



Press Release

## Senco Gold & Diamonds Unveils All New Anniversary Collection

**Kolkata, 28<sup>th</sup> April, 2015:** When it comes to anniversaries we are reminded of nothing but love in the shape of gold. And to celebrate this moment of togetherness, **Senco Gold & Diamonds** launched their new and exquisite range of “Anniversary Collection”. Veteran actors **Soumitra Chatterjee** and **Swatilekha Sengupta** along with the Director duo of **Shiboprasad Mukherjee** and **Nandita Roy** were present to launch the collection.

The anniversary collection is the manifestation of true love keeping in mind the emotions and the sentiments of the moments spent together.

“We did an extensive research before coming up with such a collection. This collection is a gift from our side to all those wonderful couples who have vowed to spend their life together. The designs are contemporary and priced affordably. And the collection is graceful and looks elegant too.” said **Mr Suvankar Sen, Executive Director, Senco Gold & Diamonds.**

The anniversary collections are mainly targeted towards couples married for 10 to 50 years or more. The designs comprises of 22K gold jewellery from 30gms to 50gms. There is also light weight diamond jewellery in this collection range inspired by the eternal promises of being together. The collection is a tribute to *‘a commitment for life time’*.

Senco Gold & Diamonds are also the jewellery partner of the movie **‘Bela Seshe’**, which deals with the constraints in the lives of married couples and how they overcome such storm with the strength of understanding and love.

This exquisite range is available at all the Senco Gold Showrooms across the city.

### About Senco Gold & Diamonds:

Senco Gold Jewellers is one of the oldest jewellery organizations in India that started its operation in the year 1938, with a heritage of 75 years. Senco Gold is synonymous with exclusive designs, intricate work ship and right value. The company has evolved over the past seven decades and has endeavored to keep the designs contemporary, with modern needs and preferences, yet keep the core values and essence alive. Senco Gold is the largest retail chain in eastern India covering around 80000 square feet pan India, with more concentration on east. It has a store in capital city of Delhi as well. Senco Gold export operations covers countries like USA, UK, Singapore and Middle East. It has a manufacturing unit in SEZ Manikanchan that employs more than 300 karigars and creates 10000 pieces of jewellery every year. The company aims to be amongst the most reputed and leading jewellery companies in the world and also to provide high quality jewelry with exquisite designs and excellent customer service at affordable prices keeping intact their values of honesty, integrity, transparency and friendliness.

### For Further Information please contact:

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