

Power Cuts Hurt Growth of Jewellery

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"SRS Jewells is doing excellent in Faridabad. We are a brand that originated in Faridabad itself. Our understanding of the local markets and the consumers help us in serving them better," explained Jindal



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"The retail operations are profitable here. However, unlike any other NCR regions, manufacturing side in Faridabad is grappling with power crisis due to which jewellery business is still away from full-fledged growth. Also, because of this factor, we have to establish our manufacturing units in Delhi," said Jindal.

He further added, "There is a dearth of experienced designers and skilled craftsman and we have to hire them either from Delhi or Gurgaon, which doesn't help in keeping the costs down."