

Jeth NEWS

Jetha Tulsidas Magazine | Issue 02 - MAY 2021



jetha tulsidas



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Photos & Printing: Pink Advertising

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Dear Readers,

Welcome to our 2nd issue of Jet News. It was initially planned as a review of 2019, due for publication at the start of May 2020. The overwhelming initial wave of COVID-19 pandemic, having struck our island in March, decided otherwise. Since then, having to put first things first, we addressed priorities. And here is the second wave! Having proven itself to be so much more significant in contamination numbers, let's pray that our country can contain it as efficiently as it did the first.

This issue therefore covers not only 2019 but includes 2020, and 2021 to date. 2 memorable years indeed – the previous for noteworthy Jetha Tulsidas happenings, with positive results; “twenty-twenty” for the unprecedented challenges our country and our company faced, but also remarkably rose up to. Let's take it up chronologically, starting with last year.

In 2019, preparations towards Divali Clearance Sales started as early as June – in the pipeline was our “Biggest Sale Ever in Mauritius.” The gigantic operation and colossal task it proved to be for our resources will stay in our records, and in the team's minds for long. Oh, what a ride it's been for all of us! And a pride too!

It started with the stock-taking, which astounded us as to the underestimated quantity and value of stock we were holding. But, thanks to this we managed to to fill up a space the size of a previous supermarket every day over 2 months! If there's one conviction I have now, stronger than ever, and this event is its concrete demonstration: if we put our heart into something, we can achieve wonders!

Certainly it was stressful and physically tough on us all, but our Biggest Sales Ever proved to be a celebration and a fulfilling satisfaction in many aspects: the respective marketing campaign was taken to new heights - unseen before, with one of our promotional videos on social media reaching close to 300,000 views. We brought happiness to tens of thousands of clients; we discovered within ourselves a well of willingness and motivation that kept us going through to closing hour and come back the next morning to conquer yet another day. It offered the opportunity to staff from all our branches across the island to work together as one, and to discover new talents within our teams. Each and every one of us played our roles like model leaders and true ambassadors of our brand. New items enter this magazine to honour, henceforth, our human assets as well as our family legacy and directorate. We will keep striving to take our service to greater heights through constant training and personal development, in line with our ancestors' values.

Other major events under review here are the opening of the 10th Jetha Tulsidas store in Rivière du Rempart – the store layout and design is in itself a feat; the total revamping of Flacq store; the acquisition and restructuring of Goodlands showroom, with minor renovations; the acquisition of Global Desi brand and opening of an exclusive shop at La City Trianon.

2020 milestones started with our Bridal Festival in March, tagged to a fashion show at Bagatelle, which we bring to you here through beautiful photoshoots thereof. Twist of fate – this major promotion, and Eid Festival also, were short-circuited and cancelled by the COVID-19 shock wave then hitting the world and our island. You will discover in these pages how we managed our way through it reactively and creatively – check out our WhatsApp video shopping service; how the first national lockdown led us to noteworthy innovations towards a significant shift online to go outwards and reach out to our customers.

On a lighter tone, we'll be taking you on 2 discovery journeys: one over time - across the evolution of Indian wear; and one going far back in time - to the historical Silk Road.

In these still uncertain times, we wish you pleasurable moments with our Jet News No. 2. Foremost, take care, keep safe - be responsible citizens!

Dinesh Tulsidas
Managing Director

CLEARANCE SALE

Jetha Tulsidas' Biggest Sale Ever, a never-seen before in Mauritius!

Jetha Tulsidas' Biggest Sale Ever in Mauritius proved to be indeed one of a kind - the most impressive sale and longest ever we have organised over the company's lifetime to now. Two months non-stop, absolutely huge in terms of space coverage and products - a historical record indeed! Held from 9th of August to 6th October 2019 at ex-Monoprix, Bagatelle Mall, we offered discounts going up to 80%, and more. We had been contemplating, long before, to organise a big clearance sale and were looking for the best time and location, where people could find parking easily. The idea behind this was to renew our stock and to be able to bring in latest trends. The new generation is well aware of the rapid changing fashion industry through online platforms such as websites, YouTube, Facebook, Instagram and Pinterest, and we want to keep renewing our stock with the latest collections as well as meeting the expectations of our customers. To achieve that we had to declutter our stock.



Looking back, our physical exertion and overtired legs were well worth the effort at seeing the customer's exhilaration upon entering the huge sale space; their total satisfaction at happily leaving with bags brimming with items - which made our days too! This added to our own satisfaction and motivation at having to replenish empty shelves after day's end to be ready for the next day.



Never in our wildest dreams could we have imagined that we would fill a store the size of a huge supermarket, whose vacated space had thereafter been used for car and other voluminous exhibitions. The space was free and we seized the opportunity. The scale of the project was challenging! But, with a lot of planning, we optimised infrastructure, produced visual communication, activated marketing. We installed proper lighting to showcase products effectively; managed logistics and staff – all this with the collaboration of the whole team, and we turned the project into successful reality. We had staff from all branches who came to work together as one team, on rosters. The opening hours were convenient for the working crowd to come and enjoy their shopping with their families in the evenings. We worked with our visual merchandising and graphic team to make the shop look attractive and inviting to customers. The sale was essentially operated on self-service mode. We had 8 packing counters to manage the peak times for customers queuing up with their filled trolleys. We also ensured the store was packed with ambiance too – a stage was placed within the store itself, where musicians and dance groups came to perform on weekends to provide entertainment to the families flowing in. We also had live radio shows by Top FM and Radio One, and organised games with give aways.



The event scored 300,000 views on social media!

OUR STORES

As part of our expansion strategy, there were four major highlights over the past 2 years: we opened two stores, revamped Flacq store; acquired Goodlands showroom; acquired Global Desi brand and opened its exclusive store in La City Trianon.

We are bent on our intent in keeping expanding the locations of our chain of stores to get closer to our customer base – for their convenience, as well as to keep our infrastructure, in-store design and layout evolving to meet the demand of a market growing in sophistication as to their expectations with regards to their shopping experience. Aligned thereon, our purchasing and commercial strategy is also undergoing positive changes to shorten the time-to-market of up-to-date collections - for increased customer satisfaction. From the leader in Indian Wear, Jetha Tulsidas is surely evolving into the leader in Indian Fashion Wear in Mauritius.



Goodlands

Further to buying out the previously rented Goodlands store, we implemented major and successful renovations, with minor restructuring of the space. In the same vein as our last updated stores, it showcases our modernisation strategy to fit an evolving market's aspirations in both the offer it seeks and the instore experience it expects.

Global Desi

In October 2019, Jetha Tulsidas acquired Global Desi brand and opened an exclusive shop at La City Trianon.

Global Desi is an India-inspired young, colourful, boho-chic brand with global appeal. Any woman, across the world, who loves, lives and breathes the vibrancy of Indian prints and influences will find a reflection of herself in Global Desi collections. Predominantly inspired by India, it delves deep into our rich heritage of colours, textures and combines them to create international appeal. Launched in 2007, the brand is currently available at 146 exclusive brand outlets and 402 multi-brand stores across India. Global Desi opened its first outlet in Mauritius in 2013.



Flacq

Flacq store, set in the renovated Flacq retail park, reopened in December 2019 after a major revamping to align with the park's general overhaul. The renovation of Jetha Tulsidas Flacq turned out to be, ultimately the creation of an all-modern outlet for the greatest joy of our fan base of the East. The ground floor and first floor offer a very spacious and comfortable 10,000-sq ft area, organised for an improved and more enjoyable shopping experience.

Rivière du Rempart

Conveniently located in Riverside Shopping Centre, Royal Road, Rivière du Rempart, our 10th store, in addition to being a historical milestone for the Group, is really a feat in terms of ingenious layout and modern design – an 8000-sq ft jewel in itself, which we have every reason to be proud of. This latest addition to our chain, now spreading across the island, reflects the dynamism of our brand and showcases the spirit of innovation that drives Jetha Tulsidas. With meticulous organisation upstream, last-minute rushes to effective launch, operations started smoothly, and the unanimously positive response and traffic recorded proved extremely rewarding. Opening hours are from 9am to 7pm - from Monday to Saturday; and from 9am to 2pm on Sunday and public holidays.





BRIDAL FASHION SHOWS 2019 & 2020

With all Jetha Tulsidas stores now having an exclusive bridal showroom, we have a huge variety of unique sarees, lehengas and sherwanis that are comparable in quality and diversity to any big store in India. Our Bridal Festival is one of Jetha Tulsidas' major annual events and one that clients look forward to as it is a great opportunity to do their wedding shopping at festival pricing. In 2020, the initially set dates were from 24th February to 15th March, further extended to 22nd March. But as national lockdown came into force on Thursday 19th March, the event stopped at that.



As a perfect complement to our Bridal Festival, we took part in Fashion Maurice 2020 show held at Bagatelle Mall on 29th February - just a few days after the start of the annual Bridal Festival across our stores. Our show was graced by the presence of three famous beauty pageant celebrities from our sister island, namely Raissa Boyer - Miss Réunion 2006 & 2ème Dauphine Miss France 2007; Valérie Begue Miss Réunion 2007 & Miss France 2008; Morgane Lebon Miss Réunion 2019.



Paul and Virginie were filled with emotions when they received the call that they had won the first prize of our 2019 Bridal festival draw.

Bridal Sales 2020 Lucky Draw Winners.

Launched in 2019, our bridal sale lucky draw –offering as its star prize no less than a European cruise, have made our bridal shoppers enthusiastic about the chance to win our attractive prizes. For 2020 season, 10 winners – one from each of our branches, individually won Rs 10,000 worth of gift vouchers. The 2nd Prize went to Puwajha Chukhowy, who won a weekend for 2 in Rodrigues and the Star Prize winner was Nitish Jeetun who won 1 week in Cape Town for 2, inclusive of hotel accommodation & air ticket costs all paid up! This holiday package remains of course pending until the reopening of safe travel.



When asked about the highlight of their trip – Their time spent at Saint-Sylvestre was their answer with a big smile.



The lovely couple making unforgettable memories at their first cruise experience.

“

Classical and timeless, the saree remains a must have in one's wardrobe even for the younger generation. East meets West styles, new colour palettes paired with intricately embroidered patterns make it up-to-date and trendy, all the while ensuring a regal look indeed!

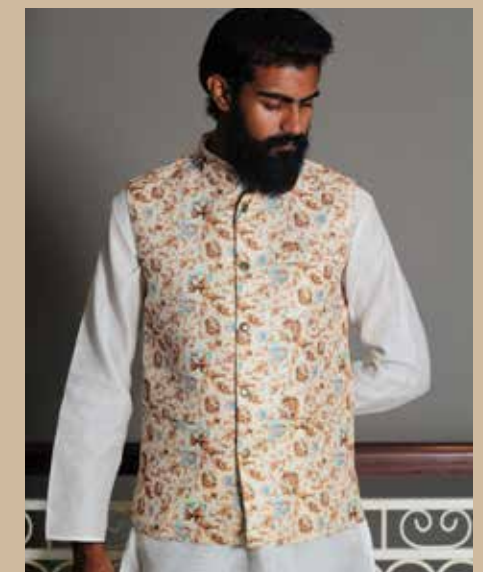
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Long flared floral Lehengas and pastel colours still led 2020 trends. This turquoise floral silk crop top paired with silk choli, netted shrug and embroidered design jacket is absolutely charming!



Indian bridal fashion, in particular, reflects Indian society and mirrors its culture, and it has increasingly become a showcase for changing trends as well as the expression of individual personality. Across the years, tradition and culture remain alive when it comes to dressing up for wedding celebrations. As our 2019 and 2020 bridal festivals beautifully demonstrated, classical inspiration can very well be reconciled with in-trend colours and patterns as well as integrate global influences to create fusion styling for an impactful personal signature and distinctive look.

Audacious beauties will certainly go further in trying out a jumpsuit or else dare a crisp white European shirt with a flaring traditional lehenga for impactful originality.



1.

Over the years, the Indian fashion industry has evolved and developed its very own modern signature and up-to-date style, with global influences while keeping the Indian tradition and culture alive. While traditionally and historically fashion has been a reflection of society and mirrored its culture, increasingly, it has become a showcase for changing trends as well as the individual expression of one's personality. Following fashion closely has therefore become a must-do for many.



Indian Fashion is experiencing an increasing growth rate through the era and every few years there is a prominent trend witnessed within the industry. In parallel, the rapid economic growth, has had a key impact on fashion trends catering to the demand and needs of consumers.

2.

The significant transformation in women's clothing and fashion has not been radically altered in comparison to other countries, as the women of India continue to upkeep their values and traditional beliefs. Yet with change in time, variations and urbanisation has been embraced by the Indian fashion industry.

EVOLUTION OF INDIAN WEAR THROUGH HISTORY

3.

Take something as classical and timeless as sarees, there has been such a positive growth with even the young generation opting to have one in their wardrobe. Experimenting with Indo-western styles, different prints and designs have only made it more up-to-date, and a trendy item. Besides the sheer charm of the saree, women pass it down to other generations and wear it to pay respect to the rituals.

4.

The saree's evolution, and even transformation, is visible through time – in addition to the classic ethnic wear, other dressing items have entered the fashion world, such as salwar kameez, lehenga choli or the trendy Indo-western fusion visible in suits, tunics, palazzos.

Fusion wear has modified the style towards a more urban approach without compromising on tradition. Additionally, mix-and-match concept has ensured relevance and changed the ethnic wear market as a whole. Customers from all around the world look to have traditional staples while evolving their styles whether it's through different materials or techniques. While most of the customers will go for the traditional look for formal occasions, the younger age-range will opt for fusions and coming-of-age silhouettes.

5.

Another example of visible evolution is that lehengas are now a part of every wedding function. The bridal lehenga has traditionally always been red or maroon but in its modern takes, it has developed an extensive colour palette and enhanced styling. Brides now look for unique elements when they chose their wedding lehenga – opting for different materials or heavily embellished skirts. Over the years, there has been an increased demand for pastel shades and florals on the wedding day along with bright colors for other smaller functions. More so, lehengas have now become a go-to item for everyone - from wedding guests to the sister of the bride and the bride to be.



Indian wear is not only a part of festivities and special occasions: it has made its way back, as a staple, into a modern lady's wardrobe. It is dynamic in its approach, whether it's different patterns, embroidery or fabric. Take a kurti for example - it can be paired with leggings or a palazzo, giving it a casual or stylish ethnic look.

6.

Women look to source inspiration with new style and trends. Another contributing factor would be celebrity styles in movies and in real life, whose growing visibility and popularity worldwide have turned them into fashion influencers, impactful trendsetters and sources of inspiration.

7.

Men's wear is so essential, and the Indian ethnic wear only proves how subtle and adaptable it is. With many classics, Indian Men's wear has showcased that a sherwani will always be elegant and regal. With constant innovation, sherwanis have been adjusted to individual tastes whether in its solid colours, understated embroidery or the steady dupatta that defines a complete Indian look.

Experimenting with traditional and contemporary, men's Indian fashion showcases that men's taste are a reconciliation of statement styling and this tendency is affirming itself. With a range of styles to select from including pathani kurtas, kurta pajama, Jodhpuri suits, Bandhgala and Nehru jackets, the choices are unrestricted.



Indian wear is expecting to continuously grow and cater to the increased demand. Fashion is constantly changing and evolving, and with influences on dress codes deriving from new trends, Indian fashion continues to depict versatility and diversity while staying true to its vibrant and colorful nature - which is its cultural identity's signature.

Fun facts! - Every decade has its own fashion story.

The "roaring twenties" was when the switch took place from restricted fashion to comfortable clothing, where cholis were all the glitz! But it was in the 1940s, when the Jaipur Queen exuded elegance through silk chiffon sarees that the traditional wear underwent a rejuvenation that turned it into a fashion wear too. During the 50s British influences of short-fitted blouses were popular and minimalism came in. During the release of Mughal E Azam in the 60s, the Anarkali dress became a huge trend and evolved over the years. In the 60s, ladies also wore kurtas and churidars, embroidered sarees; Early 70s retro saw bold colors, polka dots and bell bottoms, while early 70s were disco-inspired. The 80s rediscovered salwar kameez in different apparel but also showcased glitter apparel, chiffon sarees and more. The 90s were classic and elegant with florals, laces, pastel shades and sheer fabrics. The late 90s witnessed an evolution of style through backless blouses with embroidered sarees, full-sleeves salwars, halter necks and much more. The start of the 3rd millennium went the fusion way, with different styles, heavily embroidered sarees and major fashion statements with different cuts and patterns. 2010 showcased revival of Indian textile through handloom sarees along with high-waisted palazzo pants, off-shoulder blouses. The year 2020 revisited the past for inspiration while showcasing a unique style to reflect individual personality.

OUR PEOPLE

“Interviews”



Mrs Artee Ramlugun
Manager at Jetha Tulsidas,
Bagatelle Mall of Mauritius.

My career at Jetha Tulsidas started in the year 2003 at SSR Street, Port-Louis. I joined the company as a shop assistant, which was a whole new world for me. With on-site training and amiable help from my colleagues, I was able to sharpen my skills in different aspects while also focusing on my core responsibilities.

Moreover, with the direction and guidance of the higher management (Bhai Jetha and Mr. Kishan) I developed a better understanding of our objectives and duties.

In 2013, I was promoted to Shop Manager; was posted at the Flacq branch of Jetha Tulsidas, and later relocated to the Bagatelle branch. The biggest challenge as a Manager was to embrace the skill of active listening. Having practiced it constantly has been a benefit and has also led to clarity in understanding my team and colleagues. This has ultimately led to a more productive team, motivated to work together to attain the business goals of Jetha Tulsidas.

Additionally, on-the-job training related to customer service and support is provided to all staff, enabling them to perform their job with efficiency and competence while learning constantly. The goal is to provide each and every customer with the best service we can offer to ensure their optimal satisfaction. Our aim is to exceed their expectations and always hope they leave our showroom with a beautiful smile. It is also very challenging to meet the expected level of confidence and live up to the trust that has been invested in us by the company's Management. I am extremely grateful to my Directors for their trust in me, for granting me every opportunity to acquire more knowledge and experience through working with them, and also for helping me in balancing both my personal and professional life.

I am also thankful to my family who has always supported me in every decision that I have taken in life.

It is an honor to be a part of Jetha Tulsidas' success story and its expansion over the years. We strive for excellence in providing the best and most fashionable Indian wear across the island. I feel proud to be a part of what three generations of Jetha Tulsidas have built to date – an establishment in itself.



Mrs Toona Dhunwantee (Shanta T)
Senior Salesperson at Jetha Tulsidas,
Port-Louis, Main Branch.

In the year 1996, I joined Jetha Tulsidas at the age of 37. I got my first job as a Salesperson at the company and worked at the SSR Street store, Port Louis.

To date, I have over 24 years of experience as salesperson, I have grown to understand the customers' needs and I am effective at helping them pick out what would be best suited to them. But most importantly, as a team, we have been able to build a good rapport with our customers.

Having a multifaceted experience in all departments, including Women and Men's wear I was soon promoted to a Senior position in the Sarees Department. Employees working at Jetha Tulsidas are empowered to take more responsibilities and I have also been able to train new staff members that joined the department.

Positive feedback and experience from a customer has always been an additional motivation and my aim is to provide all our clients with the best service and to put a smile on their face through the shopping experience provided by all of us at Jetha Tulsidas.

Through the years, I have learnt to be fully invested in tasks and to be efficient. I owe it to the uplifting motivation and guidance of late Bhai Jetha and Mr. Kishan. The leadership and management of our Directors - including Mr Dinesh and Mr. Ravish, have helped me evolve through the years. I am thankful for the opportunities and memorable experiences that I feel blessed to have lived to this date with the company.



Mr Vijayen Ramsamy
Senior Manager at Jetha Tulsidas,
Plaisance Shopping Village,
Rose-Belle.

I joined the company in November 2009 as the Manager of Rose Belle store - a surface area of 1000 sq ft In Vieux Moulin Rose-Belle shopping mall. We opened in December 2009.

In order to increase our market share we have focused on the expansion strategy of the shop, increasing it to 4,000 sq ft, in the newly-built complex of Plaisance Mall.

We have undertaken major changes – shifting from the traditional manual system to replace it by hi-tech and efficient IT systems. Below are listed a few procedures which have been computerised, among others.

1. Receipt and delivery of goods
2. Stock control
3. Sales process
4. Visual merchandising
5. Stock movement

The Store Manager bears his very own share of responsibility with regards to the survival and success of the company. In Rose-Belle there are several shops dealing with the same products as Jetha Tulsidas. Increasing the market share in a very competitive market is almost a goal unto itself. We have several meetings with the staff including training and motivating them to always have a good approach towards the customer. We also provide visual merchandising training to our staff. We maintain a good network of outside contacts with social and religious groups and provide reliable customer care. A large amount of work has been done to accomplish the growth in our sales.

Being a Store Manager requires judgement, courage, empathy, and ability to deliver excellent customer service, which is critical to sales and conducive to customer loyalty.

A store manager must understand his/her staff; direct them as per their respective attributions and the delivery of excellence in the execution of their duties, and empower them to take on responsibilities. I conduct regular meetings to provide pointers as to our business and marketing strategy.



Mr Mehruz Ahmed Shah
Tailor at Jetha Tulsidas,
Port-Louis, Main Branch.

I am one of the first tailors to join Jetha Tulsidas - that goes back to 2011. I started at the SSR Street store in Port-Louis and have worked with the company ever since. I have, to date, over 30 years of experience as a tailor - I have previously worked in South Africa and Dubai as well as spent almost 16 years in Mecca.

I have been able to further my skills in the field of tailoring with Jetha Tulsidas as I have had the chance to work on a variety of garments.

From stitching a gown to altering a lehenga, I have been able to acquire significant knowledge and experience of all kinds of machinery, enhance my skills at cutting and sewing different fabrics. I have trained new tailors, as they joined in to expand the tailoring service over the years.

My purpose is to ensure that the clients are happy with their delivery – be it with little adjustments, the stitching of their blouse or the way their saree drapes. To meet their expectations, and thereafter note their satisfaction when their outfit turns out to be exactly as they have imagined it has always been our ultimate objective, here at Jetha Tulsidas.

I am pleased to contribute to that and to record a high returning-clients' rate. To work under the Directors' impulsion – that of late Bhai Jetha, Mr. Kishan and Mr. Dinesh, has been such a pleasant opportunity, a learning and growth curve for me! They have always granted us their trust and given us scope to be innovative. And for all this, I am extremely grateful.

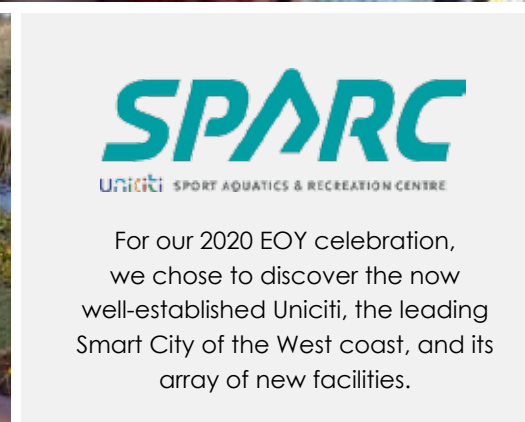
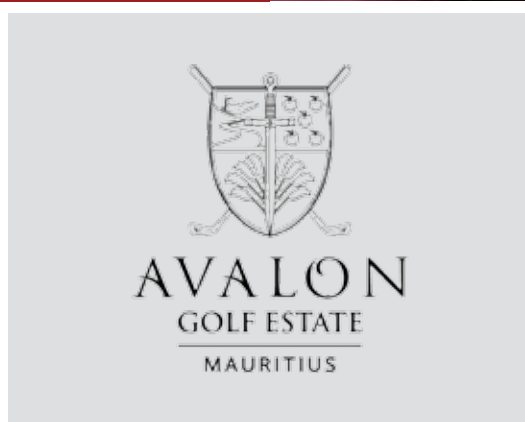
WHAT OUR STAFF WAS UP TO DURING COVID-19 FIRST CONFINEMENT

Confronted to a first-ever, and at first truly unsettling confinement, members of our staff, as many of our fellow citizens, chose to turn the constraint into a beneficial time for themselves, and quality time with their loved ones. All the while catching up with pending work, it allowed them to revel in gardening for readily available fresh herbs, reconnect with their pets, enjoy the pleasure of practising and enhancing their cooking skills in preparing savouries and sweet treats; rediscover tea time with their families, lay emphasis on wellness activities, and taking up new hobbies, for an overall balance, and offered parents precious bonding time with their kids. Looking back, this is the proof of our human capacity at overcoming negative events in adopting a positive mindset; in sustaining optimism through joy of living!



2019 & 2020 END OF YEAR STAFF PARTY

We held our 2019 EOY staff party on Saturday 2nd November at the scenic Avalon Golf Estate. We chose that early date knowing that the peak of the festive season would be coming soon, and our wish was that a maximum members of the growing Jetha Tulsidas family could attend. As per a prior in-house survey conducted, which pointed out that the majority of the staff just wanted to chill and party, we had not organised any activity programme. The evening indeed turned out to be great moments of sharing and togetherness - with everyone just letting go in a relaxed, convivial and joy-filled atmosphere.



For our 2020 EOY celebration, we chose to discover the now well-established Unicity, the leading Smart City of the West coast, and its array of new facilities.





“ HONOURING PATERNAL LEGACY

Honesty and Hard work (HH) are the foundations of the legacy of Jetha Tulsidas to his sons Ajit, Ashok and Kishan. These are the core values of a way of life that he himself inherited from his father Chuharmal Tulsidas. Admittedly, if heredity played a significant role in forging the renowned enterprise and acknowledged leading brand that Jetha Tulsidas is today in the sector of Indian wear in Mauritius, the honour lies with Jetha Tulsidas - our founder, for upholding these across time.

It all goes back to 1946, when Jetha Tulsidas - then aged 15, left Pakistan with his 7 brothers, after the death of their father, to move to Mauritius. By 1960, they had already established 3 shops. As their families grew in numbers, in 1978, Jetha Tulsidas decided to establish his enterprise, bearing in mind his very own next generation, whereby the name Tulsidas & Tulsidas for the first store he opened in Rose-Hill. After completing high school, Ajit and Kishan entered the business and were joined later by Ashok after his completion of tertiary studies.

Jetha Tulsidas never failed to bear witness to the fact that his remembrance of his father's business acumen has always been his all-time drive and constant inspiration in forging

his own enterprise for and with his three sons. Building from this legacy, instilling in his own sons his father's values – the “two capital H” as he called these, all four invested constant personal efforts to overcome hurdles that came their way and successfully drove the remarkable growth of that initial Rose-Hill shop into a top-of-mind chain of 10 strategically located stores across Mauritius.

Bred from noble qualities, Jetha Tulsidas Group never fails to uphold its principle of caring for its team members, giving back to society through various socially-responsible initiatives and in-house wellness programmes for the staff. At the heart of these actions lies the belief that we all have the potential of becoming a better version of ourselves.



Chuharmal Tulsidas (1890 to 1946)
Father of Jetha Tulsidas.



Jetha Tulsidas, our founder. He always showed a fatherly approach to the overall Jetha Tulsidas family.

1931-2014



Jetha Tulsidas Rose-Hill Branch, our first-launched store, 1973 - Grands Soldes.

1.

This is a Picture of our Rose-Hill branch which was opened in 1973, trading under the name of Tulsidas & Tulsidas. The surface area of the shop was only 150 sq mt. The “Grands Soldes” (“Great Sales”) were held in September 1982, and mobilised 35 to 40 staff for the event. It was a remarkably successful clearance sales. The queue to enter the shop extended to Barclays Bank at the corner of Queen Street. This event created a huge popularity for the shop.



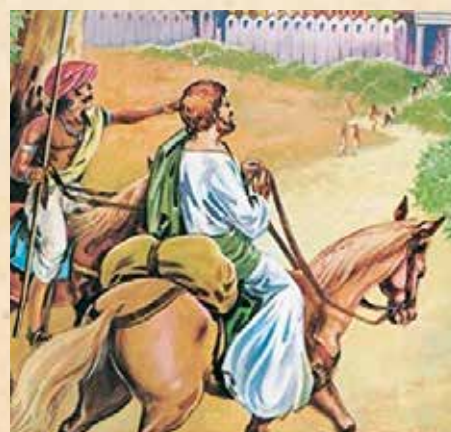
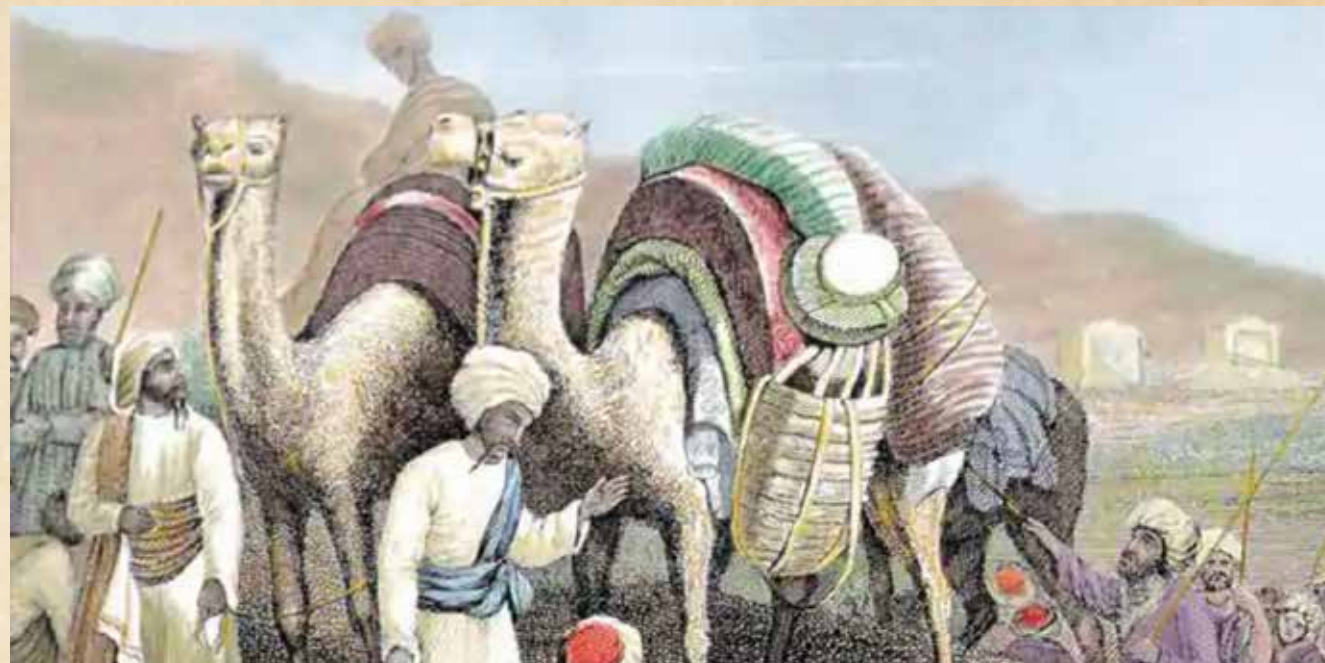
Jetha Tulsidas Port-Louis Branch, 17, Desforges Street, Port Louis - 1978.

2.

This is a picture of the first Port Louis Jetha Tulsidas shop situated at 17, SSR Street. SSR Street is the main retail shopping street in Port Louis for Indian wear and textiles. The property was acquired in 1978 from Mr Dawood Moollan. The old construction was pulled down and a new building of 4 floors was erected in 2003.



THE SILK ROAD



From West to East, the main goods were horses and riding equipment, fruits, animals, furs and woollen textiles, gold, silver, weapons and armours.

The Silk Road refers to the land routes connecting East and South-East Asia with South Asia, Persia, the Arabian Peninsula, East Africa and Southern Europe. This network of trade routes was established during the Han Dynasty of China; it linked regions of the ancient world in commerce between 130 BCE-1453 CE; connected East and West, and was central to the economic, cultural, political, and religious interactions between these regions from 2nd century BCE to 18th century CE.



Incoming from the East were silk, tea, dyes, precious stones, ivory, porcelain, rice, spices, perfumes, medicines, gunpowder, among other.

The Silk Road was not, as its name indicates, a single through route but an ancient network of trade routes.



This overland network forged economic, cultural, political, and religious interactions between East and West from 2nd century BCE to 18th century CE.

weapons and armours. From East to West the goods included: silk, tea, dyes, precious stones, ceramic and porcelain plates, bowls, cups, vases porcelain, spices such as cinnamon and ginger, bronze and gold artifacts, medicinal products, perfumes, ivory, rice, paper, gunpowder.

The Silk Road had so great an impact on the development of world civilization that it is difficult to imagine the modern world without it.

The famous European explorer Marco Polo (1254-1324 CE) travelled on these routes and described them in his famous writings. It was the German geographer and traveller Ferdinand Von Richthofen, who, in 1877 CE, coined the terms 'Silk Road' and 'Silk Routes'. Both Marco Polo, and Von Richthofen, mention in their writings the goods which were transported back and forth on the Silk Road. These were - from West to East: horses, saddles and riding tack, grapevines and grapes, dogs and other animals, furs and animal skins, honey, fruits, glassware, woollen blankets, rugs, carpets, textiles such as curtains, gold and silver, camels, slaves,

The network was regularly used from 130 BCE - when the Han Dynasty of China officially opened trade with the West - to 1453 CE, when the Ottoman Empire boycotted trade with the West and closed the routes. By this time, Europeans had become used to the goods from the East and, when the Silk Road closed, merchants needed to find new trade routes to meet the demand for these goods. From its opening to its closure, The Silk Road had so great an impact on the development of world civilization that it is difficult to imagine the modern world without it.

As a consequence, the closure of the Silk Road initiated the Age of Discovery (1453-1660 CE) - a period defined by European explorers who took to the sea, thereby charting new water routes to replace overland trade.

THE FIGHT AGAINST COVID-19

Coping with Covid-19 at Jetha Tulsidas : 1st & 2nd waves

2020 - THE ONSET

The blow of the onset of the COVID-19 pandemic globally took us all by surprise and its extension to our island was a shock! Suddenly, after the Prime Minister announced, on Thursday 19th March 2020, that Mauritius was going on lockdown as from the very next day itself, all businesses whether small, medium or big had to cease their activities, bringing the economy to a significant slowdown. It was a totally unexpected event for us, which brought quite a change to our daily lives: from the hustle bustle of everyday retail life – dealing with customers, making sales, organising display, replenishment of goods and restocking our branches, which implies operating on 7/7 mode, everything came to a still. It was a situation without precedence and a suspense-filled one at that, as we had no idea whether the lockdown would be temporary, how long it would last, whether our business and lives would ever return to normal... Everyone and everything was shrouded in uncertainty. We gave ourselves two weeks to let that sink in, which also granted us the opportunity of

slowing down to enjoy quality time with the family, before Zoom meetings were set rolling to think out a strategy in anticipation of a necessary post-COVID-19 action plan for our business.

As managers of Jetha Tulsidas, we chose to be optimistic right from the start of the lockdown. We came to realistic terms to the effect that the pandemic was definitely not going to have that much of a negative incidence to avoid repetition of effect on our business. However, one of our biggest concerns was that many weddings planned for the current year were going to be postponed.

As lockdown was announced before the last weekend of our special-offers operation, it put an abrupt end to the climax of our 2020 Bridal Sale, which is one of our major annual events. In addition, cultural festivals such as Ugadi (Telugu New Year), and Sindhi New Year, were thereafter both soberly celebrated and the other big festival bearing a major positive incidence on our events calendar and

respective promotions, namely Eid, also experienced a significant setback. Celebrated by those of Muslim faith, with prayers and gatherings of family and friends, Eid Festival at Jetha Tulsidas usually coincides with a sales peak as it is within our fellow citizens' culture to wear a new attire on this special day. The 2020 festivities suffered a lack of enthusiasm as people were all confined to their homes.

The sales figures status becoming by that time alarming for both Management and our employees, we decided to set up a WhatsApp shopping service as an emergency solution to try and compensate the cumulated loss.

Besides this, we invested ourselves in showcasing much more products on our website, tagged with the option of home-delivery all over the island.

What a relief it was therefore when the Government announced total deconfinement for Sunday 31st May. This meant that, at long last, we could reopen our doors to serve our customers; this also meant strict sanitary and precautionary measures. We implemented the following: temperature checks at the entrance, hand sanitising for clients before entering the shops, availability of hand sanitisers all around the shops, compulsory mask-wearing and social distancing reminder signs across the shops, the steam-ironing of all clothes tried by clients before returning these to the shelf. All our staff reported to work on the opening day with enthusiasm to welcome our clients once again.

2021 - NO LESS A SHOCK!

At the time of rounding up this magazine towards its publication, we're under the second national lockdown since Wednesday 10th March. Over just a few days, the feeling of being among the lucky few countries to enjoy the privilege of a Covid-safe status crumbled to pieces and a potent and palpable feeling of insecurity settled in nationwide as contamination figures kept rising in unprecedented proportion to previously unseen numbers; when the term "cluster" - until then only used locally with reference to countries under crisis - became applicable to our own reality. Let's bank on it as a lifeline that we have gone through the motions once and successfully and we will go through it again with exemplary discipline. At Jetha Tulsidas, this time we could immediately trigger distance-mode work at management level; we could more realistically assess the financial impact of our inactive shops and brace up to face these yet again.

On a positive note, during and in the wake of 2020 outbreak, we had already laid emphasis on virtual shopping and developed our e-commerce website, with delivery service attached.



Donation of Thermometers

The challenging situation triggered by the pandemic has certainly not been easy to manage but the Group has never been one to use difficulties as an excuse to cut down on its socially-responsible duties. We have donated a significant number of digital thermometers (an essential prevention tool currently) to no less than a total of 99 NGOs, social responsibility institutions such as Lions Club and to special-aid schools, among others.

The Jetha Tulsidas team has always gone to the frontline to help others. We have all been taught by our elders to give back to society be it by way of donations of food and clothing supplies to the less fortunate, to NGOs doing proven good work, among others. It is an integral part of our family and corporate culture. Management strives to instil same in Jetha Tulsidas employees and we are proud to note that our teams always show themselves to be very responsive.

Thermometer Donation to 99 NGOs

- 1 Caritas Ile Maurice
- 2 Anfen
- 3 Global Rainbow Foundation
- 4 Terre de Paix
- 5 Teen Hope
- 6 Abris de Nuit
- 7 SOS Village
- 8 Centre d'Accueil de Terre Rouge
- 9 SOS Femmes
- 10 First Aiders
- 11 APEDED
- 12 EDYCS
- 13 Tirayons soleil
- 14 Lupus Alert
- 15 La Courte Echelle du Nord
- 16 Physically Handicap Welfare Association
- 17 Movement pour le Progrès de Roche Bois
- 18 Lois Lagesse Trust Fund
- 19 Association des Parents Pour La
Rehabilitation (APRIM)
- 20 Lions club international - Mr Kevin Boodhoo
- 21 Mr Jeewa-Kyokushinkai
- 22 Thalassemia Society of Mauritius
- 23 Future Hope
- 24 Jeune Chambre Economique de Curepipe
- 25 Clavis International Primary School - Mr Jeff
Hart
- 26 Alliance Mauritius
- 27 HepSupport
- 28 Women Achievers Association
- 29 Blood Donors Association Mauritius
- 30 SMP Association - Mrs Karen
- 31 Dar ul Ma'arif Islamic Education Centre
- 32 Centre des Dames Mourides - CDM
- 33 APDH
- 34 Organisation Cité Jonction Pailles
- 35 Centre for Natural Healing and Meditation
- 36 Academy for Intregated and Sustainable
Developmet
- 37 APLHDM
- 38 Brahma Kumaris
- 39 Association pour l'Accompagnement , la
Réhabilitation
et L'Insertion Sociales des Enfants (ARISE)
- 40 Amour et Espoir Association
- 41 Angel Special School and Welfare Association
- 42 Arya Sabha Mauritius
- 43 Fondation Georges Charles
- 44 Northen Association for the Welfare of Disabled
Persons Sen School
- 45 SOS Poverty
- 46 Positive Approach to Total Health (PATH)
- 47 Celestial Artists Association
- 48 Action Familiale
- 49 Aid Action
- 50 Centre de Solidarité pour une Nouvelle Vie
- 51 Centre pour l'Education et le Progrès des Enfants
Handicapés (CEPEH)
- 52 Environment Care Association

- 53 Environmental Protection & Conservation
Organisation – EPCO
- 54 Group Elan
- 55 Human Service Trust
- 56 Link to Life
- 57 Mauritius Heart Foundation
- 58 Mauritius Mental Health Association – MMHA
- 59 Mauritius Scout Association
- 60 Mouvement Social de la Jeunesse Mauricienne
(MSJM)
- 61 Shelter for Women and Children in Distress Trust
Fund
- 62 Society for Aid to Children Inoperable in Mauritius
-SACIM
- 63 Forever Blue
- 64 Aids Candle Light Memorial Association
- 65 Groupement des Diabétiques
- 66 Heart Foundation Mauritius
- 67 AIESEC
- 68 Association pour la Protection des Emprunteurs
Abusés (APEA)
- 69 Association pour le Développement
Communautaire de Barkly
- 70 Association Anou Grandi
- 71 Mauritius Marine Conservation Society (MMCS)
- 72 Protection of Animal Welfare Society (PAWS)
- 73 Reef Conservation Mauritius
- 74 Association Rhizome Concept
- 75 Etoile d'Espérance - Association l'alcool femmes
- 76 Groupe A de Cassis (Lacaz A)
- 77 APSA
- 78 Mauritian Organisation on Drugs and AIDS
- 79 Mauritius Council of Youth Leaders
- 80 Brindaban Multi-Purpose Educational Association
- 81 Association pour l'Accompagnement , la
Réhabilitation et L'Insertion
Sociales des Enfants (ARISE)
- 82 Comite Quartier de la Rue La Paix et des Rues
Avoisantes
- 83 Commission Diocesaine du Monde Ouvrier (CDMO)
- 84 Community Development Programme Agency
- 85 Elles C Nous Association
- 86 Fraternite de Grand Baie
- 87 Media Watch Organisation
- 88 Mental Health Organisaton
- 89 Muscular Dystrophy Association
- 90 St John Ambulance
- 91 The Blue Crescent
- 92 Youth Alive
- 93 Terrain for Interactive Pedagogy through Arts
(T.I.P.A)
- 94 Association Alzheimer
- 95 Soroptimist International - Port-Louis
- 96 The Ramayana Centre
- 97 Blue Ocean Reiki Association
- 98 Holy Welfare Association
- 99 Fondation Spectacle et Culture

TRAINING

I AM BETTER PROGRAM

Empowering our human resources to rise up to current exigencies and future challenges.



“

I Am Better is a Core Personality Development workshop helping people becoming better everyday in every way. Our effort is to inspire people to do good and to help people transform their energy. We believe that there is a scope for everyone to become a better version of himself/herself in one way or another. And as one becomes better, this has a positive ripple effect on our immediate family, coworkers, society, the country and the world at large.

During the workshops, all the participants showed great enthusiasm and sincere interest. During the brainstorming and interactive sessions, it was very much reassuring to observe how they could relate to what was shared, with regards to their personal life also. Some were proposing solutions to real life challenges that their colleagues are actually facing. All have realised the power of their existence and the way forward towards managing the different situations life presents, and, ultimately, to lead an overall better personal and professional life.

Dharmendré Sujeebun (Roshan)

“TRAINING FEEDBACK



Mr Rajen Meghoo
Shop assistant at Jetha Tulsidas,
Port-Louis Branch.

Very effective to keep a positive mindset. I really appreciated the tutor and am grateful to him for what he taught us.



Mrs Neela Bucha
Shop assistant at Jetha Tulsidas,
Port-Louis CTR Branch.

I particularly appreciated the meditation sessions and exercises. What also moved me is the power of compassion: in helping others in need, in improving their lives, we are indeed improving ourselves!



Mrs Aartee Soundron
Shop assistant at Jetha Tulsidas,
Port-Louis Branch.

Most interesting! And it changed my private life also. "The ripple effect" - I really get what it means now. I positively experienced it at the workplace and in my personal circles.



Mrs Pritima Hookoom
Shop assistant at Jetha Tulsidas,
Port-Louis Branch.

A much-appreciated course. The exercises were very practical; effective for stress-relief and indeed conducive to an optimistic outlook on life.



“Try to be the rainbow in someone’s cloud.”

– Maya Angelou

On 19th and 20th September 2020, Jetha Tulsidas and team members took an active part, as co-sponsor, in a charity event organised under the aegis of Global Rainbow Foundation, with the collaboration of Flacq Retail Park – where we have our store serving the East of Mauritius. The purpose of this two-day event was to promote the welfare of disabled persons – both children and adults, in offering them a memorable, enjoyable, fun and fulfilling time. Taking a part in good times, in a manner that befits and is respectful of their capabilities and human dignity; to experience that they are an integral part of the community; to feel good about themselves, is essential for persons with disabilities to keep a positive mindset and outlook on life and to drive their motivation to overcome their specific constraints and aim further self-development.

Such inclusive events are an essential feel-good factor in their life; and the efforts our team members put in to contribute to make it a success were well worth it. There was a full-blown animation programme with adapted activities such as art therapy, distribution of gifts and photoshoot, blood donation, music entertainment and songs by well-known performers such as Denise Azor and Jane Constance – all under the efficient coordination of the talented MC, Mr Visham Ramdoo.

To any person who is not physically or mentally challenged, such occasions are humbling indeed and charged with emotions – such was our experience. We were reminded how privileged we are; how we often complain for insignificant reasons and forget to count our blessings. In seeing how these less privileged citizens cope, without complaint, with various degrees of incapacities and still remain so warm-hearted; how they retain, in spite of their personal hardships, their joy of living... We are taught a lesson worth remembering daily!



PARTNERS



OUR GREEN INITIATIVES

EKO CHIC

produced with care, waste and taste

Upcycle your saree to support women who lost their jobs due to Covid-19. And, by the way, support a greener environment also.

In generously donating the sarees that you no longer have a use for, or that you could very well do without, you are generating for these a worthy new life for a higher purpose, while decluttering your wardrobe. Just imagine how many chic beautiful new summer wear items could be made anew from just one of your sarees...

This is upcycling: it is a sustainable approach to the disposal of clothing items and other fashion waste to ensure their eco-friendly disposal while contributing to the creation of a beneficial circular economy. While creating new value for used items through the production of new products, upcycling also creates new enterprises, increased employment opportunities, and, ultimately, dynamises the economy.

In dropping off your saree(s) in the collection box to be found at all Jetha Tulsidas stores, you are simultaneously contributing to providing jobs to women of Local Hands – an NGO promoting the economic autonomy of women who lost their jobs in the wake of Covid-19 2020 outbreak in Mauritius; and who had been suffering from its financial aftermath. Local Hands NGO used to be supported by Beachcomber’s Foundation (FED), which had set it up. Due to the impact of Covid-19 on the hotel and tourism sector, FED could no longer sustain it.

In supporting EKO CHIC initiative, you are bringing your support to these ladies; to local economy; to the Made in Mauritius label and its promotion. And all this, all the while contributing to a greener planet. EKO CHIC is the ethical brand of Atelier Designs Ltd, a Social Enterprise working in collaboration with other NGOs to set up production activities based on recycling and upcycling from the collection of free fashion and other waste that is still exploitable through creative craftsmanship. A short production circuit maintains a virtuous circle, resulting in products with a low ecological print. In this specific upcycling cycle, Atelier Designs Ltd is responsible for the research & Development and the sorting of collected items to direct them to their most appropriate exploitation. The studio also takes up the creation, design and expedition of the material to Local Hands NGO. Its ladies are responsible for production, washing, ironing, tagging, packaging. Thereafter, ECO CHIC will ensure for them the marketing of their production and resulting source of income therefrom.

As an active partner, Jetha Tulsidas provides collection facilities at the starting point of the cycle and offers its outlets as the exit point of the cycle, enabling the sale of the production. Every contribution we make; every contribution you make matters. In contributing to the upcycling of your sarees, you are helping out fellow women in their struggles to be economically independent.

Let this be your personal positive impact!



Message in a bottle

See this elegant stainless steel bottle? Well, it’s not any bottle! It’s in fact our way to express our willing and concrete involvement towards creating a greener Mauritius, and to inspire you to go in that direction in your daily life. Each of these stainless steel bottles will be offered as a give-away to our customers. They bear motivational quotes as a reminder of the role each and everyone of us can play - through a simple choice such as minimising our use of plastic containers - to reduce use and waste.

Whilst quenching your thirst from this bottle, you are also quenching the thirst of your island, of our planet, for a plastic-free environment.

Introducing purchase facilities with Cim finance >>

*You want to buy this nice saree, this exquisite Sherwani, this wonderful Lehenga of your dreams? Or anything else you might be wishing for but might not be able to afford right away?
- Let us make things easier for you.*

Jetha Tulsidas is happy to introduce purchase facilities with CIM finance in all of its branches. The client pays 25% deposit and opts for a softer monthly repayment with the possibility of early full repayment*. We do believe that a wedding, although the realisation of a dream, can be a heavy burden in terms of the expenses which the couple and their families have to incur.*

That's why we decided to give the chance and choice to those who might not be able to afford their dream bridal wear on the moment to still be able to have the outfit they have set their hearts on all the while enjoying our offer of purchase facilities.

*We want you to take away
what your heart truly desires...*

**Applicable on purchases as from a minimum of Rs 4000.*



OUR NEW ONLINE SERVICES

Online Shopping Website & WhatsApp Shopping



Our Online Shopping Website

A memorable success story!

For the last few years we have been trying hard to set up our online shop and come up with the ideal configuration. We started with an online shop called Saree Lovers on which we showcased an exclusive selection of sarees, dedicated to online sales only. Regrettably, for several reasons it did not meet with the expected success. Then came the first local wave of Covid-19 and the ensuing national confinement! And our physical stores had to stop all activities overnight. We were then totally unprepared for such a blow. The unprecedented situation led us to take on an unprecedented challenge: clients could no longer come to us, so WE had to go to them! We had to be able to showcase the stock of our 10 physical branches on one platform, i.e to develop and launch Jetha Tulsidas online shop. This process could not be grafted onto the old platform but had to start from scratch! We needed to be able to overcome stock and logistics issues, and to set up a system resting upon a complex background mechanism that plugs itself to our Enterprise Resource Planning (ERP) software – a system of integrated applications that automates several back-office functions. We rose to the challenge, redeployed ALL our efforts to implement the on-line shop, worked round the clock and went live in record time!

The next issue was to feed the website with contents for selling. Thanks to the strong cooperation and solidarity of our workforce, the Jetha Tulsidas family stood together as one and we started feeding the website. Staff were given crash courses in product photography, and graphic design was undertaken in-house by colleagues who had experience in those fields. In a matter of weeks, our website boasted 5000+ products.



In other words, COVID-19 has accelerated our going online process, and our brand-new website now shows the items that are also physically present in any of our 10 shops! Why was it so critical for us to be online, you may ask. Here are a few things we learned from this experience.

We enhance credibility

Having a website gives Jetha Tulsidas instant credibility, customers are more likely to trust us when they land on our professional website. Being online also opens our business to a world of opportunities to further build on this trust, such as through online reviews and testimonials.

Reach our customers

Our business needs to be where our customers are – and that's online, at least for a part of our customers' journey and shopping experience. We have a strong Reunion Island customer base for example, and through the website we will soon be able to serve them, and the region.

We will be able to receive online reviews

Showcasing reviews of our business is an effective way to demonstrate our credibility and gain customers. Although we receive great feedback on social media, having a page of our website dedicated to showcasing what our customers are saying about us – and on our products – is a fantastic way to encourage sales and build trust.

We are open 24/7

If you do long hours at work and finish late, or work in the weekends, finding time for shopping can be quite a task! If you prefer to search for the perfect gift for your brother in the evening, our online shop allows you to shop outside normal opening hours. Having an online shop has allowed some customers to visit and buy from us at some very odd hours - as the system recorded.

We gain visibility

With customers heading to search engines to find local stores or search for products and services, our online presence does not go unnoticed. Whether it's working on some SEO to get our business higher up the search results or making sure we appear on Google Maps, having an online presence is the first step to making sure our customers find us.

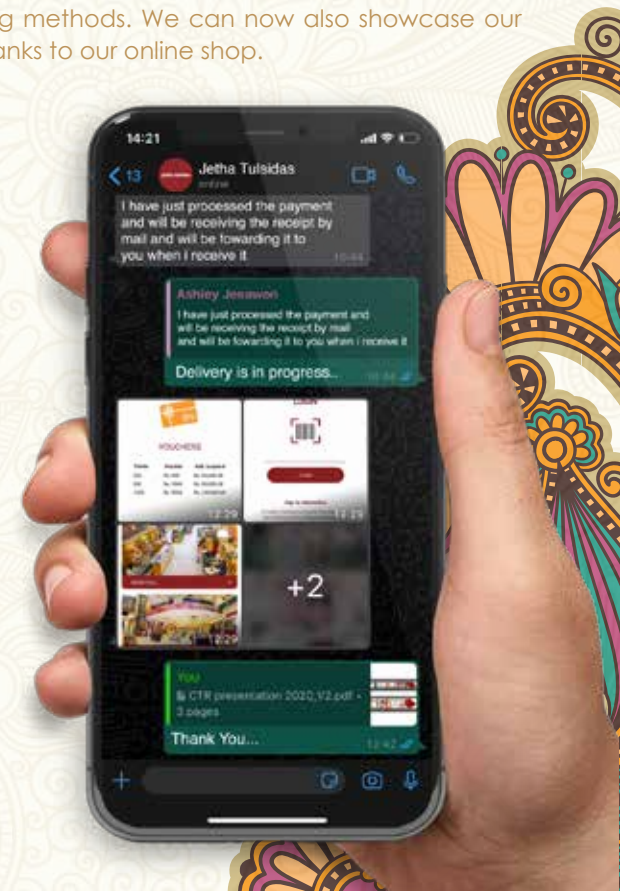
We embrace digital marketing

Having an online shop is a major step into the world of digital marketing and sales. From email marketing to using social media, having our online shop allows us to explore digital avenues that help us spread brand awareness, reach customers and increase sales in a more cost-effective way than traditional marketing methods. We can now also showcase our products catalogue: advertise new arrivals, good deals and promotions thanks to our online shop.



Necessity being the mother of invention, the first Covid-19 lockdown of 2020 led us to be creative in finding immediate ways and means of opening our shops on virtual mode to our customers. Here's the solution we came up with. And it remains valid. The operating principle is that the customer calls on our advertised WhatsApp number to take an appointment with a salesperson who calls back the customer to assist the person in going around the shop to choose their desired item via a video call. Once the sale is concluded, we follow up with our home-delivery service. Of course, WhatsApp shopping cannot replace the pleasure of a physical shopping experience and the time-allowance that purchasing via a website allows as to decision-making. For sure, nothing can replace browsing through shops while going through a shopping mall or down the commercial streets across our island: the physical shopping experience remains a unique one indeed.

However, our pro-activity and reactivity during the first national confinement, with our stores remaining closed down for two months, remains a noteworthy proof of our ingrained customer-solution-provider approach.



DOWNLOAD OUR NEW *jetha tulsidas* APP

- LOG IN USING YOUR CUSTOMER LOYALTY CARD.
- SEE YOUR CUSTOMER LOYALTY POINTS LIVE.
- BE THE FIRST TO VIEW LATEST ARRIVALS.
- GET NOTIFICATIONS FOR PROMOTIONS.

and much more...



**SCAN TO DOWNLOAD
OR**

