NILEXUMA SERVICES PRIVATE LIMITED



The Art of Jewellery, The Joy of Elegance

Company Basic Information

CIN NUMBER	U11041UP2024PTC197292
COMPANY NAME	NILEXUMA SERVICES PRIVATE LIMITED
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About us

NILEXUMA SERVICES PRIVATE LIMITED is engaged in the business of manufacturing, processing, designing, developing, and dealing in a wide range of jewellery and precious metal products. The Company deals in gold, silver, platinum, palladium, alloys, bullion, pearls, diamonds, gemstones, precious, semi-precious and natural stones. It undertakes the production, fabrication, finishing, repair, alteration and customization of various types of jewellery, ornaments and articles made from precious and other metals. The Company also undertakes buying, selling, trading, importing, exporting, wholesaling and retailing of jewellery and allied products. It caters to diverse customer requirements by offering traditional, contemporary and customized jewellery designs. The Company may establish and operate workshops, manufacturing facilities, showrooms and retail outlets for its products. Through quality products, innovative designs, effective branding and customer-focused services, **NILEXUMA SERVICES PRIVATE LIMITED** aims to build a strong presence in the jewellery industry.

MISSION

The mission of **NILEXUMA SERVICES PRIVATE LIMITED** is to provide high-quality, beautifully designed and responsibly crafted jewellery made from gold, silver, platinum, diamonds, gemstones and other precious materials. The Company aims to combine traditional craftsmanship with contemporary designs, offering customers reliable products, customized solutions and excellent service while building long-term relationships through quality, transparency and customer satisfaction.

VISION

The vision of **NILEXUMA SERVICES PRIVATE LIMITED** is to become a trusted and recognized jewellery brand known for quality, craftsmanship, innovation and customer-centricity. The Company aspires to expand its presence through manufacturing, retail, wholesale and online channels and establish a strong position in the domestic and international jewellery markets.

01

Current Industry Problems

You can describe the topic of the section here

Raw Material Price Fluctuation

Quality and Purity Concerns

Changing Customer Preferences

High Competition

Customer Trust and Transparency

Limited Digital Presence

02

Solution To The Problems



Changing Customer Preferences

Offer a diverse range of traditional, contemporary and customized jewellery designs based on evolving customer tastes and market trends.

Quality & Purity Concerns

Follow strict quality-control procedures, source materials from reliable suppliers and provide appropriate hallmarking, certification and product details wherever applicable

Price Fluctuation

Adopt flexible pricing and inventory strategies, monitor precious metal market trends and maintain efficient stock levels to manage price volatility.

Customer Trust

Maintain transparent pricing, clear product information, reliable after-sales support and customer-friendly policies to establish long-term relationships and strengthen brand credibility.



03

Uniqueness

Customized Jewellery Solutions

Providing personalized jewellery designs based on individual customer preferences, occasions and budgets.

Traditional + Modern Designs

Combining traditional craftsmanship with contemporary and innovative designs to serve different customer segments.

Wide Product Range

Offering gold, silver, platinum, diamonds, gemstones, pearls and other precious and semi-precious jewellery products under one platform.

Manufacturing to Retail

Creating an integrated business model covering jewellery manufacturing, wholesale, retail and customized orders.

04

Revenue Model



Retail and Wholesale Sales: Revenue from the sale of gold, silver, platinum, diamond, gemstone, pearl and other precious and semi-precious jewellery through retail and wholesale channels.

Custom Jewellery Services: Income from designing, manufacturing and supplying customized jewellery according to customer specifications, preferences and budgets.

Jewellery Manufacturing: Revenue generated through manufacturing and supplying jewellery products to retailers, distributors, brands and institutional customers.

Repair, Alteration & After-Sales Services: Service income from jewellery repair, resizing, polishing, restoration, customization and related after-sales services.

Online & Digital Sales: Revenue through online catalogues, e-commerce channels, digital marketing platforms and direct-to-customer digital sales.

05

Target Audience



Individual Jewellery Buyers: Customers seeking gold, silver, platinum, diamond and gemstone jewellery for personal use and gifting.

Bridal & Wedding Customers: Brides, grooms and families looking for wedding jewellery, engagement rings and customized bridal collections.

Fashion & Lifestyle Customers: Young and contemporary customers interested in modern, designer and trend-based jewellery.

Premium & Luxury Customers: Customers seeking high-value, exclusive and premium jewellery products with distinctive designs.

Retailers & Jewellery Dealers: Jewellery stores, distributors and dealers purchasing products on wholesale or business-to-business terms.

EQUITY CONTRIBUTION STRUCTURE

There is no fundraising history and all the funds of the startup are bootstrapped. Currently the Equity structure of the Company is owned by the Directors itself and there are no public investors.

Total Equity Structure of the company is Rs. 1,00,000 Paid up and Rs. 5,00,000 Authorized share capital which is owned by Directors

itself .e.,

PRATIK RASTOGI & ASHISH TIWARI

“At NILEXUMA SERVICES PRIVATE LIMITED”

“we transform precious materials into timeless expressions of elegance, individuality and emotion. Every creation is thoughtfully crafted to celebrate life’s special moments and become a treasured part of every story.”



Thanks

We sincerely appreciate your time and attention.

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