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the Best

5 BEST
STORIES

COVER STORY

DISCOVER THE MAGIC
OF LUXURY

HYBA JEWELS

925 STERLING SILVER JEWELLERY

FOUNDERS

Sushim Kamble (L)
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Cover Story

DISCOVER MAGIC OF LUXURY

 **HYBA**
JEWELS
925 STERLING SILVER JEWELLERY



HYBA Jewels - Wear Your Prestige Life


Isn't jewellery a kind of wearable art? Yes, it certainly is. Jewels and jewellery have been an inextricable companion of the human race since eons. Centuries and eras later, the charm of these adornments has not dwindled even slightly. In fact, jewellery signifies luxury, whether vintage or latest design. Tales are incised in each piece; of the owners and creators.

"It's pure enchantment. As we have heard, every piece of jewellery tells a story. We are the creator of these stories, and we imbibe love, care, and attention in each piece we present," Sushim Kamble, the co-founder of HYBA Jewels, says.

HYBA's Brand Story

Authentic designs created at HYBA express dignity and prestige. The unmatched beauty of each piece narrates a story of expert craftsmanship, innovation, and passion. HYBA's jewellery has been adorned by various Bollywood celebrities, musicians, tele celebs, sportswomen, and many more famous faces.

HYBA Jewels is a luxurious sterling silver jewellery brand established in July 2020 by Sushim Kamble and Mandar Lad. The duo has a profound experience of over fifteen years in fine sterling silver jewellery production and sales. The Head office of the brand is located in Mumbai, and the branch office is in Delhi. Clients can also find HYBA Jewels in multi-brand showrooms in cities like Mumbai, Delhi, Raipur, Chennai, Bangalore, Jaipur, Kolkata, Hyderabad and Ahmedabad.



HYBA has a team of expert craftsmen from Kolkatta who are paramparik karigars and have had excellence in Gold & Diamond jewellery making for almost 25-30 years. Each statement piece at HYBA is meticulously handcrafted by skilled artisans giving it a distinctive appearance.

Established as a jewellery partner for its clients, HYBA Jewels is also being recognized by dignitaries. HYBA Jewels was pronounced the winner of 'India 500 Startup' (2021) for quality and excellence in the realm of customer satisfaction and was recently featured in Femina Magazine as well.

The founders strive to provide the best creations to its client. Hence, they have sealed a reputable collaboration with the oldest zirconia manufacturing company, "we use premium zirconia from Golay Buchel which is the oldest zirconia manufacturing company and a Swizz-origin brand since 1887. Each piece of GB-zirconia is laser marked with 'GB Brilliance,'" Sushim specifies.

ABOUT THE FOUNDERS

Sushim Kamble

Post-Graduated in Marketing from Welinger's Institute, Mumbai, Sushim started his professional journey in Merchant Navy in 2005. He changed several occupations before he realized his vocation when he joined the jewellery industry and enriched his skills and knowledge of the field. Having an overall experience of 12 years in the jewellery business, combined with his previous professional experiences, Sushim has developed expertise in designing, dealing, and delivering luxury sterling jewellery. With his partner Mandar Lad, Sushim founded a Luxury Sterling Silver Jewellery brand, HYBA Jewels Pvt. Ltd., amidst the Covid chaos. A dedicated son, husband, and proud father of two, Sushim always finds some time to be with his family. He loves traveling, exploring new places, and watching and playing cricket.

Mandar Lad

The co-Founder of HYBA Jewels, Mandar is a commerce graduate and has an overall experience of 10 years in the jewellery business. He resides in Mumbai with his parents, wife, and a kid. He likes to spend his leisure time with his family. He is a cricket fan and finds flower arrangements a way to keep himself engaged. Mandar came to know Sushim when they both worked in Rapaport. Both partners share similar passions and ideologies when it comes to jewellery.

FOUNDER OF HYBA JEWELS
SUSHIM KAMBLE (L)
MANDAR LAD (R)



A Deserving Choice to be a Life-long Jewellery Partner

HYBA's fine 925 sterling silver jewellery is an obvious choice for women for daily wear, travelling, and destination weddings, making it a maintenance-free, stress-free, and risk-free investment to handle. A 3-year warranty accompanies each finely handcrafted Luxe novelty piece designed by a team of experienced in-house artisans, the best in the jewellery business. HYBA products don't tarnish or oxidize and can be worn in water and perfumes and are adaptable to customization in any category. The brand offers an added lifetime benefit of 70% exchange of the products opening a prospect for the customer to exchange the jewellery anytime in the future and nurture a secure bond in return.

The Novelties

HYBA Jewels are known for making unique jewellery design and working as per clients' demand & current market trends. The product range starts from Rs. 6k. The price mainly depends on the design process's complexity and the stones used. Sushim talks about one of HYBA's stunning creations, "we proudly say that we have crafted one of the unique pieces in the industry," he says. "This is one of our best pieces which was very difficult to carve. It took us almost 6-7 months to complete this piece perfectly, which was made as per the client's demand and was delivered to them within a specified period of time.





What's around the corner?

The brand caters to some of the metro cities of India, and soon it will be making its presence in dozens of tier 2 & 3 cities and simultaneously in the international market as well. HYBA's website showcases a multitude of marvelous jewellery pieces. The founders have already revamped the website to facilitate the clients.

Promises Kept and Delivered

HYBA creates a prestige statement with each piece it delivers and secures a reputable bond with the clients. The founders live by the promise of giving the best experience through the products and after-sales services. "Once our client, always our client," Sushim promises. "Your lifetime companion for every occasion awaits to be adorned. Buy HYBA's fine sterling silver pieces and augment the prestige it brings along."

Interview Section

How did your earlier professions and your time with jewellery companies contribute to shaping you? Please share your learning and experiences with us.

Sushim: I have worked for over seventeen years landing in various professions. I joined the shipping industry in 2005 and sailed for about five years. The transition from working on the sea to taking up a job on land wasn't easy, although I desired this change. The arduous experience of sailing taught me the essence of hard work.

I learned the basics of hospitality and the fundamentals of financials during my time with various organizations. After that, I stepped into the jewellery industry, seeing the field in a new light. I cultured the art of creating, selling, and promoting jewellery. I established connections with the merchants, groomed myself to be a leader, and carved a path to entrepreneurship while working for a sterling silver jewellery company. I honed my knowledge about in and out of the jewellery industry. After that, I started HYBA Jewels in 2020 amid the Covid Chaos, and now we are a renowned luxurious sterling silver jewellery brand continuously breaking our previous benchmarks and establishing ourselves in the industry.

What's the story behind the name HYBA? What does it mean to you?

Sushim: The name holds a significant meaning to us. While brainstorming for the name, we had a few criteria in mind. We wanted a short name, particularly a four-letter word that could easily be accepted and pronounced, resonate with the prestige inculcated within the jewellery piece, and transmit our brand's vision. The word HYBA means Prestige in Arabic. It clicked right away as the word fulfilled every criterion.



HYBA delineates our vision and what we strive for. Every piece of jewellery created at HYBA is designed with love, care, and meticulous attention to detail by our expert craftsmen and when bejeweled, it defines a Prestige statement.

What major challenges did you come across while establishing the company, and how did you overcome them?

Sushim: We conceived the idea of starting HYBA in Feb 2020. Next month Covid knocked at our doors. Mandar and I thought of working from home on our idea. Moreover, our business demands one-to-one



meetings with the client. Establishing a connection with my partner and the clients was challenging. Being luxury sterling silver jewellery, our products demanded a good amount of investment. Considering the scenario during the Pandemic, we presumed that no one actually wanted to invest in Luxury jewellery.

Our relations with our prestigious clients and their immense trust and support made everything possible. We connected through What's-app and shared pictures of the jewellery; luckily, it worked out.

One of my friends, Mr. Sandeep Jadhav, invited us to use his premises as our office. That place was our base for the next few months. Within five months, in October 2020, we had our first office in Charni Road, Mumbai, and a few months later in Delhi as well. We created a niche market for luxury sterling silver jewellery by supplying HYBA products in multi-brand stores nationwide.

Our artisans played a huge role in HYBA's growth. They had our back all along as they worked as and when needed with full dedication and perfection. Their continuous support and diligence are among the major factors that enabled us to overcome the initial tough phase and embrace the challenges.

Creating jewellery is an ongoing process. What challenges do you usually face in bringing the collections from concept to reality?

Sushim: Jewellery design is a complex process involving much monitoring. The main and most important aspect is to accurately accomplish the task given to the artisans per the requirement of the clients. It's the artisans who ultimately craft stunning pieces. Hence, it's crucial to convey the ideas lucidly to the craftsmen and artisans, making them feel that the idea also belongs to them. We must convey every minute detail related to the crafting and our vision of the final piece.

Having spent fifteen years in the jewellery industry, particularly the recent three years with my team of craftsmen, I have come to share a good rapport with them. Additionally, they are experts in jewellery making and quickly grasp the details, bringing the conceptual vision to reality.

Technology plays a major role in the tech-savvy era. How does the involvement of techs make the design and the production process smooth in the jewellery business? Tell us about a few techs involved in this field.

Sushim: Tech plays a vital role in the progression of the jewellery industry.

The industry has embraced emerging technology in every possible way, from the sketch of the jewellery to its casting, from manufacturing to the selling; technology is conquering every front. After the sketching, the next step is screening through CAD/CAM software platforms, where we get a perfectly proportional 3D digital file of the sketch. We have apps and software to keep track of the manufacturing steps, what design we are working on, the assigned karigars, and the stones, silver, and alloys used; each step of the jewellery-making process is monitored using dedicated software.

There is software to maintain several sales reports. Surveilling these sales reports allows us to understand clients' ideologies and facilitate the makers in creating bespoke designs. It saves time and money that we can invest wisely and offer jewels at affordable prices. Summarizing it all, we have completely fostered Techs, eliminating most physical platforms to make it convenient for customers and manufacturers alike.

Hyba offers stunning jewellery pieces that enchant the beholder with their intricate designs. Would you like to add something to this for your customers to choose Hyba as their partner for life?

Sushim: Quality is one of the most important pillars of the brand Hyba. We make sure not to cut corners when it comes to jewellery or any other aspect of our life, and it's impossible to proceed without pure quality. We aim to keep customers at the heart of everything we do and wish to achieve. We endeavour to share our passion and expertise to create a delightful and unforgettable experience for every woman adorning HYBA jewels.

Please give a few pieces of advice to individuals who want to make it big like you.

Sushim: Here is what I suggest and advise the people who desire to achieve something big. First, one shouldn't be scared to work hard and smart; keep your ideas aligned with your vision and formulate strategies to streamline the processes.


Secondly, challenge yourself to come out of your comfort zone. Those bound by their comfort zone often find themselves stuck in a whirlpool of fear of failure. You have to break the shackles and step out to try different ways. Leave the fear of failure behind and push yourself hard to develop new strategies and stay with your dreams. This is how you will reach where you want to be and how success happens.





 **HYBA**
JEWELS



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