

## **Profile**

### **Vice Chairman GJEPC: Mr. Colin Shah**

Colin Shah, Managing Director, Kama Schachter Jewelry Pvt. Ltd., established Kama Jewellery in the year 1996. Colin started his journey in the gems and jewellery world at an early age of 17. A first generation jeweller, he began by catering to specific jewellery needs of his close circle of family and friends. Success in his initial endeavours propelled him further into the jewellery business and he set up his own manufacturing unit. Soon, the export market beckoned followed by his foray into the domestic market. What started off as a modest manufacturing set up has now grown into two state-of-the-art factories and a diamond office in Mumbai with sales offices in India and US. Once awarded as the “Emerging SME” Kama has come a long way under the able leadership of Colin.

His recent foray into jewellery retail is another step to pursue his passion for diamond jewellery. Being an advocate of the bricks and clicks model, Colin set up his first retail store in Mumbai. His offline and online retail presence go by the parent company’s name – Kama Jewellery.