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SHEETU SURANA

CARRYING FORWARD A
LEGACY OF LUXURY, CULTURE,
AND CONTEMPORARY
INFLUENCE

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SURANA**
DIRECTOR
SURANA JEWELLERS
NEW DELHI

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CARRYING FORWARD A
LEGACY OF LUXURY, CULTURE,
AND CONTEMPORARY
INFLUENCE

Shweta Singh | The CEO Magazine

In the ever-evolving landscape of India's luxury, culture-driven, and heritage-led industries, very few individuals embody the seamless blend of tradition and modern sophistication as gracefully as Sheetu Surana. As Director of Surana Jewellers, New Delhi, she represents not merely a business legacy, but a living continuation of a heritage that has flourished for centuries. Her journey reflects a rare balance where timeless craftsmanship meets contemporary vision, where legacy aligns with innovation, and where luxury becomes a medium for connection, creativity, and impact. The story of Surana Jewellers itself dates back to 1735, a period deeply intertwined with the founding of Jaipur under the visionary leadership of Maharaja Sawai Jai Singh II. Over generations, the Surana family became synonymous with exquisite artistry, royal craftsmanship, and exceptional jewellery traditions that carried the essence of India's cultural richness.

The Surana name gradually emerged as a symbol of authenticity, trust, and refinement within the world of fine jewellery. Today, Sheetu Surana stands at the forefront of this distinguished lineage, representing its contemporary face with elegance, intelligence, and forward-thinking leadership. In a world where consumer preferences evolve rapidly and luxury is increasingly defined by experience rather than mere ownership, she has demonstrated an extraordinary ability to preserve the soul of heritage while adapting it to modern sensibilities. Her work reflects far more than business management. It reflects curation, storytelling, emotional intelligence, and an understanding that modern luxury must feel meaningful, immersive, and personal. Whether through experiential showcases, social initiatives, entrepreneurial collaborations, or community-driven engagements, Sheetu Surana has consistently demonstrated an ability to create platforms that inspire, connect, and elevate.

SHEETU
SURANADIRECTOR
SURANA JEWELLERS
NEW DELHI

ROOTED IN A HERITAGE OF EXCELLENCE

For Sheetu Surana, heritage is not simply a matter of history; it is a responsibility. As a member of a family whose jewellery legacy spans nearly three centuries, she has developed a deep appreciation for craftsmanship, cultural heritage, and artistic excellence. The story of the Surana family is closely linked to India’s rich tradition of jewellery-making, with a legacy that traces back to 1735 and continues to be celebrated for its commitment to authenticity, precision, and timeless design. For centuries, the family’s association with jewellery craftsmanship

represented precision, detail, and an uncompromising commitment to excellence. Their creations reflected the richness of Indian artistry while remaining rooted in authenticity and craftsmanship. Being born into such a legacy naturally came with expectations. However, what distinguishes Sheetu is the way she has embraced this responsibility while simultaneously shaping her own identity within it. Rather than limiting herself to preserving tradition in its conventional form, she has focused on expanding its relevance for modern audiences. Her perspective reflects the mindset of a contemporary luxury leader someone who understands that

heritage must evolve in order to remain meaningful. Through her leadership, Surana Jewellers continues to uphold its timeless identity while engaging with a younger, globally aware generation of luxury consumers who value experiences, narratives, and emotional resonance. This balance between continuity and evolution has become one of the defining aspects of her journey.

REDEFINING LUXURY THROUGH EXPERIENCE

One of Sheetu Surana’s greatest strengths lies in her understanding that modern luxury is no longer confined to products alone. Today’s audiences seek experiences that are memorable, immersive, and emotionally engaging. They seek authenticity, personalization, and environments that resonate beyond transactional interactions. At Surana Jewellers, Sheetu has played a significant role in shaping this experiential approach to luxury. Her involvement extends beyond traditional retail frameworks into the broader domains of storytelling, client engagement, and curated experiences. She understands that every interaction with a luxury brand contributes to a larger emotional narrative. This philosophy has influenced the way she approaches brand building, customer relationships, and event curation. Under her influence, the brand has continued to evolve into a destination where heritage and contemporary sophistication coexist naturally. Her approach to luxury is deeply rooted in human connection. Rather than focusing solely on exclusivity, she emphasizes warmth, elegance, and meaningful engagement. This perspective has helped create environments where clients feel not only valued, but emotionally connected to the brand’s story and heritage. By integrating cultural elements, artistic

collaborations, and immersive experiences into the brand’s identity, Sheetu has contributed to strengthening Surana Jewellers’ position within New Delhi’s dynamic luxury ecosystem.

A CONTEMPORARY WOMAN OF INFLUENCE

Beyond her professional responsibilities, Sheetu Surana is also recognized as an influential presence within social, entrepreneurial, and lifestyle circles. Her ability to engage across multiple domains reflects the multidimensional nature of her personality. She is actively associated with several esteemed organizations and communities, including YFLO, CII IWN, Ladies Who Lead, Queens Drive Club, Influential Societal Grace Forum, Raguel Harmony, and the From the Heart Women Community. These associations are not merely symbolic affiliations. Instead, they represent spaces where she actively participates in conversations surrounding entrepreneurship, leadership, wellness, community building, and women’s empowerment. Through these platforms, Sheetu has consistently contributed toward fostering collaboration and encouraging meaningful dialogue among like-minded individuals who are shaping contemporary business and social landscapes. Her participation reflects a modern understanding of leadership one that extends beyond commercial success into areas of community impact and collective growth. In many ways, her involvement in these forums showcases her belief that influence carries responsibility. Whether supporting entrepreneurial initiatives, participating in wellness-driven activities, or contributing to community-oriented programs, her efforts consistently align with a broader vision of empowerment and meaningful progress.

CHAMPIONING WOMEN-LED COLLABORATION

One of the most admirable aspects of Sheetu Surana’s journey is her consistent support for women-led initiatives and collaborative communities. In contemporary India, women leaders are increasingly redefining industries traditionally shaped by legacy structures. Sheetu represents this transformation with grace and authenticity. Her leadership style emphasizes collaboration over hierarchy, inclusion over exclusivity, and empowerment over competition. Through her engagement with organizations such as CII Indian Women Network and Ladies Who Lead, she has actively contributed to initiatives that encourage women to build meaningful networks, exchange ideas, and support each other’s growth. Her role within these circles extends beyond attendance or participation. She contributes energy, ideas, and vision to initiatives that encourage leadership, creativity, and confidence among women across industries. This emphasis on women-led collaboration reflects her broader philosophy that success becomes more meaningful when it creates opportunities for others.

CURATING EXPERIENCES THAT LEAVE LASTING IMPRESSIONS

Among Sheetu Surana’s many talents, her ability to conceptualize and execute high-impact experiential events stands out prominently. Her approach to event curation is rooted in storytelling and emotional engagement. Rather than creating conventional showcases, she focuses on designing immersive environments that feel memorable, interactive, and thoughtfully crafted. This ability was particularly evident in July 2025, when she curated and hosted an exclusive luxury showcase at DLF Emporio,

one of India’s most prestigious luxury retail destinations. The event featured a special kidswear showcase in collaboration with Burberry, introducing the brand’s newest collection through an innovative and family-oriented format. However, what truly distinguished the event was not merely the presence of a global luxury brand it was the manner in which the experience was designed. Rather than focusing solely on fashion presentation, Sheetu conceptualized an environment where creativity, learning, and luxury coexisted harmoniously. Children attending the showcase participated in engaging art, craft, and storytelling sessions led by the beloved storyteller Auntie Neil, renowned for her “*Magic of Books*” sessions. These thoughtfully curated activities transformed the event into a warm, inclusive, and interactive experience that resonated with both children and parents. While the children were immersed in imaginative storytelling and creative exploration, mothers and guests enjoyed a refined retail environment where they could engage with the collection in a relaxed yet elegant setting. The event successfully brought together influential members of Delhi’s social and lifestyle community, reinforcing Sheetu’s reputation as someone capable of connecting brands with audiences through meaningful experiences.

BRIDGING LUXURY WITH COMMUNITY AND WELLNESS

Another significant initiative that reflects Sheetu Surana’s multidimensional leadership was the CII pickleball event organized under the Indian Women Network. Sponsored by Surana Jewellers and spearheaded by Sheetu alongside her women-led team, the event represented a meaningful intersection of wellness, recreation, networking, and empowerment.



The rise of wellness-driven community initiatives reflects changing societal priorities, particularly among contemporary urban audiences who increasingly value holistic lifestyles. Recognizing this shift, Sheetu embraced the opportunity to support an initiative that encouraged active participation, community bonding, and women-centric engagement. The pickleball event was not merely a sports activity it became a platform for connection, collaboration, and collective energy. Participants from influential professional and social circles came together in an environment that encouraged interaction, recreation, and relationship-building. Through this initiative, Sheetu successfully extended the brand's association beyond traditional luxury into the broader lifestyle and wellness domain.

A VISION BEYOND CONVENTIONAL BUSINESS

What truly distinguishes Sheetu Surana is that she approaches business through a broader lens. For her, luxury is not solely about exclusivity or material value. Instead, it is about creating experiences that resonate emotionally, inspire creativity, and foster meaningful human connection. This philosophy is increasingly relevant in today's world, where consumers are becoming more conscious about the values associated with the brands they engage with. Modern luxury audiences seek authenticity, emotional resonance, and purposeful engagement. Sheetu's work consistently reflects these evolving priorities. Whether she is curating a luxury showcase, supporting a wellness initiative, collaborating with entrepreneurial communities, or participating in women-led forums, her efforts reveal a larger vision one that emphasizes meaningful value creation over superficial visibility.



INTEGRATING ART, LIFESTYLE, AND CREATIVITY

Another defining aspect of Sheetu Surana's personality is her appreciation for artistic expression and lifestyle curation. Her initiatives often integrate elements of art, culture, design, and creativity in subtle yet impactful ways. She possesses a keen eye for aesthetics and understands how visual storytelling can shape emotional experiences. This creative sensibility plays a significant role in the way she conceptualizes events, partnerships, and brand experiences. Rather than approaching luxury through rigid or overly formal structures, she

introduces warmth, elegance, and creativity into every environment she curates. This approach makes her initiatives feel more personal, memorable, and emotionally engaging.

DIGITAL PRESENCE AND CONTEMPORARY INFLUENCE

In today's rapidly evolving world, influence extends beyond physical spaces into digital ecosystems. Sheetu Surana understands the significance of strategic digital engagement and uses social media platforms thoughtfully to amplify her initiatives and connect with broader audiences. Her digital

presence reflects the same refined sensibility that defines her offline work. Rather than focusing on excessive visibility or performative engagement, her approach is curated, intentional, and aligned with her personal and professional ethos. Through carefully selected content, collaborations, and storytelling, she highlights themes related to entrepreneurship, luxury, wellness, creativity, and community engagement. This thoughtful approach allows her to maintain authenticity while building meaningful digital influence.

LEADERSHIP ROOTED IN GRACE AND AUTHENTICITY

One of the most compelling aspects of Sheetu Surana's journey is the authenticity with which she navigates multiple roles. She is not defined solely by business leadership, nor exclusively by social visibility. Instead, she embodies a multifaceted identity that reflects grace, emotional intelligence, creativity, and purpose. As a business leader, she contributes to preserving and evolving a centuries-old legacy. As a social contributor, she fosters meaningful relationships and collaborative communities. As an experiential curator, she creates immersive environments that inspire and engage. As a contemporary woman of influence, she represents a generation redefining leadership through empathy, inclusivity, and multidimensional growth.

THE EVOLVING ROLE OF WOMEN IN LEGACY INDUSTRIES

Sheetu Surana's journey also reflects a broader transformation taking place across India's legacy-driven industries. Historically, many heritage businesses operated within traditional frameworks where leadership structures remained largely unchanged for

generations. However, contemporary India is witnessing a significant evolution, particularly with the emergence of women leaders who are reshaping these spaces with fresh perspectives and progressive approaches. Sheetu represents this evolution beautifully. Her work demonstrates that preserving heritage does not require resisting change. Instead, heritage can become stronger and more relevant when guided by inclusive, creative, and forward-thinking leadership.

LUXURY AS EMOTIONAL CONNECTION

One of the recurring themes across Sheetu Surana's work is her belief that luxury should feel emotionally meaningful. In a rapidly changing consumer landscape, people increasingly value experiences that evoke emotion, authenticity, and connection. They seek moments that feel memorable rather than merely expensive. Sheetu's initiatives consistently reflect this understanding. Whether through family oriented showcases, wellness driven community events, collaborative social forums, or curated luxury experiences, her work focuses on creating environments where people feel engaged, inspired, and connected. This emotional dimension is what gives her work its distinct identity.

BUILDING COMMUNITIES THROUGH SHARED EXPERIENCES

Beyond events and collaborations, another important aspect of Sheetu Surana's journey is her ability to bring people together. Community building has become one of the most powerful aspects of modern influence. In a world that often feels fragmented by digital noise and fast-paced lifestyles, individuals who create meaningful spaces for interaction, collaboration, and engagement hold significant value.

Sheetu's work repeatedly reflects this ability. Whether through women-led networks, lifestyle initiatives, luxury showcases, or wellness activities, she consistently creates opportunities for people to connect authentically.

NEW DELHI: A CITY THAT REFLECTS HER SPIRIT

The city of New Delhi itself forms an important backdrop to Sheetu Surana's journey. Delhi is a city where tradition and modernity coexist in fascinating ways. It is a place where centuries-old heritage intersects with global luxury, where cultural richness blends with contemporary ambition, and where social influence often shapes lifestyle narratives. In many ways, Sheetu's personality reflects the spirit of this city. Like Delhi, she embodies elegance rooted in tradition while remaining forward-looking in vision.

THE POWER OF MEANINGFUL INFLUENCE

In an era increasingly shaped by visibility and digital presence, true influence often lies in authenticity, consistency, and purpose. Sheetu Surana's journey reflects these qualities. Her influence is not built solely through business achievements or social recognition. Instead, it emerges through the relationships she builds, the experiences she creates, and the communities she supports. She represents a form of contemporary leadership that values emotional intelligence alongside ambition.

LOOKING TOWARD THE FUTURE

As Sheetu Surana continues to expand her horizons, her journey appears poised for even greater impact. With her refined sensibility, creative vision, and forward-thinking approach, she is uniquely positioned to shape conversations



around luxury, lifestyle, heritage, and community engagement in meaningful ways. Her future initiatives are likely to further strengthen her role as a connector, curator, and contributor across multiple domains. Whether through luxury collaborations, wellness-driven platforms, artistic initiatives, women-led communities, or experiential showcases, her work consistently reflects a commitment to thoughtful growth and meaningful engagement.

A LIVING LEGACY OF ELEGANCE AND INNOVATION

Ultimately, Sheetu Surana represents far more than the continuation of a historic jewellery legacy. She represents a contemporary vision of leadership where tradition and

innovation coexist harmoniously. She embodies the idea that heritage can remain timeless while still evolving creatively. She demonstrates that luxury can feel emotionally enriching rather than distant. And she reflects the growing influence of women who are reshaping legacy-driven industries through creativity, collaboration, and purpose. In many ways, her journey mirrors the evolution of modern India itself deeply rooted in culture yet constantly embracing new possibilities. Through her work at Surana Jewellers, her

involvement in entrepreneurial and social communities, her experiential showcases, and her commitment to meaningful engagement, she continues to create a distinctive and inspiring narrative. In New Delhi a city where history and modernity meet at every corner. Sheetu Surana represents a compelling symbol of contemporary sophistication rooted in timeless values. Her story is not merely about jewellery, luxury, or social influence. It is about vision. And above all, it is about creating a legacy that feels meaningful for generations to come.