



Press Release

Senco Gold & Diamonds Unveils All New Diamond Collection *- Brand Ambassador Ms Arpita Chatterjee Launched The New Range -*

Kolkata, 28th January, 2015: With the onset of a new year **Senco Gold & Diamonds**, a Senco Gold initiative, introduced a signature collection of their new and exquisite range of Diamond jewellery, launched by their brand ambassador **Ms Arpita Chatterjee**.

This collection promises to be a trendsetter this year with its fine design and suave look. The range consists of earrings (kanbali), pendants, necklaces, etc. and it can be worn anytime of the day, given its light texture.

“This collection has been launched now to give this year a stylish and elegant start to our customers. The designs are contemporary and priced affordably, and promise to look elegant on you. Apart from Gold, where we have shown our excellence, we are also trying our best to prove the same for diamonds.” said **Mr Suvankar Sen**, Executive Director, **Senco Gold & Diamonds**.

“Diamond is a women’s best friend. The sparkle and elegance is all that a lady admires in diamond and wearing one definitely makes one feel royal. Senco Gold’s initiative to add diamond to their collection is worth appraising and will add more women admirers for sure. I have always been very fond of Senco’s collection of gold and now I will look forward to their diamond collection as well.” said **Ms Arpita Chatterjee**, Brand Ambassador, **Senco Gold and Diamonds**.

The diamond jewellery range starts from Rs 10,000 and can have various designs for the entire collection. This range consists of five different jewelry collections suited for different occasions namely - **Fire collection** (which brings out the fire inside a woman), **Floral collection** (makes a woman bloom like a natural flower), **Solitaire collection** (brings out the love for her close ones), **Color Collection** (makes a woman explore various colors of her life), **Geometric collection** (for the modern woman).

Gariahat Store- 411/20 Gariahat Road (near Golpark), Kolkata - 700029

About Senco Gold:

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 80,000 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 10,000 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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