

Incredible **HYDERABAD**

Special Supplement along with November-December 2021 Edition



SANGHI JEWELLERS



NITIN JEWELLERS



MEENAKSHI JEWELLERS



VINATI JEWELLERS



SHREE JEE JEWELLERS



Hanumanth Rai Sanghi Group
innovate•create•celebrate

We invite you to experience exclusive jewellery from
3 Dedicated in-house manufacturing units for
Precious Gemstone, Cz & Polki Diamond Jewellery
at IIJS SIGNATURE 2022



SANGHI
Precious Gemstone Jewellery

Narbada
Rosecut & Flat Diamond Jewellery



**NARBADA GEMS
& JEWELLERY LTD.**



**SANGHI JEWELLERS
[P]LTD.**

UDAY
CZ & GEMSTONE JEWELLERY



**UDAY JEWELLERY
INDUSTRIES LTD.**

06- 09 January 2022

IIJS
SIGNATURE SHOW

STALL NO:L0F01, L0F03, L0F05 {Pavilion Hall Zone:-P1}

Venu:- Jio world Convention centre, Bandra kurla complex, Bandra mumbai.

FOR ENQUIRY CALL : +91, 7674818411

SANGHI JEWELLERS PVT. LTD. MANUFACTURERS & EXPORTERS

Corporate office: 3-6-290/19,1stfloor, sadana building, Hyderguda, Hyderabad - 500029

INDIA'S LARGEST MANUFACTURER OF RUBY, EMERALD & SAPPHIRE STUDDED JEWELLERY.



VINATI

JEWELLERS PVT. LTD

Embellish your dream



☆☆☆ Kindly Visit Us:
I.I.J.S INDIA INTERNATIONAL JEWELLERY SHOW

SIGNATURE 2022

6th - 9th January

JIO WORLD CONVENTION CENTRE - MUMBAI

**PAVILION HALL
STALL NO.:**

LO/T07 | LO/T09

2022
HAPPY NEW YEAR

HEAD OFFICE: 3-6-519, 307, 4th Floor, Sai Pragati Towers, Himayat Nagar,
Opp Malabar Gold, HYDERABAD - 500029. Ph: +91-40-6666 9916, +91-40-6636 1188,
M: +91-98490 06618. Email: vinatijewpvtltd@gmail.com, www.vinatijeweller.com

BRANCH OFFICE: 27, Govindhu Street, S/2, MHV Pinnacle, Off.
GN Chetty Road, T. Nagar, CHENNAI - 600017.
M: +91-9502645432

CONTENTS

2021

COVER STORY

Incredible HYDERABAD 2021 | Buying List

Banking on heritage, HYDERABAD'S jewellery industry embraces hi-tech for exclusivity



04 COVER STORY

Incredible HYDERABAD 2021 | Buying List

Hyderabad is a symbol of royalty. Hyderabad pearls are a global phenomenon when it comes to antique jewellery. It is the only city among the South Indian states to have the highest share of royalty in their jewellery that is manufactured till date. It is estimated that the gems that find their way to the city are part of the country's jewellery. Hyderabad pearls are a global phenomenon when it comes to antique jewellery. It is the only city among the South Indian states to have the highest share of royalty in their jewellery that is manufactured till date. It is estimated that the gems that find their way to the city are part of the country's jewellery.

14 INTERVIEW

Meenakshi Jewellers

Nitin Jewellers

Meraki Jewellers

P Mangatram Jewellers

Sanjay Kumar Sanghi, Sanghi Jewellers

Vinay Agarwal, Shree Jee Jewellers

Anand Nahar & Arvind Nahar, Vinati Jewellers

Incredible HYDERABAD 2021 | Buying List

Hyderabad is a symbol of royalty. Hyderabad pearls are a global phenomenon when it comes to antique jewellery. It is the only city among the South Indian states to have the highest share of royalty in their jewellery that is manufactured till date. It is estimated that the gems that find their way to the city are part of the country's jewellery.

21 BUYING LIST

MEENAKSHI JEWELLERS

NITIN JEWELLERS

P MANGATRAM JEWELLERS

MERAKI JEWELLERS

FEATURE STORIES

04 **Banking on heritage, Hyderabad's jewellery industry embraces hi-tech for exclusivity**

14 **Interview Nitin Agrawal & Rajnikant Agarwal, Meenakshi Jewellers**

Nitin Gulabani, Nitin Jewellers,
Amit Gulabani, P Mangatram Jewellers
Pragya Ojha, Meraki

Sanjay Kumar Sanghi, Sanghi Jewellers

Vinay Agarwal, Shree Jee Jewellers

Anand Nahar & Arvind Nahar, Vinati Jewellers

21 Buying list

- Meenakshi
- Nitin Jewellers
- P Mangatram
- Meraki
- Sanghi Jewellers
- Shree Jee Jewellers
- Vinati Jewellers

Incredible HYDERABAD 2021 | INTERVIEW

Meenakshi Jewellers

Nitin Jewellers

Meraki Jewellers

P Mangatram Jewellers

Sanjay Kumar Sanghi, Sanghi Jewellers

Vinay Agarwal, Shree Jee Jewellers

Anand Nahar & Arvind Nahar, Vinati Jewellers

Incredible HYDERABAD 2021 | Buying List

MEENAKSHI JEWELLERS

NITIN JEWELLERS

P MANGATRAM JEWELLERS

MERAKI JEWELLERS



P. MANGATRAM

JEWELLERS

HYDERABAD

IIJS

INDIA
INTERNATIONAL
JEWELLERY SHOW

SIGNATURE 2022

6th - 9th January

JIO WORLD CONVENTION CENTRE - MUMBAI

STALL NO - LO/ F14 F16 F18

Banking on heritage, **HYDERABAD'S** jewellery industry embraces hi-tech for exclusivity



NITIN JEWELLERS



MEENAKSHI JEWELLERS



VINATI JEWELLERS



SHREE JEE JEWELLERS

Hyderabad is a symbol of royalty. Jewellery has perhaps the most extravagant history in this city, once ruled by the Nizams. Hyderabadi pearls are a global phenomenon when it comes to antique jewellery. It is the only city among the South Indian states to have the highest share of royalty in their jewellery that is manufactured till date. It is

the arena of big-ticket sizes and heavyweight jewellery that scream affluence through the body language of the wearer.

Centuries have gone by, but thanks to the gems of craftsmanship in this part of the country, jewellery lovers still get to catch a glimpse of the magnificence Hyderabadi jewellery used to have back in its hey days. The genius is still there among manufacturers,



“Hyderabad is known for its colour stone jewellery, polki, chakri and certain CZ ranges. Keeping that in mind, we have created three departments of jewellery such as pure colour stone ranges, uncut diamonds and pacchi CZ jewellery.”



RAJNIKANT AGARWAL
Partner



NITIN AGRAWAL
Partner

Meenakshi Jewellers

1. Year of establishment: 2005
2. Product speciality: We are into gemstone studded jewellery in 22 karat gold.
3. New innovations: We create CAD-enabled, handcrafted jewellery assuring the best of technology and tradition.

who have made the jewellery market a happening place through an unflinching dedication towards traditional designs. Both newcomers and veteran jewellers are responsible for the reputation Hyderabad as a city enjoys in the who’s who



“Due to the new normal, it is mandatory to provide sanitized workspace and hygienic wash rooms for a healthier workplace.”

NITIN GULABANI,
Managing Director

Nitin Jewellers

1. Year of establishment: 2017
2. Product speciality: We focus on uncut, antique, polki, studded and CZ pacchi collections with colour stones.
3. New innovations: We are using modern gadgets and technologies to communicate with clients and display collections



of jewellery sector and the corps d'elite of jewellery buyers.

SPECIALTY OF HYDERABADI JEWELS

Colour stones and pearls typically constitute an assortment of Hyderabad old jewel. The sheen of precious gems are a must for the jewellery from this region. Talking about the characteristic features of Hyderabad jewellery, Vinay Agarwal, director, Shree Jee Jewellers, said that the essence of tradition has never left Hyderabad and Hyderabad manufacturers.

“The jewellery mostly consists of traditional designs. Previously, the markets thrived only on heavy pieces replete with colour stones. Nowadays, one-half of the market is heavily fond of modern designs. This is one of the most balanced markets of old and new schools of

thought,” said Agarwal.


Studded jewellery has been the forte of Hyderabad, says Anand Nahar, owner, Vinati Jewellers. With precious gemstones and uncut diamonds, the jewellery of this region also used to create temple jewellery. So, a mix of temple jewellery designs with uncut diamonds has been creating brilliant fusion designs, a one-of-a-kind product offering from manufacturers here,” said Nahar.

Agreeing with Nahar’s viewpoint is Nitin Gulabani, owner of Nitin Jewellers. With extensive use of uncut diamonds, gemstones, gold

and pearls, Hyderabad jewellery is truly a mix of tradition and art, he said. An enhanced focus on playful and continued mood-boosting jewels does stand out from our neighboring states. These jewellery pieces are timeless because of the use of colour stones of different types. Considering today’s market, colour stones have a booming demand, for which even antique pieces from Hyderabad are very appealing to today’s style gurus.

According to Sanjay Kumar Sanghi, owner, Sanghi Jewellers, a good political and social environment in the city has synced




MERAKI
A UNIT OF P.MANGATRAM JEWELLERS
HYDERABAD


INDIA
INTERNATIONAL
JEWELLERY SHOW
SIGNATURE 2022
6th - 9th January
JIO WORLD CONVENTION CENTRE - MUMBAI
STALL NO - LO/ F14 F16 F18



“Bringing innovation in the traditional heavyweight jewellery market, we pioneered the concept of ultra-lightweight jewellery. One of our complete sets are under 20 grams.”

AMIT GULABANI
Director

P Mangatram Jewellers

1. Year of establishment: 2005
2. Product speciality: We are known for manufacturing ultra-lightweight jewellery. We have created ultra-lightweight jewellery for the first time in the market. One of our complete sets are under 20 grams.
3. New innovations: With changes in our design process, we have given more freedom to artisans to create unique designs. In digital media, we have created app-based designs.



with the state's jewellery demand, thus helping a hassle-free business environment to thrive. “Hyderabad's craftsmen specialize in Nizami Jewellery, and its heritage and architecture find a voice through the jewellery. Their traditional pieces are also touched with Victorian elegance,” said Sanghi.

MARKET TRENDS

Consumers have always been open



“Previously, the South India market was rigidly traditional, but has been lapping up contemporary designs. Chakri and colour stone are the new additions in their favourites of polki and diamond.”

PRAGYA OJHA
Co-Partner

Meraki Jewels

1. Year of establishment: 2017
2. Product speciality: We specialise in the manufacture of chakri polki jewellery.
3. New innovations: During lockdowns, systematic management of limited inventory brought more sales. Now, 90% of our activities are system-oriented.



to experimentation, believes Sanghi. They keep their heritage perfectly secure in terms of occasion-specific adornments. Thus, Hyderabad's market remains the perfect confluence of all that is new, trendy and ancient.

That is why people keep looking for that heirloom jewellery even during video calls with several retail brands that are reaping the fruits of online boom because of the pandemic. "For office-going professionals, choice of jewellery is mostly trendy and simple. But for weddings and related occasions, the craze is back to traditional and antique jewellery which is ruling the roost," said Gulabani.

But the jewellery scene in Hyderabad just three decades back were very primitive, if compared to markets in other cities. Agarwal said that they were among the first few players to introduce the concept of jewellery manufacturing in the market. "We started 25 years back, when retailers used to directly source jewellery from goldsmiths. They used to get the same old designs and that was accepted in the market. Due to this, there was no set demand from the consumers. Buyers bought from the accepted traditional designs and thus, Hyderabad lagged behind," he said.

The situation today is same as every other city. Women compare



"New technology and innovation are fundamental for Hyderabad manufacturers to woo customers worldwide."

SANJAY KUMAR SANGHI
Managing Director

Sanghi Jewellers Pvt. Ltd.

1. Year of establishment: 1993
2. Product speciality: Our USP is colour gemstone jewellery. Our product lines include 9-5 and bridal jewellery in equal measure.
3. New innovations: With best amenities to karigars and facilities to customers, innovations have also been done in finance.

jewellery across brands and then purchase. From a city relying mostly on historic glory to a metropolitan stature with a thriving contemporary market, the jewellery sector in Hyderabad has come a long way.

Similarly, the preferences have changed drastically for Nahar. "From traditional, there has been a major shift to trendy jewellery. Over the years, this change accelerated with stronger advertisement from national and global fashion, Bollywood, thus resulting into a 2:3 market ratio for traditional to trendy jewellery in case of my clientele," said Nahar.

TECHNOLOGICAL IMPACT

Earlier, big, heavy sets used to rule the market in the city. This is because of the city's hangover with old, manual craftsmanship. The



“We choose and hire uneducated labour directly who are skilled and train them to deliver more than they expect out of themselves which they do and surpass even our expectations, such manufactures and their workforce should be recognised.”

VINAY AGARWAL
Director

Shree Jee Jewellers

1. Year of establishment: 1995
2. Product speciality: We believe in giving more than expected product to our clients in terms of justified weight, designs and new concepts in modern light weight as well as traditional jewellery.
3. New innovations: We believe in continuous improvisation in finishing, weight reduction and intricacy. These key factors along with today's modern-day machines and changing manufacturing techniques keeps our products and innovation one step ahead.

artisans and patrons have been fond of handcrafted beauty, for which technological impact happened much later in this city. As per Agarwal, Hyderabad used to come after Mumbai and Bengaluru in terms of technological adaptation. This stress on manual workflow also hampered mass production, for which jewellers used to rely on manufacturers from cities such as Mumbai for bulk jewellery supply.

This is exactly why countless influential jewellers and goldsmiths in the Hyderabad market perished over time. “They relied too much

on the infallible demand of age-old designs. They ignored the combined force of technology and fashion that is taking place in the lifestyle industries and thereby, impacting the preferences of the same clientele,” said Agarwal, explaining how jewellers lost out to technology and had to shut shop, paving way for progressive manufacturers.

These manufacturers formed a link between artisans and retail brands, fortified design expertise and reshaped the city's market. According to Nahar, the increased use of CAD and CAM technologies ensured assembly-line production of jewellery and helped Hyderabad's jewellers survive intense national competition. “With technology, you

have the advantage of rendering and visualizing, allowing the customer to change the design before it has been manufactured. Virtual catalogues are a very real piece of tech today,” said Gulabani.

Sanghi echoes the notion, saying that technology is the sole force that helped manufacturers assemble their skills, speed up production and maintain export standards, thus helping in the growth of economy. The times have changed, said Agarwal, as Hyderabad is a leading city in the race for technologically efficient jewellery production today.

TRADE EXPECTATIONS

It is still a long way to go for Hyderabad to beat other regional



points of attraction in Indian jewellery in global market. “New technology and innovation are fundamental for Hyderabad manufacturers to woo customers worldwide,” said Sanghi.

An infrastructural boost is also needed for the Hyderabad jewellery manufacturers, feels Nahar. This is because a lot of machinery used in factories are obsolete, if compared with advancements in other cities. “New machineries are coming at a painfully slow rate in Hyderabad. The industry needs to sit up and intensify use of modern technology and infrastructure in Hyderabad,”

said Nahar.

Finally, it is about the workforce that burns the midnight oil to create great jewellery. The workforce is unorganized, and manufacturers put in a lot of effort to spot talents in the sea of unskilled people looking for employment opportunities. There is a dearth of skilled, educated labour for jewellery creation in a city like Hyderabad, for which this situation arises. “We work with untrained, uneducated labour who show promise in different disciplines of manufacturing. Some are even hired just with the promise of delivery, and with time,



“New machineries are coming at a painfully slow rate in Hyderabad. The industry needs to sit up and intensify use of modern technology and infrastructure in Hyderabad.”

ANAND NAHAR
Managing Director

Vinati Jewellers

1. Year of establishment: **2004**
2. Product speciality: **We have been manufacturing studded gold jewellery with special focus on temple designs, kundan and nakaash work**
3. New innovations: **We have advanced our manufacturing with design time span lessened to 40-45 days as opposed to 60-90 days before**

they surpass expectations. Such workers and such manufacturers hiring such workforce should be recognized,” said Agarwal.

There is a need to have better facilities and infrastructure for skilled artisans in Hyderabad, feels Gulabani, adding that the pandemic has created identical risks for anyone working with others inside a closed space. That is typical for the often sub-standard and hazardous working conditions of artisans everywhere in India, for which some manufacturers such as Nitin Jewellers are raising voice. “Due to the new normal, it is mandatory to provide sanitized workspace and hygienic wash rooms for a healthier workplace,” he maintained.



NITIN JEWELLERS

Origin of Elegance

Hyderabad | Thrissur

BEA
MEETS E

Alohi
collection



For more details

+91 9550 89 44 22

+91 6303 88 69 30

www.nitinje

UTY LEGANCE



iijs

INDIA
INTERNATIONAL
JEWELLERY SHOW

SIGNATURE 2022

6TH - 9TH JANUARY

HALL NO- PAVILION HALL
STALL NO-LOW 15

JIO WORLD CONVENTION CENTER - MUMBAI





Nitin Agrawal
Partner,
Meenakshi Jewellers

Rajnikant Agarwal
Partner,
Meenakshi Jewellers

Meenakshi Jewellers

The backbone of jewellery manufacturing consists of artisans and designers, both of which are optimised commendably by *Meenakshi Jewellers*. Partner **Nitin Agrawal** breaks down the journey as of now to *The Retail Jeweller*.

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

NITIN AGRAWAL (NA): Hyderabad is known for its colour stone jewellery, polki, chakri and certain CZ ranges. Keeping that in mind, we have created three departments of jewellery such as pure colour stone ranges involving rubies, sapphires and emeralds; uncut diamonds involving polki, chakri and colour stone and pacchi CZ jewellery with minimum use of colour gemstones.

“ We found inspiration in Middle Eastern gold jewellery and their techniques of retaining grand looks with less gold content. Materialising that idea generated good sales



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

NA: One of our core strengths is division of skill sets among artisans. Each of our departments have different teams of artisans who guarantee product exclusivity. On design, we follow classic examples in pacchi sets. We are also known for our gemstone quality. We even have a separate design team for exports, which create products for every season attuned to preferences of respective global markets.

Another strength is constant design evolution ensured by our head designers after thorough monthly market research. We create entirely new ranges for Diwali and Akshay Tritiya, the two occasions that involve maximum design uniqueness. Daily, very small number of designs get approved from our vast design database, thus ensuring customer delight.

Jewellery was an experimental industry for us, but we focused on the pulse of consumers. With time, we instilled product diversity as each market catered to drastically different needs. Replicating that strategy for exports, we have clients in The UK, US, Australia, the Middle East, Singapore and Canada.

TRJ: 2020-2021 has seen huge developments in innovation. What innovations have you brought around in your business practices?

NA: Initially, we had a 100% handmade artisan base. During pandemic, we invested significantly in computer-aided technology and software such as CAD and hired designers who operate on those platforms. This resulted in the base design being made technologically, after which artisans work on enhancements. We have also improved machinery in manufacturing and integrated all processes through ERP. These steps have increased production rate and enabled creation of designs impossible with hand-craft before.

TRJ: Talk to us about upcoming consum-

er trends. How is it different from the pre-Covid era?

NA: Design approach has remained more or less similar before and during the pandemic. What changed drastically is the gold content in jewellery because of a 50-60% price rise, making it challenging to create jewellery with lesser gold.

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

NA: Previously, 70-80% of my sales happened through heavyweight jewellery. During pandemic, the rise in lightweight jewellery because of steep price of gold has resulted in about 50-60% of lightweight jewellery sale. We found inspiration in Middle Eastern gold jewellery and their techniques of retaining grand looks with less gold content. Materialising that idea generated good sales during the pandemic.

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

NA: We are sensing good demand in jewellery weighing about 30-50 grams of Rs 1.5-2.5 lacs range.

TRJ: What is your vision and your future plan?

NA: Our vision is to have our design excellence praised by every jewellery retail brand nationally and globally. We'll invest more on production to reach markets untapped by competitors. We'll also strengthen our back-end with skilled artisans.



Nitin Gulabani,
Managing Director,
Nitin Jewellers

Nitin Jewellers

Innovations in jewellery as per the market situation is the need of the hour. **Nitin Gulabani, MD, Nitin Jewellers,** discusses latest trends with **The Retail Jeweller.**

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

NITIN GULABANI (NG): We currently have 5 different ranges of products such as Ura (traditional Hyderabad studded jewellery with colour stones), Daivik (antique jewellery with synthetic stones), Fayera (CZ Pachchi work), Alohi (uncut diamond jewellery with colour stones), and Naira (colour stone jewellery with god motifs and nakshi work). We are going to launch our sixth range on polki sets with colour stones. Our after-sales service sets us apart.

“ In anticipation of the high returns, the consumers are even reducing their savings to invest in gold jewellery. In demand, we are also creating lightweight jewellery for office wear and party wear ”

TRJ: What is your core strength?

NG: My core strength is regular innovations in jewellery as per the market situation. We visit the local



showrooms in the market to find out the latest trends.

TRJ: 2020-2021 has seen huge developments in innovation. What innovations have you brought around in your business practices?

NG: Post-Covid, we have started using modern gadgets and technologies to communicate with the clients and display our collections to them.

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

NG: Post-Covid, there is an unbelievable demand of gold jewellery. In anticipation of the high returns, the consumers are even reducing their savings to invest in gold jewellery. This

was not seen before. In demand, we are also creating lightweight jewellery for office wear and party wear.

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

NG: We have seen a good movement of temple jewellery. Our Nyra collection is doing especially well post-pandemic. The uncut diamond collection, Alohi, is also doing good in the market post-Covid-19. Heavyweight jewellery also works well during the wedding season.

TRJ: What is your vision and your future plan?

NG: I am planning to open a new office in Dubai for overseas orders very soon.



Amit Gulabani
Director, P Mangatram
Jewellers

P Mangatram Jewellers

Design innovation happens with giving the team more liberty and better infrastructure to manufacture. Amit Gulabani, Director, P Mangatram Jewellers, shares his vision with *The Retail Jeweller*

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

AMIT GULABANI (AG): We are known for manufacturing ultra-lightweight jewellery, for which the company has won many awards. We have created ultra-lightweight jewellery for the first time in the market. One of our complete sets are under 20 grams.

“ Post-pandemic, two categories have done really well. One is the bridal section and the other is lightweight jewellery between 25-30 grams ”

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

AG: Innovation is our core strength. As a company, we believe in doing innovations daily. Our manufacturing facilities have evolved with time. Previously, the karigars used to work in a shady environment, but today we provide one of the best facilities to artisans and goldsmiths. Women

artisans are quite rare in the industry. We have given training to a lot of women artisans who are creating beautiful pieces for us.

TRJ: 2020-2021 has seen huge developments in innovation. What innovations have you brought around in your business practices?

AG: For us, innovation has been fundamental irrespective of the pandemic. With changes in our design process, we have given more freedom to artisans to create unique designs. In digital media, we have created app-based designs. We are focussing more on concept rather than random designs.

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

AG: Consumer trends have gone back to the roots. Post-pandemic, we have seen that the demand for traditional and authentic designs have increased. They want a mix of contemporary and traditional designs. For weddings, they want more of chokers, harams, etc.

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

AG: Post-pandemic, two categories have done really well. One is the bridal section and the other is lightweight jewellery between 25-30 grams. There has been no change in the design language as such.

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

AG: In colour stone jewellery, we launched the Zodiac sign jewellery and a CZ collection with concepts. Apart from the Rs 2 lakh bracket, we are offering jewellery in between Rs 5-6 lakhs. We are planning to launch a bridal jewellery collection consisting of harams, necklace, matha patti, baju bandh, kamar patta, etc in the upcoming IIJS Signature 2022.

TRJ: What is your vision and your future plan?

AG: P Mangatram Jewellers is one family. So, our vision is to take care of the entire family members. We are planning to expand our offices in various parts of the country such as Mumbai, Kerala, Bengaluru, Chennai and New Delhi. The new generation, Tanishq Gulabani, has joined the business and is sharing new ideas apt for young jewellery lovers.



Pragya Ojha
MD, Meraki by
P Mangatram

Meraki by P Mangatram

Design differentiation is the need of the hour and Meraki has succeeded in that segment with innovative chakri ranges. Pragya Ojha, MD, Meraki, shares her thoughts with *The Retail Jeweller*

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

PRAGYA OJHA (PO): We manufacture chakri polki jewellery. There are many players in the market in the same segment; what sets us apart is the kind of concept based designing which we do.

“ Consumers have evolved into risktakers. They are adapting to fast-changing trends in chakri and colour stone jewellery ”

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

PO: Meraki started 5 years back in the year of 2017, under the parent brand of P. Mangatram. Meraki has carved its niche in the industry and we see developments in business every day. Considering its market reputation, there is a good future for the brand.

TRJ: 2020-2021 has seen huge developments in innovation.
What innovations have you brought around in your business practices?

PO: The pandemic has taught

us that it's possible to maximise business with minimum resources. We have provided tabs to karigars and educated them to use modern day systems more accurately. Also created war room where we discuss everything with the employees.

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

PO: During the pandemic, consumers evolved into risktakers. They are adapting to fast changing trends in chakri and colour stone jewellery. Previously, the South India market was rigidly traditional, but has been lapping up contemporary designs.

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

PO: Unlike popular notions of lightweight ruling the market, we have seen demand for big jewellery

pieces rise. People are focussing on design differentiation, for which Meraki has innovated a lot on stone settings.

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

PO: We have created 3 brackets i.e upto 2 Lakhs - Light Weight Jewellery, upto 6 Lakhs - medium range with necklaces and haarams and last bracket upto 10 Lakhs bridal jewellery. We have launched the Mandala and Zelos collection. Zelos is all about lightweight designs and Mandala is a bridal jewellery collection.

TRJ: What is your vision and your future plan?

PO: In competitive team like Meraki, we have seen bright work with the team, soon opening offices in other states of India & will be introducing new line of jewellery under Meraki.





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

Sanghi Jewellers Pvt. Ltd.

Sanghi Jewellers is instrumental in making Hyderabad a cultural hub of colour gemstones. Sanjay Kumar Sanghi, MD, Sanghi Jewellers talks to *The Retail Jeweller* about cultural shifts in jewellery preferences

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

SANJAY KUMAR SANGHI (SKS):
Hyderabad is renowned for its colour stone studded jewellery. The erstwhile Nizams of Hyderabad were artistically inclined to jewellery studded with precious gemstones.

Although we began as a traditional jewellery manufacturer, we have been constantly evolving to cater to the change of design language. We have been successful in creating market demand pan India, as well as exports.

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

SKS: The Sanghi Group has been pioneers in creating Hyderabad as a major hub for jewellery manufacturing. Our ancestors have been jewellers to the Nizam.

We have diversified into the creation of 3 companies with clearly defined core production strengths in gemstone, CZ/gemstones and exclusive diamond, Polki and precious stone jewellery, respectively.

Our core strength lies in curation of gemstone studded gold jewellery across categories.

TRJ: 2020-2021 has seen huge developments in innovation. What innovations have you brought around in your business practices?

SKS: Post-Covid, we have adapted to the rapid growth of communication and technology. We are in the process of restructuring our value chain from manufacturing to finance. State-of-the-art technologies in production are being implemented with sophisticated ERP systems for smoother operations.

Our karigars and the supporting staff are all being re-aligned towards the changing scenario.

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

SKS: Surprisingly, in spite of the post pandemic pessimism, there has been an upsurge in demand across all segments. Customers are demanding heavy bridal and also regular 9to5 casual wear jewellery. As disposable income grows, we visualise a rapid growth in the demand of gemstone jewellery. In the coming seasons, there will be a riot of colour in gold jewellery.

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

SKS: The pandemic has ensured that gold rules. The trust in gold as an investment as well as aesthetic product has been reinforced. Demand for gold is increasing. There has been a significant increase in

the demand for high-end bridal jewellery. The current trends all point towards newer light weight jewellery with a higher spread, now possible because of technology.

“ Due to high gold demand, lightweight ranges have substantial popularity. Sets which are more spread out and look bigger than their actual weight are getting buyers ”

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

SKS: Our product range begins from 5 gms. To 200 gms, which varies from season to season as per demand.

TRJ: What is your vision and your future plan?

SKS: The jewellery industry is finally getting organised and this will favour the large, organised sectors. In the coming financial year, we will be launching our new factory with 3 times the current production capacity to serve our customers.



Vinay Agarwal
Director,
Shree Jee Jewellers

Shree Jee Jewellers

The Retail Jeweller discusses with Vinay Agarwal, Director, Shree Jee Jewellers about design intricacy, finishing, weight stringency and other qualifiers for good jewellery sale today

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

VINAY AGARWAL (VA): Our products combine the essence of traditional and lightweight jewellery. We specialise in creating bigger-size jewellery with lesser weight ranges. In traditional jewellery, we create nakshi ranges which are the specialties of Andhra Pradesh and Telangana.

“ Post pandemic retailers are desiring new concepts and designs for which we are coming up with new collections every quarter ”

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

VA: Our strength is technology and skilled labour. We have a team of designers, karigars and production that update product designs daily.

TRJ: 2020-2021 has seen huge developments in innovation.
What innovations have you brought around in your business practices?

VA: We have reduced the overall weight of the jewellery by at least 20-25%. There is more intricacy in terms of product finishing with modern-day machines and manufacturing techniques which has enhanced outlook of the jewellery by 20-25%.

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

VA: A good manufacturer was not affected by pandemic as the mass jewellery market responded pretty well despite price rise of gold. That is because gold is an auspicious metal commanding investment in India in even toughest of the times. Within about 45 days, the jewellery industry revived amidst pandemic.

Business was very good two months before Diwali, because post-Covid customers want uniqueness. So, we came up with new designs every quarter, as opposed to trend shifts after 2-3 years previously.

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

VA: Lightweight jewellery is doing pretty well. Sales of lightweight and casual products below Rs25K range are doing very well. Customers are looking for pieces which looks big to the eyes. We are creating lightweight designs suitable pan-India and across ages. We are also focusing on multi-usability of jewellery.

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

VA: We are at a time when demand for a Rs50K necklace and that of a Rs5 lakh necklace are similarly strong. In every three months, seasons change in India. So, our Ruth collection, which stands for season in Hindi, will stand out in upcoming trade shows as we upgrade our designs in every three months. For IIJS Signature 2022, we are launching ruby emerald jewellery consisting of necklaces, harams, earrings, rings and lockets. The necklaces range from 10 grams to 50 grams in weight.

TRJ: What is your vision and your future plan?

VA: We are going at a favourable speed. My vision is to deliver unique jewellery ranges that not only reflect market trends but also set new ones.



Arvind Nahar
Director,
Vinati Jewellers

Anand Nahar
Managing Director,
Vinati Jewellers

Vinati Jewellers Pvt. Ltd.

With colour stones gaining popularity, there is demand for every vertical.

Anand Nahar, MD, Vinati Jewellers shares the market scenario with **The Retail Jeweller**.

THE RETAIL JEWELLERS (TRJ):
Talk to us about your products.

What sets you apart?

ANAND NAHAR (AN):

Since 2004, we have been manufacturing studded gold jewellery with special focus on temple designs, kundan and nakaash work. Our USP is temple jewellery in precious stones, as opposed to market prevalence of semi-precious stones. We also specialise in ultra-lightweight products such as harams in 50-60 grams, as opposed to 80 gram varieties in the market.

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

AN: Our core strength is teamwork. We had started with a small quantity of studded gold jewellery with rubies and emeralds in traditional Hyderabadi fashion. Now, except diamond jewellery, we have every category such as plain nakashi work, antique gold, studded colour stone jewellery such as vadyanams, bracelets, etc. So, we have increased many verticals.

TRJ: 2020-2021 has seen huge developments in innovation. What innovations have you brought around in your business practices?

AN: Previously, I was involved in

every decision for the company. Now, we have automated each approval process, which speeds up workflow and increases accuracy of operation as per market demands.

On manufacturing advancement, temple jewellery in kundan work previously used to take around 60-90 days. But post-Covid, we are using technology to design the piece in 40-45 days.

“ Post-Covid, the customers are more quality-conscious. They are even ready to pay more for a better quality ”

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

AN: Manufacturing middle and heavyweight jewellery, we see demand for every vertical. The only issue is the rise in price of precious gemstones. Otherwise, the market condition is very good. After the pandemic, customers have started demanding for complete sets in wedding jewellery involving individual pieces such as harams, necklaces, bangles,

jada, mang tika, etc. Previously, we used to curate collections with products from different ranges but customers want entire ranges in one concept now.

Post-Covid, the customers are more quality-conscious. They are even ready to pay more for a better quality.

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

AN: Demands for colour stone jewellery, temple and nakaashi works have gone up during the pandemic.

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

AN: We try to come up with new designs to give a fresh look to existing products. We are using more of pastel colours in colour stone jewellery in our new collections. From 40 gms to 400 gms haarams, we are giving a decent range for our retail vendors to boost their stocks.

TRJ: What is your vision and your future plan?

AN: We aim at becoming the biggest manufacturer and wholesaler in colour stones and temple jewellery from Hyderabad.

MEENAKSHI JEWELLERS

Contact: Akash Varma +91 95055 52261 | W: www.mjw.ooo



NITIN JEWELLERS

Contact: +91 6303 886930 | www.nitinjewellers.com



P.MANGATRAM JEWELLERS



MERAKI JEWELLERS

Contact: **A.R. Hafeez**

M: **+91 9885755511**



SANGHI JEWELLERS [P]LTD.

Contact/Domestic Enquiry: +91 9391468411 / Export Enquiry: +919348118411
www.sanghijewellers.com

NARBADA GEMS & JEWELLERY LTD.

Contact/Domestic Enquiry: +91 9391468411 / Export Enquiry: +919348118411
www.narbadajewellers.com



UDAY JEWELLERY INDUSTRIES LTD.

Contact/Domestic Enquiry: +91 9391468411 / Export Enquiry: +919348118411
sales@udayjewellery.com / www.udayjewellers.com



SHREE JEE JEWELLERS

Contact: Sales Team 98492 78634, Email id: sales@shreejee.biz | Website: www.shreejee.biz



Gross Wt.: 27.690gms
Net Wt.: 27.218gms



Gross Wt. 58.110gms
Net Wt. 54.086gms



Gross Wt.: 5.530gms
Net Wt.: 5.416gms

Gross Wt.: 34.170gms
Net Wt.: 32.468gms



Gross Wt.: 35.110gms
Net Wt.: 34.150gms



Gross Wt.: 229.09gms
Net Wt.: 212.418gms



Gross Wt. 53.560gms
Net Wt. 50.330gms



Gross Wt.: 121.830gms
Net Wt.: 120.048gms

VINATI JEWELLERS PVT. LTD.

Contact: Deepak Jain +91 93914 17702



SUBSCRIBE THE FAVOURITE BUSINESS MAGAZINE OF JEWELLERY RETAILERS

Subscriptions	1 year	2 years	3 years	5 years
No. of Issues	6 Issue	12 Issue	18 Issue	30 Issue
Cover Price Rate	2700	5400	8100	13500
Special Rate, You Pay	2000	3400	4800	7800
You Save	700	2000	3300	5700



Yes, please enter my subscription to The Retail Jeweller Magazine + Tabloid

I am enclosing DD/Cheque No. _____ drawn on (bank's name) _____

dated _____ favouring Retail Jeweller India for 1 yr. 2 yrs. 3 yrs. 5 yrs.

Name: _____ Designation: _____

Company Name: _____

Address: _____

City: _____ Pin: _____ State: _____

Phone (Office): _____ Mob.: _____

Email ID: _____ Website: http:// _____

Male Female

Manufacturer / Wholesaler Retailer

Other _____

Subscription Number (To be filled by The Retail Jeweller)
Please attach your visiting card with this form.

SUBSCRIPTION FORM
Magazine + Tabloid

Subscription Department
The Retail Jeweller, Suite 49 / 2333, Ground floor, Shree Sai Krupa Building,
Opp. MIG Cricket Club, Gandhi Nagar, Bandra (East), Mumbai 400051 (India)

Call Nagesh for Subscription :
+91 9167252615 / 022 41731199, subscription@retailjewellerindia.com
www.retailjewellerindia.com



Shree Jee Jewellers

HYDERABAD



Visit Us At

◆ ● ▼ 2022
IJS

SIGNATURE SHOW
6th to 9th January 2022
Jio World Convention Centre
BKC, Bandra East

Hall No : Pavillion hall

Stall No : L0U20

L0U22



4-1-970, Block - C, 305/A, 3rd Floor,
Upasana Building, Ahuja Estate, Abids, Hyderabad - 500 001, Telangana, India.
Off: 24760667/68 , Email: sales@shreejee.biz Website : www.shreejee.biz



**An amalgamation of royalty
and timeless craft.**

VISIT US AT

GIS

INDIA GEM &
JEWELLERY SHOW
A GRAND BUSINESS TO BUSINESS EXPO

PAVILION HALL

1K02, 1K04, 1K06,

1L01, 1L03, 1L05



8-2-682/1, 3rd Floor Landmark Banjara, Rd No. 12,
Banjara Hills, Hyderabad, Telangana 500034
Ph: 9505505916 | Email: mj@mjw.ooo | Web: www.mjw.ooo