



Senco Gold & Diamonds Launches Begum Jaan Collection

-Brand Ambassador, Vidya Balan Unveils The Collection Amidst Much Fanfare-

Kolkata, 10th April, 2017: Senco Gold & Diamonds, launched the Begum Jaan Collection inspired from the period drama 'Begum Jaan'. Actress and Brand Ambassador, Senco Gold & Diamonds, Vidya Balan, Mr Shankar Sen, Managing Director, Senco Gold & Diamonds, Mr Suvankar Sen, Executive Director, Senco Gold & Diamonds & Director, Srijit Mukherjee were present during the launch of the collection at the Gariahat store today.

"We are extremely delighted to have Ms Balan amidst us. She is the face of our brand nationally and completely justifies the brand values with her authenticated and gorgeous looks. The Begum Jaan Collection is the result of the inspiration drawn from the film which is set in the backdrop of late 1940s. We have beautiful neck pieces, kanbalis that can be perfect gift on weddings and other family occasions", **said Mr Suvankar Sen, Senco Gold & Diamonds.**

"Kolkata has always been very special and close to my heart. And about Senco Gold & Diamonds it is very less to say, since it defines its own values in creating such ornaments of embedded culture, passion and love. I am so happy to be a part of Senco family as it helps me explore myself more", **said Vidya Balan, Brand Ambassador, Senco Gold & Diamonds.**

The collection has a wide range of earrings, jhapta, pendants, necklaces, naths, bangles, mangtikas and rings and is priced in between Rs 25,000/- to Rs 1,50,000/-.

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 80 years. Senco Gold is synonymous with exclusive designs, intricate work ship and right value. The company has evolved over the past eight 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 85 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 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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