



IIJS
INDIA INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2024

8th - 12th August, 2024
Jio World Convention Centre- Mumbai

9th - 13th August, 2024
Bombay Exhibition Centre- Mumbai

Concurrent Show

IGJME
INDIA GEM &
JEWELLERY
MACHINERY EXPO
PREMIERE, Mumbai 2024

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4 DAY SHOW DAILY

11TH AUGUST 2024

COVER STORY

IIJS the Scene of a Historic Govt. Announcement

Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, Announces Reintroduction of Diamond Imprest Licence at IIJS Premiere.



longstanding demand, Shri Goyal further announced the government's landmark decision to reintroduce the Diamond Imprest Licence that had been discontinued in 2009.

The Diamond Imprest Licence allows Indian diamond exporters who meet a certain turnover threshold to import up to 5% (or possibly 10%, as previously) of their average export turnover from the past three years. This aims to level the playing field between small and large diamond exporters, prevent investment from moving to diamond mining locations abroad, and create more jobs in diamond sorting and processing

IIJS Premiere on day three buzzed with an air of optimism as Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, addressed the industry in an

interactive session, addressing recent government policies that sent waves of jubilation through the Indian gem and jewellery sector. Accepting GJEPC's

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within India. Shri Goyal addressed a full house of gem and jewellery exporters, in the presence of Shri



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IIJS Premiere, 9th to 13th Aug 2024, Hall 4, Booth #4S 481A

Trinity



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Vipul Shah, Chairman of GJEPC; Shri Kirit Bhansali, Vice Chairman of GJEPC; Shri Dnyaneshwar B. Patil – IAS, Zonal Development Commissioner of SEEPZ-SEZ, Mumbai; Shri Siddharth Mahajan, Joint Secretary of the Ministry of Commerce and Industry, Government of India; Shri R.K. Mishra; Shri Nirav Bhansali, Convener of National Exhibitions, GJEPC; Shri Sabyasachi Ray, Executive Director, GJEPC; as well as trade members, media representatives. TV Anchor Manisha Gupta, Commodities Editor at CNBC TV18, moderated the session with the Minister.

The recent significant reduction in import duty on gold and silver was the centrepiece of his address, where he elaborated on the government's rationale and vision behind this substantial policy shift.

Key highlights of the interaction included the cut in import duty on gold and silver, which has been hailed as a major win for the industry. The government's decision to address long-standing demands has boosted investor confidence.

The Minister emphasised the growing importance of the domestic market, which is now poised to offset any potential challenges in the global arena. He said the government is actively engaging with G7 countries to address the issue of the Russian diamond ban. Efforts are underway to safeguard the interests of the Indian diamond industry.

India is also actively pursuing Free Trade Agreements (FTAs) with various countries, aiming to create new opportunities for the gem and jewellery sector. Shri Goyal encouraged the industry to focus on value addition and intricate designs to compete effectively in the global market.

Minister Goyal revealed that the decision stemmed from the need to make gold and silver more affordable for Indian consumers, while also curbing the incentives for illicit trade.



Shri Goyal explained, "The import duties on gold, silver, and platinum had reached levels that hurt the domestic industry. By reducing the duty to a reasonable level, we aim to ensure that gold is imported through official channels, benefiting the Indian market and the industry at large."

The minister also highlighted the broader economic implications of this move. With discretionary spending in developed markets like Europe and the United States under pressure, the Indian domestic market's robust growth is expected to compensate for the decline in exports to these regions. This move is seen as part of the Modi government's broader strategy to bolster India's position as a leading player in the global gem and jewellery sector.

Despite the celebratory mood,

Shri Goyal acknowledged the industry's concerns, particularly regarding the potential for an increase in GST rates. He urged the industry to remain positive, reassuring them that the government was mindful of their worries and was not planning any immediate hikes.

Another pressing issue discussed was the G7's ban on Russian diamonds, which has posed significant challenges for the Indian diamond industry. The minister detailed the government's efforts in negotiating with the G7 countries to find an amicable solution. These efforts have included discussions at the highest levels, with India pushing for the recognition of Mumbai or Surat as centres for diamond certification, similar to Antwerp. Goyal admitted that while the outcome post-March remains uncertain, the government is

committed to protecting the interests of the Indian industry.

Shri Goyal also touched upon the progress of India's Free Trade Agreements (FTAs) with various countries, which have been pivotal in opening up new markets for Indian goods. The Minister emphasised that India's current approach to FTAs is one of strength and balance, unlike in the past when deals were often skewed in favour of the other party.

"Today, India is negotiating FTAs with developed nations and emerging markets with high per capita incomes, ensuring that these agreements are fair and beneficial for Indian industries," Goyal said. He cited the Australia-India FTA as a prime example, where India secured zero-duty access for its goods while protecting sensitive sectors like agriculture and dairy.

The Q&A session that followed Goyal's address saw industry leaders raising various issues, from the need for duty drawback on platinum exports to concerns about the new ICEGATE system for exports. Goyal assured the audience that their concerns would be addressed and highlighted the government's ongoing efforts to improve infrastructure and support for the industry.

A notable point was the minister's mention of the Special Economic Zones (SEZ) Act, which is in its final stages and is expected to provide a significant boost to the industry by fostering a more conducive environment for exports.

In his closing remarks, Shri Goyal praised the industry for its contributions, particularly in training physically challenged individuals at the Mega CFC, and reiterated the government's commitment to supporting the sector's growth. He urged the industry to focus on value addition and innovation to stay competitive in global markets, particularly in the face of evolving consumer preferences in developed countries.

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A Shining Gesture: Kareena Kapoor Khan Graces the 9th edition of Jewellers for Hope



GJEPC proudly hosted the 9th edition of its esteemed charity dinner, 'Jewellers for Hope,' at a high profile sit-down event attended by industry leaders and philanthropists. Backed by Associate Partners - De Beers and World Gold Council; and powered by GIA; the 'Jewellers for Hope' charity event once again garnered overwhelming support from jewellers, diamond exporters, retailers, and global associations. Since its inception in 2014, Jewellers for Hope has contributed over Rs 8 crores of rupees to 14 NGOs, leaving a lasting impact on countless lives.

The proceeds of the charity dinner were donated to two NGOs - MIAM, Miam Charitable Trust is committed to the social upliftment of tribal, rural, and urban populations across India; and the Gem & Jewellery National Relief Foundation (GJNRF) to coordinate social interventions, particularly during major crises.

Kareena Kapoor Khan, the stunning and inspiring actress, philanthropist and UNICEF India's Celebrity Advocate graced GJEPC's Jewellers for Hope event this year.

Vipul Shah, Chairman, GJEPC; Kirit Bhansali, Vice Chairman, GJEPC; Milan Chokshi, Convener, Promotions and Marketing, GJEPC; Paul Rowley, Executive Vice



President, Diamond Trading, De Beers Group; Mr. Sachin Jain, Regional CEO India, World Gold Council, Sriram Natarajan, Managing Director, GIA India, and Sabyasachi Ray, ED, GJEPC presented the cheque to Ms. Nitu Joshi, Trustee, MIAM and

to Sanjay Kothari, Managing Trustee, GJNRF.

Vipul Shah, Chairman, GJEPC, said, "Jewellers for Hope charity dinner event truly embodies the spirit of compassion and philanthropy within the gem & jewellery

industry. In addition to our exceptional contribution towards nation building, we create a profound impact through our charity activities. GJEPC is deeply committed to the welfare of workers in the industry. The Swasthya Ratna scheme, implemented in 2015, provides subsidised health insurance to employees of member companies. To date, this scheme has extended coverage to an impressive 8.4 lakh lives, safeguarding the well-being of numerous individuals within the industry. Total claims disbursed so far amount to Rs. 182 crore. Collectively and individually, through the efforts of many unsung heroes, we tirelessly work to uplift the underprivileged and bring about positive change in the society. Our belief in the noble concept of 'Giving Back To Society' sets us apart and makes us truly remarkable."

Paul Rowley, Executive Vice President, Diamond Trading, De Beers Group, said, "GJEPC's 'Jewellers for Hope' reminds us of the power that our industry wields to change people's lives for the better. Natural diamonds do spread hope. It is the core of our business to help create a positive impact on people and society of the areas where diamonds are found and curated. Such events enhance our industry's reputation and reinforce a deep connection between diamonds and positive social change. I congratulate GJEPC for supporting so many causes over the last 10 years.



The charity and generosity of jeweller exporters exemplify the 'forever impact' aspect of natural diamonds. Our journey is about seizing opportunities and making a lasting difference. The beauty of natural diamonds is about the stories of journey comprising optimism, resilience and determination as well as the hope that these diamonds spread."

Sachin Jain, Regional CEO India, World Gold Council (WGC), said, "Charity is a way of life in India and embedded in our culture as much as spirituality is. It reflects who we are and how we give back to society. We do it for our own selves. Today businesses are judged on a holistic basis with respect to sustainability, environmental, social impact and governance; and not just profits and valuations. Individually, we are good but collectively we can all be absolutely amazing."

Sriram Natarajan, Managing Director, GIA India, said, "GJEPC's 'Jewellers for Hope' event is one where jewellers

come together and gathers to celebrate philanthropy. Our industry values craftsmanship but also embraces giving. I am proud to be part of our industry which makes a collective effort to contribute to betterment of society. We work with GJEPC on the Swasthya Kosh programmes to help thousands of workers. Every small act of kindness contributes to a larger change. As Mahatma Gandhi said, the best way to find yourself is to lose yourself in the service of the nation."

Milan Chokshi, Convener, Promotions and Marketing, GJEPC, proposed the vote of thanks and thanked all Donor partners for their magnanimous gesture. He thanked Sunil Jaglan, Founder of Selfie with Daughters for enlightening everyone about a novel way of educating parents the importance of a girl child. He thanked Rajesh Kalyan, Executive Director of Kalyan Jewellers for graciously accepting GJEPC's invitation to be the Dinner Icon.

Over the years, the industry's



generous contributions to 'Jewellers for Hope' have left an indelible impact, having contributed crores to 14 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), Shrimad Rajchandra Love and Care (SRLC), Live Love, Laugh Foundation and MIAM, Miam Charitable Trust.

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innov8 TALKS

Join us for an insightful session on
INNOVATION IN JEWELLERY MFG TO ADDRESS RISING GOLD PRICES

SACHIN JAIN
 Regional CEO, India
 World Gold Council

To Register, Scan

11th August | 2:00 pm to 3:00 pm
 Launchpad, Hall No.1,
 Bombay Exhibition Center (BEC)

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ANKIT MEHTA
 Co founder, Diamantiars
 Walking Tree

To Register, Scan

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INNOV8 TALKS SCHEDULE


Innov8 Talks Schedule

JIO WORLD CONVENTION CENTRE (JWCC) 8th to 12th August 2024

Sr.no	Date	Time	Speakers	Company Name	Designation	Topic
1	11th August	3:30 pm to 4:30 pm	Mihir Shah	Universal Connections	Consultant, Advisor & Trainer in International Business	How to be a Successful Exporter

BOMBAY EXHIBITION CENTRE (Nesco) -9th to 13th August 2024

Sr.no	Date	Time	Speakers	Company Name	Designation	Topic
1	11th August	12:00 pm to 1:00 pm	Ashish Sakhardande	GJEPC India	Head @ IJEX, India Jewellery Exposition Dubai	Building your jewellery business in the middle east through IJEX dubai
2	11th August	1:00 pm to 2:00 pm	Jignesh Bhai	Divine Solitaires	TBC	The first weekly Draw of the Solitaires Festival of India by Divine solitaires
3	11th August	2:00 pm to 3:00 pm	Sachin Jain	World Gold Council	Regional CEO India	Innovation in Jewellery Mfg to Address Rising Gold Prices
4			Ankit Mehta	Walking Tree	Co founder, Diamantiars	
5	11th August	3:30 pm to 4:30 pm	Tarun Jain	World Jewellery design awards	Founder - Managing Director	WADA Luxury Jewellery Magazine - UAE
6	11th August	5:00 pm to 6:00 pm	Dinesh Bhai	P. M. Shah & Co. Jewellers Pvt. Ltd.	Managing Director	Lucky Lakshmi Festival Presentation for trade
7	11th August	6:15 pm to 7:30 pm	Shekhar Bhandari	Kotak SME	President	Outlook on Gold
8	12th August	2:30pm to 3:30pm	Abid Murshed	Paypal India	Head of Sales- India	Global Payment Gateways: Facilitating International Transactions
9	12th August	4:00 pm to 5:00 pm	Mihir Shah	Universal Connections	Consultant, Advisor & Trainer in International Business	How to be a Successful Exporter


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innov8 TALKS

Join us for an insightful session on
BUILDING YOUR JEWELLERY BUSINESS IN THE MIDDLE EAST THROUGH IJEX DUBAI

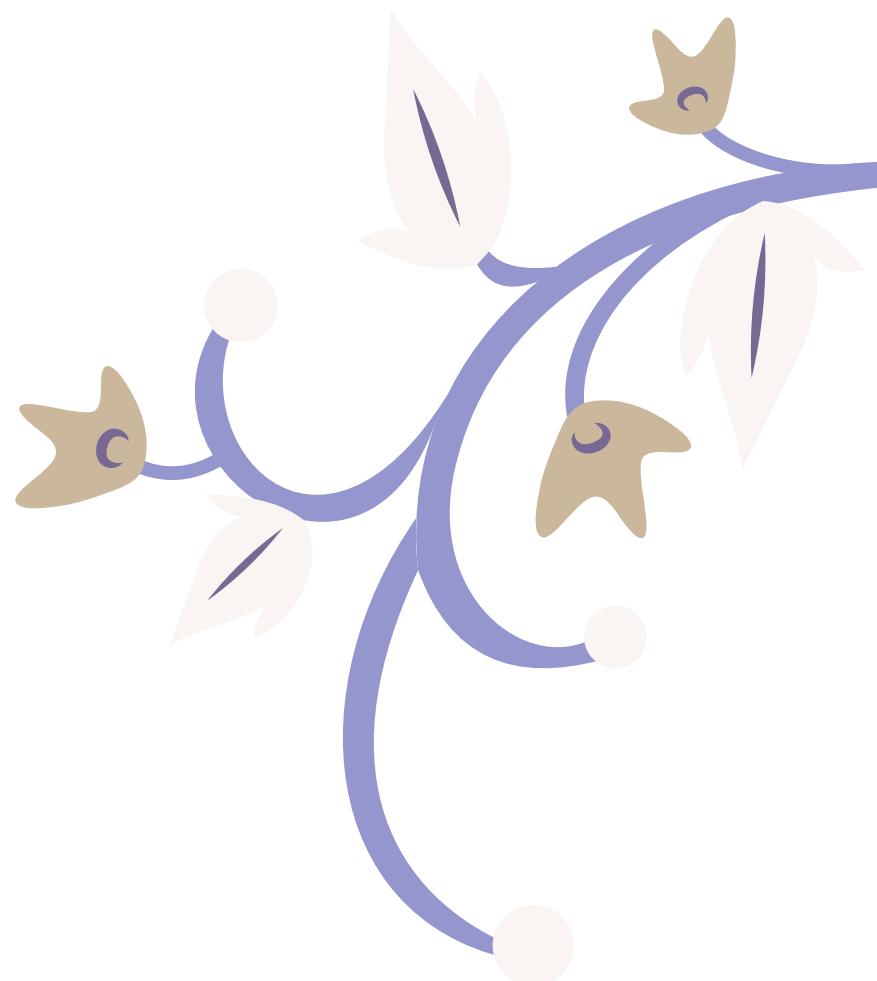
ASHISH SAKHARDANDE
 Head @ IJEX
 India Jewellery Exposition Dubai

To Register, Scan:

 **11th August | 12:00 pm to 1:00 pm**
 Launchpad, Hall No.1,
 Bombay Exhibition Center (BEC)



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GLOBAL EYE

Uzbekistan's Jewellers Feel at Home at IIJS



ELMIRA KHODJAEVA, Director of the Association of Jewelers of Uzbekistan, expressed the country delegation's delight at participating in the IIJS Premiere. She drew parallels between the intricate craftsmanship of Indian and Uzbekistani jewellery, stating, "Being here at the IIJS makes us feel like home. There are many

similarities between Indian and Uzbek jewellery craftsmanship." Khodjaeva was equally impressed by the scale and diversity of the IIJS. "The IIJS is so expansive and has something new to offer every moment. We keep discovering something new each day," she added.

Cambodia Eyes IIJS Premiere for Silver, New Designs



DR. SARAK, Senior Advisor, Cambodia International Gems & Jewelry Fair, is optimistic about the prospects of finding new suppliers at the IIJS Premiere. A seasoned visitor to the event, Dr. Sarak highlighted Cambodia's complete reliance on India for silver imports. "Cambodia never imports any silver except from India," she remarks. Influenced by global trends, especially those popularised on Instagram, Cambodian consumers are increasingly drawn to contemporary designs.

Dr. Sarak expressed keen interest in sourcing these trends at the IIJS Premiere 2024. While praising the "good quality" of Indian gems and jewellery, Dr. Sarak also noted the burgeoning jewellery market in Cambodia. With a growing economy, the country's demand for jewellery is steadily increasing, promising a bright outlook for the coming year. Cambodia's participation at IIJS Premiere underscores the event's global appeal and its role in shaping international jewellery trends.

Nepal Finds Rich Pickings at IIJS Premiere

With a delegation of 50, Nepal aims to deepen ties with the Indian jewellery sector at IIJS, informs **PRASUN JALAN, DIRECTOR, URJA VENTURES PVT. LTD.**

How large is your country's delegation this year, and does it mainly consist of retailers, wholesalers, designers, manufacturers, or any other categories?

We are a delegation of 50 professionals spanning across three associations.

What are your expectations for this year's IIJS Premiere event? Is this your first visit, or have you attended before? If so, could you share your past experiences?

Being India's neighbouring nation, we have supported IIJS for many years now and will wholeheartedly continue to do so in the future. We are primarily

here to look for suppliers, and have successfully done so, as always. We have witnessed IIJS grow exponentially each year, and the gemmological innovations have been such a delight to follow!

Are there specific jewellery trends, categories, or designs that are currently gaining popularity in your region? What are you planning to source at IIJS Premiere 2024?

It would be fair to say that Nepal's trends are on point with what is happening in India and we follow Indian pop culture for aesthetic inspiration, be it via Bollywood, your wedding industry and even Instagram! There is definitely a trickle-down effect, as it takes around two years for our jewellery industry to ape and manufacture imitations, before Nepal starts wearing them.



What are your views on the quality of gems and jewellery produced in India?

India unarguably has some of the world's most superlative jewels and an ancient design history of intricate jewellery that has enamoured and inspired cultures throughout the world, down the ages.

How has the economic climate in your country impacted jewellery consumption? What is the demand outlook for the coming year?

Nepal is a developing nation and we have a robust market for jewellery and gem consumption. It would be fair to say that the nation's desire for good gems is as big as its appetite.

SHOW HIGHLIGHTS

Jewelex's Ring of Commitment to Health



Dignitaries in rapt attention during the inauguration of the Jewelex X Ultrahuman ring.



Mohit Kumar (left) and Bobby Kothari (right) flank Shilpa Shetty.

In a revolutionary move to combine technology and luxury, Jewelex x Ultrahuman launched a beautiful ring made on the outer of surface with gold and platinum with a PVD coating to monitor health. Bobby Kothari, CEO of Jewelex, and Mohit Kumar, CEO of Ultrahuman, together with guest of honour, actor, and fitness enthusiast Shilpa Shetty, inaugurated the innovative ring, which comes in three editions: Desert Rose, Dune, and Midnight Sun. The world's first luxury smart ring will track various aspects of health, including



heart rate variability, stress levels, sleep index, blood oxygen levels, motion sensors, skin temperature, and more. With a battery life of up to 6 days, the ring will be available in 116 countries—a watch made and designed in India. Crafted by Jewelex's master artisans, the ring will be available in three stunning variants: Yellow Gold, Rose Gold and Platinum launching this festive season.



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VIEWPOINT

SKY Gold Ltd. Sets Trends with Modern, Affordable Jewellery

DARSHAN CHAUHAN, Whole-Time Director, SKY Gold Ltd., reveals that IIJS Premiere helps the company expanding its market presence both internationally and domestically.



pieces?

We have been participating in IIJS since 2016. Our preparations for the IIJS Premiere have been extensive and focused on showcasing the best of what we have to offer.

Trendy Products

We have put a lot of effort into researching current market trends and customer preferences. Our new collection reflects the latest styles, ensuring we stay ahead of the curve and offer our customers what they are looking for.

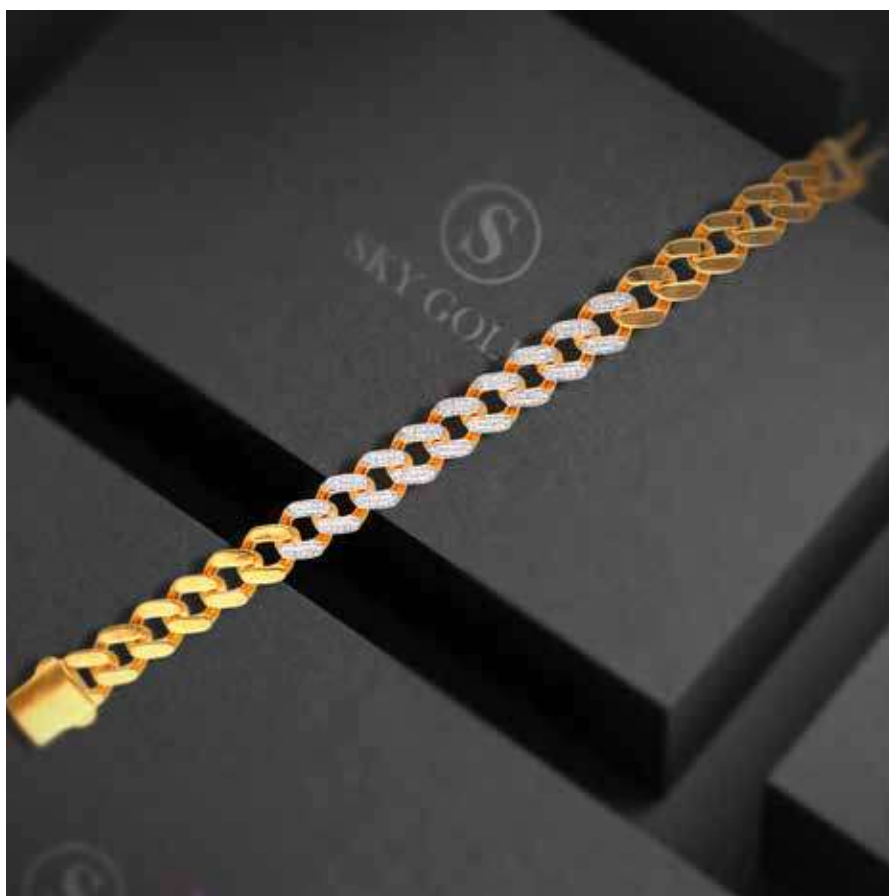
Innovative Design & Quality Products

Our design team blends traditional craftsmanship with modern aesthetics to create high-quality, unique pieces.

Tell us briefly about your company.

Sky Gold Ltd is recognised for its dedication to crafting high-quality, lightweight gold and diamond jewellery, with a modern twist. In fact, we're one of India's biggest casting jewellery manufacturers, driven by cutting-edge technology and fresh, innovative designs.

Could you share details about your preparations for IIJS Premiere? Are you debuting any unique collections? If so, could you elaborate on the techniques used, the R&D process involved, and the time invested in creating these



Latest Technology

Using advanced 3D printing and cutting techniques, we produce intricate, visually appealing jewellery of superior quality.

Your expectations from the show?

Our expectations from the IIJS Premiere are strategically focused on growth and exposure.

We anticipate attracting a diverse range of domestic and international buyers at

IIJS Premiere. This significant platform offers a prime opportunity to connect with new clients, establish partnerships, and expand our market presence. It's the perfect venue to highlight our latest designs and highlight our unique creativity and craftsmanship.

IIJS Premiere also offers us the chance to gain insights into the latest market trends and industry developments, and this, in turn, will inform our future design and business



ADITYA FINDINGS

*Inspired.
Committed.
Driven.*

Section - Gold and Gold CZ
Studded Jewellery

Zone - 3A | Hall No. 3 – BEC

Stall No. - 3N 380G



 N. M. KAREL & SONS

IIJS | INDIA
INTERNATIONAL
JEWELLERY SHOW

BOMBAY EXHIBITION CENTRE, MUMBAI

HALL-3, STALL 3M-377A





high gold prices ...

We tackle the challenge of elevated gold prices with a customer-centric approach by specializing in lightweight gold and diamond jewellery. This strategy enables us to deliver high-quality, affordable pieces. Despite record-high gold prices, we expect steady purchasing at the show. Our customers continue to appreciate the craftsmanship and design of our products, which remain accessible due to our emphasis on lightweight jewellery.

strategies.

We aim to strengthen our brand presence and reputation within the industry through active participation in the show.

Which are the strong regions domestically and which are your top export markets?

Domestically, we have a strong presence across the entire country, reflecting the widespread appeal and demand for our jewellery. The southern market is particularly significant for us, and has consistently shown high demand for our products. We have tailored our designs to cater to the preferences of this area, which has helped us build a loyal customer base.

We are also focusing on expanding our presence in North India. It's a growing market with a keen interest in contemporary and traditional jewellery designs.

Dubai and the GCC countries are among our top export markets. The demand for high-quality gold and diamond jewellery in these regions is robust, and our products have been well-received. We also have a strong presence in Malaysia, Singapore, the USA, Europe, and other Asian countries.

What according to you are the current market trends domestically?

The current market trends in the domestic jewellery sector reflect a blend of modern aesthetics and practical considerations: Consumers favour minimalist designs, geometric shapes, and innovative materials, displaying a blend of current style sensibilities and traditional motifs.

The demand for daily wear jewellery emphasises the need for stylish yet functional pieces. Consumers look for versatile designs that complement everyday outfits and offer a balance of elegance and durability.

The popular price range of 5,000 to 1,00,000 caters to both budget-conscious buyers and those seeking premium, statement pieces.

Anything else you may wish to add.

At Sky Gold Ltd., we genuinely appreciate the opportunities provided by IIJS Premiere. However, as we continue to grow and evolve, we'd like to have a larger platform and more space, both domestically and internationally, for future events.

Your views on the impact of

VIEWPOINT

D.D. Karel: Embracing Technology With Crafts Is Key To Sustain Our Legacy

D. D. Karel of N. M. Karel & Sons Pvt. Ltd. is at the helm of his 75-year family-owned business that combines traditional craftsmanship with modern technology. Karel remarks that preparations for IIJS Premiere begin six months prior to offer a vast variety of lines tailored to today’s new-age consumer.



An homage to Shreenath ji, finished with semi precious and precious stones



An homage to Adi Yogi, this set has semi-precious coloured stones, and textured sheets, finished in antique polish and green colours.

Tell us briefly about your company.

We are designers and manufacturers of gold jewellery, specializing in plain gold, studded, and meenakari lines. Our family-owned business, which has evolved through several generations, was established by my late father around 1949-50. In 1991, he passed on the baton to us. We take pride in our 75-year legacy in this industry.

We serve jewellery businesses all over the country, creating different styles combining a blend of traditional crafts with techniques. We have a modern manufacturing set up, located in a reputable industrial area of Delhi, and we take pride in operating in a responsible manner.

Tell us about your preparations for IIJS Premiere.

We generally start preparing for a show like IIJS Premiere at least six months in advance. While the process of designing and development of ideas happens all year-round, working on special designs typically starts about six months ahead of the show. Every piece we create is



Textured sheets, with ivory enamel, studded with semi precious stones.



Pendant set with multiple colours amalgamated to form a union of flora and fauna accented by a beautiful mala of green stones.

unique, as we strive to mix techniques with crafts, use of colours, and gemstones. With the advent of CAD and 3D printing, there have been revolutionary changes in jewellery production, and we also have embraced this technology while integrating traditional crafts. Over the past 10 years, we have conducted extensive research in 3D printing, and our products are a culmination of these efforts.

What are your expectations from the show.

To present beautiful products to our customers and delight them with the inventory on offer.

Which are the strong regions domestically and which are your top export markets?

The South is always the strongest, but again, we have customers from the East, West and North as well. We have been exporting to the USA and Singapore.

Tell us about your views on how the cut on gold duty will impact the future outlook of the industry.

The Union Government has

VIEW POINT

taken a bold step this year, and I hope that it will take bolder steps next year. Reduced tariffs provide a booster dose for exports, as numerous regulations surrounding tariffs aim to curb smuggling and cross-border trade. If duties are further reduced, India could well become the largest distribution centre in Asia.

I have been a strong advocate of negligible or zero Customs tariffs on gold.

On another note, I believe that gold consumption may remain stable, regardless of whether duties are raised to 50% or reduced to 0%, because nothing can change the love Indian women have for gold.

In the current business environment, what significance does IIJS Premiere hold for your company?

IIJS Premiere or the IIJS has emerged as a strong sourcing brand over the years, and for manufacturers like us, being associated or partnering with a brand like this offers us a tremendous platform, which has fantastic growth potential.

What according to you are the current market trends domestically? What are the consumer preferences and price points that are popular?

I see more and more customers opting for lightweight, sleeker and stylish pieces, which offer value and fashion satisfaction. The "PAN Limit" price point has become a buzzword, and looking at the inflationary trends, I hope that the Government raises the limit.



Semi-precious coloured stones set in textured gold, to give a modern look



Bangles made with textured sheets, laden with antique polish and finished with kundan stones and intricately woven pearls.



Textured tubes, studded with precious pearls to give a modern look

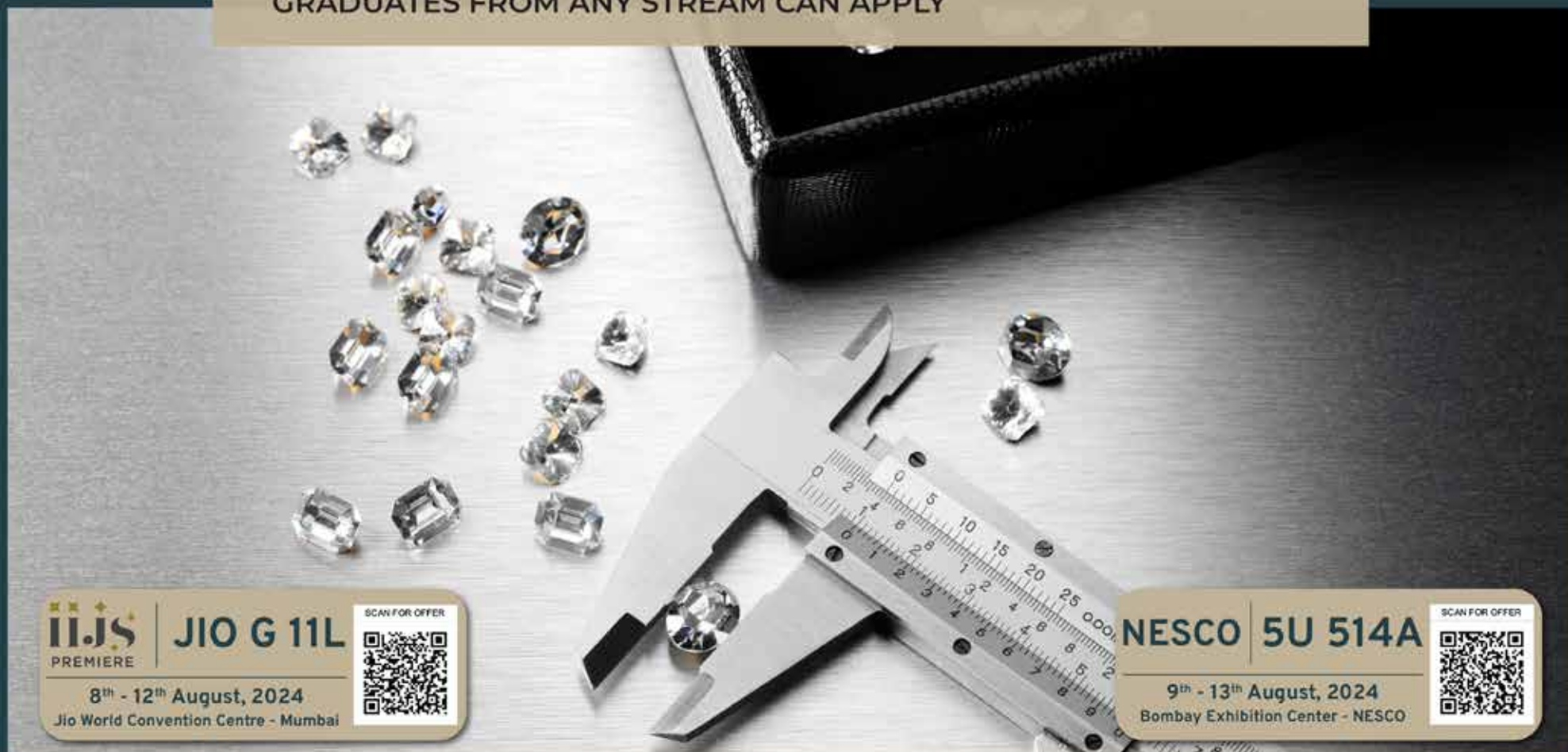


Pachelis, with textured patterns and wonderful handcrafted discs with intricate designs

MASTERS IN DIAMONDS

Master rough diamond planning and polished diamond grading with our mines 2 market program.

GRADUATES FROM ANY STREAM CAN APPLY



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2024

08th - 12th August 2024

Jio World Convention Centre - Mumbai

Hall - JWCC

Booth JIO P 27 F

IIJS MERCHANDISING TRENDS

Elegance on Display: Tastefully Decorated Booths Shine at IIJS

Sonal Goyal of IIGJ Selects the Best Visual Merchandising Displays at IIJS Premiere 2024

YOGI JEWELLERS

The merchandise displays at Yogi Jewellers are traditionally royal and rich, creating a stunning contrast that beautifully showcases the gold jewelry. The brightly lit display highlights the jewellery increasing engagement with the viewers.



KIA DIAMONDS

At Kia Diamonds, the rose gold and diamond jewelry is elegantly highlighted against a baby pink display with accents of gold and cream. Meanwhile, the white gold and diamond pieces stand out beautifully against a deep blue backdrop, creating a striking contrast.



RAJALAXMI JEWELLERS

At Rajlaxmi Jewellers, the presentation of their merchandise is simple yet effective, featuring a contrasting background and carefully chosen props. The lighting captures the jewelry perfectly, highlighting the intricate detailing of each piece.



FINE CREATION

The minimalistic yet impactful display at FINE CREATION JEWELLERY beautifully highlights the pieces with a contrasting background and crisp props.



MARS JEWELZ PVT. LTD

The window display at Mars Jewelz Pvt. Ltd. features subtle neutral tones of beige and brown, presenting the jewelry in perfect symmetry. This balanced arrangement enhances viewer engagement and draws attention to the exquisite pieces.





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40 UNDER 40

GJEPC's "40 Under 40" Celebrates Rising Stars

A highlight of IIJS Premiere 2024 was the GJEPC's 40 Under 40 initiative, which celebrated the industry's next-gen talent. This prestigious award recognized young visionaries who have demonstrated exceptional talent, innovation, and dedication to the world of jewelry.

Before honoring these youngsters, two stalwarts of the industry, Mr. Sevantilal Shah and Mr. Ramaniklal Shah of Venus Jewel, were felicitated for their pioneering and innovative ways of marketing diamonds.

The awards were presented by Nirav Bhansali, Convener, National Exhibitions, GJEPC, Vaishali Banerjee, MD, PGI India, Sachin Jain, Regional CEO, India, World Gold Council and Amit Pratihari, VP, De Beers Forevermark.



Winners all! The 40 Under 40 stars honoured at IIJS Premiere

Organization Name	Name	Designation	City
AVR Swarna Mahal Jewelry Limited	AVR Siddhanth	Director	Salem
Bhima Jewellery	Navya Suhas	Online Marketing Head	Trivandrum, Kerala
Cascade Star India Pvt. Ltd.	Siddharth Sanghvi	CEO	Mumbai
GIE Gold Creations Pvt. Ltd., Jewels of Jaipur	Ankit Lodha	Director	Jaipur
Hari Krishna Exports Pvt. Ltd.	Pintu Dholakia	Chief Executive Officer	Surat
Kira Diam LLP	Shanay Parekh	Partner	Mumbai
M. Sashi Badalia & Sons Pvt. Ltd.	Harsh Badalia	Director	Kolkata
Mani Jewel	Dhyey Sojitra	Entrepreneur - Owner	Mumbai
Opus Refinery, Payal Gold	Rushab Sanghvi	Director	Mumbai
P.C. Totuka & Sons	Gautam Totuka	Partner	Jaipur
Preeta Agarwal Workroom	Preeta Agarwal	Jewellery Influencer & Consultant	New Delhi
R.K. Silver	Yash Vadher	CEO	Rajkot

Royal Chain Private Limited	Snneh Jain	Director	Mumbai
Sheetal Manufacturing Company Pvt. Ltd. (Sheetal Group)	Chirag Kakadia	Executive Director	Mumbai
Shree Kalptaru Jewels (I) Pvt.Ltd.	Shubham Bapna	Director	Mumbai
Sundaram Chains Pvt. Ltd.	Nikunj Jain	Executive Director	Mumbai
Svaraa Jewels	Chahat Shah	CEO	Surat
Unitouch Creations LLP	Rikin Mehta	Director	Mumbai
Vasupati Jewellers	Avnip Kothari	Design Director	Mumbai
Talla	Aman Talla	Director	Jammu & Kashmir
Challani Jewellers	Goutham Challani	Partner	Tamil Nadu
AB Jewels Pvt. Ltd	Vanjam Soni	Director	Surat
Kantilal & Brothers	Jinay Chokshi	Partner	Surat
Manohar Lal Sarraf	Surbhi Shekhar	Chief Marketing Officer	Delhi
M. Sakshi	Milan Jain	Managing Director	Mumbai
Dharmesh Jewellers	Ankit Sanghvi	Director	Mumbai
Ankist	Siddhesh Varsale	Marketing Manager	Mumbai
Mukti Gold	Anant Jain	CEO	Mumbai
Swarnshilp	Nikhil Ranawat	Director	Mumbai
Venus Jewel	Devansh Shah	Partner	Mumbai
SRK	Shreyansh Dholakia	Director	Surat
Ranka Jewels	Manav Ranka	Director	Mysore
Joy Alukkas India Limited	Thomas Mathew	Executive Director	Mumbai
Prism Enterprise	Aayush Bhansali	Marketing Manager	Mumbai
Gem and Jewellery Information Centre	Arpit Kala	Owner	Mumbai
Shringar House of Mangalsutra	Viraj Thadeshwar	Director	Nagpur
Om Jewellers	Bhavesh Jakhiya	Director	Mumbai
Priority Jewels	Aditi Motla	Creative Head	Mumbai
RSBL	Vivek Kothari	Marketing Director	Mumbai
RV Agarwal	Suyash Agarwal	CEO	Mumbai



Mr Sevantilal Shah and Mr Ramniklal Shah of Venus Jewel felicitated by industry veterans.



Manisha Gupta, Commodities Editor, CNBC, moderating a session with Amit Pratihari, Nirav Bhansali, Vaishali Banerjee and Sachin Jain.

The Select Club

EXPERIENCE THE LUXURY

The first ever Select Club at IIJS Premiere will host 101 Couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery. Visit JWCC Level 3 (Jasmine Hall).

- 1UNIQUE JEWELS PRIVATE LIMITED
- AADEY JEWELS PRIVATE LIMITED
- AAHAV FINE JEWELS
- AAROH JEWELS
- ABHAY NAVINCHANDRA
- ACHAL JEWELS PRIVATE LIMITED
- ANAND SHAH JEWELS LLP
- ANGEL JEWELS LLP
- ANOKHA JEWELS PRIVATE LIMITED
- ANSAA JEWELLERS (P) LTD.
- AQUA JEWELLERS
- AWESOME SPARKLERS
- BAHETI GEMS & JEWELS PVT. LTD.
- BANSI JEWELLERS
- BEAUTY GEMS & JEWELLERY
- BIRDHI CHAND GHANSHYAM DAS
- CARAT COUTURE FINE JEWELLERY
- D YNE JEWELLERY
- DASSANI BROTHERS
- DEEPAK JEWELLERS
- DHANRUPJI DEVAJI CO
- DIAGOLD
- DIPTI AMISHA
- EMPRIYAL
- ENSHINE
- EXQUISITE COLOR KRAFT PVT. LTD
- FARAH KHAN FINE JEWELLERY PVT. LTD.
- GDK JEWELS PRIVATE LIMITED
- GEETA SHYAM JEWELLERS PRIVATE LIMITED
- GEHNA JEWELLERS PVT. LTD.
- GEM EXPORTS
- GEM PLAZA PRIVATE LIMITED
- GHATIWALA JEWELLERS
- GIE GOLD CREATIONS PVT. LTD.
- GK CHUDIWALAS LLP
- GOLD STRINGS JEWELLERY PRIVATE LIMITED
- GOLECHA S JEWELS
- HARITSONS DESIGNS PVT. LTD.
- HEEDARIO GEMS AND JEWELS
- HOUSE OF SPARSH PVT LTD
- INDIANIA JEWELLERY COMPANY PVT LTD
- J.P. GEMS AND JEWELS
- JAIPUR RATNA MANUFACTURING PVT. LTD.
- JATIN GEMS
- JEWELLERY BY SURANAS
- JEWELS OF RAJPUTAANA
- KINU BABA JEWELLERY (INDIA) PVT. LTD.
- KOSHA FINE JEWELS PVT LTD
- MAA SATTI JEWELS
- MAMRAJ MUSSADILAL JEWELLERS
- MANISH BHINDI JEWELS
- MANOJ ORNAMENTS PVT. LTD.
- MARQUISE JEWELS PRIVATE LIMITED
- MODI EXPORT HOUSE
- MOHAN LAL NARAYAN DAS JEWELLERS
- NAULAKHA JEWELLERS
- NEETTI ATELIIER PVT LTD
- NIMESH GEMS
- NINE JEWELLERY
- OPH JEWELLER
- ORIENTAL GEMCO PVT. LTD.
- P HIRANI EXPORTS LLP
- P.C. TOTUKA & SONS
- PEACEMOON TRADERS
- PRAGYA JEWELS PRIVATE LIMITED
- PRIMESTAR GEMS & JEWELS PVT. LTD.
- RADHIKA JEWELSCRAFT PVT. LTD.
- RAJ JEWELLERS
- RAKYAN GEMS
- RAMHAJO S
- RANIEK JEWELS LLP
- RANIWALA JEWELLERS PVT. LTD.
- RAWAT JEWELS
- SABOO
- SANSKRITI JEWELS
- SAVIO JEWELLERY
- SAWANSUKHA JEWELLERS PVT.LTD.
- SENSUEL
- SHAH GEMS
- SHANTI S SETH JEWELLERS
- SHIVAM JEWELS AND ARTS LLP
- SHREEJEE JEWELLERS PVT.LTD.
- SHUBH JEWELLERY INDIA LLP
- SIPANI JADAU ANTIQUE PVT. LTD.
- SPLURGE JEWELS LLP
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Gemstone & Diamond Studded Jewellery
Silver Jewellery

INVITED BUYER COUNTRIES

USA, UK, Europe, Oceania,
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China, Vietnam, Russia, CIS

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08th - 10th October, 2024
Hotel Le Meridien, Dubai

Exhibit Product Categories

- ◆ Plain Gold Jewellery
- ◆ Diamond & Gemstone Studded Jewellery
- ◆ Natural Diamonds

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INDUSTRY VOICE

Jugal Chokshi of CVM on the art of fusing technology and hand crafts

As always, this show is crucial for the industry, especially for the upcoming season. We are thrilled to unveil our collections for gold, diamond, and polki jewellery. Each collection boasts unique designs, utilising both machine and handmade techniques.

Our handmade pieces feature intricate wirework, ras rava, twisted wire, and specially developed dyes. We have also enhanced our 3D printing and casting technologies to create fresh, upgraded motifs.

We anticipate strong business and numerous meetings with new clients. Our thorough attention to jewellery details aims to make the industry product-oriented rather than price-



focused.

Our three distinct product lines perform well regionally and seasonally, with a strong domestic presence due to our Indian designs.

This year, we introduced a unique design line for the export market. Despite the temporary impact of high

gold prices, we view this positively as it encourages customers to invest in fashionable, lifestyle-oriented jewellery.

Having participated in IIJS since 2000, this platform has been a game-changer for showcasing our offerings to both domestic and international markets.

SHOW HIGHLIGHTS

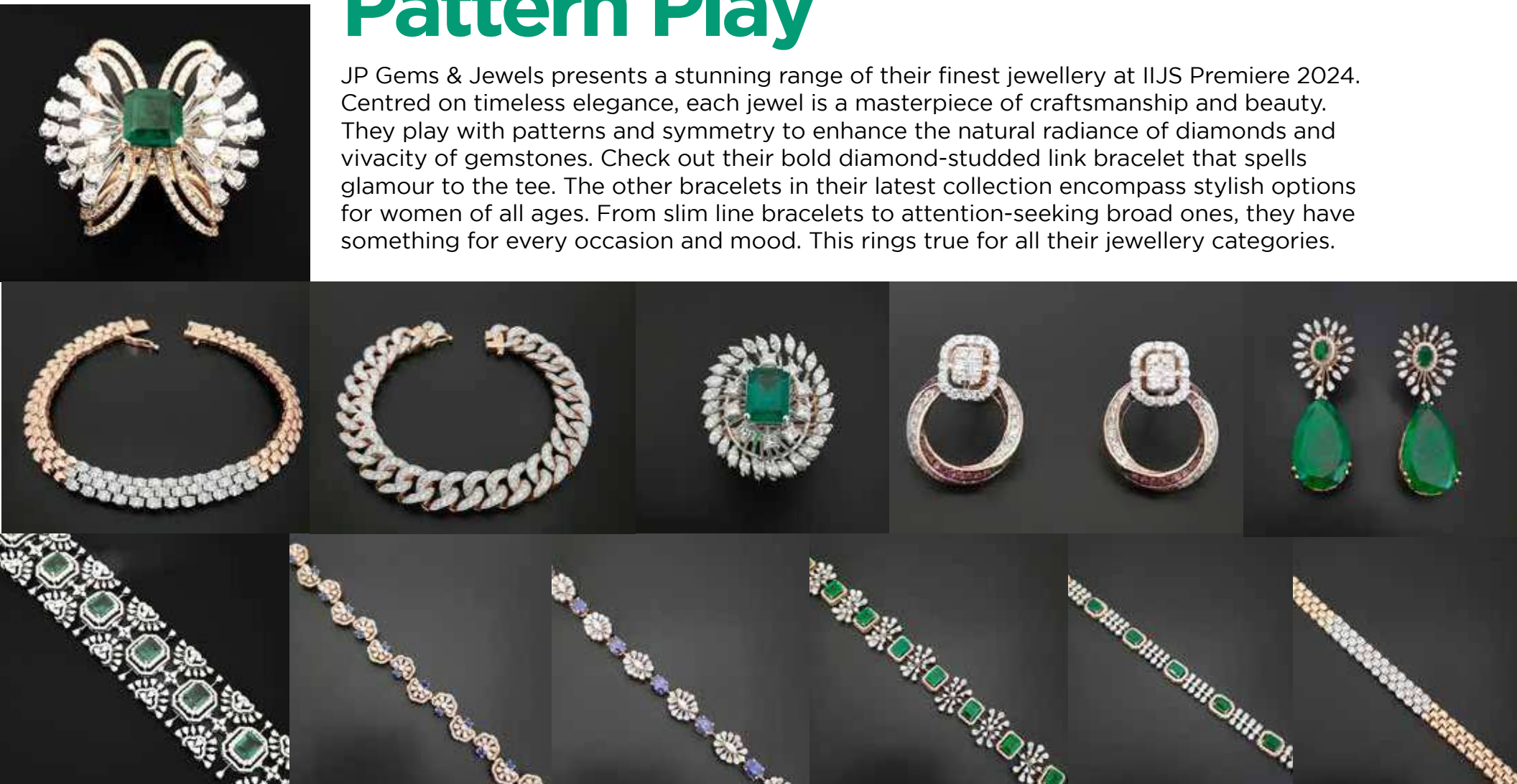
Star Power: Mannara Chopra Walks the Aisles of IIJS Premiere



Mannara Chopra, an Indian actress and model, graced the aisles of IIJS Premiere, accompanied by Nirav Bhansali, Convener of National Exhibitions, GJEPC (extreme left), and Shamal Pote, Director of National Exhibitions, GJEPC (extreme right).

Pattern Play

JP Gems & Jewels presents a stunning range of their finest jewellery at IIJS Premiere 2024. Centred on timeless elegance, each jewel is a masterpiece of craftsmanship and beauty. They play with patterns and symmetry to enhance the natural radiance of diamonds and vivacity of gemstones. Check out their bold diamond-studded link bracelet that spells glamour to the tee. The other bracelets in their latest collection encompass stylish options for women of all ages. From slim line bracelets to attention-seeking broad ones, they have something for every occasion and mood. This rings true for all their jewellery categories.



BRAND WATCH

Elegant Brilliance

Since its inception in 2003, Diagold has been a luminary in the world of fine jewellery, celebrated for its exquisite open setting polki designs in gold. Each piece, from their carefully handcrafted jadau bridal sets to their opulent chokers and long, layered necklaces, embodies a blend of tradition and modernity, ideal for the contemporary bride. The elaborate sets, accompanied by matching rings, earrings, and bangles, are crafted with the finest handpicked gemstones, luminous pearls, and sparkling polkis, making every creation a timeless treasure.



BRAND WATCH

Stand-out Jewels

From the house of Mangatrai comes Marquise, a brand dedicated to creating jewellery that dazzles with its design. Blending deep experience in the trade with an understanding of what people expect from their jewellery today, Marquise is home to designs that speak volumes for their artistry. Their latest collection encompasses statement diamond chokers with rare gems as pendants, curvaceous necklaces peppered with gems; polki chokers with cascading lines of emeralds and diamonds; multi-layered gemstone necklace with an Indian heritage-inspired pendant, and more. The line encompasses versatile jewels that can pair well with ethnic as well as Western ensembles.



Alluring Pret Wear

Discover the timeless allure of Priority Jewels, where innovation meets elegance in every piece. Their collection of rings epitomizes classic sophistication with a focus on lightweight designs, making luxury accessible amidst soaring gold prices. Explore their fun creation, Serendipity, a vibrant creation where semi-precious stones like lapis lazuli and malachite bring a spark to the designs. For aficionados of timeless charm, Perla redefines pearl earrings for the modern era. Experience the inspiring elegance of Priority Jewels, designed to elevate your style effortlessly.

BRAND WATCH

Gem-studded Delights

Sangeeta Boochra is a brand synonymous with silver jewellery. The brand captures the essence of Indian culture and craftsmanship through its vast collection of traditional, tribal, fusion and modern jewellery designs in silver. For those seeking colour in their jewellery, Sangeeta Boochra presents a wide range of gem-studded options that are Indian at heart. Broad silver bases give way to ethnic pendants studded with vivid gemstones. Other necklaces feature rows of gemstones outlined with silver beads. For those who want a touch of opulence, there are layered gemstone haars accented with polki elements.



A Sparkling Affair

Sawansukha Jewellers presents a wide range of jewellery featuring a cascade of diamonds. The collection artfully uses two tones - white and yellow gold - accented with a touch of colour. Diamonds, emeralds, and tanzanites come together effectively to elevate the allure of each piece. From intricately designed necklaces to sparkling earrings and statement rings, each creation exudes timeless elegance and sophistication. Whether for a glamorous evening affair or to add sparkle to everyday attire, Sawansukha Jewellers offers a striking selection that celebrates the brilliance of diamonds and the beauty of coloured gemstones.



BRAND WATCH

Charming Chains

Introducing the Changeable MOP Chains by **SUNDARAM CHAINS PVT LTD**, an exclusive JURA brand. Crafted in 22-karat gold, these Mugappu chains are a piece of traditional jewellery featuring the iconic thali mangalyam. The ethnic gold chains are distinguished by a unique side pendant, often colourful and inspired by nature. This pendant frequently showcases designs of peacocks, flowers, or a combination of both, adorned with bright gemstones or crafted in plain gold. The standout feature of these chains is their changeability, allowing consumers to easily switch them according to the occasion, making them both versatile and stylish.



Sequel | **20 YEARS**



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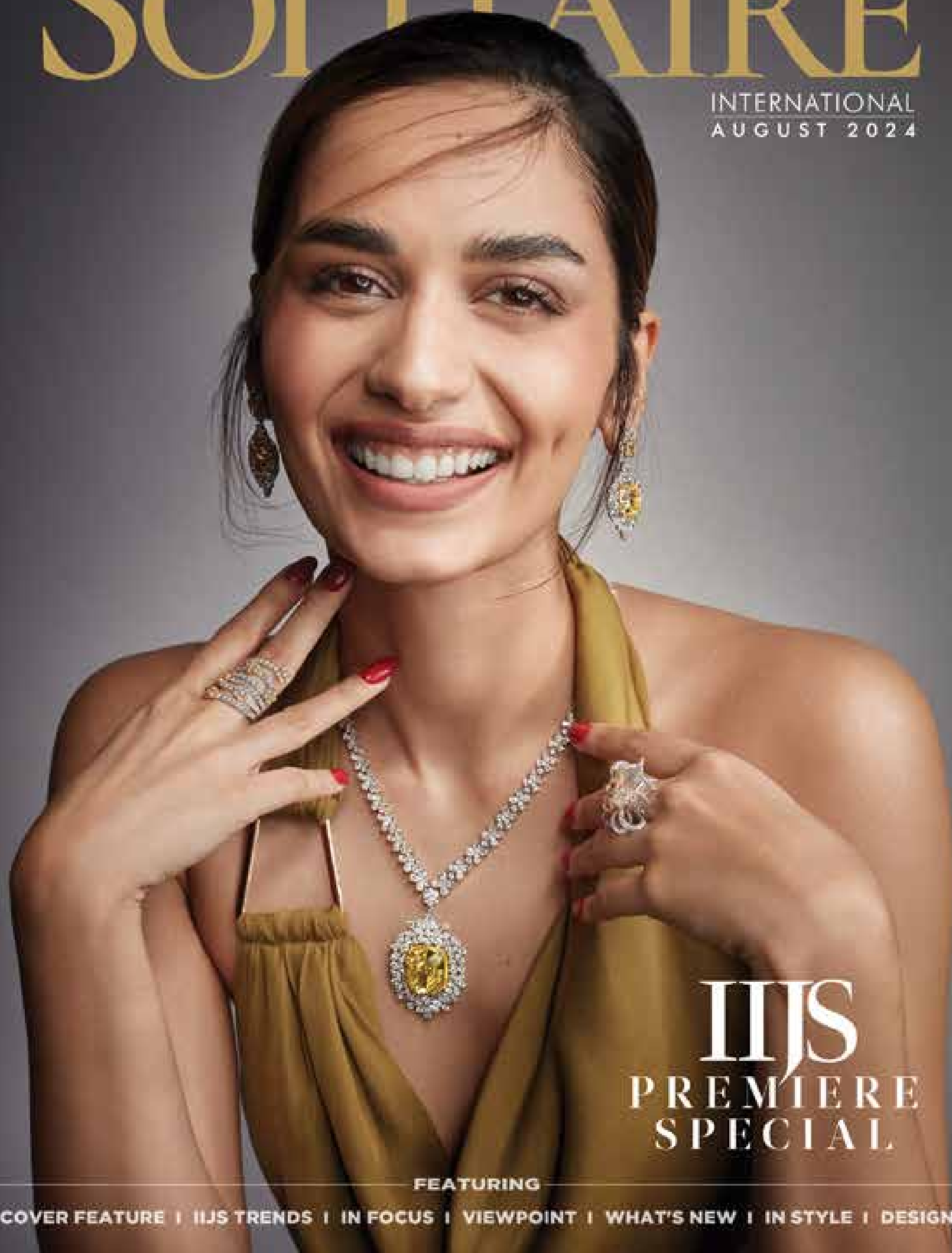
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COVER FEATURE | IIJS TRENDS | IN FOCUS | VIEWPOINT | WHAT'S NEW | IN STYLE | DESIGN

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 For Visitors and Exhibitors
 (Pedestrian Entry from all Gates)

Gate 1: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 2: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 3: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 4: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 5: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 6: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 7: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 8: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 9: Pedestrian Entry for Exhibitors/Visitors at all gates
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 Gate 18: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 19: Pedestrian Entry for Exhibitors/Visitors at all gates
 Gate 20: Pedestrian Entry for Exhibitors/Visitors at all gates

VISITOR PARKING AT LODHA FIORENZA (NEXT TO BEC),
 ROMELL AETHER (GOREGOAN EAST), OBEROI PRISMA (JVLR)

Vehicular Entry and Exit at Jio World Convention Centre
 For Prime Exhibitors, Exhibitors,
 Prime Visitors, Visitors

Gate 19: Vehicular Exit for Cars parked in Ground A & B
 Gate 20: Vehicular Exit for Cars parked in Ground A & B
 Gate 21: Vehicular Exit for Cars parked in Ground A & B
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Celebrating **40th Edition**
IIJS INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2024
 8th - 12th August, 2024
 Jio World Convention Centre- Mumbai
 9th - 13th August, 2024
 Bombay Exhibition Centre- Mumbai

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 INDIA JEWELLERY PARK
 MUMBAI

FOR MORE DETAILS CONTACT ROHIT KUMAR | +91 7700974085

OUR HANDPICKED & FINEST FOOD BRANDS AT BOMBAY EXHIBITION CENTRE

NESCO SOCIAL Fusion Foods	Quick Bites Indian Snacks	Indic Thali	NEW YORK BURRITO COMPANY Tacos, Nachos & Burritos	TEMPTING TRUCK Burgers, Warps & Momos
KCROASTERS Coffee & Bakery	HIGHNESS Panini, Pasta & Sandwiches	JUCES N CHILLS Fresh Juices	SOCIETY Tea (Moveable Cart)	TIBB'S Frankies
NORTH PAVILLION Thalis & Combo Meals	CHHOLAY Cholley Bhatura	nesco	SANDWIZZAA Sandwiches	SUBWAY Sandwiches & Salads
MADHUR MISHTHAN Chats & Snacks	DAILY DELI Sandwiches, Warps & Pizza	CHINA TIMES Chinese Meal	SHAMI RASOI Thalis, Biryani, Pav Bhaji, Misal Pav & Poha	RAJDHANI Thali
Chettinad express South Indian Snacks	tea post Tea, Snacks	RS MANI CAFE Dosa	COFFEE DAY Coffee & Bakery	JOSHH Kulfi, Falooda & Indian Snack Foods
SBARRO New York Pizza	BLUE TOKAI Coffee & Savoury	ANANDO Flavoured Milk	HATTI KAPPI Coffee & Bakery	Becky Bee's Ice Cream
Maharaja Bhog Thali	DOPE COFFEE	SURTI NAMKEEN Sandwiches, Dhokla, Jalebi Fafda	AMRITSARI JUNCTION Indian Snacks	
ZUO CHINESE	CHARCOAL EATS A STORY IN EVERY BITE			

FACILITIES

TO & FRO BUS SHUTTLE SERVICE

- Goregaon Station
- Bandra Station
- Kurla Station
- Official Hotels
- JWCC
- BEC



Advisory:

- Avoid taking private vehicles/rented cars.
- Use shuttle services available for your convenience.
- Take the metro near BEC - NESCO, (GOREGAON EAST STATION) to avoid traffic congestions and save time.

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Registration Counter at BEC

- For Jewellery: Gate no: 2, Grande Hall
- For Machinery: Near Hall 7



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Registration & Baggage Counter at JWCC - P1



BOOKING OPEN FOR ICONIC CUSTOMERS

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