



POPLEY

Diamond & Gold Plaza Pvt. Ltd.

Selected 2011-13



Popley soon became the icon of trust took, a giant leap ahead by exporting his creations to the Middle East. In a very short time we became the no. 1 exporter of gold & diamond jewellery.

Name of the Chairman:

Mr. Ramchand Popley

Established: 1927

Products: DIAMOND & GOLD jewellers. Mostly diamond around 10% gold jewellery.

History: The Company was established in 1927 in Karachi and after partition in 1947 was set up as Kewalram Ghanshamdas Popley and Sons in Mumbai. In 1971 the three brothers all make separate establishments. In 1986 Mr Ramachand Popley shifted out to Dubai because his family was there. In 1997 after 11 years his son was back at Mumbai to open shop.



Achievement: We are the largest exporters of gold & diamond jewellery for 10 consecutive years in a row. Mr Ramachand Popley has received a lot of awards given by eminent personalities like Mrs Indira Gandhi, Mr Man Mohan Singh & Mr P Chidambaram.

Some of the awards are:

- Lifetime achievement award
- Outstanding export performance award 1982 - 1986
- Maharastra state export award 1982 - 1985
- Swaranjali award 1998 - 2000
- World Gold Council award 2000
- Rastriya Sanman award 2006 - 2008
- Great Achiever of Industrial Excellence Award 2007
- Diamond season (DTC) Best showroom 2004 - 2005.

Market: Our best quality products bring people back asking for more and more.

The 'mouth-to-mouth' publicity is a great marketing source.

Recent Developments: We have started making unique design sets. One design – one set, no repetitions. We create especially for weddings.

Promotion: Word of mouth publicity and quality of our products. Now-a-days everybody knows that Popley diamonds are always the best.



Expansion Plans: No more expansion plan. We have no branches. Only one shop looked after by my son & daughter.

Mantras to become a Successful Entrepreneur: I am a very hard worker. I always keep myself busy in my work. I am 73 years old and am still here at the establishment.

Brand Values: Quality products and trust.

Corporate Social Responsibility: We help all people in our team. At Hinduja Hospital we lend a helping hand.

