

Interactive session with Shri Ashish Pethe - Partner Waman Hari Pethe Jewellers

interviewed by Prof. Asif Rampurawala

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In an interaction with Shri Ashish Pethe, Partner - Waman Hari Pethe Jewellers, Mumbai, WHP has shared the remarkable journey of 111 years in the jewellery business with the positive attitude of "Converting Challenges into an Opportunity to do something new as per the customer demand". The marketing and advertisement strategy of designing a tagline from "सोन्या चांदीचे व्यापारी" to "सोनेरी क्षणांचे सोबती" is an integral part of emotional connection with their old and new customers and is a successful strategy in a journey of WHP Jewellers.

Introduction

Late Shri Ganesh Hari Pethe and Late Shri Waman Hari Pethe, two brothers, with dreams at heart and vision beyond centuries, in the year 1909 started their 1st Jewellery shop at Girgaon, the very heart of Mumbai. Their dedication, devotion, and transparent trade practices made the venture a huge success. The journey of 111 years started with "**Motiwale Pethe**" to now a brand as **WAMAN HARI PETHE JEWELERS** with five generations of the Pethe family working together and three generations of designer, workers, staff, and customers being part of their successful business.

Blend of Experience and New Thinking in the Family Business

Family run business has its advantages

- Moderate speed of operations with well thought out decision
- Various perspectives are understood
- Chances of going wrong are less
- Draw upon different expertise
- Consider "WE" always higher than "I"
- Focus on strength of other people by neglecting weakness

Customer Friendly

WHP Jewellers started their journey with dealing in pearl with gold, making traditional Maharashtrian jewellery, and later as market and technology got evolved; they have expanded further to trading in diamond and platinum. From 2003, they started with a chain of shops to reach out to the customers in various regions of Maharashtra and Goa. People come to us when they are happy, in the celebration mood. Trust, quality, variety, purity in business, and behaviour has always been the USP of WHP.

Unique and New initiatives at WHP

New Normal initiative by WHP- Try @ home

- Schedule appointment
- Representative shall call the customer
- Jewellery consultant shall bring the designs to try at home

WHP Boutique - Platform to transform your virtual design motif into a real picture

Tips to Become a Successful Entrepreneur

Back in the day when BIS hallmark did not even exist, WHP jewellers managed to deliver it to its esteemed customers. Identify the pinpoint in the society and get the right and affordable solution for it. Get the hands dirty at ground level to gain the experience. Hard work coupled with smart work is the key mantra for success. Don't be shy to ask for help from anyone and anywhere. Change is inevitable in business, understanding customer needs in changing times, and providing a valuable remedy, being a part of their precious moments in their lives have helped us to grow.

Proud Moment

WHP surely has numerous stories to tell, one of which is the visit of Queen Elizabeth of England to India, and traditional Maharashtrian Jewellery were gifted to her highness by the Government of Maharashtra, The grand gift included a कोल्हापुरी साज, ठुशी (traditional necklace), नथ (traditional nose ring) and सोन्याची जोडवी (toe rings) by WHP, back then were known for their traditional Maharashtrian Jewellery, and gracefully designed these marvellous pieces which still are preserved in the Museum of London.

Technology Used

Data analytics and predictive analysis techniques coupled with Artificial Intelligence (AI) are used for their product analysis, statistics is developed, and marketing policies are designed. Presently Augmented Reality (AR) and 3D demonstration are used to have the sensory experience, real look, and feel of the Jewellery to the customer. Using Virtual Reality (VR) users can get a virtual in-store experience of choosing any jewellery, seeing the piece from different angles, and zoom in to appreciate intricate designs. There is deep technology integration in the Jewellery business, use of computer-aided drafting; 3D printing, laser sintering, and modern tools shall bring the glittering future to customers and business.

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