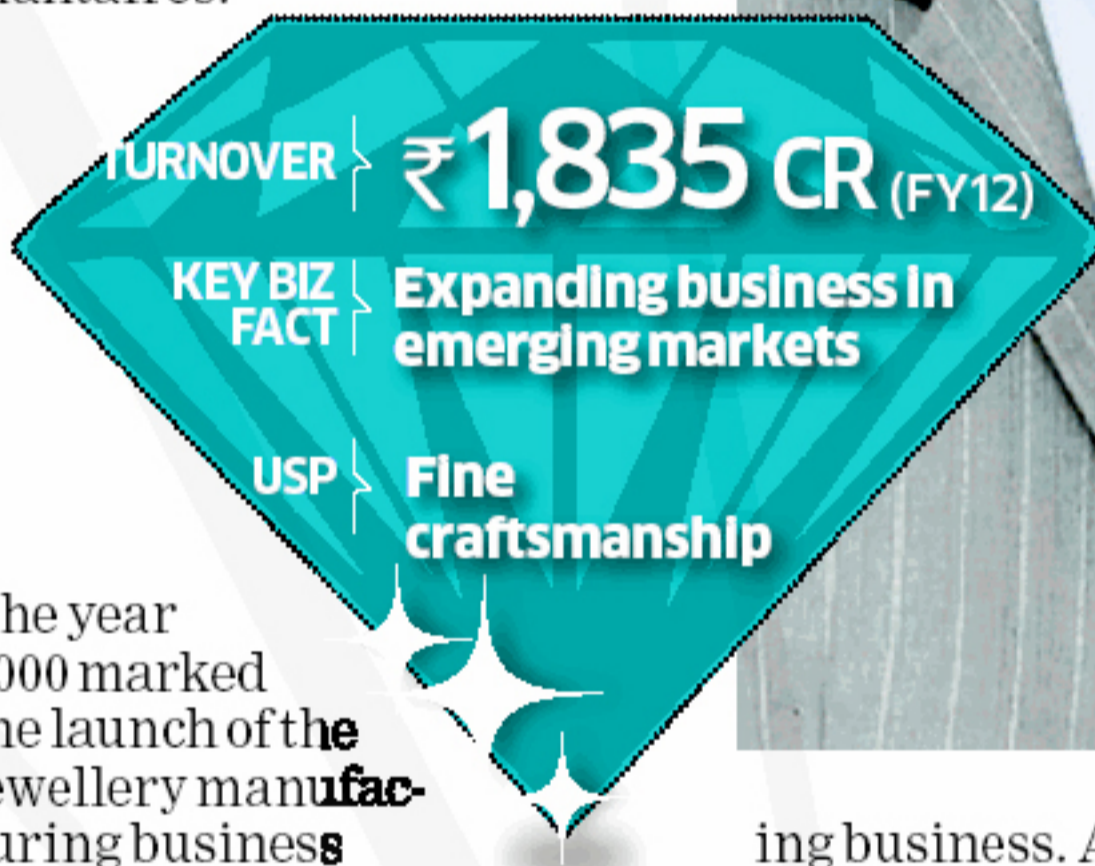


Dharmesh Shah

Joint MD & CFO, Asian Star Company

Asian Star Company started its journey in 1971 when three cousins Dinesh Shah, Arvind Shah and Late Prabodh Shah floated a partnership firm for diamond processing; the company had a small diamond processing unit in Surat.

The second generation of the Shahs took up the business in 1990. Dharmesh Shah is the joint MD and CFO and his brother Vipul Shah is the MD besides being the chairman of the Gem & Jewellery Export Promotion Council. Dharmesh, who is a graduate from Bombay University, says: "Asian Star is now one of the biggest diamondaires.



The year 2000 marked the launch of the jewellery manufacturing business of Asian Star."

Dharmesh took up the business when the turnover was around Rs 350 crore; in FY12, that figure stood at Rs 1,835 crore. "Our aim is to double turnover within the next five years," he says.

Asian Star plans to consolidate its position in the core business of diamond processing, while exploring further in the jewellery manufactur-

ing business. Asian Star is a B2B company and hence does not promote consumer brands. "But I can proudly claim that 'Asian Star' is a renowned corporate brand within trade circles," says Dharmesh who loves to read books and play cricket.

At 46, Dharmesh is hungry to acquire brands overseas. "As and when opportunity comes we will grab it," he says.