

University. Also, we should improve the industry's image with banks and the government. I will work towards bringing in policy reforms that are conducive for the trade and business."

Colin Shah has served as GJEPC convener, awards sub-committee in the past. He is the managing director of Kama Schachter Jewelry Pvt. Ltd., and he established Kama Jewellery in the

year 1996. What started off as a modest manufacturing set-up has now grown into two state-of-the-art factories and a diamond office in Mumbai with sales offices in India and US.

The following regional chairmen were elected unopposed: Western Region – Ashok Gajera; Gujarat Region – Dinesh Navadia; Rajasthan Region – Nirmal Kumar Bardia; Eastern Region – Prakash

Chandra Pincha; Southern Region – Mahendra Kumar Tayal; and Delhi Region – Ashok Sheth.

The following members were elected in the Diamond Panel: Manish Jivani, Milan Choksi, Sanju Kothari. The following were elected unopposed: Russell Mehta in the Diamond Reserved Category; Rambabu Gupta in Silver Jewellery (MSME); Vijay Kedia in Colour Gemstone. ■

## Ruchita Sharma Joins GJEPC As Executive Director, Marketing & Publicity



Ruchita Sharma

**R**uchita Sharma joined the Gem & Jewellery Export Promotion Council (GJEPC) as the executive director of promotions, marketing and business development. She has over 20 years of experience spread across marketing, operations and communications.

Speaking about her new role at GJEPC, Sharma said, "A robust promotion and marketing ecosystem is vital for the growth of the Indian gem and jewellery export sector. Over the years, GJEPC has done an excellent job to take this industry to the current stature that it enjoys today through its various promotional activities globally, including participation in international exhibitions, organising buyer-seller meets, etc. Our focus would be to give maximum mileage by enhancing our reach in the existing markets and tapping new ones, thus furthering the growth of industry."

Sabyasachi Ray, chief executive director, GJEPC, said, "We are happy to have Ruchita Sharma, who has in-depth luxury and premium experience in emerging markets. I am sure that with kind of expertise she comes with, the promotional and business development activities of the Council will get a boost in the coming days."

In the past, Sharma has worked closely with family-run global organisations such as Swarovski, Salvatore Ferragamo, Oberoi Hotels and Resorts, and Taj Hotels Palaces & Resorts. She understands what makes family businesses successful in emerging markets, maintaining their brand values and ethos and profitability.

Sharma was named among '50 Most Talented Retail Professionals of India' by CMO Council as well as '50 Most Talented CMOs of India' by World Marketing Congress. She has represented India at the India Business Forum

at London Business School and other prestigious luxury platforms. She has also curated roundtables of luxury in-depth discussions with Altgamma and Comite Colbert MOU with Indian chamber of commerce FICCI which fetched "Make in India" business worth \$20 million. Apart from that, she is an avid traveller and freelance writer. Her book 'Ultimate Luxury' in association with American Express was released in November 2008.

At GJEPC, Sharma will be responsible for national events, international events, promotions marketing & business development, logistics, and international ventures.

Sharma is a graduate of IIM, Ahmedabad and ESSEC Business School, Paris. She completed her MBA in marketing from Amity, Noida, India, in 2001. She is an English literature graduate from Lady Sri Ram College, Delhi, 1995; she has also done a tourism major from IATA-Geneva. ■