



# The Golden Girl of Gunjan Jewels

*Maitryee Tejwani, the next generation leader of Gunjan Jewels, elaborates on the course the company has charted in its many years and the one she's charting for herself there. As far as the future is concerned, the aspirations are only going to go one way and that's higher. While at it, Tejwani also sheds light on why the gold market always reigns supreme in the country.*

**MAITRYEE TEJWANI, Executive - Business Development, Gunjan Jewels**

*Please tell us a bit about yourself and your vision for your company.*

Gunjan Jewels believes every woman is beautiful. To enhance the beauty of women, we create original and innovative jewellery for their adornment. We envision being leaders in our category of business and create a delightful experience for our customers.

Being a Business Development Manager, I have completed my dual-degree masters in International Luxury Management from NEOMA, France and MIP, Italy. Individually, my vision for GJPL would be to extensively contribute in developing the company as a global manufacturer of quality and innovative jewellery for national and international luxury brands.



Photo Courtesy: Prima Gold



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*Where do you come in when it comes to the day-to-day operations of your company?*

The arrangement of Gunjan Jewels is such that it is not dependent on anyone's presence for its day-to-day functioning. However, as the Business Development Manager, it looks more into the strategic growth of the company. The role is to develop and implement growth opportunities in existing and new markets. However, my contribution and presence is needed in the growth of the company for executing creative, innovative or deep-rooted ideas.

*Had you always planned to follow in the footsteps of your father?*

YES! Gunjan Jewels and I were born in the same year. Therefore, I consider Gunjan Jewels as my sibling rather than a matter of succession. Mr Vinod Tejwani, as a father as well as a businessman,

inspires me. Some of his life-lessons come from this volatile industry, whether it is about fluctuating gold prices or facing the continuously growing competition in the industry.

*In your opinion, why has the Indian jewellery market been always dominated by gold? Could you provide some insights on the history of gold jewellery in the Indian market?*

Gold is the oldest and most precious metal known to Indians for adornment and investment. Literature, mythology, chronicles and legends...all are enough evidence to prove how far Indians embrace gold. Middle-class people or housewives believe in gold as an investment and the security and high liquidity offered by gold.

Factually speaking, gold dominates the Indian jewellery market and forms about 80% of the market share. People purchase gold from the viewpoint of investment, especially people living in rural areas with limited access to banking facilities. Gold also acts as a status symbol for the wealthy in society where we find them designing accessories of daily use in gold. India produces the world's most competitive gold jewellery due to its low cost of production and workforce of highly skilled artisans for designing and crafting jewellery, along with strong governmental support.



Photo Courtesy: Prima Gold

*What is the future of gold jewellery?*

The price of gold is soaring to a new level despite its ups and downs. Like any other industry, the jewellery industry has also been affected by the unexpected pandemic. But, as an insider in the industry, I believe this is a temporary phase which will end soon.

Appreciating the acceptance of semi-precious and precious stones because of globalisation, we can observe the trend shifting from plain gold jewellery to diamond and/or gemstone-studded jewellery. This is part of the continuous growth we are witnessing since the era of maharajas and maharanis when, for example, pearls were embedded with gold.

Gold jewellery seems like an inevitable part of Indian culture, so irrespective of the current scenario, its market is expected to flourish even more in the near future.

*As a millennial jeweller yourself, what type of jewellery do you like to endorse?*

Minimalistic is new gold to me. With the inflating price of gold, a simple investment of minimalistic gold jewellery adds extra pleasure to your happiness. As an international traveller, minimal gold best complements studded gemstones, or in some cases, even a single pearl can beautify plain gold. The charm of minimalistic jewellery is that it can be worn single or can be in stacked style, along with a combination of multiple precious metals. Minimalistic jewellery can be worn by people who are simple yet classy as well as people who prefer to wear big, bold and bright jewellery.



Photo Courtesy: Prima Gold