

## COVER STORY



## Samveg Shah, Partner, Venus Jewel



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With a humble beginning in the late 60s, Venus Jewel has set an example when it comes to crafting the finest of diamonds in the world, each of them known for their brilliance. The company under the guidance of its founders Sevantilal and Ramniklal Shah, has set a remarkable standard for quality, service and transparency. Carrying forward the baton with the same principles is a third generation partner, Samveg Shah, an alumnus of Gurukulam – an unparalleled education system of India that is valued for its unique approach throughout the world.

At the tender age of 20, he joined the business and learnt the art of crafting diamonds with his own hands. Today, under the guidance of his uncle he looks after the Sales & Marketing Department in Mumbai. He brings in fresh & innovative ideas along-with sales strategies that benefit not only the company and its customers but also the stakeholders.

Time, manpower, finance and all the factors of production need to be managed well in order to overcome any challenging scenario – and the pandemic has undoubtedly presented many such instances. “As far as resource management is concerned; we created a careful roster for presence in office on a rotational basis. The rest of our staff was working and coordinating from home. Apart from this, we maintained a seamless customer service throughout this period as 60 per cent of our business

was always online. Transparent business practices help us maintain and enhance online sales. Hidden in every adversity lies an opportunity, astute businessmen tap such opportunities quickly and act upon them,” says Samveg Shah. Social distancing norms were maintained across the organisation.

### Owning up to tough times

For marketing and advertising, there was a shift to virtual platforms like social media and digital marketing. Adaptability is a virtue which the diamond industry has understood well in this pandemic. “The focus in these unprecedented times has been to serve customers across the globe through even better technology. We have always had an online presence and our customers buy from us online at [www.venusjewel.com](http://www.venusjewel.com) and our mobile app. Additionally, during this time we also learned how to virtually portray a diamond to the end consumer who needs a reputable company to trust online.”

Venus Jewel decided to offer additional flexibility in serving customer's needs. The company offered extensions in its loyalty schemes to not let customers be affected by the reduction in their business volumes. It is this “customer first” policy that has made Venus Jewel one of top diamond manufacturing companies in the world.