

SHINING IN SINGAPORE

Group founder chairman Sunjoy Hans makes rare appearance as Lalchnd Jewellers and The New Marrion earn global recognition at CMO Asia Awards 2019

Seldom does a big-ticket event live up to the build-up. The other way around – when underpromotions, or vagaries of time and weather, undermine an otherwise well-thought-out show – also happens far too often unfortunately.

However, the latest edition of the CMO Asia Awards, was neither of the above.

With the prestigious awards event celebrating its 10th anniversary on August 15 this year at Pan Pacific, Singapore, the anticipation had been mind-bogglingly huge. But, not long after it started at around three in the afternoon that day, the classy ceremony delivered on those sky-

high expectations, and then some. And then some more.

Most importantly, it turned out to be a rather proud day for Odisha as Lalchnd Jewellers and The New Marrion hotel bagged the highly prestigious Award for Brand Excellence in Gems and Jewellery sector and Brand Excellence in Service and Hospitality sector, respectively.

And it was only befitting that Sunjoy Hans, founder chairman of the Lalchnd Group of Companies, and one of the most prominent entrepreneurs of eastern India, was present to receive one of the most coveted awards ever in the world of business.

Expressing his appreciation to the organisers of the event after humbly accepting the award from Professor Chetan Wakalkar, Group Director, Indira Group of Institutes, Pune, in the presence of CMO Asia founder patron Dr R.L. Bhatia and industry luminaries from across the continent, Mr Hans kept his thank you speech typically short and sweet.

“I want to dedicate this award to all of my staff as well as all of my customers in Odisha and beyond. We have the largest (jewellery) store in eastern India. So thanks, thank you very much once again,” he said, looking dapper in an all-black suit.

While he has won numerous awards over the past couple of

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decades for the runaway success and benchmark-setting performance of his companies, Mr Hans is rarely seen at award ceremonies.

“Whether it be taking his Group to new heights, or doing social service, he has always preferred to work behind the scenes, letting his work do all the talking,” revealed one of his childhood buddies, who chose to remain anonymous.

The same notion has been long held and shared by many of Mr Hans’ friends and family members.

And finally, during an interview held after the conclusion of the CMO Asia Awards ceremony in Singapore, the man himself admitted that he often shied away



Lalchnd Group of Companies founder chairman Sunjoy Hans with CMO Asia founder patron Dr R.L. Bhatia

from such big events, being far happier to have other senior executives of his companies garner awards and accolades on his behalf.

“But this time, with the opportunity of winning such a significant award on Independence Day coinciding with Raksha Bandhan, I just had to be there. So I simply caught the plane to Singapore and here I am,” Mr Hans said, visibly pleased with the global recognition that Lalchnd Jewellers has received with the award in his hand.

After all, at the end of the day, the award must have felt like the ultimate validation of everything that he has done to transform Lalchnd Jewellers from a modest 100 sq ft jewellery store in Bhubaneswar three decades ago to what it has become now: an umbrella brand for two of eastern India’s biggest jewellery showrooms in the state capital of Odisha (one of 25,000 sq ft in Master Canteen Square and another of 30,000 sq ft in Patia),

in addition to a 20,000 sq ft showroom in Cuttack.

Similarly, during this period, when the hospitality industry in Odisha was in the doldrums, Mr Hans acquired the well-known but loss-making Hotel Prachi and transformed it into one of the finest hotels of not only the state but also all of eastern India. That hotel is famous today as The New Marrion, standing tall as one of the landmarks of Bhubaneswar, enjoying an ever-widening client base.

However, despite being such a successful serial entrepreneur, the shy, humble and down-to-earth Mr Hans has not changed as a person from the time he had started out as a young entrepreneur – eager to make a difference, leave behind a legacy, in the world of business. And that quality, most people who know him well agree, has been the driving force behind the enduring success of all his companies.



Lalchnd Group of Companies founder chairman Sunjoy Hans receiving award from Professor Chetan Wakalkar, Group Director, Indira Group of Institutes, Pune

