

Nikhil Desai

Charu Jewels

A story of Grit and Determination – Charu Jewels

Do you know any woman who does not covet jewellery? Almost every woman dreams of owning at least a few pieces of beautiful and unusual jewellery and Nikhilbhai Desai of Charu Jewels knows this very well and therefore does just that. He creates exclusive pieces of jewellery to suit every woman's taste and pocket. Be it a simple housewife, a style icon or status conscious client, he retails a variety of self designed, self manufactured exclusive jewellery to suit every woman's individual taste and requirement.

Nikhilbhai says he came up the hard way. He wanted to leave his studies after 10th standard, but his parents were very much against this. However he left his studies in 1988 and was cajoled by his father to join his diamond business but after sometime he felt discontented and decided to go to Bombay.

With the help of his family he joined an acquaintance's office in Bombay, but got bored with the uninspiring work there and decided to return to Surat. Moreover I liked Surat more than Bombay. Once here I decided to start a jewellery business as I was very intrested in designing jewellery and this could complement my father's business and would be a value addition to it. My family was very upset that I could not settle anywhere. In spite of my father's opposition I was very adamant that I wanted to make jewellery. I must say that my brother was the only one who in those days supported me and lent me a small amount of money. He said go try your hand at it. If you don't succeed come back to our family business. Initially I made just two pieces of jewellery, a finger ring and a pair of earrings and made the rounds of at least a hundred houses of family and friends. I let them know of my new business venture and requested them to contact me for orders in the future. For almost six months to a year no one approached me and I was very upset and depressed, but even then my brother asked me to have patience to give any business time to succeed. Finally a friend's father helped me out by referring me to an NRI guest. He gave me a small order which due to my enthusiasm and joy, I executed before the required time. He was so happy that he recommended me to



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many of his NRI friends.

I believed my clients were my family. Money was not important to me but I was more intrested in showcasing my creativity

This motivated me immensely and gave me much pleasure and convinced me that this was my calling. My business increased by refrences and word of mouth.

This inspired me to always do something new and different. Soon I opened a small store with the help of my brother and since then I never looked back. Today he is also working with me.

Today after decades of hard work and dedication we have made a name for Charu Jewels. we are known for trendy and offbeat jewellery for the conscious. For us quality is a 'non-negotiable factor', and this has paid off with loyal clients who appreciate our quality, our service and our creativity. We have won several awards for our exquisite designs and quality.

Whoever I am, or whatever I am doing, some kind of excellence is within my reach.

-John W.Gardner

