

STANDARD OPERATIONS MANUAL

Complete Retail Store Operations Guide

Crafting a Brighter Tomorrow, One Diamond at a Time

Document Details	
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SECTION 1: BRAND OVERVIEW & PHILOSOPHY

1.1 About Jewelbox

Jewelbox is a premium Lab-Grown Diamond (LGD) jewellery retail brand dedicated to offering ethically crafted, scientifically superior, and accessibly priced jewellery. Our founders, Vidita and Nipun, established Jewelbox with a clear mission: to redefine luxury by aligning it with responsibility, sustainability, and transparency.

Every piece of Jewelbox jewellery tells the story of innovation: where advanced technology meets timeless artistry to produce diamonds that are chemically, physically, and optically identical to mined diamonds, but grown in controlled laboratory environments with zero environmental damage.

1.2 The Jewelbox Difference

Value Pillar	What It Means	Customer Benefit
Ethical	No conflict sourcing, transparent supply chain	Peace of mind with every purchase
Sustainable	Lab-grown process minimises environmental impact	Responsible luxury for conscious buyers
Accessible	Competitive pricing vs. mined diamonds	Fine jewellery for every milestone
Certified	IGI / SGL certified for every LGD	Verified quality & authenticity
Transparent	Clear pricing: diamond + metal + making + taxes	No hidden surprises

NOTE This manual must be read, understood, and followed by all store staff: from Sales Executive to Store Manager. Adherence to these SOPs is a condition of employment.

1.3 Vision & Mission

Vision: To be India's most trusted and beloved lab-grown diamond jewellery brand, inspiring a new generation of conscious luxury consumers.

Mission: To empower customers with beautiful, sustainable, and conflict-free jewellery while delivering a world-class retail experience built on knowledge, trust, and elegant service.

1.4 Core Brand Values

- Integrity: Honesty in every communication, transaction, and interaction.
- Confidence: Staff present LGD with pride, knowledge, and clarity.
- Kindness: Respectful, non-pressuring sales culture.
- Excellence: Highest standards of presentation, hygiene, and service.
- Sustainability: Environment-first thinking in every business decision.

1.5 Purpose of This Manual

This Standard Operations Manual (SOM) serves as the definitive operational reference for all Jewelbox retail stores. It establishes:

- Consistent policies and operating frameworks across all store locations.
- Standardised procedures to ensure world-class customer experience.
- Clear accountability structures for every role in the store.
- Compliance and brand integrity guidelines to protect reputation and trust.

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SECTION 2: ORGANISATIONAL STRUCTURE & KEY RESPONSIBILITIES

2.1 Store Manager: Responsibilities & Duties

The Store Manager is the primary representative of the business and bears ultimate responsibility for all store operations, staff conduct, customer satisfaction, inventory integrity, and financial performance.

2.1.1 Key Responsibility Areas (KRA)

KRA Category	Core Responsibilities	Success Metrics
Sales & Revenue	Drive daily/monthly targets; coach team on conversion	Revenue vs. target; units sold
Customer Experience	Ensure world-class service at every touchpoint	Mystery shopper score; NPS
Inventory Management	Daily global count; stock accuracy; loss prevention	Shrinkage %; audit score
Team Management	Rostering, briefings, appraisals, training	Attendance; attrition rate
Compliance & Audit	SOP adherence; billing accuracy; CCTV uptime	Audit pass rate
Store Presentation	Visual merchandising; hygiene standards	Cleanliness audit score
Cash & Finance	Petty cash, daily banking, expense control	Cash discrepancy; banking TAT
Brand Integrity	Correct product communication; certificate management	Compliance score

2.1.2 Cash & Billing Duties

- Manage all billing via POS: accuracy is non-negotiable.
- Verify SKU, certificate, metal purity before every transaction.
- Handle all payment modes: UPI, card, cash, wallet, bank transfer.
- Maintain daily cash drawer: count, balance, and banking.
- Issue correct GST-compliant invoice for every sale.
- Report and document all discrepancies immediately.

2.2 Sales Executive: Core Duties

- Welcome every customer within 10 seconds of entry.
- Present Jewelbox's LGD story with confidence and clarity.
- Handle product display, demonstrations, and trial with full protocol adherence.
- Achieve individual daily and monthly sales targets.
- Enter customer data accurately in CRM post every visit.
- Maintain grooming, uniform, and conduct standards at all times.
- Assist in daily inventory counts and showcase maintenance.

2.3 Grooming & Conduct Standards

Grooming Element	Requirement	Applies To
Uniform	Brand-approved attire, clean and pressed	All Store Personnel
Name Badge	Worn visibly at chest level at all times	All Store Personnel
Personal Jewellery	Minimal; no bangles or loose jewellery during floor duty	All Store Personnel
Footwear	Clean, formal, black or neutral	All Store Personnel
Hair	Neat and tied (long hair); well-groomed (short hair)	All Store Personnel
Fragrance	Subtle; no strong perfume near jewellery displays	All Store Personnel
Hands	Clean, trimmed nails: essential for jewellery handling	All Store Personnel
Mobile Phone	Strictly for official communication only on floor	All Store Personnel

SECTION 3: STORE OPENING & CLOSING PROCEDURES

3.1 Daily Opening Procedure

A disciplined opening sets the tone for the entire day. The two-person rule is mandatory for all opening and closing activities.

3.1.1 Staff Arrival & Security Check

1. Arrive at least 15–30 minutes before store opening time.
2. Inspect the exterior: no suspicious persons or tampering near entrance.
3. Two authorized staff members must be present before unlocking the store. Never open alone.
4. GEO-tagged photo must be active before unlocking showcases.
5. Verify that overnight locks and seals are intact before proceeding.

3.1.2 Store Safety & Systems Check

- Switch on interior lights; inspect store for anything unusual.
- Activate CCTV and verify DVR is recording: this is mandatory before operations begin.
- Switch on air-conditioning, background music, and digital screens.
- Check all display cases, safe area, and vault for any anomalies.
- Report any irregularity to the Retail Head immediately before proceeding.

3.1.3 Jewellery Safe & Display Preparation

6. Use two-person rule to open the safe.
7. Cross-check jewellery against: previous night's closing record + Safe Logbook + Manager verification.
8. Transfer jewellery to display counters carefully using microfiber gloves.
9. Verify: price tags intact, SKU labels correct, certification available.
10. Check RFID / security tags are active on all pieces.
11. Record all piece movements in the Opening Inventory Register.

3.1.4 POS, Cash & IT Setup

- Power on POS systems, billing computers, card machines, and printers.
- Verify internet connectivity: backup hotspot must be ready.
- Count and verify cash float denominations; record in the Cash Float Register.
- Confirm billing software, CRM, and printing systems are fully functional.
- Load receipt paper and check ink levels.

3.1.5 Morning Staff Briefing

The Store Manager must conduct a 10-minute morning briefing covering:

- Daily and weekly sales targets.
- Active promotions, offers, or price changes.
- Focus products, new arrivals, or high-value items.
- Role assignments: greeting, sales floor, billing, packaging, security.
- Any pending customer follow-ups or appointments.
- Reminders on SOPs, grooming, or compliance matters.

3.2 Daily Closing Procedure

3.2.1 Sales Wrap & Handover

12. Complete all pending billing 30 minutes before closing.
13. Ensure all customers are attended to and no one is left waiting.
14. Print the day's POS sales summary and cross-check with Store Manager records.

3.2.2 Jewellery Count & Vaulting

15. Conduct closing Global Count: every piece must be accounted for.
16. Count conducted by Store Manager with a second staff member as witness.
17. Record count in Closing Inventory Register: match with opening count and sales.
18. All jewellery securely placed in vault/safe: trays labelled and sealed.
19. Lock safe with dual authorization; record in Safe Logbook.
20. No personal bags allowed in the stockroom during closing count.

3.2.3 Cash Closure

- Count total cash in POS drawer.
- Match with daily POS report: any variance must be documented and reported.
- Prepare Daily Sales Cash Sheet: Store Manager signs.
- Secure cash in the safe for next-day banking.

3.2.4 Store Hygiene & Shutdown

- Wipe all showcases, glass surfaces, counters, and floors.
- Empty all trash bins and dispose securely.
- Switch off all non-essential lights, AC, and equipment.
- Confirm CCTV is recording and alarm is armed.
- Security guard records final exit time of last staff in Security Logbook.

CRITICAL

Never leave the store without completing the closing count, cash reconciliation, and alarm activation. The Store Manager is personally accountable for all closing procedures.



SECTION 5: JEWELLERY HANDLING PROTOCOLS

5.1 General Handling Guidelines

Every piece of Jewelbox jewellery is a premium, high-value asset. It must be handled with meticulous care, absolute focus, and consistent protocol adherence to prevent loss, damage, or misplacement.

- Always use clean, soft microfiber gloves during jewellery handling.
- Wash hands before handling display pieces, especially after eating or touching electronics.
- Never wear personal jewellery that may scratch or tangle with display items.
- No piece is ever left unattended on a counter or tray.
- Only authorized staff may access vault trays or stockroom jewellery.
- Handle one tray at a time: never open multiple trays simultaneously.

5.2 Stock Receiving & Verification

21. Check all incoming pieces against the stock transfer invoice or delivery note.
22. Inspect each piece for: correct SKU / certificate match, no visible damage, no missing stones, hallmark verification.
23. Update Inventory Register / POS software immediately upon receipt.
24. Store new pieces in designated trays with SKU tags clearly visible and upward-facing.
25. Never place stock in showcases without Manager verification.

5.3 Display & Counter Protocols

5.3.1 Before Display Setup

- Ensure showcase lights and glass are clean and dust-free.
- Arrange pieces by category, collection, and price band: display plan must be followed.
- Check all price tags, certificates, and SKU labels are correctly attached.

5.3.2 During Customer Interaction

- Always display jewellery on a padded tray: never directly on glass.
 - Show a maximum of 2 pieces at one time; close showcase before showing next.
 - Never hand jewellery directly to a customer: place on tray and allow them to pick up.
 - Remain beside the customer at all times during product viewing.
 - If attending another customer, ensure first customer's tray is secured first.
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5.3.3 Trial Protocol

26. Explain stone setting care before every trial: 'Please handle gently to avoid pressure on the setting.'
27. Supervise every trial closely: maintain visual contact with the piece.
28. Limit trial pieces to 1–2 at a time.
29. After trial, count all pieces and verify SKUs before returning to showcase.
30. Wipe each piece gently with a microfiber cloth before returning to display.

5.4 Jewellery Cleaning & Maintenance

Cleaning Method	Applicable Pieces	Frequency
Ultrasonic cleaner	Metal-heavy pieces: rings, bangles, chains	As required / upon customer request
Steam cleaner	Diamond-set pieces: light soil removal	As required, with care
Microfiber wipe	All display pieces post trial/handling	After every customer interaction
Professional deep-clean	Full showcase stock	Monthly: logged in Cleaning Register

WARNING	Never use ultrasonic cleaning on pieces with soft gemstones (e.g., emerald, pearl, opal) or heat-treated stones. When in doubt, consult Manager before cleaning.
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5.5 Repair, Exchange & Intake Protocol

- Record item description, weight, photo, and condition in system before accepting any item for repair or exchange.
- Issue a formal receipt / intake acknowledgement to the customer.
- Store intake items in a designated, clearly labelled section: never mix with regular stock.
- Log all intake movements in the Repair/Exchange Register.
- Update customer in CRM with estimated completion or resolution date.

SECTION 6: BILLING, PAYMENTS & AFTER-SALES SERVICE

6.1 Pre-Billing Checklist

Before initiating any bill, the following verifications are mandatory:

6.1.1 Customer Verification

- Confirm full name spelling: exactly as it will appear on invoice.
- Confirm mobile number and email (required for warranty, CRM, and GST records).
- For high-value purchases, verify ID proof as per company policy.

6.1.2 Product Verification

- Match SKU code from tag to system record.
- Verify metal colour and purity.
- Confirm diamond weight, carat count, and certification number.
- Cross-check MRP, applicable discount, and final price.

6.1.3 Tag Scanning

- Always scan barcode: never rely on manual entry unless system is down.
- If manual entry is used, annotate reason in the billing system.
- Audit trail on all manual overrides is mandatory.

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6.2 Payment Methods & Handling

Payment Mode	Protocol
UPI	Verify payment confirmation on both POS and bank app before handing goods.
Debit / Credit Card	Swipe or tap; collect slip; attach to daily cash report.
Bank Transfer / NEFT	Await bank confirmation message; do not release goods until confirmed.
Digital Wallets	Verify credit on Jewelbox merchant account before proceeding.
Cash	Count in customer's presence; verify denominations; check for counterfeits.
Split Payment	Record each mode separately in POS; verify all amounts tally to total.

6.3 Invoice Standards

Every Jewelbox invoice must contain:

- Complete product description: metal type, purity, diamond weight, carat count.
- IGI / SGL certification number.
- Return and exchange policy terms.
- Store name, address, and GST registration number.
- Customer's full name, mobile, and email.
- Itemised pricing: product + making + GST.
- Stamp and authorised signature where required.

RED FLAG

Never hand over jewellery before full payment confirmation. Never process manual overrides without documented reason. Never under-invoice on customer request: this is a compliance violation.

6.4 Packaging Standards

- Use only Jewelbox-approved packaging materials: boxes, pouches, bags, tissue.
- Clean the piece gently with a microfiber cloth before placing in box.
- Include: certificate copy, care card, warranty card, and branded carry bag.
- Packaging must be neat, sealed, and presented with both hands to the customer.
- For gifting: offer premium gift wrapping service.

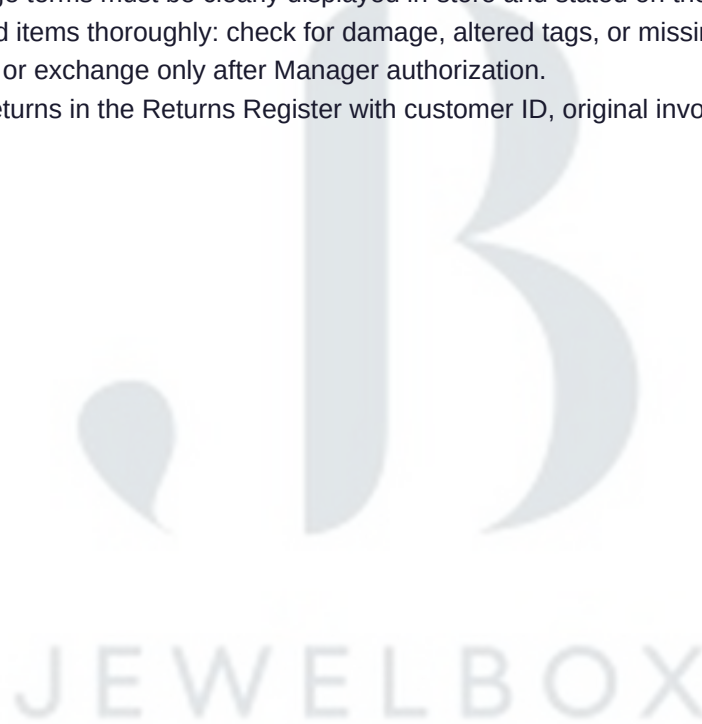
6.5 After-Sales Service Protocols

6.5.1 Warranty & Repair

- Explain warranty coverage clearly at time of sale: 'Your piece carries a [X]-year manufacturing warranty.'
- Direct all repair queries to the Store Manager: never commit timelines without Manager approval.
- Log all service requests in CRM with date, nature of issue, and customer contact.

6.5.2 Returns & Exchanges

- Follow the brand-approved return/exchange policy: no exceptions without Head Office approval.
- Return/exchange terms must be clearly displayed in-store and stated on the invoice.
- Inspect returned items thoroughly: check for damage, altered tags, or missing certificates.
- Process refund or exchange only after Manager authorization.
- Document all returns in the Returns Register with customer ID, original invoice, and reason.



SECTION 7: CASH & PETTY CASH HANDLING

7.1 Sales Cash Handling SOP

7.1.1 Receiving Payment

- All sales transactions to be entered in POS immediately upon receipt.
- Issue system-generated receipt for every transaction: handwritten receipts are not permitted.
- Cash must never be kept outside the cash drawer or till.
- Verify all cash denominations at the time of receipt; report any counterfeit currency immediately.

7.1.2 End-of-Day Cash Closure

31. Count total cash in the drawer.
32. Match against POS daily report: every denomination counted.
33. Prepare Daily Sales Cash Sheet.
34. Store Manager verifies and signs the sheet.
35. Variance of any amount must be reported and documented before closing.
36. Secure cash in the safe: ready for next-day banking.

7.1.3 Cash Deposit

- Maximum cash holding at store level: Petty Cash + Rs. 50,000/- of Sales Cash = Total Rs. 60,000/- holding is permitted at any point in time.
- In a general operating scenario, cash deposit to the company bank account must be done 3 times per week.
- In the event of higher-than-normal cash inflow on any given day, next-day banking is mandatory without exception.
- Deposit slip to be attached to the daily report and retained for audit trail.
- No cash deposit is to be made by a single person: two-person verification is mandatory for every deposit.

7.2 Petty Cash Management

Petty Cash Parameter	Standard / Rule
Float Amount	Fixed as per Head Office instruction (e.g., ₹5,000)
Custodian	Store Manager / authorized Cash Custodian
Storage	Locked in store safe; access restricted to custodian only
Permitted Uses	Courier, cleaning supplies, minor repairs, staff refreshments
Prohibited Uses	Salary advances, customer refunds, large supplier payments
Documentation	Pre-numbered Petty Cash Voucher + supporting bill required for every expense
Reconciliation	Weekly by Store Manager; monthly verification by Retail Head
Replenishment	When balance drops below 25%: submit summary to Head Office

7.3 General Cash Security Rules

- Only authorized personnel are permitted to handle cash.
- No mixing of personal money with store sales cash: ever.
- Cash counting must always be done away from customer view.
- Report any suspicious behaviour around the cash area to Manager immediately.
- All discrepancies, however small, must be logged and escalated.

SECTION 8: INVENTORY MANAGEMENT & AUDIT

8.1 Daily Inventory Protocol

8.1.1 Opening Global Count

- Conducted every morning before store opens: mandatory, no exceptions.
- Two staff members must be present: Manager and one witness.
- Count every piece against Opening Inventory Register.
- Any discrepancy from previous evening's closing count must be reported immediately.

8.1.2 Closing Global Count

- Conducted each evening before vault is sealed.
- Total pieces = Opening count + Received stock: Sales: Returns.
- Sign-off required from Manager and witness.
- Closing count must match within zero tolerance for high-value pieces.

8.2 Audit Schedule

Audit Type	Frequency / Conducted By
Daily Global Count	Daily: Store Manager + Witness
Weekly Full Inventory Verification	Every week: Manager vs. system records
Cycle Count Audit	Monthly: Internal Audit Team
Surprise / Random Audit	Minimum once per quarter: Internal Audit Team
Comprehensive Full Audit	Quarterly: Internal Audit Team
Year-End Audit	Annually: Internal + Statutory Auditors

8.3 Inventory Record-Keeping

- Every piece must have a corresponding entry in POS with SKU, weight, purity, certification number, and current status.
- System records must be updated immediately for: new arrivals, sales, returns, repairs, and transfers.
- No piece moves between departments or locations without a recorded transfer note.
- Physical inventory must always match system records: discrepancy tolerance is zero.

8.4 Inter-Branch Transfers

37. Transfer request initiated by Store Manager and approved by Head Office (HO).
38. Transfer note generated in system with: piece SKU, weight, description, certification number.
39. Piece photographed and sealed before dispatch.
40. Receiving store verifies and confirms on system within 24 hours of receipt.
41. Transfer noted in both stores' inventory registers.

8.5 Discrepancy & Loss Protocol

MANDATORY

Any inventory discrepancy, regardless of value, must be reported to the Retail Head within 2 hours of discovery. Any inventory loss must be reported to the Retail Head immediately. Do not attempt to resolve independently.

- Document the discrepancy: date, time, piece details, last known location.
- Review CCTV footage immediately: do not delay.
- Interview staff present during the relevant time window.
- File a formal Discrepancy Report: submitted to Head Office within 24 hours.
- If theft is suspected, file police report and notify insurance provider.



SECTION 9: ANTI-THEFT & SECURITY PROTOCOLS

9.1 Security Responsibility Matrix

Area	Primary Responsibility	Backup / Support
Store Entry & Exit	Security Guard / Store Manager	All senior staff
Display Counters	Sales Executive on duty	Store Manager
Stockroom / Vault	Store Manager	Authorized Senior Staff
CCTV & Alarm Systems	IT Admin / Store Manager	Retail Head
End-of-Day Security Audit	Store Manager	Assistant Manager
Cash & Safe	Store Manager	Retail Head

9.2 CCTV & Surveillance Management

- CCTV must cover: entrance, all counter areas, stockroom, billing counter, and exit: no blind spots permitted.
- Cameras must operate 24 x 7 with a minimum 30-day recording backup.
- Store Manager verifies daily that DVR is functioning before operations begin.
- No staff member may delete, pause, or alter CCTV footage under any circumstances.
- CCTV access credentials are restricted to Store Manager and Retail Head.

9.3 Jewellery Security During Operations

Activity	Security Precaution	Who Is Responsible
Display	Handle one tray at a time; return all before opening next	Sales Executive
Customer Trial	Max 2 pieces shown at once; staff alongside customer	Sales Executive
Repair / Intake	Record description, weight, photo before acceptance	Manager
Billing	Ensure tag matches system SKU and certificate before processing	Store Manager
Cleaning / Polishing	Log items in and out in Cleaning Register	Staff + Manager
End of Day	Every piece counted, signed off, and vaulted	Manager + Witness

9.4 High-Risk Situation Protocols

9.4.1 Suspicious Customer Behaviour: Warning Signs

- Requests to see many pieces simultaneously without purchase intent.
- Attempts to distract staff while another person handles goods.
- Requests to handle pieces without supervision or 'just for a minute.'
- Unusually large groups where not all members are engaged in selection.

Response:

- Alert Manager discreetly using store-approved signal.
- Reduce number of pieces shown immediately.
- Politely suggest assisting one person at a time.
- If threat is perceived, do not confront: activate security and contact police.

9.4.2 Robbery / Emergency Protocol

- Prioritise personal safety above all inventory.
- Do not physically resist or confront armed individuals.
- Activate silent alarm if available and safe to do so.
- Call police (100) as soon as it is safe.
- Preserve CCTV footage: do not touch systems after incident.
- Contact Retail Head and Head Office immediately after police.
- Document incident in detail: time, description, sequence of events.

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SECTION 10: STORE HYGIENE & MAINTENANCE

10.1 Daily Hygiene Standards

A pristine store environment is a direct reflection of Jewelbox's commitment to excellence. Hygiene is not optional: it is an integral part of the brand experience.

10.1.1 Opening Hygiene Checklist

Area	Task
Entrance & Exterior	Sweep and mop; wipe glass doors smudge-free
Display Showcases	Polish glass inside and out; check lighting on all cases
Jewellery Display	Arrange neatly; remove fingerprints and smudges
Workstations & POS Area	Disinfect keyboards, touch screens, and counters
Customer Seating	Wipe surfaces; plump cushions; check cleanliness
Washroom	Clean, stock with soap, tissue, towels; deodorise
Staff Area / Pantry	Clean surfaces; no food odours; waste disposed
High-Touch Points	Sanitize door handles, light switches, payment terminals

10.1.2 During Operating Hours

- Wipe showcases and glass surfaces after every few customer interactions.
- Maintain ambient fragrance: light and non-intrusive.
- Floors must be spot-cleaned immediately after any spill or soiling.
- Periodically sanitize POS terminal, chairs, and counters throughout the day.
- Washroom checked and cleaned every hour during operating hours.

10.1.3 Closing Hygiene Checklist

- Wipe all showcases, tables, chairs, and glass surfaces.
- Vacuum or mop entire floor area thoroughly.
- Empty and replace all waste bin liners.
- Sanitize keyboards, phones, and POS terminals.
- Set AC to scheduled mode or switch off.
- Confirm washroom is clean, stocked, and locked.

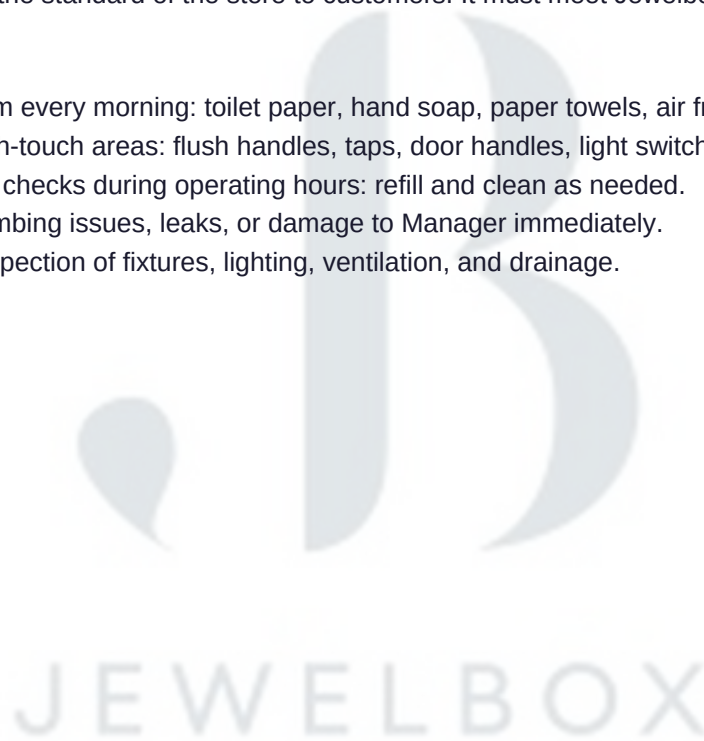
10.2 Weekly Deep-Cleaning Tasks

- Deep-clean all display glass: inside and out, including display base.
- Polish metal display fixtures, signage, and countertop edges.
- Descale washroom fixtures; clean walls, partitions, and drains.
- Clean AC filters and vents: dust accumulation affects air quality.
- Polish all stainless-steel surfaces, handles, and fittings.

10.3 Washroom Management

The washroom reflects the standard of the store to customers. It must meet Jewelbox's premium experience standards at all times.

- Stock washroom every morning: toilet paper, hand soap, paper towels, air freshener.
- Disinfect all high-touch areas: flush handles, taps, door handles, light switches.
- Conduct hourly checks during operating hours: refill and clean as needed.
- Report any plumbing issues, leaks, or damage to Manager immediately.
- Monthly: full inspection of fixtures, lighting, ventilation, and drainage.



SECTION 11: COMPLIANCE & BRAND INTEGRITY

11.1 Product Compliance

Compliance Area	Requirement	Store Action
LGD Certification	Every lab-grown diamond must have valid IGI or SGL certificate	Verify before display or sale; maintain scanned copies in store database
BIS Hallmarking	All gold used must carry BIS hallmark as per norms	Ensure hallmark tag is on every product; report discrepancy to Manager
GST Invoicing	All sales to have GST-compliant system-generated invoice	Never handwrite bills; all invoices from POS system only
Data Privacy	Customer data protected under DPDP Act 2023	No sharing of personal data outside official CRM
Return / Exchange	Only brand-approved policy; displayed in-store and on invoice	No exceptions without Head Office approval

11.2 Brand Communication Standards

Do's	Don'ts
Introduce LGD as 'real diamond, grown in a lab'	Never call LGD 'fake' or 'artificial'
Show certificates proactively before billing	Never promise or suggest LGD will appreciate in value
Explain price as: diamond + metal + making + GST	Never say 'it's the same as mined' without LGD clarification
Use calm, respectful, non-pressuring language	Never hard-sell or rush a customer to decide
Escalate complaints calmly to Manager	Never argue with a customer on the floor
Use Jewelbox-approved packaging only	Never send customers away with unboxed or competitor packaging

11.3 Compliance Audit Checklist

Daily

- Verify tags and certificates on all displayed pieces.
- Cross-check all invoices for GST number and product accuracy.
- Confirm CCTV is active and recording throughout operating hours.

Weekly

- Update certificate files in digital storage: scanned copies synced.
- Conduct random spot audit of 5 products: tag, certificate, and system match.

Monthly

- Review staff adherence to billing and pricing communication norms.
- Conduct brand communication mock training with full team.
- Submit monthly compliance report to Retail Head.

11.4 Data Privacy & CRM Compliance

Applicable to all staff under the Digital Personal Data Protection (DPDP) Act, 2023:

- Collect only the customer data necessary for billing, delivery, and CRM communication.
- Obtain explicit consent before using data for promotions or WhatsApp marketing.
- Save contact numbers in official CRM only: never in personal mobile phones.
- Physical documents with customer data must be stored in locked cabinets.
- Digital customer files must be password-protected.
- Never share customer data with third parties or outside Jewelbox systems.
- Report any data breach to the Store Manager and Head Office within 2 hours.

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SECTION 12: SPECIAL POLICIES & PROGRAMMES

12.1 Block Your Gold Rate: Policy

Customers can lock in the prevailing gold rate by paying a token advance, protecting themselves from market fluctuations during the purchase cycle.

12.1.1 Policy Framework

Policy Parameter	Details
Eligibility	Applicable for purchases above ₹50,000. Valid only on lab-grown diamond jewellery with gold component.
Advance Payment	Customer must pay a minimum of 10% of the estimated purchase value to block the rate.
Lock-In Period	Gold rate will be locked for 30 days from the booking date.
Settlement	At billing, the locked rate applies for the booked quantity/value. Any excess weight or value beyond the blocked estimate will be charged at the prevailing gold rate.
Cancellation: Refund	Advance refunded after deducting 2% administrative charges, OR the advance can be fully adjusted in future purchases within 90 days (no deduction).

12.1.2 Customer-Facing Script: Block Your Gold Rate

How to present this to a customer:

Customer-Facing Script
'Block Your Gold Rate This Season! Secure today's gold price and shop without worry.'
'Simply pay the metal value of your estimated purchase today: we will lock today's metal rate for you for 30 days.'
'Valid for purchases above ₹50,000.'
'Enjoy 30 days protection from gold price fluctuations.'
'Your locked rate applies at billing: no matter if prices go up.'
'Cancel anytime: your advance is safe! (2% admin fee applies, or adjust fully in your next purchase within 90 days.)'
'Offer valid on Lab-Grown Diamond Jewellery with Gold component.'

12.2 Old Gold Exchange & Buyback Policy

Jewelbox offers a Lifetime Exchange and Buyback Policy on all purchases made from Jewelbox stores. The following policy governs all old gold exchange, buyback, and return transactions.

12.2.1 Lifetime Exchange Policy

- Jewelbox exchanges diamonds and gold jewellery at 100% of current value.
- If the customer chooses to exchange a product, the value of the exchanged product after deductions towards discounts, making charges, and taxes will be adjusted against the new product at the time of invoicing.

12.2.2 Lifetime Buyback Policy

- Jewelbox buys back diamonds at 80% and gold at 100% of current value.
- If the customer chooses to return a product for buyback, the buyback value (after deductions towards discounts, making charges, and taxes) will be paid via online bank transfer within 15 business days of receipt of the product.
- Jewellery showing signs of alteration by anyone other than Jewelbox shall not be accepted for buyback.
- Based on quality inspection, Jewelbox reserves the right to revise the product value after providing justification to the customer.
- Buyback is applicable only for products purchased at a value of up to Rs. 4,99,999/-.
- Buyback is not applicable on Baguettes, Tapered, and Choki diamonds.
- Exchange and Buyback are not applicable on Polki, Pearl, and Coloured Stones.

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12.2.3 Conditions & Deductions

Condition	Policy
Original Invoice & Certificate	Both must be produced for exchange or buyback. No exceptions.
Loss of Certificate	A deduction of Rs. 1,500/- will be applied.
Discount Adjustment	If a discount was given on the original purchase on metal or stone value, an equivalent amount will be deducted from the current market price before calculating buyback or exchange value.
EMI Purchases	If the original product was purchased through an EMI system, the amount equivalent to unpaid EMIs will be deducted in addition to the standard deductions.
Third-Party Purchases	Jewelbox products purchased from stores other than authorised Jewelbox stores are not eligible for exchange or buyback.
Proxy Transactions	If the original customer is unavailable, any person holding the original invoice and certificate may process the buyback or exchange.

12.2.4 Return Policy

- Jewelbox offers a 15-Day Return Policy for unused products.
- Returns must be initiated within 15 days of purchase for a full refund. Rs. 1,000/- will be charged as processing charges.
- Used products are not eligible for free returns.

12.2.5 Custom Jewellery from Customer Gold

- Jewelbox accepts customer-provided gold jewellery, coins, and bars to create fresh jewellery as per the customer's selection.
- The customer's gold will be melted to verify purity after obtaining the customer's approval. Jewellery will then be crafted as per the agreed design and selection.
- Valuation of customer gold depends on purity, which is verified by melting. Once purity is confirmed, the price is finalised at current market rates.

IMPORTANT

Original invoice and certificate are mandatory for all exchange and buyback transactions. The Store Manager must authorise all buyback transactions. Any exception requires written Retail Head approval.

12.3 Mystery Shopper Programme

Jewelbox conducts periodic mystery shopper evaluations to assess real customer experience against SOP standards.

12.3.1 Key Evaluation Parameters

Evaluation Area	What Is Assessed
Store Ambience	Cleanliness, lighting, fragrance, display alignment
Grooming & Presentation	Uniform, name badge, posture, approachability
Greeting & Welcome	Timely greeting within 10 seconds of entry
Product Knowledge	Confident LGD presentation, USP clarity
Customer Handling	Courtesy, active listening, patience
Cross-Selling	Offering matching products: non-pushy, natural
Closing & Follow-up	Clear next step: billing, booking, or appointment
Brand Communication	Consistent Jewelbox tone and approved language
Documentation	Invoice accuracy, tag and certificate verification
Security & SOP Compliance	CCTV active, jewellery handling, billing discipline

12.3.2 Performance Rating Scale

Score	Rating & Action
90: 100	Outstanding: Recognition / Team Reward
75: 89	Satisfactory: Continue monitoring; coach on gaps
60: 74	Needs Improvement: Immediate training intervention
Below 60	Critical: Retail Head review; corrective action plan

Manager must review the mystery shopper report with the full team within 72 hours of receipt.

SECTION 13: PEOPLE, CULTURE & TEAM MANAGEMENT

13.1 Code of Conduct

- Every team member represents the Jewelbox brand: on the floor, online, and in the community.
- Treat every customer, colleague, and vendor with respect and dignity.
- No discrimination of any kind based on gender, religion, background, or designation.
- Conflicts must be escalated, not suppressed: a respectful workplace is non-negotiable.
- Personal social media activity that negatively references the brand, colleagues, or customers is a disciplinary matter.

13.2 Conflict Resolution at Work

13.2.1 Handling Disagreements

42. Identify the root cause: distinguish between issue and personality.
43. Meet privately to discuss concerns calmly: never escalate on the floor.
44. Use 'I' statements: 'I feel concerned when...' instead of blaming.
45. Explore solutions together: aim for a win-win outcome.
46. Agree on a plan and commit to follow-through.
47. Manager to follow up within one week to ensure resolution is holding.

13.2.2 When to Escalate

- Escalate to Store Manager: Peer-level disagreements that cannot be resolved directly.
- Escalate to Retail Head: Manager-level conflict; policy violations; repeated issues.
- Escalate to HR / Head Office: Harassment, discrimination, or ethical violations.

13.3 Positive Workplace Culture

- Recognize achievements publicly during team briefings: individual and collective wins matter.
- Encourage open communication: every team member's voice is heard.
- Practice gratitude: acknowledge effort, not just results.
- Support a healthy work-life balance: managing stress is a team responsibility.
- Embrace change with a learning mindset: Jewelbox is a growing brand.

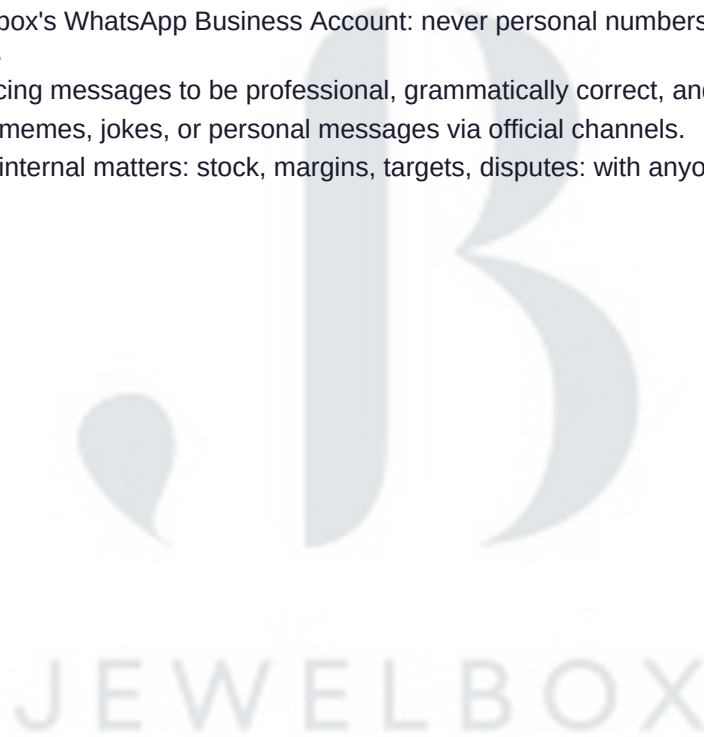
13.4 Social Media & Communication Guidelines

Personal Accounts

- Do not post or comment negatively about the company, colleagues, or customers.
- Do not share store photos, new collections, or internal events without approval from Management.
- Do not tag the official Jewelbox account in personal content unless specifically approved.

Official Brand Communication

- Use only Jewelbox's WhatsApp Business Account: never personal numbers for customer communication.
- All customer-facing messages to be professional, grammatically correct, and on-brand.
- Do not forward memes, jokes, or personal messages via official channels.
- Do not discuss internal matters: stock, margins, targets, disputes: with anyone outside the team.



SECTION 14: DAILY OPERATIONS CHECKLISTS

14.1 Store Opening Checklist

Task	Completed By
Two-person arrival and exterior safety check	Manager + Staff
GEO-tagged photo activated before showcase unlock	Manager
CCTV checked: recording confirmed active	Manager
Safe opened (two-person rule) and overnight stock verified	Manager + Witness
Opening Global Count completed and logged	Manager + Witness
Jewellery transferred to showcases: tags and certificates verified	Senior Staff
All lights, AC, music, and screens activated	Support Staff
POS system, billing software, and printers tested	Store Manager
Cash float counted and verified	Store Manager
Store hygiene: floors, showcases, counters, washroom	Housekeeping
Morning staff briefing conducted	Manager

14.2 During-the-Day Checklist

Task	Frequency
Showcase glass and surfaces wiped	After every few customers
Washroom inspected and restocked	Every hour
Floor spot-cleaned if any soiling	Immediately upon discovery
Customer data entered into CRM	Within 1 hour of interaction
Trial pieces counted and returned to showcase	After every trial
CCTV spot-check by Manager	Every 2–3 hours
Ambient fragrance and lighting maintained	Ongoing

14.3 Store Closing Checklist

Task	Completed By
All customers served; no pending transactions	Manager
POS daily report printed and reviewed	Store Manager
Closing Global Count completed and logged	Manager + Witness
All jewellery vaulted and safe locked (two-person rule)	Manager + Witness
Daily Sales Cash Sheet prepared and signed	Store Manager
Cash secured in safe for next-day banking	Store Manager
All surfaces wiped; floor mopped	Housekeeping
All lights, AC, and non-essential equipment switched off	Manager
CCTV confirmed recording; alarm armed	Manager
Security guard's final exit log completed	Security Guard
Petty Cash Register updated if applicable	Manager



SECTION 15: ORDER TAKING & CUSTOM ORDER MANAGEMENT

15.1 Overview

Custom and special orders represent a high-value, high-trust interaction at Jewelbox. This section defines the end-to-end process for receiving, evaluating, processing, and following up on all custom jewellery orders: including personalised designs, urgent requirements, old gold exchange, buyback, returns, and escalations to the Jewelbox team.

IMPORTANT All custom orders must be logged in the CRM and confirmed in writing with the customer via WhatsApp before any production or commitment is made.

15.2 Customisation Orders

15.2.1 What Counts as a Customisation

Customisation Type	Examples
Design Modification	Change of shank style, prong type, band width, engraving
Stone Selection	Specific diamond shape, carat, colour, or clarity preference
Metal Preference	Yellow gold, white gold, rose gold, platinum: purity selection
Size Customisation	Non-standard ring sizes, bracelet lengths, chain weights
Personalisation	Name engraving, initials, dates, special motifs
Full Bespoke Design	Customer-provided sketch or reference image for new creation

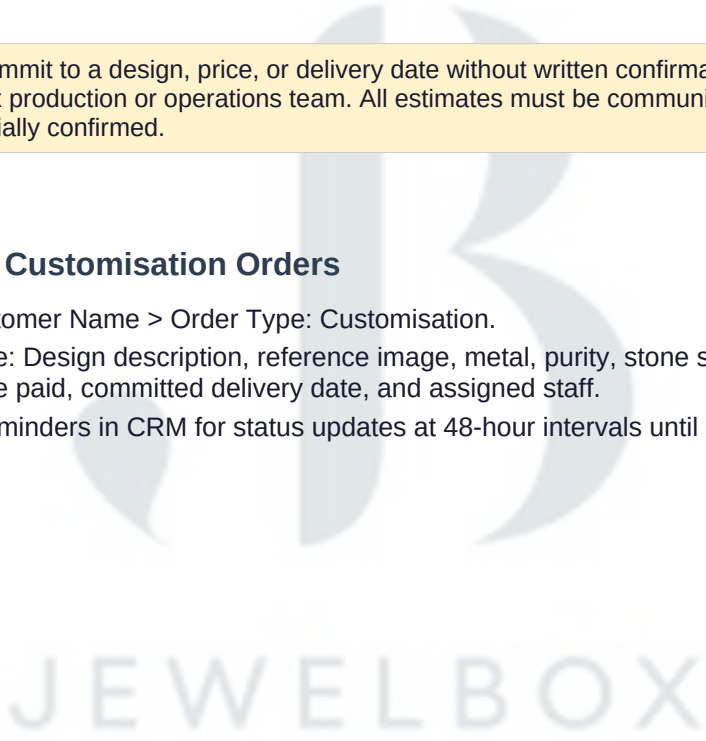
15.2.2 Customisation Intake Process

48. Listen to the customer's requirement in full without interrupting.
49. Clarify and document all specifications: metal type, purity, stone details, design reference, size, and any personal elements.
50. Capture reference images or sketches provided by the customer (photograph and upload to CRM).
51. Provide a realistic timeline estimate: do not commit without consulting the production team.
52. Communicate pricing clearly: customisation may carry additional making charges. Confirm with Store Manager before quoting.
53. Collect a minimum advance as per the Block Your Metal Rate / customisation policy before initiating any order.
54. Issue a written order confirmation to the customer via WhatsApp within 30 minutes of intake.

NOTE

Never commit to a design, price, or delivery date without written confirmation from the Jewelbox production or operations team. All estimates must be communicated as 'indicative' until officially confirmed.

15.2.3 CRM Entry: Customisation Orders

- Log under: Customer Name > Order Type: Customisation.
 - Fields to capture: Design description, reference image, metal, purity, stone specs, size, occasion, budget, advance paid, committed delivery date, and assigned staff.
 - Set follow-up reminders in CRM for status updates at 48-hour intervals until delivery.
- 

15.3 Urgent Orders

15.3.1 Definition

An urgent order is any order where the customer's required delivery date is within 7 days of the order date, or where a specific occasion deadline (wedding, anniversary, gifting event) applies.

15.3.2 Urgent Order Protocol

55. Identify urgency at the point of intake: always ask: 'Is there a specific date you need this by?'
56. Do not assume production can accommodate the timeline. Escalate to Store Manager immediately.
57. Store Manager contacts the production/operations team to confirm feasibility before committing to the customer.
58. If feasible: confirm in writing, collect full advance or higher deposit (as per store policy), and flag as URGENT in Panel.
59. If not feasible within the requested timeline: communicate honestly and offer the earliest available date. Never overpromise.
60. Urgent orders must be tracked daily by the Store Manager until delivered.

CRITICAL

Failing to deliver an urgent order on the committed date: especially for occasions like weddings: is a severe brand reputation risk. If there is any doubt about feasibility, do not commit. Escalate to Retail Head immediately.

JEWELBOX

15.4 Procedure to Accept or Not Accept an Order

Not all orders can or should be accepted. The Store Manager must evaluate each custom or special order against the following criteria before confirming acceptance.

Evaluation Criteria	Accept	Do Not Accept / Escalate
Design Feasibility	Design is achievable within Jewelbox production capabilities	Design requires external vendor, technology, or technique not available
Material Availability	Required metal and stone specs are in stock or can be sourced within timeline	Specific material unavailable or has long lead time that conflicts with deadline
Timeline Viability	Delivery can be committed with buffer time	Customer deadline cannot be met even with urgent processing
Pricing Clarity	Final price can be confirmed with reasonable accuracy	Cost cannot be confirmed: risk of underquoting or dispute
Compliance	Order aligns with Jewelbox brand, legal, and quality standards	Order involves non-standard materials, unverified stones, or conflict with policy

15.4.1 Declining an Order: Communication Protocol

If an order cannot be accepted, staff must communicate this gracefully and constructively:

Recommended Script: Order Decline	
'Thank you so much for choosing Jewelbox for this special piece.'	
'After reviewing the details carefully, we want to be transparent with you: we are not able to commit to this specific requirement within your timeline / to these exact specifications at this time.'	
'What we can offer is [alternative option / nearest available design / revised timeline].'	
'We want to ensure that whatever we create for you is something we are fully proud of: and that you love completely.'	

NOTE	Never reject an order without first consulting the Store Manager. Always offer an alternative. Document the reason for non-acceptance in CRM.
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15.5 Old Gold Exchange: Order Integration

When a customer wishes to use old gold as part payment or exchange against a new or custom order, the following process applies in addition to Section 12.2 Old Gold Exchange Programme.

Step	Action Required
1. Assessment	Weigh and evaluate the old gold in the customer's presence. Record purity (hallmark or fire assay if required), weight, and estimated value.
2. Valuation Quote	Provide a written valuation using the day's gold/metal rate. Clearly separate: Exchange Value vs. New Order Value.
3. Customer Consent	Customer to sign the Old Gold Exchange Consent Form before any item is accepted or value locked.
4. CRM Entry	Log: Old gold description, weight, purity, assessed value, exchange amount, balance payable, and agreed delivery date.
5. Order Confirmation	Issue written order confirmation to customer via WhatsApp including: item details, total order value, exchange credit applied, and balance due.
6. Physical Handling	Old gold items to be stored in a sealed, labelled pouch with customer name, date, and staff initials. Placed in safe with dual authorization.



15.6 Buyback, Exchange & Return Orders

15.6.1 Buyback

- Jewelbox buyback applies only to Jewelbox-purchased jewellery with original invoice and certificate.
- Buyback value is determined at the prevailing metal rate and diamond valuation on the date of buyback: not the original purchase price.
- Buyback requests must be approved by the Store Manager and Retail Head before any commitment is made to the customer.
- Document: original invoice, certificate number, item condition assessment, buyback value offered, and customer consent in CRM.

15.6.2 Exchange

- Exchange is permitted for Jewelbox pieces within the brand-approved exchange policy period.
- The exchanged item must be inspected for: original tags, certificate, condition, and alterations.
- Exchange value is calculated at current metal and stone rates: not historical.
- Any difference in value (top-up or refund) must be processed through the POS and documented.
- Manager authorisation required for all exchange transactions.

15.6.3 Return Policy

- Returns are accepted only within the brand-approved return window and as per conditions stated on the original invoice.
- Items must be returned with: original invoice, certificate, packaging, and tags intact.
- No return accepted for: custom/personalised orders, engraved items, or pieces altered after purchase.
- Refund is processed to the original payment mode only: no cash refunds above Rs. 10,000/-.
- All returns must be documented in the Returns Register and approved by the Store Manager.

RED FLAG

No buyback, exchange, or return may be processed without Store Manager authorisation and CRM documentation. Any exception requires written Retail Head approval.

15.7 Follow-Up with Head Office (HO): Escalation & Communication Protocol

The store team must maintain structured communication with the Jewelbox Head Office (HO) across all custom order stages. Ad-hoc or verbal-only communications are not permitted for order-related matters.

15.7.1 When to Escalate to Head Office (HO)

Situation	Escalation Required To
Custom order feasibility unclear	Operations / Production Team
Urgent order with tight deadline	Retail Head + Production Team
Order decline decision	Store Manager (then Retail Head if borderline)
Buyback approval required	Retail Head
Old gold valuation dispute	Retail Head
Return outside standard policy	Retail Head
Customer escalation / complaint	Store Manager + Retail Head
Production delay on confirmed order	Retail Head immediately

15.7.2 Follow-Up Cadence: Active Orders

Order Stage	Follow-Up Action
Day 1: Order Confirmed	WhatsApp confirmation to customer. Panel entry complete. Production team notified.
Day 3	Internal check with production on status. Update Panel.
Midpoint of production cycle	Optional customer update: 'Your piece is in progress. We will update you as it nears completion.'
48 hours before delivery date	Confirm readiness with production team. Inform customer of collection date.
Day of delivery	Quality check by Store Manager before handing over. Prepare packaging, certificate, and care card.
Post-delivery (Day 2)	WhatsApp thank-you message. Invite review or feedback.

15.7.3 Communication Standards with Head Office (HO)

- All communications with HO regarding orders must be in writing: WhatsApp Business or email.
- Subject line / message header must always include: Store Name, Customer Name, Order ID, and Nature of Query.
- Verbal commitments from HO team must be followed up with written confirmation before communicating to the customer.
- Response time expectation: Store team to respond to HO queries within 2 hours during business hours.

IMPORTANT

The Store Manager is accountable for every open order in the store. A weekly open-order review with the Head Office (HO) is mandatory to ensure no order is delayed, lost, or miscommunicated.



SECTION 16: DAILY STORE OPERATIONS GUIDELINES

The following guidelines govern day-to-day store operations and must be adhered to by all store personnel without exception. These standards ensure a consistent, professional, and customer-ready environment at all times.

16.1 Store Readiness Before Opening

The store must be fully prepared before the store opening time to welcome customers. This includes:

- Proper cleaning of the floor, all display areas, and washrooms.
- The security guard must be present in proper uniform before opening.
- All staff members must be well groomed and presentable before the store opens to customers.

16.2 Morning Stock and Cash Verification

Daily morning stock counting and cash verification must be completed before the start of store operations. No customer transactions may begin until this verification is done and recorded.

16.3 Order Monitoring

The daily order list must be monitored regularly throughout the day. In case of any delay, immediate follow-up must be done with the concerned department:

- Designing Team: for design-related delays.
- Production Team: for manufacturing or processing delays.
- Logistics Department: for dispatch or delivery delays.

NOTE

The Store Manager is responsible for daily order monitoring. No delay may be left unaddressed beyond 2 hours without escalation to the Retail Head.

16.4 Urgent Order Confirmation

Before accepting any urgent order, the following confirmations must be obtained in writing:

- Production Team: confirmation of production feasibility within the required timeline.
- Diamond Team: confirmation of diamond availability matching the order specifications.
- Logistics Team: confirmation of delivery feasibility, in case home delivery is required.

CRITICAL

No urgent order may be confirmed to the customer without all relevant team confirmations in place. Overpromising on urgent orders is a serious operational violation.

16.5 Order and Voucher Verification

While submitting any order or voucher, the staff must carefully recheck all details before submission. Even minimal mistakes are not acceptable and must be strictly avoided.

- Verify: customer name, contact number, product details, metal type, stone specs, size, price, and advance collected.
- Voucher details must match the POS record exactly: no discrepancies.
- Any error identified post-submission must be reported to the Store Manager immediately for correction.



16.6 Product Photo / Video Sharing

If any other store requests photos or videos of a product, the following standards apply:

- Images and videos must be shared clearly with proper visibility: no blurred, dark, or partial shots.
- The recording must not contain any background audio, noise, or disturbance.
- All product media shared between stores must go through the official store WhatsApp Business Account: not personal numbers.
- Media must represent the product accurately: no filters or alterations that misrepresent colour or design.

16.7 Booking of Ready Products

In case of a Ready Product Store Order, the specific product must be immediately booked under the customer's name in the order system at the time of confirmation.

RED FLAG

Failure to book a ready product immediately under the customer's name may result in the same product being ordered through the website or by another store, causing inconvenience to the customer and a serious service failure. This is not acceptable.

16.8 Closing Stock Verification

At the end of each business day, proper closing stock counting must be conducted to ensure full stock accuracy. This is mandatory and cannot be skipped or deferred.

- Closing count must match opening count minus confirmed sales for the day.
- Any variance must be reported to the Store Manager immediately and documented in the Discrepancy Register.
- The Store Manager and a second staff member must both sign off on the closing count record.

16.9 Old Gold Exchange / Buyback Process

In case of old gold exchange or buyback, the following must be strictly followed:

- After QC verification of the customer's gold or product, a receipt must be handed over to the customer immediately.
- The receipt must include: item description, weight, purity, assessed value, and date of transaction.
- No old gold or buyback item may be accepted without the receipt being issued to the customer.

16.10 Return Against Credit Voucher

In case of a return where the customer purchases a new product against a credit voucher:

- A copy of the credit voucher must be handed over to the customer for their records at the time of transaction.
- The original credit voucher must be retained in the store with the Manager's authorisation sign.
- Credit voucher details must be logged in the CRM / Panel and cross-referenced with the original return record.

NOTE

Credit vouchers are non-transferable and valid only as per the terms stated on the voucher. Any exception to credit voucher usage requires Retail Head approval.



SECTION 16: ACKNOWLEDGEMENT & SIGN-OFF

16.1 Staff Acknowledgement

This Standard Operations Manual defines the operational standards, policies, and procedures that govern all Jewelbox retail store activities. All Store Personnel are required to read, understand, and comply with this manual as a condition of their employment.

Declaration	Details
I have received and read this SOM	
I understand my responsibilities as outlined	
I commit to adhering to all policies and procedures	
I understand that violations may result in disciplinary action	

Field	Staff
Full Name (Print)	
Designation / Role	
Store Name / Location	
Employee ID	
Date	
Signature	

Field	Manager
Store Manager Name	
Store Location	
Date of Induction	
Manager Signature	