



Press Release

Senco Gold & Diamonds Opens the largest jewellery store of Jharkhand

-Brand Ambassador Sourav Ganguly Inaugurates The Sprawling Showroom At Ranchi-

Ranchi, 22nd December, 2015: Senco Gold & Diamonds, one of the leading jewellery brands of the country, inaugurated the largest jewellery store of Jharkhand today, in Ranchi. The exquisite store, spread across three floors and showcasing exclusive range of Bengal's world famous handcrafted jewellery, was inaugurated by Brand Ambassador, **Mr Sourav Ganguly** in the presence of **Mr Sankar Sen, Managing Director, Senco Gold & Diamonds** & **Mr Premjit Sengupta, Chief Marketing Officer, Senco Gold & Diamonds**.

Situated in the heart of the city at Ranchi Main Road, this 6000 sq ft showroom will definitely be a landmark for jewellery shopping with exquisite range of elegantly designed gold, diamond, platinum and silver jewelry being available here. The legacy of Bengal's craftsmanship in jewellery design can be experienced in the bridal and light weighted jewellery, exclusive antique collection, diamond collection, platinum jewellery, 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 jewellery 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 jewellery 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 jewellery category.

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 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 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.

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