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Preventing accidental injuries
to children in India.

Sanjiv Mehta

Sanjiv Mehta is the Chairman & Managing Director for the East India Company Ltd. and serves as Director of Safe Kids Foundation India. His journey began in India, having studied Finance at Sydenham College of Commerce and Economics in Mumbai. He completed further studies in Gemology in the United States, prior to joining the family diamond trading business. In 1988, he established a commodities trading house in London, which became his home.

Following the fall of the Berlin Wall, Sanjiv expanded operations into Eastern Europe, opening offices in Moscow and Warsaw. The business traded in commodities such as metals, crude oil, plastics, sugar, coffee and tea. It was tea which would lead Sanjiv to his present passion and vocation, The East India Company. Since acquiring the company in 2005, Sanjiv has worked to position The East India Company as a global luxury brand. Based on The Company's rich legacy and heritage, he has sought to build a brand identity and a core team to re-launch The Company for the modern world. The first launch was in Fine Foods, with a flagship store in Conduit Street, Mayfair. This has grown to encompass distribution in 17 countries. Operating divisions in publishing, bullion, restaurants, hospitality, fashion and jewelry have followed.



In addition to his work, Sanjiv and his family have been active members of The Ratna Nidhi Charitable Trust for over 15 years. The charity supports underprivileged children; provides them with education and also supplies prosthetics to the handicapped in India.



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