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COVER STORY

IIJS Premiere Exceeds All Expectations

Witnesses Unprecedented Buying Spree



A vibrant and celebratory atmosphere prevailed at IIJS Premiere 2023 ... The aisles in both the venues BEC and JWCC have been bustling with enthusiastic visitors, all actively engaged in serious deal-making. Not a trace of casual window shopping can be found as the event exudes a fervent focus on meaningful business interactions.

IIJS Premiere 2023 has garnered exceptional success, further consolidating its status as a foremost gem and jewellery sourcing exhibition. With each passing year, the show continues to set new benchmarks, attracting a diverse

array of industry stakeholders, connoisseurs, and enthusiasts.

The exhibition's ability to curate a dynamic showcase of exquisite jewellery, encompassing a wide spectrum of styles, materials, and designs, has been a driving force behind its remarkable achievements.

IIJS Premiere, the prestigious jewellery exhibition, has witnessed a remarkable rise in the popularity of gemstone and diamond-studded jewellery. Notably, the event has showcased an intriguing duality in consumer preferences: on one hand, there is an escalating demand for opulent, high-end

HIRANI

Continued on page 4



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PASSING THROUGH

Commerce Secretary Shri Sunil Barthwal Engages With Intl. Delegates and GJEPC's CoA at IIJS

Shri Sunil Barthwal, Commerce Secretary, Department of Commerce visited IIJS Premiere on 6th August at JWCC and NESCO, where he engaged in discussions with delegations from several countries as well as the GJEPC Committee of Administration (CoA).

The Secretary met with more than 150 international delegates attending IIJS Premiere 2023 with the aim of addressing trade challenges, exploring collaborative opportunities, and paving the way for enhanced exports. A few of the countries represented were Turkey, Iran, Nigeria, Vietnam, Cambodia, Thailand, UAE, Kuwait, Japan and Saudi Arabia.

The meeting over lunch with the Council's CoA touched upon issues such as Export Data Processing and Monitoring System (EDPMS), Duty Drawback, Duty Rationalisation with neighbouring countries, Skill Development, Lab-grown Diamonds, Trade Shows and more.



Shri Barthwal welcomed at IIJS Premiere, JWCC by GJEPC officials.



SOLITAIRE EXCLUSIVE

“IIJS is one of the largest exhibitions of gems and jewellery in the world, and we can take pride in what we are doing. This is a very important sector for the Government because it is highly labour-intensive. It generates a huge amount of creativity among our youth and it is linked to not only the people who are cutting and polishing, but also designing jewellery. So I think this is one of the most versatile industries and it’s very important for us. As Government, we’re looking at the whole value chain of gems & jewellery, right from mining to the final selling. In particular, we’re looking to develop the studded diamond jewellery segment which is at the higher value end.”

Shri Sunil Barthwal
 Commerce Secretary, Department of Commerce



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COVER STORY



HIRANI



ALUX DIAMOND & JEWELS

Continued from page 1

jewellery pieces that captivate with their intricate designs and impeccable gemstone settings, catering to connoisseurs seeking the epitome of luxury. On the other hand, the allure of minimalist gold jewellery remains unwavering, as a growing number of individuals embrace understated sophistication and seek adornments that seamlessly integrate into their everyday lives.

This unique juxtaposition of preferences underscores the versatility and innovation within the jewellery industry, making IIJS Premiere a prime platform where both the extravagantly ornate and the elegantly simple collections entice buyers seeking variety of products.

Many exhibitors have been sold out already! It's been an IIJS like never before.

They say there is power in preparation. Almost all exhibitors displayed products catering to the needs of their customers.

Bharat Takhtani, Director,



Zar Jewels, informed that their company was displaying 2,500 designs in bangles, which is their forte. This year, they also launched diamond rings and the dancing diamond collection. "Our booth has been packed with buyers ever since the first day," he said, adding, "It's just unbelievable to get such a positive response."

Inventions in jewellery making have been on the rise of late. Aditi Sangani, Product Development, Priority Jewels Pvt. Ltd., stated that besides

their regular designer jewellery, they had a range of ultralight jewels enhanced with malachite, onyx, mother-of-pearl targeted to the younger generation. "We have used lighter tube chains to control the weight of gold, better locking mechanisms, and more."

Known for their bangles, Itan experimented with fusion styles that blend modern and classic elements, a touch of Turkish styles and experiments with enamel. "Currently bangles within Rs. 1 lakh weighing 20-25 grams are hot-sellers," informed Aayush Pahuja. "We are widening our inventory beyond our bangles to offer rings and pendants with the same, high-quality finish. In all our products our USP is the finish. Each piece has to shine," added Pahuja. One could see an array of sparkling CNC bangles at Itan's booth. Diamond-cut finish, dual tones pieces and open work elements dominated the bangles.

Dubai-based Nimisha Jewellers LLC showcased their lightweight jewellery for the first time at IIJS. They focus on dainty, contemporary jewellery with top class diamonds and gemstones. Dubai is their prime market. They also export to USA and Japan. "The response has been pretty impressive," shared Ethan Fernandes, owner. Their 1-gram diamond jewellery featuring rings, bracelets and dainty chains were keenly sought after by retailers.

Fancy colour diamond jewellery manufacturer Hirani had brought out a battery of spectacular designs for jewellery connoisseurs at IIJS. The pieces ranged from slim necklaces with a smattering of yellow diamonds to more elaborate bracelets carpeted with an amalgamation of yellow and white diamonds that took 6

months just to collect. For those looking for absolute high-end couture pieces, there was a sautoir with a 39-carat yellow diamond centre while another multi-layered necklace had over 100 carats of diamonds in total. Darshit Hirani, Director, was happy with the response at IIJS. "Everyone wants something new. The market for fancy coloured diamonds is growing," commented Hirani.

Jadau jewellery and fine diamond and coloured stone jewellery designer Vijay Golecha, owner of Golecha's Jewels, was happy with the footfalls and business transacted at the show. Golecha's astute sense of colour compositions reflected in all his creations. Apart from heavier bridal jewellery sets, on display were an array of rings, brooches, lapel pins, bracelets and necklaces brimming with colour. Golecha only uses high quality natural gemstones to achieve this look. There were butterflies, dragonflies, floral buds and peacocks immortalised in rubellites, emeralds, sapphires and more. Typical Jaipuri motifs like *kalgis* were scaled down and rendered in emeralds and diamonds to form an eye-catching brooch. Some of the more wearable, scaled down creations will also feature in his new store in Manhattan, New York which he is launching next month.

(Gold) Rajvi Shah of Johrisons Jewellers shared that they received a superb response for their Paperweight collection, a line of extremely lightweight antique finish jewellery sans



ANAN JEWELS



COVER STORY

any gemstones. Retailers were lapping up bridal chokers and long haars, some of which barely weighed 38 grams. They welcomed new as well as regular clients at their booth.

Ankit Malpani of the eponymous brand Ankit Malpani has had a fantastic show. "Buyers are responding very well to our collections. They have a good budget. With younger clientele coming in, the retailers themselves are more open minded and are opting for pieces across our gem-studded collections, polki pieces as well as one-of-a-kind jewellery," exclaimed Malpani. "Rarity comes from the human mind and hand," shares Malpani who prefers hand crafted excellence over AI-created designs. One of his rings was entirely crafted in natural pink opal while another had finely cut mother of pearl pieces forming an elaborate base for blue sapphires and diamonds. Another spherical gold ring had spokes coming out in every direction with a



diamond at the finial. All of these showcase the excellence of hand artistry. It is no wonder then that some of his pieces are picked up by auction houses as well.

Ashish Sand, Partner, Savio Jewellery, informed that their Emerald and Tanzano collections met with many potential customers and generated significant interest in their newly launched collections.

"We were able to secure several new orders and are confident that we will continue to grow our business as a result of this show. Almost 60% of our buyers were new and the rest were regular customers. This is a positive sign, as it indicates that the show is attracting new buyers. Specifically, we met with a representative from a large jewellery retailer and had a very productive meeting. We also

spoke with a group of buyers from the Middle East who were very impressed with our designs. They placed a large order for our products. Additionally, we met potential buyers from the United States and Europe. This show has helped us to take our business to the next level and we are excited to see what the future holds. Buyers were interested in booking both bridal and regular items."

Saiyam Mehra, Chairman, GJC, and Director, Unique Chains, noted, "The show has been good for most of us and year-on-year, IIJS Premiere has been growing and getting good response from exhibitors as well as retailers. The price of gold has not made much of a dent and consumers, too, are increasingly inclined to invest in products rising in value."

IIJS Premiere has consistently exceeded expectations, elevating the global jewellery landscape and establishing itself as a hub of creativity and excellence.

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VIEWPOINT

David Kellie on NDC's 'Diamond Facts' Report, Funding Shortfall and More

Solitaire recently caught up with **DAVID KELLIE, CEO of Natural Diamond Council (NDC)**, to discuss the organisation's recently published analytical report, 'Diamond Facts: Addressing Myths And Misconceptions About The Diamond Industry', which addresses misinformation about both natural and synthetic diamonds. Edited excerpts below:

Could you share details of Natural Diamond Council's (NDC's) strategy to compensate for the budget shortfall caused by Alrosa's departure.

Unfortunately, geopolitical events led to Alrosa suspending themselves at the outbreak of the crisis in Ukraine, creating an issue of funding for the NDC that impacts the entire industry. Consumer demand, driven by marketing and promotion, is the single most important factor influencing the prosperity of the value chain. A well-funded NDC is the only way to achieve this.

We are asking those who have most to gain from a buoyant and successful market to help drive the future growth of the industry. We have created a partner program to expand participation in the NDC and will also provide access to our community of major miners, brands, designers, and retailers. We'll also provide the tools to help educate employees, as well as exposure on our digital platforms globally - the most engaged diamond jewellery audience in the world.

As a valued partner to the NDC for a number of years, the GJEPC has been a great supporter to us as we expand our stakeholders beyond just the mining members of our industry. We hugely appreciate their support.

What motivated the NDC to release its 2023 analytical report entitled, Diamond Facts: Addressing Myths and Misconceptions About the Diamond Industry?

There are many myths about the modern diamond industry that remain stubbornly pervasive, some of them are a legacy remaining from prior generations, others that have been created more recently. These myths and misconceptions erode trust, and, in the long run, they are harmful - not only to the diamond industry but especially to the communities that mostly depend upon the positive economic



David Kellie, CEO at Natural Diamond Council

impact of natural diamonds. The objective of this analysis is to bring together reliable third-party data into one document that provides the industry with a singular source of reference to be able address these myths. With this analysis, we seek to correct misconceptions and answer questions about the industry, to enhance trust and allow consumers to make informed decisions.

The report highlights the rarity of natural diamonds and their role as a finite natural resource. Can you explain the implications of this for the diamond supply chain, pricing, and consumer confidence?

Natural diamonds are a finite and rare resource. As mentioned in the report, global natural diamond recovery peaked in 2005, when rough diamond production was around 30% higher than in 2022. The annual recovery of 1-carat diamonds is

equivalent in volume to filling an exercise ball, whereas that of diamonds 5 carats and above would fit into a basketball. In fact, today, there are only 30 significant mines in production with only 7 mines considered to be Tier 1 deposits. Some forecasters predict that the economic recovery of natural diamonds will cease in a matter of decades. It's unlikely that the finite nature of natural diamonds will impact on the short-term market dynamics - consumer desire for natural diamonds, driven by their beauty, uniqueness and scarcity will be the key driver.

The report notes that the price of laboratory-grown diamonds has decreased significantly in recent years. Can you explain why this is the case and what impact it is having on the diamond industry?

Prices of laboratory-grown diamonds have fallen from 2016

to 2023. The price in the US of a 1.5-carat stone has fallen by over 74%, from \$10,600 in 2016 to \$2,445 in Q1 2023 (Source: Paul Ziminsky). The drivers of these reductions in prices are the fundamental principles of economics that always apply in a competitive market.

Firstly, as with all technological products, the production costs come down significantly as the technology improves over time and more entrants come into the market. Secondly, retail competition, particularly from direct-to-consumer digital retailers, means that consumers can easily shop around and find the best prices. These retailers are prepared to make lower margins to win market share and have successfully mastered promotion through digital and social platforms.

Even with larger laboratory grown diamonds, where the cost to produce larger stones is broadly linear but pricing has historically tracked natural diamonds (where the scarcity factor drives higher prices per carat), we're seeing laboratory-grown pricing more reflective of the production cost dynamic. Time will tell what impact this has on the diamond industry but, provided both categories communicate responsibly with the consumer, there will be a customer for both at whatever price the market conditions create.

What message would you like to convey to consumers who may be considering purchasing laboratory-grown diamonds?

I would like to reiterate our position that laboratory-grown diamonds have and will continue to have a legitimate place in the jewellery market, which will ultimately be defined by consumer behaviour and market dynamics. Natural diamonds and laboratory-grown diamonds are very different market positions and, since the start of the pandemic, both categories have grown significantly, demonstrating that both can

VIEWPOINT



Natural Diamond Council



Natural Diamond Council

co-exist successfully. We believe that the consumer should be informed of values of both natural diamonds and laboratory grown diamonds in an honest and transparent manner.

However, we also know that consumers are being misled by some laboratory-grown diamond suppliers which is deceitful and damages the trust in our industry. The Diamond Facts report simply discloses what we, in the industry all know to be true. So, our message to consumers would be to do their due diligence before making a purchase. Do your research, ask questions, and don't take sustainability claims at face value.

The report highlights the importance of ethical sourcing in the natural diamond industry. Can you comment on the common perception, especially among younger consumers, that lab-grown diamonds are more sustainable than natural diamonds?

Sustainability comparisons are very difficult to substantiate (for all). Unlike laboratory-grown diamond producers, the natural diamond mining industry continues to disclose publicly their audited environmental footprint and doesn't make claims to be "sustainable". Given that most laboratory-grown diamond growers don't publicly

disclose audited statistics about their environmental impact, consumers should be very careful about accepting these claims.

Legislation in Europe, the UK and, hopefully, soon in the US, will ensure that greenwashing is no longer possible. Most claims made by LGD companies will not be allowable in Europe based upon the legislation proposed, unless they are properly supported by independent, audited data.

In the US, the Jewellers Vigilance Committee has also asked the FTC to prohibit the word "sustainable" because of its continual misuse for laboratory-grown diamonds. Over 60% of laboratory-grown diamonds are mass-produced in India and China where 63% and 74% of grid electricity is generated from coal.

It is also a misconception that laboratory-grown diamonds are "mining-free", as stated in some marketing campaigns. Synthetic diamond processes can require graphite and metals, and the reactors in which laboratory-grown diamonds are created are built with metals that all originate from mining.

The report notes that natural diamonds benefit the countries from which they originate and support the livelihood of 10 million people worldwide. Can

you explain how this works in practice and how the industry is working to ensure that local communities benefit from diamond production?

Members of the NDC are dedicated to reinvesting in and creating a positive multiplier effect across the communities they work with, in line with their commitments to the UN Sustainable Development Goals – especially on areas surrounding alleviating poverty, decent work, health and wellbeing, fair wages and reduced inequalities.

Up to 80% of rough diamond value can remain within local communities in the form of local purchasing, employment benefits, social programs and investment in infrastructure as well as the taxes, royalties and dividends paid from the industry to respective governments. Investments are made in roads, schools, hospitals, water and energy supply and local sports and culture.

99.7% of NDC member employees are from the countries where the mines are located. It is important to note that many mining companies are partially owned by local governments, which means they receive direct economic benefits and impact the

strategic direction of the mining operations. This includes De Beers Group's operations in Namibia and Botswana.

The report addresses several misconceptions about the diamond industry. Can you tell us more about the research and consultation process that went into producing this report and how the NDC ensures that the information it provides is accurate and unbiased?

We acknowledge upfront that the industry isn't perfect, and that there are always challenges that we face. It's important that we all recognise this and are open and transparent to identify issue and address them. All the data in the report relating to the industry collectively is provided by recognised authorities on the respective topics (e.g. GIA, Paul Ziminsky). Where the data is specific to NDC member companies, this is noted in the report with references to the sources – most are independently audited.

We will continue to update the report as the industry evolves and we are open to receiving additional industry contributions to the report, provided that they meet the same high standards of data and information integrity.



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EDUCATION

Revolutionising Gems & Jewellery Education: A Closer Look at IIGJ Mumbai

Indian Institute of Gems & Jewellery (IIGJ) Mumbai stands as a centre of excellence in the gems and jewellery industry, providing comprehensive education and training to aspiring professionals. Established in 2003 under the auspices of the Gem & Jewellery Export Promotion Council (GJEPC), IIGJ Mumbai has continually strived to meet the evolving needs of the industry and produce skilled individuals who contribute to its growth. With its state-of-the-art infrastructure, industry-oriented curriculum, and collaborations with leading stakeholders, IIGJ Mumbai has earned a reputation as a premier institution that equips students with the knowledge, skills, and practical experience necessary to thrive in the competitive world of gems and jewellery, **Bharat Vaswani**, Head of the Institute, tells Solitaire.



Please provide an overview of the IIGJ Mumbai and its role in the industry?

Indian Institute of Gems & Jewellery (IIGJ) is an initiative of the Gem & Jewellery Export Promotion Council (GJEPC). The Mumbai centre was setup in 2003 and is located in MIDC, near SEEPZ. The institute was created with a vision to provide comprehensive education and training in jewellery design, gemmology, manufacturing, and merchandising. Over the years, IIGJ Mumbai has earned a reputation for its exceptional teaching, state-of-the-art infrastructure and industry-oriented curriculum.

The IIGJ Mumbai campus is a testament to the institute's commitment to providing students with an environment conducive to learning. Equipped with modern CAD laboratories, gemstone library, design studios and manufacturing workshop, students have access to cutting-edge facilities that foster practical learning. These resources allow students to gain hands-on experience in gemstone identification, jewellery manufacturing techniques and the latest design trends.

IIGJ Mumbai offers many



different courses tailored to meet the demands of the ever-evolving gem and jewellery industry. With an option to choose from short-term certificate courses and comprehensive undergraduate and postgraduate programmes, students have the opportunity to choose a path that is aligned with their interests and career aspirations. The curriculum blends theoretical knowledge with practical training, ensuring that students are well-equipped to enter the industry with confidence.

Recognising the importance of industry exposure, IIGJ Mumbai has forged strong ties with leading jewellery houses, gemstone dealers, and manufacturers. The institute regularly organises workshops, seminars and guest lectures

by industry experts, enabling students to gain insights into the latest trends, technologies, and market dynamics. Furthermore, IIGJ Mumbai facilitates internships and placements, providing students with invaluable real-world experience, thereby enhancing their employability.

With access to modern design software and guidance from experienced faculty, students are empowered to create innovative and exquisite jewellery pieces that reflect their artistic vision and have been consistently well-received by the industry.

IIGJ Mumbai focuses on cultivating an entrepreneurial mindset among its students. The institute offers courses and workshops on jewellery entrepreneurship, providing students with the knowledge

and skills required to start their own jewellery businesses.

With its unwavering commitment to quality education and industry-oriented training, IIGJ Mumbai has played a vital role in shaping the future of the jewellery industry in the past and will continue to do so in future.

What are some of the key initiatives taken by IIGJ Mumbai to produce trained professionals in the gems and jewellery sector?

The gems & jewellery sector is a significant contributor to India's economy, renowned for its rich heritage and craftsmanship. By providing comprehensive education and training programmes, IIGJ Mumbai is empowering individuals to excel in this thriving industry.



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EDUCATION



In order to meet the industry's growing demands for skilled professionals, the IIGJ Mumbai has undertaken several key initiatives, few of which are:

Robust Curriculum and Course Offerings: IIGJ Mumbai has developed a comprehensive and industry-oriented curriculum to equip students with the necessary knowledge and skills. The curriculum is regularly updated to stay aligned with the latest trends, techniques, and technologies used in the industry, ensuring that students receive relevant and up-to-date education.

State-of-the-Art Infrastructure and Learning Environment: IIGJ Mumbai provides an environment that is conducive to learning, with modern facilities and infrastructure. The institute has well-equipped classrooms, advanced gemmological laboratories and gemstone identification centre, design studios, computer-aided design (CAD) labs and a manufacturing workshop. This enables students to gain hands-on experience with industry-standard tools, machinery and software thereby enhancing their practical skills and understanding.

Industry-Expert Faculty: IIGJ Mumbai boasts of a teaching team of experienced and highly skilled faculty members who are industry experts as well. These

faculty members bring in-depth knowledge, industry insights and real-world experience to the classroom, enriching the students' learning experience. The faculty's expertise helps bridge the gap between theoretical concepts and practical applications, preparing students for the challenges of the industry.

Immersive Industry (Factory/ Retail Setups) Visits: The students are exposed to real-life jewellery manufacturing setups to experience and learn industry practices adopted for limited-edition as well as mass produced jewellery. Visits to retail setups help the students understand the importance of the art of storytelling involved in the sale of manufactured jewellery pieces.

Internship and Industry Collaborations: Collaborations with reputed jewellery companies helps provide students with industry exposure and practical experience. This also benefits IIGJ Mumbai and industry organisations. The institute facilitates internships, enabling students to work with industry professionals, understand workflow processes and gain hands-on experience. These collaborations also create networking opportunities, enhancing students' prospects for employment after

graduation.

Skill Development Workshops and Seminars: IIGJ Mumbai organises regular skill development workshops, seminars and guest lectures featuring renowned experts from the gem and jewellery industry. These events cover a wide range of topics, including gemstone grading, jewellery manufacturing techniques, market trends and business management. Such interactive sessions provide students with valuable insights, foster creativity, and enhance their understanding of the industry's nuances.

Career Placement Assistance: IIGJ Mumbai provides dedicated support for career placement to its students. The institute maintains strong ties with leading jewellery companies and facilitates campus recruitment drives. Additionally, it offers career counselling, resume building workshops, and interview preparation sessions to equip students with the necessary skills to succeed in job interviews and secure employment in reputed organisations.

How does IIGJ Mumbai ensure that its training programmes are aligned with the evolving needs of the industry?

In a rapidly evolving gem and

jewellery industry, staying ahead of the crowd is crucial for professionals and educational institutions alike. The Indian Institute of Gems and Jewellery (IIGJ) Mumbai understands the significance of aligning its training programmes with the ever-changing needs of the industry. With its unwavering commitment to providing relevant and practical education, IIGJ Mumbai has become a pioneering institution that ensures its students are well-equipped to excel in the dynamic world of gem and jewellery.

IIGJ Mumbai recognises that the gem and jewellery industry is a diverse ecosystem encompassing various segments, including design, manufacturing, gemmology and retail. To ensure its training programmes meet industry requirements, the institute maintains close ties with professionals and experts from each sector. Regular interactions, industry collaborations, and partnerships allow IIGJ Mumbai to gain valuable insights into emerging trends, evolving technologies, and skill demands. The insights gained are leveraged by updating the curriculum accordingly to develop the desired industry skills and knowledge creating a winning opportunity for all stakeholders.

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VIEWPOINT

'IIJS Energised our Silver Business'

Vinayak Dhingra, Director, Manmohan Exports, reveals the new product line in the silver jewellery bridal segment that they are showcasing at IIJS Premiere and emphasizes that silver's ageless appeal lies in its ability to effortlessly complement modern tastes while retaining a classic essence. The versatility of silver allows it to adapt to evolving fashion trends, making it an ideal choice for those seeking designs that harmonise with contemporary aesthetics.



What are the products you are showcasing at IIJS Premiere 2023 ?

We are thrilled about participating in IIJS premiere, and this year our focus lies in presenting exquisite wedding jewellery in silver. Our pieces will showcase the resplendent beauty of Kundan and Moissanite polki,

expertly combined to create regal masterpieces inspired by Rajasthan's royal designs, that are a harmonious blend of heritage and modernity.

The versatility and affordability of silver-based moissanite polki jewellery allow individuals to embrace their cultural heritage while making sustainable and fashionable choices, making it a sought-after trend in today's world.

Which are your key export markets?

We mainly export to the USA, the UK, Canada, Australia, the UAE, and Qatar.

Has IIJS contributed in any way to the growth of your company?

IIJS has significantly fostered

our company's growth in the jewellery industry. As an exhibitor, we have experienced numerous advantages, establishing valuable connections and strategic partnerships. IIJS serves as an unparalleled marketplace, elevating our brand visibility and expanding market reach.

Knowledge-sharing through seminars keeps us competitive, while direct interactions with end consumers help tailor our offerings for increased satisfaction.

Overall, IIJS has played a pivotal role, amplifying our industry connections, fostering innovation, and understanding customer needs, positioning us as a key player in the dynamic world of jewellery.

What kind of silver products are in demand domestically?

For centuries, silver jewellery in India has symbolised eternal beauty and grace, deeply rooted in mythology. Today, these ornaments and artefacts not only captivate with their aesthetics but also offer unmatched convenience for wearers. At Manmohan Exports, we pride ourselves on crafting exquisite premium silver jewellery, making it accessible to all. Gone are the days of exorbitant expenses; our designs offer affordability without compromising on quality and style. Embracing tradition and modernity, our creations resonate with the timeless allure of silver, celebrating its legacy as a precious metal cherished by generations.

Vikas Jain Unveils the Success Strategies

Vikas Jain, Managing Director, Midas Diamonds Pvt. Ltd. talks about his success mantras that drove the rapid expansion of the burgeoning company.



Could you elaborate on the size of your company and its inception date? Additionally, we are interested in learning about your background.

Established in January 2012, Midas Diamonds originated with a founding team of five individuals. My initiation into the intricacies of the industry occurred through our family's time-honoured retail venture. The initial years demanded relentless dedication, fuelled by my aspiration to propel the company's advancement. Presently, our Midas family boasts a workforce exceeding

150 members and continues its dynamic expansion.

Please highlight the unique selling proposition (USP) of your brand.

Our USP lies in impeccable finishing, our unique designs, expert composite setting techniques, unrivalled customer relations, and constant drive for innovation. We understand the value of quality. We source only the finest materials including ethically sourced diamonds to ensure that each piece is of exceptional calibre. Our skilled craftsmen pay meticulous attention to detail at every step of production process ensuring high quality check resulting in exquisite finished jewellery.

How has your association with IIJS contributed to your company's growth? How long have you been associated with the IIJS brand?

Midas has been associated with IIJS since 2014. IIJS has been a huge platform where you can

meet the buyers from all over the world. It has not only helped us expand our business in India but internationally as well.

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

This year, we are launching multiple collections, namely, Droplets from Heaven, which is a dainty and ultra chic jewellery for the modern woman, as well as unique light weight necklaces. We are also showcasing Illuminating Illusions, a collection that is light on pocket yet appears to have solitaires. The alluring collection is made with our forte in composite setting and illuminating illusion, which is our latest addition accomplished with miracle plate setting to illuminate the beauty of our intricate designs.

What are your expectations from participating in IIJS Premiere 2023, and how do you plan to maximize this

opportunity?

This year with 42000 visitors expected at the show, we are hoping to collaborate and build meaningful connections with new customers and expanding our horizons.

What is your perspective on the current market scenario for the diamond industry? Are there any specific opportunities and challenges you foresee?

The current diamond market is poised to grow in the next financial year as the demand is growing in two-tier, three-tier cities in the interior parts of India. However, there is a shift in the customer buying behaviour as they are preferring budgeted jewellery.

Has IIJS played a role in expanding your export business?

It is a great platform to build quality and meaningful connections with global customers to expand business globally.

VIEWPOINT

IIJS Premiere, A Vital Platform For Fostering Business Expansion

PAKSHAL RATHOD & PRIYANK RATHOD, Co-founders, Jewel N Design, are the recent entrants to the IIJS show, and aim to target buyers from metro cities in India.

Jewel N Design was established five years ago to manufacture jewellery. The parent company, Chandan Agencies, has been associated with IIJS shows since decades. The company started selling designs and CAD/CAM software to customers and gradually grew into a jewellery manufacturing company within a span of years.

Tell us more about the experience at IIJS?

IIJS had given my company an amazing platform to come under one roof and showcase our designs and jewellery at one of the biggest shows in India and the world.

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

At IIJS Premiere 2023 we anticipate that there will be a major demand for modern and lightweight trendy jewellery catering to today's generation.

How many collections do you bring out in a year?

We produce about four collections annually. We use direct casting method which is the latest technique used for jewellery manufacturing. It leads to faster production and enables us to make lightweight jewellery.

How do you plan to make the most of this opportunity?

There are huge expectations from IIJS Premier 2023 as the show will connect a lot of B2B wholesalers and retailers on pan India level. We are looking forward to showcasing our best internationally appealing jewellery set with cubic zircons for all our clients across various regions.

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

Being authentic in the business of gold jewellery manufacturing is the crucial thing. We ensure all our jewellery is hallmarked and meet all the mandatory norms required for ethical business and winning consumer confidence.

What opportunities and challenges do you see in the current market scenario?



The current market scenario is going through an unpredictable phase, a kind of rough and tumble situation. The rise in gold prices and the overall economy in terms of forex, uncertainty in certain global markets ... The industry has expanded a lot and the ongoing competition in the jewellery industry has led to lot of changes in demand and supply of jewellery sales. Opportunities for importing and exporting jewellery is a boon in today's time and that will actually help us expand our business.

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

We do not export yet. We are targeting major metro cities in in the country.

DESIGN FEATURES

Charu Sarawgi Redefines Jadau Jewellery for Everyday Wear

Jewellery designer **CHARU SARAWGI**, one of the pioneers in the country, introduced the concept of a daily wear collection of jadau jewellery. Since 2018, she has been an active participant in the IIJS, which has significantly contributed to the expansion of her business. Through this platform, she has successfully connected with retailers from various parts of India, enabling her to broaden her customer base and achieve substantial growth in her venture.



How long have you been working in the industry?

Our parent company Darpan has been in the industry since 20 years, and I established the brand Charu Sarawgi brand nine years ago. We are women entrepreneurs, and make light, aesthetic and wearable fine quality polki and gold jadau jewellery adapted to the taste of today's contemporary women.

What is the source of inspiration for your collections?

We take inspiration from nature, museums, stained glass works, paintings and ancient architecture from around the world. An inspiration develops into a concept and it is first sketched on paper. We then keep refining the sketch for the right proportions and all the details, and the final rendition is then given to the karigars to manufacture.

Our brand is among the very few making small, trendy and lightweight jadau in India. We pay a lot of attention to detail and finish of the product. Each piece is handcrafted with a lot of love, care and passion.

Jadau is a traditional art form that has flourished in Rajasthan since the time it was introduced to India by the Mughals. We, at Darpan, use the traditional jadau technique to manufacture all our collections but with a



contemporary design aesthetics for it to appeal to a larger audience.

Tell us more about your collection that you are presenting at IIJS.

Our collection this year consists of cocktail and delicate jadau rings, jhumkas and trendy chokers which can be paired with Indian and Western outfits. The collection is studded with emeralds, rubies, tourmalines, coral, kyanite and pearls. We use syndicate non filling polki in all our pieces.

We use ethically sourced raw materials, and try to invent or follow processes that incur minimum wastage of metal and material. We also provide better working conditions for our Karigars.

What are your expectations from the show this time?

The IIJS organisers do not leave any stone unturned to keep innovating and this year, too, the show has got bigger and better organised. We are looking forward to a larger attendance from different sections of the industry and greater business opportunities.

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IN FOCUS

Emeralds Reign In the Domestic Market

SMITHA SADANANDAN spoke to some IIJS Premiere exhibitors and found that emeralds retain their number one position in the gem world, but there are other gemstones that are scaling up on the popularity charts.



GNS JEWELLERY

Move over rubies, sapphires — emeralds have never been hotter in the domestic market. Ruby has long been a favourite as central and accent stones in traditional jewellery, but change is in the air.

Emeralds are getting maximum attention in a run-up to the wedding and festive season in India, kickstarting mid-August through to March.

Sixth-generation jeweller Vaibhav Dhandia of Dhandia Gems believes so. Sales are indeed robust at the India International Jewellery Show (IIJS) in Mumbai, adds Vaibhav, whose family-run company is an authorised auction partner for Gemfields.

Last year, both octagonal and calibrated emeralds in sizes of 4 x 6 and 6 x 8 emerged hot picks for buyers, while heart shaped emeralds are easily the most preferred ones this year. Fancy shaped gems, ranging between

two and six carats, are being snapped up at the trade show. On day-one, Vaibhav sold a 56-carat heart-shaped emerald; the significant price tag was no deterrent to the buyer. This is an indicator of expectations for the season prompting gem dealers to remain upbeat and wooing buyers flush with cash.

Rubies from Mozambique and emeralds from Coscuez mine in Colombia continue to perform well, he observes. The demand for vivid green emeralds accounts for 80 percent of the buyer requirement, while 20 percent is constituted by light green emeralds. Pear-shaped emeralds arranged in necklace layout sold out quickly. “Faceted pear shapes are doing well, besides chunky tumbles,” he says. Eye-catching offerings at Dhandia Gems includes an assortment of 13 tumbles, each weighing an average of 20 carats. “A homogenous

collection such as this tends to appeal across the board to retailers, jewellery manufacturers and designers,” he adds. They can design around these sizeable stones without having to source stones in sizes, shapes and colours to match their design, he points out.

But what sparked the fascination for big emeralds? Vaibhav is quick to point out that big, bold necklaces and earrings worn by Bollywood celebrities like Kiara Advani and Athiya Shetty at their weddings offer cues to clients. A retailer’s jewellery moodboard is certainly informed by what celebrities wear.

Abhiyant Raniwala, Director of Jaipur-based brand Raniwala, concurs about the trend. Noted for jadau and polki jewellery, Abhiyant acknowledges how celebrity weddings, including bridal wardrobes, shape the choice of the bride-to-be. With pastel sartorial designs in vogue, Raniwala swaps the verdant green emeralds in their ornate jewellery with paler Russian versions and replaces rubies with blush pink morganites.

Saajil Shah, creative designer and founder of Sajjante, was out scouring emerald and ruby drop shapes. On a quest to source flat almond or badaam shaped gems, Saajil didn’t have much luck. With most gem dealers selling faceted stones as they offer them greater value for the money, not all gem cutters are eager to lend their expertise to unusual cuts and shapes that might have few takers, observes Saajil.

Although Shreenuj Tambi, Director of Cut N Cabs, has a similar outlook, he is keen to tap into the demand for unusual shapes. He sells his precious ware at trade shows in India and in Hong Kong — these include small sugar loafs, fancy shapes like kites and shields, unfaceted briolette as well as octagonal and pear-shaped emeralds. “Cushion cuts and elongated fancy shapes are huge winners, while heart-shaped emeralds are on everyone’s radar. The demand for gems ranging between 3 carats and 40 carats is coming in strong,” informs Shreenuj, who caters to wholesalers and designers alike. “Zambian



LAL GEMS

emeralds in the domestic market cost anywhere between Rs.20,000-Rs.50,000 per carat. Meanwhile, Russian emeralds priced well below Rs.20,000 a carat are in play,” he adds.

New Gems On the Radar

Nirmal Bardiya, Convener, Coloured Gemstone Convener, GJEPC, and Managing Director of RMC Gems, a leading exporter of gems to USA, Europe, Thailand and Hong Kong, forecasts a significant growth in coloured gems over the next five years. He finds that the domestic market has now developed a healthy appetite for turquoises and pink morganites. With coloured gems capturing the joy in a post-pandemic world, consumers are increasingly engaging emotionally with brighter designs; a sentiment that gem dealers have been quick to note — and as they translate this insight into trade friendly propositions, there is an air of optimism among buyers about this year’s festive season.

Mamta Punjabi of Lal Gems, who has closed more coloured stone sales in the past two days than in past years, confirms an increased love for pastel shades of gems. Sapphires in pale pinks, cornflower blues are very popular, she reports. Additionally, dark navy-blue sapphires and ‘Barbie pink’ sapphires are also key sellers. “Oval and octagonal shapes have been making waves this season. Rubellites are surprisingly selling well. It appears to me that people are bored of rubies that were routinely among jeweller favourites.” Rainbow gems, with their ability to lend themselves into cheerful designs, are being extensively sourced by retailers, asserts Mamta.



LAL GEMS



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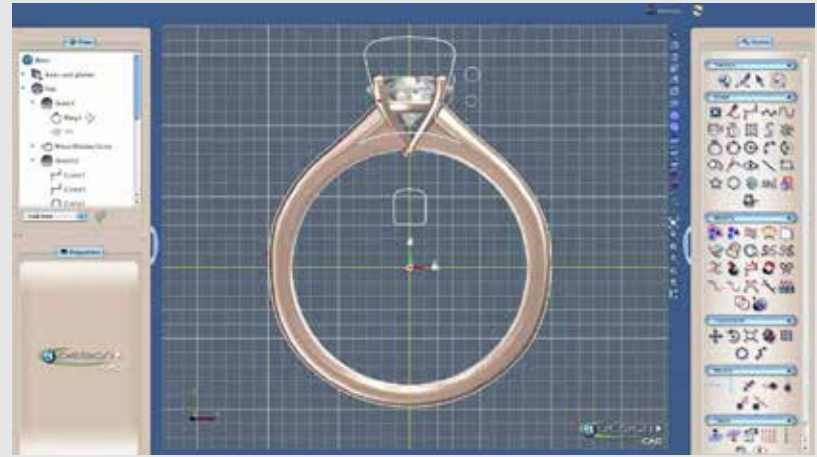
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PAVILION

Italy's Jewellery Machinery Prowess at IIJS



Italian companies showcased their products and expertise at the IIJS Premiere exhibition, drawing significant attention from visitors and potential clients. Representatives from renowned Italian jewellery machinery manufacturers, Orostudio, Giusti, TVN Tech, and INVIMEC, shared their experiences and insights during the event.

Orostudio, one of the leading exhibitors, expressed delight at the number of fruitful meetings they had at the exhibition, stating that several promising leads had been generated. With post-event visits scheduled, the company remains optimistic about expanding its footprint in the Indian market.

Meanwhile, Giusti acknowledged the satisfactory crowd turnout at their stand but voiced their interest in improving the quality of interactions. To achieve this, they proposed focusing on paid registrations to attract more serious and committed leads. Fasti SpA, another representative, echoed similar sentiments, emphasising the importance of engaging with

potential customers who demonstrate genuine interest in their products.

TVN Tech, a prominent player in the jewellery machinery industry, reported holding numerous meetings with various companies during the event. While some inquiries were exploratory in nature, others indicated serious intent. As is customary in this industry, closing deals may require some time, but the company remains optimistic about solidifying business partnerships in the near future. The personal touch of having a representative at the event allowed TVN Tech to showcase the human aspect behind their machines, making a positive impression on potential clients.

For INVIMEC, the Indian market holds immense significance. The country's insatiable demand for jewellery necessitates advanced machinery to meet production requirements. Mr. Bassanese of INVIMEC, noted the presence of small, medium, and large companies at the exhibition. While smaller companies sought affordable machines, the larger

corporations were willing to invest in advanced technology for substantial production and to meet international quality standards. As INVIMEC specialises in large-scale machinery production, they view this moment as opportune to venture into the Indian market and cater to diverse needs. The IIJS exhibition not only served as a platform for companies to showcase their innovations but also facilitated valuable networking and

insights into the dynamic Indian jewellery industry. The successful participation of Italian companies reflects the strengthening ties between India and Italy and sets the stage for potential collaborations and mutually beneficial partnerships. As the event draws to a close, the Italian Pavilion remains abuzz with anticipation, hopeful of the lasting impact and opportunities forged during their time at IIJS.





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BRAND WATCH

Ethnic Aesthetic

AADISH GOLD LLP founded in 1997 by Bhavesh Shah has always had a strong focus on high design and the purity of gold. The company offers a range of traditional jewellery that include bridal sets, small necklaces, jhumkis, chand balis, vankis (arm ornaments), vaddanams (waist belts), intricately carved and studded with rubies, emeralds, polkis. Specialising in temple jewellery, the company offers customisation services to cater to the unique preferences of their clients. The new collection, Anantam, meaning infinite, as the name suggests, reflects the boundless creative potential of this line. The handmade ethnic designs are a combination of nakashi, thappa work and studded with semi-precious gemstones.



Celestial Treasures

The Moon collection from **BARIKI (CVM GROUP)** is undeniably captivating and enchanting. True to its name, the 22-karat gold collection exudes elegance and sophistication, with each piece beautifully accentuated by crescent-shaped designs that evoke the mesmerizing allure of the moon. The heavy bridal bibs are studded with magnificent emeralds, rich rubies, tantalising tanzanites and polkis and pearls. Get ready to embrace the celestial beauty of gold.





BRAND WATCH

Standout Silver Line

The capsule collection titled Vividh has been conceptualised by **SANGEETA BOOCHRA** and actress Nitibha Kaul. The collection captures the diverse sides of femininity by creating 4 stories with an inclusive cast. Each colour represents a persona that the divine feminine within you embraces every day - red for love, black for power, blue for fluidity and pink for playfulness.

The collection boasts intricate metalwork and sparkling gems, building an aesthetic with bold design and traditional craftsmanship. Vividh offers a wide range, including necklaces, earrings, bangles, and rings, all carefully curated to celebrate individuality and versatility. Each piece is designed to complement any outfit, adding a touch of elegance and sophistication to your look. Be different. Be unique. Be Vividh.



Modern & Unfussy

Strong outlines and define **MIDAS DIAMONDS'** collections that are outfitted with fancy-shaped diamonds. Founded in 2012, Midas prides itself in making high-finish and quality jewellery that meet global standards. Designed for the sophisticated individual seeking to enhance their ensemble with a touch of glamour, Midas offers a wide range of captivating items. the collection encompasses stylish earrings and ear studs, curvaceous chokers, delicate pendant necklaces, designer rings and more.



BRAND WATCH

Captivating Jewels

Every day is a precious gift, meant to be cherished and celebrated. **MYRA, THE DIAMOND STUDIO**, enralls its audience with an exquisite ready-to-wear collection that effortlessly transitions from the office to a party.

Designed with meticulous attention to detail, the lightweight Evil Eye collection in 18-karat rose gold has garnered immense popularity for Myra. This time, the brand introduces the captivating Evil Eye chain adorned with a black-beaded bracelets, featuring additional charms like the Om and Elephant motifs.

Among the luxurious offerings, they have trendy rose gold rings with flexible bands, adorned with dazzling round and baguette diamonds. Additionally, the line-up includes transformable earrings that can be effortlessly styled as jhumkas or ear studs, providing versatility and enhancing the wearer's individual style.



Festive Spin

RANIWALA 1881 unveils yet another stunning collection of necklace and choker sets showcasing a mesmerising allure of fine gemstones, polkis, rose cuts and pearls. The collection is a testament to the brand's commitment to artistry and quality. While some sets display an eye-catching composition of intricate geometric patterns reminiscent of the famous Rajasthani jharokas or fancy navratna (nine gems) chokers, others pay homage to the enchanting beauty of nature.



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BRAND WATCH

Celebrating Nature in Gold

SHAKTI GOLD eulogises Mother Nature in various colours of gold. Among the new bouquet of dazzling jewels being unveiled by the reputed company at IIJS Premiere are lightweight diamond-studded earrings, arresting wrist wear, and beautifully crafted gold necklaces adorned with precious gemstones. Each piece is a harmonious fusion of sophistication and elegance, designed to enchant jewellery enthusiasts with diverse tastes and preferences.

By participating in this prestigious event, the brand reaffirms its unwavering dedication to innovation and excellence in the art of jewellery-making.



Shreenath Gems - Rubies Reimagined

This year, **SHREENATH GEMS**, have introduced fancy cuts and carvings of glass-filled rubies which are widely used in Indian market. Glass-filled rubies offer a number of advantages for both customers and designers. They are more cost-effective than untreated rubies, and provide designers with a versatile gemstone option that can be used in various jewellery designs. Glass-filled rubies tend to have more consistent colour and appearance compared to untreated rubies, making them easier for designers to work with and ensuring a more uniform look across their jewellery collections.





SCHEDULE

Innov8 Talks Knowledge Partner



innov8 TALKS Schedule

Jio World Convention Centre (JWCC)

Date	Time	Speakers	Sessions	Topic
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
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 JWCC





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Venue Wise Timings for IIJS Premiere 2023



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