JEWELRAIN NEXGEN PRIVATE LIMITED

Premium Gold & Silver Jewelry Manufacturing

Elegance Reimagined. Tradition Redefined.

BIS Hallmarked | Customized Designs | Trusted by Brands & Retailers

EXECUTIVE SUMMARY

COMPANY:	Premium jewelry manufacturer focused on hallmarked gold, silver, diamond and customized jewelry.
CATEGORY:	Retail chains, jewelry brands, wholesalers, distributors, corporate partners, private-label clients and export buyers.
PRODUCT STATUS	Hallmarked quality, skilled artisan craftsmanship, ethical sourcing, customized design and reliable bulk supply.
CORE PROMISE	INR 1 Cr required till 2027 to expand manufacturing, working capital, marketing, technology and operations.
FUNDING ASK	Brand visibility, sales growth, customer loyalty, expanded reach and stronger technology-led shopping / manufacturing experience.

VISION & MISSION

VISION

To become India's most trusted jewelry manufacturing partner and a globally recognized brand by empowering skilled artisans, embracing innovation and preserving India's rich jewelry heritage.

MISSION

To manufacture premium hallmarked gold and silver jewelry that blends India's timeless craftsmanship with modern innovation while ensuring exceptional quality, ethical sourcing, transparency and customer satisfaction.

THE PROBLEM

Why today's jewelry market needs a rethink

Core gap: certified, high-quality jewelry with reliable manufacturing support and competitive pricing.

01 Counterfeit and non-hallmarked jewelry reduces customer confidence.

02 Volatility in gold and silver prices impacts cost, pricing and margins.

03 Skilled artisan shortage makes quality consistency and scaling difficult.

04 Supply-chain inefficiencies create delays, higher costs and extended lead times.

05 Customers increasingly demand lightweight, customized and contemporary jewelry.

OUR SOLUTION

Purity, trust and certification

BIS hallmarked gold & silver jewelry with certified purity and transparency

Customization and trend-led collections

Customized and bespoke designs tailored for brands, retailers and premium clients

Reliable B2B supply

Bulk manufacturing for brands, wholesalers, distributors and retail chains

Authentic sourcing

Ethical raw material sourcing through trusted and responsible procurement practices

Quality workmanship

Skilled artisan craftsmanship supported by modern production techniques

PRODUCT DEMO / PLATFORM OVERVIEW

- Client Requirement
- CAD / Design
- Material Sourcing
- Manufacturing
- Quality Check
- Delivery / Support

Supported by advanced design & manufacturing, rigorous quality control, order management, BIS compliance and dedicated account management.

Output: market-ready hallmarked jewelry, customized collections, OEM / private-label production and export-ready supply.

WHY NOW?

Market timing is supported by the same trends highlighted in the documents.

01

Rising preference for branded and hallmarked jewelry

02

Wedding, festive and premium jewelry demand continues to drive consumption

03

Customers are shifting toward lightweight, customized and contemporary designs

04

Technology adoption in CAD/CAM, ERP, CRM and order tracking enables scale

05

Export, private-label and distributor-led market expansion create growth routes

MARKET OPPORTUNITY

28.3 Cr Borrowers	3 Cr Target Users	10,000 Active Users
TAM	SAM	SOM
Global jewelry market	India jewelry market	Document-aligned reachable segment
USD 381.5B in 2025; projected USD 578.5B by 2033	USD 94.14B in 2025; projected USD 153.77B by 2033	B2B brands, retail chains, wholesalers, private-label/OEM clients, export houses and corporate gifting clients

Source links for TAM & SAM:

TAM — Grand View Research, Global Jewelry Market: https://www.grandviewresearch.com/industry-analysis/jewelry-market

SAM — Grand View Research, India Jewelry Market: https://www.grandviewresearch.com/industry-analysis/india-jewelry-market-report

Note: The source PDFs also state India jewelry market around USD 89.65—90.4B in 2024 and global jewelry market around USD 366.8B in 2024.

BUSINESS MODEL

Revenue streams from the provided pitch content

40%

B2B Jewelry Manufacturing

Bulk hallmarked gold and silver jewelry for brands, retailers, wholesalers and chain stores.

25%

Customized & Bespoke Jewelry

Made-to-order collections for corporate clients, private labels and premium customers.

15%

Wholesale Distribution

Finished jewelry supply to wholesalers, distributors and regional dealers.

10%

Private Label Manufacturing

OEM / private-label production with customized design and packaging.

10%

Export Sales

Premium gold and silver jewelry for international buyers and global markets.

GO-TO-MARKET STRATEGY

Marketing Operations

- Build premium brand identity
- Digital marketing & social media campaigns
- Jewelry exhibitions & trade fairs
- Product catalog and content marketing
- Dealer & retailer awareness programs

Sales Operations

- Acquire B2B clients and retailers
- Corporate partnerships
- Wholesale & export expansion
- Customized order acquisition
- Distributor & channel partner management

Customer Success

- Dedicated support
- On-time manufacturing & delivery
- Quality assurance & BIS compliance
- Order tracking and after-sales support
- Long-term client relationship management

TRACTION & KEY METRICS

Metric / Indicator	Current Status from Provided Docs
Founder industry experience	18+ years in jewelry manufacturing, product development, quality management, and artisan network management
Operations leadership	9+ years in operations management, finance, supply chain coordination, and administration
Business model clarity	Five revenue streams with percentage mix: 40% / 25% / 15% / 10% / 10%
Fund requirement	INR 1 Cr required till 2027
Market approach	B2B, corporate supply, wholesale, private label, export, and customized jewelry routes

COMPETITIVE LANDSCAPE

Common Competitor Gap	Jewelrain Nexgen Edge
Quality consistency issues across batches	Hallmarked quality assurance and rigorous quality standards
Limited customization	Customized design expertise and bespoke jewelry collections
Supply-chain delays and intermediaries	Reliable B2B supply, timely delivery, and order tracking
Skilled artisan shortage	Experienced artisan network and traditional craftsmanship
Lack of brand trust due to non-certified products	Ethical sourcing, compliance, and certified purity

TECHNOLOGY / AI ADVANTAGE

Result: innovative, market-ready collections with quality consistency, better execution visibility and scalable production support.

Design & Manufacturing	CAD-based jewelry design Precision manufacturing Advanced production techniques
Operations	ERP & order management Efficient supply chain Inventory management
Customer & Quality	CRM & marketing automation Quality control system Hallmark certification

FINANCIAL PROJECTIONS

FINANCIAL SUMMARY							
Year	Revenue (INR Cr)	COGS	OPEX	Gross Margin %	EBITDA %	PAT %	Comment
FY 2026-27	1.2	0.72	0.18	40.00%	25.00%	15.00%	Profitable
FY 2027-28	3.5	2	0.55	43.00%	27.20%	17.00%	Profitable
FY 2028-29	7.5	4.05	1.26	46.00%	29.20%	19.00%	Profitable
FY 2029-30	14	7.14	2.52	49.00%	31.00%	21.00%	Profitable
FY 2030-31	25	12	4.78	52.00%	32.90%	23.00%	Profitable

FUNDING ASK

INR 3-5 Cr

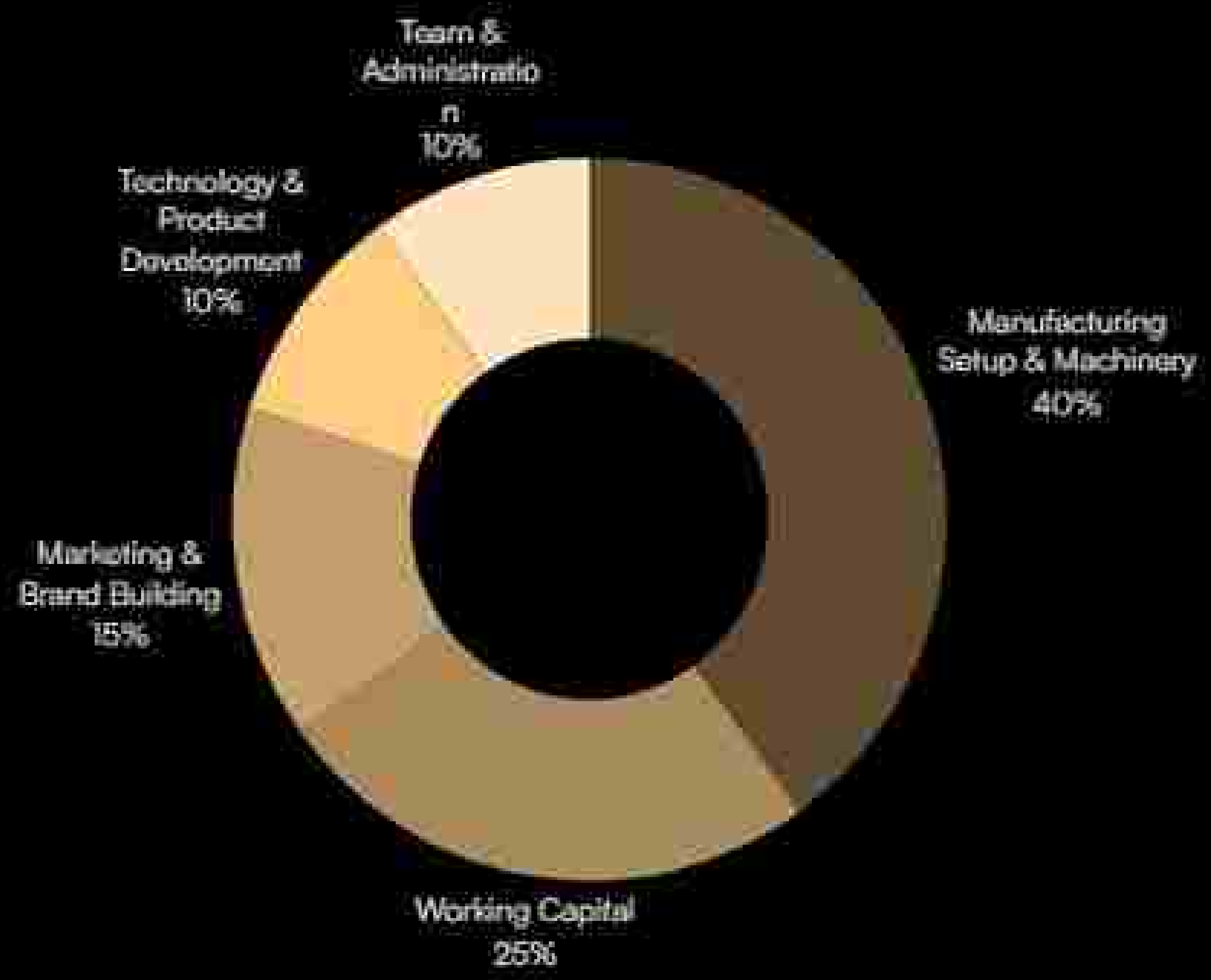
Required till 2027

Funding objective

Expand manufacturing capacity, working capital, brand building, technology development and business operations.

USE OF FUNDS

Fund Head	Allocation	Purpose
Manufacturing Setup & Machinery	40%	Production equipment and facility setup
Working Capital	25%	Raw material procurement and operations
Marketing & Brand Building	15%	Digital marketing and market expansion
Technology & Product Development	10%	CAD design, software, and innovation
Team & Administration	10%	Skilled workforce and business operations
Total	100%	—



ROADMAP & MILESTONES

2026

- Increase manufacturing capacity
- Strengthen B2B partnerships
- Expand skilled workforce

2027

- Expand across India through distributors
- Grow private-label / OEM manufacturing
- Increase corporate and retail clients

BEYOND

- Launch premium and designer collections.
- Enhance CAD/CAM design capabilities.
- Enter international markets and build export partnerships.
- Launch of Franchises and memberships

Milestone theme: Production Expansion → Market Expansion → Product Innovation → Global Expansion → Industry Leadership

FOUNDING TEAM

Mr. Shyamal Biswas

Founder & Managing Director

18+ years in jewelry manufacturing, traditional craftsmanship, product development and quality management. Strong knowledge of gold jewelry production, artisan network management and raw material procurement.

Mrs. Manju Rani Biswas

Co-Founder & Operations Director

9+ years in operations management, finance, supply-chain coordination and administration. Leads production planning, ethical sourcing, cost optimization and organizational growth.

EXIT STRATEGY

Document-aligned exit-readiness path

Jewelrain Nexgen's scale-up plan creates investor exit optionality by building a larger, more valuable manufacturing platform across India and global markets.

VALUE CREATION LEVERS

- Become a leading jewelry manufacturing brand
- Expand across India through distributors
- Grow private-label / OEM manufacturing
- Enter international markets and strengthen export partnerships
- Scale operations with advanced technology and profitable growth

Crafting Timeless Elegance with Trust, Innovation and Uncompromising Quality.

THANK YOU

Phone
+91 9600130750

Email
jewelrainnexgen1@gmail.com

Address
C/O Late Balai Joteghanas, Jot Ghanashyam, Paschim Medinipur, West Bengal - 721153, India