SWARN SARITA
Jewellers Pvt Ltd

SHREE SWARNA SARITA

SINCE 1970

BRAND BIBLE

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SWARN SARITA JEWELLERS PVT. LTD.

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CHAIRMAN'S MESSAGE

SWARN SARITA
Jewellers Pvt Ltd

A LEGACY BUILT ON TRUST. A FUTURE CRAFTED WITH PURPOSE.



Every enduring legacy begins with a vision. Swarn Sarita Jewellers Pvt Ltd was started by my father, **Bhagwan Prasad Gupta,** whose passion, principles and perseverance laid the foundation of what we are today. From a humble beginning in 1970, he built not just a business, but a legacy of trust, integrity and relationships.

That legacy continues to guide us even today. For over five decades, we have remained committed to one belief – that true craftsmanship is not just about creating beautiful jewellery, but about honouring the trust placed in us by generations of partners and customers.

In a rapidly changing world, our focus remains unchanged – to deliver excellence, uphold honesty, embrace innovation, and build relationships that last.

As we move forward, our promise is to stay true to our roots while reaching greater heights together.

This is our journey.
This is our family's promise to you.

Thank you for being a part of our story.

Sandeep K. Gupta

SANDEEP KUMAR GUPTA
Founder & Chairman

OUR COMPANY

ABOUT SWARN SARITA

SWARN SARITA
Jewellers Pvt Ltd

Swarn Sarita Jewellers Pvt Ltd is a legacy of trust, built on honesty, craftsmanship and relationships that span generations. From a small beginning in 1970 to becoming a preferred name in the wholesale jewellery industry, our journey is rooted in values that have never changed.

SINCE
1970
Over five decades of excellence

4TH GENERATION
A tradition continued with pride

CRAFTED WITH PURPOSE
Every piece reflects our commitment

OUR VALUES

TRUST
Honesty in our dealings and transparency in everything we do.

QUALITY
Uncompromising quality and craftsmanship in every creation.

RELATIONSHIPS
Built for the long term, rooted in respect and strengthened by generations.

INTEGRITY
Ethical practices and a commitment we uphold every single day.

INNOVATION
Blending tradition with innovation to create timeless masterpieces.

OUR COMMITMENT

We are committed to delivering excellence in every piece of jewellery, building enduring relationships with our partners, and contributing to the growth of the jewellery industry across India.

Our legacy is our strength.
Our future is our promise.



SHREE SWARNA SARITA

A DISTINCT B2B JEWELLERY BRAND

BUILT IN KOLKATA. DESIGNED FOR INDIA.

Shree Swarna Sarita is the market-facing jewellery brand of Swarn Sarita Jewellers Pvt. Ltd., created for retailers who need dependable design, disciplined quality and responsive supply.

From Kolkata-led bridal and regional styles to lightweight, fusion and chain collections, every range is developed with commercial relevance and retailer sell-through in mind.

DESIGN DEPTH

Distinct collections for varied markets

RELIABLE SUPPLY

Consistent quality and timely dispatch

RETAILER FIRST

Responsive service and long-term value

SELLABLE DESIGN. CONSISTENT FINISH. RESPONSIBLE PARTNERSHIP.

SSJ

SWARN SARITA
JEWELLERS PVT LTD

BRIDAL INSPIRATION

TIMELESS BEAUTY.
CRAFTED FOR A LIFETIME.

Every bride carries a story.
Our creations are more than ornaments,
they are heirlooms of love,
blessing and new beginnings.

Rooted in tradition. Designed for forever.



HEIRLOOMS IN THE MAKING | CRAFTED WITH LOVE | PURE GOLD PURE PROMISE | TRUSTED BY GENERATIONS







TRADITION THAT ADORNS | DESIGNS THAT SPEAK | DETAILS THAT DEFINE | GRACE THAT SHINES | MOMENTS THAT LAST

MADE FOR THE MOST PRECIOUS MOMENT OF HER LIFE.

SSJ

SWARN SARITA

Jewellers Pvt Ltd

OUR HERO COLLECTION

KOLKATA BRIDAL SET

Heritage in Every Detail.
Made for a Lifetime.

KOLKATA LEGACY
Timeless designs inspired by generations of artistry.

MASTER CRAFTSMANSHIP
Intricate handwork by skilled artisans.

TRUSTED QUALITY
Purity and excellence you can trust.

BRIDAL PERFECTION
Designed to make her most special day shine.



OUR HERO COLLECTION

KOLKATA BRIDAL SET

Classic. Royal. Unforgettable.



INTRICATE DETAILS. TIMELESS BEAUTY.



EXQUISITE FINISH | HANDCRAFTED WITH CARE | BRIDAL EXCLUSIVITY | ASSURED QUALITY | READY FOR HER MOMENTS

SSJ

SWARN SARITA
— Jewellers Pvt Ltd —

OUR
HERO COLLECTION

KOLKATA BEZEL JEWELLERY

Timeless Designs.
Crafted with Heritage.
Made for Generations.



OUR HERO COLLECTION

KOLKATA BEZEL JEWELLERY

Where Heritage Meets Timeless Beauty.



HERITAGE
Inspired by Kolkata's rich jewellery legacy.

EXPERTLY CRAFTED
Intricate artistry by skilled craftsmen.

TIMELESS APPEAL
Designs that remain beautiful, always.

TRUSTED QUALITY
Crafted with precision and care you can trust.



BEZEL ARTISTRY



ELEGANT DETAILING



EXQUISITE FINISH



PERFECTLY MATCHED

AUTHENTIC DESIGNS

CRAFTED WITH CARE

QUALITY YOU CAN RELY ON

SAFE & SECURE DELIVERY

SSJ

SWARN SARITA

— Jewellers Pvt Ltd —

CALCUTTA BANGLES

Finest Craftsmanship. Timeless Beauty.

Inspired by the rich heritage of Kolkata, our Calcutta Bangles are a celebration of intricate artistry and timeless elegance. Every curve, every detail is crafted to perfection for the discerning jeweller.



HERITAGE DESIGNS

Traditional Calcutta patterns with a modern finesse.

EXQUISITE CRAFTSMANSHIP

Intricate detailing by skilled Kolkata karigars.

TIMELESS ELEGANCE

Designed to elevate every collection with grace.

TRUSTED BY JEWELLERS

Preferred by leading jewellery retailers across India.

SSJ

SWARN SARITA
JEWELLERS PVT LTD

BENGALI
COLLECTION

POLA & SHANKHA

A TRADITION THAT BLESSES.
A BOND THAT LASTS FOREVER.

Sacred symbols of a beautiful Bengali marriage.
Pola and Shankha represent love, prosperity and the eternal bond of togetherness.
Crafted with devotion, for generations of traditions.

- ROOTED IN BENGALI HERITAGE
- AUTHENTIC DESIGNS
- MEENAKARI DETAILS
- CRAFTED IN PURE GOLD



TRADITION. LOVE. BLESSINGS.

MADE FOR BENGALI BRIDES. MADE TO CHERISH FOREVER.

SSJ

SWARN SARITA
JEWELLERS PVT LTD

NATH

A SYMBOL OF GRACE.
A HERITAGE OF BEAUTY.

From timeless traditions to modern expressions, our Nath collection celebrates the grace that completes every bridal look. Each piece is a tribute to our rich heritage and the beauty of fine craftsmanship.







- HERITAGE IN EVERY CURVE
- INTRICATE HANDCRAFTED DETAILS
- PERFECTLY BALANCED DESIGNS
- CRAFTED FOR EVERY TRADITION

Timeless beauty. Eternal tradition.

SSJ

SWARN SARITA

JEWELLERS PVT LTD

TIKA

TIMELESS TRADITION.
PERFECTLY PLACED.



Intricate artistry. Heritage motifs.
Designed to adorn every tradition.

HERITAGE DESIGNS | EXPERTLY CRAFTED | MEENAKARI DETAILS | TRUSTED QUALITY

SSJ

SWARN SARITA
JEWELLERS PVT LTD

MOTI SETS

A CELEBRATION OF TIMELESS ELEGANCE

Graceful. Timeless. Traditional.
As pure as our heritage.

Our Moti Sets are a celebration of elegance. Handcrafted with lustrous pearls and fine gold work, each piece reflects purity, prosperity and the beauty of our timeless traditions.



- CLASSIC HERITAGE
- PURE MOTI
  PURE BEAUTY
- HANDCRAFTED
  WITH DEVOTION
- TRUSTED BY
  GENERATIONS

TRADITIONAL MOTIFS
WITH MODERN FINISH

LUSTROUS PEARLS
EXPERTLY SELECTED

FINELY HANDCRAFTED
BY SKILLED ARTISANS

PURE GOLD
PURE PROMISE

SSJ

SWARN SARITA

— Jewellers Pvt Ltd —



NECKLACE
COLLECTION

Timeless Beauty. Crafted to Perfection.

HERITAGE DESIGNS | MASTER CRAFTSMANSHIP | FIRE ASSAY PURITY | EXCEPTIONAL FINISH | PAN INDIA DELIVERY

Our necklace collection is a celebration of heritage and artistry. Each piece is handcrafted by skilled artisans who bring generations of expertise to life through intricate detailing and flawless craftsmanship.
From timeless classics to contemporary designs, every necklace is a symbol of grace, purity and everlasting beauty.

CRAFTED WITH HERITAGE.
WORN WITH PRIDE.

FOUR GENERATIONS OF TRUST

ONE COMMITMENT – EXCELLENCE

PRECISION TODAY. LEGACY TOMORROW.

SSJ

SWARN SARITA

Jewellers Pvt Ltd



A



B



C



D

SSJ

SWARN SARITA
— Jewellers Pvt Ltd —

TRUSTED BY
JEWELLERS.
Chosen for our
Fine Craftsmanship.

EARRINGS
COLLECTION



Grace in every
movement.
Light in feel,
rich in tradition.

Every design tells a story.
Meticulously crafted in gold.
Made to be remembered.



Traditional charm,
timeless appeal.
Designed to elevate
every occasion.



Intricate designs.
Eye-catching elegance.
Perfect for every
modern retailer.



Finest quality gold.
Unmatched finesse.
Specifications that
speak for themselves.

CONSISTENT QUALITY
| PREMIUM FINISH |
EXPERTLY CRAFTED

PRECISION CRAFTED
BY SKILLED ARTISANS
Passion in every detail.

QUALITY YOU CAN TRUST
Every piece is checked for
purity, finish & durability.



Classic designs.
Contemporary beauty.
Made to match every style.



Versatile. Reliable. Remarkable.
Perfect stock for
every jewellery business.

ASSURED PURITY
Tested for purity.
Built on trust.

EXQUISITE DESIGNS
A wide range of designs
to suit every taste.

READY STOCK
Quick dispatch.
Hassle-free supply.

STRONG RELATIONSHIPS
Building lasting partnerships
with every order.

Let's create brilliance together.

SSJ

SWARN SARITA
Jewellers Pvt Ltd

JHUMKA
COLLECTION

CALCUTTA



Timeless Craftsmanship



Light in Weight Big on Beauty



Grace in Every Layer



Heritage Crafted

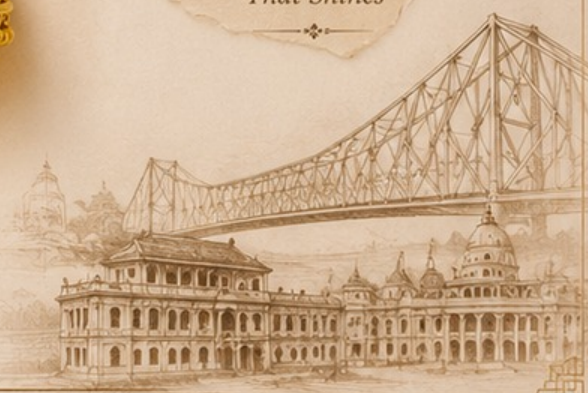


Tradition That Shines



Made for Every Occasion

- FINE CALCUTTA WORK
- LIGHTWEIGHT DESIGNS
- TRUSTED QUALITY
- CRAFTED TO PERFECTION



SSJ

SWARN SARITA

Jewellers Pvt Ltd

JHUMKA

COLLECTION

CALCUTTA



Timeless classic.



Meena touch.



DOUBLE LEVEL
JHUMKA



Crafted with care.



DOUBLE LEVEL
JHUMKA



Tradition in every detail.



THREE LEVEL
JHUMKA



Light in weight.
Made to shine.

FINE CRAFTSMANSHIP

HERITAGE DESIGNS

LIGHTWEIGHT COMFORT

TRUSTED QUALITY

SSJ

SWARN SARITA

Jewellers Pvt Ltd

TOPS

COLLECTION

CALCUTTA











Timeless designs.
Made for every moment.



Heritage in each detail.
Beauty in every piece.





CALCUTTA CRAFTSMANSHIP

FINELY CRAFTED

TRUSTED QUALITY

SSJ

SWARN SARITA
JEWELLERS PVT LTD

PENDANT
COLLECTION
CALCUTTA

Timeless Heritage. Crafted to Perfection.



Exquisite Designs. Enduring Value.

FINE CRAFTSMANSHIP | TRADITIONAL DESIGNS | EXQUISITE DETAILING | TRUSTED BY JEWELLERS

MADE IN CALCUTTA

SSj

LATKAN

COLLECTION



WT. 1.000 – 2.500 GM

FINE CRAFTSMANSHIP

TRADITIONAL ELEGANCE

TIMELESS BEAUTY


SSJ
SWARN SARITA
Jewellers Pvt Ltd

SSJ

SWARN SARITA

Jewellers Pvt Ltd

BRACELET

COLLECTION

Crafted to shine. Made to cherish.



PREMIUM QUALITY | EVERY TIME | TRUST & PURITY

SSJ

SWARN SARITA

— Jewellers Pvt Ltd —

HANDMADE RINGS

Pure Craftsmanship. Exclusive Designs.



COCKTAIL EXCLUSIVE MEENAKARI RING

A statement of royalty and artistry. Handcrafted with intricate meenakari enamel work and fine detailing for a look that stands apart.

SSJ

SWARN SARITA

Jewellers Pvt Ltd

HANDMADE RINGS



SSJ

SWARN SARITA

Jewellers Pvt Ltd

HANDMADE RINGS



SSJ

SWARN SARITA

Jewellers Pvt Ltd

HANDMADE RINGS



SSJ

SWARN SARITA
Jewellers Pvt Ltd

HERITAGE. TRUST. EXCELLENCE.



FUSION JEWELLERY

WHERE TRADITION MEETS MODERN ELEGANCE.

Our fusion jewellery blends timeless craftsmanship with contemporary designs and global inspirations. Each piece is a celebration of creativity, culture and class.

GLOBAL INSPIRATION
Inspired by timeless Turkish artistry and worldwide trends.

EXQUISITE DESIGN
Intricate patterns that reflect finesse and sophistication.

PREMIUM QUALITY
Crafted with precision for a flawless finish and lasting beauty.

VERSATILE ELEGANCE
Perfect for every occasion, from everyday to exclusive.

A HARMONIOUS BLEND OF CULTURES.
A STATEMENT OF YOU.

EXQUISITE TURKISH DESIGN
Intricate. Timeless. Unforgettable.

SSJ

SWARN SARITA
Jewellers Pvt Ltd

HERITAGE. TRUST. EXCELLENCE.

RAJKOT JEWELLERY

TIMELESS TRADITION.
RADIANT ELEGANCE.

Our Rajkot jewellery reflects the rich heritage of fine craftsmanship and intricate detailing. Each piece is meticulously designed to add brilliance to every creation.



INTRICATE DESIGNS
Delicate patterns inspired by heritage and tradition.

RADIANT SHINE
Expertly crafted to deliver exceptional brilliance.

QUALITY ASSURED
Precision crafting with strict quality standards for lasting beauty.

TRUSTED PARTNER
Preferred choice of jewellers across India for generations.

CRAFTED WITH TRADITION.
CHERISHED FOREVER.

SSJ

SWARN SARITA

Jewellers Pvt Ltd

ULTRA LIGHTWEIGHT

JEWELLERY

Light on Weight. Heavy on Elegance.



ULTRA LIGHTWEIGHT

ELEGANT DESIGNS

FINELY CRAFTED

MADE TO BE CHERISHED

SSJ

SWARN SARITA

— Jewellers Pvt Ltd —

ULTRA LIGHTWEIGHT

JEWELLERY

LIGHT ON WEIGHT. HEAVY ON ELEGANCE.



Wt - 3.670g



Wt - 4.990g



Wt - 5.450g



Wt - 6.110g

ULTRA LIGHTWEIGHT | ELEGANT DESIGNS | FINELY CRAFTED | MADE TO BE CHERISHED

CRAFTED FOR TODAY. CHERISHED FOREVER.

SSJ

SWARN SARITA

Jewellers Pvt Ltd

ULTRA LIGHTWEIGHT JEWELLERY

LIGHT ON WEIGHT. HEAVY ON ELEGANCE.

TOP LATKAN



LESS THAN

0.800g

PAIR

LASER TOPS



LESS THAN

0.600g

PAIR

GENTS RING



LESS THAN

0.900g

EACH

LONG LATKAN



LESS THAN

1.200g

PAIR

ULTRA LIGHTWEIGHT

ELEGANT DESIGNS

FINELY CRAFTED

MADE TO BE CHERISHED

CRAFTED FOR TODAY. CHERISHED FOREVER.

SSJ

SWARN SARITA
Jewellers Pvt Ltd

ULTRA LIGHTWEIGHT

JEWELLERY

✦ LIGHT ON WEIGHT. HEAVY ON ELEGANCE. ✦

Crafted with
EXPERTISE.
EARNED THROUGHT GENERATIONS.

Decades of mastery.
Generations of trust.
Every piece is handcrafted by skilled artisans with precision, passion and perfection.

ULTRA LIGHTWEIGHT
Designed to be beautifully light, perfect for everyday elegance.

ELEGANT DESIGNS
Timeless patterns, modern finesse. Crafted to stand out.

FINELY CRAFTED
Intricate detailing, perfect finish. Made for those who value excellence.

MADE TO BE CHERISHED
Jewellery that becomes a memory. Today, tomorrow, forever.

ONE OF THE BEST
IN ALL OF INDIA.

TRUSTED BY LEADING JEWELLERS ACROSS INDIA.

Preferred for our quality, consistency and unmatched lightweight designs.

HANDCRAFTED ULTRA LIGHTWEIGHT JEWELLERY
WHERE TRADITION MEETS INNOVATION.

TRUST & TRANSPARENCY
Our promise. Always.

PREMIUM QUALITY
Never compromised. Ever.

SECURE DELIVERY
Pan India. Insured. On time.

BUILT ON RELATIONSHIPS
Beyond business. For generations.

SSJ

SWARN SARITA

— Jewellers Pvt Ltd —

PRECISION. PURITY. PERFECTION.

MACHINE CHAINS

ENGINEERED TO PERFECTION.
CRAFTED FOR GENERATIONS.

CUSTOM LENGTH
From 4 inch to 100 inch.

WIDE WEIGHT RANGE
From 2 grams to 30 grams.

FIRE ASSAY PURITY
Purity you can trust. Every single time.

FACTORY RATES
Direct from our manufacturing unit.

READY STOCK & DISPATCH
Dispatch within 24 hours.

LOWEST WASTAGE
OFFERING ACROSS INDIA

STRENGTH IN EVERY LINK.
BEAUTY IN EVERY DETAIL.

Our machine chains are crafted with advanced technology and fine workmanship to deliver unmatched finish, durability and shine. Perfect for everyday wear as well as for jewellery making.



NO COMPROMISE.
ONLY EXCELLENCE.

EXCEPTIONAL QUALITY
Every chain goes through stringent quality checks.

PERFECT FINISH
Smooth edges, perfect polish, unmatched shine.

TRUSTED BY RETAILERS
Preferred by jewellers across India.

STRONG & DURABLE
Made to last. Made to impress.

PAN INDIA DELIVERY
Insured delivery to every corner of India.

ONE CHAIN. ENDLESS POSSIBILITIES.

PRECISION.
PURITY.
PERFECTION.

SSJ

SWARN SARITA
Jewellers Pvt Ltd

HANDMADE CHAINS

CRAFTED BY HAND. PERFECTED BY GENERATIONS.
TIMELESS DESIGNS. UNMATCHED STRENGTH.

HANDCRAFTED EXCELLENCE
Meticulously crafted by skilled artisans.

WIDE WEIGHT RANGE
From 2 grams to 30 grams.

FIRE ASSAY PURITY
Purity you can trust. Every single time.

FACTORY RATES
Direct from our manufacturing unit.

READY STOCK & DISPATCH
Dispatch within 24 hours.

STRENGTH IN EVERY LINK. BEAUTY IN EVERY DETAIL.

Our handmade chains are a blend of heritage craftsmanship and modern precision. Each link is individually crafted to ensure superior strength, durability and a flawless finish.

NO COMPROMISE.
ONLY EXCELLENCE.



EXCEPTIONAL QUALITY
Every chain goes through stringent quality checks.

PERFECT FINISH
Smooth edges, perfect polish, unmatched shine.

TRUSTED BY RETAILERS
Preferred by jewellers across India.

STRONG & DURABLE
Made to last. Made to impress.

PAN INDIA DELIVERY
Insured delivery to every corner of India.

ONE CHAIN. ENDLESS POSSIBILITIES.

SWARN SARITA
Jewellers Pvt Ltd

WHY RETAILERS CHOOSE SWARN SARITA

"Trust is earned through consistency, quality, and generations of craftsmanship."



BUILT ON VALUES. DRIVEN BY COMMITMENT.

For over five decades, jewellery retailers across India have relied on Swarn Sarita for one reason – we deliver on our promises, every single time.

LOWEST WASTAGE

Industry leading wastage that maximizes your profitability.

PREMIUM KOLKATA CRAFTSMANSHIP

Authentic Kolkata artistry refined over generations of expertise.

ULTRA LIGHTWEIGHT JEWELLERY SPECIALISTS

Specialized in ultra lightweight designs with exceptional finishing.

READY STOCK & FAST DISPATCH

Extensive ready stock and 24–48 hour dispatch across India.

PAN INDIA INSURED DELIVERY

Fully insured, secure and reliable delivery to every corner of India.

TRUSTED B2B MANUFACTURING PARTNER

A partner you can rely on for quality, transparency and long term growth.

SSJ

SWARN SARITA
JEWELLERS PVT LTD



PARTNERSHIP

Stronger Relationships. Shared Growth. Lasting Success.

We believe in building mutually beneficial partnerships based on trust, transparency, quality and commitment. Together, we create value and achieve more.

WHY PARTNER WITH SSJ?

TRUST & RELIABILITY
Built on honesty, commitment and long-term value.

PREMIUM QUALITY
Precision crafted jewellery with consistent quality and finish.

ON-TIME DELIVERY
Timely dispatch and reliable service to keep your business moving.

COMPETITIVE ADVANTAGE
Best wastages, factory rates and transparent pricing for your growth.

DEDICATED SUPPORT
Personal relationship manager for seamless communication and quick support.

GROW TOGETHER
We grow when you grow. Your success is our success.

WHAT WE OFFER OUR PARTNERS

WIDE RANGE OF COLLECTIONS
Latest designs in 22kt & 18kt to suit every market need.

CUSTOMIZATION SUPPORT
Custom designs and sizes as per your customer demand.

QUALITY & PURITY ASSURANCE
Every piece is crafted with perfection and complete purity.

MARKETING SUPPORT
Catalogs, images and promotional support to help you sell more.

AFTER SALES SUPPORT
Always here for your queries, concerns and support.

OUR PARTNERSHIP PROMISE

FAIR & TRANSPARENT DEALING
Clear communication, no hidden terms, complete transparency.

RESPECT & LONG TERM VISION
We value relationships built on respect and long-term thinking.

COMMITTED TO YOUR SUCCESS
We are committed to helping you win in your market every day.

STRONGER TOGETHER FOR A BETTER TOMORROW
Together, we create value, opportunities and a successful future.

STRONGER RELATIONSHIPS.
BETTER GROWTH. SHARED SUCCESS.

SSJ

SWARN SARITA
Jewellers Pvt Ltd

HERITAGE. TRUST. EXCELLENCE.



Our CUSTOMER EXPERIENCE

At Swarn Sarita, every customer is at the heart of everything we do.

PERSONALIZED SERVICE
Understanding your needs and providing the best solutions, every time.

QUALITY YOU CAN TRUST
Only the finest gold jewellery, tested for purity and perfection.

ON-TIME EVERY TIME
Prompt responses, quick dispatch and timely delivery – always.

TRANSPARENT DEALING
Clear communication, fair practices and complete pricing transparency.

LONG-TERM PARTNERSHIPS
We believe in building lasting relationships that grow together with trust.

YOUR JOURNEY WITH US

1. **REACH OUT**
Connect with us via call, WhatsApp or DM.

2. **EXPLORE & SELECT**
Browse our collections and get expert guidance to choose the best.

3. **CONFIRM & ORDER**
Confirm your order with complete clarity and ease.

4. **DISPATCH**
Carefully packed and dispatched with speed and care.

5. **DELIVERED**
Safe delivery to your doorstep. Your trust delivered.

YOUR TRUST IS OUR GREATEST REWARD.
We are proud to be a part of your journey and look forward to serving you, today and always.

ROOTED IN HERITAGE. DRIVEN BY EXCELLENCE. BUILT FOR RELATIONSHIPS.

SWARN SARITA
Jewellers Pvt Ltd

DESIGN PHILOSOPHY

At Swarn Sarita, design is not just about beauty. It is about purpose, precision and timelessness.



OUR PROMISE TO YOU

OUR DESIGN PHILOSOPHY

Every piece we create is a reflection of our deep-rooted values, craftsmanship and commitment to excellence.



OUR DESIGN PILLARS

ROOTED IN TRADITION
Inspired by India's rich heritage and timeless ornaments passed down through generations.

CRAFTED WITH PRECISION
Meticulous attention to every curve, detail and finish to ensure perfection in every piece.

DESIGNED FOR COMFORT
Thoughtfully designed for everyday wear without compromising on elegance.

BALANCE OF BEAUTY & VALUE
Perfect harmony between exquisite designs and competitive wastages.

TIMELESS APPEAL
Designs that remain relevant today, tomorrow and for generations to come.

> *"We don't follow trends, we create pieces that become heirlooms."*
>
> – Swarn Sarita







INSPIRATION » IMAGINATION » CREATION » LEGACY

OUR DESIGN PROCESS

01 RESEARCH & INSPIRATION
We study traditional jewellery, cultural elements and evolving preferences.

02 CONCEPT & SKETCH
Our designers sketch ideas that blend tradition with modern aesthetics.

03 3D DESIGN & PROTOTYPE
Advanced technology helps us bring designs to life with precision.

04 CRAFTING & FINISHING
Expert artisans handcraft each piece with utmost care and expertise.

05 QUALITY & PERFECTION
Every piece is inspected thoroughly before it reaches your hands.

WHERE TRADITION MEETS INNOVATION

PROUDLY INDIAN
Designed, crafted and delivered with pride from India.

TRUST YOU CAN WEAR
Hallmarked purity, ethical practices and complete transparency.

GENERATIONS OF EXPERTISE
4 generations of knowledge, experience and trust since 1976.

MADE WITH PASSION
Every piece is crafted with love, dedication and a commitment to excellence.

RESPONSIBLE & ETHICAL
We believe in responsible sourcing, fair practices and sustainable growth.

BEAUTY THAT LASTS
Our designs are made to be cherished today and treasured forever.

"Good design is invisible. Great design is unforgettable."

SWARN SARITA
Jewellers Pvt Ltd

OUR PROMISE TO YOU

CUSTOM MANUFACTURING



Your concept. Our craftsmanship.
A masterpiece made just for you.

YOUR IDEA. OUR EXPERTISE. ONE-OF-A-KIND CREATION.

Custom made. Just for you.
Exclusively yours.



PERSONALIZED DESIGNS
Made around your vision, your style.

FLEXIBLE QUANTITY
From single piece to bulk orders.

COMPLETE CONFIDENTIALITY
Your design stays 100% protected.

TIMELY DELIVERY
On-time, every time with perfection.

OUR CUSTOM MANUFACTURING PROCESS

1. **CONSULT** — Share your idea with us.
2. **DESIGN** — We create 2D/3D design for you.
3. **APPROVAL** — Review and approve the final design.
4. **CRAFT** — Expert artisans bring it to life.
5. **QUALITY CHECK** — Every piece goes through strict QC.
6. **DELIVERY** — Safely packed and delivered to you.

FROM SKETCH TO SPARKLE



YOUR IDEA | 3D DESIGN | EXPERT CRAFTSMANSHIP | YOUR MASTERPIECE

ENDLESS POSSIBILITIES



Whatever you imagine, we make it real.

TAILOR-MADE DESIGNS
Built around your unique vision.

EXPERT TEAM
Seasoned designers & master craftsmen.

PREMIUM QUALITY
Best materials. Finest finish.

SAFE & SECURE
Your ideas are always protected.

SWARN SARITA
JEWELLERS PVT LTD

FIRE ASSAY



TESTED BY FIRE. TRUSTED FOREVER.

Every piece of jewellery is fire assay tested to ensure the highest level of purity and complete peace of mind.

HOW FIRE ASSAY WORKS

1. **SAMPLING**
   A small sample is taken from the jewellery.
2. **MELTING**
   The sample is melted in furnace at high temperature.
3. **PARTING**
   Impurities are separated from pure gold.
4. **WEIGHING**
   Pure gold is weighed and compared.
5. **RESULT**
   Purity is calculated and certified accurately.

OUR FIRE ASSAY PROMISE

100% ACCURATE PURITY CHECK
Every piece is tested through scientific fire assay process.

PURE YOU CAN TRUST
Assured gold purity with no compromise on quality.

TRANSPARENT & VERIFIABLE
We follow a transparent process with reliable results.

EXPERT SUPERVISION
Assays are conducted by skilled and experienced experts.

YOUR TRUST, OUR RESPONSIBILITY
We stand committed to purity, honesty and customer trust.

WHY IT MATTERS

- Guarantees the true purity of your gold.
- Ensures long-term value and confidence.
- Builds trust in every transaction we make.
- Our promise of purity, every time.

SWARN SARITA
JEWELLERS PVT LTD

THE ART OF HUID



TRUST YOU CAN SEE. PURITY YOU CAN VERIFY.

HUID (Hallmark Unique Identification) is a 6-digit alphanumeric code that guarantees purity, authenticity and trust in every gold jewellery piece.

WHAT IS HUID?

HUID is a unique code laser inscribed on every hallmark gold jewellery piece.

HUID 6D5F3A

6-Digit Alphanumeric Code

WHY HUID MATTERS

- Assures 100% purity and authenticity
- Govt. of India approved & BIS recognized
- Easy to verify and completely transparent
- Protects your investment, always

HOW HUID WORKS

1. **JEWELLERY MADE**
   Crafted with precision using pure gold.
2. **HALLMARKED**
   Tested and hallmarked by BIS recognized Assaying & Hallmarking Centre.
3. **LASER INSCRIBED**
   Unique HUID code is laser inscribed on each piece.
4. **EASY VERIFICATION**
   Verify online anytime on BIS website or BIS Care App.
5. **TRUST ASSURED**
   Guaranteed purity. Complete transparency. Total peace of mind.

VERIFY YOUR JEWELLERY

Visit: www.bis.gov.in
Click on "Verify HUID" and enter the code.

OR

Scan the QR Code on BIS Care App

WE ARE BIS APPROVED SELLERS

Swarn Sarita Jewellers is a BIS approved seller, committed to delivering 100% hallmarked, authentic and trusted gold jewellery.

PURITY | AUTHENTICITY | TRANSPARENCY | TRUST

REAL GOLD. REAL PURITY. REAL TRUST.

SSJ

SWARN SARITA
Jewellers Pvt Ltd

HERITAGE. TRUST. EXCELLENCE.



OUR DISPATCH SYSTEM

FROM KOLKATA TO EVERY CORNER, WITH TRUST.

Your orders, our responsibility.

SAFE & SECURE PACKING
Every parcel packed with utmost care to ensure safety.

ON-TIME DISPATCH
Fast and reliable dispatch for on-time delivery.

FULLY INSURED SHIPMENT
Complete security for your valuable orders, end to end.

PAN INDIA DELIVERY
Delivering trust across India, every single time.

OUR DISPATCH PROCESS

1. ORDER RECEIVED
Every order verified carefully.

2. SECURE PACKING
Professionally packed for maximum safety.

3. DISPATCHED
Quick dispatch through trusted delivery partners.

4. IN TRANSIT
Real-time tracking updates for complete transparency.

5. DELIVERED
Safe delivery to your doorstep.



ROOTED IN HERITAGE. DRIVEN BY EXCELLENCE. DELIVERING TRUST.

OUR JOURNEY.

FOUR GENERATIONS OF TRUST.

From a modest beginning in the heart of Kolkata in 1970 to becoming one of India's most respected wholesale jewellery brands, our journey is a story of hard work, values, and an unshakable commitment to excellence.

1970
THE BEGINNING

Founded in Kolkata by Bhagwan Prasad Gupta with a vision to deliver honest business and quality jewellery.

1980s – 1990s
BUILDING RELATIONSHIPS

Earning trust across markets through quality, transparency and personal relationships that stood the test of time.

2000s – 2010s
GROWTH WITH INTEGRITY

Expanding our reach across India while staying true to our values of purity, craftsmanship and reliability.

2020 & BEYOND
INNOVATING FOR TOMORROW

Embracing technology, strengthening partnerships and preparing for a future that shines even brighter.

SSJ

SWARN SARITA
Jewellers Pvt Ltd

OUR PRESENCE. OUR STRENGTH.

50+
YEARS
of legacy and excellence

1000+
TRUSTED PARTNERS
across India

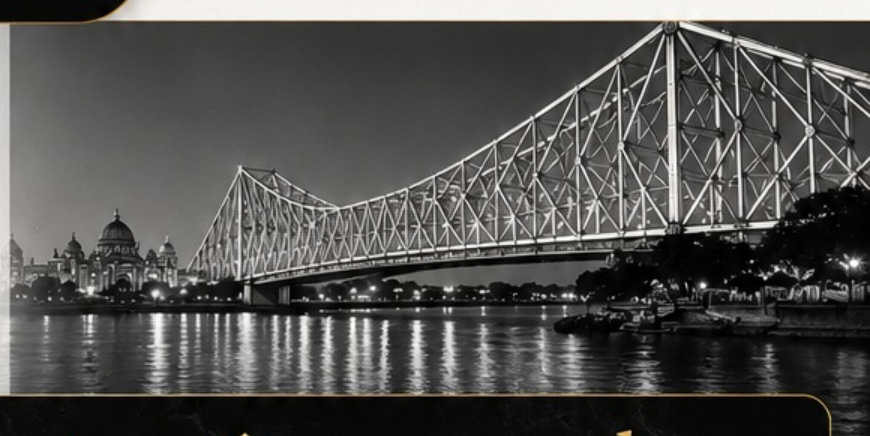
100%
PURITY ASSURED
Every piece is tested and trusted

PAN INDIA
INSURED DELIVERY
Safe, secure and on time

4TH
GENERATION
Continuing the legacy with pride

CRAFTED
WITH PASSION
Designed for generations, made to be cherished

> *We do not just make jewellery, we build relationships that last a lifetime.*



HERITAGE
Rooted in tradition, strengthened by values, built on trust.

CRAFTSMANSHIP
Blending traditional techniques with modern innovation.

TRUST
Honesty and transparency are the foundation of everything we do.

FUTURE READY
Investing in people, processes and technology to shape a stronger tomorrow.

FOURTH-GENERATION LEADERSHIP

SAMRIDDH GUPTA

Legacy, refined for the next chapter.

THE NEXT CHAPTER OF A FAMILY LEGACY

Representing the fourth generation of Swarn Sarita Jewellers Pvt. Ltd., Samriddh Gupta brings together inherited market understanding, trusted retailer relationships and a sharper, future-ready B2B vision.

RELATIONSHIP-LED

Partnership before transaction

DETAIL-DRIVEN

Quality in every decision

FUTURE-READY

Digital clarity and scale

CONNECT DIRECTLY

MOBILE / WHATSAPP	9007123723
EMAIL	samriddh@shreeswarnasarita.com
INSTAGRAM	@SHREESWARNASARITA.WHOLESALE

SHREE SWARNA SARITA • KOLKATA • B2B JEWELLERY

SSJ

SWARN SARITA
Jewellers Pvt Ltd

HERITAGE. TRUST. EXCELLENCE.

OUR VISION

FUTURE EXPANSION

Building on our roots, we are expanding our horizons to reach new heights.



A FUTURE WITHOUT BOUNDARIES

Our goal is to take Swarn Sarita to every major market across India, building strong partnerships, empowering retailers and becoming a name synonymous with trust, quality and innovation.

OUR GROWTH PILLARS

STRONGER NETWORK
Expanding our reach across India, connecting with more retailers and building lasting relationships.

INNOVATION & DESIGN
Continuously evolving our designs and technology to set new benchmarks in the jewellery industry.

QUALITY ASSURANCE
Upholding the highest standards of purity, craftsmanship and trust in every piece we create.

PEOPLE & PARTNERSHIPS
Empowering our team and strengthening partnerships to grow together and succeed together.

Rooted in heritage, driven by excellence, expanding for a stronger tomorrow.

HERITAGE ✦ TRUST ✦ EXCELLENCE ✦ FUTURE

SHREESWARNASARITA.COM

LIVE DAILY GOLD & SILVER RATES

MARKET CLARITY. UPDATED THROUGH THE DAY.

Our official digital rate desk for retailers and customers.

View current indicative selling rates anytime on a mobile-friendly platform.

The live market feed checks for updates every 3 seconds and presents

GST-inclusive rates with clear product-wise categories.

GOLD 99.50 (995)

Below 100 g

GOLD 99.50 (995)

100 g and above

GOLD 99.99 (999)

Live daily rate

GOLD 22K (916)

Live daily rate

GOLD 18K (750)

Live daily rate

SILVER 999

Rate per kg

AUTO-UPDATING MARKET FEED

GST-INCLUSIVE RATE VIEW

MOBILE-FRIENDLY ACCESS

WHATSAPP ENQUIRY & SHARING

VISIT SHREESWARNASARITA.COM

Indicative customer rates. Delivery and other applicable charges are extra.

SWARN SARITA
Jewellers Pvt Ltd

CONNECT WITH US

B2B enquiries and retailer partnerships

MOBILE / WHATSAPP

9007123723

OFFICE

9331031827

EMAIL

samriddh@shreeswarnasarita.com

WEBSITE

shreeswarnasarita.com

INSTAGRAM

@SHREESWARNASARITA.WHOLESALE

MONDAY - SATURDAY | 10:00 AM - 7:00 PM

KOLKATA • PAN INDIA INSURED DELIVERY • B2B ONLY

LET'S BUILD A STRONGER TOMORROW, TOGETHER.



SWARN SARITA
Jewellers Pvt Ltd

SHREESWARNASARITA.COM

INSTAGRAM @SHREESWARNASARITA.WHOLESALE