Surat based conglomerate, Rajhans (Desai-Jain) Group has been at the forefront of ushering happiness into the lives of people with their various endeavours. From Textiles to Realty and Entertainment & Hospitality to Confectionery,

the Group has been spreading its wings and touching the lives of people. Today, Rajhans (Desai-Jain) Group led by Mr. Jayesh Desai- Group Chairman and Mr. Shivlal Jain- Group Managing Director stands as an example of successful business empire with an annual turnover running into billions of rupees.

Having formed a resolute footprint within Gujarat the group is all ready to make their impression nationally and have chosen the youth icon, and Bollywood Star Sonakshi Sinha as their Group Brand Ambassador. Considering the vast appeal of Sonakshi Sinha across India, this partnership will go a long way in drawing brand recognition and keeping Rajhans (Desai-Jain) Group in the forefront of their various pursuits.

The Group Chairman Mr. Jayesh Desai explains, “Rajhans (Desai-Jain) Group’s foundation has been built on the principles of quality, delivery, integrity and innovation. Sonakshi Sinha connects to all segments of the society throughout the nation. Her personality matches to the company’s positioning statement, ‘Wings of Happiness’ that takes the pledge to fill people’s

lives with happiness by bringing them not only small joys but also helping them realize their big dreams".

On her association with the Group, Sonakshi shared, "Rajhans (Desai-Jain) Group is a very aspirational brand. I think not everyone gets this opportunity so early in their career to represent such a big group. I have been very fortunate. The Group has many ambitious ventures in the future and is poised to grow further. This is a good prospect for both of us since we both are growing as of now in our respective careers. I look forward to a long association with this Group"