



# SHOW DAILY

**DAY 4**

**2**  
Venues

**1850+**  
Exhibitors

**42000+**  
Buyers

**70000**  
sq m

## COVER STORY

# IIJS Unleashes Pent-Up Gold Demand

IIJS Premiere 2023 witnessed a significant surge in gold jewellery demand, surprising exhibitors who had concerns about the impact of the economic uncertainty, elevated prices, and curtailed discretionary spending on Indian consumer demand. Despite these apprehensions, Indian gem and jewellery manufacturers showcased innovative products, including lightweight gold jewellery that retained the appearance of traditional heavy designs but used gold to keep the weight in check.

The show saw an overwhelming response, with buyers, especially domestic ones, displaying a strong determination to make



purchases after a prolonged period of cautiousness. The

positive sentiment generated during the event was

remarkable, considering the sluggish demand leading up to the show.

Renowned designer Anand Shah notes, "IIJS has opened the floodgates and I had an excellent first couple of days. I think that customers had held back orders these past few months in anticipation of sourcing fresh designs at the show. IIJS dictates the mood of the industry."

Anish Birawat of Chain N Chains witnessed a steady stream of buyers since the show at NESCO began. "Flexible and playful earrings weighing 4 grams, black rhodium-plated chains, and designer bracelets are seeing huge demand. It's been a fantastic show," he exclaimed.



**A' STAR JEWELLERY**

[www.asianstargroup.com](http://www.asianstargroup.com)

VISIT US: Hall 4, Booth #4S 481A

an accordian of  
*Possibilities*

Endless opportunities are bestowed upon us as we open ourselves to the world around. These designs accentuate an array of possibilities we can utilise as we explore through the transitional endeavours of life.

Mumbai: +91 22 6195 8786 | Chennai: +91 99625 99494 | Hyderabad: +91 98851 52999 | Ahmedabad: +91 99788 09388

## COVER STORY



**Keshavlal Dalpatbhai Zaveri & Co.**

### Varakrupa Jewellers

There was further optimism that consumers were now accustomed to the rising gold prices, which, coupled with a good monsoon, could sharply increase the purchasing power of rural buyers who account for the bulk of festival jewellery buying. The upcoming Diwali festival and wedding season have boosted demand for gold jewellery.

Manufacturers at the IIJS showcased ornate, lightweight collections to minimise the use of gold while maintaining aesthetic appeal. These collections included hollow, voluminous, and cast plain gold lines that used negative spaces creatively and were embellished with various finishes and gemstones to offset gold content.

Dhiaan Shakthi Srinivasan, Director Of Business Development Emerald Jewel Industry India Limited, remarked: "The response has been fantastic; the visitor numbers have been fantastic. I've been told that 42,000 plus visitors have been registered for this event. We also saw a lot of international delegates this time from Korea, Cambodia, China, Japan.

### SK Seth Jewellers

A lot of the customers who I spoke to told us that they have not seen a show like this since 2019. We are glad that business is booming.

"It's very, very difficult to showcase so many products at any given point in time to all the



### Aradhana Jewellers

customers. So events like these actually give us an opportunity to showcase new creations to customers from across the world. We have launched close to 22 new collections for this IIJS. And we have close to 8,000 new designs as we have tried to ensure that our products are for all the demographic across India."

Exhibitor Bhairavi Shah of Aadish Gold LLP informed that they were sold out by Day 2. "The show is beyond our expectations! 80% of our clients are new buyers. This is a delightful challenge as we now face the prospect of limited inventory for our regular customers." Their bestselling pieces were from antique gold collections between 80 and 150 grams.

The show attracted visitors from across India, including smaller towns, with many first-timers attending. Various retailers expressed satisfaction with the wide range of designs available at competitive prices. Buyers displayed smart purchasing behaviour, carefully selecting goods.

Premal Shah of Sphere, a leading high-end designer gold jewellery manufacturer,



echoed the positive sentiments shared by fellow gold jewellery exhibitors at IIJS 2023. With an exquisite range of gold jewellery that is 60-70% handcrafted and the rest cast, Shah's creations are adorned with fine natural diamonds, making them highly sought-after among discerning customers in major metropolitan areas.

Pankaj Kodnani of Crown Jewels was extremely happy with the footfalls at IIJS. "The show has been very good so far. There has been a good flow of clientele on the first two days itself. The last quarter was slow but what we have noticed this time is that retailers are in a mood to buy jewellery and are aggressively prepping for the season with new products. Even at the current gold rate, they are more focused on designer collections versus price points. They are looking for collections to brand themselves with. We have seen 25 - 30% new buyers on all days at the show. That's a winning point for us," informed Kodnani. On asked what sets his designs apart Kodnani shares that it is a fusion of technology and hand assembly that makes his creations unique.

Kalash Gold & Ornaments' wide range of CZ, Turkish and Italian jewellery was well appreciated by retailers from across the country. "Our Italian

line got more traction from North India while those from South India preferred our Turkish-inspired line which is extremely lightweight. We have also launched new designs in our 18-karat gold jewellery collection for babies. We are lucky to have met international buyers as well," informed Amit Jain, Director of the firm.

Sanjay Surana, Director, Aradhana Jewellers, noted, "The show has surpassed our expectations. India is a growing market and the future is very bright. We at Aradhana Jewellers are renowned for antique kunda-jadau gold jewellery ranging from 4gm to 400gm. Our lightweight jewellery has performed very well. In keeping with the high gold rates, we had already worked upon lightweight designs, and that has been appreciated by the visitors."

Overall, IIJS Premiere 2023 has once again instilled a spirit of optimism and a positive outlook among industry members. Manufacturers and retailers have adapted their offerings to meet changing consumer preferences and demands. The industry remains hopeful that the positive sentiment observed at the IIJS would carry forward into the festival season and support the growth of the gem and jewellery market.

# The Standard of Pearl Analysis.

Know your pearl's identity with the GIA Pearl Identification Report, offered by the independent, unbiased pearl experts. Since 1934. Now in Mumbai.



Visit us at  
Booth # Jio-G.14a and BEC-1C 73F



**GIA**<sup>®</sup>

Discover more about our  
pearl services in Mumbai



**TOGETHER WE HAVE  
 NURTURED THE PLANET!**

**LET'S KEEP THE GREEN  
 REVOLUTION GOING!**

**1 LAC  
 TREES  
 PLANTED**



Celebrating  
**58**  
 YEAR'S  
 of Excellence

**Professional & Certified Courses**

Masters In Gems & Jewellery  
 Masters In Jewellery Design with Manufacturing



Jewellery Design



Jewellery Manufacturing



Jewellery Merchandising

Licensed Software



  
 Over 1,00,000  
 professionals  
 graduated till  
 date

  
 50+ Glorious  
 Years of  
 Excellence in  
 G&J Education

  
 Practical  
 real-world  
 education

  
 Over 25 short  
 courses to  
 offer

  
 Experienced  
 and senior  
 faculties

**Meet us at**



3<sup>rd</sup> - 7<sup>th</sup> August, 2023  
 Jio World Convention Centre- Mumbai

**Hall No: JWCC  
 Stall No: JIO-G 11 L**

MUMBAI | SURAT | KOLKATA | BENGALURU | HONG KONG

+91 9322262357

info@iigindia.com

www.IIGINDIA.com



# 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.

**Swarna Adarsh**  
**Abhiyaan**

An industry initiative

Inspired by the Retail Gold Investment Principles

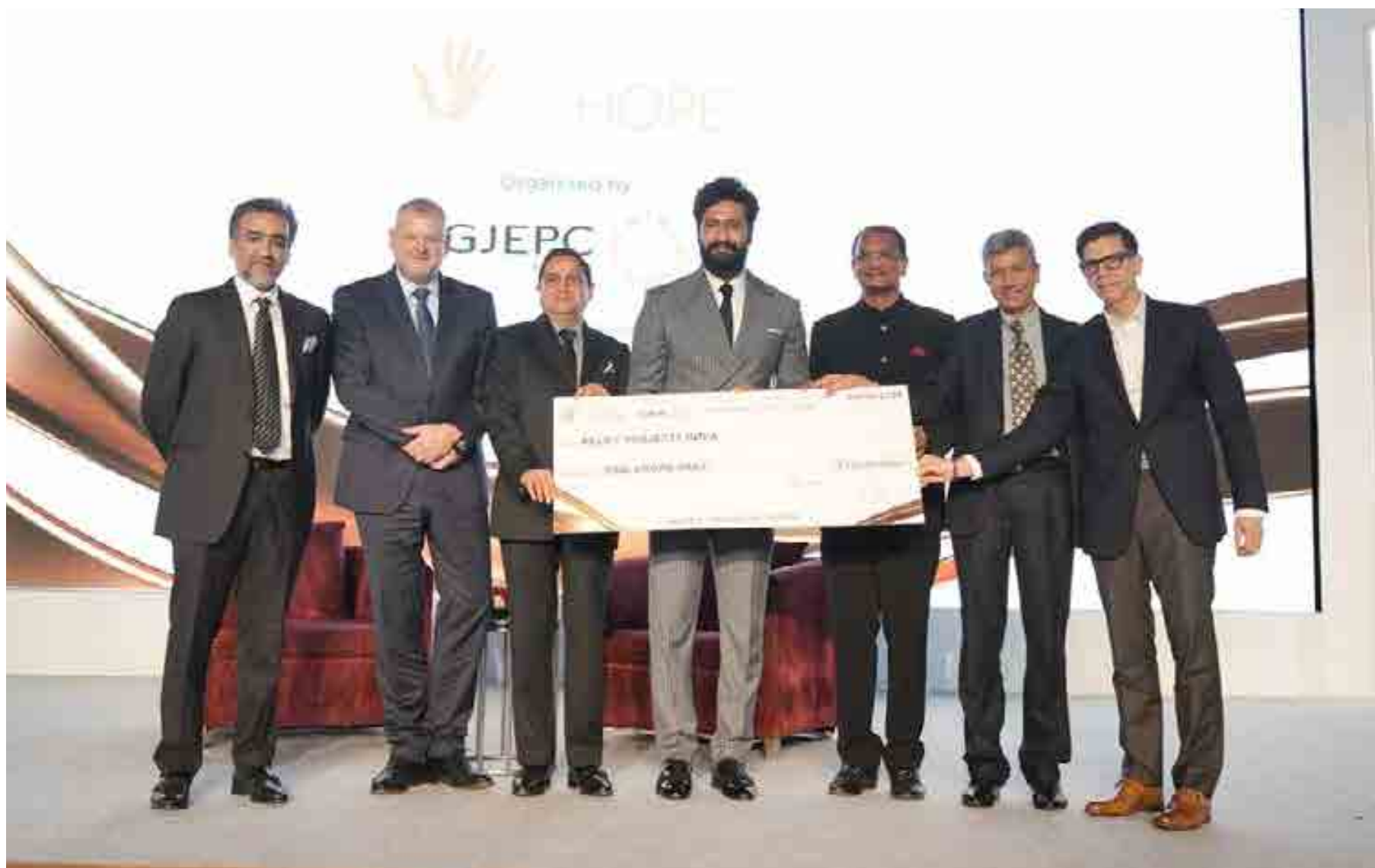
Supported by



## CSR

# Vicky Kaushal Headlines 'Jewellers For Hope'

The Gem & Jewellery Export Promotion Council (GJEPC) proudly hosted the 8th edition of its charity dinner, 'Jewellers for Hope,' at a glittering event attended by industry leaders and philanthropists. With the backing of Lead Partner De Beers, Associate Partner - World Gold Council, and Powered by GIA, the event once again garnered overwhelming support, raising an impressive Rs. 1 crore from jewellers. The proceeds were donated to Relief Projects India, an NGO supported by Bollywood leading man Vicky Kaushal.



Vicky Kaushal personally attended this event on behalf of Relief Projects India and spoke about the organisation and the impact it has created in India. Relief Projects India is a dedicated non-profit trust committed to making a positive impact on the lives of the less fortunate through education, health, and awareness initiatives. The NGO's primary focus lies in addressing critical issues such as female infanticide, foeticide, boy-child preference, and the challenges faced by women and children in rural villages.

Addressing the attendees, Vicky Kaushal expressed deep gratitude to all the donors for their unwavering support. He acknowledged the profound impact their contributions would have in transforming the lives of many, contributing to nation-building and creating a

ripple effect of positive change. Vipul Shah, Chairman, GJEPC said, "Since its inception, the gem and jewellery industry has been at the forefront of Corporate Social Responsibility (CSR) initiatives, embracing the ethos of giving back

to society and fostering unity for a common cause. Through the noble platform of 'Jewellers for Hope,' the Council has championed several meaningful causes, encompassing education, women's empowerment,

sanitation, and more. This year, we are delighted to extend our support to Relief Projects India, an impactful NGO endorsed by the esteemed actor Vicky Kaushal. Their dedication to addressing critical issues such as female infanticide, foeticide, boy-child preference, and the challenges faced by women and children in rural villages aligns perfectly with our vision. we are optimistic that our collective efforts will bring positive transformation and make a lasting impact on the lives of the less fortunate."

Launched in 2014, Jewellers for Hope is the altruistic initiative of the GJEPC, aimed at mobilizing the entire gem and jewellery industry - from manufacturers and traders to miners and retailers - to raise funds for commendable NGOs in various fields, including education, health,



## CSR



**Through the noble platform of 'Jewellers for Hope,' the Council has championed several meaningful causes**

K Venkataraman, raised a staggering amount of Rs. 30 lakh, dedicated to supporting the Nanhi Kali initiative. This noble cause aims to provide education and empowerment to underprivileged girls across the nation.

Equally impressive was Mr. Paul Rowley's generous contribution during the sit-down charity dinner. He raised an impressive sum of Rs. 35 lakh, which he will be donating to the charity of his choice.

tribal welfare, women's empowerment, and more.

Over the years, the industry's generous contributions to 'Jewellers for Hope' have left an indelible impact, having contributed an impressive Rs. 7 Crore to 13 NGOs, uplifting countless lives.

In previous editions, 'Jewellers for Hope' has extended support to various NGOs, including Make A Wish Foundation, Swades Foundation, Friends of Tribal Society, Voluntary Action Association (run by Nobel Prize winner Kailash Satyarthi), Giants Welfare International (run by Social Activist Shaina

NC), Bhagwan Mahaveer Viklang Sahayta Samiti or Jaipur Foot, Army Welfare, Tribal Integrated Development and Education Trust (TIDE), and Shrimad Rajchandra Love and Care (SRLC) and Live Love, Laugh Foundation.

One of the evening's highlights was the spirited bidding round for an exclusive dinner with industry stalwarts Mr. C K Venkataraman, Managing Director at Titan Company, and Mr. Paul Rowley, Executive Vice President, Diamond Trading, De Beers Group.

The auction, led by Mr. C



**BECOME A DIAMOND EXPERT**

Click here to know more or Scan the QR Code!



Experience on your mobile handset

**Exclusive early access for IIJS Buyers**



For more information write to us at [indiatrade@naturaldiamonds.com](mailto:indiatrade@naturaldiamonds.com)

Disclaimer: The AR Experience Diamond is for Representative Purposes only.

**VIEWPOINT**

# Delicate & Easy-to-Wear Jewels Are In Vogue: Sunaina Jain

**SUNAINA JAIN, the Creative Head and Partner of Adore** in Jaipur, has maintained a long-standing association with the IIJS brand, spanning 17 years. Throughout her tenure, she has keenly observed and noted a notable transformation in customer preferences.



Adore? “Every year, we create unique and innovative jewellery for IIJS and this year, too, we are excited to showcase a diverse range of creations. Our collection will feature handmade pieces, semi-precious and precious stone jewellery, including diamonds and a variety of gemstones. We hope that attendees appreciate the craftsmanship and artistry behind our designs.”

She observes that the jewellery industry has witnessed a shift in customer preferences towards minimalistic, and comfortable designs that can be worn on a regular basis. “In response to this trend, it is highly likely that, this year, IIJS would showcase a wide range of delicate jewellery pieces with gemstones, that are elegant, lightweight, easy to wear, and suitable for everyday use.”

Today, sustainability and ethical practices in business are essential ingredients for success. As a jewellery brand, Sunaina states, “Prioritising sustainability and ethical practices is crucial. We prioritise sourcing materials and gemstones from trusted suppliers who adhere to strict ethical and sustainable standards. We collaborate with skilled artisans and support traditional craftsmanship. With our handmade jewellery, we aim to preserve heritage techniques. We believe in transparency and ensure that customers can trust the origins and processes behind our jewellery.”



In 2002, Sunaina and Sandeep Jain founded Adore Jewels with the aim of pursuing their creative passion by establishing their own label. As designers who met and shared a vision, they launched Adore Jewels as a quintessentially Indian jewelry brand. The brand’s primary store is situated on M. I. Road in Jaipur.

The brand’s creations are exported to countries such as the USA, UK, France, Italy, Germany, South Africa, New Zealand, Greece, and Brazil among others.

Today, nearly two decades since its launch, Adore Jewels stands out for its craftsmanship and one-off designs that capture the essence of elegance and radiate an aura of effortless grandeur.

At the heart of Adore Jewels’ collection lies a mesmerizing array of diamonds and gemstones. Whether it’s the brilliance of diamonds or the captivating hues of sapphires, emeralds, or rubies, Adore Jewels’ attention to detail and dedication to perfection ensures

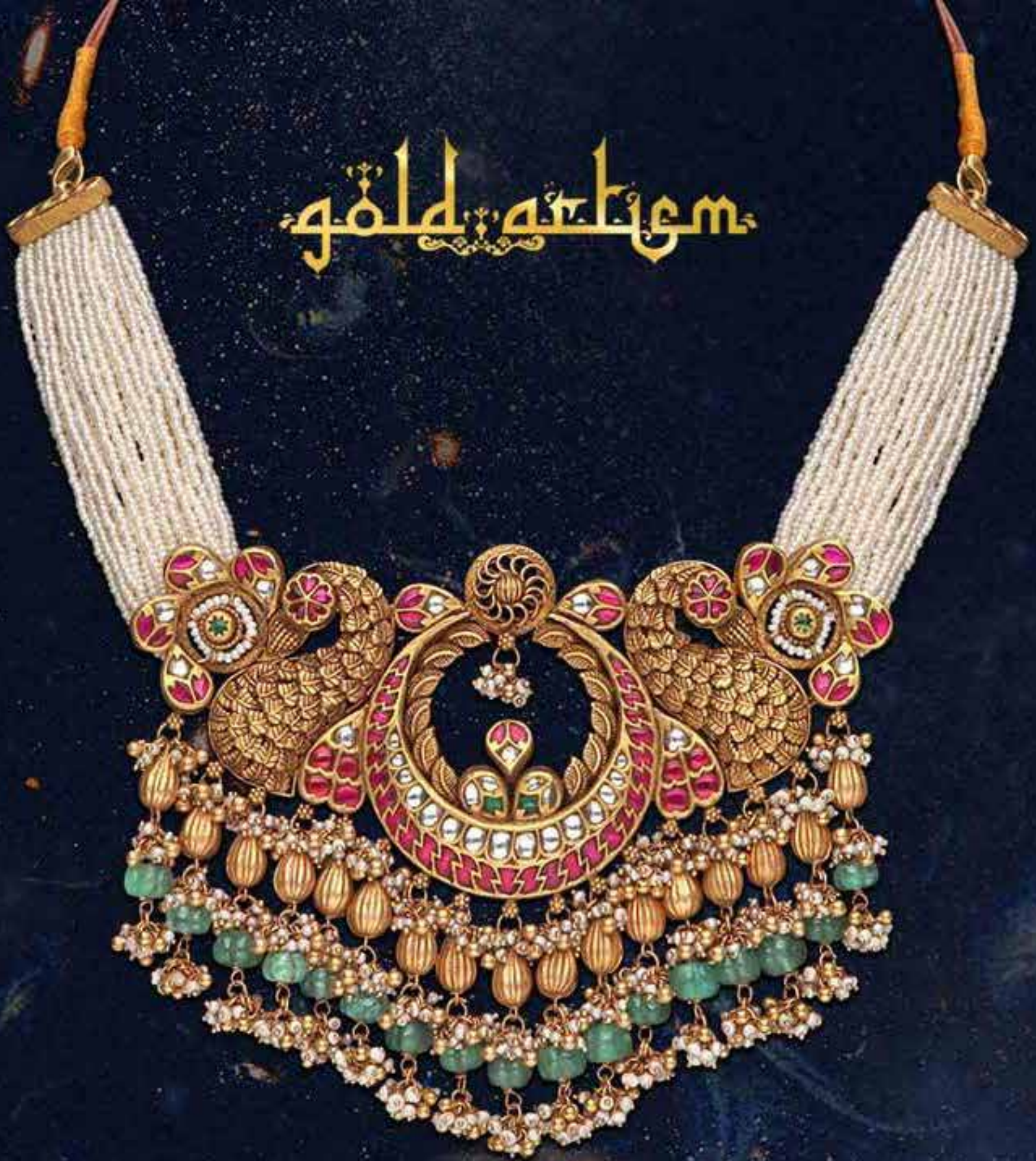
that their jewellery reflects the highest standards of quality and beauty.

Sunaina acknowledges, “IIJS has helped us build our network, expand our national as well as international customer base and establish our identity within the industry.”

What’s new this year from



سہارا گولڈ



HALL NO: 01 | STALL NO: 1G 162

**IJS** INDIA  
INTERNATIONAL  
JEWELLERY SHOW  
PREMIERE **2023**

4<sup>TH</sup> TO 8<sup>TH</sup> AUGUST 2023  
BOMBAY EXHIBITION CENTRE - MUMBAI



## VIEWPOINT

# Yash Agarwal, Taking Birdhichand's Heritage to New Heights

Birdhichand Ghanshyamdas Jewellers, based in Jaipur, India's Pink City, has been known for their proud distinction of being jewellers to royalty for half a century, with their stunning collections. **Yash Agrawal**, third generation of the Birdhichand family, as its creative director, tells how he plans to navigate the heritage label forward.



Yash Agarwal

Yash Agarwal has been at the helm of designing since many years. A meticulous designer, who immerses himself in subjects that pique his interest, he dedicates ample time to preparation, and once he embarks on a project, his determination knows no bounds. Agarwal's exquisite jewellery pieces reflect the beauty and essence of Rajasthan, evoking memories of a splendid and captivating era when royalty reigned supreme. Through the audacious use of vibrant colours and unconventional shapes, his collections exude a majestic aura that tantalizes the senses.

**How did you change Birdhichand Ghanshyamdas' ethos ever since you joined as**

**Creative Director?**

We are a 100-year-old, family-run company which is deeply-rooted and holds its value system close to the heart. When I joined the business and eventually grew to the role of the Creative Director, the only change I worked towards bringing in was making the organisation more technologically advanced and time sensitive. My contribution to the brand has been that of an enabler of traditional values and designs into a modern idiom.

**What is the signature Birdhichand Ghanshyamdas design statement?**

Our signature has always been creating pieces that speak and not 'shout'. We

believe in timeless design and excellent craftsmanship. Our design language has always been evolving, relevant and statement.

**You learnt jewellery designing at GIA, Carlsbad, and had the opportunity to intern at Tiffany. Could you share your experiences you gained during your time there?**

Tiffany's internship broadened my horizons. There were numerous things I learned over there, but one learning that's stayed with me for these many years and continues to influence my thought process is the importance of the thinness of the jewellery. I learnt that luxury is not just about beautifully designed products but is also about developing a keen eye for minute details, and ensuring top-of-the-league consumer experience.

**Post-pandemic, what retail model does your company follow: physical, digital or a hybrid blend of both?**

Well, even during the pandemic we were always physical. The high jewellery market is more experiential, and our patrons like the touch-and-feel and the exploration process. Thus, in-person buying has always been our terrain.

**As a heritage label, how do you stay relevant to the Gen Z?**

Birdhichand is a legacy brand, but we believe in change and like to create our designs for the generations that follow. At the same time, I'd like to point out that fine jewellery and luxury jewellery aren't limited to a single generation. It has a timeless quality to it. It's like a



The broad 18-karat gold kada is patterned with paisley motifs set with Zambian emeralds and rose cut diamonds.



Paisley earrings outfitted with emeralds, rose cut diamonds and rubies in 18-karat gold.

white shirt that goes with everything and everybody.

**Would you comment what are the jewellery design trends for the season?**

The most important aspect of Birdhichand is that we do not follow trends because what suits you or is the trend. We believe that whatever flatters a specific body type is a trend.

**What are your future plans?**

The plan of course is to be a reckoning force from India when it comes to fine jewellery both nationally and globally. With expansion the key driving force, we only aspire to grow many folds in all leading markets.



Zambian emerald with full cut and rose cut diamond set in 18-karat gold.

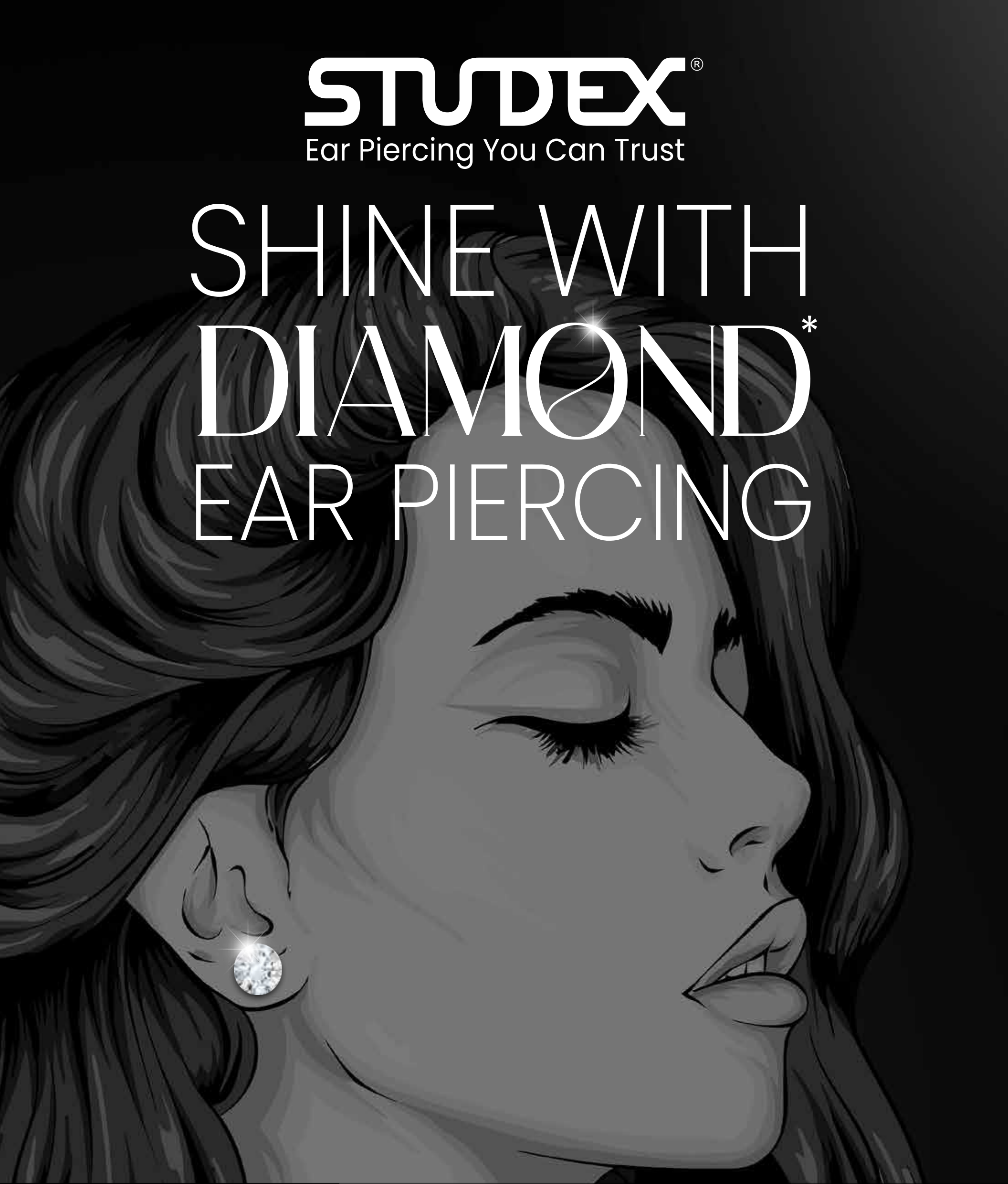


The necklace is designed with uncut polki diamonds complemented with full-cut diamonds and pearls set in 18-karat gold.

# STUDEX®

Ear Piercing You Can Trust

# SHINE WITH DIAMOND\* EAR PIERCING



VISIT US AT

**IIJS Premiere 2023**

DATE : 4<sup>th</sup> TO 8<sup>th</sup> AUGUST

Allied Section - 7X739A | Machinery Section - 7W713

Hall No : 7

Venue : Bombay Exhibition Centre, NESCO

Mobile/WhatsApp: +91 96194 96090 | Toll Free: 1800 123 3277



Piercing Systems India Pvt. Ltd.

(Exclusive Importer & Distributor of Studex® & Medisept® Products)

Email: [sales@studex.in](mailto:sales@studex.in) | Website: [www.piercingsystemsindia.com](http://www.piercingsystemsindia.com)

\*The butterfly/post clutch is made of stainless steel with 24k gold plated

Available in Certified Diamonds 3pt, 5pt and 8pt in 18K Gold Setting. Ear Studs are made of Certified Diamonds & studs posts are made of 18K Gold.



**VIEWPOINT**

# Siddharth Sawansukha: Product Research & Good Design Is The Recipe For Success

**SIDDHARTH R SAWANSUKHA**, the Managing Director of Sawansukha Jewellers, holds a positive outlook for the diamond jewellery industry's future, and anticipates a potential surge of up to 25%, driven by the demand generated by weddings.



our designs following new trends and our clients' needs with time.

Especially for IIJS 2023, our entire team of Sawansukha had worked hard to present designs that are never seen before. We are exclusively presenting a hand tossed range of diamond jewellery and our karigars have taken 1800 hours to create it. It's a contemporary range of diamond jewellery that incorporates a blend of minimalism and maximalist statement pieces.

**How has your association with IIJS contributed to your company's growth?**

IIJS has opened a platform for jewellers to showcase their artistry and craftsmanship to a large number of people under one roof. It has provided an opportunity to interact with people, build relationships and empower jewellers to grow.

Every opportunity is very special for us because we strive to give the best to our customers. Before every exhibition our team sits together and researches to see what are the market trends right now and accordingly, we make trend-setting pieces which are one-off to retain their exclusivity.

Ours is an association of over 20 years with IIJS and the journey has been an extraordinary experience! The relationship we made with our clients in these years gets stronger every year and it is something we will cherish for a lifetime.

**Could you provide detailed information about the new collections you will be showcasing at the event?**

Sawansukha has always been known for bridal jewellery and in this segment, we have seen an unprecedented growth in the past few years. Our skillful designers make handcrafted masterpieces with precision, quality and artistry. We revamp



**What are your expectations from participating in IIJS premier 2023, and how are you going to maximize this opportunity?**

The remarkable individuals attending IIJS are truly praiseworthy, and I extend my gratitude to the entire team for their dedicated work in acquainting us with novel international platforms and connections. Up until now, I hold the view that IIJS remains the sole platform in India that has significantly nurtured growth across various sectors, including but not limited to diamonds, gold, silver, and more.

For us, the diamond jewellery business has always been reaching newer heights each year due to our participation in IIJS.

So, to maximise the opportunity, we work very hard prior to IIJS. The intense study lasting nearly three months gives us an indication as to what our clients want for the upcoming season. So, anticipating that we produce the inventory that would click with the clients. Now that is a huge challenge. But we try hard and I believe IIJS will be a success for us this year as well.

**How do you integrate sustainability and ethical practices into your business operations?**

Sawansukha approaches things differently to stay one step ahead. From minimizing waste, reusing metals, valuing the crucial role of karigars in our product creations to providing opportunities for them. We conduct a business in a compliant and ethical way, taking into account our impact environmentally, socially and economically.

**What is your perspective on the current market scenario for the diamond industry?**

I envision a highly optimistic outlook for the market, with the potential for the industry's growth to surge by an estimated 18-25% within the next few years. With the impending wedding season, and considering our industry's strong reliance on the wedding jewellery segment, I anticipate a substantial upsurge in growth heading our way, akin to a sweeping wave of opportunity.

**What is your take on LGDs since you have dealt all along with natural diamonds.**

Considerable clarity is still needed among both buyers and sellers when it comes to lab-grown diamonds. From my perspective, this distinct market



is evolving independently and is unlikely to pose any hindrance to the natural diamond market.

The reasons for this are quite particular. We have yet to establish a definitive delineation that outlines the return value, interest value, and purchasing dynamics for numerous clients. While lab-grown diamonds hold a promising future when embraced as fashion jewellery, their potential may not directly intersect with that of natural diamonds. This alignment will only become evident once we establish a well-defined and transparent framework for communication and understanding with our clients.

**Has IIJS played a role in expanding your export business?**



It is a great opportunity to meet our existing clients and also new clients around the world. Exceptional art and designs have been brought by the jewellers. For us, IIJS has been great when it comes to exporting our product not in domestic regions but also in countries like Singapore, Bahrain, the UK, USA and the UAE. We hope that IIJS will be able to pull in as many people as promised and do justice to wholesalers who wait for this event to come up.



## TECHNOLOGY

# Compact Powerhouse



The Lasermark **M7 by S.R. Mehta & Sons** is a revolutionary laser marker designed for the jewellery industry. Despite its tiny size, weighing only 2.54kg, this compact machine boasts remarkable capabilities. Its cutting-edge technology allows it to mark on a wide range of materials, including titanium, platinum, gold, silver, and more, with exceptional precision in under 120 seconds. What sets the Lasermark M7 apart is its ability to mark in 4K resolution, surpassing traditional laser markers that typically operate at 1K resolution. This results in stunningly detailed and clear markings that elevate the quality and value of jewellery pieces.

Another standout feature of the Lasermark M7 is its compatibility with a user-

friendly phone app. Jewellers can control the laser marking process with ease, enhancing their workflow and efficiency. The app connects to the Lasermark M7 via Bluetooth, eliminating the need for cumbersome wires and providing a seamless user experience.

This groundbreaking machine is not only ideal for marking essential details like batch numbers and gold purity but also enables personalisation by printing B&W photos, handwritten signatures, and logos directly on jewellery, even within the confines of a ring.

S R Mehta & Sons stands as the trailblazer in the field of diamond parcel paper manufacturing throughout India.

## UNCOVERING FACTS

About Natural Diamonds & Laboratory-Grown Diamonds



**MYTH: Natural Diamonds Are Not Ethically Sourced**  
**FACT: The Natural Diamond Process Is Highly Regulated Across The World**

Under the UN and WTO mandated Kimberley Process, there are strict regulations to ascertain that all rough diamond trade is conflict-free. As **95% by value and 85% by volume of natural diamonds** are mined by large companies that are public entities, there is a rigorous system of checks and balances like the Kimberley Process Certification Scheme (KPCS) which is mandatory for companies and countries to be able to engage in international diamond trade. With **80 countries being KP certified, 99.8% of all diamonds are conflict-free.**

**MYTH: All Laboratory-Grown Diamonds Are Sustainable**  
**FACT: Laboratory-Grown Diamonds Are Not As Sustainable As You Think**

While some laboratory-grown diamonds are produced using renewable sources like solar energy, **over 60%** of all synthetic diamonds are man-made in countries like India and China, where **74% and 63% of grid electricity** (respectively) come from environmentally unsustainable methods like burning coal.

The process to make laboratory-grown diamonds requires the generation of temperatures close to **20% of the the temperature of the Sun's surface.**



**MYTH: Natural And Laboratory Grown Diamonds Are Indistinguishable**  
**FACT: Natural Diamonds Are Distinctive And Can Be Detected From Laboratory-Grown Ones**

There are over **40 instruments that can detect synthetic diamonds from natural diamonds.** Diamond crystals grow differently in a laboratory setting versus under the Earth.

Additionally, composition, nitrogen content, fluorescence and spectral signature can be identified to check whether a diamond was created *naturally or man-made.*

**MYTH: Natural Diamonds Are Expensive**  
**FACT: Natural Diamonds Are Rare And Therefore, An Investment**

Since natural diamonds are taken directly from the Earth and need millions of years to form, their very existence is rare and limited. Bain & Company analysed trends for over 30 years, and found that the average price of natural diamonds have **increased by 3% every year.** In comparison, a similar study by Paul Zimmisky on laboratory-grown diamond prices saw a reduction of **over 74% in prices for a 1.5 carat diamond from 2016 to 2023.** Rare natural diamonds hold their value, while the prices of mass-produced laboratory-grown diamonds fall every year.



**Myth: Mining Leaves Behind A Large Carbon Footprint**  
**FACT: Mining Recycles Water and Waste Rock**

**Over 84% of the water** is recycled and **99% of diamond recovery 'waste'**, primarily rock, is disposed off back to the Earth. The industry also protects habitats of multiple endangered species in an area 4 times the size of the land they use to mine diamonds.



only  
**NATURAL DIAMONDS**  
 Natural Diamond Council

Visit [www.onlynaturaldiamonds.in](http://www.onlynaturaldiamonds.in) to learn more

MYTH  
 Fact



## EVENTS

# Pritam's Magical Performance Enlivens GJEPC Evening



Music maestro Pritam kept the GJEPC top brass and IIJS attendees on their toes with his rousing performance at the IIJS Celebration Night on 3rd August.



Is Booking A Pickup Slow And Complicated?



**#UpgradeNowToBVC<sup>®</sup>**

Book Your Pickup In Just 3 Seconds

**BVC**  
UNIVERSE



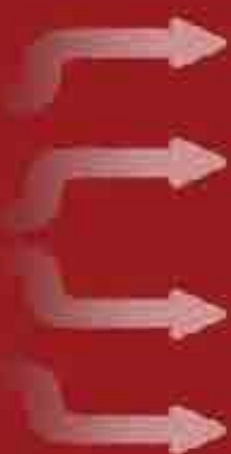
**30,000+** Clients

**12,000+** Pincodes

**130+** Countries

[www.sequelglobal.com](http://www.sequelglobal.com)

**INDIA'S LARGEST  
SECURE LOGISTICS  
NETWORK**



**500** cities

**58** Secure Hubs

**22** High Grade Vaults

**02** FTWZ



 **Sequel**  
Global precious logistics



## IIJS TRENDS

# Bridal Brilliance

Exuding elegance and luxury, opulent necklaces epitomize timeless adornments perfectly suited for brides on their special day. Meticulously crafted from flawless diamonds, lustrous pearls, and resplendent gemstones, these intricate designs evoke a sense of grandeur and sophistication.

Whether it's the regal allure of classic chokers or the graceful cascade of statement pieces adorning the décolletage, these dressy necklaces infuse every moment with a touch of majestic glamour.



A magnificent bridal suite featuring diamond-studded rows decorated with graduating diamond and yellow diamond blooms. By MANOJ ORNAMENTS



Densely populated with stylised stemmed flowers, this graduating choker in gold is garnished with diamonds. A pear-shaped emerald in the centre decorated with a diamond flower adds a pop of colour. By MIDAS DIAMONDS PVT. LTD.



An arresting open-setting nature-inspired choker featuring inlay work of Zambian emeralds and diamonds in trefoil motifs. By GHATIWALA JEWELLERS



## IIJS TRENDS



The curvaceous white gold necklace is fashioned with 17 carats of Fancy Yellow diamonds and 29 carats of fancy-shaped white diamonds. By ANAN JEWELS



An elegant choker with a large pendant, the neck piece is patterned with fancy-cut diamonds and verdant emeralds. By TARA FINE JEWELS



The lacy, delicate 18-karat gold necklace is set with a large Colombian emerald framed with baguette diamonds. The necklace is adorned with baroque motifs decorated with full-cut diamonds and laced with pearls. By BIRDHICHAND GHANSHYAMDAS JEWELLERS



The five-row emerald necklace is interspersed with cute diamond-studded elephants. The central pendant is enriched with baroque pearls, polkis, and pastel colour gemstones. By HOUSE OF SPARSH



**24** SECURITY FOR YOUR CARAT VALUABLES



## EXPERIENCE UNMATCHED STRENGTH AND INNOVATION FOR YOUR JEWELLERY



BURGLAR AND FIRE RESISTANT SAFES • SAFE DEPOSIT LOCKERS  
STRONG ROOM DOORS • CURRENCY HANDLING EQUIPMENTS  
GOLD TESTING MACHINES • FOGGING SYSTEM

**IIJS** INDIA INTERNATIONAL JEWELLERY SHOW  
PREMIERE 2023

4<sup>th</sup> - 8<sup>th</sup> August, 2023  
Bombay Exhibition Centre- Mumbai

Toll-free: 1800 209 5511  
Email: [secure@godrej.com](mailto:secure@godrej.com)  
Website: [www.godrejsecure.com](http://www.godrejsecure.com)

## India's 1<sup>st</sup> Exchange for Buying & Selling Diamonds



# DiamondXE

YOUR GATEWAY TO DIAMONDS



- Natural & Lab-grown
- Certified Loose Diamonds
- 5,00,000+ Inventory

+91 9892003399, [support@diamondxe.com](mailto:support@diamondxe.com)

REGISTER FOR FREE

[www.diamondxe.com](http://www.diamondxe.com)



PAYMENT PARTNER  
**HDFC BANK**



MEMBER OF  
**GJEPC** INDIA



## BRAND WATCH

# Optical Magic in Gold

ILLUSION JEWELLERY is a remarkable art that combines innovative design, craftsmanship and optical illusions. **KROWN JEWELS** has taken this concept to new heights by introducing it in gold jewellery. this new concept in gold to create captivating pieces that enhance the wearer's style.

Illusion setting is generally popular in jewellery set with gemstones and diamonds, relying heavily on several key design elements and techniques to create its mesmerizing effects. "We were inspired by this concept," says Pankaj Kodnani, Founder, Krown Jewels, "and decided to experiment with the illusion jewellery in gold employing shiny intricately cut gold beads with different rhodium colours and 3D printed casted pieces to lend the effect of illusion in their enchanting collection.



# Golden Elegance

**N. M. KAREL & SONS PVT. LTD.** unveils a mesmerizing collection in 22-karat gold featuring a confluence of contemporary and traditional motifs. Seen here are a necklace set with graduated oval motifs that boast textured surfaces and delicate filigreed lattice work; a pair of twisted bangles highlighted with enamelling, a modern hasli with intricate jaali work suspending three pendants adorned with gem beads; and a pair of broad kadas, with traditional finish combing textures and topped with florets of gold and carved gemstones.



## BRAND WATCH

# Diamond Legacy

**ALUX DIAMONDS AND JEWELS LLP**, located in Mumbai, stands as a highly esteemed member of the renowned house of Kothari family. With a legacy dating back to 1967, they have established themselves as reputable sellers of gold and diamond jewellery. Known for their range of fine natural diamond jewellery ranging from pret to couture wear, their collections are accented with colour gemstones.

Since 2014, Alux (short for A Luxury) Diamond and Jewels, has been catering to top retailers and boutique jewellery stores reflecting the exceptional quality and craftsmanship. They are presenting a medley of striking, finely finished bridal sets, one-off statement rings, earrings all wrought in white or rose gold.



# Radiant Beauties

Renowned designer Priti Bhatia, Creative Director and Founder of **AWESOME SPARKLERS**, possesses a deep appreciation for fine diamonds. Each of her creations crafted in 18-karat rose gold is one-off and suffused with fancy-cut diamonds to add a touch of elegance and modernity to it.

This time, too, she continues to push the boundaries of creativity, and has unveiled a range of curvaceous rings inspired by floral and geometric designs. Additionally, she presents slim bangles dotted with diamond florets and eternity bangles studded with fancy-cut diamonds in channel setting. Elevate your style with these captivating designs.





## BRAND WATCH

# Minimalistic Marvels

**ELVEE JEWELS PVT. LTD.** is known to blend style, quality and innovation to curate collections that embody a minimalistic yet enchanting aesthetic. This time, the company presents a range of ceramic enamelled jewellery in 18-karat gold, a perfectly suited for the generation of today that embraces the philosophy of 'less is more'.

The heart motifs adorned with ceramic enamelling in eye-catching shades of pink, green and white in an array of earrings, slim chain bracelets and layered necklaces.

The ceramic enamelling adds a touch of colour and texture, infusing the pieces with a contemporary flair that appeals to the fashion-conscious individuals of today.

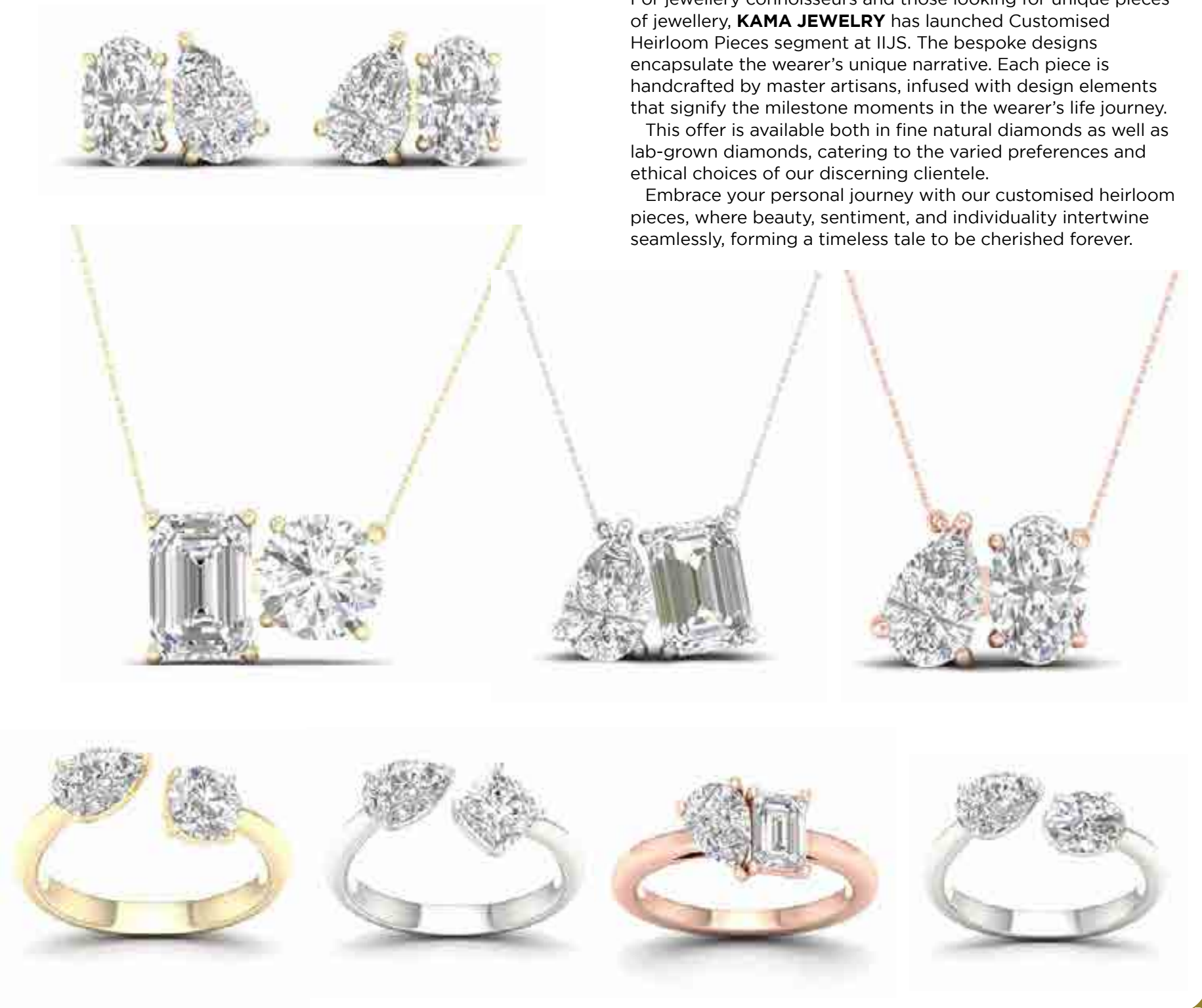


# Jewels That Tell Tales

For jewellery connoisseurs and those looking for unique pieces of jewellery, **KAMA JEWELRY** has launched Customised Heirloom Pieces segment at IIJS. The bespoke designs encapsulate the wearer's unique narrative. Each piece is handcrafted by master artisans, infused with design elements that signify the milestone moments in the wearer's life journey.

This offer is available both in fine natural diamonds as well as lab-grown diamonds, catering to the varied preferences and ethical choices of our discerning clientele.

Embrace your personal journey with our customised heirloom pieces, where beauty, sentiment, and individuality intertwine seamlessly, forming a timeless tale to be cherished forever.





## BRAND WATCH

# Artistry Redefined

Honouring a 150-year legacy and keeping pace with the times by adopting innovating techniques, **SHAH VANAJI KESAJI & SONS** brings the floret collection designed exclusively by the in-house team for IJS Premiere. This gold collection has been designed keeping in mind the aesthetics of the modern woman, who want to wear jewellery that features different hues and textures of gold and a dash of semi-precious gemstones to add a hint of colour.

Delicate filigree patterns spread across the golden canvas, adding an aura of sophistication, while the stamping technique brings depth and texture to every piece. The company has utilised 3D printing to push the boundaries of design.



# Classic Lines

**SUNIL JEWELLERS** proudly showcases an exquisite collection of necklace sets embellished with captivating emeralds, rubies, polkis, and pearls, harmoniously blending timeless elegance with contemporary flair.

The collection showcases a diverse array of designs, featuring motifs inspired by both geometric patterns and the beauty of nature. With a wide range of price points, you'll find options to suit every budget. From sophisticated dressy chokers to graceful long pendant necklace sets, there's a perfect choice for every style and occasion.





## BRAND WATCH

# For Nature Lovers



**SAVIO JEWELLERY** unveils fun & funky collection in 18-karat gold. The Fruto collection embraces the spirit of fun and presents enchanting charms and ear clips in the shape of an apple, pomegranate, pears, strawberry, slivers of orange and more. The Animalo collection includes delightful charms and ear studs of playful pandas, kangaroo, rabbit, penguins, chameleon, etc. The well-crafted, endearing lines employ rubies, emeralds, multicolour sapphires, black diamonds, amethyst and diamonds to beautify each piece.



# Geometric Silhouettes

Jewels should not be confined to grand occasions alone. Here's a desirable collection of heart-stopping necklaces that are wrought in rose gold by **TJ IMPEX**, renowned for their expertise in diamond and studded jewellery collections. The line-up of necklaces and bracelets showcases intricate lattice forms composed with uniform and finely structured motifs. Enhanced with a medley of fine fancy-cut natural diamonds, some of the pieces are accentuated with gemstones, adding a vibrant touch of colour.



## 40 UNDER 40

# GJEPC'S '40 Under 40' Celebrates Young Visionaries

One of the most anticipated moments of IIJS Premiere 2023 was the recognition of exceptional talent through the prestigious GJEPC 40 Under 40 initiative, which aimed to applaud the sharpest minds in the industry, who have not only showcased outstanding skills but also brought innovation and dedication to the field of jewellery.

Moderated by Manisha Gupta, Commodities Editor at CNBC TV 18, the event saw the presence of influential figures like Mr. Sachin Jain from Forevermark, Ms. Vaishali Banerjee from PGI, Mr. Colin Shah from Kama Jewelry, and Mr. Bobby Kothari from Jewelex. Their presence added prestige to the occasion and motivated the young leaders even further.



Winners	Company	Designation
Aayush Khurana	Khurana Jewellery House	Executive Director
Abhishek Bindu Madhav	Bhima Jewels Pvt Ltd	Managing Director
Abhishek Sand	Savio Jewellery	Director
Abhishek Soni	RJ Jewellers	Managing Director
Akshay Kumar Bardia	AT Plus Jewellers Private Limited	Director
Anand Ranawat	Dhanrupji Devaji & Co	Partner
Ankit Birawat	Chain N Chains Jewels Limited	
Ankit Jain	Khazana Jewellery	Director
Ankit Mehta	Walking Tree Ventures Pvt Ltd	CEO
Ankit Modi	Ankit Gems Pvt. Ltd.	Partner
Ankit Shah	Ankit Gems Private Limited	Director
Bhavik Chinai	BVC	Group CEO
Chaitanya V Cotha	C. Krishniah Chetty Group	Executive Director
Deepak M Seth	S K Seth Jewellers	Partner
Hirav Anil Virani	Ethereal Green Diamond LLP	Director
Hitarth Dholakia	Hari Krishna Exports Pvt. Ltd.	Global Polish Sales Head
Karan Garodia	Sanskriti Jewels	Founder And Managing Director
Kartik Khanna	Khanna Jewellers	
Khushboo Ranawat	Swarnshilp Chains & Jewellers Pvt Ltd	Managing Director



## 40 UNDER 40

Winners	Company	Designation
Mishal Nickunj Shah	Nickunj Eximp Entp P Ltd	Managing Director
Nikhil Parekh	Hasmukh Parekh Jewellers	
Nilay Rastogi	Jugal Kishore	MD & Partner
Nishta	Emerald	Operation Head - Export & Silver
Pooja Sheth Madhavan	Limelight Lab Grown Diamonds Ltd	MD & Founder
Raashi Zaveri	Tribhovandas Bhimji Zaveri Limited	Director
Rahil Shah	Asian Star Company Limited	Executive Director
Raj Bhalara	Tanvi Gold Cast LLP	Director
Rakshit Kankariya	Pmj Gems & Jewellers Pvt Ltd	Director
Ridhi Sohil Gala	Kashi Jewellers	Partner
Sai Keerthana Grandhi	Manoj Vaibhav Gems N Jewellers Limited	Whole Time Director & CFO
Saiyam Mehra	Unique Chains Pvt Ltd	Director
Saket Keshri	Ratnalaya Jewellers	Director
Shivangi Surana	Surraya Jewels Private Limited	Director
Shreyans Dholakia	Shree Ramkrishna Exports Pvt. Ltd.	Entrepreneur - Brand Custodian
Simran Colin Shah	Kama Jewelry	Vice President Of Sales
Smit Patel	Greenlab Diamonds	Director
Tushar Agarwal	Shiv Narayan Jewellers Pvt Ltd	Managing Director
Vikram Talwar	Talwarsons Jewellers - Anil Talwar Group	Partner





# SCHEDULE

Innov8 Talks Knowledge Partner



# innov8 TALKS Schedule

Jio World Convention Centre (JWCC)				
Date	Time	Speakers	Sessions	Topic
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

Bombay Exhibition Centre				
Date	Time	Speakers	Sessions	Product
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	Prernaa Makhariaa, Founder, Style Prer by Prernaa 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

# Services

## Facilities

### Trolley Service

**2nd August Onwards**  
at BEC & JWCC

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

---

### Wrist Bands

2 wrist bands to every exhibitor for setup days

Wrist Band Distribution Location:

- Hall 1
- Between Hall 2 & 3
- Hall 4 at BEC
- Near Pavilion Hall at JWCC

## FACILITIES

### FIRST AID +

BEC: At all Hall entries | JWCC: Ground floor near elevator lobby in JWCC

## &

### PRAYER ROOM

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

AVAILABLE AT BOTH VENUES



Department of Commerce  
Ministry of Commerce & Industry  
Government of India

## IIJS PRIME

### PRIME LOUNGE

Exclusive Entry  
Only for Prime Plus Members

Enjoy hand-picked food and beverages along with super speed wifi!



\*No Companions allowed



## Download Your Digital Visitor Badge With URL link

- Step 1: Click on the link <https://gjepec.org/badgedownload>
- Step 2: Click on the Visitor Login
- Step 3: Enter your registered Mobile no. and generate your Visitor Badge
- Step 4: Click on badge to download





## Cafeterias at Both Venues

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

### SHUTTLE SERVICES

Kurla station to JWCC Bandra station to JWCC	Timings : 8 am to 12 pm 6 pm to 9 pm
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




**Goregaon East Metro Station for BEC is now functional!**  
 Requesting all to make maximum use of Metro and avoid private Vehicles



**ONE EARTH INITIATIVE** GJEPC will plant one tree on behalf of each visitor

**IIJS. WHERE BUSINESS HAPPENS**  
 Toll Free Number : 1800-103-4352 | Mailed Call Number : +91-7200040100

## FACILITIES

### COMPLIMENTARY WATER FOR ALL EXHIBITORS & VISITORS



**GJEPC** INDIA  



## Download Park+ App

### For Parking near BEC (NESCO)

**Parking locations:**  
 • Lodha Florenza • Romel Aether • Oberoi Prisma

Booking to be done daily.  
 Use Promo Code "IIJSP23" for complimentary parking

Please make your booking for each day



**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

## Green IIJS, Clean IIJS!

AN IJIE INITIATIVE




**ONE EARTH**

**GJEPC donates 1 tree for every visitor!**  
 Contributing over 40000 trees this IIJS PREMIERE!

- Digital Badges to Save Paper
- Hand Dryers in Toilets
- Recycling plastic bottles
- Green electricity

**Take part in the effort!  
 Join us!**



Scan to contribute

## ADVISORY TO EXHIBITORS AND VISITORS

### USE METRO AND AVOID TRAFFIC CONGESTION AND SAVE TRAVEL TIME TOO.



Use (Goregaon East Metro Stn.) to reach Bombay Exhibition Centre (Nesco) Goregaon.

**GJEPC** INDIA 



**VIJAY EXPORTS™**  
MUMBAI  
MANUFACTURER & EXPORTER OF  
UNCUT & ROSECUT DIAMOND JEWELLERY  
PRAKASH DHANAK

Invites you to  
Experience the Aura of Uncut and  
Rosecut diamond jewellery with the  
Story behind every design.



**Mr. PRAKASH DHANAK**  
Director

Visit us at

**IIJS**  
PREMIERE

INDIA  
INTERNATIONAL  
JEWELLERY SHOW  
2023

**4<sup>th</sup> to 8<sup>th</sup> August, 2023**  
Bombay Exhibition Centre  
Mumbai

**Hall 1, Booth 1C. 83C**

[www.vijayexports.co.in](http://www.vijayexports.co.in)



# Services

**FACILITIES**  
**COMPLIMENTARY**  
**WIFI**  
**FOR ALL THE VISITORS & EXHIBITORS AT IIJS PREMIERE 2023**



**YOUR MOBILE IS YOUR DIGITAL BADGE**



Download your Digital Badge and keep it ready before you enter the venue.  
 (Print out not required)

Digital Badge valid for Both Venues



**IIJS PRIME**

- Priority Check-in For Our Prime Exhibitors & Visitors At Both Venues
- Exclusive Parking For Prime Exhibitors At Bec
- Exclusive Entry In The Prime Lounge For Prime Plus Members At Both Venues

**BE THE PRIME**

**WELCOME TO A WORLD OF CULINARY DELIGHTS & FLAVORS WITH OUR HANDPICKED FINEST FOOD BRANDS AT IIJS PREMIERE 2023**

 THIRD WAVE COFFEE Coffee & Bakery	 SUBWAY Sandwiches & Salads	 NEW YORK BAGELS New York Bagels & Pastries	 SOCIAL Fast Food	 COFFEE DAY Coffee & Bakery	 SHIV SAGAR Veg. Food
 MAIZ Healthy Kitchen	 HIGHNESS Veg. (Veg. / Non-Veg.)	 HATTI KAPPI Coffee & Bakery	 SMOKE HOUSE DELI Pizzas, Sandwiches & Rolls	 BLUE BONGO Coffee & Bakery	 WOW! MOMOS Chinese Food
 KERFUFFLE Coffee & Bakery	 LDANKIT Kebab	 ZOB Fast Food & Indo-Chinese	 SOCIETY Fast Food (Non-Veg. / Veg.)	 ARUNDO Fast Food	 B.S. MANN Desserts
 YEMPING TRUCK Burgers/Veggie & Pastas	 INDIC Indian Food	 CHINA TIME Chinese Food	 DAILY DELI Sandwiches, Wraps & Pizzas	 CHETTIVUD EXPRESS South Indian Snacks	 QUICK BITES Indian Snacks
 RAJDHANI Thai	 LOKAL Thai, Indo-Pak & Indian	 SBARRO New York Pizzas	 MAHARAJA BHOG Thai, North Indian & Gujarati		

**Want to know all that's happening on IIJS?**

**Follow**

 **@iijs.gjepc**