

## **Unveiling the door of exclusivity in the hub of City**

### **Sawansukha Jewellers making a mark at Burrabazar**

**Kolkata, 13<sup>th</sup> June, 2019:** Years back when Sawansukha Jewellers was established by the Director; Shri Rupchand Sawansukha at Burrabazar, the intention was to present the consumers with jewellery that is exclusive in all its aspects. Sawansukha spread its wings to 4 stores in Eastern India in a span of few years. In pursuit of continuing the best services, Sawansukha Jewellers decided to return back to Burrabazar, popularly known as the heartthrob of Kolkata. Rupchand ji's son Mr. Siddharthaa Sawansukha (MD of Sawansukha Jewellers) decided to go back to roots and cater to the consumers residing locally and also to the ones coming from neighboring cities to purchase items that reflect the fine workmanship of the City of Joy.

Burrabazar being the prime point and connected to the major parts of Kolkata from all directions makes it the ideal place for shoppers and rightfully called "The Shopper's Paradise". With the idea of making the journey to paradise a pleasing one, Sawansukha Jewellers is opening its door to unmatched and largest collection of jewellery for all its valued consumers. What can one expect at Sawansukha Jewellers? Well the answer is your quest for the best gets fulfilled here. Spanning at 870 sq. feet, the store has the most modest collection of Diamond, Gold, Antique and Jadau jewellery, handcrafted to perfection that showcases the perfect amalgamation of tradition and modern concept. Each piece is curated with passion and warmth conveying the beautiful emotion that will be passed to the loved one and cherish for the lifetime.

The aesthetics of store is kept on the concepts of simple yet elegant in white reflecting the essence of Sawansukha i.e. Purity. Sawansukha Jewellers with pedigree of over 250 years comes with assurance of purity in terms of designs, material, range and transparency and that's exactly what is evident in its interiors.

Shri Rupchand Sawansukha says, "Burrabazar is special as it is this place where I had sown the seeds of my business since my arrival from Bikaner. This store is the reminiscence of my initial days and it gives me immense happiness to return back to the point in a bigger and better way for my esteem clients residing here."

Mr. Siddharthaa Sawansukha says, "Nothing is more gratifying than expanding on the same place where my dad begun his journey and pay him the tribute of his hard work with finest showroom in North Kolkata. Yet another reason for this store is to make our specialty avail to the consumers from nearby locality without having to let them face the trouble of traveling distance. Burrabazar is magical in its own way and Sawansukha Jewellers is adding a touch of its spell in this magical town."

### **About Sawansukha Jewellers**

Sawansukha started their designer journey centuries back in Bikaner, Rajasthan and began reign in Kolkata more than 50 year back. The association of Sawansukha with diamond jewellery has been since the time of origin. Today Sawansukha is one of the leading jewellery brands with host of awards in the wall of fame and also a celebrity jeweller to design exclusively for top international artists and is known to set trends in the field of jewellery.