



Press Release

Senco Gold & Diamonds Ties Up With Amazon.in

- The First Jewelry Brand From Eastern India
To Enter The Online Shopping Market -

Kolkata, 29th October, 2015: Senco Gold & Diamonds, one of the largest jewellery brands of the country, has tied up with ecommerce giant – Amazon.in. This is for the first time ever that a jewelry brand of from Eastern India is entering into the e-tailing market. Senco Gold & Diamond will make available a wide variety of **Light Weight Gold & Diamond** jewellery priced between Rs 7,000/- to Rs 1, 50,000/- on Amazon.in.

“Gradually customers are getting more acquainted towards online shopping. Ecommerce sites have made it easier for the shoppers to select among the enormous varieties available across all price range. Customers have the preference to shop from anywhere and need not visit the store physically to purchase the product of their choice. Hence, we took the decision of joining hands with Amazon.in to reach out to all the segment of customers”, says **Mr Suvankar Sen, Executive Director, Senco Gold & Diamonds.**

“We are extremely pleased to be the partner of choice for Senco Gold & Diamonds to bring their collections closer to our customers, right around the festive season. Since the launch of precious jewellery on Amazon.in in December 2014, the category has witnessed a growth of 300% in sales - a testimony to the growing comfort levels among customers to shop for fine jewellery online. With an access to the widest selection of jewellery on Amazon.in coupled with easy return policies and reliable delivery services, we will continue to enhance online shopping experience for the benefit of both the brand and our customers”, said **Mr Mayank Shivam, Category Leader, Amazon Fashion India.**

With accord to the industry estimates, the online jewelry market has the potential to reach the \$2.5 billion market size in the next 5 to 10 years. Currently, it accounts for less than 0.1% of the \$55-billion jewelry market.

Senco Gold & Diamonds, which has manufacturing units in Kolkata, Coimbatore & Rajkot besides having contract manufacturing facilities across the country, also plans to increase their jewellery production from 6 lakh pieces a year to 10 lakh pieces a year in two years’ time. Senco Gold & Diamonds offers 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. Moreover, traditional & intrinsic jewellery range comprising of Peacock collection, Deccan collection & Temple jewellery are the hallmark of Senco Gold & Diamond’s creativity.

Senco Gold & Diamonds have recently signed sports icon, Mr Sourav Ganguly as their Brand Ambassador. Superstar of Bengal, Mr Prosenjit Chatterjee also continues to be their Brand Ambassador.



About Senco Gold & Diamonds Ltd:

The company is 77 years in the business of jewellery making and retailing. It started its operation in the year 1938. Being from the city of creativity and craftsmanship, Senco Gold is known for its light weight jewellery which looks heavy but weighs less thus making it more affordable. Right from Middle class to Upper class of customers can get their choice from the wide variety and collection. They have the best of the Bengali craftsmen in their ranks to bring out the most exquisite designs available in the country. Till date, the brand has 71 stores across Kolkata, Mumbai, Delhi, Bengaluru, Delhi, Bhunbaneswar, Patna and Lucknow. Senco Gold & Diamonds exports in UK, USA, Singapore and West Asia.

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want - vast selection, low prices, fast and reliable delivery and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform.

About Amazon.com

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, Fire TV, Amazon Echo and Alexa are some of the products and services pioneered by Amazon.

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