

**SIA LIFESTYLES**  
PVT. LTD.

**3<sup>rd</sup> Floor, Dev Plaza  
S V Road  
Andheri (W)  
Mumbai- 400 058**

**CORPORATE PROFILE**



Sia has complemented the stars of the hit blockbuster Om Shanti Om with an exclusive line of Jewellery





## The beginnings of Sia

In the year 1972, the company's doyen, Mr. Ramniklal D. Chhadva ventured into the wholesale business of imitation jewellery, leather bags and other related accessories under the brand name 'Tohfa', which, with its large product assortment wowed customers and critics alike.

At the same time, another undertaking, known as 'Noble stores' came into existence dealing with leather purses & accessories, which further cemented the business of delighting customers and providing a wide range of exclusive products.



## Sia- History & Leadership

In 1995, Mr. Ramniklal Chhadva decided to enter the retail jewellery market. The brand Sia Art Jewellery started as a partnership firm which had its first showroom at Santacruz. At that time, the business focus was pure retailing of jewellery.

In 1998, Mr. Ramniklal D Chhadva's son, Mr. Jatin R Chhadva stepped in to handle the burgeoning business. Realizing the large volume of customer needs, the company was incorporated as Sia Gems & Jewellery Pvt. Ltd which took over Sia Art jewellery. Under Mr. Jatin Chhadva's visionary leadership and natural flair for business, the company flourished, and he took over as the Group founder & Director of Sia Gems & Jewellery Pvt. Ltd in 2000.

Mr. Jatin Chhadva's passion for retail business and a thorough understanding of the venture has translated into one of the key strengths of the company.

Mr Vinay Chhadva joined the company as one of its youngest directors at the age 22. He is professionally qualified in Gemology and Diamond Grading (IGI) and has contributed to building the company's competence and growing the business.

## Sia Lifestyles Pvt Ltd- Brands



The flagship brand of the company- a complete House of Jewellery for all accessory needs- showcasing the '**Art of Complimenting**'



An extension into the field of complimenting- designer footwear and designer bags- finding '**The Perfect Match**'



Unisex teen accessories with loads of attitude for you to '**Accessorise...Socialise!**'



## Organization Philosophy

Responsibility and trust are the cornerstones of management at Sia Gems & Jewellery. The work culture encourages creativity and self – management, along with bigger responsibilities and larger roles. Teamwork, risk and responsibility sharing and discipline are some of the other values we abide by.

**With a vision to become the best global art jewellery and accessories brand**, Sia sees itself as a major promoter to encourage and propagate the creative use of jewellery in everyday attire.

Our **Mission Statement** reads thus:

- **Set trends in fashion and design**
- **Adhere to benchmarks so that every stakeholder earns profit**
- **Implement excellent organizational structure and human resource system**
- **Achieve desired goals with perfection**

Some of the values we abide by are as follows:

- **We believe in an environment of trust, integrity and honesty amongst employees, suppliers, customers and shareholders.**
- **Encourage a positive attitude, teamwork, fair play, mutual understanding and respect.**
- **Support an independent and innovative thought process.**
- **Create an organization receptive to change.**
- **Corporate social responsibility is a part of our culture.**
- **Customers are our priority; we are committed to fulfilling our promises.**

## Employees and HR

The company employs over 200 dedicated Human Resource for its corporate office and retail showrooms. The Sia team consists of highly qualified professionals, who have acquired their skills by hands-on experience in retailing and product knowledge. Trainees are taken through a rigorous but informative training procedure, which acquaints them with the know-how of the business and instills in them company values and traditions. Employee turnover at Sia is lower than most in the industry, and this is attributed to the productive and open working conditions, which places a great deal of trust and responsibility in the employee from the first day itself.



## Market Leadership

Our USP stems from our unique, designer products and complete customer satisfaction. Sia Art Jewellery is the only branded artificial house of Jewellery- this the flagship brand of the company- serving the diverse needs of all age groups of women across the country.


## Quality Policy & Customer Service



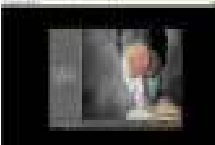
Our quality policy is to give “simply the best”.

There are many different varieties of jewellery, displayed through a systematic process. Alteration in readymade jewellery available to any colour, size and to some extent design also. Customer related schemes of gift vouchers, credit note, privilege club and festival collections are also undertaken at Sia. **The Gems Club** is the privilege club for frequent shoppers at Sia, who are rewarded each time with gift vouchers, special previews and special discounts. Currently, there are over 15,000 loyal members, who add upto almost 40% of the company's revenue share.

Sia has also launched international franchise system to meet NRI's and overseas customers need.

## Milestones

Year	Achievements
1995 	Formation of a partnership firm under the name 'Sia'  First SIA showroom opens at Surang Shopping Centre, Santacruz (W), Mumbai, followed by in-house designing and assembling operations.
1998	Owing to huge popularity and tremendous customer response, 1300 sq.ft annexure added to the Santacruz Showroom- increasing the store size to more than 2500 sq ft.

<p><b>2000</b></p>	<p>Incorporation of SIA Gems and Jewellery Pvt. Ltd. under Indian Companies Act, 1956, and commencement of centralized administrative/specialised departments</p>
<p><b>2002</b></p> 	<p>Sia expands its retail footprint, with the 2<sup>nd</sup> branch at Matunga, Mumbai</p> <p>The newly launched <b>Devdas</b> collection draws collective appreciation from critics and customers!</p> <p>Sia -3<sup>rd</sup> store opens in the upmarket Kemps Corner at Mumbai.</p>
<p><b>2003</b></p> 	<p>Sia stores open at Thane and Borivali suburbs of Mumbai.</p> <p>Sia expands into the franchisee model of business at DLF City Centre, Gurgaon</p>
 <p><b>2004</b></p>	<p>SIA opens its 7<sup>th</sup> store at Inorbit mall (Malad ).</p> <p>Launch of Online Retailing at <a href="http://www.siajewellery.com">www.siajewellery.com</a></p>
<p><b>2005</b></p>	<p>SIA opens 8<sup>th</sup> store at 'East Delhi Mall' (East Delhi ).</p> <p>SIA opens 9<sup>th</sup> store at 'Greater Kailash - 1' (South Delhi ).</p> <p>Sia expands into Gujarat market with its first exclusive store in Surat (10<sup>th</sup> store)</p>

	<p>Sia expands its business by opening first shop-in-shop counter at Aishwarya Fashion Couture, Irla, Mumbai</p>
<p><b>2006</b></p>  	<p>Another shop-in-shop counter is opened at Aasopalav, Ahmedabad</p> <p>Sia diversifies into designer bags and footwear with Sia Solemates (first exclusive store at Warden Road)</p> <p>Sia opens 11<sup>th</sup> store at Saharagunj Mall, Lucknow  Sia opens 12<sup>th</sup> store at Treasure Island Mall, Indore  Sia opens 13<sup>th</sup> store at West Gate Mall, Rajouri Garden (New Delhi)</p> <p>Sia introduces another limited edition, fast moving impulsive brand under the name Sia Styles at Cross River Mall, Shahadra (East Delhi)- with franchise operations</p> <p>Sia opens 15<sup>th</sup> store at Niharika Shopping Complex, Vadodara</p> <p>Sia opens 16<sup>th</sup> store at Iscon Mega Mall, Rajkot</p> <p><b>Sia- Kemps Corner awarded the Visual Merchandising &amp; Retail Design Awards 2006 for Best Store Design in the Personal Accessories category</b></p>
<p><b>2007</b></p>	<p>Sia's online store revamped with a new look and better functionality</p> <p>Sia opens 17<sup>th</sup> store at Unitech Mall, Noida  Sia opens 18<sup>th</sup> store at Iskon Mega Mall, Ahmedabad  Sia opens 19<sup>th</sup> store at Select Citywalk Mall, Saket</p> <p>Sia also introduces a unisex teenage accessories brand- Fl'rt with its first store at Palm Beach Galleria</p>



	<p>Mall, Vashi.</p>
<p><b>2008</b></p>	<p>Sia opens stores at the following locations:</p> <ul style="list-style-type: none"> <li>- Vile Parle (Mumbai)</li> <li>- High Street Phoenix (Mumbai)</li> <li>- Centre Square Mall (Vadodara)</li> <li>- Inorbit Mall, Vashi (Mumbai)</li> <li>- Oberoi Mall (Mumbai)</li> <li>- South City Mall (Kolkata)</li> </ul>
<p><b>2009</b></p>	<p>Sia opens stores at the following locations:</p> <ul style="list-style-type: none"> <li>- Pinnacle Tower, Cuttack</li> <li>- R City Mall, Ghatkopar</li> <li>- Waltair Road, Vishakapatnam</li> <li>- Mebaz, GVK Mall, Hyderabad</li> </ul>

## Brand extensions



Sia has also extended the brand franchise into designer shoes and bags, under the brand name of Sia Solemates, starting as an extension at the Santacruz branch in 2005, rapidly expanding to Matunga and establishing an exclusive store at Kemps Corner (Warden Road).

The product range covers the whole spectrum of designer as well as casual footwear, with matching bags.

Sia is also available to cater to the impulsive, trendy mall audience, by introducing fast moving, designer merchandise. It is primarily present in large format MBOs like Shoppers Stop, Piramyd and Pantaloons.

Currently Sia in the SIS format is present in more than 40 properties across India.



Firt offers teenage unisex accessories like bags, wallets, mobile pouches, caps, belts, sunglasses, watches, Jewellery, and everything else that translates into loads of attitude for youth.



## Fashion and Sia

Neeta Lulla, Vikram Phadnis, Manish Malhotra, Shane & Falguni Peacock, Abu Jani- Sandeep Khosla....are just some of the names who are the tsars of the fashion world. They are also some of Sia's satisfied customers- and our stores often sport some of India's leading actresses like Preity Zinta, Juhi Chawla and Bipasha Basu picking up their favourite jewellery.

While the resident team of designers work on understanding and analyzing customer behavior and fashion trends in the workshop as well as the shop floor, there is a dedicated team of Merchandisers and Buyers who work on collating such trends and delivering the products depending on a store's regional preferences.

As jewellery is an accessory which is bought in tune with matching apparel, our designers sometimes pick up colour and design trends from the apparel sector. However, this does not deter Sia from launching their own special collections- some of the more successful ones launched in the past have been the Victorian Funk collection (an assortment of different base materials including denim, fur, cloth embellished with stones, beads and sequins adorned with Victorian motifs), and the Peacock collection- a range of necklaces, earrings and accessories (including finger rings, maang tikkas and key chains) woven around the peacock bird-in beautiful meenakari work and the Umrao Jaan collection- inspired from the period film in kundan and beads (this was in continuing the Sia tradition of association with period films like Devdas, Mangal Pandey, Taj Mahal...).

Apart from numerous designers, Sia has also wowed audiences in soaps like Jassi Jaisi Koi Nahin, Nach Baliye 1 & 3, Baa Bahoo Aur Baby, Maximum Style, Resham Dankh, Great Indian Laughter Challenge, Zoom Top 20, Aaja Jhoom Le and countless others.

Even the Latin superstar Shakira picked up a few pieces from the Victorian Gold collection on her last trip to India.

Another testimony which establishes Sia's credentials with the Bollywood fraternity is the fact that Sia has designed and produced the complete jewellery for Farah Khan's latest directorial venture, Om Shanti Om- starring Shahrukh Khan and Deepika Padukone- which spans across 2 time periods- hence from re-creating the magic of historical jewellery to predicting future fashion trends- Sia spans the entire spectrum.

Even though fashion forwardness depends a lot on changing societal trends, over the past 13 years, Sia products have been flying off the shelves- a sure sign that the product adheres to the 'delight' norms of jewellery design and after sales-service. Most of the times, though, what brings in customer delight are the matching accessories- the largest collection anyone can find under one roof.



## **Customer Loyalty at Sia- more than just CRM**

In keeping with the true tradition of valuing our loyal customers- the customer relationship program at Sia is called Gems Club. Started in the year 2004- the program underwent some changes to offer more value to customers and emerged as a better program in 2005.

There are two levels to this program- Ruby (1<sup>st</sup> level) and Sapphire. A Ruby card member earns 25 points for each rupee she spends, equivalent to one rupee that she can redeem. When her purchases in one year of joining cross Rs 30,000, she is upgraded to the Sapphire level- wherein she earns Rs 15 for every rupee spent, equivalent to one rupee earned.

Gems Club members are offered a host of services like the ones below:

- 1. 50% discount on repairs and maintenance**
- 2. A special 15% discount in the birthday week and an assured free gift**
- 3. Quarterly updates on Newsia- the in-house newsletter specially designed and printed for the Gems Club members which is filled with contests, shopping tips and even a mail order catalog!**
- 4. Special Preview days for launch of sale merchandise as well as new collections**
- 5. Free Kitty Parties!**

Gems Club members are also given first preference for any third party tie-up (for eg., in previous tie-ups like Kerela Ayurveda Health Spa and Kaya Skin Clinic- all Gems Club members were given a preferential scheme as compared to the walk-in customers) and are also sent e-mailers as well as direct mailers containing new collection information from time to time.

On the cards are better value added services like offering free movie tickets, organizing kitty party lunches and even jewellery auctions for these members.

It is a noteworthy fact that in just one year of inception, the Gems Club strength is more than **50,000 members on an all-India level**- with more than 40% of total sales coming in from these members. Most of these members visit the stores at least 4 times a year- which is higher than the industry average for any lifestyle/ fashion accessory brand.

Customer Service at Sia is more than just a buzz word- it's a culture which is ingrained in each customer service associate and each store manager, and it is their constant endeavor to better their service standards each time they wait on any customer.

The Human Resource team at Sia also ensures that periodic training on grooming as well as understanding customer behaviour is partaken of by the front line sales staff so that they may be equipped to handle and complement business as well- through effective cross selling techniques and enhanced product knowledge.



## Sia Ahead

With a view to providing complete customer delight spanning the lifestyle and fashion spectrum, Sia plans to have business interests with top fashion brands. Sia has planned an extensive network of exclusive retail outlets, along with other sub brand launches to cater to a wider and more discerning audience.

