

Miscaro Jewellery raises 2.5 million investment from a private angel investor

Reputed fine jewellery brand has successfully raised an investment of INR 2.5 million to take their online jewellery business to the new heights.



Ahmedabad, Dec 30, 2019 (Issuewire.com) - With its creative designs and innovative online jewellery business model, Miscaro Jewellery has got success in attracting investors and get funding of INR 2.5 million. A name known for its unique jewellery designs for working women, the fine jewellery brand has brought a revolutionary change in the online jewellery market. Be it the sophisticated designs, delicate jewellery, active presence on social media, pricing or 24x7 customer support, Miscaro Jewellery has focused on every aspect to become one of the mainstream brands in fine diamond jewellery.

Miscaro Jewellery range comprises of fine jewellery including Rings, Necklaces, Earrings, Couple bands, Nose pins, Bracelets and Pendants designed on global trends.

Talking about the investment, Ravindra Malviya, Founder and CEO, Miscaro Jewellery said, "The investment is timely. The investment will help us accelerate our growth and provide better solutions to the target audience. Our company has innovative ideas and endeavour to take online diamond jewellery business to the next level. We also wish to transform the way working women look at the diamond jewellery for everyday use. Our entrepreneurial creativity and the zeal to offer maximum customer satisfaction gives us the courage to experiment with designs and create a market for our brand."

A concept created for all women in search of fine, delicate and well-made jewellery, to change over the seasons and to accumulate without asking questions.

Jewellery designing, especially when focused on working women is a very difficult task. Because we know that each woman is different, we have chosen to create jewellery that allows everyone to assert their personality: our variations of fine stones offer a spectrum of colours that makes each piece of jewellery that is adorned with it customisable. The designers have to be extra careful with the detailing and the designs as these are made for office wear. Miscaro Jewellery came up with a concept created for women in search of trendy and sophisticated diamond jewellery. We listened to the desires of these women and created a brand that echoes it. Their happiness and satisfaction is the inspiration that carries the brand forward.

"We are currently witnessing an increased demand for our line of fine jewellery. We are focusing on streamlining our whole operation technique with innovative methods in order to achieve efficient and faster delivery " said Rahul Malviya, COO, Miscaro Jewellery." Our customers are showing interest in our jewellery line and we are getting a lot of repeat orders from our website <https://www.miscaro.com/>

Commenting on the news, Mansi Prajapati, Co-Founder and Head Designer, Miscaro Jewellery said, "The brand was created to offer its customers a wide choice of diamond jewellery online at the best price. We pay due attention to the choice of our customers by offering them extremely competitive rates for our minimalistic designs. And this investment has further given us the confidence to serve our customers better with more innovative designs."

The company wishes to accelerate its growth in the Indian market, focusing on working women and unique jewellery designs that are for daily and office wear. Miscaro provides diamond certification from reputed labs like IGI and all jewellery is BIS Hallmarked for gold. The company also has a no question asked policy of 30 days full refund return and free exchange, which makes it popular amongst its clients.

About Miscaro Jewellery

Established in September 2018, Miscaro Jewellery is a new, contemporary fine diamond jewellery brand in the online jewellery market. Targeting the working women, the brand offers delicate, unique and sophisticated designs which women can easily use for daily and office wear. Understanding the importance of staying connected with the customers, the brand has also marked a strong presence on Instagram with over 40,000 followers. Along with the creative designs, the brand is also known for 24*7 customer support, fair prices, lifetime exchange policy and full refund policy.



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