



Press Release

SENCO GOLD & DIAMONDS LAUNCH THEIR NEW STORE AT AMTALA

- Brand Ambassador Sourav Ganguly Inaugurates The Sprawling Showroom -

Kolkata, 26th June, 2016: Senco Gold & Diamonds, one of the largest jewelry brands in the country, inaugurated their new store today, at **Amtala**. The store, spread across an entire floor of the Regent Super Market and showcasing exclusive range of Bengal's world famous handcrafted jewelry, was inaugurated by brand ambassador **Mr Sourav Ganguly** in the presence of **Mr Sankar Sen, Managing Director, Senco Gold & Diamonds & Mr Suvankar Sen, Executive Director, Senco Gold & Diamonds**.

Situated in the heart of the town, this 3500 sq ft showroom showcases an exquisite range of elegantly designed gold, diamond, platinum and silver jewelry. The legacy of Kolkata's craftsmanship in jewelry design can be experienced in the bridal and light weighted jewelry, exclusive antique collection, diamond collection, platinum jewelry, unique love bands, etc.

"We have always kept in mind the consumer demands and the change in market trend with regards to our designing and pricing and moved ahead accordingly. Though gold jewelry has always been our strength the diamond collection introduced 10 years ago has witnessed great response with year on year growth in the category. Buying jewelry is more than an investment, as it helps create a fashion statement. We would like our consumers to enjoy jewellery shopping experience at our stores and I do hope that our hospitality apart from the wide variety of jewellery would definitely make them feel content", said **Mr Sankar Sen, Managing Director, Senco Gold & Diamonds**.

The showroom will house more than 50,000 designs of gold, diamond, platinum, silver, costume jewellery & astral gems. The designs will range from modernistic to classic, chic to traditional & contemporary to vintage in both heavy & light jewelry category.

"Gold industry has recently faced a major crisis but we are happy to overcome the problem and start afresh. We are extremely happy to announce the launch of our new store at Amtala. Our aim is to reach out to every corner of Bengal and the country showcasing the exquisite designs of Bengal's gold craftsmanship", said **Mr Suvankar Sen, Executive Director, Senco Gold & Diamonds**.

The new Senco Gold & Diamonds store is located at **Regent Super Market, Diamond Harbour Road (Beside CTC Bus Stand), Amtala**.

About Senco Gold & Diamonds:

Senco Gold Jewelers is one of the oldest jewellery organizations in India that started its operation in the year 1938, with a heritage of 78 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 & Diamonds with 76 stores is the largest jewellery retail chain in Eastern India covering around 250,000 square feet retail space, and rapidly expanding on a pan India basis. It has stores in markets like Kolkata, Delhi, Mumbai, Bangalore, Lucknow, Ranchi, Patna, Bhopal, Jamshedpur, Bhubaneswar, Cuttack etc. Senco Gold export operations covers countries like USA, UK, Singapore and



Middle East. It has a manufacturing unit in SEZ Mani Kanchan 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 jewellery 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:

Sreeraj Mitra / Debarjun Kar / Tulika Bhaduri / Adrija Roy Chowdhury

Sagittarius Communications

Ph: 9007307884 / 8697719301 / 8697719306 / 9051303555