

4
DAY

18TH SEPTEMBER 2021

SHOW DAILY

GJEPC
INDIA

IIJS
INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2021

15th - 19th SEPTEMBER

BIEC, BENGALURU

COVER STORY

Design At the Heart Of IIJS Premiere

This year, the focus of IIJS Premiere exhibitors has been on presenting design-centric collections across all categories. On display pret and bridal lines dressed in diamonds and an array of pastel hued gemstones. High on finish, and crafted with technical expertise, jewellery today concentrates harder on the wearability quotient. Open-set gem-set chokers, temple jewellery haraams, necklaces that feel like a second skin, bracelets that bend and curve to adjust to your wrist size, chand baalis and long earrings that gently graze the shoulders, and eye-watering finger bling from classic to couture styles -- all are in demand.

Gem Plaza witnessed heavy



Gem Plaza

demand for one-off pieces mainly set with morganite and multi-sapphires. "We have been getting orders for pret and bridal lines and we have been getting a lot of new buyers from the southern region this time," informed Sakhil Dhadda, one of

the directors of the firm.

"The show has been phenomenal," said Sumit Dassani of Dassani Brothers. The company have almost sold out their bridal range of open setting polki and gemstone jewellery ranging between Rs.

5 Halls

1300+
Exhibitors

18000+
Pre-registered
Visitors

Rough Supply Partners



Mumbai: +91 22 6702 0564
Chennai: +91 99625 99494
Hyderabad: +91 98851 52999
Ahmedabad: +91 99988 09388

A*Star Jewellery

Symphony of Shapes

Balance and fluidity are the hallmark of this collection, beautifully capturing the spirit of a woman who brings harmony to the chaos around her.

VISIT US: Hall 4, Booth # 4U043 I/II to 4U045 I/II

www.asianstargroup.com



A*Star Jewellery is a Division of Asian Star Co. Ltd. (India), a Sightholder of The De Beers Group | SIGHTHOLDER™ is a trade mark used under licence from De Beers Group

™ Trademark of Dominion Diamond Corporation | The ALROSA ALLIANCE logo is a trademark used under license from PISC ALROSA

COVER STORY

8 and Rs. 15 lakh. Chand baalis up to Rs. 3.50 lakh were the hottest items. "We have been using pastel shades like Russian emeralds, tanzanite, corals, rubies, kyanites and polkis for our latest collection."

Couture designer Anand Ranawat, too, received new buyers from the South and East. His vibrant diamond and gemstone one-off creations were a hit. "The colour combination that we use attracts buyers," he said, adding, "we cater to several designer boutiques across India."

Jaipur-based designer Ankit Malpani's open polki designs were popular at the show. "Buyers want contemporary jewellery without losing the roots of traditionality. The new buyers that we met from the South were enamoured of our collection that is highlighted with French enamel." Malpani informed that moonstones, onyx, rosewood collection, gold textures are trending currently.

Some exhibitors stated that that most of their visitors were new. An ebullient Samir Tulsyan of TJ Impex remarked that 90% of the visitor footfalls

at his booth consisted of only new buyers from the southern regions. "Most of my diamond bridal pieces are already sold out," he said. His single line dainty bracelets dotted with fancy-cut diamonds were sought after.

Jewellery designer Priti Bhatia of Awesome Sparklers exhibited with the intention of collaborating with southern region retailers, and she was not disappointed. She stated that

there was heavy demand for her flexible diamond chokers

laced with gemstones. "I had done my homework and showed many designs on the iPad to the retailers, who placed orders for customised collections. Our clients from

the South are very particular about the finish and quality of gemstones and diamonds." The company also got many orders for diamond-studded gold watches featuring Swiss mechanism. Costing Rs. 15 lakh, Bhatia received several bookings for the line.

High-end diamond jewellery brand Zundaa received orders for its petite jewellery consisting of chain bracelets and chain necklaces. "The show is a good

platform to network and touch base with customers as well as vendors, and so far we have received few enquiries from new clients based in the southern region," noted Toshiba Gautam of Zundaa.

Jaipur Jewels by Vaibhav Dhadda booked orders for cameos. Dhadda shared, "We

connected with new customers from the South and North and they picked the gradient gemstone collection and cameos with various themes. Business has been smooth sailing and we are happy with the new venue."

Roshiel Zaveri of Wondercuts informed that they had busy two days. "We received many buyers from the South who are keen to source jewellery with different colour combinations. We have an in-house gem cutting unit where we cut gems into various shapes based on the design that we intend to manufacture, It is always the design that dictates the use of colour gems and their cuts. Our collection of multi sapphires is inspired by the Pantone Colour of the Year. We have also introduced slim and flexible stackable bracelets that are sprinkled with corals,

diamonds and rose cuts in fancy shapes.

Baljit Singh Nagi of Midas Touch, a first-time IIJS participant, informed that they had launched uncut polki

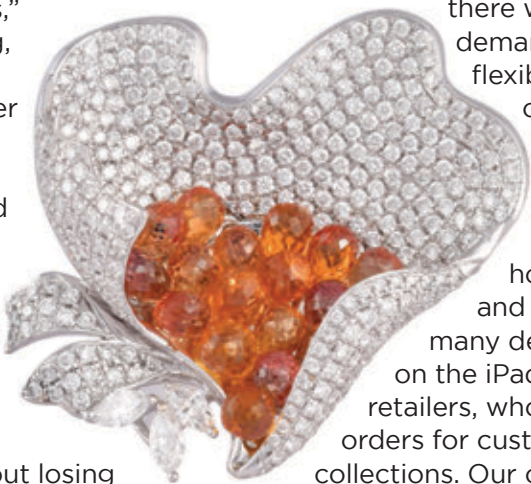
jewellery in open setting. "We use different kinds of combinations in our bridal polki jewellery and we are transparent about our business. Each and

every component used in this jewellery is conveyed to the customer - details about the gemstones, sizes, carats gold karatage, etc. Our polki jewellery has a touch of modernity for today's customers." The bridal range is priced from Rs. 5 lakh to Rs. 40 lakh, and the daily wear is priced up to Rs. 5 lakh. "The footfalls are good, and buyers are showing interest in polki jewellery. It's a great start for us. We have our manufacturing facility in Jaipur and Amristar. We have our retail stores in London and one in Amristar. Our experience at IIJS has been wonderful."

The months spent under lockdown gave exhibitors enough time to reinvent, experiment and present lines that are breathtaking.



Gem Plaza



Savio Jewellery



Dassani Brothers



Zundaa



PALLAVI



New Beginning

SEMINAR

Telling Each Brand's Unique Story For Deeper Consumer Engagement



The second session was an interesting conversation between Sachin Jain, Managing Director, De Beers India and Ramesh Dorairaj of Leaders Anvil on the Art And Science Of Business Storytelling. Every brand has a unique position in the market which communicates a certain story to engage with consumers.

Jain explained the creation of the landmark phrase 'diamonds

are forever' and its everlasting impact on the natural diamond sector. Introduced in 1947, the phrase was brought about by an advertising agency gained popularity due to its relatability. Every diamond is distinctive and the newest one is 100 years old. Every De Beers store narrates the story of diamonds and their importance, which has caught the interest of customers visiting the store.

KISNA: Overwhelming Response From Retailers At IIJS

Exhibitor KISNA Diamond Jewellery (Booth no. 5Y140 II) from the Hari Krishna Group received an "overwhelming response" at IIJS Premiere 2021 from leading diamond jewellery retailers across India.

The company, which is led by Ghanshyam Dholakia, Founder & MD, said the positive response received by its team had added to the excitement to be a part of India's biggest gem and jewellery exhibition.



Data Analysis The Need of the Hour To Drive Jewellery Sales Growth



On day three at IIJS, the first knowledge sharing session revolved around 'Data Analysis For Growth Of The Jewellery Industry'. The discussion was moderated by industry consultant Anil Prabhakar and the panel included Selvarajan P., Vice President Operations, Kirtilal Kalidas; Manishi Sanwal, Managing Director, Voiceback Analytics; and Tajpal Ranka, Director, Ranka Jewellers.

The seminar touched upon challenges in data management and how jewellery was measured on the basis of carats previously. Selvarajan spoke about the growing awareness of pricing among customers. There has been a significant increase in different product categories over the years, requiring upgraded data measurement tools, he noted.

Tejpal Ranka brought to the table insights into investments made in consumer resource management in businesses. He explained how data collection,

from being an in-house function, has now moved to being one which needs professionals over the past few years. A deep dive into understanding what made consumers loyalists towards brands was undertaken. Data analytics has strengthened such research thereby increasing sales, he said. A product line was introduced around 'Adhik Maas' which was relatable in Maharashtra. Real-time tracking is done to figure their requirements.

Adaptability and services using data analysis are the need of the hour, said Manishi. For Indian consumers, charting out a calendar as per the festivals and important celebrations matched jewellery purchases. A Hindu calendar for the next 5 years has been put together for designs and new launches to be pre-planned. It also takes into consideration ever-changing consumer preferences and the importance of data analytics.

Keeping The Family Jeweller Legacy Relevant In the Modern Era

The third Session on 'How to become a professionally managed family jeweller' was moderated by Anil Prabhakar and included A. Shivaram, Business Coach & Author, Retail Gurukul and Bhavin Jakhia, Director, Om Jewellers, Mumbai. Both spoke about how family businesses can stay relevant in the modern world.





Working together, on principles.

Isi Mey Faida Hai.

Principles – they’re tough to follow – but only when we’re asked to do it alone. If we follow them together, principles become richer. They transform into tradition, create culture. And in the long run, they benefit everyone, and every business.

Introducing **Seven Retail Gold Investment Principles**, for the industry, by the industry; that we must follow together.

- | | | | | | | |
|------------------------|--------------|-----------------------------|---------------------------|-----------------------|---------------------|-----------------------------|
| | | | | | | |
| Fairness and integrity | Transparency | Protection of client assets | Responsible gold sourcing | Regulatory compliance | Commercial prudence | Operational professionalism |

Remember, those who own the principle earn the interest! Isi Mey Faida Hai.

EXHIBITOR SPEAK

Huge Scope For Diamond Jewellery In South India

Ashish Sand, Director, Savio Jewellery The exclusive collection is created with a vision of providing innovative, trendy yet timeless jewellery for today's millennial bride, who celebrates being classy and stylish.



Tell us about the inspiration for the new collection.

Everyone around is mesmerised by the power of the enigmatic emeralds that hold the unique significance to bestow luck, health, and prosperity. Our new Emerald collection represents vitality, new beginnings, and the spring season, Emerald by Savio are wonders crafted in opulent green beauty. The collection effortlessly highlights the gemstone amidst an array

of illusion-set diamonds. The timeless appeal of the gorgeous gemstone communicates a sense of sophistication and luxury.

Each of the creative jewellery designs encapsulates the beauty of emeralds and diamonds turned into a modern, minimalistic design. The line works equally for traditional Indian attire as well as for Indo-Western or Western attire.



Which are the strongest domestic regions for Savio Jewellery?

IIJS is the industry's biggest Jewellery Show, and for the visitors from domestic and international regions it serves as the primary platform for Indian jewellery manufacturers to network and conduct business with time. We are getting a lot of queries from Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana, as well as the Union territories of Lakshadweep and Puducherry. We are aware that gold jewellery buying is more significant among South Indian buyers, but this time there is a huge scope for diamond jewellery, too.

What's the future of business for Quarter 4 and next year?

The pandemic has allowed us to rethink and re-evaluate all of our business plans. During

this time we have been more innovative and can look for various strategies that can help us in scaling up our business and being different.

The second half of the year 2020-21 was fabulous in terms of business and it helped us in the second wave as well. It may look like things are bad, but if we evaluate our options right now, this might be the best thing that has happened so that the Indian business segment can re-evaluate itself. We are expecting a healthy Q4 and the same holds true for the next year.

Talking about the current market scenario, the diamond price has increased by 10-14%. As we know the Navratri and Diwali are knocking on our doors so, we have a very short period of time to deliver the pieces of jewellery. Needless to say, demand for jewellery has increased by up to 24%.





CHHANDA JEWELLERS

IN HOUSE DIAMOND JEWELLERY MANUFACTURER EXPORTER & WHOLE SALER

STALL No- 4V128 I & 4V130 I



MANUFACTURING UNIT - Singur, West Bengal, Pincode - 712 223

OFFICE- 26, Barttala Street, 1st Floor, Kolkata- 700 007

&

18 Sir Hariram Geonka Street, 3rd Floor, Kolkata- 700 007

100% Certified by International Standards

Diamond Certified By



IGI



9830810681 | 7449817463.

SPOTLIGHT

Bold Impressions In Gold

Pankaj Kodnani, Owner, Krown Jewels, talks about the importance of investing in technology to bring innovative, lightweight products to market.



Krown Jewels is renowned for its lightweight creations in various shades of gold. Inspired by flowers, geometry, architecture and more, the jewellery is crafted out of laser-cut wires offering minimal weight but maximum impact. The collection encompasses textured and interestingly finished gold bangles for everyday wear, statement dangles and necklace sets for parties and occasions as well as Indo-Western fusion sets that are apt for bridal wear. Some of the pieces have also been made using 3D technology to mimic the symmetrical sculptural shapes of temples and heritage monuments as well as the fluidity of delicate flowers.



Pankaj Kodnani, Owner, Krown Jewels, informed that for the current edition of IIJS Premiere, they had started preparing many months

ago. "We have played with pastel enamels to add pep to our newest lines that have been manufactured using 3D technology. Enamels are



trending these days among the younger generation, so we have introduced lariats, rings and bangles. The Jharoka collection which is inspired by the Rajasthan architecture is made with 3D. The intricate lattice designs are delicate, and we have tried to control the gold weight. The bangle collection uses a variety of coloured gold alloys. Though light in weight, the pieces are sturdy and perfect for daily wear."

Kodnani informs that they invest in technology and keep updating manufacturing processes to bring something new to the market. "Some of the elements that we use in designs cannot be achieved by hand, for instance, fine cut work through laser cutting."

IIJS

INDIA INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2021

15th-19th SEPTEMBER

BIEC - BENGALURU

Hall No.: 4

Stall No.
RO 62/64/66

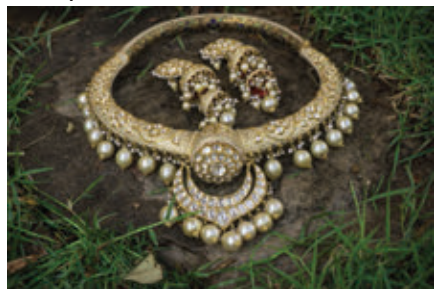


S K SETH JEWELLERS[®]
MOHANLAL SETH

BRAND WATCH

Polki Magic

Gold Theme Gems Pvt. Ltd. introduces their new collection Mewar at IIJS Premiere 2021. Inspired by the silhouettes and patterns of the majestic Hawa Mahal and Amber Fort in Jaipur, they have designed a collection that stands out in its own right. The traditional motifs of polki jewellery are given a designer twist to present dual chokers that flow into long haars, elaborate chokers with a contemporary slant, borlas with an additional pendant, sculpted bangles and more. The pieces are further ornamented with the fine art of meenakari in jewel tones of red, blue, and green which add their own charm to the pieces.



Classy Glamour

Tanvirkumar & Co presents a flattering range of lines laid with diamonds and mother-of-pearl. The company's Daily Wear line unveils modern, versatile jewellery using a combination of fancy-cut and round diamonds. The jewels can be paired easily with Indian as well as Western ensembles.

The Mother-of-Pearl collection is a stylish line of lightweight jewellery speckled with diamonds. Perfect for gifting it to someone you love! The Miracle Necklaces are aimed at the bridal segment crafted in white and rose gold. Flawless engineering and perfectly matched diamonds set in miracle plates offer a spectacular look!



Revolutionary new launches by EMERALD JEWEL INDUSTRY at IJS premium 2021.

Emerald announced their partnership with TOQN, and revealed their modular jewellery collection, We also unveiled Zilara silver jewellery and their silver artifacts, idols and murals. The Collections were launched by eminent Gems & Jewellery dignitaries along with **MR. K. SRINIVASAN**, Chairman & MD, Emerald Jewel Industry.



ZILARA
SILVER REDEFINED | BY  JewelOne



A Premium brand
silver jewellery collection


EMERALD
SILVER
Jewellery, Utensils, Home Decor, Articles & Idols
CRAFTED WITH HONESTY



India's first
organized silver factory

 **JewelOne**
Select



SIS business model
in the jewellery industry

**STAY
AHEAD**
WITH  EMERALD


EMERALD

www.ejindia.com | [email: info@ejindia.com](mailto:info@ejindia.com)

To stock-up call: North : +91 98106 87564 | South : +91 97895 98666 | East & West : +91 99525 75222 | Corp. : +91 99521 99531

BRAND WATCH

Colour Crush

The high point of couture jewellery manufacturer Gem Plaza is the way they juxtapose colours with diamonds. Celebrating the diversity of all the gemstone colours, the geometric creations presented are one-off underscored by Art Deco influence.

Pictured here are a classic bracelet set with Zambian

emeralds with natural fancy colour diamonds and white diamonds; stunning tanzanite ear studs partially bordered with fancy-shaped diamonds; a play of patterns highlights the structured earrings combining tanzanites and white sapphire rose cuts; a trendy blue sapphire necklace set with mother-of-pearl and diamonds; and a curvaceous necklace of Zambian emeralds and diamonds – all fit for a modern-day goddess



Redefining Trends

Jaipur Jewels by Vaibhav Dhadda offer stunning cameos and carvings in agate and various natural gemstones. Carved by master engravers, Jaipur Jewels take pride in providing these timeless masterpieces with a variety of expressions to choose from. Creative Head and Founder of Jaipur Jewels, Vaibhav Dhadda says, “We have developed an exclusive range of Cameo Collection dedicated to Lord Ganesha, Goddess Lakshmi, Khanda, Peacock, Butterfly, Indian flowers to name a few. So far we have received an overwhelming response with clients from all over the world! This year we are also presenting the Zodiac collection in natural agate.

“Continuing with our super specialty of channel set tapered baguettes jewellery, this year at IIJS Premier we will be presenting a theme-based collection with every piece narrating a story through modern impressionism.” The Sunset Collection, the Midnight Sun, the Pink Delight collection, and Somewhere Over The Rainbow collection come alive with a gamut of specially cut gemstones like pink sapphires, tourmalines, iolites, tanzanite and more that are precisely cut and chosen to create ombre shades.





SND GROUP
SINCE 1951

MJ

MEENAKSHI JEWELLERS

HYDERABAD



Visit Us At

Hall No. 4

Stall No. 4V 103/ 105 / 107

iijs

Premiere Show
15th - 19th
September 2021

Made Locally , appreciated Globally -
Gemstones Studded Jewellery

www.mjw.ooo

8-2-682/1, 3rd Floor Landmark Banjara, Rd Number 12, Banjara Hills,
Hyderabad, Telangana 500034

Call : 9505505916

BRAND WATCH

An Ode To Temple Architecture

Mehta Gold presents a theme-based narrative of temple jewellery in 22-karat antique finish gold. The long Lakshmi pendant and bead chain is inspired by the temple gopurams; the long nakshi and Stamping harams and earrings are inspired by the stambhas or carved pillars of the temple; the Vishnu Lakshmi coin stamping choker is inspired by Indian mythology. These are heirlooms that can be cherished by generations to come.



Understated Luxury

Sunil Gems And Jewellery Pvt. Ltd. from Jaipur presents a wide range of bridal jewellery that is laden with pastel hued carved emeralds, rubies, tumble emerald beads, polkis, pearls and rose cuts. The collection of bibs, long pendant necklaces, broad bangles and earrings deftly combine Mughal and Indian influences.





A GOLDEN OPPORTUNITY FOR JEWELLERS



ACCESS TO
CRORES OF CUSTOMERS



MULTIPLY YOUR REVENUE



ZERO INVESTMENT

BECOME OUR GOLD MITRA TODAY?

For more details



www.augmont.com



9090906867



goldmitra@augmont.com

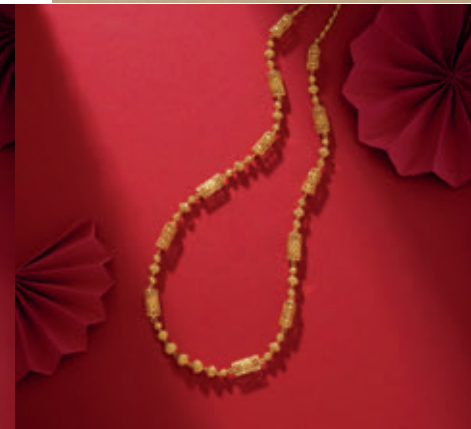
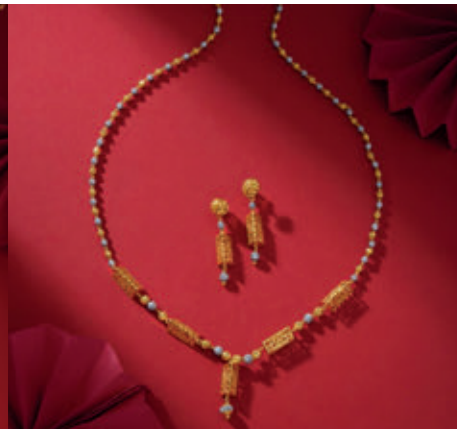
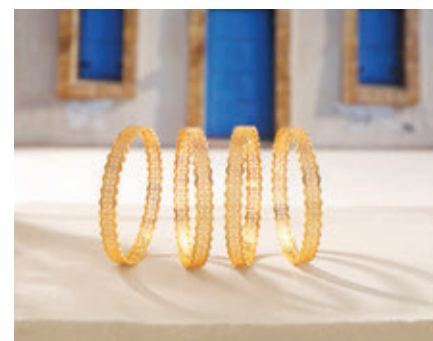
AUGMONT

GOLD FOR ALL

BRAND WATCH

Modern Gold

Lotus Jewellery Creation specialises in manufacturing 22-karat Indo-Italian gold jewellery. Using Laser and CNC technology, they create quality ornaments that offer voluminous designs with minimal weight. This year at IIJS Premiere 2021, they are launching three new collections. Giorra is a line of everyday jewels. Inspired by latticed jaali work, the Bellora collection of bangles in 22-karat gold features openwork motifs that take inspiration from geometric patterns of Morocco. The motifs are further enhanced with texture to add depth and character to the pieces. Filorra is a collection of filigree jewellery. The versatile jewellery can compliment Indian as well as Western attire.



Royal Eloquence

Jewels of Jaipur eulogises the royal past and the vibrant present of the city that it is based in. Dancing peacocks, the chromatic blooms in the gardens of Mughal palaces, the ornate architecture of forts and palaces serve as the fount of design inspiration. A peacock rendered with fine meenakari work is surrounded by fine polki diamonds in a pair of earrings.

Another statement bridal necklace mimics the green foliage of the lush palatial gardens in green enamel. Uncut diamonds and freshwater pearls enhance the beauty of the set. A dome-shaped ring centered on a circular uncut diamond surrounded by delicate pink enamelled flowers is an ode to the impressive fountains in palaces.

Many of the pieces feature grandiose, carved emeralds in the centre to depict the extravagance and royalty of the jewels.



EXHIBITOR VOICE

“Brides Are More Accepting Of Silver Jewellery For Ceremonies”

Anita Dhingra, Founder, Manmohan Exports, Jaipur, speaks about the rise in popularity of silver bridal jewellery.

Tell us about the jewellery collections that you will be presenting. What is the product design best suited for current consumer demand?

There's a growing trend towards opting for silver, thanks to the pandemic and massive increase in gold prices. We believe the show will be successful for manufacturers who will offer unique designs and value for money. As gold is getting out of reach for so many people, this will boost silver jewellery sales, since it is affordable yet precious.

Are you targeting the bridal jewellery (and/or bridal gifting) segment? If yes, please elaborate on the conceptualisation/product details.

Yes, we specialise in silver bridal jewellery and constantly evolve ourselves with the newest innovations possible. We cater to clients around 2000+ brides a year and specialise in bespoke bridal jewellery.

Will you be offering lightweight jewellery? If yes, could you kindly provide technical details on the technology/methods used to reduce the precious metal weight.

All our silver jewellery is designed keeping the consumer in mind, since brides are already overwhelmed with all the extra weight of clothing and accessories on their wedding day. We offer lightweight jewellery that is big in form. We constantly work on making

our jewellery lighter and wearable.

Could you describe the trends in silver jewellery at present (domestic/ international)?



The trend for silver jewellery is very positive across the globe. We cater to both domestic and international markets and have noticed a rise in demand which was not seen pre-covid. Consumers are more accepting of silver jewellery now for weddings, functions etc. Buyers have started looking at silver as an investment.

How are you addressing the jewellery preferences of Millennials and Gen Z?

We make a lot of designs that are delicate, lightweight and small for today's generation. We have our entire division working on products that resonate with Gen Z. We aspire to cater to women for an entire lifetime and constantly work with that purpose in mind.



Silver bridal jewellery by Manmohan Exports.

IIJS TRENDS

All Ears!

Earrings are a staple accessory one that can be worn simply to make a standalone statement or paired with rings or necklaces. Ornate ear studs or long linear or double or triple-drop earrings are in vogue. Bold colours and sumptuous forms dominate the scene at IIJS Premiere 2021. Take a look...



The fashionable girandole earrings are set with pink sapphires and rose quartz. By Gem Plaza



The C-clip Colour Me Happy ear studs are set with diamonds, emeralds and tourmalines. By Sanskriti Jewels



Handcrafted gold chand balis are encrusted with emeralds and rubies. By Haritsons Designs Pvt Ltd.



Blue sapphires and tsavorites form the backdrop of these ear studs which are adorned with diamond motifs in the centre. By YS18 (Intergem Exports)



Pink sapphires, emeralds, rose cuts and polkis enhance the beauty of the Rajbari yellow gold earrings. By Birdhichand Ghanshyamdas Jewellers



Emeralds and polkis grace these swish Cacti earrings. By Kinu Baba Jewellery



Fancy-cut diamonds and pear and heart shaped tanzanite enhance the beauty of these dangle earrings. By Tara Fine Jewels



These fan-shaped opal ear studs are decorated with diamonds and tanzanites. By Savio Jewellery



Art Deco inspired earrings encrusted with diamonds, cabochon corals, and emeralds. By Wondercuts Jewels



The drop earrings feature citrine cabochons and tapered blue topaz baguettes and diamonds with moonstone and sapphire posts. By Jaipur Jewels



The chandelier earrings are adorned with polkis, pearls and pale green emeralds. By Geeta Shyam Jewellers



Opals, diamonds and tanzanite adorn these tasselled Opalicious dangle earrings. By Wondercuts Jewels



The classic white gold pendant earrings are studded with fancy-cut diamonds and pink diamond drops. By P. Hirani Exports

Making Shipping Your Competitive Advantage



- ★ Reach Customers In 10,000+ Pincodes In India
- ★ Securely Import & Export To 130+ Countries
- ★ Fully Insured Solution
- ★ Lightning Fast Delivery
- ★ 24x7 Customer Service
- ★ Easy API Integration
- ★ One Point Contact For All Secure Logistics



Official Logistics Partner

☎ 1800 123 2711

✉ care@bvclogistics.com

IIJS TRENDS

Gold Jewellery That Spells Modernity

Delicate and heart-stoppingly beautiful, lightweight gold jewellery is having its moment. Simple but no less striking, most of the day wear pieces bear lace-like forms or are enhanced with fine or hand beaten textures.



Minimalist geometric pendants decorated with multicolour gemstones. By Royal Chains



Undulating jaali bangles crafted in yellow gold. By Lotus Jewellery Creation



The double shank gold ring features a mother-of-pearl bloom accented with diamonds. By OPH Grace Finest Jewelry



Station necklace bearing enamelled clover leaves. By Crown Jewels



Openwork gold pendant and earrings. By Laxmi Diamond



The satiny rose gold ring features a solitaire at its finial to add a touch of sparkle. By Forevermark Avaanti™ Collection



Light bangles with different coloured gold alloys. By Crown Jewels

Antique finish 22-karat gold ear pendants enhanced with jali and bead work. By SK Seth Jewellers



IN THE NEWS

Integrated Solutions for Gold By Augmont

Ketan B Kothari, Director, Augmont Gold, explains about the company's well-integrated refining to retailing solutions related to the gold ecosystem. He also expresses concerns about import of gold dore and policy changes that will help India become a refining hub.

Tell us more about Augmont Gold For All.

Augmont is a leading state-of-the-art gold refinery in India with annual sales surpassing US\$ 2 billion. It is also the leading creator and redeemer of gold exchange traded fund (ETF) units in India for all gold ETF schemes, and delivery provider of gold on commodity exchanges in India. It has a network of over 4,000 jewellers connected online on the SPOT system and 23 B2B delivery centres across India.

The company is a one-stop destination for everything related to gold. It operates a tech platform through which customers can buy gold, sell gold, store gold (in insured and secured vaults), take delivery at doorstep or convert into jewellery online or at thousands of jewellers across India.

Augmont Gold For All is India's largest completely integrated gold ecosystem encompassing refining to retailing. While almost all the gold that is mined in India is refined by us, we also import gold doré bars from across the world and produce the finest quality bars and coins.

The gold, silver bars and coins that we produce are sold online through the award-winning, world's biggest physical SPOT (Spot Precious-metals Online Trading) Platform. Augmont's SPOT prices are India's benchmark prices in the jewellers professional market since its inception in 2008.

Augmont Gold For All is among the top 100 companies in India (as per Dun & Bradstreet), and the SPOT platform has been awarded as the best platform year-on-year. For more information on the products on offer by Augmont, readers can visit: www.augmont.com



Is there a bright future for the gold refining sector in India? Is the Government taking any steps to boost gold refining in India?

Gold refineries are central to any development of the gem

and jewellery industry. The Government is proactively working on various policy changes and efforts are put in to make gold a financial asset. These include:

- Setting up of gold exchanges in domestic and GIFT city.
- Revamped GMS scheme with efforts on awareness and use of technology.
- India Good Delivery on exchanges, for settlement of GML, etc.
- Compulsory Hallmarking and UID.

To meet this vision, Indian refineries are also putting in efforts. However, the current import norms of dore bars are not conducive to import them from large mines across the world. Globally, these large mines have long term contracts with other established LBMA refineries in countries like Switzerland. Hence, Indian refineries are dependent on artisanal and small mines to import dore bars. However, this carries financial and purity risks.



GOLD EMI

**Buy Gold Now.
Pay Later In Easy
Monthly Installments.**

- Buy Coins/Jewelry
- Flexible EMI Options
- Doorstep Delivery

AUGMONT®
**GOLD
FOR ALL**

prime commodity is now widely acknowledged.

According to the World Gold Council, digital gold trading volumes in India totalled four to five tonnes in 2019 — corresponding to just 3% of annual gold retail investment — with an estimated 25 lakh active investors who transacted on multiple platforms regularly. Volumes and investments in Digi Gold had doubled and millions of new accounts were opened in 2020-21, but as this sector is unregulated, there are no updated numbers that could be shared in comparison to other investment demands in India.

Relative to the diamond industry, does the gold sector have easier access to bank finance?

Bullion dealers and refiners do not have easier access to bank finance. The gems and jewellery and diamond industry have an advantage of getting finance over Bullion Industry.

What is the potential for gold mining in India?

According to data from the National Mineral Inventory, India possesses 501.83 million tonnes of gold ore reserves as of April 1, 2015; 17.22 million tonnes were classified as reserves, while the rest were classified as residual resources. Bihar has the most gold ore reserves (44%), followed by Rajasthan (25%), Karnataka (21%) and other states contributing 10%.

The Geological Survey of India (GSI) is actively engaged in geological mapping of various mineral commodities, followed by mineral exploration and surveys, to identify possible mineral-rich zones and establish resources. Every year, GSI undertakes mineral exploration operations in various sections of the country in order to supplement mineral resources, according to an approved annual Field Season Program.

The Minerals Evidence of Mineral Contents Rules was recently changed by the Indian Government to enable the auction of composite licences at the G4 level for deep-seated minerals, including gold.

This is projected to increase participation from private firms with the superior technology in the sector of deep-seated mineral exploration and mining, lowering the cost of gold extraction.



DIGI GOLD

**Buy Gold &
Silver Online**

- Wholesale Price
- Buy As Low As ₹1/-
- Doorstep Delivery

AUGMONT®
**GOLD
FOR ALL**

The result is that the combined market share of all the 30-odd non-LBMA Indian refineries is very less. In the last 10 years, Indian refineries have not been able to enter into a single contract with any of the large gold mines globally.

Hence, the Government will have to address this issue and bring about policy changes. It is also ironical because pure bars that are imported by banks in India are coming mainly from gold refined from large mines whereas the current import policy restrains in dore bars enables imports from only artisanal mines.

Once this issue is addressed,

the Indian refineries will prosper more, and India can be a global hub for refining. Healthy Indian refineries would, in turn, put more efforts in ensuring that the GMS and other schemes are a success.

Is digital gold a popular investment option in India? What was digital gold's share of total gold investment demand in the past 12 months?

During these difficult times, Indians have expressed a strong desire to continue buying gold for investment, personal use, and gifting, but have been unable to do so due to restrictions on going

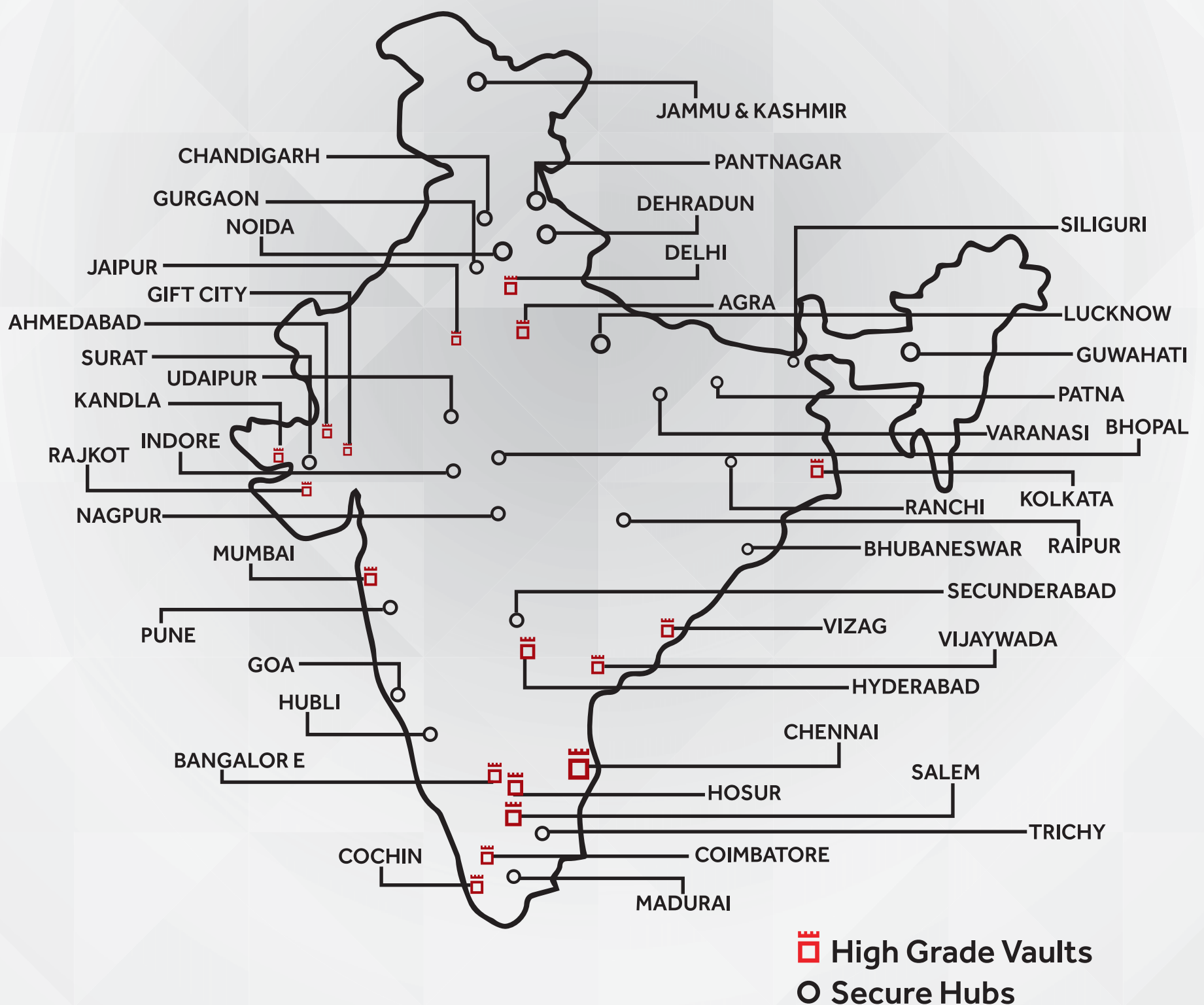
out to buy gold or see friends and relatives. Digital gold is a popular investment option for new generation investors across all ages. The majority of investors include Millennials and Gen Z from Tier-I cities. We've seen demand from smaller cities and villages, indicating that digital gold is now being considered as a real investment alternative by people all around the country.

We believe this pattern will continue in the future, even after the pandemic has passed because the convenience and accessibility of purchasing and gifting digital gold are unparalleled, and its value as a



INDIA'S LARGEST SECURE LOGISTICS NETWORK

- 437 CITIES ■ 50 SECURE HUBS
- 20 HIGH GRADE VAULTS ■ 02 FTWZ



SPOTLIGHT

Jewels For the Sophisticates

Sudeep Sethi of YS18, Director, a high-end jewellery brand owned by Intergem Exports, talks about the various jewellery collections that are woven together in a tapestry of coloured gemstones and fancy coloured diamonds.

YS18, a jewellery brand of Intergem Exports, is famous for combining fancy colour diamonds with coloured gemstones to create desirable couture creations.

Mod at heart are the collections that blend the beauty of dewy rose cuts with fancy-cut emeralds in cocktail rings and high-end ear studs. Diamonds and blue sapphires have also been added to embolden the pieces.

“The Morpankhi as the name suggests is inspired by the plume of the peacock. The vivid blue and green colours are articulated with blue sapphires, emeralds, tsavorites and white diamonds. The collection is stylised and can add instant glamour to one’s look,” adds Sethi.

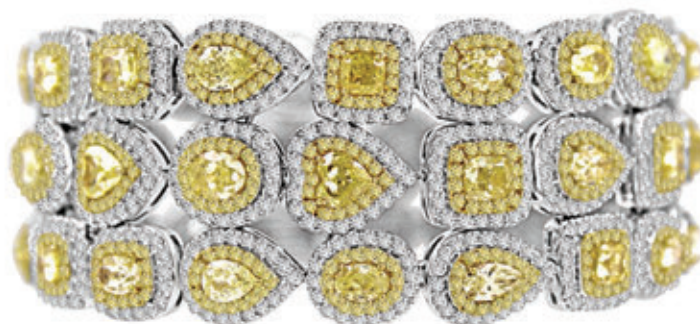
The collection Colour Story infuses vibrancy in the pieces! “We have employed ravishing and deep red to deep pink

rubies, rose cuts and diamonds and blue sapphires in super contemporary motifs.”

The Raindrop collection is inspired by the drops hanging on the edge of a windowsill waiting to dissolve into a pool of water. The concept has been reimagined in rings topped with circular and square patterns filled with blue sapphires, emeralds, pink sapphires and zircon. The dangling single drill white diamonds bordering the motif evoke the magic of the raindrops.

This season, YS18 has created smaller but designer products – especially the floral collection fashioned with blue and pink sapphires and white diamonds.

“We are also famous for using fancy colour diamonds and yes, we are presenting one-off spectacular pieces in white, pink, yellow diamonds in fancy shapes,” Sethi adds.





NITIN JEWELLERS

Origin of Elegance

HYDERABAD - THRISSUR



DAIVIK

Antique Collection with Timeless Beauty

REGD OFFICE:-

1st Floor, 6-3-1111/B,
Shop No 104, Babukhan Mall,
Somajiguda, Hyderabad-500082
+91 63038 86930

🌐 www.nitinjewellers.com

BRANCH:-

Shop No. 35/1318/7,
Near Puthanpally,
Koppan line, Thrissur-680001
+91 90487 79444

✉ nitinjewellershyd@gmail.com

Visit Us At

IIJS

INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE **2021**

15th - 19th SEPTEMBER

BIEC, BENGALURU

HALL NO : 2B

**STALL NO : 2F055
2F057**

DESIGN GALLERY

The Healing Power Of Gems And Jewels

Pooja Vaswani, Pratharv Jewelz Pvt. Ltd., is excited to showcase a collection based on chakras enhanced with meenakari work. Artisans who specialize in these categories are on the show floor to help one get a better understanding of the painstaking detailing that goes into the creation of timeless pieces.

Tell us about your brand.

When did you set it up?

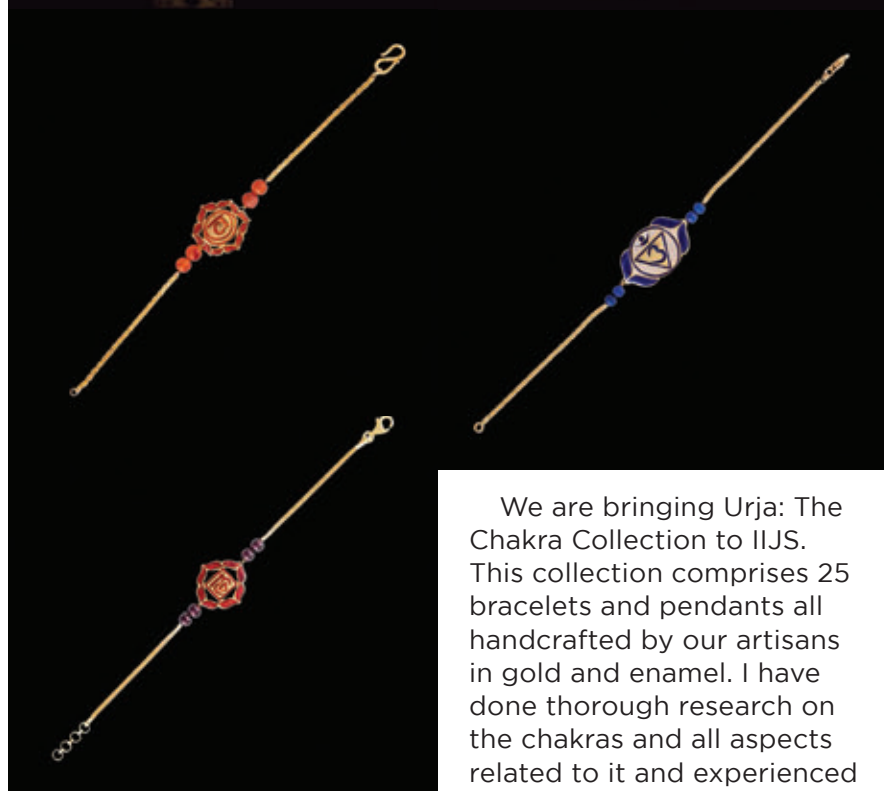
Pratharv Jewelz (an enterprise of R.P. Jewels) was set up in 2008 with the intention of creating bespoke creations. I work closely with my clients and design contemporary, one-of-a-kind jewellery as per their requirement. I am inspired by nature, life, human emotions, spirituality and sustainability. Since 2019, I have been involved in reviving dying art forms and helping our talented Indian artisans earn their livelihood.

How did you get into the field of jewellery?

My love affair with jewellery and diamonds started when I was a child. I am originally from Surat and my relationship with the world of gemstones and diamonds is 18 years strong. I held my first pair of heart-shaped solitaires in my hand when our neighbour was showing her earrings to my mum. I was in awe of it and it was love at first sight. I am a software engineer who then studied gemmology and design.

What is your brand's USP?

My mission is to make jewellery that's artistic and beautiful. It is made to make our clients stand out in the crowd and feel unique. I am personally involved in all aspects of jewellery manufacturing from designing to the finished product. Since 2019 I have been reviving the GI-protected art form of gulabi meenakari and working diligently to get more work for these artisans. My aim is to integrate their art form into my designs and present it



on the global stage to promote Handmade In India products.

What will you showcase at IIJS Premiere 2021?

We are bringing Urja: The Chakra Collection to IIJS. This collection comprises 25 bracelets and pendants all handcrafted by our artisans in gold and enamel. I have done thorough research on the chakras and all aspects related to it and experienced the healing benefits myself. We have also used powerful healing gemstones in our designs to create high vibrational jewellery. These are daily

wear bracelets and pendants. I will also be carrying some of our unique bridal creations.

What prompted you to participate in IIJS?

I participated in IIJS Signature 2020 and got an amazing response to my earlier collection, A Tribute to Kashi. When I got an opportunity to participate in IIJS Premiere as a Women Entrepreneur, I was thrilled.

I am extremely thankful and grateful for this wonderful initiative by the Council. I look forward to meeting fellow industry members and seeing new and exciting concepts.



Gold - Diamond - Polki



CORDIALLY INVITE YOU TO MEET US AT IIJS BANGALORE

15th - 19th September 2021

STALL NO: 2H015 I II III, 2H013 I II, 2F016 I II III

The beauty of our heritage exclusively crafted in gold

**Laxmi Jewellery House, Nr. Samatheshwar Mahadev Mandir,
Swagat Cross Road, Ellisbridge Ahmedabad - 380006**



079-26447540,26445515



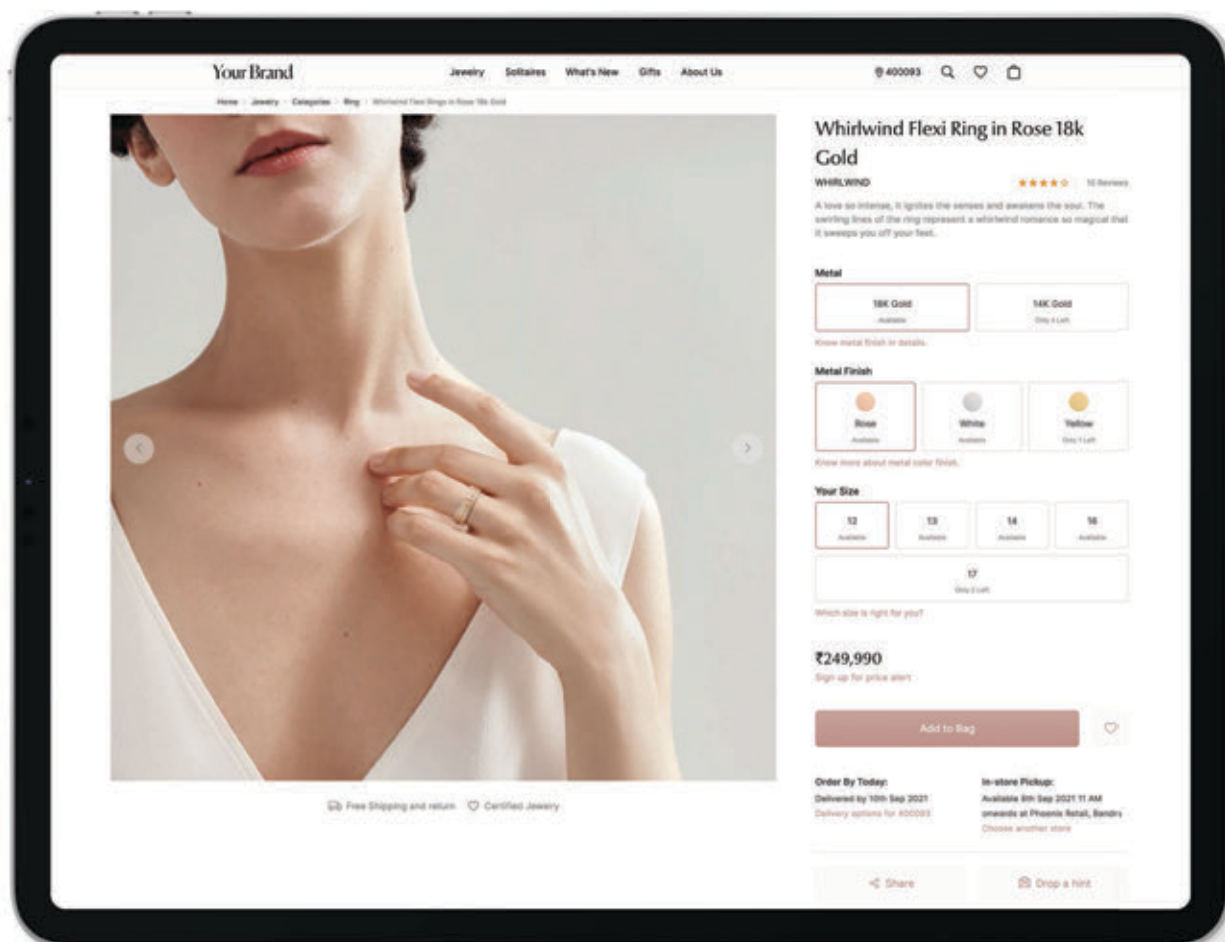
contact@laxmijewellery.com

Launch your enterprise-ready Jewellery eCommerce experience

Crafted Commerce

READYMADE ECOMMERCE SOLUTION

The powerful experiences are the ones people love to interact with. Create unique experiences and remarkable customer journeys on an innovative and versatile enterprise-class OMNI channel jewellery retail platform. Our platform helps your enterprise run business more simply, productively, and up-to-date with cutting-edge technologies, so you can focus your energy and grow what you are best at — selling jewellery.



- OMNI Channel Ready ✓
- Dynamic Pricing ✓
- SEO Ready ✓
- Elastic Search Powered ✓
- Supports B2C/B2B/B2B2C ✓
- Dynamic Pricing ✓
- Fastest Go-to-Market ✓
- Shop-by-Instagram ✓
- High Performant UI/UX ✓
- Jewellery Promotions ✓
- Modern Cloud Architecture ✓
- Automated Categories ✓
- and many more...

Precious Preview

JEWELLERY RENDERING SERVICE

Reveal the rich world of your brand

The world of jewellery content & communication is changing. It's time to upgrade with it. Leverage the power of computer-generated high-quality renderings and animations to deliver a captivating experience for your brand. We use technology and transcend your creativity into world-class visual content. Right from the materials, texture, and colours — to form, proportions, and everything in between, we create the finest in jewellery visualisations.



- Classic Still Imageries ✓
- On-body Imageries ✓
- Creative Imageries ✓
- 360° Turntable Animations ✓

scan me to know more



IJS
INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2021
15th - 19th September
Hall No 5: 5X104 II

seepossible — An Imaginarium Group Company

705 SNS Platina, Vesu, Surat 395007, Gujarat, IN

+91 98258 97179 | +91 82386 99230

hello@seepossible.com | www.seepossible.com