



**Director** : Mr. Kamal Gupta,  
Mrs. Veena Rani Gupta

**Established** : 2000

**Products:** With the efforts of Mr. Kamal Gupta, the position of his firm, the revenues he controlled and generated, the clout he wield inside or outside the firm, his role for trade, visibility in media and decisions has been far-reaching enough to influence the business. Such efforts continue and he promoted domestic sales into international sales while setting up jewellery export business in the name and style of "PP Jewellers (Exports)".

**Products:** Export all types of gold and diamond jewellery around the world. Every exquisite product carved out is an assurance of critical quality standards, which we have implemented to meet everybody's expectations. From raw

gold to beautiful designs, from raw diamonds to polished ones, in every step of jewellery manufacturing we have employ stringent quality inspection to ensure brilliance, quality and continuous enhancement. As a result, every piece embodies perfection. We endeavour to improvise, outshine and create jewellery that matches the ever-changing customer needs. Each and every product is exclusive.

**Achievements:** The consistent and commendable performance of P.P. Jewellers (Exports) has been recognized in India as well as abroad. The Firm has received export performance awards from the Gems & Jewellery Export Performance Council for 22 times. Mrs. Veena Gupta, partner of the firm has also been awarded with the 'Mahila Shiromani Award', the 'Woman Entrepreneur Award'. PP Jewellers (Exports) has also been awarded with the 'Rashtriya Gaurav Award', a 'Platinum Rating in the Reader's Digest Most Trusted' brand survey in 2006, 2007 and 2008. It has been awarded First runner up in the category Gems and Jewellery at the Emerging India Award's London 2008 on the basis of survey conducted by AC Neilson. PP JEWELLERS has also been awarded as regional retailer of the year in 2009.



**Market:** Ours is an established brand and captures lot of reputation and goodwill in the market and have already created strong presence in the jewellery industry. Our dream is to take the Group to new heights. Further, we believe that the marketing through print and media are traditional ways of advertisement and we are using modern method of advertisement like Internet Advertisement through Google Adword. PP Jewellers (Exports) has been entering into international market by way of exports in different countries like UAE, UK, USA and Canada.

**Brand Value:** P P Jewellers is an established brand name. This goodwill exists due to exclusive jewellery. We have a systematic process under which all the products are examined before entering in to the market. We have group of specialized worker to produce latest design. We believe in 100% hallmark jewellery and sell and export only hallmark jewellery. We have also promoted hallmark jewellery through a programme on Doordarshan.

**Recent Development:** Well known for their grand taste and style PP Jewellers have once again created a marvel in the form of their new showroom at Karol Bagh which was inaugurated on Friday, 6th April 2012. The beautifully designed showroom, spread over 1200 sq yards, is a one stop shop for all your needs as different floors are dedicated to jewellery, women's wear and men's wear. The rich interiors do leave one spell bound and mesmerized. The gold ceiling studded with multi coloured gem stones in intricate motifs is a sight to see. This store is actually a jewel in itself and a testimony to the grand vision of the group's chairman Mr Kamal Gupta.



With colourful fountains and luxurious ambience the store is nothing short of a royal palace which will be every shopper's delight not just today or tomorrow but for times to come for as Keats said 'a thing of beauty is a joy forever'.

**Promotion:** Our Press Releases and Articles are our major development and new products are the major tools of our advertisement. Primary factor in determining customer buying decision in the jewellery sector include buyers confidence in the supplier and the merchandise sold, together with the level and quality of service. The best tool of our advertisement is our regular and satisfied

customers who refer the brand to others as well. Further, mailing flyers, brochures, or postcards directly to customers and prospects are also some of the ways of advertisement which we are following.

#### **Expansion Plans:**

- Plans to focus on light weight jewellery since the Gold Prices are increasing day by day.
- Also planning to open showroom in Mumbai which is the main area for trading loose diamonds in the world.
- Further, it is also planning to open showroom in Ludhiana and has procured 5000 meters of space.
- The group is also planning to open an outlet in Kolkata.
- The group is also planning to open 50 franchise outlets across the country out of which two of the franchise outlets are already operational.

**Mantra to become a successful entrepreneur:** Behind every success story is the mid-night oil burned, hard labour, dedication, determination, and cry stalled perception of goal. Success is not a matter of chance. It is a well-crafted destiny. Ancient India was known to be the jewel in crown of the British, today, P. P. Jewellers group is the jewel in the crown of the Modern Indian.

**Corporate Social Responsibility:** PP Jewellers Group has been linked with the Institution and agencies that provide social welfare to the public. PP Jewellers Group is supported by policy makers, practitioners, students, and others who are interested in effective methods to promote social welfare, health, and social justice. We are always ready to help those institutions who organized Blood Donation Camps and help the needy people as well.

PP Jewellers Group is diversifying in the field of education as well and has opened a school - PP International School, a new age senior secondary school. The school believes in teaching "how" to think rather than "what" to think.