



*enduring*  
*bespoke. enduring. personal.*  
*bespoke personal*

For over 30 years, Kamala Jewellers has been a consummate purveyor of high-grade gemstones. Here, the art of gemstone selection is passed on from generation to generation. Offering a dazzling array of products, this family-owned business has become a trusted brand for customers looking to add a touch of charm to their fashion or life's milestones.

*Kamala Jewellers works with customers to select the finest jewellery suited for them. Each piece is a perennial beauty, a symbolic keepsake that evokes emotions.*



**CARVING A NAME**

In 1980, Founder Mr M. Narayanasamy (Samy) started Kamala Jewellers in an unassuming storefront ensconced in Serangoon Plaza. Having worked at renowned G.C. De Silva and Brothers Pte Ltd for over a decade, Mr Samy acquired expert knowledge in picking the most lustrous cut from a myriad of gemstones.

This expertise he dovetailed with service made distinct by sincerity and familial trust. Locals and tourists began to throng his store, captivated by his virtuosity in creating one-of-a-kind jewellery

designs. The first buying customer left satisfied and, before long, Kamala Jewellers became a household name.

**EXPERTISE POLISHED BY YEARS**

This success has transcended time and Kamala Jewellers continues to shine in its niche as a gemstone connoisseur. Today, it has three outlets set in the heart of sprawling Serangoon Road. At the helm of the three outlets is Mr Senthil Kumar, Mr Samy's son, who has been learning the ropes and secrets of the trade since he was 12.

For his customers, Mr Kumar picks out jewellery that embodies excellent craftsmanship and timeless sophistication. Armed with rich knowledge on ancient numerology, he confidently recommends pieces that bring that added edge of luck and prosperity.

Continuing his father's tradition, Mr Kumar also comes up with uniquely alluring designs on customers' request.

## DESIGNS A CUT ABOVE

Here at Kamala Jewellers, each piece of jewellery is handcrafted, and so no two are the same. The impeccable handiwork speaks volumes about the company's attention to detail.

The jeweller also carries gold and silver in its collections. While many of its jewellery draw inspiration from Indian culture and heritage, Kamala Jewellers is keeping up with trends and bringing in lightweight and understated pieces that appeal to the younger crowd. Kamala Jewellers also carries diamond jewellery in its already enchanting line-up. By offering new concepts, it aims to make diamonds more affordable for an eclectic audience. Smaller diamonds are deftly studded to create a larger composite form. Compared with their large-stone counterparts, these glittering pieces are equally-elegant, yet more economical.

In time, Kamala Jewellers will also unveil a range of children's jewellery.



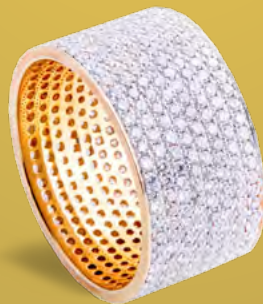
## INTEGRATING INGENUITY & SENSIBILITY

While its roots will always remain an integral part of the brand, Kamala Jewellers is also embracing modernity. The three storefronts at Serangoon Road have been revamped and now boast a cosier and upscale feel. Further plans entail setting up a subsidiary company that promises a more contemporary image. The new brand will find a home in shopping malls, offering mall-goers direct access to its novel design concepts.

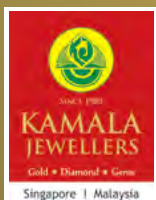
In 2013, Kamala Jewellers set up its first overseas outpost in Kuala Lumpur, Malaysia. In future, it also aims to bring its products to Western countries.

## LENDING A SPARKLE

As its business continues to thrive, Kamala Jewellers remembers the importance of giving back. A member of the Little India Shopkeepers and Heritage Association, it supports events organised by Hindu temples in Singapore. Every year during Deepavali, it also helps to sponsor the cost of lighting up Little India.



*Mr M. Narayanasamy (top) and Mr Senthil Kumar (bottom) receiving an award from Prime Minister Lee Hisen Loong for contributing to an event organised by Little India Shopkeepers and Heritage Association.*



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