

Malabar Gold - “Local International Brand”



Mr M.P. Ahamed
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programme. Cultural diversity and function-specified training, make it even more conducive for a healthy working atmosphere.

Can you elaborate on Malabar’s group vision of the 'Make in India, Market to the World' initiative?

We have always claimed ourselves to be a “Local International Brand”, why so you may ask? Our roots are from a country filled with rich culture, history and diversity. As jewellers, we can showcase our very rich cultural assortment through the various jewellery artefacts we produce. The more we reach out to the world outside our security zones, the more we can contribute to the country and to society altogether. By and large, our concept will foster job growth, innovation, and skill development in the country. It would be prudent to say our Analogy of “Local

Your company was conferred the Most Preferred Workplace Award-2022-23 by Team Marksmen. What are the initiatives at Malabar that stand out and are appreciated by employees

Malabar Group has over 15,000 workforces around the globe. They

have been our support and impetus for our growth, In short, they have been our pillar of strength. We in Malabar Group term our workforce as “MTM (Management Team Members)”, this is so because every MTM’s provided with an Investor/ Management opportunity gathered with an employee engagement



International Brand” goes hand in hand with the government’s “Make in India” programme.

Malabar has announced huge investments of around 9500 crores. Where and how the investments would be distributed?

The investments are planned to be utilised (a) Set up of a state-of-the-art manufacturing plant (b) Retail expansions-In India and Globally (c) Workforce Investment

You had planned for investments for establishing gold jewellery manufacturing units in Telangana? What motivated Malabar to invest in such a facility when most retail jewellers prefer asset-light models?

For us the end justifies the means. By that we imply, that when a state government is forthcoming in terms of (a) ease of doing business, (b) exemptions/incentives conducive to our industry and business (c) job creativity (d) Infrastructure support, then why not? These factors play a vital role in ascertaining the business models one needs to undertake.

Can you tell me about the 'One India One Rate' initiative for gold?

“One India One Price” for Gold rate

has been and will always remain to be a pressing need of the hour for the second largest jewellery-consuming country, such as India. When the international spot rate is uniform, the customs duty is the same in the country, and GST also being consistent, we thought, why can't the gold rate also be uniform, in the country? This gave birth to the Malabar Gold's “One India One Gold rate”.

Though India has come a long way in regulating certain aspects of this industry such as single Taxation on Gold (Pan India), Quality Standards of Jewellery (to compete in the International Markets), we are still far away from being regulated and having a standardised trading platform

Role of e-commerce growing in complementing Brick and Mortar Jewellery Retailing?

It is an undoubted fact that the craze for online shopping is at an all-time high in the jewellery industry and is trending upward. Many consumers opt to shop online today not only because of the time convenience but also due to the variety of options they can get. There is a general sense of saving money while shopping online. An Online store is Pandora's Box of Collections, combined.

If a potential customer visiting the online store does not make any purchases immediately, an online brand can still influence their buying decisions in the future. The concept of driving quality traffic to one's store cannot be overlooked with the amount of competition in the retail jewellery industry. In view of the above, Malabar Gold and

Diamonds' has engaged with the likes of IBM, Deloitte and Accenture to explore and exploit this avenue.

What are the factors you think accelerate the growth of Organized Jewellery Retail in India?

The answer is in the very question, having unorganised players in the market is the first and foremost incumbent that needs to be done away with, for the organised sectors to accelerate growth, amongst others. The gems and jewellery sector plays a significant role in the Indian economy, contributing around 7% to the country's GDP and 15% to India's total merchandise export. It employs over 4.64 million people and is expected to grow exponentially. One of the fastest growing sectors, it is extremely export-oriented and labour-intensive. But even as Indians prefer to invest in the yellow metal, a battle between the organised and unorganised players is intense and is picking up pace. At present 5%–10% of India's gold manufacturing sector could be deemed as being “organised” large-scale facilities; 10 years ago these would have barely existed. The government needs to lay emphasis on (a) the reduction of import duty – amongst the highest in the world (b) a Curb on Smuggling via the introduction of various e-governance norms and procedures (c) the Utilisation of house-held jewellery for cheaper material sourcing (d) Government intervention on robust pricing methodologies/ introduction pricing platforms like Gold Exchanges, to mention a few.