**PROBLEM DEFINITION OF PROJECT**

Mr. Robert D’costa started the business from the scratch in 2005. The flagship company of Yash Gems &amp; Jewelleries (P) ltd was formed to carry on the business of manufacturing and trading of Gold &amp; Diamond Jewellery.

* To manufacture diamond Jewellery with ultimate brilliance, Yash has employed the latest and most advanced technologies for manufacturing diamond jewellery.
* As a supplier to some of the most exclusive retailers, Yash have intimate knowledge of the cultures and trends of the markets served. The national sales and distribution network team allows them to cultivate a close relationship with the customers and guarantees efficient services.
* Yash believes in reflecting their jewellery with special magic, conjured by melting of spirit and dedication, labour and craftsmanship, and art of work. The talented designers, skilled craftsmen and dedicated managers use state-of-the- art technology to produce the finest level of diamond jewellery for leading retailers.
* The company’s sincere desire is to give every client a reason to feel good. And policy is to offer top quality merchandise to the customers at the best possible price.

With a vision and motto of providing its customers products of impeccable quality, Yash has outnumbered many in innovative design and quality, making itself the benchmark and hallmark of the Indian jewellery industry.