



# KETAN BROTHERS

**Ketan Brothers Diamondz Exports**

**Company Profile**

## **Ketan Brothers Diamondz Exports**

Bagmalbhai Parikh, fondly known as Babushah, started diamond manufacturing activities in the early 1940s in Navsari, Gujarat.

In course of time, this small step became a leap forward for the Mahendra Brothers Group and the entire Indian diamond industry. In fact, many of the leading players in the industry have trained in the diamond business under him. Even today, many retain Babushah's photograph at their workplace. On account of his pioneering efforts, he was honored with the *Pioneer of Diamond Manufacturing Activities in India* award by the Government of India in 1987.

Ketan Brothers was established under the umbrella of Mahendra Brothers by Babushah. It has been an integral part of the Mahendra Brothers Group. Ketan Brothers Diamondz Exports has since 2009 been spun from the Mahendra Brothers Group and is now a distinct entity. This business is led by Mr. Ketan Parikh and Mr. Jay Parikh, both of whom were formerly, major promoters of the Mahendra Brothers Group. Mr. Apurva Kothari, a leading sales executive with Mahendra Brothers, has also joined the company as its Partner.

### **Mr. Ketan Parikh, Principal Promoter of Ketan Brothers Diamondz Exports**

Mr. Ketan Parikh, a well known diamantaire, was the guiding force behind Mahendra Brothers Groups' growth and expansion over the last 4 decades. Ketan Brothers Diamondz Exports now has at its helm, an experienced leader and a manufacturing genius. On account of his financial acumen, diamond manufacturing knowledge and organizational abilities Mr. Parikh has been the spokesperson not just for the Mahendra Brothers Group, but for the industry at large, especially when it has lobbied the government.

His knowledge has been continually been tapped upon by the industry when it has needed a voice at international conferences. Over the last three decades, Mr. Parikh had been instrumental in setting up diamond and jewellery manufacturing units for the Mahendra Brothers Group, in – Navsari, SEEPZ, China and South Africa.

Mr. Ketan Parikh has also played a very important role in establishing Diamond India Ltd from the initial stages till the time it was formed. However, due to circumstances beyond his control he could not join the Board of Directors of DIL, even though he was invited to be a permanent member of the Board.

## **Ketan Brothers Diamondz Exports**

Ketan Brothers Diamondz Exports' niche is in areas of medium to better quality and bigger sizes (+0.20 to 3.00 cts) polished diamonds. The reason we have decided to concentrate on this niche area is because it requires precise manufacturing skills and targeted marketing. The advantage of concentrating on these sizes is that in this range, the fluctuation of prices is much less compared to the smaller sizes where the production is more than consumption. Additionally both the partners have good experience in manufacturing and marketing these products.

Headquartered at the new Bharat Diamond Bourse in Mumbai, the company is driven by a quest for excellence in manufacturing and high level of service, backed with contemporary software-driven management system. KBDE manufactures diamonds in rounds and fancy-shaped diamonds in all qualities, from 100 per carat to 10 carats, in white and color, in clarities SI to I2.

## **Our Strengths**

This business is led by:

1. Mr. Ketan Parikh, having an experience of the past 35 years in the industry. His experience and foresight itself is the biggest asset of the company.
2. Mr. Jay Parikh, specialized in sales of 1 ct and up polish along with rough sourcing.
3. Mr. Apurva Kothari, having experience of more than a decade in sales of -90 pts rounds and fancies.

Our motto is **complete client satisfaction**. Personal attention is given to each and every client to cater their demands by providing them the right quality goods, on-time deliveries and maintaining personal relationships with each and every client. As KBDE strives to embrace and nurture the personal relationship it shares with each of its clients, it has built a reputation in the industry, of trust and commitment.

### **Achieved so far:**

Presently our sales and marketing team in India consists of 8 Sales Executives based in Mumbai overseeing client relationships in India, USA, Middle East, Australia, New Zealand and Eastern Europe.

Ketan Brothers has a current client base of over 150 customers spread globally from the U.S.A to Australia. Out of the total sales, our biggest client has purchased approximately 20.00%

To market our goods as well as to enhance our sales we participate in the B2B trade fairs and exhibitions those are conducted in India as well as abroad. We shall also be positioning ourselves in the domestic market as well as international market by placing our advertisement in Indian as well as foreign magazines. Our partners have also been selected to be part of delegations of the GJEPC to explore new markets in Africa, Russia and Latin America.