



PC JEWELLER LAUNCHES 2ND SHOWROOM IN AHMEDABAD

After the successful launch of its first showroom in Ahmedabad, PC Jeweller has once again ventured into Gujarat's capital with a second launch. The company's managing director Balram Garg recently inaugurated another showroom with chief guest actor Jacqueline

Fernandez. Segregated into two floors, the ground floor exhibits gold jewellery whereas the first floor houses diamond jewellery. The format also includes two exclusive lounges on the first floor for high-end purchases. The showroom is spread across a total area of 8,710 sq ft and is located at Akshar Complex in Ahmedabad. One of the leading jewellery brands in the country today, PCJ will house its much talked about collections in varieties of diamond, stones, gold, polki, kundan and many more in the maiden showroom. Known for their contemporary designs and innovations, the new showroom is laced with their best collections for wedding and special occasions. "This is our second launch in the city and fourth in the state. The overwhelming response we have received in Gujarat has encouraged us to expand our network here rapidly," said Balram Garg, managing director, PC Jeweller Ltd, speaking on the occasion of the launch.

MUSIC FOR A CAUSE

Aneel Murarka, managing director of Mirachem Industries and an active committee member of Alert India Campaign teamed up with Veera Rao to organise a lively Pankaj Udhas Ghazal Concert in aid of ALERT India (Association for Leprosy Education, Rehabilitation and Treatment-India) a voluntary charitable organization at Bhaidas Hall in Mumbai. The evening was graced by the presence of Bollywood actor Ameesha Patel amongst others. Pankaj Udhas gave a soulful rendition of some his all-time popular hits that included *Ghoongru Toot Gaye*, *Chandi Jaisa Rang Hai Tera Sone Jaise Baal* and *Ahishta Kije Baate*, followed by the masterpiece *Chiththi Aai Hai...*



WOMEN POWER

A haven for budding designers, fashion aficionados and for those who sew as a hobby, the Hab store is a Bandra landmark. Set up by Usha International Limited, it is a first-of-its-kind store in the country which not only retails sewing goods but also teaches interested clients the art of sewing. The Hab is short for Haberdashery—a Scandinavian concept for a shop where one can buy sewing merchandise while learning the art as well. To commemorate International Women's Day, the Hab by Usha presented an activity that helps one create unique gifts—from cards to crochet, appliqué and pleated pouches and more. Here they learnt to create innovative designs, using different decorative stitches and embroidery patterns of the Usha Janome automatic sewing machines and the creative use of a range of Hab accessories.

