ESTHARA JEWELS

Premium Silver Jewellery Brand



To **Enhance** People's Beauty

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WHO WE ARE

BEAUTY BUILT ON A LEGACY OF CRAFTSMANSHIP.

Esthara Jewels Private Limited is a premium silver jewellery brand established in January 2026, built upon more than 25 years of jewellery manufacturing expertise.

As a subsidiary of AJC Jewel Manufacturers Limited, established in 1999, Esthara brings generations of manufacturing knowledge, craftsmanship and quality directly to modern consumers.



25+
YEARS OF LEGACY

100+
SKILLED CRAFTSMEN

21,000 SQ. FT.
MANUFACTURING FACILITY

ESTHARA JEWELS
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OUR PHILOSOPHY

BEAUTY WITH PURPOSE

Guided by a deeper belief, we create jewellery that adds meaning to every moment and celebrates you.



01

BRAND PURPOSE

To Enhance People's Beauty

02

VISION

To become a global trademark of beauty and luxury.

03

MISSION

To craft high-quality, ethically sourced silver jewellery that combines traditional craftsmanship with timeless design, making refined luxury accessible for everyone.

ESTHARA JEWELS
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THE SCIENCE BEHIND THE SHINE

ESTHARA GOLD

24K GOLD VERMEIL

Esthara Gold is our flagship material standard — a legally regulated, **premium jewellery grade** that brings you the beauty of gold with the strength and versatility of sterling silver. No compromises, just lasting brilliance.



REAL GOLD FINISH
Actual 24K gold applied over sterling silver.

PREMIUM SILVER FOUNDATION
Crafted over a 925 silver base.

LUXURY MADE MORE ACCESSIBLE
The beauty of gold with the versatility of premium silver jewellery.



925 STERLING SILVER CORE +



24K GOLD EXTERIOR +



2.5µm GOLD PLATING THICKNESS =

ESTHARA GOLD
BEAUTY THAT LASTS

ESTHARA JEWELS
Premium Silver Jewellery Brand



OUR COLLECTIONS

JEWELLERY FOR EVERY EXPRESSION

From minimal everyday pieces to distinctive statement jewellery, Esthara offers thoughtfully crafted designs for every style, moment and expression.

01 Rings

02 Pendants

03 Bracelets

04 Necklaces

05 Anklets

06 Bangles

07 Nose Pins

08 Earrings

09 Customized Jewellery

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EARRINGS & PERSONAL ADORNMENT

DETAILS THAT DEFINE YOU

From refined everyday accents to expressive statement pieces, every design is created to complement individuality with elegance.

Earrings / Nose Pins / Pendants / Rings

ESTHARA JEWELS
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NECKLACES & STATEMENT PIECES

DESIGNED TO BE REMEMBERED

Where artistry meets individuality.

Esthara's jewellery collection brings together refined materials, delicate detailing and expressive design to create pieces made to stand apart.

Necklaces • Pendants • Chains • Statement Designs



ESTHARA JEWELS
Premium Silver Jewellery Brand

CUSTOM JEWELLERY

YOUR VISION.
CRAFTED BY ESTHARA.

Turn your ideas into timeless jewellery. At Esthara, we bring your imagination to life with expert craftsmanship, premium materials and a deep commitment to detail.

01

Share Your Idea
Tell us what you imagine.

02

Design Development
Our design team translates the concept into a refined jewellery design.

03

Crafted In-House
Your piece is produced by skilled craftsmen with attention to detail and finishing.

04

Made for Your Moment
Personal jewellery for celebrations, gifting and meaningful occasions.

CUSTOMISE ACROSS

RINGS | PENDANTS | BRACELETS | NECKLACES | BANGLES | EARRINGS | PERSONALISED PIECES

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Beauty That Feels **Natural**



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Premium Silver Jewellery Brand

CRAFTED WITH PRECISION. FINISHED WITH PRIDE.

FROM CRAFT TO CREATION

The Esthara production environment combines experienced artisanship with structured quality control to ensure every piece meets our exacting standards.

100+

SKILLED CRAFTSMEN
A dedicated team with years of hands-on expertise.

21,000
SQ. FT.

MANUFACTURING FACILITY
A state-of-the-art facility built for scale, precision and quality.

ZERO-DEFECT QUALITY INSPECTION
Every piece undergoes rigorous inspection before it reaches you.

HERITAGE CRAFTSMANSHIP
A legacy of manufacturing excellence carried into every Esthara creation.

ESTHARA JEWELS
Premium Silver Jewellery Brand

THE ESTHARA PROMISE

A PROMISE THAT GOES BEYOND THE PURCHASE

More than jewellery, we offer a lasting relationship built on trust, care and an unwavering commitment to your satisfaction.

01



LIFETIME FREE REPLATING

Designed to keep jewellery radiant.

02



FREE INSURED SHIPPING

Safe, tracked and insured delivery.

03



LIFETIME BUYBACK POLICY

Long-term confidence in every purchase.

04



100% GENUINE BRAND CERTIFICATE

Official assurance of authenticity.

05



LIFETIME EXCHANGE

Flexibility to exchange or upgrade.

06



DEDICATED CUSTOMER SUPPORT

Assistance throughout the customer journey.

ESTHARA JEWELS
Premium Silver Jewellery Brand



Bringing Out Your **Best**

FRANCHISE STORE MODEL

FRANCHISE INVESTMENT & FINANCIAL PROJECTIONS

Based on First-Year Sales of ₹10,00,000

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Premium Silver Jewellery Brand

STORE PARAMETERS

PARAMETER	DETAILS
Store Name	ABC
Area	500 sq. ft.
Total Investment	**₹74,75,000**
Franchisee Fee	₹2,50,000
Rental Deposit	₹7,50,000
Capex (Depreciated @20%)	₹22,50,000
Stock Deposit	₹42,25,000

MANPOWER & MONTHLY SALARY

POSITION	MONTHLY SALARY
Store Head	₹35,000
Assistant Store Head	₹28,000
Sales Staff	₹22,000
Total Monthly Manpower Cost	**₹85,000**

5-YEAR FINANCIAL PROJECTIONS

PROFIT & LOSS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Total Sales Revenue	₹1,20,00,000	₹1,56,00,000	₹2,02,80,000	₹2,63,64,000	₹3,42,73,200
Sales Net of GST	₹1,16,50,485.44	₹1,51,45,631.07	₹1,96,89,320.39	₹2,55,96,116.50	₹3,32,74,951.46
COGS for Outlet	₹87,37,864.08	₹1,13,59,223.30	₹1,47,66,990.29	₹1,91,97,087.38	₹2,49,56,213.59
Outlet Gross Earnings	**₹29,12,621.36**	**₹37,86,407.77**	**₹49,22,330.10**	**₹63,99,029.13**	**₹83,18,737.86**
Annual Rent	₹15,00,000	₹16,50,000	₹18,15,000	₹19,96,500	₹21,96,150
Manpower	₹10,20,000	₹11,22,000	₹12,34,200	₹13,57,620	₹14,93,382
Utility Charges	₹2,70,000	₹2,97,000	₹3,26,700	₹3,59,370	₹3,95,307
Marketing Expenses	₹12,00,000	₹13,20,000	₹14,52,000	₹15,97,200	₹17,56,920
Other Expenses	₹2,70,000	₹2,97,000	₹3,26,700	₹3,59,370	₹3,95,307
Total Expenses	**₹42,60,000**	**₹46,86,000**	**₹51,54,600**	**₹56,70,060**	**₹62,37,066**
Net Profit of Outlet	**(₹13,47,378.64)**	**(₹8,99,592.23)**	**(₹2,32,269.90)**	**₹7,28,969.13**	**₹20,81,671.86**
Net Profit Margin	-11.2%	-5.8%	-1.1%	2.8%	6.1%

KEY HIGHLIGHT | **₹74.75 Lakh** Initial Investment | **₹3.43 Crore** Projected Year-5 Sales

FRANCHISE STORE MODEL

FRANCHISEE RETURNS & ROI

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FRANCHISEE EARNINGS PROJECTION

PROFITABILITY & MINIMUM GUARANTEE

PARTICULARS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Franchisee Share	₹29,12,621.36	₹37,86,407.77	₹49,22,330.10	₹63,99,029.13	₹83,18,737.86
Expenses Borne by Franchisee	₹42,60,000	₹46,86,000	₹51,54,600	₹56,70,060	₹62,37,066
Net Profit to Franchisee	**(₹13,47,378.64)**	**(₹8,99,592.23)**	**(₹2,32,269.90)**	**₹7,28,969.13**	**₹20,81,671.86**
Minimum Guarantee Applicable	Yes	Yes	Yes	No	No
Monthly Minimum Guarantee	₹1,12,125	₹1,12,125	₹1,12,125	—	—
Annualised Minimum Guarantee	₹13,45,500	₹13,45,500	₹13,45,500	—	—
Final Net Profit to Franchisee	**₹13,45,500**	**₹13,45,500**	**₹13,45,500**	**₹7,28,969.13**	**₹20,81,671.86**

CUMULATIVE RETURNS

RETURN INDICATOR	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Cumulative Earnings	₹13,45,500	₹26,91,000	₹40,36,500	₹47,65,469.13	₹68,47,140.99
Net Profit to Franchisee (%)	46.2%	35.5%	27.3%	11.4%	25.0%
Annual ROI	18.0%	18.0%	18.0%	9.8%	27.8%

5-YEAR AVERAGE ROI **18.3%**

KEY HIGHLIGHTS

₹13.46 Lakh
Annual Minimum Guarantee (Years 1 to 3)

₹20.82 Lakh
Projected Year-5 Franchisee Net Profit

₹68.47 Lakh
Projected Cumulative Earnings by Year 5

18.3%
5-Year Average ROI

OUR STORES

EXPERIENCE ESTHARA

Offline experiences.
Online convenience.
One Esthara standard.



THRISSUR

L.G. Floor, HiLITE Mall
Kuttanellur
Thrissur, Kerala – 680014

+91 95670 60222

CHEMMAD

1st Floor, HiLITE Countryside
Chemmad
Malappuram, Kerala – 676311

+91 95671 15222

PERINTHALMANNA

2nd Floor, Marketcity Mall
Perinthalmanna
Malappuram, Kerala – 679322

+91 95671 14222

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