



SHOWDAILY

DAY 2

COVER STORY

Excitement Peaks At Grand Opening Of IIJS 2023

2
 Venues

1850+
 Exhibitors

42000+
 Buyers

70000
 sq m



The 39th edition of IIJS Premiere 2023 commenced with grandeur and high expectations at the Jio World Convention Centre (JWCC) yesterday. The prestigious event, known as the symbol of confidence and strength in the Indian gem and jewellery industry, gathered trade members for a captivating exhibition of craftsmanship, innovation, and sustainability.

The buzzing aisles on day one of the world's second-largest show were indicative of the fervent enthusiasm and interest among exhibitors and visitors alike.

Setting a new precedent, IIJS Premiere 2023 is taking place

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COVER STORY



Mr. Paul Rowley

at two venues simultaneously, with JWCC hosting the event from August 3rd to 7th, and the Bombay Exhibition Centre (BEC) welcoming participants from August 4th to 8th. This expansion allowed for an astounding 3,250 stalls and 1,850 exhibitors to showcase their offerings, covering an expansive area of 70,000+ sq. mtrs. The show's inauguration witnessed Guests of Honour, including Mr. Mike Hankey, Consul General, Consulate General of USA; Dr. Sanjay Mukherjee, IAS, Metropolitan Commissioner, MMRDA; Mr. Paul Rowley, Executive Vice President, Diamond Trading, De Beers Group; Mr. G.R. Radhakrishnan, Managing Director, GRT Jewellers India Pvt. Ltd., and dignitaries from GJEPC. With a record-breaking 42,000 pre-registrations from across India, IIJS Premiere 2023 showcased its global appeal, attracting over 2,000 visitors from 65 countries, including the USA, UK, UAE, Australia, Canada, and more. The presence of delegations from



Mr. Mike Hankey

16 nations elevated the event to unparalleled international prominence. Mr. Vipul Shah, Chairman, GJEPC, said, "IIJS symbolises the confidence and underlying strength of the Indian gem and jewellery industry. It's a testament to India's radiant reputation as a global powerhouse in the world of gems and jewellery. The buzzing aisles on day one of IIJS Premiere 2023 is an indication of the fervent enthusiasm and interest among exhibitors and visitors alike, foreshadowing a successful and vibrant event filled with exciting product launches, networking opportunities, and remarkable business prospects within the gems and jewellery industry. We anticipate business worth ₹60,000 crore to be generated at this event, and ₹1 lakh crore for all three IIJS shows in 2023." Mr. Mike Hankey, Consul General, Consulate General of USA, said, "Like the rest of the world, the United States recognises the staggering potential of the Indian economy



Mr. G.R. Radhakrishnan

to bring prosperity to all of its citizens and to world partners. I congratulate those in the gem and jewellery industry who are doing so much to expand that prosperity to hire and advance those from underserved communities, from women into leadership roles on their staff. The United States understands the considerable importance of the diamond manufacturing industry to India and its immense contribution to employment that I've seen personally." Mr. Paul Rowley, Executive Vice President, Diamond Trading, De Beers Group said, "India was already one of the world's top markets, but it has also been the fastest growing major market this year. The number of middleclass households is expected to grow 30 million in the next decade alone, something like almost 15 times the population of Botswana today. It's clear that the landscape in India will be a perfect platform for growth." Mr. Nirav Bhansali, Convener, National Exhibitions, GJEPC,



Dr. Sanjay Mukherjee

announced the success of the "One Earth" initiative, "Since the beginning of this year, GJEPC has embarked on a transformative journey towards environmental sustainability with the launch of the 'One Earth' initiative. Today, we are proud to announce that the initiative has surpassed all expectations, achieving the target of planting 1 lakh trees. This remarkable accomplishment is not only making a positive impact on the environment but also generating an astonishing Rs. 100 crore for marginal farmers, fostering robust economic growth in rural communities. Moreover, our collective efforts will lead to a reduction of 40,000 tons of Carbon dioxide, and will produce an impressive 67,000 tons of vital oxygen and create 220 acres of lush green cover, nurturing biodiversity." Recognising the importance of environmental sustainability, GJEPC highlighted the successful "One Earth" initiative, which surpassed expectations, planting 1 lakh trees that will generate an astonishing Rs.100 crore for marginal farmers. As the event unfolds, attendees can look forward to the highly anticipated Innov8 Talks, discussions on industry trends and innovations. The "40 Under 40" program will recognise emerging talent, and the IIJS Celebration Night honoured leading retailers and industry icons. IIJS Premiere 2023 promises to be an unparalleled extravaganza, celebrating excellence, innovation, and global connections in the world of gems and jewellery.



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INDIA
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PREMIERE 2023

4th - 8th August, 2023
Bombay Exhibition Center - Mumbai



EVENTS

GJEPC Lauds IIJS Pillars

Holding IIJS shows year after year with dedication and seamless precision requires remarkable skills. This year at the inaugural session of IIJS Premiere, five GJEPCians were honoured by **Vipul Shah, Chairman, GJEPC**.



Shubhra Sharma



Akash Bhosle



Rajat Wani



Raksha Manihar

Sandeep Sharma has played an instrumental role as the **CFO of GJEPC**, making significant financial strides that have been vital to the organisation's success and growth. His dedication and financial expertise have been crucial in positioning GJEPC as a dynamic and thriving entity within the gem and jewellery industry.

Rajat Wani, Asst. Director of Gujarat Region, GJEPC, has been a driving force in managing the region and spearheading initiatives to foster export growth. His strategic leadership and efforts have been instrumental in propelling

exports from the Gujarat region, contributing significantly to the overall success of the gem and jewellery industry.

Shubhra Sharma, Senior Executive, National Exhibitions, is a vital member of the IIJS team, with her exemplary contributions in managing exhibitors and other essential aspects of the event. Her dedication and meticulous approach have been instrumental in ensuring the success and seamless execution of IIJS, making it a cherished platform for the gem and jewellery industry.

Akash Bhosle, Sr. Executive, National Exhibitions, GJEPC, has played a crucial role in managing and organising data within the organisation. His expertise and meticulous approach have been instrumental in streamlining processes and ensuring efficient data management.

Raksha Manihar, Chief Manager of Promotions and Marketing, has been the driving force behind successful events at GJEPC. Fondly known as the "Rakshak" (guardian) of all employees in GJEPC, she is the go-to person for getting work done on time for each

and every individual in GJEPC. Her exceptional efficiency and dedication have made her an invaluable asset, ensuring seamless execution and successful outcomes for all activities within the organization.





LAUNCH ALERT

VBJ Unveils the Majestic Sengol @ IIJS



Vummidi Bangaru Jewellers (VBJ) displayed its magnificent gold and silver Sengol on day one at the IIJS Premiere 2023 in JWCC, Mumbai. The Sengol, a gold-plated sceptre crafted by the Vummidi Bangaru Chetty family, holds profound significance as it graced the momentous unveiling of the new Parliament building in Delhi. The Sengol is a remarkable piece of craftsmanship, and an iconic piece of Indian heritage and cultural significance. Pandit Jawaharlal Nehru had also wielded the Sengol to commemorate the transfer of power from the British on 14th August, 1947.

India Jewellery Park Logo Revealed!



GJEPC launched the logo of the India Jewellery Park Mumbai at IIJS Premiere 2023, marking a significant milestone in the development and promotion of the country's gems and jewelry industry. The establishment of the Jewellery Park aims to provide state-of-the-art infrastructure and facilities, strengthening growth, innovation, and collaboration among manufacturers, exporters, and stakeholders in the jewellery sector. This strategic initiative is expected to create job opportunities, attract investments, and boost India's position as a major player in the global jewellery market, further enhancing its contribution to the country's economic growth.

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DESIGN - FEATURES

Anju Jain: Crafting Dreams with Gemstones

ANJU JAIN, co-founder of Exquisite Fine Jewellery, shares her remarkable journey of growth and success with IIJS, along with an exclusive preview of the five new collections she is unveiling at the show.



Tell us more about your company.

Growing up in the culturally rich city of Jaipur, I have always had a deep passion for design, surrounded by the allure of art, handicrafts, and the city's natural beauty. At school, I was fortunate to receive abundant exposure to the art world, that helped me shape my artistic sensibilities. I pursued my love for fashion, and later, after tying the knot, I delved into the realm of jewellery design. An exciting turning point came when I was introduced to the enchanting world of gemstones and jewellery through our in-house lapidary, renowned for crafting exquisite gems for global designers.

The captivating allure of these

gemstones fuelled my creativity, inspiring my husband and me to embark on a journey of our own. In 2006, we materialised our vision by crafting a remarkable collection, poised to be presented at IIJS—an endeavour that marked the beginning of our beautiful and fulfilling venture.

How important it is for you to participate in IIJS?

IIJS is a premium platform to showcase the best talent in the industry. This is the mecca of the entire Indian jewellery industry. We have been showcasing our collections from 2005-2006 and I am happy to inform that we have seen immense growth since. As usual we are very upbeat about this show. We

have been planning on the collections from last few months with trials and research.

What are your expectations from the show this time?

The jewellery industry is very upbeat about this year. The focus from wedding jewellery is gradually changing to 'everyday luxury'. With the rising trend of destination weddings, consumers are not shying away from the use of silver or costume jewellery.

What special ranges are you showcasing at IIJS?

We are coming up with 5 new pret collections this IIJS.

Has IIJS helped in export growth for your company?

A decade or so ago, IIJS had an above average footfall of overseas buyers. But today, it is more of a domestic show as the Indian trade has embraced the novel offerings exhibited at the show.

We have a team of 20-25 and about 70-80 skilled craftsmen. We are soon completing 15 years in business and have grown from a staff of 10 to almost 100 in this period.

With an unwavering commitment to impeccable craftsmanship and innovative design, we aspire to set new standards in the world of fine jewellery, captivating discerning customers worldwide with our exquisite gemstone and diamond set couture jewels.



The Prism Perfection collection is an embodiment of perfect order and exquisite precision. Each piece showcases a balanced blend of vibrant colours, meticulously selected precious and semi-precious stones, and the allure of 18-karat gold. Like the facets of a flawless prism, these jewels reflect and refract light, symbolising the beauty that arises from being perfectly aligned.



The Petals of Serenity draws inspiration from the exquisite layers found in flowers. The 18-karat gold comes to life with vibrant coloured gemstones, diamonds and pearls.

What sets the Embrace - Harmonious Haven collection apart is the technical prowess used to produce it. Precious gems are nestled within a custom-cut and carved semi-precious gemstone. The combination of precious and semi-precious gemstones embodies the beauty that comes from harmonious coexistence and the growth that emerges from within.



The Art Deco Revival collection artfully integrates sleek and bold straight lines. Brilliant diamonds punctuate the geometric patterns, lending an exquisite sparkle that captures the essence of modern sophistication.



The Chroma Kaleidoscope jewellery collection features a stunning arrangement of natural multi-coloured sapphires, alternated with brilliant diamonds. The collection is a vibrant reminder to embrace life's kaleidoscope of colours.

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VIEWPOINT

CEPA Has Opened New Avenues For Business Growth: Nishith Shah

NISHITH SHAH, CEO of La Marquise Jewellery, Dubai, is excited about his debut at IIJS Premiere. He recognises that this event will serve as the perfect platform to exhibit their exquisite products and connect with the ideal audience. Shah is eager to seize the opportunity to showcase the unique craftsmanship and design aesthetics that define La Marquise Jewellery. He notes that the CEPA (Comprehensive Economic Partnership Agreement) presents a multitude of opportunities for the Indian manufacturing market. It enables them to tap into the potential of the UAE market by offering a streamlined process for exporting their products with minimal taxes and fees.



As CEO of La Marquise Jewellery, **Nishith Shah's** role comprises two key

responsibilities - the first being the output of the manufacturing unit in Dubai and the second being the global retail brand management.

Having being born into the diamond and jewellery industry, he has gained a first-hand view into the inner workings of the industry. His formative years were spent gaining reputed business management degrees at the American University in Sharjah and diamond and gemstone degrees at the Gemological Institute of America.

Through this strong educational and technical background, he brings to



the table a fusion between traditional and modern approaches, which ensures long-term growth, sustainability and stability for the brand.

This is your first time at the IIJS Premiere as an exhibitor. Tell us about your expectations.

Yes, this is our first foray into IIJS and we are optimistic, considering the show's very good reputation. We have been visiting over the last few years and after careful consideration, we know that it is the right time to introduce our offering to the market. With the progression of consumer tastes in India, we

are certain that it will develop to become a great market over the next few decades and this presents a great opportunity for our expansion.

For this particular show, we are bringing our latest and trendiest collections. As an international brand, we will bring a modern design language and contemporary chic finishing to the Indian market. We are certain that this will make us stand out from the rest and we can make great strides in the market.

Who are your primary target

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clients at IIJS Premiere?

Our primary target are chain stores and large format retailers who are seeking to venture into a new product line catering to the younger generation and those entering the market for the first time. Additionally, we aim to attract individuals with discerning tastes who desire something unique and spectacular.

I firmly believe that IIJS will be a momentous decision for us. It is an opportunity for us to make a significant impact and connect with potential customers who appreciate our offerings.

How do you prioritise sustainability and ethical practices in your business operations?

We follow the most ethical standards of sourcing. We ensure that all our diamonds are sustainably and ethically sourced and that all the materials and products we use are recyclable.

From teacups to printing paper, we are committed to maintaining ethical practices throughout our entire workflow. Each year, we conduct training programs to ensure that everyone is up-to-date with important rules and ethical practices in our industry.

Additionally, we actively engage in CSR initiatives, which allow us to give back to the community. We support a lot of

individual designers by enabling them to bring their collections to life at reasonable costs. We strongly believe in fostering a sense of community within the jewellery industry, continuously generating new concepts and ideas and growing together.

How do you perceive the current market scenario for the diamond industry?

The current market scenario is quite diverse, with some areas experiencing a lull while others are in a phase of growth. For instance, the GCC region remains stable, while the US and Europe are going through a slower period.

On the other hand, India is on the rise. Therefore, the opportunity lies in establishing a strong presence in India, especially as we expand into Tier 1, Tier 2, and Tier 3 cities. India's population is growing; new airports are being constructed and networks are being developed. This presents a great opportunity for not just the diamond industry but for every industry.

There are some concerns about challenges from lab-grown diamonds. Your comment.

I believe that lab-grown diamonds will carve out their own niche, similar to what we have witnessed with moissanite and zircons in the past. It's a matter of navigating through

these changes and moving forward.

As we have always known, natural materials hold their value best in any industry. Whether it's marble, leather or stones, natural materials have consistently maintained their price. I believe the same principle applies to diamonds as well. The allure and value of natural diamonds is unlikely to change.

With the new CEPA pact being introduced, have you seen any advantages in terms of sales growth?

We already have clients in India whom we have been regularly supplying to, especially those with similar operations in the GCC and India. We see great potential in the Indian market, and we believe it will only increase as we move forward. Therefore, IIJS is definitely a good platform to ensure that we are visible to all our clients as well as the new clients coming on board.

With the new CEPA, I believe it brings forth numerous opportunities for the Indian manufacturing market because they can easily export their products to the UAE with minimal taxes and fees. Consequently, this presents a significant sales growth boost for Indian manufacturers, which is very necessary. Clients who previously relied heavily on domestic sales are now more

inclined to purchase from India, as they can avoid the challenges typically associated with manufacturing in other locations. So, I feel it is a great opportunity for Indian manufacturers, which is great considering that our factory is growing and moving forward.

While our factory in Dubai may encounter some challenges, it is noteworthy that many new jewellers are entering the Dubai market. This influx of new businesses helps sustain growth for both Dubai and Indian manufacturers, indicating a positive outlook for the industry as a whole.

Anything else you may wish to add?

I always emphasize that the most important factor for any success story is going to be the design and the product element. We possess a deep understanding of the retail industry, enabling us to create product lines and collections in a strategically formulated manner. This greatly increases the likelihood of achieving exceptional success for our collections in various boutiques. We ensure that every aspect, including budgeting and finishing, is meticulously executed. This way, any retailer who invests in a particular collection can expect significant returns on their investment.



VIEWPOINT

Technology Advancement Is Ushering In An Era Of Innovation

GAURAV PARASWANI, Country Head, Au Finja, believes that technological advancements in metallurgy, machining, and AI are helping enhance finish, quality, design complexity, and material fusion in jewellery manufacturing.



Fluctuating gold price and devaluation of INR against US dollars have a negative effect on gold sales in India. However, when the price stabilizes, we observe a high volume of sales.

Has IIJS helped you grow your export business? Which are your target markets in the domestic region?

Having a huge set up and head office in Dubai, we cater clients outside India directly from the UAE. We have a very large client base all over India, hence covering all the regions in the country.

Tell us more about how big is your company? When did you start it?

We started our operations in 1997 in Dubai, with a strength of four. Now we have over 350 employees with our manufacturing units in India and the UAE. We are proud to have a wonderful team of artisans and designers and a highly capable administrative team. Au Finja, was the first one to bring automated machining in the bangle industry, this changed the entire industry forever. Over the years we have continuously improved in all the business processes and will continue to learn more in the years to come. Innovating and perfecting our craftsmanship is what we focus on.

How many collections do you bring out in a year?

As mentioned earlier we focus on improving and perfecting the product we produce. We introduce 3-5 collections each year globally.

What kinds of crafts or technical innovations are you promoting or employing through your collections?

We are focusing more on easy-to-wear jewellery with a very high quality machining and finishing. The new product range, like Kavach, Yume Link Bracelet and Yume 360 Ring are very innovative products. We are proud to showcase them this IIJS.

How long have you been affiliated with the IIJS brand?

Au Finja has been associated with IIJS since the year 2003. This is going to be our 21st year at IIJS Premiere!

In what ways has the IIJS contributed to the growth of your company?

IIJS has been successful in bringing buyers from across the country and from around the world on a common platform. The buyers can connect with their preferred suppliers and find new suppliers in the jewellery industry. These connections and leads generated during the show build a good foundation for a successful business for both the buyers and suppliers.

What trends or innovations do you anticipate at the IIJS Premiere 2023?

The way technology has evolved in terms of metallurgy, machining, camera vision and AI, we see a greater push towards perfecting what the designer wants and the final product what the manufacturer produces. We will see an increase in the finishing quality, the complexity of design and the fusion of other materials with jewellery. All of these combined, will bring a very

positive approach to the design language of gold and diamond jewellery.

What are your expectations from IIJS Premiere 2023?

Au Finja has always shown the possibilities in innovation and quality in the product we manufacture. Like we do every time, we will be showcasing our latest collection and the range of innovative designs.

We anticipate a good growth in the number of visitors at IIJS this year, and we expect a bigger volume of orders placed and also boost in the number of new customers.

With gold prices hitting the roof, do you expect good sales?

Gold and jewellery sales in the country will continue to grow. The vast range of festive and wedding seasons we have in our country have always helped in maintaining the momentum of gold jewellery sales even when the price is soaring high. Especially for us, we have not seen much of a downturn in our sales in India or internationally. We are very confident with our product range and have always seen increasing demand for our products in the market around the world.

How do you prioritise sustainability and ethical practices in your business operations?

At Au Finja, being an international brand, we have stayed away from unethical ways of doing business with our stakeholders. Continuous training to our staff in ethical behaviour and practices has helped us to build this culture in our organization.

All our processes are built on keeping sustainability at the forefront. Minimizing waste and conserving resources and increasing positive social impact has been our focus.

How do you perceive the current market scenario for the gold industry? What opportunities and challenges do you see?

The global jewellery market size was valued at \$295 billion in 2022 and is expected to surpass \$520 billion by 2030, with a compound annual growth rate (CAGR) of 9.5%. These numbers are promising and give us a clear idea of the opportunities in the jewellery market. Connecting with new and existing clients is much easier now with the availability of AR and interactive apps. We see an era of innovation with the way technology is advancing.

DESIGN - FEATURES

Launch Alert: Sangam Group Unveils Brand Aureza Jewels

SUSHIL SOLANKI, Director, Sangam Group, speaks about the new addition of the Aureza Jewels brand under the Sangam Group.



In a world of fleeting trends, there is something enchanting about jewellery that stands the test of time. Enter Aureza Jewels by Sangam Group is a brand born out of a passion for crafting exquisite jewellery that embodies modern minimalism, elegance, and timeless sophistication. **SUSHIL SOLANKI**, Director, Sangam Group, decodes the brand, "Aureza Jewels is not just another jewellery brand. It represents a new generation of aesthetic, ethical, and conflict-free jewellery that effortlessly merges beauty with conscience. Every piece of jewellery is meticulously handcrafted with love and care, using only the finest materials and techniques to ensure exceptional quality. What sets Aureza Jewels apart is its unwavering commitment to creating jewellery that is not only visually stunning but also ethically sourced."

What's different about Aureza Jewels?

At the heart of Aureza Jewels lies the minimalist design philosophy. We embrace simplicity as the ultimate form of elegance, creating jewellery that exudes understated charm and sophistication. Our minimalist approach is a tribute to the discerning taste of the modern

woman, who seeks to express herself with subtlety and grace. Each piece is thoughtfully designed to be versatile, allowing for effortless transition from casual daywear to formal evening attire. One of the defining features of Aureza Jewels is the vibrant colour palette by including pearls and gemstones from rich and deep blues to vibrant pinks and pearls, to

evoke joy and happiness.

What's the design philosophy of Aureza? And what does the name mean?

'Au' stands for the chemical symbol of gold, and 'Reza' stands for fulfilment, triumph, delight, rejoice in the Arabic language.

At Aureza Jewels, we believe that happiness lies in the details. Our meticulous craftsmanship ensures that every piece is finished to perfection. We want our jewellery to be more than just an accessory; we want it to be a source of joy and inspiration, an embodiment of the wearer's unique spirit.

In embracing the spirit of the next generation, Aureza Jewels embraces sustainability and environmentally conscious practices.

In short, Aureza Jewels, is the epitome of next-generation aesthetic, ethical, and joyful jewellery.

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BRAND WATCH



Splendorous Temple Jewellery

SHANTI S SETH JEWELLERS, known for their detailed handcrafted creations in 22-karat gold, are presenting yet another mesmerising assortment of temple jewellery. The company's commitment to both craftsmanship and design excellence enables them to deliver top-notch designs to their clients across India. The bridal necklaces in the recent collection are a true statement of grandeur, and celebrate the rich heritage of Indian jewellery.

Golden Elegance

SUNDARAM CHAINS P LTD, Mumbai, presents an assortment of enticing gold collections this time. Nikunj Jain, Executive Director, informs that their Omega Chains, inspired by Italian jewellery are made with laser welding technology to make stiff necklaces. The Pearl Cluster collection takes design cues from nature. Skilled karigars have woven clusters of gold and pearl beads to create delicate chains weighing as less as 20 grams. Mop chains weighing from 16 gm to 40 grams, use nakashi work to create motifs of peacocks, deities, and divine figures on Italian machine-made chains. Then there are kadas for men in 18-karat rose gold, Lexus lightweight bangles, each weighing 15 grams, and the Essential collection that uses 3D technology and artisanal expertise to create fashionable jewels.





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BRAND WATCH

A REGAL FARE

HARITSONS DESIGNS PVT. LTD. presents yet another collection of jewels suffused with colour. Cut into various alluring shapes and expertly carved with intricate designs, gems such as emeralds, rubies, tanzanite grace the 22-karat jewels with matte and texture finishes. Fit for royalty, these jewels are enhanced with polkis and diamonds and pearls. This fusion of precious elements enhances the beauty and grandeur of each jewel, ensuring that they become truly captivating and cherished masterpieces.



LUXURY REDEFINED

Renowned firm **MANOJ ORNAMENTS** introduces a collection of opulent diamond suites that are sophisticated. These beautifully designed suites accented with emeralds and fancy colour yellow diamonds offer a ready-to-dazzle look, perfect for any special occasion. The necklaces make a grand statement, and are available in layered designs for a dramatic effect when worn. The majestic large chokers are outfitted with pearls and polkis and are available with matching earrings, rings and wristwear. Indulge in the splendour of these stunning pieces and embrace the allure of timeless beauty and elegance.





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BRAND WATCH

SENSORY FEAST

ANAND SHAH, an acclaimed known gold jewellery designer, is known for his creative ideas inspired by Mother Nature. Remaining true to his design DNA, Shah unveils the stunning Leaf collection in 22-karat gold with a burnished finish. However, this time he embraces classicism with a unique twist. His latest creations capture the ethereal beauty of the wilderness through delicate striated buds, intricately carved gold beads, and tiny chains that suspend these buds. Additionally, openwork floral motifs are clustered together as fringes in chokers, adding an edgy touch to each piece. In this collection, Shah employs an unconventional approach to the use of colour by incorporating gemstones. Emeralds, tanzanite, and rubies are delicately inlaid within miniature flowers, partially covered by golden petals. These vibrant blooms are elegantly accentuated with tiny pearls and embellished with kundan, providing the perfect pop of colour against the golden backdrop of necklaces and pendants.



ROYAL SPELL

BIRDHICHAND GHANSHYAMDAS JEWELLERS presents an assortment of timeless and modern jewellery sets suitable for royalty. Adorned with exquisite precious stones like emeralds, rubies, diamonds, polkis, and pearls, every piece exudes a unique sense of grace that embodies the brand's distinctive essence. Moreover, men are also catered to with a wide range of intricately crafted gold accessories including kilangis, kanthas, brooches, and buttons, embellished with textured gold and accentuated by gems and polkis. The magnificent jewels that can be paired with Indo-Western ensembles are perfect conversation starters.



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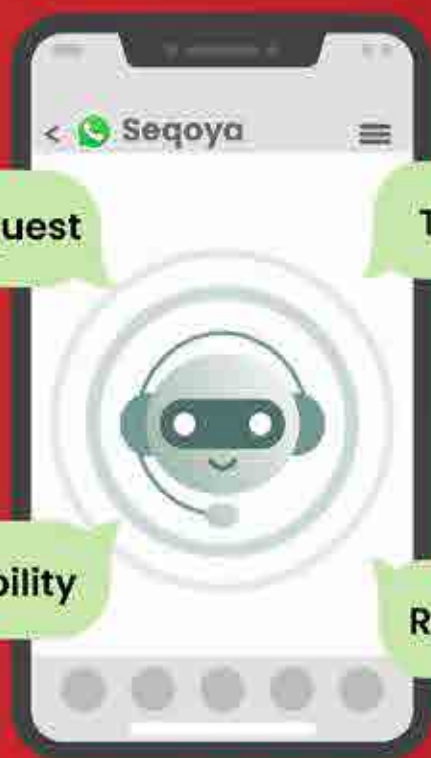


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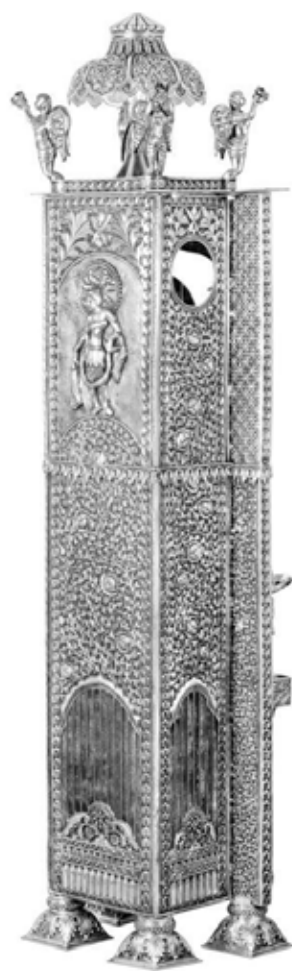
TALKING POINT

This Clock Ticks To Perfection!

Silver Emporium presents a magnificent masterpiece at IIJS Premiere - a towering, hand crafted grandfather's clock articulated in pure silver, weighing an impressive 45 kilos. This extraordinary timepiece not only boasts an exquisite appearance but also functions with remarkable precision, keeping time to the second.

Every inch of this splendid clock is adorned with intricate chitrai work, featuring delicate floral detailing that showcases the epitome of craftsmanship. The creation of this opulent piece required the dedicated efforts of two master craftsmen, who, along with a team of ten skilled artisans, invested their time and expertise for a remarkable duration of 1.5 years.

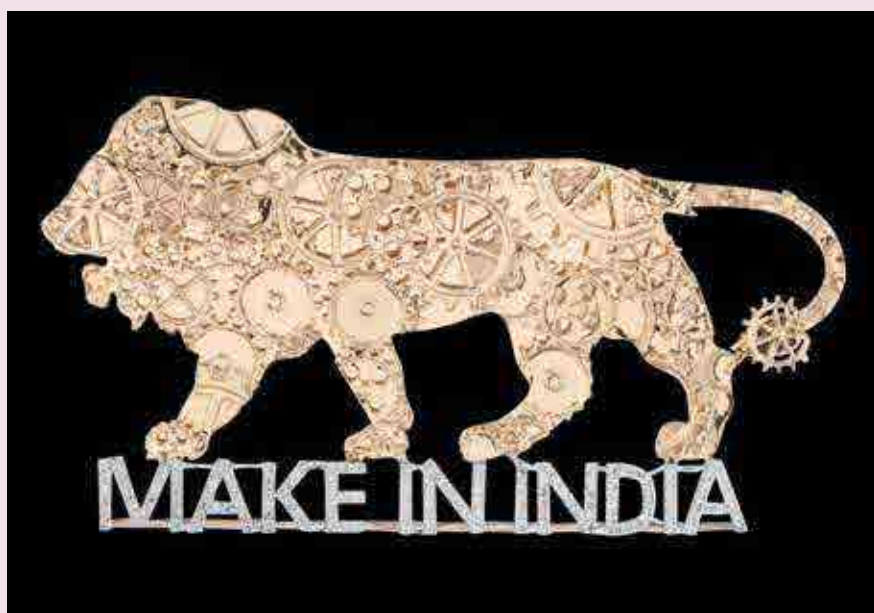
The result of their painstaking work is a gigantic and awe-inspiring creation that stands as a testament to the timeless allure of artistry and precision. Silver Emporium takes immense pride in presenting this unparalleled work of art to connoisseurs and enthusiasts alike at the prestigious IIJS Premiere.



India's Pride

TJ Impex takes immense pride in introducing a remarkable gold brooch that pays homage to the rich heritage and exceptional craftsmanship of our country. The exquisite lion brooch proudly bears the esteemed 'Make In India' logo, representing a symbol of national pride and ingenuity. Crafted with attention to detail, it took a dedicated team of skilled artisans a total of nine days to complete this exceptional piece.

This awe-inspiring brooch embodies the true spirit of Indian artistry, showcasing the finesse and skill that have been passed down through generations. As Samir Tulsyan, the Director of TJ Impex, affirms, "We are thrilled to present our lion brooch to the world. Through this exquisite creation, we aim to inspire others to appreciate and acknowledge the incredible abilities of our Indian artisans."





IN FOCUS - SILVER

Silver Jewellery Exports To Soar New Heights

India is the largest market for silver jewellery and silverware, and it is growing exponentially since the last few years. The country's silver jewellery exports for FY 2022-23 grew 8% year-on-year to \$2.93 billion. We spoke to two prominent silver jewellery exporters to find out the reasons for the spurt in exports and what are the ways Indian manufacturers can tap other markets to keep up the momentum.



Krishna Goyal

Silver holds a profound significance in Indian tradition and culture. It is an integral part of various significant events and rituals. From weddings to religious ceremonies, the exchange and gifting of silver items symbolise blessings, prosperity, and good fortune.

Despite its cultural significance, the volatility of silver prices can influence consumer behaviour. During periods of price uncertainty, individuals may choose to delay their silver-related purchases, hoping for more favourable market conditions before making their decisions. However, the enduring cultural significance of silver ensures that it remains a sought-after and cherished metal in India, irrespective of short-term price fluctuations.

According to silver exporters, some of the factors that have contributed to the recent surge in silver demand for exports in India are design and embracing technology.

Krishna Goyal, Convener, Silver Panel Committee, GJEPC, attributes the growth to the recovery of the global economy from the pandemic, especially in the US, which is a major market for Indian silver jewellery. "Post Covid-19, the disposable income available was reduced in hand of consumers and the innovation in designs gave them opportunity to fulfil the desire of personal adornment at affordable price.

Rahul Mehta, Managing Director, Silver Emporium,



Silver Emporium

expounds, "Constant improvement in design, use of social media platforms to understand new trends, improvement in technology and better understanding of different types of plating ... all these aspects have enabled the growth of exports from India. I also believe that Indians have a price advantage in global markets due to availability of skilled handcrafted workers."

As for the projections for India's silver export market in the next two years, and what factors are likely to influence its growth, Goyal mentioned that the Indian Government is aiming to reach the target of \$70 billion by way of jewellery exports by 2025, and silver exports contribute around 6.75% of the total gems and Jewellery exports. "With the signings of the free trade agreements with countries like the UAE, Australia and many more that are in pipeline, it will help Indian products to be available at lower cost. However, the growth will also be influenced by the



Vinayak Dhingra

exchange rate fluctuations, the price volatility of silver, and the regulatory policies of the Government of India like the duty draw backs, etc."

Outlining some of the challenges faced by Indian exporters in meeting the rising silver demand from international markets, Mehta commented, "We have all the available resources, skilled workforce to boost our share in the global export of silver jewellery and artefacts. Silver industry has one request from the government: to make duty-free silver available with nominated agencies at all times for exports so we can ship goods at international silver prices. We cannot keep growing if we are unable to meet this basic demand of importers across the world.

Vinayak Dhingra of Manmohan Exports, adds, "Indian exporters face several challenges in meeting the rising silver demand from international markets. The price volatility of silver, stringent quality standards, and certification requirements are significant hurdles. Currency exchange rate fluctuations can impact profitability, while competition from other exporting countries adds to the pressure. Trade barriers, regulatory compliance, and financing risks further complicate the process. Understanding changing market trends and preferences is essential, as well as navigating geopolitical and trade relations. Overcoming these challenges requires strategic planning,



Rahul Mehta

market research, and building strong business relationships, alongside government support and innovation to seize export opportunities."

In order to grow silver exports in the jewellery and silverware segment, Goyal recommends, "Indian exporters should focus on creating innovative and trendy designs that cater to the preferences and tastes of different segments of customers across different regions and cultures. We must adopt new technologies to enhance the quality and efficiency of production and reduce wastage, and ensure that our products comply with the international standards and norms of quality, safety, and sustainability, which is a big trend now. Increase participation in various trade fairs, exhibitions, buyer-seller meets, online platforms, etc., to showcase their products."

Mehta adds that Indian silver



Sangeeta Boochra

exporters should go for study tours to fairs and important trading centres for silver jewellery. "This will guide them to develop specific products for their targeted export markets. Export promotion councils can play a very important role in curating such study tours."



INNOV8

Venus Jewel Elevates IIJS Premiere 2023 as official Knowledge Partner of Innov8 Talks

Venus Jewel, a distinguished name in natural diamond manufacturing, proudly announces its active participation and prestigious role as the official Knowledge Partner at the Indian International Jewellery Show (IIJS) Premier, scheduled from August 3 to 7, 2023. This year's event promises to set new benchmarks, fostering innovation and excellence in the gem and jewellery sector.

Devansh Shah, Partner at Venus Jewel expressed, "The IIJS Premier stands as a pinnacle in bringing important industry questions to the discussion table with our retailers, diamantaires and jewellers. We choose to sponsor the Innov8 Talks sessions to offer attendees much required clarity and transparency, empowering everyone to make informed decisions with absolute confidence."

A total of 6 sessions are curated by Venus Jewel and around 14 sessions by GJEPC between both locations - JWCC & BEC, encompassing topics like Diamond Pricing, Fancy Shape Diamonds, Storytelling, Natural Diamonds and more.

The event is set to be a captivating and enriching experience for all. Respected industry personalities, including, Mr Sachin Jain (De Beers), Ms Richa Singh (NDC), Mr Nilesh Chhabria (Finestar) among others, will grace as panellists sharing their profound insight and expertise.

Venus Jewel invites and encourages all attendees at IIJS Premier to witness these live sessions, contribution to the collective growth and advancement of the natural diamond industry.

Venus Jewel is the leading supplier of premium polished natural diamonds. Our commitment to innovation, superior product quality and ethical business practices has made us the preferred partner of the most prominent luxury brands, jewellery designers and high-end retailers. Venus ensures transparency in all operations. Our expertise is in large sized round and fancy solitaires ranging from 0.3 to 30+ carats in size. Founded in 1969, under the visionary





LIST OF VENUS JEWEL SESSIONS AT THE INNOV8 TALKS @ IIJS PREMIERE AUG, 23

THU 03	<p>Why Natural Diamonds are Forever</p> <p>1:00 PM to 2:00 PM, JWCC</p> <p>Mr. Sachin Jain, Ms. Richa Singh, Mr. Nilesh Chhabria, Mr. Devansh Shah</p>
FRI 04	<p>The Art & Science Of Solitaire Selling</p> <p>4:30 PM to 5:30 PM, Nesco</p> <p>Mr. Deepak Shah, Mr. Atul Jain, Mr. Devansh Shah</p>
SAT 05	<p>What Lies Beyond the 4C's</p> <p>4:45 PM to 5:30 PM, JWCC</p> <p>Mr. Rahul Desai, Mr. Dhiraj Ambor</p>
SUN 06	<p>Storytelling is for Storyselling</p> <p>4:30 PM to 5:30 PM, Nesco</p> <p>Ms. Prerna Makharia, Ms. Preeti Agarwal, Ms. Hetal Valia, Ms. Anju Jain, Ms. Ambika Narayan, Ms. Vaneja Gupta, Mr. Navin Sadarangani</p>
MON 07	<p>Diamond Pricing - Beyond the 4C's</p> <p>2:30 PM to 3:30 PM, Nesco</p> <p>Mr. Devansh Shah</p>
TUE 08	<p>Fancy Shaped Diamonds - A New Opportunity</p> <p>12:30 PM to 1:30 PM, Nesco</p> <p>Mr. Devansh Shah</p>

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VENUS JEWEL

WORLD LEADERS IN SOLITAIRES

Scan to register at Venus Jewel Innov8 talks



leadership of brothers, Shri Sevantilal Shah and Shri Ramniklal Shah, Venus Jewel has played an instrumental role in transforming the Indian diamond industry to its modern, high-quality, upscale eminence today. The three

generations of the Shah family have brought industry-leading standards of craftsmanship, technology and customer service to practice.



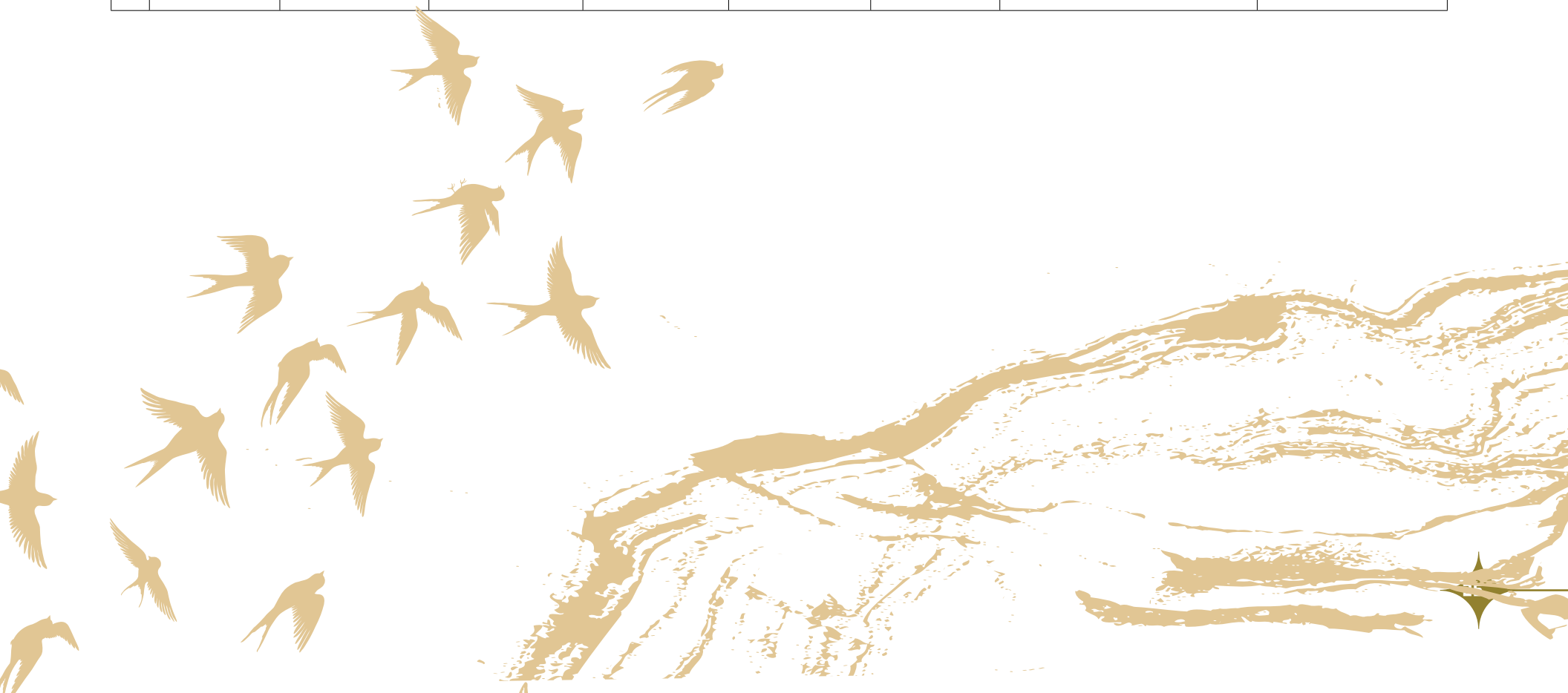
SCHEDULE

IIJS Premiere 2023 Schedule

Time	Date	Event	Categories
11:30 am	4th Aug	IIJS Premiere 2023 Inauguration at Bombay Exhibition Centre (NESCO), Goregaon	Product Sections @ NESCO, Goregaon <ul style="list-style-type: none"> • Diamond, Gemstone, and other studded jewellery • Gold and Gold CZ studded jewellery • Laboratories & Education (for Jewellery)
7:30 pm	4th Aug	Jewellers for Hope Charity Dinner at Grand Hyatt Mumbai	Exclusive Sections @ NESCO, Goregaon <ul style="list-style-type: none"> • Loose Stone (Colour Gemstone) • Silver Jewellery, Artefacts & Gifting Items • Machinery, Technology, and Allied in Hall 7 • Italian Pavilion

innov8 TALKS Global Schedule

Jio								
Date	Time	Slot 1	Slot 2	Slot 3	Slot 4	Slot 5	Country delegation	Focus Product
4th August	12.00 pm - 1.00 pm	D.Navinchandra Exports - Ayush Mehta & Virag shah	Asian Star - Sameer Bhansali & Viren Kothari.				Turkey + Iran + Vietnam + Thailand + Korea + Uzbekistan + Africa	Loose Diamond, Studded Jewellery
NESCO								
4th August	5.45 pm - 6.45 pm	GreenLab - Mr. Miraj Patel	Lotus Jewellery Creation - Vineet Vasa	Anmol Swarna India -	Prism Enterprises- Aayush Bhansali & Amar Bhansali	Vijay Exports - Prakash Dhanak & Mrs. Shweta Dhanak	Saudi Arabia + UAE + Middle East + UK + USA + Sri Lanka + Bangladesh + Iran + Nepal	Gold Jewellery, Studded Jewellery
5th August	11.30 am - 12.30 pm	TanvirKumar & Co. - Ravish Kala					Bangladesh + Myanmar + Malaysia + Singapore + Uzbekistan + Iran + Africa + Turkey	Gold jewellery & Studded jewellery, loose gemstone
5th August	12.30 pm - 1.30 pm	Sky Gold - Darshan Chauhan & Himanshu Shah	AB Jewels - Yash Aggarwal & Sanjay Aggarwal	Aqua Jewellers - Sweta shah & Amit shah	Padmavati - Joy Jain Rajendra Jain		Saudi Arabia + UAE + Middle East + UK + USA + Sri Lanka + Nepal	Gemstones, Silver jewellery, Gold Jewellery & Studded Jewellery



SCHEDULE

Innov8 Talks Knowledge Partner



innov8 TALKS Schedule

Jio World Convention Centre (JWCC)				
Date	Time	Speakers	Sessions	Topic
3rd August	1.00 pm to 2.00 pm	Sachin Jain, MD, De Beers India; Richa Singh, MD India & Middle East, Natural Diamond Council; Moderator - Devansh Shah, Partner, Venus Jewel	Venus Jewels	Why Natural Diamonds are Forever
4th August	12.00 pm to 1.00 pm	Turkey + Iran + Vietnam +Thailand + Korea + Uzbekistan + Africa	Innov8 Global	Loose Diamond, Studed Jewellery
4th August	2.00 pm to 3.00 pm	Ashish Sakhardande, IJEX Dubai	Innov8 Talks	How to set up your business in Dubai through IJEX, GJEPC
4th August	3.30 pm to 4.30 pm	Manishi M Sanwal	Innov8 Talks	AI ChatGPT - How It Will Impact Business
5th August	11.30 am to 12.30 pm	Kirti Deshmukh, Dy. Director Industries, MMR, Mumbai	Innov8 Talks	Awareness program of GJEPC initiatives for MSME, Membership
5th August	3.30 pm to 4.30 pm	Smit Patel Pranay Narwekar	Innov8 Talks	LGD - Future Growth and Price Trends
5th August	4.45pm to 5.30pm	Rahul Desai, CEO & MD, International Institute Of Gemology (IIG), Team Venus Jewel	Venus Jewel	What Lies Beyond the 4cs
6th August	11.30 am to 12.30 pm	Maulik R. Shah Supreme Kothari	Innov8 Talks	GST and Banking Schemes for MSME
6th August	3.30 pm to 4.30 pm	Neha Kejriwal, Category Manager - Jewellery & Watches, eBay & Pavni Varma, Seller Recruitment (Jewellery) - West Region, Amazon	Innov8 Talks	Understanding Exports & Shipping of Small Parcels for E-Commerce Business
7th August	11.30 am to 12.30 pm	Mithlesh Pandey	Innov8 Talks	Advantages of Enrolling your Employees under Swasthya Ratna, Swasthya Kosh and Parichay Card

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2023
 4th - 8th August, 2023
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at Machinery and allied section,
Hall 7 at Bombay Exhibition Centre






SCHEDULE

innov8 TALKS Schedule

Bombay Exhibition Centre				
Date	Time	Speakers	Sessions	Product
4th August	4.30pm to 5.30pm	Deepak Shah, Proprietor, Gharenu; Moderator - Devansh Shah, Partner, Venus Jewel	Venus Jewel	The Art & Science Of Solitaire Selling
4th August	5.45pm to 6.45pm	Saudi Arabia + UAE + Middle East + UK +USA + Sri Lanka	Innov8 Global	Gold Jewellery, Studded Jewellery
5th August	11am to 12pm	Bangladesh + Myanmar + Malaysia + Singapore +Uzbekistan + Africa	Innov8 Global	Gold jewellery & Studded jewellery, loose gemstone
5th August	12.30pm to 1.30pm	Saudi Arabia + UAE + Middle East + UK + USA + Sri Lanka	Innov8 Global	Gemstones, Silver jewellery, Gold Jewellery & Studded Jewellery
5th August	2.00 pm to 3.00 pm	Ashish Sakhardande, IJEX Dubai	Innov8 Talks	How to setup your business in Dubai and how IJEX can help
5th August	3.30 pm to 4.30 pm	Dipu Mehta	Innov8 Talks	A Master class on how to work Family managed business
5th August	5.00pm to 6.30pm	40 Under 40		
6th August	11.30 am to 12.30 pm	Amitabh Singh	Innov8 Talks	How to do exports with India Post
6th August	1.30 pm to 3.00 pm	IIGJ Alumni Meet	IIGJ	Women's Association
6th August	3.30 pm to 4.30 pm	Vijay Batra	Innov8 Talks	Motivational speaker - Vijay Batra
6th August	4.30pm to 5.30pm	Prerna Makhariaa, Founder, Style Prer by Prerna Makhariaa & Pet Jewellery; Preeti Agarwal, Jewellery Specialist, Journalist, Blogger, Stylist; Hetal Valia, Jewellery Design Mentor; Anju Jain, Creative Director; Vaneja Gupta, Head Design Strategy, Novel Jewels; Ambika Narayan, Director, Apranje Jewellers; Moderator - Navin Sadarangani, Founder, NYUZ	Venus Jewel	Storytelling Is For Storyselling
7th August	11.30 am to 12.30 pm	Mariyappan, General Manager - E-commerce & Digital Initiatives, GRT Jewellers & Aaditya Jain, Owner, Jewels Park	Innov8 Talks	How to make your business profitable learn from E commerce start ups
7th August	1.00pm to 2.00pm	WJA (Nirupa Bhatt)	WJA	Women's Jewellery Association
7th August	2.30pm to 3.30pm	Team Venus Jewel	Venus Jewel	Diamond Pricing - Beyond the 4Cs
7th August	3.30 pm to 4.30 pm	Naman Ajmera	Innov8 Talks	Everything you need to know about Chat GPT AI
8th August	12.30pm to 1.30pm	Team Venus Jewel	Venus Jewel	Fancy-Shaped Diamonds - A New Opportunity
8th August	11.30 am to 12.30 pm	Mithlesh Pandey	Innov8 Talks	Advantages Of Enrolling Your Employees Under Swasthya Ratna, Swasthya Kosh and Parichay Card



SHOW GLIMPSES

Scenes from the spectacular Day 1 of IIJS Premiere! These glimpses capture just a fraction of the excitement and energy. The event is a true celebration of India's best gems and jewellery.





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A Chargeable Trolley Service will be available on first come first served basis.

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2 wrist bands to every exhibitor for setup days

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- Near Pavilion Hall at JWCC

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BEC: Hall 1 Entry | JWCC: Level P1 near Registration

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Cafeteria in Hall 1, 2 & 4 at BEC

Exhibition Hall in JWCC

TO & FRO SHUTTLE SERVICE BETWEEN BOTH THE VENUES (JWCC & BEC) IN EVERY 10 MINUTES



Services

FACILITIES

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Goregaon station to BEC	Timings : 8 am to 12 pm 6 pm to 9 pm
Officials hotels to BEC Timings : 8 am to 12 pm 6 pm to 9 pm	Officials hotels to JWCC Timings : 8 am to 12 pm 5 pm to 8:30 pm

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IIJS INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2023
 3rd - 7th August, 2023
 Jio World Convention Centre- Mumbai
 4th - 8th August, 2023
 Bombay Exhibition Centre- Mumbai

GJEPC INDIA

Venue Wise Timings for IIJS Premiere 2023

Dual Venue, Dual Opportunity!

Jio World Convention Centre (JWCC)
 10:00 Am to 7:00 Pm

Bombay Exhibition Centre (NESCO)
 11:00 Am to 8:00 Pm

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MAIZ Mexican Kitchen Mexican + Pizzas	HIGHNESS PANINI Panini, Pasta & Sandwiches	Hatti Kaapi Coffee & Bakery	SMOKE HOUSE DELI Pizzas, Sandwiches & Pastas	BLUE YOKAI Coffee & Savoury	WOW! MOMO Chinese Meal
KC ROASTERS Coffee & Bakery	TUBBS Franchises	ZUB Pan Asian & Indo-Chinese	SOCIETY Tea (Moveable Cart)	ANANDO Flavoured Milk	R.S.MANI Dosa
TEMPTING TRUCK Burgers, Wraps & More	INDIC Thai	CHINA TIME Chinese Meal	DAILY DELI Sandwiches, Wraps & Pizza	CHEFFINAD EXPRESS South Indian Snacks	QUICK BITE Indian Snacks
RAJDHANI THAI	LOKAL Thai, Jilabi, Fafrik & Thepla	SBARRO New York Pizza	MAHARAJA BHOG Thai, North Indian & Gujarati		

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