

ZONAL CHAIRMAN - EAST

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
1	SENCO GOLD LIMITED	MR. SANKER SEN	

MANIFESTO

My four generation are engaged in this business and i am determined to put my small contribution for betterment of this industry.

I like to navigate direction to make this industry and particularly members of GJF, ready to change with time, so that they are always equipped to cope with changing demands to changing legislations.

Our members should always be ready to embrace change and keep ahead of competition.

I am proud to be associated with GJF for last one decade and i would love to participate in its progress and promote prosperity.

PROFILE

Mr. Sanker Sen is one of the prime contributors to the Senco Gold goodwill and its quality products to ever widening circle of customers in industry and trades throughout the country. His usual excellence and uncompromising commitment is reflected in the Company's remarkable growth over the period of years. He was a Director of SENCO GOLD GROUP since inception. Because of his vast experience of more than 32 years in the field of jewellery, he was elected unanimously as the Chairman cum Managing Director of the Company on 1st February, 2007. Mr. Sen has always made conscious to satisfy the demands of people whether it is in the area of exquisite designs or quality of products or costs or customer friendly environment within its outlets. His dynamic leadership quality and exceptional attitude has made him the pillar of SENCO GOLD & DIAMONDS. It is a leading brand in jewellery in Eastern India having dominant market share and goodwill. Due to his unbeatable attitude towards growth for the company, the turnover of the company has risen from Rs. 130 Crore in 2007-08 to Rs. 1,524 Crore in 2015-16 and no of employees has risen from 80 to 1100 during the above said periods.

Due to his vision, Senco Gold Ltd is now the largest jewellery retail chain in Eastern India with 80 outlets covering areas approx to 1.30 Lakhs Sq. Ft. across Bengal, Orissa, Assam, Jharkhand, Bihar, Uttar Pradesh, Karnataka, New Delhi, Haryana, Maharashtra and Chattisgarh. The company has a tradition of over 80 years with a customer base of over 2.5 lacs. It is also into exports of gold and diamond jewellery to Dubai, Singapore, UK and USA.

During his chairmanship, Senco Gold has been named as one of the most trusted brands by - Indian Brand Report 2014 and "The Gem of The Year" Awarded by All India Gems & Jewellery Trade Federation in 2015 and also awarded The Gem of the Year Award given by GJF in 2015 for Central and Eastern India, other awards earned by Senco Gold as,

One of the Awardee (Large Category) in "Best Emerging Companies" by Business Today & Yes Bank survey in 2014,

Leading Retailer of India by GJTCI in 2014.

Largest Retailer Award in Eastern India by UBM in 2014.

Ranked as the 6th largest gold retailer by The Economic Times in 2013.

Currently, Mr. Sanker Sen is holding the vital position in leading trade organizations such as

He is the members of Assocham holding the post of Chairman of National Council of Gem & Jewellery.

He is Co-Chairman of Gem & Jewellery Council of FICCI.

He is also the Chairman of All India Gems & Jewellery Federation (Eastern Region)

He is the member of Gem & Jewellery Skill Council of India & West Bengal Heritage Commission.

In his leadership Senco Gold is the first Eastern India Jewellery Company which has garnered FDI into the company.

To conclude, MR. Sanker Sen is an entrepreneur, visionary & having vast experience in jewellery sector with reputed Citizen of the country.

ZONAL CHAIRMAN - EAST

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
2	P. C. CHANDRA & SONS (INDIA) PVT. LTD.	MR. SURVO CHANDRA	

MANIFESTO

In the previous tenure of my Regional chairmanship in the Eastern Zone, We created the permanent office of the GJF In Kolkata and at that time we organised

ALANKARIK & GJF NIGHTS.

My utmost endeavour will be to enhance indigenous marketing, there by building up a strong credibility of GJF as well as Jewellery Industry.

PROFILE

I, Suvro Chandra, Jt. Managing Director of P. C. Chandra Jewellers, the flag ship company of the renowned business house of east India, the P. C. Chandra Group.

I am one of the Founder Members of All India Gems & Jewellery Trade Federation and serving the organisation as one of the Director in the Board also I served GJF as a Regional Chairman (East) between 2012 and 2014.

I served as the Chairman to All India Manufacturers' Organisation (East) and I was associated with the Gem & Jewellery Committee of CII.

In the interest of Development of business and commerce in the East I served Eastern Chamber of Commerce as an Executive Committee Member and presently serving as Executive Committee Member and Honorary Treasure of Bengal National Chamber of Commerce & Industry. Apart from this, I have also served as a Chairman of various standing committee of the Bengal National Chamber of Commerce & Industry such as Youth Development Standing Committee, Industry Standing Committee, Banking, Finance & Insurance Standing Committee and Foreign Trade Standing Committee from time to time.

ZONAL CHAIRMAN - NORTH

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
1	M/S TALWARSONS JEWELLERS	MR. ANIL TALWAR	

MANIFESTO

A Founder member of GJF and All India Co-Chairman of FICCI (Gems & Jewellery Committee) I have tried to always be at the fore-front of the country's biggest jewellery trade federation and would continue to serve to honour all responsibilities bestowed upon me for the betterment of our industry. I have been in the retail business of jewellery in north india for about 4 decades now and would be ready to help GJf in any which way they would require me to be a part of the organisation.

PROFILE

8 generations of trust has become the tagline of Talwarsons and the man responsible for steering the brand to such great heights is Anil Talwar. An iconic individual with impeccable taste and immaculate business sense, Anil talwar has single - handedly scripted an enviable success story for Talwarsons, taking it ot heights of business success and recognition. An alumnus of St. Johns Chandigarh and life-long resident of the City Beautiful, Anil talwar has become a well loved and respected name not only in the tri-city but beyond.

ZONAL CHAIRMAN - NORTH

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
2	KHANNA JEWELLERS (REGD)	MR. VIJAY KHANNA	

MANIFESTO

Plans to strengthen GJF in North Zone. Set up a full fledged, functional GJF office and a regulatory research and development office in Delhi. Intend to work for overall development of the industry.

PROFILE

Khanna Jewellers was started by Sri Wazir Chand Khanna, and I joined the business during 1963-64 along with my two brothers. Sri Kewal Krishan Khanna and Sri Raj Krishan Khanna.

Sr Vice President of Karol BaghVyapari Federation for 8 years.

Present Zonal Chairman, North, GJF.

President Karol Bagh Jewellers Association for 10 years.

Executive Committee Member, Karol Bagh Jewellers Association for more than 15 years.

Represented industry and GJF on contentious hallmarking issues, PAN card issues, excise issues and various other financial regulatory matters.

Participated in agitations against gold control, and a dharna opposite then prime minister, Pt. Jawaharlal Nehru's residence at Teen Murti courted arrest.

Led Karol Bagh and Delhi markets during Excise agitation in 2012, and courted arrest.

Worked for various business and social organisations. winner of Udyog Rattan Award, presented by government.

ZONAL CHAIRMAN - NORTH

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
3	MALLIKA EMPIRE PVT LTD NEW DELHI	MS. MALLIKA CHATURVEDI	

MANIFESTO

Malika Empire Pvt Ltd, New Delhi, welcomes the first GJF elections being conducted.

Mallika Empire's Manifesto shall work towards including every strata of society in generating new excitement towards the jewellery industry. Shall focus on the ease of doing business. The discouragement of the interference of Inspect OR Ray concentrating on quality assurance and hallmarking. Uptight unity in the jewellery association. To develop the gold diamond and jewellery business and to aware all the retailers manufacturers, wholesalers of all the benefits.

Malika Empire's Manifesto also includes, to make aware of the latest and most useful ways of technology and ideas to grow the business.

The prime objective is also to promote and encourage the establishment of new derivatives related to markets and to promote communication among members to strengthen their relationships and to transfer information and experience among them.

To work on the speedy development of the jewellery industry as a whole.

A more global and domestic presence through Jewellery shows and promotions.

Also to concentrate on the overall development of both the retail and whole sale markets and to encourage the entrepreneurs.

To provide better training and work facilities to the Karigars.

Issuance of Privilege cards to members and facilitation of the members on a regular basis.

PROFILE

Young vibrant dynamic and enterprising mallika Chaturvedi is a combination of sound business sense and great product knowledge. Trained to understand the quality of diamonds, Mallika has also spent time understanding the currents in the world of diamonds and trading and high value jewellery retail. It gives mallika her combination of a minute critical eye along with the sense of a larger prospective. Mallika brings a certain sparkle to the business Mallika is an ideal combination of tradition and modernity.

Mallika Chaturvedi not only brings with her valuable experience, elegance and exclusivity but as a stickler for quality and precision, mallika will recognize the imperfections at a glance.

Mallika understands the value of her brand and jewellery pieces as heirlooms, investments, memoires, precious gifts, also understands the emotions her brand and high value jewellery will carry for long times to come and belives in honest appraisals and sound advice.

Once again as stated above Mallika Chaturvedi is an ideal combination of tradition and modernity of carrying in the best from the past and creating new and fresh on solid foundations of a nice product range and good business ethics.

ZONAL CHAIRMAN - SOUTH

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
4	SREE RAM JEWELLS	MR. G. V. SREEDHAR	

MANIFESTO

1. Get GJF a status of council: Getting a council recognition for the industry so that the industry can overcome challenges.
2. It was a dream for GJF to have its own property, I wanted to make this dream come true and I am rigorously working on it.
3. I will strive to bring a single uniform gold rate across the country.
4. Promotion and upliftment of the karigars; Karigars are truly the backbone of our industry, but however they are mostly neglected. It is my vision to initiate plans & activities to develop the skill set and uplift the lifestyle of karigars, as day-by-day the karigar segment is depleting and this is a very scary situation as we are practically sitting on a time bomb, if we do not do something about it.
5. I want to support and bring small jewellers and make them strong and organize sector.
6. Digitalize and make the industry compliant; my vision is to connect the entire jewellery fraternity on a single platform, as it is also the vision of our Hon'ble PM to digitalize India.
7. Membership Drive: I would also want to extensively initiate membership drive for GJF getting more members to GJF, will help the industry connect and work closely together.
Also I would like to get all the Association affiliated with GJF.
8. Initiate innovative programs to protect, promote and progress the industry.

PROFILE

I am the Chairman of All India gems & Jewellery Trade Federation (GJF) and also the past president of Jewellers Association, Bangalore. Based in Bangalore, I am the Partner of Sree Rama Jewells and have also been closely associated with GJF since its inception. Seeing my passion and dedication towards the industry, I was requesting to be the BOD at GJF, subsequently looking at my performance and commitment in very short span, I was unanimously selected as Vice Chairman, Subsequently, I was also unanimously selected as Chairman, when GJF and industry was facing huge challenges inside and outside, and I was able to come out of all challenges very successfully.

During my tenure, GJF has successfully launched Jewellers Identification card (JID) which is unique and never done before in G&J industry. It was inaugurated by Shri Kalraj Mishra ji.

I have also tackled many issues for the trade; such as PAN card limit, Excise Duty with relentless efforts, the industry has got immense support and relief on Excise Duty, as most of the demands were fulfilled by the Govt. Presently, we are also handling GST and demonetization issue very actively.

For the first time in jewellery industry, GJF organized Industry meet to felicitate Honorable PM Shri Narendra Modiji in 2016, where I shared the dais with the Hon'ble PM. This event was a historic one.

I am a person with many commitments & responsibilities and have dedicated my heart & soul to the industry. Event after event, GJF has achieved new benchmarks and set very high respectable standards in the events. We were also very successful in launching the mobile app for the GJF.

I am also a Board Member of Gem & Jewellery Skill Council of India (GJSCI), President of The Avenue Road Commercial Association (TARCA) in Bengaluru, trustee in various other social organization also an approved valuer of TTD (Tirupati Devasthanams).

ZONAL CHAIRMAN - SOUTH

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
2	NAC JEWELLERS PVT LTD	MR. N ANANTHA PADMANABAN	

MANIFESTO

Plans to organize B2B events (Abhushanam etc.) in Tamil Nadu at selected locations in coming years. To work on the industry progress across southern parts of India and especially to establish GJF brand strongly amongst jewellers by way of creating opportunities for business growth thru exhibitions/fairs etc.,

PROFILE

NAC is a traditional family name amongst chennaites, founded by my father Shri Nathella Anjaneyulu Chetty way back in 1973 in the name of Nathella Anjaneyulu Chetty & sons. Later on, I took interest into this jewellery line by learning the intricacies of business from my father, which has really helped me to gain confidence and being part of my father business since 1976 onwards. Simultaneously, I did my graduation in an evening college and after completion of my studies, I devoted my full time in developing our business to the next level step by step. In almost 46 glorious years, we could able to expand our wings by opening of new outlets and at present, we have exclusive 6 show rooms in Chennai cater to customers of all walks of people & one show room at vijayawada (AP), as a first step to expand our wings in rest of south. This is possible only because of my mentor (father), dedicated co-staff/well wishers & wonderful support from our customers in chennai and also other parts of south. Now my son have also joined me in the business as one of the drectors in our company.

ZONAL CHAIRMAN - WEST

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
1	NICE DIAMONDS (I) PVT. LTD.	MR. MANAKLAL DHING	

MANIFESTO

1. Relentless efforts to bring the industry back on track, post demonetisation.
2. Develop nation wide marketing strategy and introduce innovative promotional schemes to boost the sale.
3. Strive for minimum GST on the jewellery industry.
4. Setting up of fully equipped gem & jewellery manufacturing park for domestic manufacturers.
5. Organising educational training & promoting it through relevant channels.
6. Skill development programmes.

7. Promotion of trade & business through buyer seller meets.
8. Keeping members abreast through mobile app & social media.
9. Design a dedicated development centre that tracks latest trends in fashion and focuses on innovation in design.
10. Constant efforts to add and communicate with new members of the federation.
11. Act responsibly towards social and economic developments of the society.

PROFILE

The charm of jewellery has enraptured my family since the past 70 years. No wonder that generation after generation is still deeply involved with this business.

Today we have a diamond jewellery manufacturing unit in Goregaon and wholesale and retail office in Zaveri Bazaar along with a gold jewellery showroom in Kurla, Mumbai.

Not only is our hold quite consolidated in Mumbai, we also have presence pan India. Even our customer base is spread all over the country with esteemed clientele.

Jewellery isn't just a business for us, it's a passion. And it is with this enthusiasm that I served as the Chairman of Mumbai's prestigious trust Shri Tulsi Mahapragya Foundation, Kandivali.

As of today I am also the Vice President of Shri Terapanth Samaj Mumbai & a committee member of Kurla Sarafa Association.

ZONAL CHAIRMAN - WEST

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
2	KHANDELWAL JEWELLERS (AKOLA) PVT. LTD.	MR. NITIN M. KHANDELWAL	

MANIFESTO

My vision & focus would be enroll maximum number of jewellery retailers on GJF membership forum whereby this would strengthen GJF as a body on national level.

I would like to bring in programs for retail promotion like "LUCKY LAXMI" to enhance customer base on retail level. I would also like to start training programs for sales staff of retail jewellers, which would again help retailers to grow their business, would be also focusing on various programs for end consumer to make them realize that jewellery is still the best place to invest their hard- earned money.

As we all are aware that the industry facing crisis due to government policies every now & then due to certain malpractices done by a certain section of retailers, my focus would be to stop these unethical ways of doing business carried out by a section of jewellers which is hurting major section of the industry.

PROFILE

Mr. Nitin Khandelwal is persistent and focused in his future endeavors and work towards achieving goals by utmost utilization of skill, knowledge and relevant experience for the improvement in the efficiency of work.

He is the founder member and Chairman Managing Director of Khandelwal Jewellers (Akola) Pvt Ltd, the state of art an ISO 9001-2008 and Trust Mark certified & BIS (Bureau of Indian Standards) chain of showroom.

He is charter Hon Sec of Rotary Club of Midtown (since 1995) with active participation during a long journey as a member to The Assit. Governor for Rotary international Dist3030 Zone-6.

He got the Best President Award of 3030.

He also got Rotary international (RI) Publicity award.

He is a rotary of Major Donor-Rotary International.

He is a Founder Director of All India Gems & Jewellery trade Federation for his dedication and hard work for the fraternity, recently he received a very Prestigious award "Gems of the Year" by All India Gems & Jewellery trade Federation.

He has put in his heart and soul for GJF for so many years & was an inspiration for many programs of GJF such as.

1. GJF Nite,
2. NJA (National Jewellery Award)
3. Lucky Laxmi.
4. Vinaya (Jewellery Educational Program).
5. PMI (Preferred Manufacturing Program).

to name a few.

He has taken up a challenging goal of appointing "Committee of District Conveners" for a total of 625 districts spread all over India, including various states and union territories.

Within a span of mere 2 months of May & June 2009 he has successfully connected 17 districts in the state of Chhattisgarh and whole of Maharashtra with his cyclone of activities.

ZONAL CHAIRMAN - WEST

SR. NO.	NAME OF MEMBER	NAME OF AUTHORISED REPRESENTATIVE	PHOTO
3	PRIORITY JEWELS PRIVATE LIMITED	MR. SHAILESH SANGANI	

MANIFESTO

My vision for betterment of the Industry are:

1. Joint Marketing and advertising Program.
2. Create Digitalized market place for Industry.
3. Implementation of Digitized Identity of Jewellers & Employees for Smooth transit.
4. Proactive communication with government.
5. Active interaction with members on industry issues.
6. Promote designers, artisans & workers from various departments that are involved in jewellery manufacturing.
7. Uplifting the working environment & starting skilled labour programs which would benefit industry.
8. Transforming GJF into a World Class organization.

PROFILE

Shailes Sangani, is the Managing Director of Priority Jewels Private Limited. He is considered to be a pioneer in the Jewellery Industry, one of his milestones includes being the first person to develop the concept of branded jewellery in the country.

His journey began over 25 years ago when he built the brand 'Gili', With Gili he was able to explore his quest for creating unique styles and explore a market in India that had thus far been untapped. He is considered to be the creator of India's first Jewellery brand for women. Under his stewardship 'Gili' was awarded the coveted status of Superbrand from the years 2003-2005.

He was a director at the Gem and Jewellery Trade Federation for six years from 2005 to

2011 and remains a respected advisor even today. At the Indian Government's behest he has been active in representing the industry on the various prestigious domestic and international platforms.

One of his pet projects was developing the National Jewellery Awards, as the most prestigious Jewellery awards in the country; this project has helped foster healthy competition in the industry and ensures constant innovation and progress.

He is presently the convener PMBD (Promotion, Marketing and Business Development) for the GJEPC, his leadership in this capacity was most recently seen in the 'Ek Heera' Campaign, which was executed in partnership with De Beers.