

CIRCULAR TO MEMBERS

DIGITAL DIRECTORY – AN ONLINE BUYER-SELLER MATCHING PLATFORM EXCLUSIVELY DEVELOPED FOR GJEPC MEMBERS

Dear Member,

The Gem & Jewellery Export Promotion Council (GJEPC) has always strived for the progress of our industry and has taken concrete steps time and again to create multiple opportunities for **GJEPC Members** to expand their business avenues. The opportunities are created in an effort to match the ever-changing and evolving landscape of global business operations.

It gives me immense pleasure to inform you that the Council is launching an exclusive buyer-seller matching initiative for all gems and jewellery requirements through an online platform available *ONLY* for its members. The Digital Directory **JEWELLER TO THE WORLD** (<https://jewellertotheworld.com/>) will serve as a ‘one-stop destination’ for International buyers to source their Gem & Jewellery requirements from India, a yet another initiative by GJEPC towards making INDIA, The World’s Gem & Jewellery Destination

GJEPC Members will have the opportunity to promote their product verticals on the platform and engage with buyers from established and emerging export markets.

Salient Features of the GJEPC Digital Directory **JEWELLER TO THE WORLD** (<https://jewellertotheworld.com/>)

- A robust platform with the world’s largest resource of Gems & Jewellery
- Leading international buyers invited from key export markets
- Trusted, compliant and GJEPC-verified suppliers and buyers
- A democratic and unified online platform that provides opportunity to all members at minimal operating cost
- AI-optimised search engines for refined, customised and focused product searches for buyers
- An online business matching platform that connects suppliers and buyers 24X7, across 365 days
- Opportunity for GJEPC Members to engage with buyers, boost international business, penetrate markets and grow exports

The Digital Directory (<https://jewellertotheworld.com/>) will be widely promoted in the key export markets such as the USA, the Middle East, Hong Kong/China, UK, Europe, etc. In addition, the Council will be undertaking focused buyer promotion campaigns through SEO, PR activities, and advertisements in international trade publications, social media sites like Facebook, Instagram and YouTube.

As a goodwill gesture, this high-tech online platform has been developed exclusively for GJEPC Members and is being offered on a **complimentary basis until March 2022**, post which the subscription can be renewed for a minimal fee.

So, it's time to scale up your exports by going Digital.

To become a *Jeweller To The World*, please feel free to connect with our GJEPC Team at the coordinates below.

Toll Free 1800-103-4353
Missed Call 91-7208048100

Yours Sincerely,
Sabyasachi Ray
Executive Director