



CVM Jewellery

Where Timeless Tradition Meets Redefined Craftsmanship
to Create Unique, Lasting Elegance

Shweta Singh | The CEO Magazine



**Jugaal Chokshi and
Deepak Chokshi**

Jewellery has been an integral part of Indian culture since ancient times. What began as simple adornments made from rocks and shells gradually gave way to metals like bronze and copper and eventually to precious materials such as gold, silver, and diamonds. But jewellery in India is more than just about looks; it is a part of who we are. It tells stories of family, culture, and celebration that have been cherished and passed down through generations. Indian jewellery has come a long way from its early beginnings. Over the centuries, it has evolved, shaped by changing tastes, technological advances, and cultural influences. Each era has left its unique imprint on the

jewellery that we see today, with traditional techniques carefully preserved and passed down through generations. Today, jewellery makers are mixing old-school craftsmanship with fresh ideas to create pieces that feel both timeless and modern.

Continuing this proud tradition is **CVM Jewellery**, a brand that skilfully blends the timeless allure of Indian craftsmanship with the bold strokes of modern innovation. Based in Junagadh, Gujarat, a city known for its royal artistry, CVM was founded on the visionary dream of Mr Natubhai Chokshi, who aimed to create jewellery that respects tradition while embracing innovation.



A Brand Rooted in Legacy

CVM Jewellery has carved a distinct identity in the world of luxury jewellery by staying true to its roots while constantly evolving with the times. From its early days in Junagadh to becoming a trusted manufacturer for luxury brands and high-end boutiques, the company has remained committed to quality, creativity, and consistency.

What sets CVM apart is its ability to innovate while staying deeply connected to Indian traditions. The brand is widely recognised as the innovator of “Junagadh Uncut Diamond Jewellery”, a signature category it introduced and popularised across the jewellery industry. This distinctive style has become a defining aspect of the CVM legacy and is worn today by clients ranging from Indian families to national and international celebrities.

Beyond its innovative design, CVM is known for its professionalism, timely delivery, and large-scale manufacturing capabilities. With a workforce of over 750 people across the CVM group, 490 of them within the CVM jewellery manufacturing unit, the company

operates with state-of-the-art production facilities that meet the growing demands of both domestic and global clients.

Guided by Visionaries

CVM Jewellery is the result of a vision that began with Mr Natubhai Chokshi, whose dream was to create jewellery that would not only be admired but also treasured across the world. What started in Junagadh, a city known for its royal artistry, has grown into a respected name in the global jewellery space, recognised for both innovation and craftsmanship.

Mr Natubhai Chokshi laid the foundation with a strong belief in Indian artistry and quality. Over the years, his legacy has been carried forward by his younger brother Mr Girish Chokshi, who brought decades of industry experience and helped guide the brand with a balance of traditional values and strategic growth.

Today, the company is led by CEOs Mr Deepak Chokshi and Mr Jugaal Chokshi. Deepak brings passion, creativity, and a deep understanding of design to the business. Coming from a family of jewellers, Deepak's journey into the world of fine jewellery was natural. However, it was his passion for styling and creating iconic looks that drew me deeper into the industry. He shares, *“I saw a space within the industry where I could align my passion with purpose.”*

While Deepak focuses on creativity and design leadership, ensuring CVM's collections remain trend-forward without losing their traditional touch, Jugaal drives the brand's global expansion and operational excellence. Together, they lead a team of skilled artisans and professionals who share their commitment to precision, quality, and innovation.

Product Offerings

At CVM Jewellery, every piece that is created shines with heritage and innovation. The brand's offerings seamlessly blend timeless tradition with modern elegance to offer the promise of an everlasting beauty. CVM currently manufactures four main categories of jewellery, each catering to a niche yet growing market of luxury buyers:

- Junagadh Uncut Diamond Jewellery
- Polki Jewellery
- 18K Diamond Jewellery
- 22K Gold Jewellery

Each category reflects CVM's focus on quality, creativity, and market relevance, offering something unique for every type of buyer, whether they're looking for ceremonial grandeur or understated luxury.





Exclusivity, Innovation, Recognition

Unlike mass manufacturers, CVM takes pride in offering exclusivity. The brand has the capability to create a one-of-a-kind design that is crafted solely for a single customer, ensuring that the exact piece is never supplied to anyone else. In addition to this, CVM also offers personalised customisation, allowing clients to adapt designs to their individual preferences while maintaining the highest standards of craftsmanship. Every year, CVM launches new collections aligned with key festivals and occasions. These launches take place during exhibitions, keeping the brand's offerings fresh, relevant, and in sync with customer sentiment.

CVM's uniqueness and craftsmanship have earned them notable industry recognition over the years. The brand was awarded at the Solitaire Jewellery Awards by GJEPC and has won four National Jewellery Awards by GJC, further solidifying its reputation for design excellence and craftsmanship.

Looking Ahead

CVM sees clear shifts shaping the future of fine jewellery. Coloured stones and Western-style designs are among the two prominent trends, both of which are guiding the brand's creative direction for upcoming collections.

Already a preferred manufacturing partner for leading Indian corporate retail chains, CVM now sets its sights on a larger vision.

“WE WANT TO BECOME A GO-TO MANUFACTURING PARTNER FOR INTERNATIONAL RETAIL CHAINS AS WELL.”
- DEEPAK

Leadership Mantra

For Mr Deepak, the journey is personal. He finds inspiration in his own creative drive. *“Jewellery has always been a part of my world,”* he shares.

He believes that passion is the starting point for anything meaningful in this industry. *“Stick to your passion,”* he advises emerging designers and entrepreneurs. *“If you lead with that, the rest will follow.”*

