjay Kumar Sanghi
Managing Director,
Sanghi Jewellers Pvt. Ltd.

Sanghi Jewellers Pvt. Ltd.

Sanjay Kumar Sanghi, of Sanghi Jewellers Pvt. Ltd., says that Hyderabad is the bullpen for artisans and craftsmen, so jewellers must make the most of this

The Retail Jeweller (TRJ): Talk to us about your products. What sets you apart from others?

Sanjay Kumar Sanghi (SKS): We have been pioneers in creating jewellery in coloured gemstones. A lot of players have since emerged in the market and it makes for good competition because it helps in innovation too. Hyderabad is the bullpen for artisans and craftsmen. Jewellers can make the most of this. Our innovative designs set us apart as design is king.

“ We look to introduce multipurpose jewellery now as that is exactly what Hyderabad is vying for ”

TRJ: What is your core strength? How have you evolved with time?

SKS: We love playing with colours. The moment you mix things up with gemstones, it makes any jewellery very vibrant. We try and come up with new designs that are relevant with the tastes and trends of millennials. The artistry that our karigars come up with is unmatched in the industry and makes for beautiful pieces carved in gold.

TRJ: The year has seen a lot of stress on innovation. What innovations have you brought in your business practices?

SKS: We have become even more customer centric than ever. Working closely with the product development and sales teams is paramount now and we try to provide customers with exactly what they need. Our research teams try to get to know customers as much as possible. We look to introduce multipurpose jewellery now as that is exactly what Hyderabad is vying for.

TRJ: Talk to us about the upcoming consumer trends. How is it different from the pre-Covid era?

SKS: We are working with gemstones on collections which are millennial friendly and wearable at parties, since gatherings are now limited. Post Covid, the concept and purpose of parties has also changed. This completely calls for rethinking as to what the consumer wants to wear. Self-expression is becoming an integral part of people. People are keen to express who they are and find jewellery a means to do it. The budget for jewellery in weddings

has gone up since there is a lot of saving with respect to the expenditure that would otherwise happen. Thus, heavy bridal is coming back in trend.

TRJ: What are your future plans?

SKS: We want to tap the international market and expand globally too. The pandemic has made it possible to reach out beyond border constraints and going to people outside the country is simpler now with the new digital tools.

TRJ: What will your advice be for retailers?

SKS: India at large and the jewellery industry in specific are going to see a huge growth in the coming years. Retailers must be open to experimentation and educating the customers about the benefits of buying jewellery, beyond its investment value. Only then will they be able to create a desire and thus garner a better margin in the future. The same holds true for Hyderabad as well.





Uday Sanghi
Business Development Head,
Uday Jewellery Industries
Ltd.

Tejas Sanghi
Business Development Head,
Narbada Gems and
Jewellery Ltd.

Uday Jewellery Industries Ltd. & Narbada Gems and Jewellery Ltd.

Reaching out to the jewellery connoisseurs of Hyderabad, **Uday Sanghi**, business development head of Jewellery Industries Ltd., and **Tejas Sanghi**, business development head of Narbada Gems and Jewellery Ltd., both branches of Sanghi Jewellers, speak about their products

THE RETAIL JEWELLER (TRJ): What is the idea behind these two branches?

UDAY SANGHI (US): Uday Jewellers owns a leading position amongst the wholesalers of CZ and colour-stone studded jewellery. Our products are appreciated by customers for their innovative designs and craftsmanship. Our range of CZ and precious gemstone jewellery is highly renowned as one of the most alluring ranges available.

TEJAS SANGHI (TS): Narbada, since inception, has been serving customers with an exquisite range of flat diamond studded gemstone jewellery and is known for its purity and best quality products. Our collection is appreciated for its quality and affordability.

TRJ: What is your USP?

US: When passion and business meet, it is a wonderful collaboration. A legacy of over 100 years that saw the light of day 26 years back is thriving in our

vision for devotion. Right from emeralds and rubies exalted by the exquisite collections, to the striking pearls sitting atop our masterpieces, every piece tells a story.

TRJ: Tell us about your inspiration behind the branches

TS: The opus of the Sanghi jewellery journey is presented to customers through the eternity of our crafted jewellery. One thing that remains constant throughout is perfection. We devote this legacy to our extended family — the relentless and proficient craftsmen, employees, suppliers and most importantly— our valued customers.

TRJ: Tell us about your strengths and collections.

US: We are in the business of innovation. We design innovation for developing new products. Our innovative products are always a delight for the market. For Uday Jewellers, we have a collection called Kubik, an exclusive range of jewellery studded with high quality CZs and precious gemstones.

TS: We believe in excellence in everything we do. Manufacturing is at the heart of our business. We have an excellent operation, always exceeding customer expectations. We practise quality in every aspect of our business. We don't just control but assume quality in every piece that comes out from our rigorous processes. Narbada has two collections. Vilandi is a collection of pieces exuding royalty, with flat and rose-cut diamonds, precious gemstones and pearls. Jashn is a collection in uncut diamonds (chakri).

“ Manufacturing is at the heart of our business. We have an excellent operation, always exceeding customer expectations ”

- TEJAS SANGHI, Business Development Head, Narbada Gems and Jewellery Ltd.

TRJ: What sets you apart from others?

US: We have a dedicated team for every need such as orders, sales, customer service, product development and finance. Customers have confidence in us because we understand the hesitancy before endowing faith in something and have worked towards earning it.

TRJ: Do you have expansion plans?

TS: Our current facility, spread over 60,000 sq ft, is state-of-the-art. We are expanding by adding a new 50,000 sq ft unit.

TRJ: Tell us about your product range.

US: We sell short necklaces, long necklace sets, chokers, bangles, bracelets, chains, mangalsutras, chandbalis, jhumkas, hathphools, bridal sets, mangtikaas, rings, pendants and broad sets.

“ We design innovation for developing new products. Our innovative products are always a delight for the market ”

- UDAY SANGHI, Business Development Head, Uday Jewellery Industries Ltd.



Nitin Gulabani,
Managing Director,
Nitin Jewellers

Nitin Jewellers

Nitin Gulabani talks about the effects of the pandemic, and how the city never let the urge for jewellery wane

THE RETAIL JEWELLERS (TRJ): Talk to us about your products. What sets you apart from others?

NITIN GULABANI (NG): Our products are bound to impress any customer with sheer quality and artistic craftsmanship.

TRJ: What is your core strength? How have you evolved with time?

NG: A personal touch and building relationships come naturally to us. We have discovered this as a value-added offering, considering our highly knowledgeable staff and technicians.

“ Hyderabad is a place with lovely people who have an innate love for customised jewellery and building relationships. With the help of our excellent staff and management team, we have catered to their tastes brilliantly in the last year ”

TRJ: The year has seen a lot of stress on innovation. What innovations have you brought in your business practices?

NG: We have started practicing international quality standards and procedures, which are documented. This will enable us in process improvement.

TRJ: Talk to us about the upcoming consumer trends. How is it different from the pre-Covid era?

NG: In our sector, consumer trends keep changing, but with regards to Covid, it is more about hygiene, neatness and a sanitized approach towards packaging and delivery.

TRJ: What products have done especially well during and after the pandemic? Has it spelt any change in your design language?

NG: For us, the demand has more or less been the same. Thankfully, our customers were loyal during these tough times too.

TRJ: How have you continued with networking amid the restrictions? Have there been any new CSR initiatives?

NG: We have consistently networked with people to do our bit of social service (of course, contactless service is the idea). CSR is always a management decision, and we have been very active during Covid times to serve the society by providing masks, sanitisers to social service clubs.

TRJ: What are your plans for the future? Do you have any expansion plans?

NG: Our expansion plans are in progress. We are opening a branch to cater to people in the extreme southern end of the country. The branch is coming up soon in Kerala

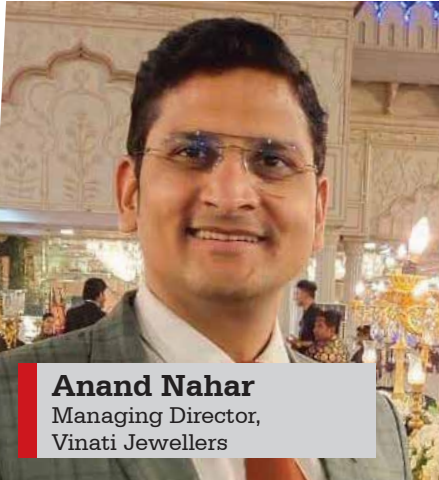
TRJ: What price points and new collections are you offering to customers now?

NG: We are going ahead with lightweight to heavy bridal jewellery

TRJ: What will your advice be for retailers?

NG: A small advice to all retailers is simple — trust the best and never break the chain. Because, it takes a lot of effort to be the best.





Anand Nahar
Managing Director,
Vinati Jewellers

Vinati Jewellers Pvt. Ltd.

For **Anand Nahar**, his brand of jewellery is a lighthouse of innovation, with them moving along with the way the tide changes in Hyderabad

THE RETAIL JEWELLERS (TRJ):

Talk to us about your products.

What sets you apart?

ANAND NAHAR (AN): We present a confluence of tradition with modernity that finds a resonance with our clients. Our offering is a blend of aesthetic and eye catching appeal with simplicity that gels well with the millennial woman.

TRJ: What is your core strength?

How have you evolved with time?

AN: Prompt and quality service are what we believe in. Continuing hard work coupled with innovation and an eye for improvising in detail in all segments, makes us agile and nimble to adapt to changing times.

TRJ: The year has seen a lot of stress on innovation. What innovations have you brought in your business practices?

AN: We have overhauled the way business used to be done earlier on the front end and as well as the operational mode. We have inducted a motivated R&D team which is always looking for more improvised ways to present our products, by being open to new ideas and suggestions.

TRJ: Talk to us about the upcoming consumer trends. How is it different from the pre-Covid era?

AN: Consumers now prefer well visible and lightweight jewellery.

TRJ: What products are done especially well during and after the pandemic? Has it spelt any change



“ We present a confluence of tradition with modernity ”



in your design language?

AN: New designs have always been the hallmark of our presentation and we have taken special care on this aspect.

TRJ: How have you continued with networking amid the restrictions? Have there been any new CSR initiatives?

AN: New technological and communication modes and avenues coupled with traditional ways have helped us this far. We have a tradition of CSR initiatives since the times of our forefathers and continue sincerely.

TRJ: What price points and new collections are you offering to customers now?

AN: We offer the best products at the best price there is. But we would like to keep up with healthy competition practices by limiting it to best offerings only and not on the price upfront which otherwise would destabilize the sustainability of artisans.

TRJ: What are your plans for the future? Do you have any expansion plans?

AN: We would like to carry forward the good work done so far to greater heights in future and contemplating expansions in South India. We plan to grow in Karnataka.

TRJ: What will your advice be for retailers?

AN: Be more competitive on quality and product offering than on the price front.

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