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J E W E L L E R S

**CELEBRATING OVER EIGHT DECADES OF
EXCELLENCE AND HERITAGE**

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*Celebrating Over Eight Decades of
Excellence and Heritage*

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Shweta Singh | The CEO Magazine

Across the world, jewellery has always been a symbol of wealth, prosperity, and status, but in India, it holds a deeper, more emotional meaning. Here, jewellery is a part of who we are. Look back at any chapter of Indian history, and you'll find women, across regions and generations, adorned in intricate pieces of gold, silver, and gemstones. Those pieces were a part of their identity and legacy which they left behind.

POUSHNIK
CHANDRA
CEO - P. C. CHANDRA
JEWELLERS



In Indian families, jewellery is always a part of every major milestone, births, weddings, festivals, and farewells. Passed down through generations, precious jewellery is regarded as a form of financial security and a cherished heirloom that grows in both meaning and worth over time. Gold, silver and diamonds have long been considered safer, more dependable and more reliable than cash.

And in this country where jewellery means so much more than ornamentation, one name has stood out for over eight decades. Since 1939, P.C. Chandra Jewellers has quietly become a part of countless personal stories, loved and trusted for its quality and designs.

A HERITAGE OF EXCELLENCE

Every legacy has a starting point, and for P.C. Chandra Jewellers, it began in the heart of Kolkata. What started as a humble venture by Shri Purna Chandra Chandra has today grown into one of India's most trusted and respected jewellery houses. A visionary far ahead of his time, it was Shri Chandra's passion for bold, timeless design which laid the foundation for the brand's success. His commitment to trust, excellence and honesty became the soul of the company. Even decades later, they continue to define the way P.C. Chandra Jewellers operates, helping the brand build generations of loyal customers.

Right from the start, the company stood out for its commitment to quality and transparency. Long before industry regulations came into play, P.C. Chandra Jewellers had already earned its place as a benchmark in purity and craftsmanship. Whether it's the use of premium-quality gold, the focus on timeless yet contemporary design, or the dedication to exceptional service, the company has always placed its customers at the centre of everything it does.

Today, as hallmarking standards have become more formalised, the brand has only strengthened its systems to meet and exceed expectations. This progress has been made possible by the collective efforts of family members and dedicated teams who continue to uphold

the brand's standards of trust, quality and a promise to put customers first.

CARRYING THE LEGACY FORWARD

As a fourth-generation member of the founding family, Oushnik Chandra's journey into the world of fine jewellery began not with a title but with a willingness to learn from the ground up. He entered the business as a Management Trainee. His early days were spent understanding jewellery-making at its most intricate level, watching each piece take shape, and gaining a first-hand appreciation for the craftsmanship that defines the brand.

Over time, he worked across various departments, including accounts, supply chain, sales, and marketing. This 360-degree exposure helped him develop an understanding of both the operational and strategic sides of the business.

Today, Oushnik serves as the Chief Executive Officer, leading the brand into its next chapter.

"While jewellery is in my blood, what truly drew me to this industry was its endless potential for customisation and human connection," he shares. "Jewellery is deeply personal—it attracts people from every walk of life. The opportunity to understand their stories, respond to their needs, and be a part of their most cherished milestones makes this journey truly rewarding."

But taking the reins of an 85-year-old legacy wasn't without its challenges. Oushnik had to learn how to navigate the fine line between family and business, especially in a setup where his mentors were also close relatives. *"One of the earliest lessons was learning to separate personal relationships from professional roles,"* he recalls. *"Calling my father, grandfather or uncle 'Sir' at work, or scheduling meetings through their secretaries, doesn't come naturally. But I quickly realised that professionalism begins with boundaries."*

Working alongside different family members came with its own complexities. Everyone has their own management style, but instead of resisting, Oushnik chose to learn from each of them. *"It helped me develop a multi-dimensional view of the business and made me a better problem solver,"* he says.



A moment that stayed with him was a disagreement he once had with his father at work. *"Later that day, at home, he carried on as if nothing had happened. I was surprised, but it taught me an invaluable lesson: separate business from family. That balance is essential for both effective leadership and family harmony."*

DESIGNS THAT SPEAK ACROSS GENERATIONS

P.C. Chandra Jewellers offers a diverse range of jewellery and related products, thoughtfully designed to cater to a wide audience. Their collections include 22-carat gold ornaments, 18 and 14-carat diamond and

stone-studded pieces, 24-carat gold coins, and a wide array of silver articles and ornaments that appeal to both traditional and younger customers seeking stylish yet accessible jewellery.

Bridal jewellery remains one of the brand's strongest pillars, with elaborate wedding-centric collections that celebrate the richness of Indian rituals. At the same time, P.C. Chandra Jewellers has curated a thoughtful selection of everyday wear, designed to appeal to customers from 18 to 80. *"We believe in creating jewellery that is both timeless and contemporary, suitable for every generation and occasion,"* says Oushnik.

The design language of the brand is shaped by its 85-year-old legacy. Rooted in the timeless beauty of Indian craftsmanship, its aesthetics speak to the cultural elegance while evolving to meet the tastes of today's buyers.

“Our customers often span three to four generations of the same family, and our jewellery is designed to speak to all of them” - Oushnik.

What further sets the brand apart is its unmatched inventory. Each showroom carries a wide variety of ornaments, often more than most competitors in the region. This ensures that customers across age groups and preferences find something that speaks to them. This, along with a long-standing reputation for a customer-first approach and exceptional service, continues to position P.C. Chandra Jewellers as a trusted name in the luxury jewellery space.

AWARDS, ACCOLADES, AND ASPIRATIONS

Over more than eight decades, P.C. Chandra Jewellers has earned a reputation for exceptional craftsmanship and trust and customer relationships. This legacy has been recognised through numerous prestigious awards and milestones, each reflecting the brand's commitment to quality and excellence.

Some of the key accolades include:

- » Most Prestigious Brand of Asia 2024–2025, awarded by BARC Asia — a testament to the brand's legacy as one of the continent's most trusted jewellery houses
- » Prestigious Brand Award 2020 in the Handcrafted Jewellery category by BARC Asia and Herald Global
- » The Economic Times Prestigious Brands 2021, honouring the brand's legacy of quality and customer satisfaction
- » Iconic Retailer of Eastern India 2024 by Jewel Buzz, recognising regional leadership and design innovation
- » Honoured by the International Gemological Institute (IGI) for commitment to global quality standards



- » Induction into the KPC Hall of Fame by the North America Bengali Conference (NABC)
- » Most Valued Bullion Customer Award, acknowledging longstanding contributions to the bullion industry

“These milestones are more than awards; they are reminders of the generations of trust we've nurtured and the high standards we continue to uphold,” says Oushnik. This forward momentum is made possible by the day-to-day dedication of teams across departments that keeps the brand moving forward.

As the brand moves forward, Oushnik aspires to carry the legacy of innovation, integrity, and unparalleled craftsmanship laid down by his predecessors. “I want P.C. Chandra Jewellers to be remembered not just for its excellence in jewellery but also for its adaptability, empathy, and the relationships it builds with customers,” emphasises Oushnik. “A brand that evolves with time, without ever losing sight of its roots.”

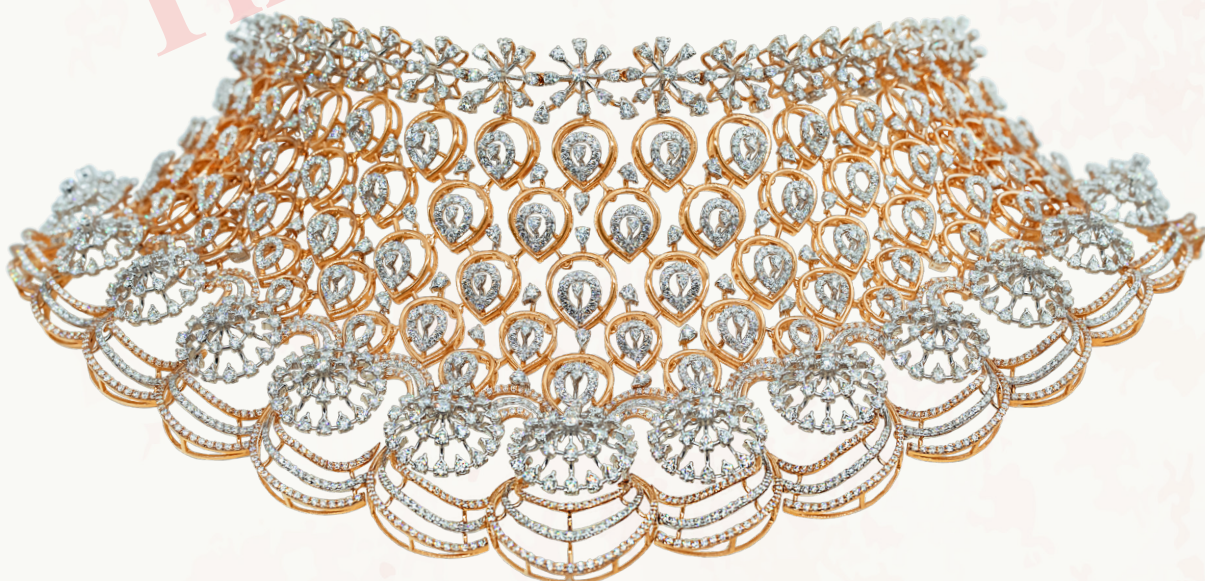
BLENDING TRADITION WITH TOMORROW

As the jewellery industry continues to evolve, P.C. Chandra Jewellers remains committed to staying ahead of the curve, without losing sight of its roots. With 85 years of legacy behind it, the brand recognises that tradition alone isn't enough to shape the future. The world of luxury and fine jewellery is undergoing a significant shift, and innovation is now at the heart of that change.

“The jewellery industry is undergoing a dynamic transformation, and innovation is now at the heart of that change,” says Oushnik. “Digital marketing, influencer collaborations, and AR-based virtual try-ons are reshaping how people discover and experience jewellery.”

The rise of digital gold is another area the brand is exploring, catering to a growing segment that prefers the ease and flexibility of buying and gifting gold digitally. Alongside this, sustainable practices like conscious sourcing of diamonds and ethical manufacturing are gaining prominence. On the manufacturing front, the company is also incorporating advanced machinery to improve precision and reduce production time, making the entire process more efficient. Looking ahead, P.C. Chandra Jewellers has a clear vision for the next five years.

“We see ourselves as a digitally empowered, customer-first brand that blends tradition with innovation.”



Oushnik shares. The company plans to grow its presence across India, with new showrooms coming up in Uttar Pradesh, Telangana, Odisha, Chhattisgarh, Maharashtra, West Bengal, and the Northeast. Oushnik shares,

“Each new location is chosen with a purpose to either strengthen the brand’s presence where it’s already trusted or to introduce it to communities where its legacy is just beginning.”

At the same time, efforts are underway to strengthen their digital footprint through strategic collaborations with artisans, designers and influencers to bring fresh perspectives into their collections. *“As we move forward, our goal remains simple,”* says Oushnik. *“To continue being part of India’s most cherished moments and to bring those moments to life with timeless designs, impeccable craftsmanship, and a customer-first approach.”*

WISDOM THAT LIVES ON

For Oushnik, inspiration has never been something to search for outside the family. It has always lived close to home, in the values, vision, and presence of his late granduncle, Late Shri Jahar Lal Chandra. Even more than a decade after his passing, his influence continues to shape the culture and spirit of P.C. Chandra Jewellers.

Customers still walk into the brand’s showrooms with fond memories of their interactions with him. They speak of how he made them feel heard and appreciated, how even a brief conversation left a lasting impression. Within the organisation, his name often comes up in everyday conversations, with employees sharing anecdotes and lessons that continue to be a beacon of inspiration for the entire team. But beyond business acumen, he was also a friend, philosopher, and guide to many. Employees and customers alike would often approach him to share their personal problems, seeking his wisdom and support. He listened patiently, offering advice that was as compassionate as it was insightful.



“What truly set him apart was his relentless energy and tireless commitment to the business, even at the age of 90,” shares Oushnik. *“He had this rare ability to listen deeply, taking time to understand every customer’s needs, no matter how long it took. His sharp judgement and ability to take calculated risks at the right moments made him a visionary leader.”*

Beyond business, Shri Jahar Lal Chandra was also a friend, philosopher and guide to many. Whether it was customers, team members, or family, he had a way of making people feel seen. Many would turn to him for guidance on personal matters, seeking his wisdom and support. He listened patiently, offering advice that was as compassionate as it was insightful.

To Oushnik, his granduncle’s legacy is about more than business success. *“He showed me that leadership isn’t just about decisions or strategy. It’s about how one human being could touch so many lives simply by showing up with integrity, empathy, and purpose every single day. That is the kind of leader I aspire to be.”*

LEADERSHIP MANTRA

As a fourth-generation entrepreneur, Oushnik understands the unique pressures and privileges that come with legacy. Advising aspiring entrepreneurs, he says, *“Be humble*

and persevere. It’s natural to be filled with ideas and ambition, especially when you’re part of a family business. But established enterprises often come with rigid hierarchies and legacy systems. It takes time to earn the trust required to implement change.”

He believes the key lies in balancing conviction with patience. *“Your ideas are your biggest asset. The paradox is that while your credibility earns you the right to lead change, those very ideas are what help build that credibility. It’s a delicate balance that requires patience, respect, and relentless persistence.”*

While speaking about the dynamics of working within a family business, Oushnik adds a personal reflection that many entrepreneurs can relate to. *“One lesson I’d like to share is this: sacrifice heals, outbursts kill. In a family business, relationships are just as valuable as balance sheets. Before you confront a family member over a business disagreement, ask yourself how much emotional capital you’re willing to spend on that moment. It’s often more impactful to preserve the relationship than to prove a point.”*

And while Oushnik continues to shape his own path, he credits the collective wisdom, experience, and support of his family and team for helping him grow into the role.