

Press Release
For Immediate Publication

'Make in India' shines at the GJEPC's 'India Pavilion' at JCK Las Vegas 2015

Mumbai, May 22, 2015: Gem & Jewelry Export Promotion Council (GJEPC), the apex body of gem and jewelry industry in India has strived to establish India as a global diamond and Jewellery trading destination. This endeavor has seen participation of the Indian gem and jewelry industry in some of the largest, glamorous and most prestigious trade events including the soon to be held JCK Las Vegas 2015 show. JCK Las Vegas is the leading jewelry event in North America where, the industry gathers to witness the latest awe-inspiring domestic and international designs and most sought after trends. For the 12th consecutive year, GJEPC is presenting the **India Pavilion at JCK Las Vegas**, due to take place from **May 29th - June 1st, 2015**.

India accounts for 22% of USA's import of G&J products, thus solidifying its position as the leading import destination for Gem & Jewellery.

Presently, the country is in the hub of the gem & jewellery trade with total Indian Gem & Jewellery exports worth of US\$ 36.05 billion recorded in Jan-Dec 2014, out of which Exports worth US\$ 7.16 billion were to the USA. Gold jewellery stood at US\$1.38 billion whereas coloured gemstones recorded exports worth US\$ 0.78 million in the market. Cut and polished diamonds exports were worth US\$ 5.26 billion in the same period, marking USA a key Export destination for India.

GJEPC has played a significant role in promoting Indian gem & jewellery products in the USA by organizing events such as India Diamond Week , New York & Indo-US Business Development Conference (BDC) in Chicago early this year. While the India Diamond Week focused on trading of loose diamonds, the Indo-US BDC has given a platform to explore business opportunities between the two partnering nations.

The India Pavilion will comprise of 67 top gem and jewelry exporters, which encompasses plain and studded diamond and colored gemstone jewelry. Some of India's first-rate jewelers are specifically chosen by the Council for the special showcase at India Pavilion.

Spread across 107 booths, the India Pavilion is placed at Bayside Level 1. Developed specially to display at the JCK LV show, the leading Indian manufacturers & retailers of the gem & jewellery industry are all set to showcase the best the country has to offer. India Pavilion is expected to exhibit loose diamonds, loose colored gemstones, plain gold jewellery as well as diamond and colored stone studded jewellery. India is reputed to be the world leader in developing cut and polished diamonds, emeralds and tanzanites. Moreover, the Council has given a new look and feel to the India Pavilion last year by adding upgraded and sophisticated technology led features. This has given an overall dynamic vibe, which further amplifies the overall buyer's experience at the Indian Pavilion.

Mr. Vipul Shah, GJEPC, commented, *“We are pleased to present the ‘India Pavilion’ at JCK Las Vegas for the 12th successive year where leading gem and jewelry exporters will get an opportunity to launch their collections for the global customer. The Council has taken increased efforts in last 12-18 months towards divesting in USA to boost export trade from India. The promotional efforts towards increasing exports to USA through the JCK Las Vegas show, Buyer Seller Meets, and on-going dialogues with key G&J players in the USA, value-additions in form of design excellence and trends forecast seminars for Indian manufacturers have resulted in a better understanding and exchange between the two regions and the positive state of the industry stands testimony to the Council’s efforts.”*

The India Pavilion also offers a platform for many Indian companies to launch their new designs and product lines. Hari Jewels Inc will present its new striking and colorful jewellery with precious and semi precious stones and this collection represents royalty but retains its simple charm. Another prominent Indian player, Patdiam will launch its Emerald collection which endeavors to expand the boundaries of design with its unique techniques. This collection utilizes emerald cut-stone, which is teamed up with exquisite baguette diamonds in crafting this exclusive and distinctive design and style. When there is talk of developing and creating elegant & ethereal traditional jewelry pieces, the name Sunil Jewellers immediately comes to mind. The company is known for specializing in Kundan meena “Jaipur Jadau” which is a heritage old art utilizing enamel & polki which has originated from Jaipur since centuries. ‘Fusion Polki Jadai’ is an interesting new concept produced to cater to maximum customer satisfaction, as it does not have wax filling to it as opposed to its counterpart ‘Jaipur Jadau Jewelry’. ‘This latest version ‘Fusion Polki Jadai’ is developed to suit the trendy tastes of the evolving global customers.

Notes to Editor

Established in 1966, the Gem and Jewellery Export Promotion Council GJEPC of India, has dynamically led the industry to flourish. Being a powerful engine, driving India’s export-led growth, with more than 6000 members across India.