

Press Release

For immediate dissemination

## **India showcases innovative & enthralling gems & jewellery at Basel World 2015**

***11 Indian participants to showcase their exquisite collections***

**16<sup>th</sup> March 2015, Basel, Switzerland:** India is all set to showcase its finest Gems and Jewellery at the 17<sup>th</sup> edition of Basel World, from 19-26 March 2015. GJEPC, as every year would be hosting some of India's leading manufacturers & Jewellers showcasing some of the most exquisite Gems & Jewellery especially for European markets. Indian Traders will share space with globally renowned luxury brands at the most coveted luxury show in the world with over 150,000 visitors/buyers from across the globe expected to attend.

With exhibitors comprising of leading exporters and manufacturers of loose diamonds, gemstones and jewellery, the 'India Pavilion' at the Basel World will be providing buyers a complete range of innovative and enthralling products. The focus is on greater and better quality. The exhibitors will be presenting the best of their collections that are at par or leading in terms of international standards for gems and jewellery. Indian Gem & Jewellery Exports to Europe during the period of January to December 2014 stood at staggering US\$4 billion.

**Vipul Shah, GJEPC Chairman** said, **"Europe is undoubtedly a significant trade partner for India. Basel World is the optimum platform for India to create awareness for BRAND India and interact with the key international players from across the globe. And every year, with the participation of India Pavilion, GJEPC aims at increasing the trade intensity towards India and enhancing the leadership position in the design arena. This year too, we will be showcasing some high standards of craftsmanship along with unmatched creativity and promote India as being the Ultimate Design Destination"**.

At India Pavilion, hall no. 3.1 is dedicated to Loose Diamonds & Gemstones, and hall no. 2.1 will showcase Jewellery and India Palace. This year, India Palace will have special attraction as it showcases the master pieces of jewellery from India that won the recently concluded Artisan Awards 2014, organized by GJEPC. This is first of its kind initiative and GJEPC believes that it's a good move as it gives maximum exposure to the best designers and paves way for their further growth.

Notes to Editor:

**About GJEPC:** The Gem & Jewellery Export Promotion Council is an all-India apex body for Gem & Jewellery Trade, representing 5300 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India. For more information, visit [www.gjepc.org](http://www.gjepc.org)

<b>Company Name</b>	<b>Booth Number</b>
ADITYA GEMS	N03
ARIHANT STAR	N07
DIASQUA INDIA PVT. LTD.	N21
GEMPORIUM	N15
H.K. DESIGNS (INDIA)	M82
HARI DARSHAN EXPORTS	N10
K.G.K. CREATIONS (P) LTD.	M80 & N81
LIVINGSTONES	N83
M. TARUN DIAMONDS PVT. LTD	N05
SABIR JEWELLERS	N11
SEJAL EXPORTS (INDIA)	N09

For more information on press release, contact:

Dolly Choudhary, GJEPC: 91 9987753823