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### **Goenka Diamond plans expansion worth Rs 100 crore**

MUMBAI: Goenka Diamond and Jewels (GDJ) will scale up their operations with investments worth Rs 100 crore. In the upcoming eighteen months, the company is planning to open 19 more outlets pan-India as part of the expansion plan.

Mr. Navneet Goenka, managing director of GDJ, said, “ We are looking at opening 19 more stores over the next 18 months with an investment of Rs 100 crore. Of this 17 will be G Wild and two will be Ceres stores.” The company has also announced that it aims to grow at 25% annually at least in the next five years.

Currently, the company has six stand-alone boutique stores under its two premium brands, G Wild and Ceres. The new stores will come up in locations like Chandigarh, Ludhiana, Ahmedabad, Kanpur, Delhi, Goa, Amritsar and Kolkata. G Wild is a premium brand with prices ranging from Rs.10,000 to Rs. 4 lakh while Ceres is a luxury brand and has a price range starting from Rs. 5 lakh.