



ADD SPARKLE TO YOUR CELEBRATIONS WITH EXQUISITE JEWELLERY

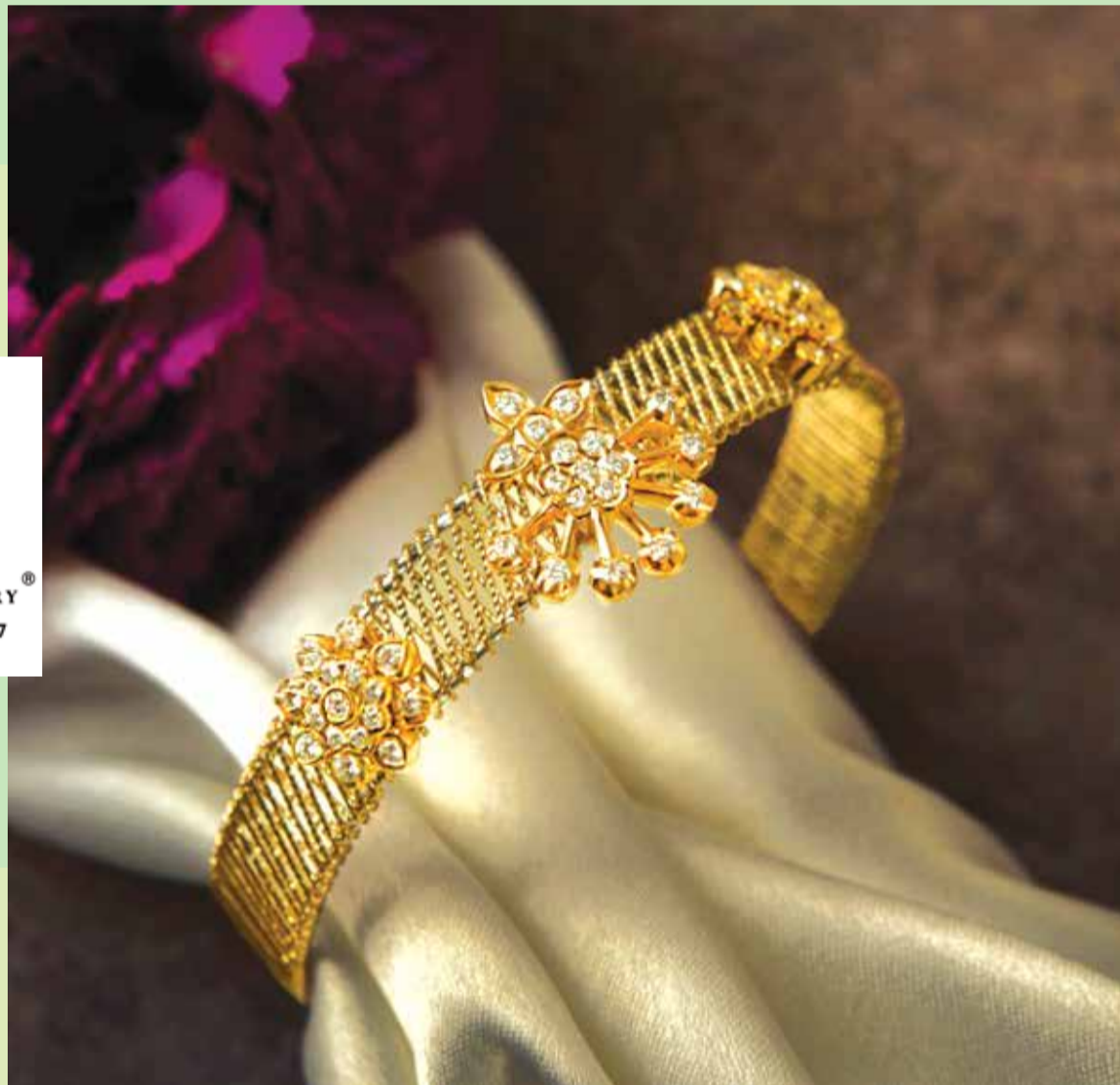
With festivity in the air, buying jewellery is most definitely on the cards. And what better place to shop than EF-IF Diamond Jewellery, GN Chetty Road, T. Nagar. Within a short span of 6 years, the brand has scripted tales of perfection by upholding trust, quality and integrity.

A born artist who hails from a family of wholesale diamond merchants, Lathika Sandeep, set out to infuse a fresh perspective into the jewellery business with EF-IF Diamond Jewellery. Working closely with designers who have been with the organisation for years, she crafts with love, passion and dedication for the art of jewellery making. The in-house manufacturing unit ensures the showroom offers exclusive jewellery for customers. The direct manufacturing facility also gives them the advantage of quick turnaround time. EF-IF Diamond Jewellery truly sets the benchmark for excellence in fine jewellery and craftsmanship.

AN ALL NEW WAY TO BUY JEWELLERY

If you are worried about stepping out to shop amidst the pandemic, EF-IF Diamond Jewellery offers the perfect solution. The brand's e-commerce portal allows shoppers to choose from a wide range of designs across all types of products, and have it delivered to their doorstep. So whether you are looking to gift jewellery or buy for your own use, the website really comes as a boon. Clients can also select a design on the portal and walk into the store to get the same customised.

EF-IF Diamond Jewellery also presents an all new experience where customers can purchase their favourite jewellery in the comfort of their home, through a video call. An experienced professional guides them through various designs and answers all their queries attentively. The jewellery chosen can be shipped worldwide, to make their exquisite jewellery more accessible to the global community. This indeed ensures the perfect opportunity for you to gift something precious to your loved one who lives across the miles!



through the app. EF-IF Diamond Jewellery contributes the 12th instalment as a bonus and also gifts you a diamond nose pin. You can purchase diamond jewellery of your choice with the accumulated amount, at wholesale prices either online or at the store at the end of the 12th month.

ADD SOMETHING NEW TO YOUR COLLECTION

EF-IF Diamond Jewellery has pioneered several innovative designs in jewellery. They have launched a range of multiuse jewellery that offers immense scope for flexibility. The jewellery that can be worn as rings or as pendants, allows women to flaunt a new look at every occasion that it is worn.

EF-IF Diamond Jewellery has found favour among fashion-conscious contemporary women, to express themselves across several occasions, both formal and informal. The brand also updates its Instagram and Facebook pages regularly, to offer clients as much variety as possible. They showcase new designs every day, to make sure patrons find something novel every time they enter the social media pages.



JEWELLERY BUYING MADE MORE CONVENIENT:

EF-IF Diamond Jewellery has also built firm relationships with its customers with savings plan and special offers. Enrol in the irresistible 'Muhurtha Vairam Diamond Jewellery Savings plan' and pay monthly instalments for amounts beginning from Rs.5000 onwards for 11 months. The payments towards the savings plan can be made online.

EARRINGS THAT MESMERIZE

EF-IF Diamond Jewellery has unveiled amazing diamond studs that are the talk of the town, at the 2nd edition of 'Thodu Thiruvizha' or 'Stud Mela'. The exhibition that was inaugurated by renowned singer Anuradha Sriram, prominent actress Vimala Raman and the respected IPS Vanitha, is scheduled to continue upto 15th November.

'Thodu Thiruvizha' is a must visit for jewellery enthusiasts. The dazzling creations that can be teamed with ethnic and western wear with equal élan, are sure to highlight the sparkle in your eyes. Take your pick from the wide array of patterns and designs that suit every budget.

So what are you waiting for? It's time to go jewellery shopping!



For more details
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