# 'Let's look at transformational change at SEEPZ'



believe 48 years is a long time and a project initiated way back in 1973 really needs a complete makeover. I do agree that we need to modernize and become more contemporary. Therefore, we should encourage more people to get out of old machinery and

get new technologies into play. We have a large 110-acre complex. Discussions with the authorities in Maharashtra need to be held to see whether we can have a global FSI concept here, similar to that in BKC. If we use the global FSI theory here, possibly you could easily go upward of 100,000 sq. ft. And possibly then, even ITPO could consider having a 30,000-40,000 sq. ft. exhibition centre here where we could permanently have foreigners come in.

So, you don't even have to move your goods out of SEEPZ; we can create a permanent exhibition facility over here. So SEEPZ can fund the entire thing and ITPO can help manage it if required. Although, I would rather urge you to manage it if it is possible.

#### **Endless possibilities**

There should be self-certification and simplification of every process. If you are ensuring that things are done properly and ethically, then your other insurance premiums could also reduce. The possibilities are endless and we can simplify a lot of things.

#### **Facilitating funds**

We can think of a public-private (PPP) scheme partnership whereby industry units who revamp their properties can be given an exemption from rent revision for 10 years.

But this would only be applicable for those who revamp their properties and not for everybody. A scheme where the person can revamp their property in such a

delivered during the Vanijya Saptah visit as part of the Azadi Ka Amrit Mahotsav; some excerpts. way that we don't need to look at maintaining or repairing the property for the next 10-20 years. We need to be more innovative and practical about these things and

tions. And they are all possible. I can assure you that from my end, we will be the most cooperative, we'll try to help you find solutions and support you in whatever way we can under whatever resources available to us. But if we want to think about a makeover for 100-plus acres, I suspect that the government will have that kind of resources currently. It ill have to be a collective effort.

also find more practical solu-

#### Milestone beckons

We are currently celebrating the Vanijya Saptah as a part of the Azadi Ka Amrit Mahotsav. 75 years of independence and we are nearing 50 years of SEEPZ. Can we collectively decide today, that when we enter the Golden Jubilee year of SEEPZ, before that we will make this common services centre operational, we'll do a revamp of all the premises available in this area?

Can you allocate some land in the premises that could become a new centre? Using the Rs. 200-crore sanctioned, to make swanky, new premises, which can be used to cater to international customers? They can bid for that and take it through a very transparent mechanism. So, let's try to create new facilities.

#### Revamp strategy

I remember once, about a year or year and a half ago, in one of the presentations, there were one or two blocks nearly empty, or having only one or two tenants. Can we rehabilitate those tenants into another building? That's a typical way Mumbai does rehabilitation usually. In such cases, we could rehab those tenants to break the building and make and give you good facilities in the future.

So, it will have to be a collective effort. More cooperation is required from the stakeholders as well, and I can assure you that SEEPZ will then become a dynamic powerhouse of the industry. I could've understood if there were more sectors that have relatively more difficulties and have lesser capabilities of capital and financing. But IT and Gems and Jewellery sectors are sectors that have performed quite well over the years, and they have the capability and capacity to do a lot themselves also.

I believe that; take the funding available with the DC, add to that

It will have to be a collective effort. More cooperation is required from the stakeholders as well, and I can assure you that SEEPZ will then become a dynamic powerhouse of the industry.

Let's be more ambitious in our activities. You can expand, you can grow your businesses here, and bring modern machinery into your production processes.

your own support as well, and as a joint effort let's try to make SEEPZ a modern, forward-looking and internationally attractive set-up.

PIYUSH GOYAL, Union Minister of Commerce & Industry, Government of India, recently shared perspectives on the prospects for Santacruz Electronics Export Processing Zone-Special Economic Zone in his address

#### **Joining hands**

I would rather that you all also take responsibility. Do it efficiently but with full transparency. SEEPZ should also similarly relook its plans and take whatever help is required in terms of facilitation.

#### **Resolving issues**

Many of the issues that were raised have been under consideration and discussed at several forums by various industry leaders. We had the High-Power Committee under Baba Kalyani, which had raised several issues that are now under serious consideration. For example, the permission to allow seamless e-commerce for artificial jewellery up to a value of 800 USD is under review. Even the issue raised for second-hand goods will be taken up immediately with the finance ministry.

I am fighting hard for the gem and jewellery sector to get a 5% duty concession which they are currently charged in UAE, as part of the Early Harvest Agreement. More Free Trade Agreements are being finalized with UK, UAE, Australia, and EU, to try and provide more market access to exporters.

#### **Immense scope**

Being in Mumbai, you have all the advantages which no other manufacturing centre can have. Let's be more ambitious in our activities. You can expand, you can grow your businesses here, and bring modern machinery into your production processes.

Why are you engaging 56,000 people? Plan for 500,000 people here. And wherever you find any piece of land being wastefully used by any government department, please let me know immediately. Any area here which is being wastefully used, inefficiently deployed, then I will be happy to scrap it and set up additional facilities if there is a demand.

#### **Driving transformation**

Even with the Space Transfer Policy, we are trying to bring in elements that will facilitate faster exit and will also make it easier for you to recover any investments made in the unit's fair value as a part of the process of transfer. We are really trying to create a robust policy to the best of our capacity. I believe there are large amounts of areas that are lying vacant across SEZs across the country. So, we are also trying to ease the systems of SEZs going forward.

We are doing partial de-recognition of SEZs. We have liberalised a number of rules already,

we've now allowed everyone to be multi-sectoral including SEEPZ. We're also discussing how the SEZs can play a more important role in the Domestic Tariff Area (DTA) through an equalization levy. We should be looking at a \$30 billion export

**Collaborative approach** Earlier, I also saw the plans for the common centre and plans for skill development. You could even look at tying up with NITI, which looks at industrial engineering, to create a pool of skilled manpower for your industry. You could even add experts from your industry as faculty for skill training, and actually, run the skill centre over there. Collaborations, building synergies with universities or training institutes, the private sector, and the government is the way forward.

And I encourage you to give us more ideas, more efficient ways of working and how we can simplify processes. I would really like to see these 110 acres of space to start looking swanky. believe that you should set a 24-month timeline and work backward. During this time, have a monthly review of what happens each month and organize a quarterly review at my level to see what is happening. Let's look at transformational

change and not incremental change. Let's bring back the vibrancy into SEEPZ like the earlier years. Let's bring back that excitement. Let's bring back new businesses. And, let's be more ambitious for the future of SEEPZ going forward!

# Game changer strategic move

The envisaged makeover of SEEPZ-SEZ will raise its perception levels and delivery benchmarks even higher

As an export-oriented SEZ, what is the significance of SEEPZ-SEZ as one of the drivers of India's

growth story? SEEPZ-SEZ, within its 110 acres houses units that export cumulatively with a direct employment generation of close to 55000 individuals and additional indirect employment of another 40000 individuals. Since the Zonal Development Commissioner's office for the states of Maharashtra, Goa and the union territories of Daman and Diu are also at SEEPZ-SEZ, in essence annual exports to the tune of Rs 1,50,000 crores is contributed as export-led growth and contribution to the national economy. Separately, as an ideal destination for manufacturing, services sector, and trading, SEEPZ-SEZ is continually evolving to provide a globally competitive edge to its units, to promote exports and confirm its value proposition of being the 'gateway to global markets' and contributing to the Prime Minister's call to achieve the target of \$ 400 billion in exports. Towards achieving the same, a specific export strategy has been operationalized.

#### Taking the announcement of Rs 200 crore for the refurbishment and rebuilding of SEEPZ-SEZ into consideration, what is your

strategy and vision for its future? On August 19, 2021, the Union Commerce Minister announced an infusion of Rs 200 crore to develop facilities and infrastructure at SEEPZ SEZ. The SEZ. as a pioneering SEZ in India, will be entering its golden jubilee year in May 2022 and it is only appropriate that the redevelopment of SEEPZ is undertaken to ensure global best standards. The SEEPZ-SEZ authority intends to undertake the rejuvenation of the existing SEEPZ complex into a state-of-the-art campus in terms of infrastructure facilities for business and facilitating ease of doing business with global competitiveness to position SEEPZ-SEZ as a key export promotion destination with the single largest concentration of gems and jewellery units worldwide.

In brief, the attempt is to (a) benchmark against international best standards for SEZ operation in terms of SEZ operations and optimum cost of operations (b) carbon footprint and optimisation of energy usage by the SEZ with reference to standards such as LEED platinum ratings and further harnessing renewable energy for energy cost optimization (c) iconic smart buildings with world-class facilities for



**SHYAM JAGANNATHAN** I.A.S. **Zonal Development Commissioner** SEEPZ-SEZ

units to operate on a plug and play basis (d) near zero waste with integrated waste management, sewage treatment, greywater recycling and rainwater harvesting (e) positioning SEEPZ-SEZ as a premier destination for manufacturing and exports, including ergonomic workspaces, ideal work environment and employment generation and labour welfare.

Separately it shall be our endeavour to make SEEPZ-SEZ 100 % differently-abled friendly and introducing management systems that allow quick turnaround for governmentbusiness interface.

#### What would be the benefits and implications of the Common Facility Centre being created at a cost of Rs 50 Crores for the Gems and Jewellery sector at

SEEPZ-SEZ? India's gems and jewellery trade is pushing to reach US \$ 44 billion in outbound shipments in the current fiscal (21-22) as part of the push to expand important export sectors. Mumbai, the financial hub of India, is the largest exporter of gems and iewellery and caters to both national and international markets other than being a key centre for cast and diamond set iewellerv. SEEPZ-SEZ alone accounts for a quarter of the iewellery imports of the USA, the world's largest consumer of iewellery. Mumbai has developed one of the foremost trading centres of diamonds where around 90% of the total diamond exports of the country take place. The diamond industry forward integrated to studded iewellery manufacturing at SEEPZ-SEZ which today contributes to 30 % of the jew-

**SEEPZ-SEZ** is continually evolving to provide a globally competitive edge to its units, to promote exports and confirm its value proposition.

ellery exports of the country and is the single largest cluster with around 150 units with an accessible strategic location and strong connectivity by road, rail, metro, and air.

The mega Common Facility Centre for Gems and Jewellery will be one of two such facilities (the other being at Surat) that shall provision cutting edge technology for manufacturing and other allied processes in gems and jewellery, and also support skilling and training for a competent work force in the sector since the Indian gems and Jewellery industry has the largest and skilled workforce of 4.5 million as on date.

#### In what way have SEEPZ-SEZ's positioning and location given the zone and those operating from within its premises, multiple advantages?

The centrally located SEEPZ-SEZ undeniably has a major plus point in its easy accessibility. When it was set up in 1973, the city was still developing, so the 'strategic location' has become even more important over the years, in light of Mumbai's fast-paced development. As things developed in and around Mumbai, the location is now what you would call the 'heart' of the city and in fact, the entire Mumbai Metropolitan Region (MMR).. Being at a 6 km distance from Mumbai's international airport and 30 km away from the seaport. SEEPZ-SEZ brings convenient access to the metro's vast commercial, industrial, and social infrastructure. It is also having vast linkages to various parts of the city and can be reached easily via local trains, the metro and other means of urban transport. The location brings instant connectivity to an efficient communication network, a competent ancillary base, a well-developed financial and credit structure, and a skilled. experienced urban workforce.

#### With many existing units eyeing expansion, what is the scope going forward?

There are certain spaces available for those who are looking at expanding and even for new units who wish to come in. We are aiming to maximise utilisation moving ahead. Some of the

structures on developed plots could be taken up for redevelopment using the PPP model as suggested by the Minster. If additional FSI is also granted, then newer facilities and modern units could come in and give a different look and feel to SEEPZ-SEZ. In addition, the ease in the space transfer policy will make exit and entry processes simpler and seamless. The scope is vast and the possibilities of growth and expansion are quite substantial.

#### What has been your approach posed by COVID-19 at each stage and how has SEEPZ-SEZ emerged triumphant?

The pandemic has brought forth various challenges for SEEPZ-SEZ. We have ensured that screening is done diligently, held vaccination and awareness drives, tied up with doctors, hospitals and arranged ambulances. We are continuing to ensure that safety is never compromised.

#### How has SEEPZ-SEZ been leveraging technology to a greater extent in terms of online application/ communication procedures, video meetings, etc.?

Technology has always been a major focus for any kind of development strategy. SEEPZ-SEZ has taken various steps to implement a robust management system for daily employees and visitors at SEEPZ, as well as for all the gala/ unitholders and tenants. There are more proposals in the pipeline and they are also to be taken up shortly. These include the installation of RFID Readers/ OR Cameras at SEEPZ-SEZ gates to track the movement of the containers and ensuring a screening system for the containers coming in and going out of the zone. We have also already developed software for the collection and monitoring of lease rents through both offline and

We have had an SEZ online system functioning in SEEPZ-SEZ since 2009-2010, which gradually helped to reduce the offline interface to a large extent. Since the pandemic has necessitated further reducing faceto-face interaction, SEEPZ-SEZ has adopted myriad innovations and has been conducting most of the meetings/ interactions with stakeholders primarilv through virtual mode via the WebEx Application developed by Cisco. We have also developed software (Infrastructure Module) for monitoring the day-to-day work of cleaning and maintenance of the zone.

online payment methods.

Apart from this, SEEPZ-SEZ has converted the general lighting/ street lights to that of a more environmentfriendly nature by installing LEDs for general purposes in a phased manner to conserve energy. We have also procured EVs for night patrolling to support carbon neutrality and emission reductions.

### An exciting new chapter begins processes to exporting, commut-

EEPZ-SEZ has been one of the significant contributors to India's growth story. The strategically located zone has ensured that manufacturing and exporting is efficient and does not take much time. Plus, the large scale of manufacturing has also impacted the generation of thousands of jobs.

The refurbishment is definitean exciting chapter in the journey of SEEPZ-SEZ. If we make the most of it, the opportunities are endless. Right from expansions, skill training, manufacturing, getting new units and technology and foreign investors, this could propel our growth to a greater level. It could become a pinnacle for the future to showcase how the government and stakeholders can work together to set new benchmarks.

The Common Facilities Centre being developed at a cost of Rs 50 crore is expected to bring in a lot more technically advanced skills and services. It will aid in bringing in new processes, better manufacturing capacities and capabilities as well as attract new investments.

We would look forward to greater support, collaborations and regular meetings on a government and stakeholder level to ensure that we can make the most out of the centre.

tages of SEEPZ-SEZ is its easily accessible location. In a city like Mumbai, it is truly a massive win. Right from manufacturing



C. P. S. CHAUHAN Joint Development Commissioner SEEPZ-SEZ

come in, the location has assisted the growth of SEEPZ-SEZ. It becomes an easy travel to office and back, for the work-One of the biggest advanforce, and even allows manufac-

turers to enjoy seamless transportation of goods and materials. Time-saving is the greatest benefit that the location brings.

With many existing eyeing expansion, there are some vacant units in the area, which need to be looked at. With the Ministry of Commerce bringing in more seamless processes, we will be looking at ensuring that expansions and exits are efficiently managed and there is little to no wastage of land that is being utilised.

ing each day, and having visitors

During the pandemic, the response from SEEPZ-SEZ has been prompt. We have been prepared with awareness campaigns, setting up screening and quarantine centres and held vaccination drives. SEEPZ-SEZ has also been looking at getting in new technology and making processes easier by taking them online.

### 'The makeover has been welcomed'

inception. SEEPZ-SEZ has promoted the exports of goods and services while attracting substantial investments from domestic and foreign sources. It has been responsible for the creation of a vast number of employment opportunities. Infrastructure facilities too have developed exponentially in the Zone over the years.

One of our core strategies has always been to instil complete confidence among the investors and simultaneously, also highlight the Government's commitment to a stable SEZ policy regime while also being a torchbearer for the SEZ concept in this country through greater economic activity and by boosting the level of employment as well.

SEEPZ-SEZ will always continue to strive to provide facilities and user-friendly attractive incentives for facilitating domestic and foreign investments. The Minister's announcement regarding the Rs 200 crore makeover has been welcomed by one and all. It will give a much-needed impetus to SEEPZ-SEZ in many ways as

the Zone proceeds towards the

50-vear mark. The vision is to build something that showcases the growth-oriented approach we want to showcase for the future. This project has fantastic prospects and will be able to match international levels. It will also act as a testament to what India is already doing and

can do going forward.



**PRAVIN CHANDRA** I.R.S. Joint Development Commissioner SEEPZ-SEZ

The Rs 50 crore Common Facilities Centre will go a long way towards accelerating the efficiency and growth of the units at SEEPZ-SEZ. In addition, it will enhance the quantum of exports, raise the quality benchmarks and the level of skilled manpower, which will ultimately benefit the economic growth to a considerable extent as well.

With a fantastic location in the heart of Mumbai, it is very convenient to access SEEPZ-SEZ. Plus, given the seamless space transfer policy and the refurbishment, there is a vast scope for not just expansion for existing units, but even for newer units to come in.

We have taken a 360-degree preventive strategy to deal with the COVID-19 situation. Technology upgradation is a continuous process at SEEPZ-SEZ. We are looking at using highly sophisticated equipment for security operations and even decided to introduce a management system for daily employees and visitors, and installing boom barriers and trinods to enable visitors to apply for gate passes online.





**COLIN SHAH** Chairman, Gem & Jewellery Export **Promotion Council** 

# A truly iconic edifice

The CFC will showcase what the government and industry can do together

e already have 150 jewellery factories set here in SEEPZ-SEZ. I don't think you will have organised large factories anywhere else in India. We are also accessible in terms of the location as we are right in the middle of Mumbai. The location is very iconic even from the government's point

of view since if it is developed properly and made into world-class place, this could easily be showcased on a global level. Whether foreign dignitaries, large customers, bankers, investors, they would be able to see what India can do if they visited SEEPZ-SEZ. For the Common Facilities Centre, a 40 x 40 land plot has already been allocated by the DC. Out of the 60,000 sq. ft., the machinery service centre will be 24,000, the cutting edge tech centre will be 12,000, there will be a training and skill centre of 12,000 sq. ft. and a business facilitation centre of 12,000 sq. ft. The ground floor will

have a reception, canteen, parking area, and admin of fice. On the first and second floors, we are planning to have CAD, CAM, findings, fire assaying, etc. So we've researched to know what the manufacturers need. The

the first two floors. The third floor will have CNC facilities, 3D printing on metal and developing fusion jewellery. All these are new tech, which most factories in the zone and outside the zone don't have.

The Gem and Jewellery Skill Council of India (GJSCI) office was just inaugurated. In terms of training programs, we'll have anything and everything that the industry needs. These will be short-

term and long-term courses, for new workers as well as to re-skill the workers we already have. Then we have the Business Facilitation Centre, a small exhibition space, this could be used for Buyer-Seller Meets.

We've even gone through risk analysis of the project. We are lucky in some ways that post the pandemic, the business has taken a leap forward, so the CFC doesn't seem like a risky proposition right now. The project cost is

cution strategy, we are counting September 21, 2021, as the starting date, and we intend to finish the project by May 1, 2023. The critical part would be all the state and centre level permissions in the next three months. We are looking at Rs. 52-crore grant for the CFC, which has been approved. We intend to make a nice, iconic building, which becomes a showcase for what the government and industry can do together.

## 'Collaboration creates a sense of ownership'

EEPZ has evolved as a global brand of jewellery and therefore there is a need to maintain it aesthetically. A well-planned makeover and complete revamping is essential to create a state-of-the-art, world-class infrastructure at this prime location. The recent announcement by the Minister for the grant of Rs. 200 crore for this purpose has generated a lot of enthusiasm in the SEEPZ-SEZ community. He is wellaware of the potential of SEEPZ becoming a powerhouse of economic activity and is ready to extend all support the present favourable trend for jewellery trade and has promised to review the progress quarterly.



**RAJEEV PANDYA** Managing Director, Shankar Jewels Group, and President, **SEEPZ Gems and Jewellery Manufacturers Association** (SGJMA)

We are fortunate that our vision of making SEEPZ-SEZ the jewellery gateway to the world is not only shared but also financially supported by the government.

We are fortunate that our vision of making SEEPZ-SEZ the jewellery gateway to the world is not only shared but also financially supported by the government. Collaboration between the stakeholders including SEEPZ-SEZ authority and the factories located in the

zone would create a sense of ownership, which would augur well for the construction of welldesigned factories to suit the functional needs and the maintenance of modern and state of art infrastructure. With the funds available with

the SEEPZ-SEZ authority and its active support, the whole process can be expedited. Thereby we can achieve considerable progress in the next two years itself. The Common Facilities Centre (CFC) will provide common manufacturing processes and related services to jewellery units. This will help reduce cost of production and lead to transfer of know-how amongst these units as well.

sures accessibility to vari-

ous services necessary

above all access to ef-

ficient freight movement.

All this is very significant

for the electronics indus-

try. SEEPZ-SEZ being the

growth engine for specific

sectors (jewellery and

electronics software), it is

a role model for others to

follow. We are seeing a

huge tailwind in terms of

PM's Make in India focus

for the nation, encour-

aging MSME focus and

thereby,

manufacturing and

# Glimpses of the 'Vanijya Saptah'

Snapshots from the recent visit of PIYUSH GOYAL, Union Minister of Commerce & Industry, Government of India, to SEEPZ-SEZ



Minister Piyush Goyal and Shyam Jagannathan, IAS, DC SEEPZ-SEZ, initiate the tree plantation ceremony conducted to mark the event





Dignitaries on the dais: (L-R) C. P. S. Chauhan, IRS, JDC, SEEPZ-SEZ: Shvam Jagannathan, IAS, DC SEEPZ-SEZ; L. C. Goval. IAS, CMD, ITPO; Minister Piyush Goyal; Manoj Kotak, MP; Amitabh Kumar, IRS, Jt. Commerce Secretary Vibhu Nayar, IAS, ED, ITPO; Pravin Chandra, IRS, JDC, SEEPZ-SEZ

**PUNIT MEHTA** 

CEO

D. Navinchandra Jewels

**DNJ** Creation



Minister Piyush Goyal, flanked by (L) L. C. Goyal, IAS, CMD, ITPO and (R) Manoj Kotak, MP being presented a bouquet by Shyam Jagannathan, IAS, DC SEEPZ-SEZ



Minister Piyush Goyal shares insights during the keynote address



(L-R) Pravin Chandra, IRS, JDC, SEEPZ-SEZ and C. P. S. Chauhan, IRS, JDC, SEEPZ-SEZ presenting a memento to Minister Piyush Goyal with Shyam Jagannathan, IAS, DC SEEPZ-SEZ and L. C. Goyal, IAS, CMD, ITPO looking on

## 'Great potential for the future' and being in Mumbai en-

the announcement of Rs. 200-crore for the refurbishment and rebuilding of SEEPZ-SEZ, I see great potential for the future. It needs to be thought through to ensure that during the transition period, there is no loss of any kind to the operating units. The Public-Private Partnership (PPP) model suggested by Minister Piyush Goyal needs an 'ideating' session amongst unitholders and SEEPZ authority. Once all stakeholders recognise the costs and benefits and work towards finding a win-win solution, the benefits for the government and nation at large are aplenty and for the long term. In terms of expansion of units, when it

comes to the electronics sector, there is a vast scope to win the capability game for the established units at SEEPZ-SEZ. High-end electronics manufacturing and focus on val-

to produce fine jewellery since 1985.

both smaller and larger gemstones.

makers and sampling departments.

n the successful orbit of the jewellery houses in

SEEPZ is the Sunjewels which has imprinted itself for

working with leading brands and retailers worldwide

in Mumbai and Jaipur, it is part of the Responsible Jewellery

Council. The World Economic Forum acknowledges it as a "Global Growth Company." Its meritorious performance

stems from its fierce pursuit of innovation, particularly

excelling in fine pave work with strong sourcing channels for

individual jewellery pieces with process period of 1

week to 8 weeks for a specific order, its team associates

exclusively for OEM product development illustration in

creating classy samples. Ingenious conception is given

spanking beautiful shapes by highly aesthetic-minded

professionals to create classic jewellery. To get the best

finish, the company harnesses CAD capabilities in Rhino

and Matrix, two in-house rapid prototyping machines,

3D scanners and freeform modelling, dedicated model

Trust and accountability as its core values, Sunjewels seeks to achieve its goals

At Sunjewels, the bottom line is to be a trusted and preferred manufacturer of

by building on its founder's commitment to innovation, by understanding customers

precious jewellery for leading retailers and brands worldwide. This aim is sought to

be propelled by its founder's values of innovation, by understanding our customers

and suppliers, and by nurturing the talent and passion of its people in a culture

of continual improvement. It has elevated the company to a globally respected

A scrupulous adherent to the World Diamond Council's System of Warranties,

it stavs committed to ethical practices in its bid to become a touchstone in creating

an ideal work environment where professional excellence rides on humane values.

organization that fulfills the needs of all stakeholders including the environment.

and suppliers, and by nurturing the talent and passion of its workforce.

With an annual capacity to manufacture 500,000

Charting out a spectacular growth with its multiple facilities

(jewellery and electronics software) have done exceedingly well and we are seeing a huge tailwind in terms of PM's Make in India focus.

**Certain sectors** 

ue addition (i.e., products with high value add) will augur well not only for the existing units but will also attract new investments.

The Zone has good advantages of stable power and water supply



**ABHAY DOSHI** Managing Director. Fine-Line Circuits Ltd.. and President. Santacruz Electronics Exports Manufacturers Association (SEEMA)

electronics manufacturing focus as well. ounded 50 years ago by a group of five enterprising professionals with business acumen, the D. Navinchandra Group (DNJ) rapidly ascended to the top of the charts in the

encouraging

studded jewellery and has state-of-the-art facilities in India. DNJ became a De Beers Sightholder within 11 years of establishment – a rare feat and sourced its diamonds directly from mining giants such as Rio Tinto's, Australian Argyle mine and Canadian Diavik mines in late 1990s.

diamond industry. The company globally distributes diamond

Given their immense progress and development. moved to Mumbai where it began their jewellery manufacturing facilities to eventually become the first factory in the Indian jewellery industry to be certified by Responsible Jewellery Council.

The company identifies its key strengths not only in directly sourcing competitively priced diamonds but also in creating over 4,000 designs specific to the needs of global clients. As of today, DNJ has over 900 members in its fine

jewelry division alone, and it is the third generation led by Mr. Punit Dilip Mehta who is steering it forward. The prime focus of DNJ is on fulfilling demands of retailers and distributors all across the globe. It supplies a variety of jewellery - from bridal to diamond fashion in every sub-category. To cater to the needs of each customer, it believes in being a learning organization with integrity that also

aims at sustainable growth. In their custom jewellery set up, it caters to all needs, from ornate bridal to exquisite, one-of-a-kind hand-made jewelry. It has been hailed 3 years in a row, for the facilitation of blood platelets at Tata Memorial Cancer hospital, Mumbai while the SEEPZ-SEZ has conferred upon it the "Green Ambassador" title for its tree plantation initiatives on campus.

DNJ's integrated designing, product development and production processes are enabled with highest technology and skills, all in-house. To meet these design needs. the QA and QC teams have norms to meet needs of each individual clientele.

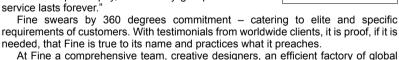
DNJ encourages innovation, contribution of ideas and sharing of knowledge and provides ample opportunity for learning, growth, and adding value while working in an environment which is open and transparent.

hen the SEEPZ was taking formative steps, Fine Jewellery was among the first to make inroads into the global jewellery industry. Set up in 1987, it was among the first to acquire international flavour. Still going strong, it visualizes itself at the forefront of technology, innovation and customer service in jewellery.

The company has carved a niche with its Founder Prem Kothari, along with the leadership of Sohil Kothari and Viral Kothari, instilling a strong sense of commitment, integrity and excellence. They have been inspirational forces with their rich repertoire of experience and have catapulted the company to the top league, firmly focused on R&D, Technology and Creativity while adopting global best practices.

In its 34 years of excellence, Fine has passed the mantle on as a family legacy to further expand the company's potential while maintaining the Fine values and spirit.

Fine draws pride in its creativity and craftsmanship among their hallmarks to retain and widen its customer base. In its philosophy, "Sales may go up or down but



standard, and a skilled workforce are united by a customer-centric approach, built on strong and long-standing relationships. Fine believes that responsible business practices and an aspiration to offer

innovative, quality jewellery go hand in hand. That is why fine is committed to developing and manufacturing jewellery in a responsible manner, while providing a great environment to work in. Honouring the past and anticipating the future, the company has a great

understanding of the buyers' needs and expectations.

At Fine, the fine print and attention to detail are what they do with finesse every day. It reflects in the standards they have set for themselves

reat ideation when combined with brilliant designs, makes for a killer combination when it comes to jewellery making. That is the ultimate selling point of UNI-DESIGN whose very raison d'etre is "We just don't design. We rediscover."

To make a good idea translate into a gorgeous design, UNI-DESIGN executes and imagines. Their ceaseless efforts to give a shape to the soul of people's brand has turned out to be a compelling reason for its customers for their preferred brand lovalty.

The company fleshes out the essence of the customer's idea and no matter where they are -- in Europe, India, America or Australia. It has its dream teams there to zero in on the specially designated resources for service brands.

Choosing to take the path less traveled, the company makes it clear that the processes they follow are also as unique. It works closely with its customers, gives them multiple options with great value-additions. Its cell-in-cell concept breathes life into the products with R&D that encompasses every stage - from design to technical production. As a manufacturing house, it rubs shoulders with leading global brands in diamond and fashion iewellery



**RAJ HITEN PARIKH** 

**UNI-DESIGN** 

SHISHIR NEVATIA

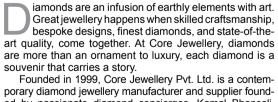
Chairmar

Sunjewels Pvt. Ltd.

**SUNJEWELS** 

At UNI-DESIGN, multi-process steps are fully integrated with client's business model and represents years of best practices. The possibilities, as it, asserts, are endless. It has the ability to produce diamond jewellery in Ceramic, Titanium, Aluminium, Steel, Palladium, Platinum and Gold with specialization in colour, precious and semi-precious stones.

Success has come by the dint of inspiration and perspiration. From Day One since its inception into manufacturing diamond jewelry in 1995, it has painstakingly built up its brand portfolio - 12 stunners on its list so far - since 2000, working with, and for, some of the world's leading brands. It is partners with Mahendra Brothers, one of the most respected names in the industry.



porary diamond jewellery manufacturer and supplier founded by passionate diamond concierges, Kamal Bhansali, Anita Bhansali, and Vivek Jadhav. Its bespoke designs speak to the styles of global consumers and their evolving tastes and preferences. Core Jewellery is true to its motto 'Basic to Infinity' as its product creates a benchmark. It specializes in customized designs and master in capacity of production. Its in-house product design and development team can manufacture up to 15,000 pieces every month.

It has an extensive global network of trusted and verified diamond traders and manufacturers. As member of the Responsible Jewellery Council it sources diamonds only from authentic vendors. Its craftsmen specialize in hand-picking finest diamonds and shaping them into elegant designs. The Quality Control unit at Core

maintains vigil at each step while sourcing raw materials, design, production, packaging, and shipping, with an integrated 3-layer Chemical Vapor Deposition (CVD) testing. It has delivered quality and timely service to its partners over the last two decades.

It has developed strong relations with retailers, wholesalers, and distributors across the US, EU, and other prominent global markets. It has helped it achieve an annual turnover of over \$30 million, having catered to more than 75 plus indulging buyers with over 9000 exquisite designs.

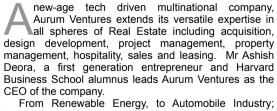
Core is carving a niche by being a proven partner to some of the largest wholesalers across the globe. Its approach to working with wholesalers goes deeper than just sales. It is a relationship of trust and commitment. It understands the business goals, value, and consumer preferences of each seller.

Core Jewellery has become a brand of choice for many enterprise across the entire jewellery manufacturing value chain including diamond sourcing and merchandising.



KAMAL BHANSALI Core Jewellery Pvt. Ltd.





Aviation to Telecom Infrastructure: Real Estate and PropTech, it has created tech driven disruption and left an indelible impression across all sectors it has worked in Aurum Ventures is developing 7 million square feet

of Real Estate in Mumbai Metropolitan Region, with its portfolio ranging from IT-ITES Offices, Special Economic Zones, Ultra Luxury and Mid-Segment Housing and Retail. In 2021, Aurum group bought 35% stake in Software company listed on BSE and NSE - Majesco Limited. Majesco Limited was renamed as Aurum PropTech Limited and intends to



PREM KOTHARI

Founder and Chairmar

Fine Jewellery Mfg. Ltd.

Aurum Ventures



develop an integrated PropTech ecosystem for Real Estate value chain. Aurum Ventures' model is based on financial prudence and maximizing value for its stakeholders. Through meticulous planning and relentless execution, it has accumulated huge cash surplus. Since inception, Aurum Ventures has been very conservative in leveraging bordering on debt aversion. It has an excellent repayment

history, having repaid every loan well before the scheduled date and maintains a strong relationship with its lenders. Under Ashish Deora's visionary leadership, Aurum Ventures is known to upgrade the micro-market with innovation in design, embracing technology and timely delivery through prudent project management. The management led by Mr Ashish Deora and an experts team bring a wide repertoire of experience and expertise. Together they make for a cohesive, well-

knit team that strives to achieve a sustained development in people, processes and platform. The team internalizes sustainability in the company's strategy and business decisions. At Aurum the doctrine is that the secret to "Growth is in helping others grow."



# Admirable achievements and major milestones



SDF VIII building at SEEPZ-SEZ, Mumba

110 acres. It has a total built-

eco-friendly production, speedy and cost-effective shipping.

SEEPZ-SEZ has a wellgroomed security system including a high-security entrance to avoid any pilferage of goods. For the safety of those working at SEEPZ-SEZ, a Rapid Antigen Test drive and COVID-19 vaccination drive have been conducted for employees. A COVID-19 vaccination facility has been established for employees working in SEEPZ-SEZ in association with SGJMA and MCGM.

crore for the rejuvenation and

oriented zone approaches

the 50-year milestone, there

is a commitment of Rs 200

SEZ, and the establishment of a mega Common Facility Centre with a budget of Rs 50 crore. Both of these

tors of its rising scope and significance. In its 48th year, SEEPZ-SEZ looks forward to an even brighter future.

(INR in Crores)

ANURAG AGARWAL **Deputy Development** 

uilding upon a strong foundation of almost five decades, with a track record of noteworthy development, SEEPZ-SEZ now stands poised on the cusp of marking a key achievement. The recent announcements by Minister Piyush Goyal have been lauded by one and all and responded to with tremendous zeal by every segment of the stakeholders. There is a clear intent now to combine resources and together write a tale of visible change. The vision for a transformed SEEPZ-SEZ that is in sync with present-day aspirations and future-ready in nature is set to start taking shape. This endeavour will also impart testimony to the rising scope and significance of SEEPZ-SEZ from a national economic growth perspective. As we look forward to further leveraging the impressive strengths that the Zone already possesses, there is much hope and great expectations as we step forward towards an

I.R.S.S.E.,

Commissioner,

SEEPZ-SEZ

#### **Merchandise Export Performance**

noronanaioo Exporti o					(11111111111111111111111111111111111111
Sector	FY 2019-20	FY 2020-21	Change- Actual	Change %	FY 2021-22 (Till 30th Sept)
	INR	INR	INR	INR	INR
Gems and Jewellery	15600	15376	-224	-1%	12873
Pharma and Biotech	3928	4763	835	21%	2266
Engineering, Electronic and Hardware	3677	3794	117	3%	2219
Trading and Services	1255.6	1342.5	87	7%	941
Packaging	448.03	503.6	56	12%	298
IT/ITES	58.3	13.4	-45	-77%	9
Food and Agro Industry	42.8	58	15	36%	22
Metals, Minerals, Alloys	7.6	5	-3	-34%	1
TOTAL	25017	25856	838	3%	18629

Merchandise Comparative Export Monitoring Performance (April to September)

ONE: DC SEEPZ (INR Figures in Crores						
Sector	FY 2019-20	FY 2020-21	FY 2021-22	% CHANGE		
	INR	INR	INR	FY 2019-20 vs 2021-22	FY 2020-21 vs 2021-22	
Engineering, Electronic and Hardware	1816	1866	2219	22%	19%	
Food and Agro Industry	20.9	46	22	5%	-52%	
Gems and Jewellery	7432	4322	12873	73%	198%	
IT/ITES	22.95	3.22	8.73	-62%	171%	
Metals, Minerals, Alloys	3.84	3.28	0.98	-74%	-70%	
Packaging	224	216	298	33%	38%	
Pharma and Biotech	1719	1978	2266	32%	15%	
Trading and Services	566	546	941	66%	72%	
TOTAL	11805	8981	18629	58%	107%	

**Total Comparative Export Monitoring Performance (April to September)** (INR Figures in Crores)

Sector	FY 2019-20	FY 2020-21	FY 2021-22	% CHANGE		
Sector	INR	INR	INR	FY 2019-20 vs 2021-22	FY 2020-21 vs 2021-22	
MERCHANDISE	11805	8981	18629	58%	107%	
*SOFTWARE & SERVICES	35753	43839	46054	29%	5%	
TOTAL	47558	52820	64683	36%	22%	
Note	47558	52820	64683	36%		

\*Data of the Software & Services Export the 31st August (2021-22 vs 2020-21 vs 2019-20)

### even brighter tomorrow. THIS SPECIAL **FEATURE IS** CONCEPTUALISED

RESOURCE 7

AND EXECUTED BY

E-mail: sneha@theresource24x7.com Contact: 9987938225

**ALKESH SHAH** 

Vice Chairperson

Gold Star Jewellery

#### SEEPZ-SEZ is a role model worth emulating with an inspirational tale of sustained evolution and transformation

heart of India's up area of 2,08,061 square financial capimetres including the SDFs, tal, the San-G&J and non-processing Elecarea buildings. The built-up area comprises Standard Detronic Export Processing sign Factory I to VI, Gems & Zone (SEEPZ) Special Eco-Jewellery Complex I, II & III, nomic Zone (SEZ) in Mumbai Multi-Storied Building, SEEPZ ++ Tower 1 and 2, 23 plots. encompasses the all-important technology and glamour as-The total open area inclusive pects, given its focus on the of plots and roads comes to manufacture of electronic items 53%, which is a rare sight in as well as the gems and jew-India's commercial capital. ellery segment. SEEPZ-SEZ As SEEPZ-SEZ is statutowas set up on May 1, 1973, as rily exempt from power cuts, a Uni-product Export Promoan uninterrupted power supply tion Zone (EPZ) exclusively for is guaranteed from generating the manufacture and export of stations of Western Maha-

estled in the

a Multisector SEZ with effect from December 17, 2019. SEEPZ-SEZ has been a game-changer providing a great fillip to manufacturing and exports, thereby giving impetus to India's overall economic growth and boosting forex inflows. It has been a magnet for attracting investors, boosted employment generation and played an integral role in promoting holistic develop-

electronic items. Gems & Jew-

ellery articles were permitted

from 1987-88. It was declared

SEEPZ-SEZ mainly houses units of Gems & Jewellery, Electronic Hardware Manufacturing and IT/ITES, with the total number of functional units being 260. The total area inside the Zone comprises

ment and industrial progress.

**Sector wise EOUs** 

Sr. No.	Sector Name	No. of Units
1	Food, Agriculture, Agro Products and Forest Products	21
2	Pharmaceutical/Chemical and Allied Industry	97
3	Electronics Hardware and Software	12
4	Engineering Industry	68
5	Garments & Textiles	17
6	Leather and Sports Goods	1
7	MISC	30
8	Gems & Jewellery	6
9	Plastic, Rubber, Synthetics	8
	Total	260

**Export Growth Chart** (INR in Crores) 160000 120000 100000 80000 60000 40000

rashtra. The Zone has also an

assured supply of 4.6 MLD of

manufacturing hub with an in-

house Customs clearance facil-

ity. This enables the exporters to

deliver their air and sea consign-

ments well in time without any

hassles and through simplified

procedures. SEEPZ-SEZ offers

a unique combination of urban

SEEPZ-SEZ is an export

water a day.

Export Performance (INR in 0					
PARTICULARS	FY 2019- 2020	FY 2020- 21	Change- Actual	Change %	FY 2021-22 (Upto 30th Sept)
	INR	INR	INR	INR	INR
MERCHANDISE	25017	25856	838	3%	18629
SOFTWARE & SERVICES	98920	113308	14388	15%	46054
TOTAL	123937	139164	15226	12%	64683

lotus in full bloom is a sight to behold. M/s Lotus Ornaments Pvt. Ltd. is one such jewellery-making company that has established itself as a major force through Grit, Vision, Perseverance and Industriousness by the sweat of its brow.

The driving force behind the Lotus Ornaments rigorous march towards progress is its Chairman Mr Sameer Shah who has been acknowledged and hailed as a true visionary. As the Captain of his ship, he has piloted the company in the export quality diamond studded gold and

With a design compelling enough to attract international customers, it has a committed band of its own in Europe and US. The Group employs the latest laser technology that result in jewellery par excellence. A real time service has ensured that it has a perennially satisfied customers who cannot stop raving about their high-end products.

The company has a string of certificates from the leading international gemmological institutes including the one from the heart of gems in the world - Antwerp in Belgium.

In the abiding vision of the company, 'Being innovative is the first step. Precision is the mandate' and 'Excellence is not an act... but a habit'.

What keeps Lotus Ornaments on its toes is its:-

1. Unique Design abilities

2. Meticulous quality standards

3. A smooth supply chain management with all ancillary qualities

Mr Shah knows the pulse of his customers and insists on Innovation, Affordability, Availability, Quality and efficient service. These are complemented by an elaborate state-of-the art, in-house designing and manufacturing infrastructure.

The company subscribes to the Best Practice Principles and Business Excellence Model, followed by leading companies around the world.

Mr. Shah is also the head Hon. Secretary of the SEEPZ Gems & Jewellery Manufacturers' Association and Director of Skill Council of India.

SAMEER SHAH Chairman Lotus Ornaments

ORNAMENTS



Right from rough to polished diamonds to exceptionally fine jewellery, Gold Star's fervour for supremacy reflects in everything it accomplishes. The idea of building relationships on trust and a vision of its mentor and founding father Mr. Satish Shah - reverently referred to as the "Churchill of the Diamond World", Gold Star has always been sensitive to a market where excellence is always a watchword. The world's largest producer of machine set bands across an array of jewellery has a task force that has cohesively put up a bright performance year-after-year to boast of a Hall of Fame.

n the 59 years it has trekked in the diamond trade, Gold

Star Jewellery has earned the sobriquet of a "spark

turned into a blaze." The vertically integrated company

Known for its scrupulous trade practices, it provides

steered by Mr. Ashish Shah, MD, is now in the elite

conflict-free diamonds and end-to-end business solutions

to its clients in its constant endeavor to deliver top notch

products. Innovation, Quality and customer focus at each

a zero compromise policy on consistency and reliability.

Contemporary, tailor-made jewellery from natural

diamonds is an exclusivity of the company that has

state-of-the-art units spread out across the world. With a

production capacity of over 1.25 million pieces per month

(customer's delight) Gold Star has also envisioned charity

as part of its work ethos. The top leadership has stood by

its conviction of leadership and voluntarism with a unique

Through an efficient network across the globe

bracket and has grown in arithmetical progression.

step are blended with trust.

customer-centric culture.

If it is India's highest jewellery exporter by dollar volume for sixteen years, it speaks volumes of the company's stickler for longevity and distinction.

The company's top leadership led by Chairperson

Mr. Satish Shah, Vice Chairperson Mr. Alkesh Shah and Managing Director Mr. Ashish Shah, are visionaries who have played a stellar role in bringing it on the world map. The rapid strides of Gold Star can be attributed to perfection, detailing coupled with ceaseless pursuits for patents that are considered as proprietary cuts of Gold Star. Together, these have formed a perfect algorithm in making it a vertical manufacturer.

While being competitive in the domestic and international arena, the Group has never lost sight of its corporate social ies. Aware of the pitfalls and vulnerabilities, its top management has a strict adherence to compliances policy in place, apart from tight internal controls.

It has served as an important cog in the trade wheel – as committee members of the SEEPZ Jewellery Association and as treasurer for the Bharat Diamond Bourse. Seized of the significance of the human resource value and quality system, it develops training modules and other complies with the global factory evaluation standards.

Gold Star believes in being a responsible corporate citizen. It has always taken a lead in fulfilling its social calling. It supports a school for 2000 children, a hostel for needy women plus a maternity hospital for the underprivileged. It contributes to several foundations for earthquake relief, children's charities and missionary work.

The company has always shown exemplary responses to societal needs like sponsoring schools, women's hospitals, community halls, sports complex, and electric crematoriums in India. It has made munificent donations to hospitals and numerous NGOs on a regular basis.

Gold Star has played a key role in fulfilling its environmental obligations by boosting plantation drives in SEEPZ-SEZ premises, maintaining traffic islands, sponsoring industry institutions, providing finances to needy employees, holding blood donation camps and conducting training camps on Personality Development and Career Counseling for economically weak students.

On the corporate front, Gold Star has reached out to several industry associations and provided employment to differently-abled candidates in the organization as they stronaly believe that disab deformity is not considered as a barrier, but as a strength. Mr. Satish Shah in his capacity as

President, Trustee and Treasurer has been instrumental in serving for the welfare of society community and

GOLD STAR

Gujarat. company that has always been sensitive to the needs of the people during calamities and crises, it has rushed to support financially; needy employees, hospital in the farflung rural areas, religious functions and functionaries and awareness programs.

The company has applied its credo of Social, Human Rights and environmental standards of Trade to ensure that the gold and precious metals are of the best quality. It adheres to the Dodd Frank and Signet SRSP Supply chain management and expects the same from its business partners and associated manufacturing units. In the process, it periodically monitors the health of staffers who are exposed to hazardous processes and takes corrective action whenever necessary

ith strong core values of excellence, innovation, care and integrity, Jewelex has successfully marked its footprint as one of the leading diamond and iewellery companies across the globe. Founded in 1966, the company has established a robust brand identity for its exceptional value chain solutions, high quality products, and consistent deliverables for half a century.

A Sightholder of the De Beers Group and a part of the Responsible Jewellery Council, Jewelex takes pride in its consistent legacy of product innovation, manufacturing excellence, and exemplary customer care under the stewardship of the second generation of the Kothari family. The company maintains close proximity with customers through local presence in key markets, which enhances it's understanding of changing

business needs as per current market trends. It works on enhancing the value proposition across the product life-cycle, creating deep synergies translating into superior performance.

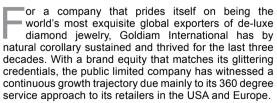


**BOBBY KOTHARI** 

Jewelex strongly believes in a good work ethic, an engaging work culture, and superior work environment for all the stakeholders and employees. A combination of fine design sensibilities, cutting-edge technology, 3300+ dedicated workforce, and state-of-the-art diamonds & jewellery manufacturing facilities, enable Jewelex to thrive in the rapidly changing demands of the global market, and provide



outstanding customer satisfaction. Jewelex believes in "Giving back to the Society" and consciously works towards it. Whether it's the customers, employees, the environment, or society at large, Jewelex has initiated several CSR campaigns in the fields of healthcare, nutrition, education and eco-conservation.



#### The salient features:

- Among the only diamond jewellery manufacturers and
- OEMs to be publicly listed on NSE. • Among the Top 1000 Companies by Market Cap and **Profitability**
- Net-debt free in an industry that is otherwise plagued by financial transparency issues. Exporting globally, it has sales offices in New York, Hong
- Kong and Mumbai.
- Products manufactured in-house are delivered to the retailers in under six weeks, with true 360 services, offering iust-in-time deliveries, feed & photography for any retailer's third party and dot com orders too.
- End-to-end supplier in Lab Grown space with CVD diamonds up to 3 ct and integrated Lab-Grown Jewelry production to offer a wone-stop-shop for LG designer bridal jewelry. • Rapid delivery in 4-6 weeks for commercial orders and 5-day delivery for customized
- special orders & dot com, including Third-Party Drop Shipments.





**RASHESH BHANSALI Executive Chairman** Goldiam International



every human celebration and festive mood. The over-riding sole objective is to dedicate itself to

quaranteed to be trustworthy.

RT GROUP.

quality service. Its trustworthiness is matched with prices that are equally flexible for the product's purity and colour.

Dealing into everything that is jewellery - whether gold, diamond or gemstones - it deploys a fleet of 950 specialist craftsmen who can cut and chisel a design for

f transparency is an abiding characteristic of a true

diamond, it has been well and truly imbibed at the

Right since its inception, it has blended Transparency with Quality to spell its reputation in 24 Karats. Its

Discerning customers can choose from a wide

A high benchmark of purity and authenticity are

customers, suppliers and employees are considered

partners, a vision resulting in a win-win for all stakeholders.

spectrum of 2500 plus unique and artistic designs,

imbibed in each design, assuring it to be a collector's

delight, even customizing when the need arises, capturing

all moods, occasions and budgets. With a production capacity of over 15,000 pieces every

month, each undergoes rigorous quality checks before going across the counter.

2500 New Designs Every Year

- Trustworthy, Speedy, Versatile and Cost-Effective Work Environment
- Reducing Carbon Footprints Year-on-Year and Contributing to Save Planet Earth
- Supports Free Schooling of 2500+ Children in India's Interiors.
- Tighest Employee and Customer Happiness Index
- Capacity Of 5,00,000 Pieces Fine Jewelry Per Year
- Certified Member of Responsible Jewellery Council Producer of Traceable, Sustainable and Responsible Jewelry



**NITIN SHAH** Group Chairman RT Group Of Companies



**COMMERCIAL FEATURE** 

Renaissance Global Limited swears by 'Today, an integrated global jewellery company focused on designing, manufacturing and distribution of jewellery under customer, licensed and in-house brands through a mix of Business-to-business (B2B) and Direct-toconsumer (D2C) channels. Under the branded business umbrella, the Company holds exclusive licenses from cherished consumer brands like Disney and Hallmark.

The company has a strong product development team which employs 150 designers having proven expertise in global fashion trends USA, UK, HK and Dubai. Given its investment in latest technologies and human talent the company reassures its customers to provide them with new Ideas and concepts which keep their customers up to date with trends and fashion. The company churns out about 1000

unique designs every month.

Renaissance Global Limited

Renaissance has mastery in both designing and manufacturing that position it as a globally competitive player with a potential to succeed in the marketplace consistently. Their customers include speciality jewelers like Signet group, Fred Meyer, Helzberg Diamonds, Joyalukkas, Malabar and departmental store chains like JCPenney, Macy's and Walmart. It is also a trusted supplier to catalogue, e commerce and TV retailers like Amazon, Argos and Jewellery Television.

Its premium designs coupled with scale of operations allow it to adopt swiftly to changing global market trends. The operations are managed through customized ERP solution which empowers it to effectively monitor the production process—right from managing inventory to ensuring timely dispatches including an online order tracking facility.

Mr Sumit Shah, Vice Chairman with his 25 years of experience, looks after the long term business plans and new business initiatives. He inherits the astute vision of Executive Chairman Mr. Niranjan Shah with well documented, tried & tested quality control mechanisms in place.

Portescap

Renaissance is a Member of the Responsible Jewellery Council.

hen it comes to miniature motor manufacturing, rapid customization, motors medical applications, and motors for industrial and automation applications, Portescap has few peers.

Known to offer best-in-class solustepper motors and linear actuators.

nating in Switzerland is driven by a passion for precision, customercentric innovation, tech-

best-quality service. It has become a recognized leading expert in miniature motors and precision motion control solutions.

It serves its customers through breadth of innovative product technologies encompassing brushless DC, brush DC, can stack motors, disc magnet motors and stepper linear actuators to optimize application performance. Its products deliver motion in a compact package with high ef-



Global CEO Renaissance Global Limited

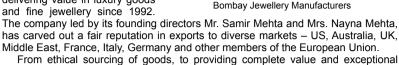
ers (BJM) has been a leading manufacturer and exporter of diamond-studded fine gold jewellery in the country. The company has been

**BOMBAY JEWELLERY** 

or the past 29 years, Bom-

bay Jewellery Manufactur-

delivering value in luxury goods and fine jewellery since 1992.



service - has continued their repute and stamped its presence globally.

SAMIR MEHTA AND NAYNA MEHTA

Founders

DR. CYRUS S. POONAWALLA, Chairman

DR ADAR C. POONAWALLA, CEO

Serum Institute of India Pvt. Ltd.

SERUM INSTITUTE OF INDIA

**GATEWAY TO GLOBAL MARKETS** 

BJM has a bountiful design library thanks to its artists who excel in American and European styling. "We want to work in partnership with our clients and suppliers. There is room for everybody in this world: manufacturers, distributors, wholesalers and retailers. We wish to produce quality products using our expertise of four generations to create a win-win situation for all," Samir Mehta, founder, BJM.

What endears BJM to its global clients is its economical pricing which stems from its cost-efficient techniques. Its strong taskforce toils by the sweat of its brow to certify guaranteed top class service in quality control, prompt delivery and amicable after sales service. An added advantage is that its diamond office - the reputed Rasiklal and Sons - is conducively located in Bharat Diamond Bourse, the very heart of the diamond market. BJM envisions itself as a leader across global markets facilitating direct access for quality diamond jewellery at the best value, partnering with clients to create a mutual growth path in the jewellery industry.

The company takes pride to be the first Indian manufacturer to be certified



SPECIAL ECONOMIC ZONE

ith a value drivapproach KBS occupies a unique niche in the diamond and jewelry industry backed by decades of experience, professional expertise and unshakable values. From humble beginnings to earned proven success, KBS has grown into one of the pre-eminent jew-



THE DREAM TEAM, KBS Creations

HASU DHOLAKIYA

Founder

H.K. Designs

**SUNIL KOTHARI** 

Director

Sidds Jewels

H. K. Designs

ellery manufacturers. Experience gleaned over years of manufacturing, design, merchandising and discovering consumer spaces for their retailers, is a story of a team always keen to do better.

From small beginnings to earned trust, KBS has evolved into being a singular resource for diamonds, bridal and anniversary space. Foresight, planning and execution are the three 'magic mantras' that help them negotiate all the unknowns that tomorrow may bring. Knowing the target audience, their needs and preferences through comprehensive market research is the first step. This then extends into effective product manufacturing, product design, marketing prowess and flawless execution. No wonder when you work with them, you get the complete package.

provide experience, values and unshakeable ethics. Our professionals bring skill-sets that are keen, cutting-edge, plied and on-the-nail. Together they create a dependable and dynamic work culture.

Our blend of the professional and family gives us equilibrium. The family members

tions, it serves performance-critical motion applications with a broad offering of miniature electronic motor product technologies - brushless DC, brush DC, The company origi-

nical excellence and

From medical devices to various in-

dustrial applications that save, improve, and enhance lives, Portescap offers miniature motor technologies to solve the motion needs of a spectrum of end markets.

ficiency and low power consumption.

as one of India's premium real estate brands

and sports events across India.

which has added to the company's growing global identity

Mr. Chordia is a known philanthropist and patron of art

collaborative spaces, is the most sought-after location and

epicentre of a growth-driven future that contributes to the

dynamics of free- market democracy. Located in Pune's

SEZ, EON Free Zone is an ideal IT/ITeS destination with

EON Free Zone with human-centric design and intelligent

With a proven record of manufacturing excellence and innovation, it leverages over seven decades of experience in motion solutions to put precise power in the smallest places. The company has a global footprint. It partners with its customers across the globe in every phase of its product design -- from selecting an optimal motion solution to customizing products to meet their application needs. Its global manufacturing and application centers facilitate it

to respond quickly to customer needs and to provide local support and collaboration. manufacturing locations are in India

(Seepz Mumbai) and North America (West Chester, Pennsylvania) ensuring cost-effectiveness, continuity and timeliness of supply. Its global supply chain with multiple sources; provides greater flexibility and reduced risk

As part of Altra Industrial Motion, it aims at helping customers control their worlds of quality, costs, delivery and business through Listening, Continuous Improvement, Innovation and hiring best brains. The company works on the Altra Business System model which explains

Quality, Delivery, Cost and Innovation are the tenets of their working philosophy.

rom its nascent stage in 1966, the Serum Institute of India has evolved as the world's largest producer of vaccine, producing about 1.5 million doses and used in 170 countries. It has protected more than 2/3 of infant population globally, saving two million lives.

In 2006, it entered SEZ as the first Pharma-Biotech SEZ in the country. It has set up an expansion of project in the SEZ and is engaged in the manufacturing and export of vaccine to 170 countries. In another SEZ called Poonawalla Biotechnology Park developed in 40 acres, it caters to newer vaccines including

the Covishield. The Institute has partnered with the British-Swedish international company AstraZeneca and developed Covishield in partnership with the University of Oxford. It proved to be thunderous success. The other new vaccines which are manufactured in our Special Economic Zone are Rota Virus Vaccine, Pneumococcal Vaccine, while the work is happening on Human Papilloma, Yellow Fever and Dengue and Malaria vaccines respectively.

The entire vision and approach of the Chairman, Dr C S Poonawalla and the CEO, Dr A C Poonawalla has taken Serum Institute to newer heights, as the most successful Special Economic Zone in the country in the manufacturing sector.

Beginning with Tetanus Antitoxin in 1967, the Serum Institute has seen a remarkable growth trajectory with a spate of vaccines - Anti-snake Venom Serum (1981), Measles (1989), Hepatitis B (2001), BCG (2002), Rabies (2004), H1N1 (2010), Oral Polio (2014), Pneumosil (2020) and Covishield (2020) among others.

The Institute has been a life saviour with its pioneering work.



Group Sales amounted to over \$1.3 Billion last year. All the factories are RJC and ISO Certified with operations spanning in over 50,000 sq.ft. area and having the SAP ERP System to ensure error-free transactions and data management.

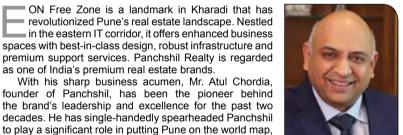
The company's growth has been achieved through a combination of visionary leadership and reputation for delivering impeccable items and services by following the best international standards with quality control and ethics.

H.K. Designs has over 100 utility and design patents to its name, and the Sales and Product Development teams work closely with customers to build brands and collections that create niche

in the market. Its strategy is to align every aspect of its operations with a common understanding of Goals and Vision across departments and work in accordance with its Brand Promise "To Build a culture of Trust and Innovation" The Group's Hari Krishna Charitable Trust supported by H.K. Designs has always

been at the forefront of environmental, educational and charitable causes and a percentage of sales is dedicated towards this - building a 300-acre lake in Gujarat to solve water scarcity affecting the life of 80,000 people and planted over two million trees in India as part of its 'Go Green' revolution initiative is among many others.

H.K. Designs is always committed to abide by best business practices and ethics while focusing on new product design, innovation and technological advancement. Promoting the well-being of its employees, customers, and all stakeholders are ingrained in its culture.



**ATUL CHORDIA** Founder & Chairman Panchshil Realty



excellent connectivity to affluent neighbourhoods. EON Free Zone Phase I & II a global benchmark for innovation and modern infrastructure spans across 6.2 million sq. ft. To cater to the overall work-life balance, the premises offer high-tech business support services and

amenities like food courts, outdoor cafes, food trucks, health clubs, auditoriums concierge desks, outdoor multisport game courts, medical services, amphitheatre and landscaped spaces. The building has won prestigious international certification from British Safety Council, LEED, IGBC and alike.

The company's developments comprise some key landmarks of 'Tomorrow's Pune', such as India's first Trump-branded residences -Trump Towers Pune. yoopune by Philippe Starck and John Hitchcox, The Ritz-Carlton Pune, International Convention Centre, World Trade Center Pune, and an award-winning built-to-suit office campus for Cummins India amongst others.

Panchshil has won multiple awards in luxury homes and office park development.

usiness will grow only when the business environment is conducive to enable it to grow. It was precisely this thought process that the Magarpatta City came up. It has won the sobriquet "The pride of Pune" and "The City that Cares."

The underlying philosophy behind the success of this SEZ is the credo "Development with Sustainability is the Truest Form of Prosperity". The City has maintained just the right environment to ensure continuous growth.

Magarpatta City Group is a prominent name Maharashtra's real estate fraternity with its wings spread across many other sectors. Founded in 1999, the group began with developing sustainable lifestyle township that soon became a benchmark. During this process the idea of SEZ took its roots to elevate the business standards of Pune. Elevate it did. The Magarpatta City SEZ presents a positive example of socio-economic sustainability.

In the long run, the Magarpatta City has been able to contribute handsomely to the primary objectives of Santacruz Electronic Export Processing Zone (SEEPZ)

rshiva is India's first and only

integrated supply chain and

such as promotion of investment from domestic and foreign sources, creation of large-scale employment opportunities, development of infrastructure facilities, generating greater economic activity etc. This helped to develop strong and beneficial economic cycle that has been

hailed and recognized by the who's who of Pune, then of Maharashtra and then by the entire country. The Magarpatta City has gone from strength to strength. At Magarpatta City there is a serious belief in inculcating new values to the growing employment-business culture. Mr Satish Magar, Managing Director,

or well over 15 years, Sidd's Jewels has brought a sparkle to the lives of millions. It is a group of highly advanced units engaged in the manufacture and export of diamond-studded gold, silver and platinum jewellery. As a global player, it caters to clients in USA and Canada, the Middle East, and Hong Kong, and is the largest jewellery exporter in India. Since inception, it has always prioritized creative

design and product quality above all. It evinces pride in ts expertise which combines advanced technology with unmatched artisanal skills and experience to design and create unique custom-made jewellery for its clients. At Sidd's Jewels efficiency and speed are guaranteed.

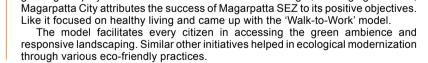
Towards that end, it works with established brands -- big

and small -- offering them comprehensive manufacturing solutions tailored to their specific requirement(s). Its product development team works with brand

analysts and consultants to lead jewellery industry trends. It has a sharp and strong focus on creating future designs so that it is always a step ahead in the industry. Quality control is of utmost importance to it. Its facility is state-ofart, with machinery being upgraded to stay on the cutting edge; reasons why it's products make a global impact. All its jewellery is responsibly manufactured with great

care taken to ensure its employees' health and well-being, as well as minimizing environmental impact.

The architects behind its growth are Mr Sunil Kothari and Mr Sanju Kothari. Mr Sunil started at 20 and grew from strength to strength in the business. Having travelled all over the world, he is wholly responsible for the Company's enhanced sales of polished diamonds by establishing a very good customer base globally. Mr Saniu manages the overall functioning of the company with expertise in Finance and Marketing functions. A virtual encyclopedia on diamonds and diamond industry, he has been a Member of the Diamond Panel of the Gem and Jewellery Export Promotion Council (GJEPC).



**Arshiya** 

apitaLand Group (CapitaLand) is one of Asia's largest diversified real estate groups. Headquartered in Singapore, CapitaLand's portfolio spans across well diversified real estate classes which include integrated developments, retail, office, lodging, residential and new economy sectors such as business parks, industrial, logistics and data centres.

With a presence across more than 250 cities in over 30 countries, the Group focuses on Singapore and China as its core markets, while it continues to expand in markets such as India, Vietnam, Australia, Europe and the USA. Its network is far and wide.

Within its well-maintained ecosystem, CapitaLand has developed an integrated suite of investment management and operating capabilities that supports its real estate businesses and platforms in building core competencies across the real estate value chain. With this full stack of capabilities. CapitaLand can optimise the strategies of its listed real estate investment management business CapitaLand Investment, and its privately held property development arm CapitaLand Development; to drive competitive advantage for its businesses.



**Business Parks** 

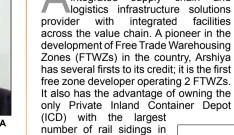


CapitaLand believes in placing sustainability at the core of what it does. Having carved out a reputation as a responsible real estate company, CapitaLand contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders. In Maharashtra, CapitaLand owns and operates two business parks in Pune, with

two parks under development, and one business park in Navi Mumbai. Apart from

business parks, CapitaLand has also forayed into logistics business with a proposed logistics and warehouse park in Talegaon, Pune. CapitaLand investment management leadership in Asia began about two decades ago, when it listed Singapore's first real estate investment trust (REIT): CapitaLand

Mall Trust. Today, its six listed funds across Singapore and Malaysia. In addition to Singapore, CapitaLand's core markets include China and India.



CEO CapitaLand Investment

making supply chain efficient. USPs of Arshiya include being an international class free trade warehousing zone in India with a dedicated pan-India rail freight infrastructure network, end-toend connectivity solution and high-end technology enabler.

the country. It owns the

infrastructure, providing

all the relevant services.

adding significant value optimization and in turn

Arshiya is a logistics service provider with world-class free trade warehousing zone infrastructure, private freight station. ICD. Inland domestic distribution hub. 3000 containers, last but not the least, highly trained and dedicated manpower.

FTWZs are designated as a deemed

foreign territory and they are envisaged

as integrated zones to be used as Inter-

national Trading Hubs. Arshiya currently operates two FTWZs - Panvel near Mumbai spread over 165 acres, catering to western India and Khuria near Delhi spread over 135 acres catering to north India. The world-class warehouses of 13 m height with G+6 palletized racking system have super-flat flooring and state-of-the-art Material Handling Equipments (MHEs) The Inland Container Depot (ICD) at

Khuria is spread across ~65 acres, with FTWZ to provide integrated EXIM services

SATISH MAGAR

Managing Director

Magarpatta City Group

MAGARPATTA

The ICD has been built to cater to specialized EXIM items and chemi-

cals, imported spirits, metals, medicines, sugar, agro and other food grains. leather, automobiles, handicraft, metal scrap, waste paper, newsprint, ceramics and steel industrial hubs. The ICD has 2 EXIM warehouses with insulated roof of over 125,000 SF each. They have been erected for safe storage of cargo along with mezzanine storage facility of temperature controlled cargo through HVAC and dehumidifier units.

The company believes that the journey has just begun and this great nation will soon be in the league of greats, as a buzzing manufacturing, trading, and EXIM destination.



Around 10000+ employees would be working from this building in a phased manner once the offices resume in near future. Locating such a facility of

economic significance in a well laid out township has a host of advantages. Hiranandani Estate,

Thane is a Mix-use township which is spread over 300+ acres of area. More than 10000 families are residing in the complex which has all the amenities which modern day life demands. From school, world-class state-of-the-art hospital, a high-street retail hub - The Walk to a variety of residential options to choose from, one gets to experience an unmatched Walk-to-Work living in an iconic township ensuring quintessential 'work-life balance' Hiranandani Business



Park is a proven location for large Corporates looking for consolidation and growth. With excellent connectivity, planned infrastructure and talent pool reflects on its increasing attractiveness as an office location. Well connected

to most of the employee residential precincts on the Western, Central and Northern Suburbs and now with on-going infrastructural developments of road and rail network makes Thane ideal for corporates to follow the TCS lead, come to Hiranandani Business Park.

