

PNG Jewelers president Saurabh Vidyadhar Gadgil will visit the San Francisco Bay Area in November. **Siliconeer** offers a brief profile.

PNG Jewelers president Saurabh Vidyadhar Gadgil will visit the San Francisco Bay Area in November. A successor of one of the pioneering jewelry brands in the country, P.N. Gadgil, he was born, raised and educated in Pune. He "has been instrumental in transforming the image of PNG from a family-run, small town, parochial presence to a professionally-run corporate entity with global ambitions," said a PNG press release.

"Today, PNG has four plush branches in Pune, at Camp, Paud Road and Chinchwad and the Heritage branch on Laxmi Road. He has set in motion a nationwide growth plan, starting with a branch in Nashik.

Apart from catering to the needs of the brand-loyal traditional Maharashtra target audience, PNG today has a wide range of collection for every segment ranging from ethnic, intricate and heavy jewelry to chic and delicate contemporary designs. Saurabh has been instrumental in the launch of various boutiques and innumerable collections."

From a 175-year-old past with a legacy of trust, purity, and integrity and customer service, Saurabh is guiding PNG in its leap into the future by opening a branch at Sunnyvale, Calif.

Aware of the competitive advantages of IT and automation, Saurabh has raised the efficiency level of PNG. PNG was the first in Pune to computerize billing and accounting, to use electronic balances and to get all its jewelry pieces hallmarked. Besides, it uses bar coding and RFID for better sales control and last it has started



JEWELRY SCION S.V. GADGIL

facilitating its customers online.

He has expanded PNG's business activities into financial services by forming Gadgil Capital Services and Gadgil Metals and Commodities. PNG enjoys a great and loyal customer base, and these establishments serve this clientele via expert advice in share and commodity trading and provide investment solutions.

Through Aurum Hotels Pvt. Ltd., he has also entered the hospitality industry. Post 91, a world cuisine buffet restaura-

rant and banqueting facility, has become popular amongst Pune's corporate elite in a short span of time.

Saurabh supports a large number of social and religious causes, including organizations like CRY, Help Age, and SOS.

"Saurabh Gadgil's vision is a global, vibrant, giant enterprise, spawned from its flagship jewelry business, but eternally, ceaselessly seeking, embracing and dominating new frontiers," the release added. ■