



Senco Gold & Diamonds Appoints Mr Premjit Sengupta As Chief Marketing Officer

Kolkata, 20th February, 2015: Senco Gold & Diamonds have appointed industry veteran **Mr Premjit Sengupta** as the **Chief Marketing Officer (CMO)** of the company.

Mr Premjit Sengupta is a stalwart in the industry with over 23 years experience of working at senior managerial positions for various MNCs. He has been working closely with the gem and jewellery industry for the last 15 years. He has been instrumental in launching successful diamond jewellery brands like Nakshatra, Asmi, Forevermark and Nazraana in the Indian markets and possesses in-depth knowledge of consumer marketing.

“Mr Premjit Sengupta has profound marketing and consumer retail experience in diverse industries including gem & jewellery. He will be spearheading our ambitious expansion plans across the country. His experience and knowledge will prove invaluable to us and help in becoming a market leader in the retail branded jewellery segment in the coming years”, said **Mr Sankar Sen, Chairman, Senco Gold & Diamonds Pvt Ltd.**

Mr Sengupta’s was earlier associated with MRF, Arvind Brands, Exide Industries & DTC. Prior to joining Senco Gold & Diamonds, he worked as the Marketing Manager of Rio Tinto and heading the marketing initiatives of the brand Nazraana.

About Senco Gold & Diamonds:

Senco Gold Jewelers, which has changed its brand identity to Senco Gold & Diamonds, is one of the oldest jewelry 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 jewelry every year. The company aims to be amongst the most reputed and leading jewelry 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.

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