

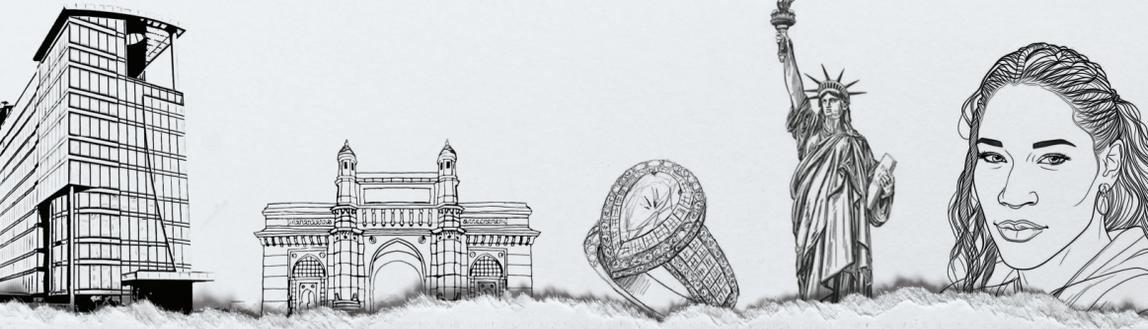


K P S A N G H V I

S I N C E 1 9 6 5

# NEWSLETTER

EDITION 3: JULY - SEPT 2024



## THE INCEPTION OF A JEWELLERY LEGACY

The story of KP Sanghvi Jewellery begins with a solid foundation in the diamond industry. By the late 1990s, the company had already established itself as a renowned diamond manufacturer, globally recognized for its quality and craftsmanship. Kishore and Arvind Sanghvi, foresaw that expanding into jewellery through vertical integration was the next natural step. With access to high-quality diamonds and deep industry knowledge, they were poised to seize new opportunities in the jewellery market.

In 2001, they ventured into the world of jewellery with the launch of "Ace Jewels", a small-scale, shop-in-shop setup. This modest beginning laid the groundwork for future development. Realizing the vast potential of the market, they established their first full-scale jewellery manufacturing facility in Marol, Mumbai, focused on catering to the Indian market.



Jimit Sanghvi

Back home, the company's success in global market demanded better facilities. In 2007, a state-of-the-art manufacturing unit was set up in SEEPZ, Mumbai, which enhanced efficiency and export capabilities. Investments in advanced technologies for lightweight jewellery designs and CNC machines for precision work solidified the company's reputation for innovation.

The 2008 global financial crisis brought its own set of challenges, but the brand remained resilient. Rather than retreat, they pivoted to focus on affordable, trend-driven designs that resonated with a younger demographic. By 2009, they not only recovered but thrived, adapting to market trends while upholding their legacy of quality. To meet the rising demand for mass production, a cutting-edge manufacturing facility was opened in Surat, India in 2011, further cementing their influence on both domestic and global markets.

Momentum continued to build when Jimit Sanghvi, the eldest of the third generation, joined the company in 2002. With his energy and fresh perspective, the family embraced global ambitions. In 2003, they made their first bold move by opening a retail outlet in Dubai. Although the store closed after a few years, the venture provided invaluable insights into international markets. Spotting further opportunities abroad, Jimit relocated to the U.S. in 2004, setting up an office in New York. Over the next few years, the brand expanded its global footprint, securing deals with major teleshopping networks and retailers, firmly establishing itself as a prominent supplier in international markets.



Ace Jewels office



SEEPZ Factory



Surat Factory

Despite international success, the company remained committed to the Indian market. In 2012, a showroom was opened in Ahmedabad, stepping into the domestic retail space. However, facing unethical competition from rivals who compromised on metal quality to lower prices, they made the principled decision to close the showroom, choosing integrity over short-term gain. This decision marked a return to a B2B model within India, reinforcing the belief that true success is built on trust and values.



Ahmedabad Showroom

In 2019, their craftsmanship caught the attention of tennis legend Serena Williams. Collaborating with her, they created iconic jewellery pieces that embodied her bold spirit. Serena showcased these masterpieces on the cover of Times magazine, on The Tonight Show Starring Jimmy Fallon, at the Met Gala, and many other prestigious platforms. One of the standout creations was a diamond-encrusted shoe tag designed for her Nike collaboration, which went viral during the 2019 U.S. Open. This high-profile partnership not only elevated the brand's global profile but also solidified its place at the intersection of luxury and culture.



U.S. Open Shoe Tag



Serena William Jewellery

The COVID-19 pandemic in 2020 brought unprecedented challenges, but the company chose to see it as a time for reflection and recalibration. Jimit realized that the future of the jewellery business lay in creativity and innovation. They shifted towards a design-led approach, focusing on high-end, trendsetting pieces rather than following industry norms.

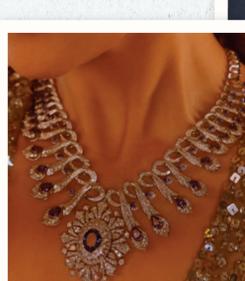
By embracing modern materials like colored stones, pearls, and lab-grown diamonds, and focusing on innovative design, sustainable practices, and recycled metals, KP Sanghvi is ready to captivate millennials and Gen Z. The company is shaping a future where creativity and integrity lead the way, resonating with tomorrow's Jewellery buyers. Evolving from a diamond manufacturer to a global brand, KP Sanghvi is dedicated to crafting a vibrant legacy of craftsmanship and resilience that is not just about the past—it's about a bright future filled with breathtaking masterpieces yet to come.



Designer Jewellery



Coloured Stone Jewellery



Intricate Craftsmanship

# OUR INITIATIVES

## BRIDGING GAPS IN HEALTHCARE: A JOURNEY OF COMPASSION & CARE



At KP Sanghvi, our commitment to healthcare has grown over the years, rooted in the belief that everyone deserves access to quality medical care. What began as a simple desire to help those in need has evolved into a mission to bridge critical gaps in healthcare, ensuring that essential services reach underserved communities.

In 1998, the district hospital in Sirohi, Rajasthan, was struggling to meet the necessary healthcare needs of its growing population. The century-old facility, though vital, could no longer keep up. Recognizing this, a new OPD Block was introduced, breathing new life into the hospital. Today, it stands as a major cornerstone of healthcare in the region, with 35 doctors and 100 medical staff serving around 1,000 outpatients daily, providing free, high-quality care to the community.



*KP Sanghvi OPD Block, Sirohi (Rajasthan)*

By 2000, the focus had shifted to Surat, Gujarat, where the need for better treatment facilities, particularly for burns and trauma care, was pressing. Shri KP Sanghvi Hospital emerged as a response to this need, offering quality medical care at minimal costs. Operating on a no-profit basis, the hospital has become a crucial pillar of healthcare in Surat, performing over 470 vital surgeries and providing essential services to those who need them most.



*KP Sanghvi Eye Institute, Surat*

In 2002, the journey took another meaningful turn with the establishment of an Eye Institute in Surat, aimed at combating preventable blindness. This institute, focusing on cataract surgeries and other eye treatments, has touched the lives of 15,000 to 20,000 people. Through school eye camps, it has also worked to break down cultural stigmas, ensuring that even the youngest receive the care they need, with free glasses provided through partnerships with international eyewear brands.

Through these efforts, KP Sanghvi's dedication to healthcare has deepened, guided by the principle that quality medical care is a universal right. As we advance, our mission aligns with the United Nations Sustainable Development Goals (UNSDG), reinforcing on our commitment to enhancing community well-being and ensuring that our work continues to make a meaningful impact on the lives of those we serve.



*KP Sanghvi Hospital, Surat*

# TRADE SHOW HIGHLIGHTS

IIJS (08<sup>th</sup> - 13<sup>th</sup> August), India



VICENZAORO  
(06<sup>th</sup> - 10<sup>th</sup> Sept), Italy



JEWELLERY & GEMS  
(16<sup>th</sup> - 22<sup>nd</sup> Sept), Hong Kong

