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**MR. SUJAL
KESHRI**
GROUP CEO
HIRA PANNA
GROUP

**HIRA PANNA
GROUP**

**HOW SUJAL KESHRI IS
REDEFINING THE
HIRA PANNA
LEGACY**

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HOW SUJAL KESHRI IS REDEFINING THE HIRA PANNA LEGACY

 Shweta Singh | *The CEO Magazine*

Enduring institutions are seldom built within a single generation. They are shaped over years of disciplined practice, value-led decisions, and relationships that extend far beyond transactions. With time, such enterprises expand in scale and scope, yet remain firmly anchored to the principles that first defined them. It is from this tradition of continuity and credibility that the Hira Panna Group has evolved, from its origins in jewellery to a diversified presence across real estate and education, guided by generational stewardship and an enduring commitment to trust.

Sujal Keshri

 Group CEO
Hira Panna Group


The Genesis of Purity

Every empire has a heartbeat. For the Hira Panna Group, that rhythm began in September 1981, when Satish Kumar Keshri, at just 31 years of age, founded Hira Panna Jewellers in Patna. His vision was both simple and deeply rooted: to transform jewellery from mere adornment into memory crystallised. Alongside his wife, Mrs. Rita Keshri, he laid the foundation not

merely on gold, but on trust and commitment — values that would resonate across generations throughout Bihar. What began as a jewellery house steadily grew into a symbol of purity, pride, and credibility. Over the years, the enterprise expanded beyond its original identity. Under the guidance of Sharad Keshri, the group broadened its scope beyond jewellery and entered new sectors, including ultra-luxury real estate



and education, evolving into a diversified business group while retaining its value-driven core. While gold formed the foundation, diversification defined the next phase of growth.

With leadership now transitioning to Sujal Keshri, the group is entering a new chapter, one that balances deep-rooted ethics with future-focused expansion. His approach centres on carrying forward inherited values while building new institutions for the future. As the face of this next-generation leadership, he emphasises that each vertical, whether luxury retail, infrastructure, or education, should contribute meaningfully to the economic and social progress of Bihar.

"INHERITANCE ISN'T JUST ABOUT ASSETS; IT'S ABOUT VALUES. AT HIRA PANNA, WE DON'T JUST SELL GOLD, RESIDENTIAL FLATS, OR EDUCATIONAL LESSONS; WE ARE BUILT ON THE ABSOLUTE TRUST OF THE PEOPLE OF BIHAR." - SUJAL.

Redefining the Skyline: Infrastructure Marvels

Born from a commitment to community development, Hira Panna Infra Projects LLP reflects the same integrity that defined the group's jewellery legacy. Under the leadership of Sharad Keshri and Sujal Keshri, the company expanded into ultra-luxury urban real estate in Bihar, with a focus on planning quality, construction standards, and amenity-led residential development.

Key Landmark Projects

- **The Crown:** Designed around the philosophy of "European luxury flats", The Crown delivers premium living at accessible price points. Smart layouts and optimised space planning ensure maximum functionality without compromise.
- **The Emperor:** A historic milestone — the first skyscraper of Bihar and Jharkhand. This iconic development stands as a testament to modern engineering, Vastu-compliant design, and world-class amenities, setting new benchmarks for vertical living in the region. Redefining the statement 'LIVE LIFE KING SIZE'

■ **The King's Court:** Hira Panna Infra Project's most ambitious vision yet. Located in the heart of Patna, The King's Court represents the pinnacle of luxury, "EXCLUSIVE, REFINED, UNMATCHED." With amenities previously unseen in Bihar, it symbolises the state's rising stature on the national real estate map.

THE KING'S COURT: REDEFINING LUXURY IN THE HEART OF PATNA

Hira Panna Infra Projects' latest venture, The King's Court, is set to redefine urban luxury in Bihar. Nestled in the heart of Patna, this majestic landmark combines striking architecture, expansive layouts, and thoughtfully designed surroundings to create a residential experience unlike any other.

Meticulously planned, the project offers residents a panoramic glimpse of elevated living — from lush, open green spaces to architectural elements inspired by the elegance of petals. The residences themselves are a testament to uncompromising luxury: 4 BHK flats and 6 BHK duplexes, each featuring private Jacuzzi pools, skywalks, and premium amenities designed for comfort, wellness, and exclusivity.

World-class facilities such as clubhouses, landscaped gardens, recreational zones, and advanced security systems ensure a lifestyle that is both indulgent and serene. Every detail of The King's Court — from the interiors to the expansive exteriors — has been crafted to embody the true epitome of elegance, sophistication, and modern urban grandeur, right in the heart of the city.

"With The King's Court, we are not just building homes — we are creating a living legacy of luxury in Bihar." — Sujal Keshri

Shaping the Minds of Tomorrow

Education represents another major pillar of the group's diversification. For Sujal, true wealth lies in education. Through the Keshri Group of Institutions (KGI), the Hira Panna Group focuses on shaping future leaders by delivering quality, affordable education rooted in Indian values.

Their educational initiatives include:

- B.Ed. and D.Ed. Colleges dedicated to preparing the next generation of educators
- Holistic development integrating academics, arts, culture, and sports
- Digital classrooms and professional sports coaching aligned with real-world needs

With over 1,000+ faculty members, KGI stands as a pillar of educational excellence in the region.

The Philosophy That Guides the Enterprise

The group states its mission as building enduring institutions that combine purity, trust, and excellence, delivering superior value across jewellery, infrastructure, education, and social development, while enriching lives and contributing meaningfully to the progress of Bihar and India. It emphasises creating products, spaces, and opportunities that stand the test of time, guided by integrity and an unwavering commitment to its people.

Its vision is to emerge as one of India's most trusted and respected diversified business groups, redefining luxury, education, and urban development while positioning Bihar with a reputation for excellence, credibility, and modern growth on the national and global stage. The long-term outlook highlights the alignment of legacy-driven values with next-generation innovation to create lasting impact across generations.

Core Values

- **Purity & Integrity:** Purity is their foundation, whether in gold, construction quality, education, or intent. They conduct every business with absolute honesty, transparency, and ethical responsibility.
- **Trust Above All:** Trust is not earned overnight; it is built over decades. They treat every customer, partner, student, and stakeholder relationship as a lifelong bond.

- **Commitment to Excellence:** From jewellery craftsmanship to skyscrapers, from classrooms to community initiatives, they pursue uncompromising quality and continuous improvement in everything they do.
- **Legacy with Progress:** They honour the wisdom of their founders while embracing innovation, technology, and modern thinking to stay relevant in a rapidly evolving world.
- **People-Centric Growth:** Their success is measured by the success of their people—customers, employees, students, and communities. Growth must be inclusive, responsible, and sustainable.
- **Social Responsibility:** They believe true leadership lies in service. Through education, healthcare, environmental initiatives, and disaster relief, they actively contribute to societal upliftment.
- **Pride in Bihar:** Rooted in Bihar, inspired by its resilience and culture, they are committed to elevating the state's image through world-class enterprises and institutions.

The Hira Panna Ethos

Purity in Promise. Pride in Legacy. Trust for Life.

A Proven Legacy of Quality

Reflecting on his journey, Sujal says, *"My greatest accomplishment over the years has been the opportunity to serve our customers and earn their trust, support, and blessings. No milestone or achievement compares to that. It has taught me that customer satisfaction is not an option but a responsibility – one we must honour every single day through our actions and commitments."*

His view of the business landscape is similarly relationship-driven rather than rivalry-driven. He does not view others as competitors and believes every firm has its own role to play. *"I am happy to see businesses performing well in their respective fields. Collective growth is essential for the future and overall well-being of Bihar,"* adds Sujal.

Over four decades, the Hira Panna Group's commitment to purity, quality, and people-first growth has earned both consumer loyalty and recognition from some of India's most respected media institutions. These accolades are presented as external validation of a legacy built on credibility and consistent excellence.

Honors & Recognitions

Dainik Jagran - "Bihar's No. 1 Jewellery Brand" (2008)

A landmark recognition that firmly established Hira Panna Jewellers as the most trusted name in the jewellery sector across Bihar, reflecting deep-rooted consumer confidence and market leadership.

Times Business Awards - Best Luxury Residential Project (2021)

Awarded for The Crown, this honour recognised Hira Panna Infra Projects LLP for redefining premium urban living through intelligent design, European-inspired aesthetics, and accessible luxury.

Times Business Awards - Best Jeweller in Gold & Silver Jewellery (2021)

A dual-sector acknowledgement celebrating Hira Panna's craftsmanship, purity standards, and enduring dominance in both gold and silver jewellery.

Hindustan - Certificate of Excellence (2023)

Conferred for sustained excellence and trust across generations, this recognition highlighted the group's continued relevance, ethical business practices, and evolving leadership under the new generation.



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A Culture Built on People and Purpose

At the heart of the Hira Panna Group lies its people. For Sujal, the organisation's team is not merely a workforce – it is the spinal cord of the enterprise, enabling every vision to move, adapt, and grow. The group follows a holistic, purpose-driven approach to leadership – one that trains team members to think beyond transactions and focus on long-term relationships with customers and society at large. Employees across jewellery, infrastructure, and education are encouraged to align their professional excellence with ethical responsibility and social awareness.

To reinforce this philosophy, the Hira Panna Group regularly conducts structured workshops and training programs tailored to different verticals and roles. These sessions focus on customer empathy, ethical practices, leadership development, operational excellence, and social impact – ensuring that every team member, regardless of sector, carries forward the same values of trust, integrity, and service.

The Hira Panna Promise

Sujal believes responsibility comes with leadership. Through the Hira Panna Charitable Trust, the group actively contributes to social development across Bihar and Jharkhand. This commitment is expressed through healthcare, skill development, environmental, and relief initiatives and is reinforced by what the organisation describes as the Hira Panna Promise – a pledge of transparency, lifetime support, and relationships built to last.

Their CSR initiatives include:

- **Healthcare & Skill Development:** Free medical camps and vocational training
- **Environmental Stewardship:** Tree plantation drives and sustainable waste management
- **Emergency Relief:** Food, shelter, and financial aid during natural disasters

The Road Ahead

In response to evolving industry trends, the Hira Panna Group has begun enhancing its operations through digitally driven data systems – whether it is tracking sales, analysing customer feedback, or optimising processes. Yet, even as technology shapes new efficiencies, the group remains deeply committed to its foundational values and grassroots beliefs.

Sujal believes that innovation and tradition are not opposites but complementary forces. By blending modern, data-informed decision-making with timeless principles of trust, purity, and service, Hira Panna continues to chart a path toward sustained excellence and success, ensuring that progress never comes at the cost of integrity.

"Data guides us, but values define us. Together, they light the way to excellence."

Standing at the helm of a diverse conglomerate, Sujal represents a new generation of leadership – rooted in honesty, driven by innovation, and guided by service. From the brilliance of authentic gold to Bihar's tallest skyscrapers, from classrooms shaping young minds to communities uplifted through CSR, the Hira Panna Group continues to leave an indelible impact. *"My goal is simple."*



Leadership Mantra

For Sujal, the journey of Hira Panna – from a single jewellery store in 1981 to a multi-sector conglomerate – stands as a testament to the power of values, trust, and perseverance. When asked what advice he would give to someone starting a business, his response consistently returns to relationships, integrity, adaptability, and long-term thinking. As he puts it, *"Customers may buy a product once, but trust keeps them with you for life. Focus on relationships first, and profits will follow."* He cautions that growth without principles is short-lived and believes decision-making must remain value-led even when

markets shift. In his words, *"Growth without integrity is temporary. Let your principles guide decisions, even as the market shifts."* Change, he notes, is inevitable – but standards should not be compromised: *"Trends will come and go. Learn to anticipate change, embrace innovation where it matters, but never compromise on quality or ethics."*

He also places strong emphasis on people and culture as the backbone of enterprise success, saying, *"Your team is your backbone. Nurture them, align them with your vision, and empower them to deliver excellence."* Alongside this, he highlights patience and consistency

as defining traits of durable businesses: *"Quick wins are exciting, but lasting success comes from consistency, patience, and a relentless focus on creating value – for customers, employees, and society."*

Sujal emphasises that entrepreneurship is not just about building a business – it is about creating institutions that endure, impact lives positively, and leave behind a legacy of credibility and excellence.

As he concludes, *"If your foundation is strong, your business can weather any storm. Start small, dream big, and let values lead the way."*

**"TO WALK IN MY GRANDFATHER'S
AND FATHER'S FOOTSTEPS—
WITH HONESTY, HARD WORK AND
COMMITMENT—AND TO MAKE BIHAR
SYNONYMOUS WITH EXCELLENCE,
LUXURY, AND TRUST. WE ARE JUST
GETTING STARTED." - SUJAL**