



EMERALD

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PREMIERE

SPECIAL  
COLLECTIONS

# WHAT'S NEW

@ EMERALD

GOLD | DIAMOND | PLATINUM | SILVER





EMERALD

**K SRINIVASAN**

Chairman & Managing Director



Emerald Jewel Industry India Limited, is a jewellery manufacturing company, founded by Mr. Krishna-moorthy Srinivasan (Chairman and Managing Director) in the year 1984 with the vision to produce the best quality jewellery while emphasising on innovative design, craftsmanship and technology. Emerald is one of the world's largest jewellery manufacturers, with an installed capacity of 48 tons of gold, 50,000 carats of Diamonds, 10,000 carats of CVD Diamond, 600 kg of Platinum, and 77 metric tons of Silver per annum. Our design bank has more than six lakh designs.

Emerald has a large and integrated manufacturing setup with 6 units spread out at Coimbatore, Mumbai, and Chennai. Emerald has 7,000+ employees, who are working relentlessly to achieve the aspiration of becoming the world's largest manufacturing company. Emerald is proud to have various gold manufacturing technologies such as Direct Casting as one of the main projects. Other jewellery-making projects are Electroforming, MangalSutra, Stamping and CNC Bangles, Machine Chains, Fusion/Handmade/Uni-craft, MMD & Gem Stones. In 2016, Emerald invested in a larger scale on a Silver setup, which has a capability of manufacture all silver products such as Jewellery, Chains, Payals, Utensils, Electroforming Idols and Solid Idols. Emerald is also a leading name in Platinum Jewellery manufacturing and is a preferred manufacture of PGI (Platinum Guild India). In Diamond manufacturing, Emerald uses 3 techniques of manufacturing Open setting, Close setting and Open Close setting.

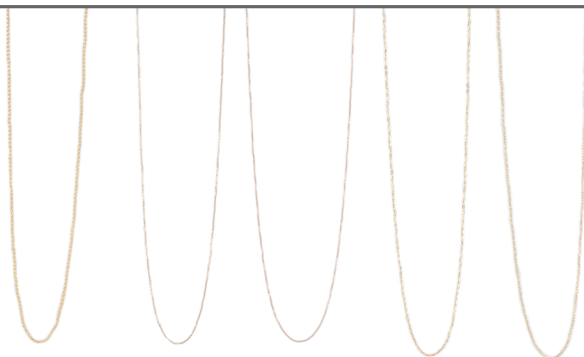
We recently extended the manufacturing in Mumbai exclusively for Diamond and Platinum production. In March 2023, Emerald became a certified member of RJC (Responsible Jewellery Council) which adds to other statutory certificates like ISO certification and NABL accreditation. All this has encouraged and helped us to achieve a phenomenal growth. In the last 40 years some of our major achievements include a record in Guinness book of world records for manufacturing the Worlds's Largest Handmade Gold Chain, NJA Awards, IJ Awards, IGJA Awards, and Jewellery World Award., and Numerous other such awards. We at Emerald are committed towards the vision of producing best quality jewellery with perfection and beauty.



EMERALD

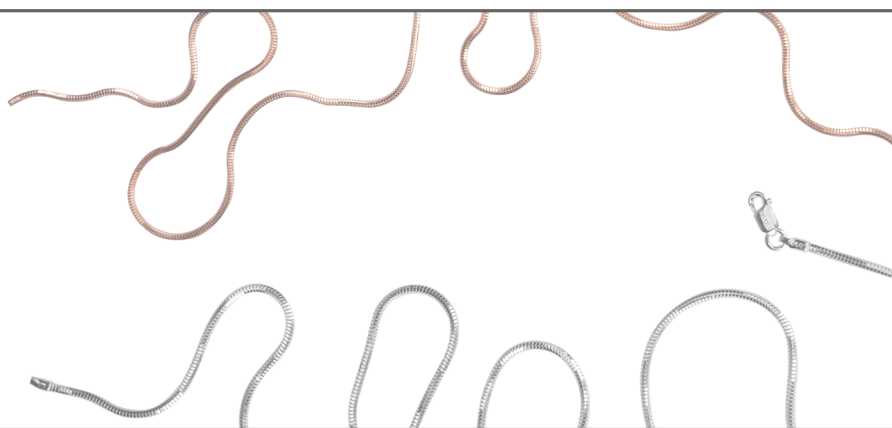
## AIR LIGHTWEIGHT CHAINS

AIR-LIGHTWEIGHT CHAINS  
STARTING FROM 300  
MILLIGRAMS



## SNAKE CHAINS

SUPER FLEXIBLE SNAKE  
CHAINS



## BRAIDED CHAINS

EXCLUSIVE BRAIDED  
GOLD CHAINS



## ITALIAN CHAINS

NEW FANCY CUTTING IN ITALIAN  
CHAINS FOR THE FIRST TIME IN  
INDIA





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## CASTING - RINGS

LIGHTWEIGHT CASTING RINGS  
FOR MEN AND WOMEN STARTING  
FROM 1 GRAM



## CASTING - CHAIN SETS

LIGHTWEIGHT CASTING NECK  
CHAINS AND CHAIN SETS



## 24 K JEWELLERY

INTRODUCING 24K JEWELLERY  
AND MACHINE CHAINS



## KUWAITI JEWELLERY

REDEFINED KUWAITI DESIGNS - SUPER  
LIGHTWEIGHT JEWELLERY WITH A  
MODERN TAKE ON TRADITIONAL  
KUWAITI STYLES







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## CNC

LIGHTWEIGHT CNC BANGLES WITH  
FUSION-STYLE MEN'S JEWELLERY



## GEMSTONE

FIRST TIME EVER GEMSTONE  
JEWELLERY WITH INTRICATE  
FILIGREE CRAFTSMANSHIP



## CHIARA

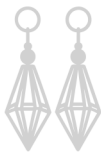
A CUTTING-EDGE REVOLUTION IN  
FINISHING AND TEXTURING  
TECHNOLOGY



## HANDMADE 18K Collection

CRAFTED IN YELLOW AND PINK GOLD,  
FEATURING LIGHTWEIGHT BANGLES,  
PENDANTS STARTING FROM 0.5 GRAMS,  
AND JHUMKAS AND STUDS UNDER  
4 GRAMS.





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## DIAMOND - OPEN SETTING

NEW RANGE OF BUDGET FRIENDLY  
OPEN SETTING DIAMONDS



## DIAMOND - CVD COLLECTION

EXCLUSIVE CVD  
COLLECTION



## DIAMOND - CLOSE SETTING

NEW COLLECTION OF TRADITIONAL  
CLOSE SETTING DIAMONDS



## MILAN

A SEAMLESS BLEND OF MULTIPLE  
TECHNOLOGIES TECHNOLOGY  
AND MODERN DESIGN





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## STAMPING

A HUGE RANGE OF LIGHTWEIGHT GENTS' BRACELETS AND Y HALF SETS ONLY AT EMERALD, FULLY READY IN STOCK



## PLATINUM

PLATINUM EVARA COLLECTION - A NEW LIGHTWEIGHT RANGE WITH CHAIN-BASED PLATINUM JEWELLERY.



**COMING SOON !**

### SILVER

MULTI-COLOUR SILVER UTENSILS WITH INNOVATIVE MULTI-COLOUR PLATING

### SILVER

EMERALD IS COMING SOON WITH A NO TARNISH TECHNOLOGY\* IN SILVER JEWELLERY

### SILVER

LONG-LIFE SILVER JEWELLERY RANGE WITH 5-YEAR GOLD PLATING LIFE

### CHAIN

INNOVATIVE PUZZLE BLOCK CHAINS

COMING SOON





# EMERALD



6L+ designs  
& still  
counting



20+  
world-class  
technologies



10L+ sq.ft  
manufacturing  
space



200+ awards  
in design  
& manufacturing



7000+ highly  
committed  
workforce

**40**  
YEARS OF  
LEGACY  
& TRUST  
EMERALD

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