

FREQUENTLY ASKED QUESTIONS

Staff Reference Guide | Based on Standard Operations Manual v2.0

Applicable To	All Jewelbox Store Personnel
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STORE OPERATIONS & OPENING

Q What time must staff arrive before store opening?

A All staff must arrive at least 15 to 30 minutes before the store opening time. The store must be fully prepared: cleaned, stocked, and systems verified: before welcoming customers.

Q Can one person open the store alone?

A No. Two authorised staff members must always be present before the store is unlocked. This is the mandatory two-person rule and applies to all opening and closing activities.

Q What must be checked at the time of opening the store?

A Staff must inspect the exterior for anything unusual, verify overnight locks and seals are intact, activate CCTV, verify the DVR is recording, cross-check jewellery against the system stock and stock count sheet, count the cash float, and confirm all billing and IT systems are functional.

Q What does the morning briefing cover?

A The Store Manager conducts a 10-minute morning briefing covering daily and weekly sales targets, active promotions, focus products, role assignments, pending customer follow-ups, pending orders and reminders on grooming and SOP compliance.

Q What must be done before the store opens on cash and stock?

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

JEWELLERY HANDLING & DISPLAY

Q What gloves must be used when handling jewellery?

A Clean, soft microfiber gloves must always be used when handling jewellery. Hands must be washed before touching display pieces, especially after eating or touching electronics.

Q Can multiple trays be opened at the same time?

A No. Staff must handle one tray at a time. Multiple trays must never be opened simultaneously. No piece must ever be left unattended on a counter or tray.

Q How should jewellery be displayed to a customer?

A Jewellery must always be placed on a padded tray: never directly on glass. Show 5 to 6 pieces at a time for product presentation. Close the showcase before showing the next set of pieces. Never hand jewellery directly to a customer: place it on the tray and allow them to pick it up.

Q What is the trial protocol?

A Supervise closely and maintain visual contact. Limit trial pieces to 1 to 2 at a time. After trial, count all pieces and verify SKUs before returning to the showcase. Wipe each piece gently with a microfiber cloth before returning to display.

Q Who can access the vault or stockroom jewellery?

A Only authorised staff may access vault trays or stockroom jewellery. New stock must never be placed in showcases without Manager verification.

BILLING, PAYMENTS & INVOICES

Q What must be verified before raising a bill?

A Before billing, staff must verify: the customer's full name, mobile number, and email; SKU code against the system record and barcode, metal colour and purity, diamond weight, carat and certification number and the final price against MRP and any applicable discount.

Q Can staff enter billing details manually?

A Manual entry is permitted only when the system is down. The reason must be annotated in the billing system. An audit trail on all manual overrides is mandatory.

Q What must every Jewelbox invoice contain?

A Every invoice must include: an estimate with complete product description, IGI/SGL certificate number, return and exchange policy terms, store name, address and GST number, customer name, mobile, and email, itemised pricing (product + making + GST), and an authorised signature and stamp where required.

Q Can jewellery be handed over before full payment?

A Never. No jewellery may be handed over before full payment confirmation. This is a non-negotiable policy.

Q What packaging must be given with every purchase?

A Every purchase must be packed in Jewelbox approved packaging box, pouch, and branded carry bag. The piece must be cleaned with a microfiber cloth first. The package must include a certificate copy, and branded carry bag, presented with both hands.

CASH HANDLING & PETTY CASH

Q What is the maximum cash allowed to be held at the store?

A Petty Cash + Rs. 50,000/- of Sales Cash = Total Rs. 60,000/- is the maximum cash permitted at the store at any point in time.

Q How often must cash be deposited to the bank?

A In a general operating scenario, cash deposits to the company bank account must be done 3 times per week, or whenever cash in hand is above Rs60000 (including the petty cash). In the event of higher-than normal cash inflow on any day, next day banking is mandatory without exception.

Q Can a single person make the cash deposit?

A No. Two-person verification is mandatory for every cash deposit. Deposit may be made by a single person, but verification and counting should be done in presence of two person.

Q What must be done at end-of-day cash closure?

A Count total cash, match against the daily POS report, prepare the Daily Sales Cash Sheet in panel, any variance, report to the management and secure cash in the safe for next-day banking.

Q Who authorises petty cash expenses?

A The Store Manager or authorised Cash Custodian manages petty cash. All expenses must have a supporting receipt. Petty cash must be stored in a locked safe with restricted access.

INVENTORY & STOCK MANAGEMENT

Q How often must stock be counted?

A Stock must be counted every morning before operations begin and every evening at closing. The closing count must match the opening count minus confirmed sales for the day.

Q What happens if a stock discrepancy is found?

A 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. Staff must not attempt to resolve discrepancies independently.

Q What must be done when new stock arrives?

A Check all incoming pieces against the stock transfer invoice. Inspect each piece for SKU/certificate match, no visible damage, no missing stones, and hallmark verification. Inward the received stock in panel after all verification are completed.

Q What is the two-person rule for the safe?

A The safe must always be opened and closed by two authorised staff members simultaneously. No single-person safe access is permitted under any circumstance.

Q Can inter- store stock transfers be done without HO approval?

A No. All inter- store transfer requests must be initiated by the Store Manager and approved by Head Office (HO) before any item is moved.

SECURITY & ANTI-THEFT

Q What are the CCTV requirements?

A CCTV must be activated and the DVR must be verified as recording before store operations begin each day. CCTV access credentials are restricted to the Store Manager and Retail Head. CCTV must be confirmed as recording before the alarm is armed at closing.

Q What should staff do if they suspect theft?

A Do not confront a suspect directly. Alert the Store Manager discreetly, follow the store emergency protocol, and contact the Retail Head and Head Office immediately. The Store Manager must follow instruction received from HO.

Q What security checks are mandatory during customer interactions?

A Staff must remain beside the customer at all times during product viewing. If attending another customer, the first customer's tray must be secured first. Jewellery must never be left unattended on a counter. If the staff needs to move from the counter to get more products, the staff should ask another staff to be present at the counter, before moving from there.

Q What records must the security guard maintain?

A The security guard must record the final exit time of the last staff member in the Security Logbook each day. Any visitor entry requires Store Manager approval and must be logged.

OLD GOLD EXCHANGE & BUYBACK

Q Does Jewelbox offer a lifetime exchange policy?

A Yes. Jewelbox offers a Lifetime Exchange Policy: diamonds and gold jewellery are exchanged at 100% of current value. The exchange value (after deductions for discounts, making charges, and taxes) is adjusted against the new purchase at billing.

Q What is the buyback policy?

A Jewelbox buys back diamonds at 80% and gold at 100% of current value. The buyback amount (after deductions) is paid via online bank transfer within 15 business days of receiving the product.

Q What documents are required for exchange or buyback?

A Both the original invoice (if original invoice is not available then the invoice can be retrieved using the customer's phone no) and original certificate must be produced for all exchange and buyback transactions. No exceptions. Loss of the certificate results in a Rs. 1,500/- deduction.

Q Is buyback available for all products?

A No. Buyback is applicable only for products purchased at up to Rs. 4,99,999/-. It is not applicable on Baguettes, Tapered, and Choki diamonds. Exchange and Buyback are not applicable on Polki, Pearl, and Coloured Stones.

Q What if the original customer is not available for buyback/exchange?

A Any person holding the original invoice and certificate may process the buyback or exchange on behalf of the customer.

Q Can a customer exchange jewellery altered by another jeweller?

A No. Jewellery showing signs of alteration by anyone other than Jewelbox shall not be accepted for buyback or exchange.

Q What happens if the product was purchased with a discount?

A The equivalent discount amount will be deducted from the current market price before calculating the buyback or exchange value.

Q What if the product was purchased on EMI?

A The amount equivalent to all unpaid EMIs will be deducted in addition to the standard deductions at the time of buyback or exchange.

Q Can Jewelbox make jewellery from a customer's own gold?

A Yes. Jewelbox accepts customer-provided gold jewellery, coins, and bars to create new jewellery. The gold is melted to verify purity (with customer approval), and the jewellery is then crafted as per the agreed design at current market rates.

RETURN POLICY

Q What is Jewelbox's return policy?

A Jewelbox offers a 15-Day Return Policy for unused with tag intact products. Returns initiated within 15 days of purchase qualify for a full refund, with Rs. 1,000/- charged as processing charges.

Q Can used products be returned for free?

A No. Used products are not eligible for free returns.

Q What is required to process a return?

A The original invoice, certificate, packaging, and tags must all be intact. Returns are not accepted for custom or personalised orders, engraved items, or pieces altered after purchase.

Q How is a refund processed?

A Refunds are processed to the original payment mode only. No cash refunds are permitted above Rs. 10,000/-. All returns must be documented in the Returns Register and approved by the Store Manager.

Q What about return against a credit voucher?

A When a customer purchases a new product against a credit voucher, a copy of the credit voucher must be handed to the customer at the time of transaction. The original is retained in the store with the Manager's sign. Credit vouchers are non-transferable.

BLOCK YOUR GOLD RATE

Q What is the Block Your Gold Rate programme?

A Customers can lock in the prevailing gold rate by paying a token advance, protecting themselves from metal price fluctuations. The locked rate applies at billing regardless of how prices move.

Q Who is eligible for the Block Your Gold Rate programme?

A The programme is applicable for purchases above Rs. 50,000/- on lab-grown diamond jewellery with a gold component.

Q How much advance must the customer pay to block the rate?

A A minimum of 10% of the estimated purchase value must be paid as advance to lock the metal rate.

Q For how long is the rate locked?

A The gold rate is locked for 30 days from the booking date.

Q What if the customer cancels after blocking the rate?

A The advance will be refunded after deducting 2% administrative charges. Alternatively, the advance can be fully adjusted in future purchases within 90 days with no deduction.

Q What if the final purchase exceeds the blocked estimate?

A The locked rate applies to the booked quantity or value. Any excess weight or value beyond the blocked estimate will be charged at the prevailing gold rate on the billing date.

CUSTOM & URGENT ORDERS

Q What counts as a customisation order?

A Customisations include: design modifications, specific stone selections, metal type or purity preferences, non-standard sizes, name engraving or personalisation, and fully bespoke designs from a customer's sketch or reference image.

Q Can staff commit to a delivery date for a custom order without checking?

A No. Staff must 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.

Q What is an urgent order?

A 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.

Q Can staff accept an urgent order directly?

A No. The Store Manager must first confirm feasibility with the production and logistics teams in writing before any urgent order is committed to the customer. Never overpromise.

Q What must be done before accepting any order?

A The Store Manager must evaluate design feasibility, material availability, timeline viability, pricing clarity, and compliance with Jewelbox standards before confirming acceptance.

Q What advance must be collected for a custom order?

A A minimum advance as per the Block Your Metal Rate or customisation policy must be collected before initiating any order. For urgent orders, a full advance or higher deposit may be required.

Q How should a declined order be communicated?

A Gracefully and with an alternative offer. Staff must acknowledge the customer's request, explain the limitation honestly, and offer the nearest available alternative or revised timeline. The reason for non-acceptance must be documented in the Panel.

AFTER-SALES, WARRANTY & REPAIRS

Q Can staff commit to a repair timeline?

A No. All repair queries must be directed to the Store Manager. Staff must never commit to timelines without Store Manager approval. All service requests must be logged in the CRM with the date, nature of issue, and customer contact details.

Q What documentation is required for a repair intake?

A Before accepting any item for repair or exchange, staff must record the item description, weight, photo, and condition in the system. A formal receipt/intake acknowledgement must be issued to the customer.

TEAM CONDUCT & CULTURE

Q What are the grooming standards for store staff?

A All store personnel must wear brand-approved attire, name badges at chest level, clean and formal footwear, and have neat, well-groomed hair. Minimal personal jewellery is permitted: no bangles or loose jewellery during floor duty.

Q Can staff use personal mobile phones on the floor?

A Mobile phones are permitted for official communication only while on the floor. Personal use is not permitted during store hours.

Q Can staff post about Jewelbox on personal social media?

A Staff must not post negatively about the company, colleagues, or customers on personal accounts. Store photos, new collections, or internal events must not be shared without Management approval.

Q How must customer communication be handled on WhatsApp?

A Only the Jewelbox WhatsApp Business Account must be used: never personal numbers. All messages must be professional, grammatically correct, and responded to within business hours. Abbreviations like 'ok', 'k', or 'thx' are not acceptable.

Q What if a staff conflict cannot be resolved between peers?

A Escalate to the Store Manager. If it involves a manager-level conflict or policy violation, escalate to the Retail Head. Harassment, discrimination, or ethical violations must be escalated to HR or Head Office.

COMPLIANCE & DATA PRIVACY

Q What are the CCTV and audit compliance requirements?

A CCTV must be active at all times. Daily: verify tags and certificates on displayed pieces and cross-check invoices for GST accuracy. Weekly: spot-audit 5 products. Monthly: submit a compliance report to the Retail Head.

Q How must customer data be handled?

A Collect only data necessary for billing, delivery, and CRM. Obtain explicit consent before using data for promotions. Never save customer numbers on personal phones. All physical documents with customer data must be in locked cabinets. Digital files must be password-protected.

Q What if a data breach occurs?

A Report any data breach to the Store Manager and Head Office within 2 hours of discovery. Applicable under the Digital Personal Data Protection (DPDP) Act, 2023.

Q Can internal business information be shared outside the team?

A No. Information about stock, margins, targets, or internal disputes must never be discussed with anyone outside the Jewelbox team.

DAILY OPERATIONS GUIDELINES

Q What must be done if there is a delay on the daily order list?

A The Store Manager must follow up immediately with the concerned department: Designing Team for design-related delays, Production Team for manufacturing delays, and Logistics Department for dispatch or delivery delays.

Q Can an urgent order be accepted before getting confirmations?

A No. Before accepting any urgent order, written confirmation must be obtained from the Production Team (feasibility), Diamond Team (stone availability), and Logistics Team (delivery capability if home delivery is required).

Q What happens if a ready product is not booked under a customer's name immediately?

A Failure to book immediately may result in the same product being ordered through the website or by another store, causing customer inconvenience. This is a serious operational failure and is not acceptable.

Q What is the standard for product photo or video sharing between stores?

A Images and videos must be clear and well-lit with no blurred shots. No background audio or noise is permitted in recordings. All media must go through the official store WhatsApp Business Account: not personal numbers.

Q What must be done if a voucher error is identified after submission?

A Report the error to the Store Manager immediately for correction. Even minimal mistakes are not acceptable and must be strictly addressed.