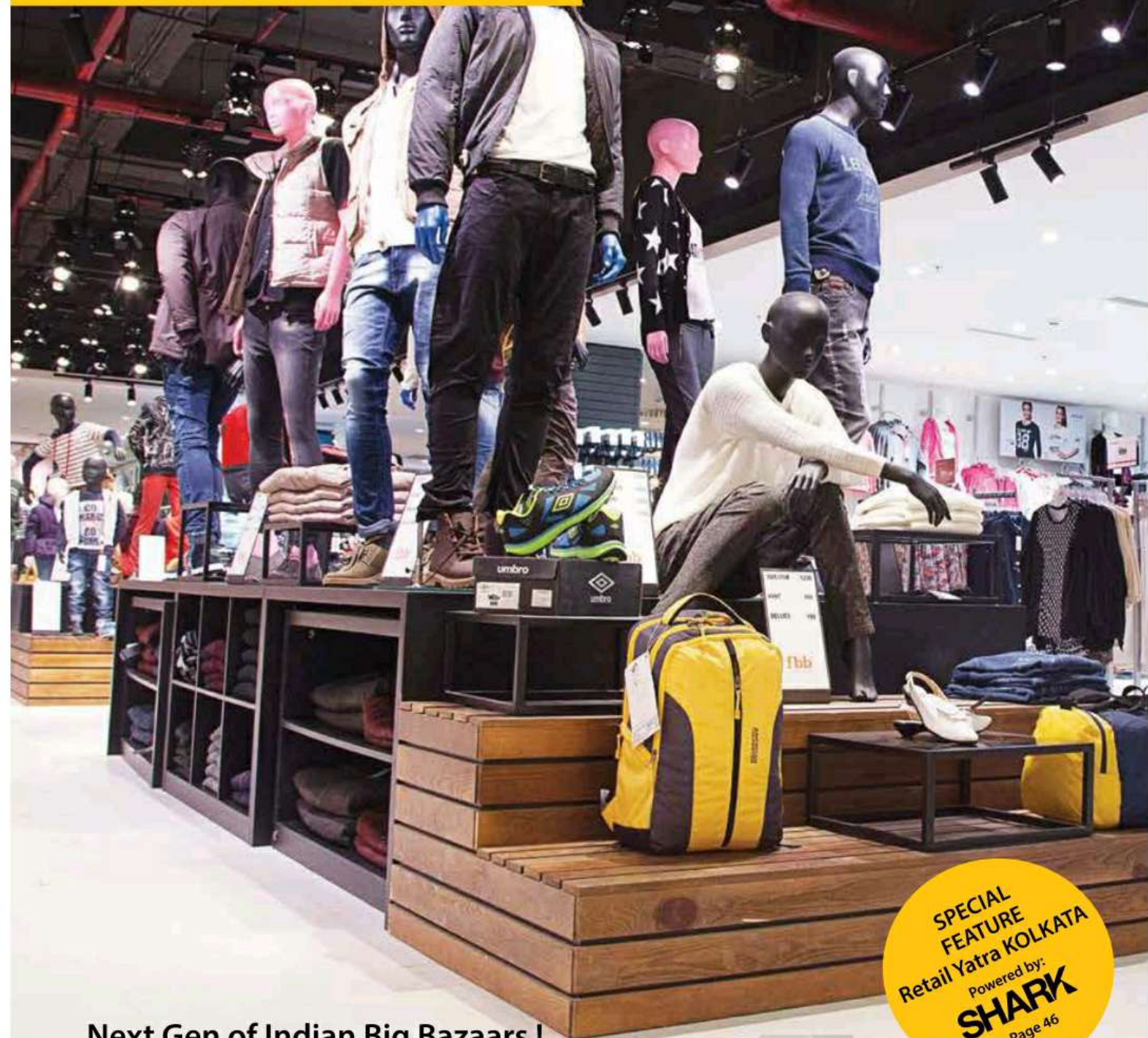


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MAGZTER



B.C. Jain



Vivek Jain
Director, B.C. Jain Jewellers



"Years of perseverance has made "B.C. Jain Jewellers - A Vivek Jain Enterprise" one of the most entrusted and desired brand in Kolkata. I am taking this legacy forward to the best of my ability." Lead by Mr. Vivek Jain who acknowledges his father Sri. Bimal Chandra Jain to be the driving force of the brand, this admired name has had a phenomenal journey since its birth.

An incessant drive to excel and understanding of the customer's need are the distinguishing factors that set them apart. Mr. Vivek Jain says "My personal attention to the details of designing and finishing have always been my first priority."

With a flagship store in Kolkata they have ventured into an array of jewellery products. The poise of the brand is the sheer kalakari they bring to people in the most authentic form. Specializing in hand made diamond studded gold jewellery, Polkis and Jadaus has been their sought after category. With a goodwill in their name of workmanship they are also into wholesale and supply to the top notch brands of the country.

Curating a strong belief that with passion comes excellence, a strong supervision is kept on the minute detailing from the start to the finish of a masterpiece. Each product is checked for quality in multiple layers like for top designing, durability, finishing and pricing. A product only after passing all these check points can be displayed. Their policy stresses on the fact that products say a lot about itself, thus manufacturing is done according to the needs and future demands of the clients. Taking into account that pricing is the main factor for good sales, they make sure it is kept to the minimum so as to ensure wholesaling to most of the big names in this industry and big houses in retail.

The recently renovated showroom which has been completed by Epsilon Architecture has a Plush ambiance and it has always been the first priority for the store maintaining modern upscale interiors and appealing displays. The mantra for success explains by Mr. Jain "to be dynamic yet humble, be true to whatever you do. Be passionate about your work and the best will always follow you." •

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