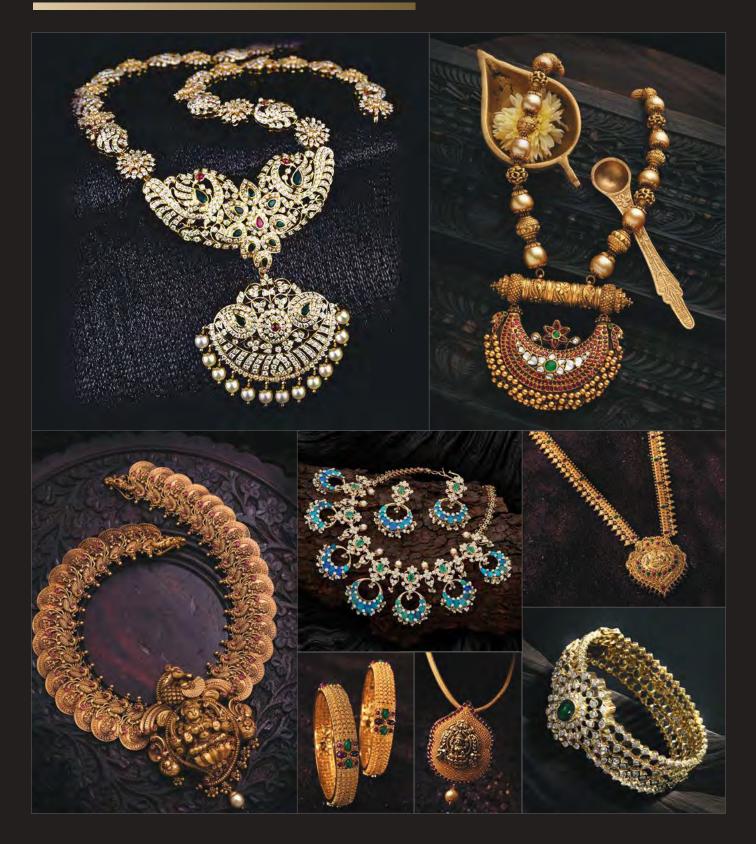
### Incredible BENGALURU

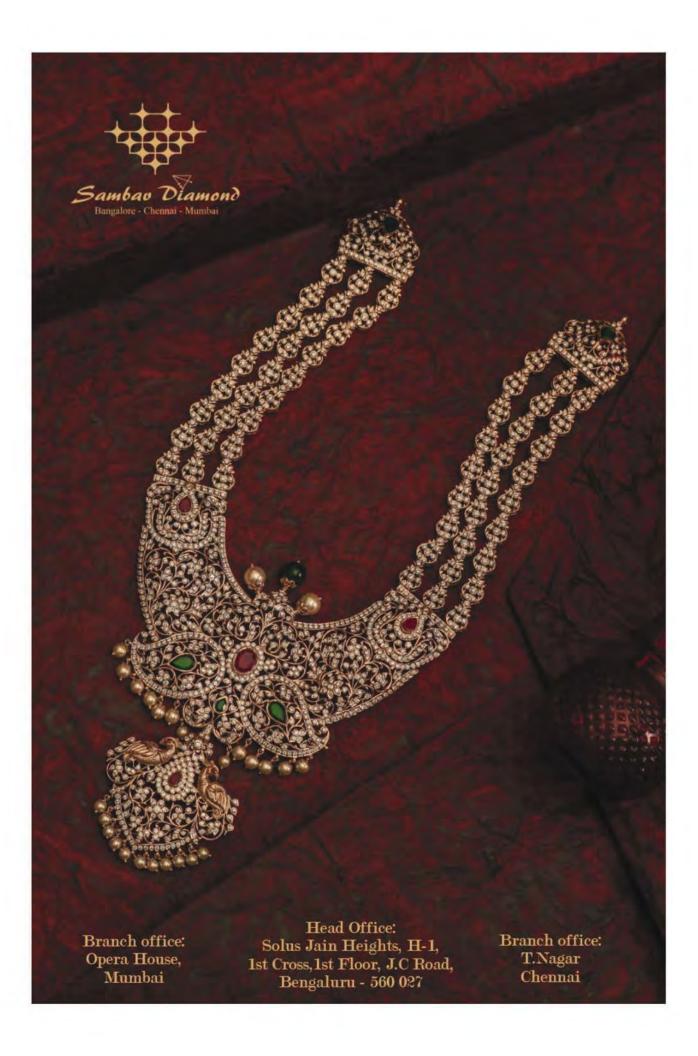








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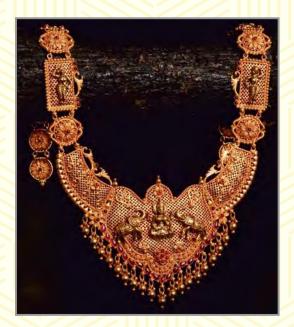


When divine beauty..

Shubham Collection



Ratnam Collection



Devam Collection



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..graces
planet
earth.



Tatvam Collection



Sangam Collection



Swarnamm Collection

### Riding high with heavyweight:

# BENGALURU craftsmanship trumps quality and detailing

outh India is always a class apart. People from the four states have an indisputable knack for quality. Thus, the average quality of precious gems, diamonds and gold is far better than anywhere else in India. Needless to say, Bengaluru has become the preserver

of handcrafted jewellery and with The Retail Jeweller India's first foray into Incredible Bengaluru, we share with you how this metropolis is supplying timeless jewellery.

Matushree Gold LLP, Bengaluru, treasures the 1000-year-old legacy of nakshi (stamp work) jewellery in their inventory. A glance at the temple jewellery pieces makes one appreciate the sheer detailing of motifs shaped with the grandeur of gold."The talent of craftsmen in Bengaluru and Coimbatore for nakshi is unparalleled even anywhere else in the other three states. So we want to carry on



this legacy with best quality finishing," said Ankit Jain, partner, Matushree Gold. "We also make fusion jewellery with designs acceptable across India. Tradition is the sole essence of business down South and everybody cashes in on that," he added.

Bengaluru is more cosmopolitan. It is trendy yet traditional. Thus everything from lightweight to heavyweight jewellery sells there, although traditional jewellery has a few constraints in terms of weight reduction, says a spokesperson from Fusion Jewels of South, a market leader. Bringing out quality of a product takes time but the result is unforgettable. "Our Vishwaroopam ring became one of the 5 finalists in National Jewellery Awards 2019," said the spokesperson.

Closed setting diamond jewellery is another forte of Bengaluru manufacturers. Nahar Diamonds, Bengaluru, specializes on Navratna works in closed setting. With Pune, Western India and Punjab developing a taste for it, closed setting jewellery is going places now. "Our Navarasa range in the Navratna stones and diamonds can work well for traditional and western wear," said Ritesh Nahar, MD, Nahar Diamonds.

Twenty-two carat gold and closed setting diamond jewellery is a combination only veteran Bengaluru artisans can master. The city has a quality and cut-conscious market and only the best is made and sold there. "Bengaluru is doing good business with brands of repute such as GRT, Abhushan and the likes. Although the market is stagnant because of price war, still elite clients stick to quality. Sale volume is increased as every common man wants diamonds. Contrary to north, South India has a bustling market of diamond jewellery," said Dinesh Vohra, proprietor, Sambhav Diamonds, Bengaluru. Displaying his handcrafted mix-n-match high-end bracelets, cufflinks, Rolex watches and bentbuckles, Vohra says he comes to Signature with sole motive of brand building and zero sales expectations. "Still I get 2-3 customers every year just because of quality and craftsmanship of my jewellery," he added.

Trends in a decade hence with time. manufacturers felt the need to increase production of premium quality jewellery.

"Anmol Swarn's vision has always been to personify the tradition of trust, high ethical standards and product services to our customers across India."

#### MAHIPAL JUHARMAL Managing Director, Anmol Swarn



**ARUN JAIN** CEO, Anmol Swarn



**SUNIL JAIN** CFO, Anmol Swarn



#### **Anmol Swarn**

- Year of Establishment: 2007
- Product Speciality: We make
- exclusive temple, antique and traditional South Indian jewellery
  3. Operational merits: Our experienced professionals understand the customer's needs. The members are committed to offering maximum possible exposure to quality products and services.trendy.







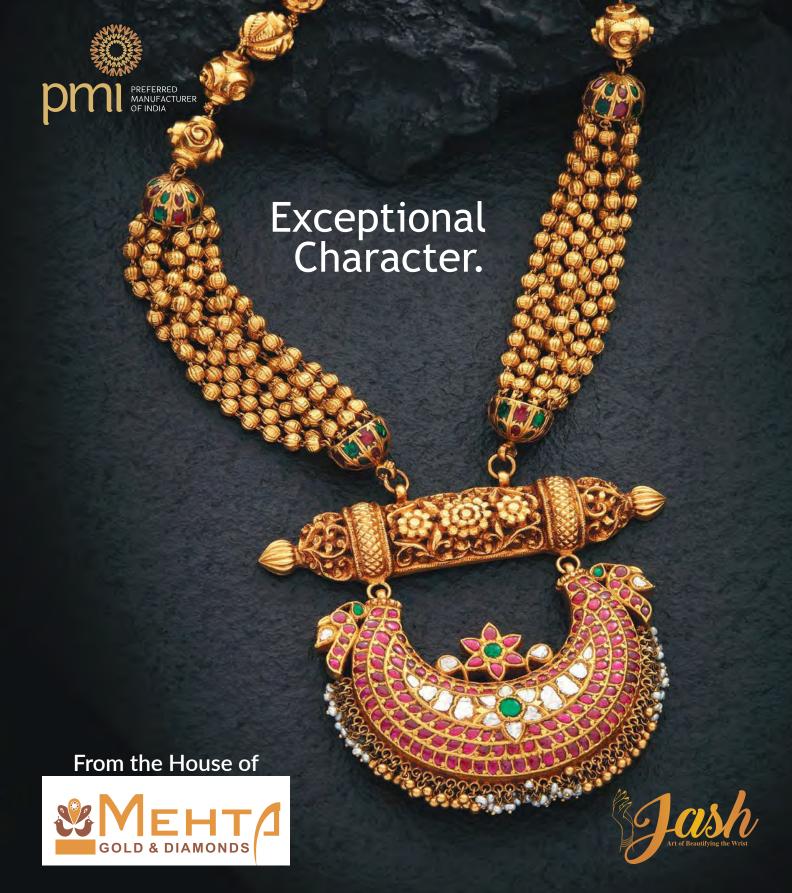
#### Mehta Gold & Diamonds

**Corporate Office:** 

No.912, 4th Floor, Nagarathpet Main Road, Next to Ram Medicals Bangalore -560002. Ph: 080 - 41126845 Mob: +91 9590420333 E-mail:mehta\_gold@hotmail.com

Branch : Shop No. 46, Jewel Star, Ground Floor, Hotel Sahara Star Near Domestic Airport, Villeparle (East), Mumbai - 400099.

Ph: 022-68206957 E-mail: info@mehtagold&diamonds.com



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Ph: 022-68206957 E-mail: info@mehtagold&diamonds.com



"Our workstation and craftsmen unite to bring our creativity to life. That is the reason why our jewellery pieces are always lively and are poised to make an impact worldwide."

#### **CHETAN KUMAR MEHTA** Proprietor, Laxmi Diamonds

#### **Laxmi Diamonds**

- 1. Year of establishment: 2007
- close setting jewellery.

  3. Operational merits: Our dynamic set up takes care of manufacturing, design and after-sales service all at one place.

"In 10 years, about 20% of production has been increased with CAD/CAM. Our artisans also get a lot more freedom in adding their touches to CAD designs and the resultant jewellery has a new feel to it," he said. Jain also said there is a demand to have new styles in traditional heavyweight jewellery, thus the need for design innovation where the antique essence plays foundation to modern day looks.

Siddharth, sales executive of Navrathan Diamonds, feels lightweight is a new entrant



**ANKIT JAIN** Director, Matushree Gold LLP



"With an appetite to expand globally, Matushree Gold aims to become the one-stop shop for nakash temple jewellery."

#### MANAK CHAND K JAIN Director, Matushree Gold LLP

#### **Matushree Gold**

- Year of establishment: 2013
   Product speciality: Technology, advanced machinery and handcraft
- jewellery,which has been Matushree Gold's forte.

  3. New Innovation for IIJS: We have infused fusion designs in traditional jewellery so as to attract millennials.

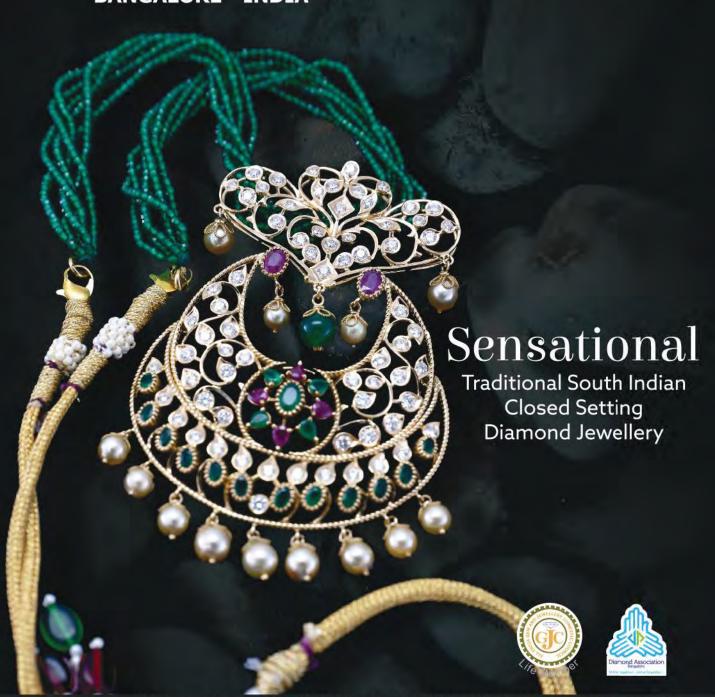






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**Corporate Office**: "LAXMI ARCADE", #97, 1st & 2nd floors, 5th Cross, Malleswaram, BENGALURU - 560003 Tel: +91 80-41140211, 23314211 email: laxmidiamondsindia@gmail.com www.laxmidiamonds.com

Mumbai Office: AE2071, Bharat Diamond Bourse, G Block, Bandra Kurla Complex, Bandra(E), Mumbai - 400 051 M: +91 9322941537 / 9769941537



### Sensational

Traditional South Indian Closed Setting Diamond Jewellery



### Sensational

Traditional South Indian Closed Setting Diamond Jewellery

















#### Sensational

Traditional South Indian Closed Setting Diamond Jewellery



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Mumbai Office: AE2071, Bharat Diamond Bourse, G Block, Bandra Kurla Complex, Bandra(E), Mumbai - 400 051 M; +91 9322941537 / 9769941537



in closed setting jewellery. Much of the shift manufacturers are taking to lightweight is because of the demand slump for high gold rate and their brand too has been party to it, although they make jewellery with best quality rubies and emeralds. "For Signature, we've displayed necklaces of 45-60 grams

of gold. Or else, our jewellery is top-end in terms of design for which we have won two accolades in National Jewellery Awards this year," said Siddharth.

Another manufacturer going big in closed setting jewellery is Laxmi Diamonds. Like nakashi jewellery, mastery of closed setting diamonds is restricted to South



"To create and craft an exclusive range of traditional diamond jewellery which becomes a brand of world renown."

> **RITESH NAHAR** M D, Nahar Diamond

#### **Nahar Diamond**

- Year Of Establishment: January 2014
   Product Speciality: We Specialise In Niche And Couture Close -Set Diamond
- Provided School Uniforms And Desks To Underprivileged Students. We Also Help Subsidise Expenditure For Dialysis Treatment For Needy Patients.

"We believe in ensuring product quality and great customer. We believe that diversity in our antique jewellery will steal hearts of young and matured jewellery

#### MD SURESH KUMAR Chairman, Mehta Gold and Diamonds

lovers alike."

#### **Mehta Gold and Diamonds**

- Year of Establishment: 2012
- Product Speciality: Minimum use of wax in manufacturing of Kundan jewellery
- 3. New product launch: We have launched





Manufacturers of traditional & contemporary Close Set Diamond Jewellery



### Visit our new Corporate Office at:

#48, 2<sup>nd</sup> floor, Mohan Mansion, Kasturba Road, Bengaluru - 560001

**Tel:** +918022351317

email: nahardiamond@gmail.com







"The most exquisite designs, brilliant craftsmanship and the finest Ideal Cut diamonds, these are most often associated with Sambav Diamond. Each of our pieces promises the utmost attention to detail, service and most importantly, the essence of what makes you unique."

#### N DINESH Proprietor, Sambav Diamond

#### **Sambay Diamond**

- Year of establishment: 2007
- 2. Product speciality: We specialize in South-based close and open setting is masterfully designed and hand-crafted to produce a uniquely inspired creation.

  3. New product launch: Today, among the
- elite group of rising jewellery designs, bangles and necklace designs.

Indian artisans only and this is where the region rules the roost. Unlike other jewellery where numerous small parts are joined together to form the bigger, final product and can be individually replaced for repairing or modification purposes, closed setting involves a seamless net of the metal that binds all gems and precious stones in a jewellery, thus constituting one piece that can't be fragmented. "18 and 22 karats of gold stay the base of this marvel of a jewellery setting. Starting in 2007, I was confident about the recognition the brand has achieved, solely because of the beauty and exclusivity of closed setting jewellery. Diamonds get a royal shine when you stud them in this style," says Chetan Kumar Mehta, managing director, Laxmi Diamonds. With advanced design software and a thorough production process in their 18,000 sq feet store in

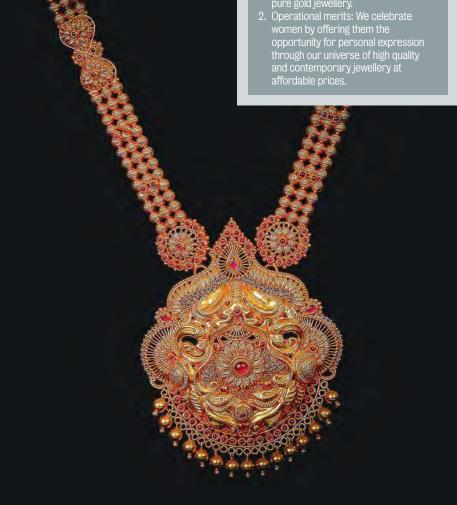


"Trust and transparency result in the shine of gold jewellery that can't be replicated. This is our mantra and resolve."

#### **VARUN PN** Managing Director, Varakrupa Jewellers

#### Varakrupa Jewellers

pure gold jewellery.





manufacturers are poised to innovate at every step of jewellery production process to bring about uniqueness. Vijay Gems and Jewellery has found an answer to fusion of traditional and modern tastes in luxury category. Their latest offering is 'ancient splendour' a type of diamond setting which they have conceived and proudly presented the same at IIJS Signature 2019. Bharat Jain, partner of Vijay Gems and Jewellery, Bengaluru, said, "It took months for us to create the design. It is truly a unique setting that you won't find anywhere else. It presents diamonds in a different light and we are proud to see a lot of demand among retailers as far as North India. It feels good to see the northern regions welcoming southern trends with equal interest."

Bengaluru is like a treasure waiting to be excavated as far as jewellery manufacturing is concerned. Battling the likes of technological behemoths such as Rajkot and Ahmedabad, Bengaluru speaks only one language of heritage, of tradition and thus conceives jewellery unparalleled in their beauty.





"Luxury and allure combine to create vast collections of jewellery with our brand, which speak of intangible elegance."

#### **BHARAT JAIN**

Partner, Vijay Gems and Jewellery, Bengaluru

#### Vijay Gems and Jewellery

- Year of establishment: 2011
- ancient splendor diamond setting is impressing retailers across Bengaluru.

  3. Operational merits: Our artisans give special attention to design detail and thus, every jewellery produces is



No. 68, P.V.R. Road, Bangalore - 560 053 INDIA Tel: +91 80 41156527 M: +91 9535431690 email: matushreegold@gmail.com



email: matushreegold@gmail.com



The Retail Jewellers (TRJ): What sets you apart from your competitors? Chetan Kumar Mehta (CKM): We make unique and exquisite jewellery that speaks of the rich heritage of Indian ornaments. Our experienced goldsmiths make traditional diamondstudded gold jewellery in 18kt and 22 kts respectively.

**66** Closed setting and Nakashi jewellery are the **Indian styles** currently flooding the market. Aspirations to look different are helping such niche styles go off shelves

TRJ: What is your product strength? **CKM:** Craftsmanship is the lifeblood of our manufacturing that is reflected in each of our jewellery pieces. Our treasure is our expert craftsmen.

TRJ: How is the popularity of Bengaluru jewelry growing?

CKM: Closed setting and Nakashi jewellery are the two South Indian styles that are currently flooding the market. Aspirations to look different are helping such niche styles go off the shelves.

### **Laxmi Diamonds**

Close setting jewellery is the outcome of tremendous hard work and persistence that unites the different trinkets into one fine piece. Laxmi Diamonds has been acing that feat and Chetan Kumar Mehta, Proprietor, tells **The Retail Jeweller** about the path ahead for the brand.



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

**CKM:** Moving in to an 18000 sq feet wide office space that has end-to-end production systems in place, Laxmi Diamonds scrutinizes the production process so that eacth jewellery stands apart.

TRJ: What is your message to the

#### retailers?

**CKM:** Infuse heritage into the collections you make. After all, you are sharing a legacy that the jewellery carries and will be used and remembered for.

TRJ: What are your future plans? **CKM:** Laxmi Diamonds strives to provide world-class diamonds to its trusted consumers.



The Retail Jewellers (TRJ): What sets you apart from your competitors? **Bharat Jain (BJ):** Luxury and retailers with an elitist clientele look for the distinction in design and product quality that Vijay Gems and Jewellery offers

**66** Greatest jewellery pieces are made with talent and time. Our innovation in technology rests securely on the time we allot to perfect every piece. The limited collections thus exude glamour.

TRJ: What is your product strength? **BJ:** Heritage and traditional jewellery speak for themselves. We boost the luxury quotient of those pieces with a modern twist.

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

**BJ**: Greatest of the great jewellery pieces are made with talent and time. Our innovation in technology rests securely on the time we allot to perfect every piece. The limited collections thus exude unlimited glamour.

### Vijay Gems and **Jewellery**

Contemporary diamond-studded gold jewellery is ruling the market, and Vijay Gems and Jewellery instills luxury quotient in each of its piece. Bharat Jain, Partner, Vijay Gems and Jewellery, tells *The Retail Jeweller* what helps the company gain so much popularity in market in such a short notice.



TRJ: What is your message to the retailers?

**BJ:** Always introduce luxury in the jewellery you make. The customers want to feel privileged and pampered. A dash of richness in the look and feel of the jewellery wins them over.

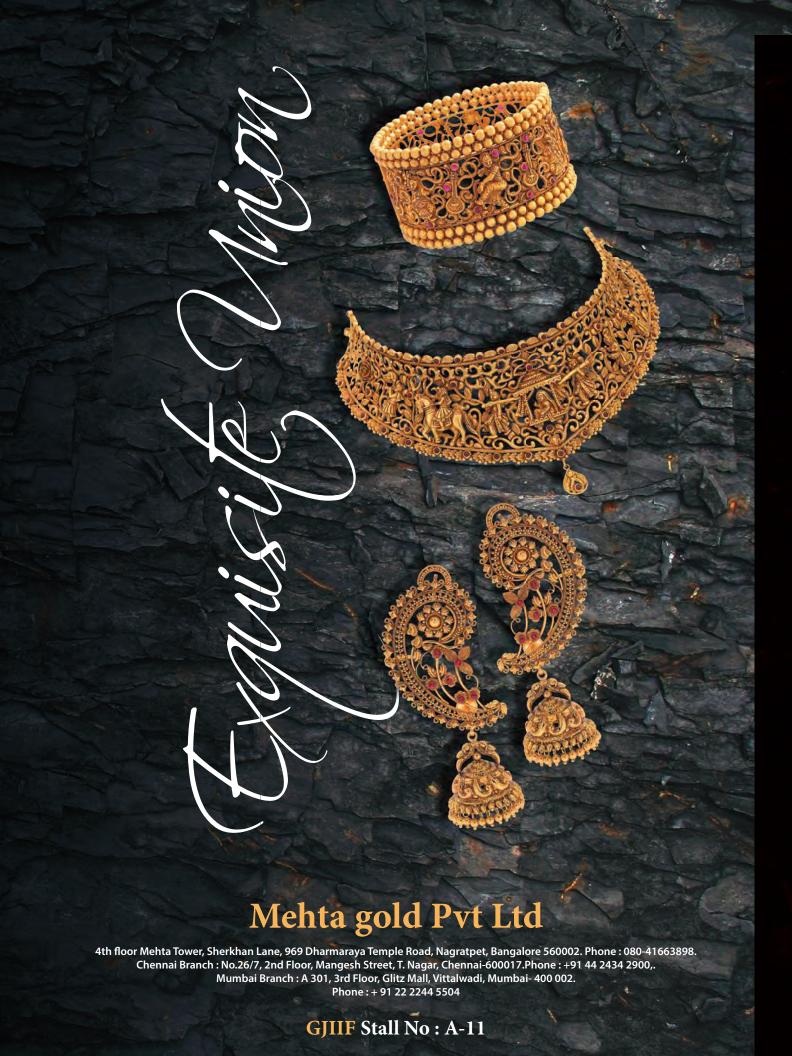
TRJ: What are your future plans? BJ: We strive to become nationally popular among high-end retailers for the value-addition we bring to highticket items.





mehta Gold

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The Retail Jewellers (TRJ): What sets you apart from your competitors? **N Dinesh (ND):** Our delicately handcrafted antique designs pay homage to the rich history and culture of India. At Sambav Diamond, we take the term handcrafted very seriously. Our master craftsmen ensure that each and every piece of jewellery is truly a treasure of timeless beauty.

TRJ: What is your product strength? ND: We specialize in South-based close and open setting jewellery. Uncompromising quality and customer satisfaction are always at the forefront at Sambay Diamond.

#### TRJ: How is the popularity of Bengaluru jewelry growing?

ND: South-based jewellery has gained huge popularity not only in India but also across the globe. Bengaluru has become the manufacturing hub of such jewellery. Hence, the demand and popularity of Bengaluru manufactured jewellery is growing tremendously.

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

**ND:** We at Sambav Diamond are strong believers of the fact that Innovation and Product development play a very important role in the growth of a company. Hence, we constantly push ourselves at developing innovative yet wearable products.

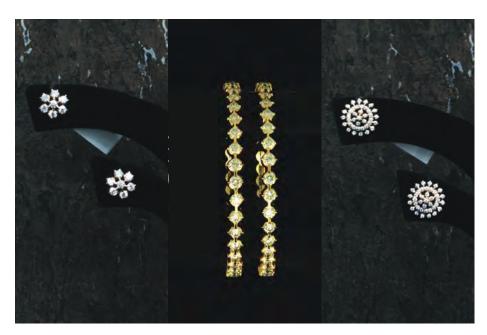
#### TRJ: How has the consumer demand been evolving?

ND: Consumer demand has been

### Sambav Diamond

South-based jewellery has gained huge popularity not only in India but also across the globe. The Retail Jeweller speaks to N Dinesh, Proprietor, Sambav Diamond on how the brand is setting a benchmark on handcraft.

66 At Sambav Diamond, we take the term handcrafted very seriously. We believe that innovation and product development play a crucial role in the growth of our company



increasing especially for the products we manufacture. From only being sold in the South Indian Market to the increasing demand all over the world, Sambav Diamond is going places.

#### TRJ: What is your message to the retailers?

**ND**: Jewellery is a very personal thing. It should tell a story about the person

who's wearing it. Find such pieces.

strengthen our quality.

#### TRJ: What are your future plans? ND: At Sambav Diamond, we believe that "The secret of change is to focus all our energy not on fighting the old but on building the new and always deliver more than expected." We plan to expand our reach, increase the production and

### **Anmol Swarn**

Anmol Swarn, a leading wholesaler, manufacturer and exporter of South Indian jewellery, has made a name in the designer segment of this traditional jewellery category. Mahipal Jain, Managing Director, Anmol Swarn, gets in touch with The Retail Jeweller on what makes the brand tick



The Retail Jeweller (TRS): When was Anmol Swarn India formed? Mahipal Jain (MJ): The company was formed in 2007.

TRS: Constant innovation and product development are vital. How do you work on those?

**MJ:** We have a separate team to ensure delivery of quality products to our

**66** Our main product strength is quality and designing. We have an exclusive collection that offers a line of temple, antique and contemporary jewellery including designer pieces from South Indian traditions.



customer. We also have a designing team for innovation of new designs, and also we have an R&D team, which exclusively work on creating new designs and products.

TRS: What is your product specialty? MJ: Our main product strength is

quality and designing. We have an exclusive South Indian collection that offers a complete line of temple, antique and contemporary jewellery including a wide range of designer pieces from the South Indian traditions. Our core strength lies in a team of dynamic, experienced and energetic professionals who understands the customer's needs. The members are committed to offering maximum possible exposure to quality products and services.

#### TRS: How has the consumer demand been evolving?

MJ: In today's competitive market, consumer demands for new and innovative designs every time in lesser weight. They have got multiple choices to procure products, so to survive in market innovation, change is mandatory along with assurance of quality and service to retain existing customers and target new buyers.





TRS: What is your vision for 2019? MI: Anmol Swarn strives to continue a tradition of trust, high ethical standards, products knowledge and fair pricing for their customers across India. With highly professional manufacturing and well designed craft, Anmol Swarn aims to offer value for money and focuses on complete customer satisfaction.







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The Retail Jeweller (TRJ): When was Mehta Gold and Diamonds launched? Suresh Kumar (SK): Our brand, Mehta Gold and Diamonds, was launched in 2012.

**TRJ:** Constant innovation and product development are vital. How do you work on those?

**SK:** We use very low amount of wax in kundan jewellery. Being high-ticket and big pieces, usage of wax increases the weight of the jewellery, thus making it a bit uncomfortable to wear. We wanted to do away with this sole hindrance and after a lot of experimentation, came up with this process of reducing wax content in jewellery.

**TRJ:** What is your product specialty? **SK:** Antique temple jewellery in gold has always been our specialty. We boast of our craftsmanship in Nakas, Mango Haram jewellery types and also are an expert in fusion jewellery.

**TRJ:** Please describe the features of the latest products that you launched. **SK:** We have launched a Kundan jewellery collection without wax content. This gives an added advantage of being light weight, thus enabling our millennials to sport these pieces with elan and ease.

**TRJ:** What is your vision for 2019? **SK:** We believe in service quality and timely delivery of products. We strive to keep the tradition in our antique jewellery intact while also introducing modern twists to the designs as desired by present-day buyers.

### Mehta Gold and Diamonds

Keeping up with the finest saturation, tone and intensity of jewellery manufacturing, Mehta Gold and Diamonds is wooing retailers with unprecedented design excellence in antique temple jewellery. MD Suresh Kumar, Chairman, Mehta Gold and Diamonds, speaks to The Retail Jeweller

66 Antique temple jewellery in gold has always been our specialty. We boast of our craftsmanship in Nakas, Mango Haram jewellery types and also are an expert in fusion jewellery





The Retail Jeweller (TRJ): What sets you apart from your competitors? **Ritesh Nahar (RN):** Three things set us apart from most: our commitment to quality, design and service. We take utmost care in the quality of diamonds, quality of work and finish. Design is our forte and hence the customers keep coming back with repeat orders and newer concepts.

TRJ: What is your product strength? RN: Ours has been a very traditional jewellery designs and the way we manufacture has also been traditionally hand crafted. We have now brought more modern design concepts making a very niche-designed close set diamond jewellery.

#### TRJ: How is the popularity of Bengaluru jewellery growing?

**RN:** Bengaluru today is synonymous with nakshi/temple jewellery and close set diamond jewellery. Bengaluru today is the biggest hub of these two products. We are constantly developing new concepts and designs. Perhaps, Bengaluru is the largest supplier of these jewellery in India and across the world.

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

**RN:** Change is the only constant. Today's fashion is tomorrow's scrap. So we at Nahar Diamond not only enhance our current range, but also constantly work on newer concepts. We cater to varied markets which help in creating a vibrant and enduring design range.

### **Nahar Diamond**

Ritesh Nahar, Managing Director, Nahar Diamond, has utilised the pulsating demand for South Indian designs across the country and thus has made a name for ethnic jewellery designs. He speaks to The Retail Jeweller about the way forward for the brand

66 Bengaluru today is synonymous with nakshi/ temple jewellery and close set diamond jewellery. Bengaluru today is the biggest hub of these two products. We are developing new concepts and designs.



#### TRJ: How has the consumer demand been evolving?

**RN:** We find that in new and young India, there is great demand for traditional pieces. There is a new demand for traditional wear with a modern touch. In fact, the younger generation today values the traditional pieces and want more of it.

#### TRJ: What is your message to the retailers?

**RN:** The retailers are the flag bearers of our industry. Our message is keep

evolving in this rapidly changing industry, embrace the change and embark on a new journey. We are always with you and together we can achieve greater heights.

#### TRJ: What are your future plans?

RN: Nahar diamond will focus on becoming an iconic house of close set diamond jewellery. One of our most enduring plans for the future would be to create a legacy for close set diamond jewellery. The design and concept should be there in each and every store of the world.



Director.

Matushree Gold LLP



Manak Chand K Jain Director. Matushree Gold LLP

### **Matushree** Gold

Passionate jewellery mesmerizes a buyer, and that is what Matushree Gold LLP has been making since inception of the company. Ankit Jain, Director of the brand, speaks to **The Retail Jeweller** on how design detail wins hearts

The Retail Jeweller (TRJ): What sets you apart from your competitors? Ankit Jain (AJ): Matushree Gold believes in quality and customer satisfaction. Our reputation in the market and our brand name is a result of our belief and our promises to ourselves to deliver the best Jewellery. Be it quality or craftsmanship, we have dedicated ourselves to create passionate jewellery at Matushree that mesmerizes our customers. We do not believe in competition, we create value.

TRJ: What is your product strength? AJ: Matushree Gold has the perfect combination of latest technology and high-end machinery on one hand and skilled craftsmanship on the other which makes the product unique.

#### TRJ: How is the popularity of Bengaluru jewellery growing?

AJ: Bengaluru has always been the hub of some of the most known traditional jewellery in India and the world. Today, it is one of the most growing markets where buyers thrive for the best jewellery for their customers.

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

AJ: Yes, Matushree Gold also believes in that. So, we continue to do innovation and development in our products. We have a special setup of design studio in our factory. We have an eye for detailing. New designs are the most important part of our product development division.

66 Bengaluru has always been the hub of some of the most known traditional jewellery in India and the world. Today, it is one of the most growing markets where buyers thrive for the best jewellery for their customers



#### TRJ: How has the consumer demand been evolving?

AJ: Apart from the taste of South India, temple jewellery has also been preferred by customers from northern parts of India. Likewise, our product taste and designs have attracted retailers and NRIs from several other countries as well.

#### TRJ: What is your message to the retailers?

AJ: Matushree is your one-stop shop for

exclusive Nakash Temple Jewellery. Our customers demand satisfaction and our on-time delivery has been our strength that has won the hearts of our hundreds of retailers.

#### TRJ: What are your future plans?

AJ: Our future plan is to expand nationally and internationally to fulfill the demand of a perfect blend of contemporary and classic designs of Jewellery.



The Retail Jewellers (TRJ): What sets you apart from your competitors? Varun P N (VPN): We are an aggressive player in the pure gold segment. The kind of attention we provide to pure gold jewellery is unprecedented in this era of studded trends. Therefore, we have maintained a steadily increasing clientele.

TRJ: What is your product strength? **VPN:** We continually develop our jewellery portfolio in keeping with our core values of affordable luxury, contemporary design and personal storytelling.

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

**VPN:** Varakrupa designs 22 carat pure gold design and is mainly focused and specialised into hand crafted antique jewellery for anyone who's passed through fire to wear as an emblem of triumph. Our work is a tribute to our heritage, to perseverance and to the spirit of triumph in you.

#### TRJ: What is your message to the retailers?

**VPN:** Gold is the eternal precious metal in fine jewellery. The scopes of experiment and market demand in this segment are limitless.

TRJ: What are your future plans?

**VPN:** We are the manufacturers and wholesalers of fine jewellery where we want to grab a major foothold into B2B markets to satisfy the customer needs. We have happy customers across the globe to help us achieve that feat.

### Varakrupa **Jewellers**

Varakrupa Jewellers has been spreading trust and class with their perennially popular pure gold jewellery. Varun PN, Managing Director, Varakrupa Jewellers, tells **The Retail Jeweller** the reasons behind the steady clientele of the brand.

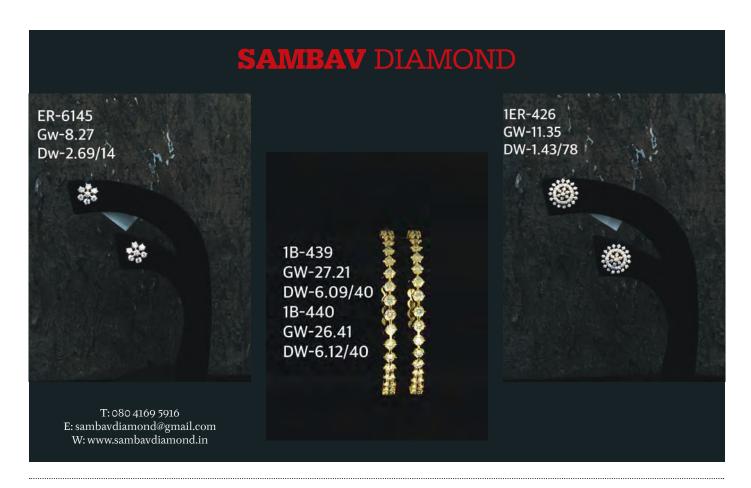
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