

WRAPUP

COVER STORY

Record-breaking Sales @IJS Premiere!

IJS Premiere 2024 left most exhibitors overwhelmed with the response from the buyers. Some were sold out on Day 2 or 3, while others saw 50% to 60% new buyers at their booth. Thanks to the duty cuts introduced in the Budget by the government, expectations pre-show were positive.

But they had not expected a tsunami of orders. In fact, one of the top gold jewellery exhibitors, speaking on condition of anonymity, revealed that the unexpected demand will require him to fast-track the establishment of a new factory, as his existing facility, despite its large size, won't be able to handle the volume in time for the upcoming festival season!

Indian manufacturers hold a distinct advantage by harnessing both the skills of ancient artistry and the latest technologies, such as 3D printing and laser cutting. This blend allows them to create high-finish, high-quality collections that are not only price competitive but also appealing to younger consumers.

This time, most exhibitors made significant efforts to present collections that are playful, inventive, and aesthetically pleasing, resonating across global geographies.

Bold Gold

One of the prime examples of innovative jewellery was the magnetic chain introduced by **Chain N Chains**, a gold jewellery manufacturer known for developing spring bracelets and wraparound slim line necklaces in the past. The 22-karat gold 14-gram chain featured minute links embedded with neodymium, a magnetic rare earth metal. The chain had no hook/clasp, instead the two ends of the chain fastened up through magnetic attraction. Its versatility allows it to be worn as a necklace in various lengths or even transformed into a bracelet. A striking detail is the chain's ability to form a



captivating finial adorned with a shining star. **Vasant Birawat, owner of the company**, said that they had introduced a limited edition of 40 pieces, but they had over booked for the same.

Swati Hans, Marketing Head, ORO, informed that they had no time to breathe for the first 4 days of the show as they were flocked by visitors from across India and the UAE and many more countries. "Our



2100+
Exhibitors

50000+
Buyers

International Buyers
60+
Countries

sales have gone through the roof! We introduced two of our patented collections - one featuring vibrant designs with ceramic-infused pearls, offering a unique play of colours, which has received a tremendous domestic and global response! The other is the spiral bangle collection. This is a seamless piece of many bangles in one piece without any soldering in it. After a lot of R & D we could make bangles in various weight and width ranges.

"We've modernised 22-karat gold bangles using advanced 3D printing for ultimate precision and a flawless finish. The collection includes versatile, multi-functional pieces that can be worn in various ways, ensuring they don't just sit in a locker. We've introduced patented designs. Our collection also features seamless bangle sets and intricate, traditional designs, all tailored to meet the evolving tastes of our customers."

Nikunj Jain, Director, Sundaram Chains Pvt. Ltd., Mumbai, showcases changeable MOP chains crafted in 22-karat gold. "These Mugappu chains are a piece of traditional jewellery featuring the iconic thali mangalyam. The standout feature of these ethnic chains is their changeability, allowing consumers to easily switch them according to the occasion, making them both versatile and stylish. As for cutting down the metal weight, Jain, explained, "By utilising 3D wax printing technology, we directly cast wax into gold, thus reducing weight by up to 50% and enabling the creation of intricate 3D and 4D designs that are unattainable with traditional mold casting methods." Jain



Nirav Bhansali, Convener, National Exhibitions, GJEPC: This IIJS Premiere has seen unprecedented success in terms of sales and footfalls

said that 60% of the visitors were first-time customers, including India, Dubai, Malaysia, and London.

Kapil Bapna of Arham Jewellers, Mumbai, shared that they attracted buyers from across India for their handmade 'Kolkata jewellery' in 22-karat gold. "Our intricately handmade pieces, featuring crafts like filigree, rawa work, chitrai, and more, were well-received. Our heavyweight items were particularly in demand among buyers from Dubai, Malaysia, and the UAE."

Masiar Shaikh of Gold Artism, Mumbai, said that "The overall response to our 22-karat bridal jewelry range was strong.

Buyers from across the country visited us and shared valuable ideas that will be instrumental in enhancing our future collections."

Diamond Sparklers

Rishi Punamiya, Partner, Raj Diamonds, Mumbai, informed that sales were more than double their expectations. "Our regular diamond and gem-studded lines, priced between Rs. 5 lakhs and Rs. 10 lakhs are our bread-and-butter items, which saw fantastic sales across India. Our bridal sets, costing up to Rs. 50 lakhs, also performed exceptionally well both in the domestic market and among our buyers from the USA."

Anand Kulthia of Kulthia Jewel, Kolkata, remarked that the IIJS Premiere 2024 has truly set a new benchmark in the world of diamond jewellery exhibitions. "This year, buyers have focused on design instead of price tags, and this is a refreshing and much-needed shift, which deservedly draws attention to the artistry and creativity that define luxury jewellery. Our brand is renowned for its exquisite designs, and we think this is the perfect platform to showcase our latest collections. The response from clients was overwhelmingly positive, with many appreciating the innovative pieces on display. It's evident that the emphasis



RAJ DIAMONDS



KULTHIAA JEWEL



KARNI JEWELLERS

on quality and unique design has resonated deeply with discerning buyers. The show's atmosphere was vibrant, and the organisation was flawless, making it a phenomenal experience overall."

Bharat Verma of Karni Jewellers, Hyderabad, said that they have been participating in IIJS Premiere for the last five years, and by far, this has been their best and the most productive outing. They specialise in Victorian jewellery studded with fine natural diamonds and gemstones, and this time on they got tremendous response from north and south India. Known for their fine craftsmanship, the company was deluged with orders for their brooches, bridal sets, fine couture pieces as well as large idols of gods and goddesses wrought in gold and gemstones.

Vivek Ladha of Sangeeta Diamonds, Jaipur, informed that brooches were the flavour of the season. "Our buyers were keen on ordering budgeted articles up to Rs. 5,00,000.

Vintage or designer brooches set with polkis, gems, pearls, and diamonds were the most favoured." Art Deco earrings set with diamonds, onyx and precious gemstones were also trending at their booth.

Rahul Mehta, Managing Director, Silver Emporium said, "IIJS 2024 exceeded our expectations. With gold and silver prices reflecting the duty cut, it provided an added incentive for buyers to build their inventory ahead of the festive season. We anticipated record volumes following the duty reduction. There was an excellent positive response across all our product categories—gold jewellery, diamond jewellery, silver artifacts, and silver jewellery. I would like to thank the GJEPC team for their efforts in making this show a success. The facilities and stall layout surpassed our expectations."

IIJS Premiere once again demonstrated its role as the key growth engine for the domestic market, as well as fuelling gems and jewellery demand on a global scale.

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SPOTLIGHT

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



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 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 within India.

Shri Goyal addressed a full house of gem and jewellery exporters, in the presence of Shri Vipul Shah, Chairman of GJEPC; Shri Kirit Bhansali, Vice Chairman of GJEPC; Shri Dnyaneshwar B. Patil - IAS, Zonal Development Commissioner of SEEPZSEZ, 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, silver and platinum** 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 boost 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.

Key Takeaways

- **Duty Cut Bonanza:** The significant cut in import duty on gold, silver and platinum has been hailed as a major boost for the industry. The government’s decision to address long-standing demands has boosted investor

confidence. The need for a duty drawback on platinum exports has also been flagged off with the Finance Ministry.

- **Focus on Domestic Market:** The minister emphasised the growing importance of the domestic market, which is now poised to offset any potential challenges in the global arena.
- **Addressing Global Challenges:** 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.
- **FTA Negotiations:** India is actively pursuing Free Trade Agreements (FTAs) with various countries, aiming to create new opportunities for the gem and jewellery sector.
- **Value Addition Focus:** The industry is encouraged to focus on value addition and intricate designs to compete effectively in the global market.

VIEWPOINT

Paul Rowley: India's Diamond Lustre Unfazed by Global Challenges

Paul Rowley, Executive Vice President, Diamond Trading, De Beers Group, discusses India's growing diamond demand, the importance of IIJS Premiere, and the company's sustainability initiatives.



Given the current economic climate, what is De Beers' outlook for the diamond market in the coming year, both globally and specifically in India?

Looking at the Indian consumer market, we continue to see very positive prospects. The diamond market here is poised for continued growth, driven by strong consumer demand, especially among younger populations in tier-2 and tier-3 cities. As we look ahead to Diwali and the festival season, the positive demand trends we have seen so far in India look set to continue and the nation's economic progress will continue to support growth in demand for diamonds from Indian consumers.

On the international stage, demand is more mixed. While the demand from US consumers has been resilient in the face of economic challenges, the reduced demand from Chinese consumers is likely to continue in the near-term as economic pressures affect consumer purchasing decisions - this is evident in the luxury category more broadly, with several leading international brands experiencing reduced demand from China. However, the factors that have affected demand recently are cyclical and we continue to see a very positive outlook for diamonds globally in the medium and long-term.

What does the IIJS Premiere event represent for De Beers?

IIJS Premiere is one of the



key events in the international jewellery calendar and a huge opportunity for diamond businesses to work on developing new opportunities

- both within India and on the international stage.

At De Beers, we see it as a key event as we can engage with a wide array of leading businesses.

It is a great opportunity to share our insights, gain insights from those we engage with, and showcase our many products and services to some of the world's best companies in the sector. It's more than just an exhibition for us; it's a chance to deepen our relationships within the industry and contribute to the ongoing evolution of the market.

De Beers has been a strong advocate for sustainability and ethical practices in the diamond industry. Can you elaborate on some of the key initiatives in this area?

We believe that sustainability and ethics are vital considerations for any business - and even more so in the diamond industry, where we sell products that have such emotional significance. We have therefore put a lot of effort into our Building Forever sustainability framework and are very proud of the progress we have made.

Recent highlights include achieving a target to engage 5,000 women and girls in STEM (science, technology, engineering and mathematics) two years early, agreeing to establish a flagship Diamonds For Development Fund in Botswana, progressing key renewable energy projects in support of recently-validated science-based emission reduction targets, and scaling the development of Tracr, the pioneering diamond traceability platform.

LEGENDS

Icons of Brilliance: GJEPC Honours Legends of the Gem and Jewellery World



CARA Jewellers, founded by Mr. Kiran and Mr. Anil Pethani, epitomizes luxury and elegance. Established in Dubai, the brand is renowned for its bespoke jewellery, blending timeless artistry with modern sophistication. CARA's state-of-the-art manufacturing and innovative approach ensure each piece is crafted to perfection. With a robust vertical integration model and a commitment to exceptional quality, CARA has its prime retail locations, in Dubai and London, offering an immersive luxury experience. CARA's success lies in its passionate team, exquisite craftsmanship, and an unwavering dedication to personalized customer service and elegance.



D.P. Abhushan Ltd., a legacy dating back to 1940 in Ratlam, has flourished under the vision of the Kataria family. Originally founded by Late Shri Dhulchand Ji Kataria, the brand has expanded from a small city into a prominent jewellery chain with 10 locations in north India. Today, led by the dynamic **Mr Santosh, Mr. Anil, and Mr Vikas Kataria,** D.P. Abhushan Ltd., upholds a tradition of trust, transparency, and unmatched purity. Celebrated as the "Gold City" of India, the company remains committed to offering exceptional jewellery with an emphasis on customer satisfaction and enduring quality.



Joyalukkas India Ltd., a global powerhouse with a multi-billion dollar valuation, has surged to prominence over 35 years. Renowned as the world's favourite jeweller, the Group operates 160 showrooms across 11 countries, including India, the USA, and UAE. Under the visionary leadership of **Mr. Joy Alukkas,** the Group's rapid expansion plans will soon extend its reach to 16 countries, solidifying its global presence. Beyond jewellery, its diverse ventures span fashion, money exchange, malls, and realty. Employing over 9,000 people, Joyalukkas is committed to community support through its CSR arm, the Joyalukkas Foundation, which aids in various social causes.



With an illustrious 85-year legacy, **P C Chandra Jewellers** has transformed from a single-showroom business in 1939 to a national jewellery powerhouse with 66 showrooms and a growing e-commerce and export presence. Led by the dynamic **Mr Suvro Chandra,** the brand is renowned for its commitment to quality and craftsmanship, earning customer loyalty and trust. Emphasizing contemporary trends while cherishing tradition, P C Chandra Jewellers celebrates its role in countless joyous occasions, and contributes to education, health, and sustainability, showcasing its dedication to both excellence and social responsibility.



Hazoorilal Legacy embodies a heritage of excellence in fine jewellery. Over the years, Hazoorilal Legacy under the pioneer guardianship of **Mr Ramesh Narang**, has epitomised the essence of elegance, meticulously crafting designs that capture the heart and soul of every occasion. Mr. Ramesh Narang's vision extends beyond borders, aiming to transcend Indian traditions by seamlessly blending our rich heritage with innovative global practices. He envisions a future where Hazoorilal Legacy not only preserves but also evolves our cultural legacy into a symbol of timeless elegance and sophistication.



Siroya Jewellers, a cornerstone of The Siroya Group, has been a leader in 21 and 22 karat gold jewellery since 1974 in Dubai, UAE. Led by **Mr. Chandrakant** and **Mr. Ashok Siroya**, along with a skilled team, the company has earned the GJEPC Award for Highest Importer of Gold Jewellery from India for 13 years. They also hold a Guinness World Record for the World's Longest Handmade Gold Chain. The Siroya brand includes Kunal Gold Ind. Factory LLC, Siroya Gold Jewellery LLC, Belgium Diamonds LLC, and Evermore - New York. At Siroya Jewellers, transparency and customer satisfaction are paramount.



Mr Sandeep Narang, Managing Director and Chief Designer, **Hazoorilal Jewellers Pvt. Ltd.**, joined the family business at 18, opening the Greater Kailash store in 1989. Under his father's mentorship, he honed his skills and industry acumen, transforming Hazoorilal by Sandeep Narang into one of India's most trusted jewellery houses. With branches at ITC Maurya and DLF Emporio, the brand's clientele includes royal families and international celebrities. Sandeep's vision is to expand the eponymous label in accordance with his father's guiding design philosophy, both nationally and internationally, and continue to innovate and strive for new benchmarks in quality, creativity, and design.



Mr. Jos Alukka, Chairman of **Jos Alukkas**, has steered the group to success with unwavering focus and determination. Taking charge after his father, Alukka Varghese, entered the gold business in 1964, Jos expanded the brand across Kerala and beyond. Under his leadership, Jos Alukkas boasts over 49 showrooms nationwide. His three sons, **Mr. Varghese Alukka**, **Mr Paul.J.Alukka** and **Mr John Alukka** are the Managing Directors, have revolutionised the market with the pioneering concept of Gold Supermarkets across Kerala. Renowned for quality and purity, the brand offers 22-karat gold jewellery and holds the distinction of being the first ISO 9001:2000 certified jewellery group.

GLOBAL EYE

Dubai's Business & Design Group Seeks to Strengthen Partnerships at IIJS Premiere

A dynamic group of Dubai-based jewellery designers, united under the Dubai Business Group for Gold and Jewelry Designers (DBGGJD), is visiting IIJS Premiere to explore further collaboration opportunities with the Indian industry on various fronts. The Chairperson of the group, **MAHA AL SIBAI**, shares exclusive insights with **Solitaire International**.



Seen with Rami Muhanna (centre) of Dubai Chambers are the board members of the Dubai Business Group for Gold and Jewelry Designers. (From L-R): Nosheen Bakhsh, Secretary General, Ali Al Ali, Vice Chairman, Vinita Michael, Director of Membership and Marketing, Maha Al Sibai, Chairman, Khawla Alnoman, Treasurer, and Tamara Al Shamari, Director of Public Relations.

Tell us more about when and why the Dubai Business Group for Gold and Jewelry Designers was established?

The Dubai Business Group for Gold and Jewelry Designers (DBGGJD) was established in early 2024 to support and develop local and regional talent in the jewellery design sector.

This strategic initiative by the Dubai Chamber of Commerce signifies a pivotal step towards uniting talent, encouraging collaborations, and providing essential resources to elevate the collective artistry of UAE's jewellery designers on a global scale.

At the heart of the Dubai Business Group for Gold and Jewelry Designers is a commitment to facilitating a

two-way dialogue between government entities and the jewellery design sector. This engagement serves as a vital conduit for addressing policy matters, enhancing industry competitiveness, and developing a conducive business environment. By fostering collaboration and open communication between the designers and the government, the group aims to drive positive change and unlock new opportunities for growth and innovation within Dubai's gold industry.

What were the primary motivations and goals behind the formation of the group?

The primary motivations behind the formation of DBGGJD were

to advance the interests of its members and bolster the competitiveness of Dubai's jewellery design industry. By creating a platform for advocacy, the group aims to champion policy changes beneficial to the sector, driving market competitiveness and encouraging sustainable growth. Additionally, the initiative seeks to sustain the promising trajectory of jewellery designers in the region and their businesses, ensuring it continues to thrive and contribute significantly to the economy.

Can you share a specific successes or milestones?

We feel our biggest milestone was the official establishment of the group itself.

Attracting a diverse group of talented jewellery designers to join this initiative has been a significant achievement.

We are grateful to the Retail Jeweller Middle East for supporting us from the very start and felicitating the group at the Retail Jeweller Dubai Forum earlier this year.

The response from industry has been overwhelmingly positive and we are incredibly excited about the promising future ahead of us.

What are some of the notable initiatives or projects the group has undertaken?

We are grateful to our industry partners who are helping us at various touchpoints in our business - such as Legal,



Neha Khetan Singh Jewellery



Alesia Zeta Jewelry

Education, Retail and Marketing, amongst others.

Notable initiatives include collaboration with Horizon & Co Law firm, HRD Antwerp DMCC, Ziina Payment solutions, Foochia Media agency amongst others. These collaborations will offer our members exclusive benefits and are aimed at providing our members with right tools and resources to support their business and enhancing their skills and knowledge, ensuring they remain at the forefront of the industry.

We are also grateful to GJEPC and IIGJ for hosting us at Jaipur earlier this year. Jaipur's significance in the global gem and jewellery industry cannot be overstated. The city's expert artisans and thriving gem markets make it a vital hub for gem enthusiasts and professionals alike. We look forward to working closely with them in near future.

What attracted the group to visit India and attend the IJS show?

India is renowned for its rich heritage and expertise in jewellery design and



Juliana Xerez

craftsmanship. Attending the IJS show allows us to explore the latest trends, innovations, and opportunities for collaboration. It provides a platform to connect with Indian designers, manufacturers, and industry leaders, furthering relationships that can lead to mutually

beneficial partnerships.

How do you view the jewellery industry in India compared to Dubai's market?

The jewellery industry in India is known for its intricate designs, skilled craftsmanship, and rich cultural heritage. In comparison, Dubai's market is characterised by its global appeal, innovative designs, and a thriving trade hub. Both markets have unique strengths and offer immense potential for collaboration and growth.

Are there specific types of jewellery, gemstones, or designs that the group is interested in sourcing from India?

Indian jewellery's **unique** and intricate craftsmanship align well with our mission to elevate the artistry of UAE's jewellery designers. We look forward to exploring collaborations and partnerships that would

reflect rich cultural craftsmanship heritage and modern design trends.

How do you see the potential for future collaborations between Indian jewellery designers and your group?

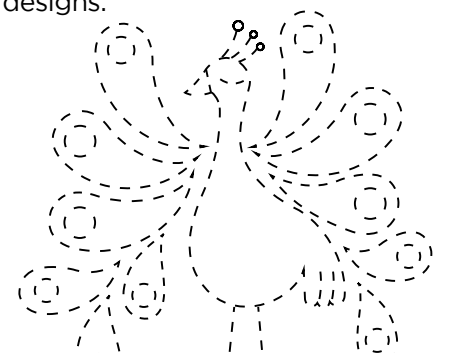
The potential for future collaborations is substantial. Collaborations can include joint ventures, design exchanges, and knowledge-sharing initiatives. We



Noor Khaleel Jewellery

are excited about the possibilities and look forward to forging strong partnerships with Indian jewellery designers.

We are also planning to have an annual international jewellery design competition and we invite jewellery designers from India and the rest of the world to participate and share their unique storytelling through their designs.



GLOBAL EYE

Japan's Jewellery Preferences at IIJS Premiere

Eiji Fuksawa, Senior Director, Japan Jewellery Association, and CEO, Kohsai Co. Ltd., tells Solitaire about his experience at the show.



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?

Yes, this is my first time at IIJS, and the driving factor is that it is the second-largest gem trade fair in the world. I am here to showcase my jewelry label, Kohsai. While Japan has a well-established diamond market, we are keen to forge relations with India to export exotic

colored gems.

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

Japan has traditionally preferred white gold as its staple. However, the younger generations are becoming more experimental, dabbling in yellow and rose gold, and everything in between.

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

Frankly speaking, the Japanese work ethic emphasizes superlative production. While the quality of gems and jewellery being manufactured in India is fascinating, it can be either superb or just average. The craftsmanship in India needs to be consistently high-quality to be valued among Japanese gem traders.

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

Well, demand has predictably declined since the pandemic, and manufacturing prices have also inflated. We are currently focused on developing new production techniques that are cost-effective and will renew buyers' interest in indulging in jewellery purchases.

Japanese Buyers Flock to India for IIJS Premiere 2024



Naveen Sonkiya, President & CEO of Sekai Boeki Co. Ltd.

A strong contingent of more than 20 Japanese jewellery industry professionals made their debut at the upcoming IIJS Premiere 2024. Led by industry veteran Naveen Sonkiya, President & CEO of Sekai Boeki Co., Ltd., the delegation comprised a mix of manufacturers, wholesalers, retailers, a designer, and even a bank representative.

Known for their preference for delicate and intricate jewellery, Japanese buyers are eager to explore India's renowned craftsmanship. This

year's IIJS Premiere is expected to be a treasure trove for the Japanese delegation, as they seek to discover new suppliers, innovative designs, and the latest trends in gemstones.

"India's unmatched expertise in gem cutting and its growing prowess in producing high-quality finished jewellery make it an irresistible destination for Japanese buyers," said Sonkiya. "We are excited to explore the vast array of offerings at IIJS Premiere and forge strong partnerships with Indian businesses."

Despite global economic challenges, the Japanese delegation remains bullish on the jewellery market. With recent data indicating a positive trend in jewellery consumption, they are optimistic about the potential for growth and collaboration.

The GJEPC warmly welcomes the Japanese delegation and looks forward to facilitating fruitful business connections at IIJS Premiere 2024.

GLOBAL EYE

Jewels from India, Gems from Thailand

Solitaire caught up with **ATUL JOGANI, JOGANI GROUP OF COMPANIES**, who is leading the Thailand Delegation at IJS Premiere.



How large is your country's delegation this year?

We have 28 jewellery companies participating in IJS 2024—including retailers, designers, manufacturers and wholesalers, from all across Thailand.

What are your expectations for this year's IJS Premiere event? Share your past experiences?

I am an IJS veteran! I have attended this spectacular event for the last twenty-two years

and have watched it evolve from nascency into the world's second largest jewellery trade event.

There is a need for India to open up and allow international exhibitors to participate through FTA mode; so that they operate in a full-fledged fashion. India no longer can be a closed economy, that is only meant for exports. This mindset needs to change.

Are there specific jewellery

trends, categories, or designs that are currently gaining popularity in your region? What are you planning to source at IJS Premiere 2024?

Thailand caters more to tourists from across the globe; the styles of jewellery being manufactured are fairly diverse. Even then, there is a great scope for more to come—Thailand doesn't have jadau jewellery, for example. So, a market can be created for jadau jewellery. My opinion

is backed by some very big Indian companies operating out of Thailand whose research suggests more than 300 destination Indian marriages happen here annually, and they would naturally seek out Indian jewellery. Can you imagine the market potential we are talking about?!

We are also here to promote Thailand's rich legacy of coloured gemstones this season. Indians have become more receptive to experimenting with coloured gemstones like rubies, emeralds and sapphires rather than diamonds as a traditional choice, after the recent Ambani wedding.

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

India has historically been one of the finest suppliers of gems and jewellers to the rest of the world. That narrative has not changed at all!



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 - ▶ Auditorium 2 - 80 Seater
 - ▶ Conference Hall - 25 Seater
- AND MUCH MORE....**



Bharat Ratnam Mega CFC is home to India's first 3D Metal Printer & Atomizer in the Gem and Jewellery sector

GLOBAL EYE



British Jewellers Eye Innovation at IIJS

With a delegation of 55, the UK is a major force at IIJS Premiere. Solitaire caught up with them to learn about the evolving jewellery market, consumer trends, and what they're looking for at the show.



How large is your country's delegation this year?
 The United Kingdom has a group of 55 delegates at IIJS 2024. We are a diverse mix of

Sri Lankan jewellers, Indian-origin jewellers and Western jewellers. Our delegation has attended the IIJS for decades now. We have watched it grow

from inception. We have seen IIJS grow high-tech with each passing edition. Considering the high footfall of the trade event, I am impressed

at the logistical preparation by the organisers.

What are your expectations for this year's IIJS Premiere event?
 We keep an eye out for innovation, catching up with suppliers, networking, and so on.

What are the jewellery designs trending in the United Kingdom this season?
 There is a huge demand for daily wear jewellery, and we are seeing more women buying jewellery for themselves. There is also a demand for precious stones, jewellery pieces that have a deeper narrative.

How has the economic climate in your country impacted jewellery consumption? What is the demand outlook for the coming year?
 Post-covid we witnessed a mini boom in revenge buying. Then, sales in jewellery plateaued. There is a growth in the purchases of daily wear jewellery, but there is a drop in the purchase of very expensive gem jewellery.



Russian Delegates on Sourcing Spree at IIJS

A 16-member delegation of Russian jewellery professionals is at IIJS Premiere to discover new trends and source exquisite gems, informs **ALEX CHERNYSHEV, CEO OF SB JEWELS.**

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 mix of sixteen professionals from all these categories.

What are your expectations for this year's IIJS Premiere event? Is this your first visit, or have you attended it before? If so, could you share your past experiences?
 While I have been to a few trade fairs in Jaipur, I have never seen something at the scale and magnitude of IIJS.

Are there specific jewellery trends, categories, or designs

that are currently gaining popularity in Russia? What are you planning to source at IIJS Premiere 2024?
 While combining natural and lab-grown diamonds in the same

ensemble is unheard of; Russians are very fascinated by lab-grown diamonds at the moment, especially when combined in iridescent hues of cognac, blue and rose.

Since classic, expensive diamond jewellery pieces are hard to sell in the current economic scenario, Gen Z Russians are more geared towards wearable that combine average-quality diamonds, emeralds and tanzanite.



What are your views on the quality of gems and jewellery produced in India?
 I came here especially to procure emeralds and they are of exceptional quality.

How has the economic climate in your country impacted jewellery consumption?
 The war with Ukraine has left a hole in most Russian's pockets. It will be a while before the spending habits return to normal.

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.

GLOBAL EYE



Malaysian Jewellers Seek New Designs at IIJS Premiere

Malaysia's 20-member delegation is making waves at IIJS Premiere. Amidst economic challenges, the hunt is on for fresh designs and competitive pricing in India's gold hub, informs **SIVANAESWARAN YUVABALAN, DIRECTOR, KANIKA GOLD.**



How large is your country's delegation this year?
 Malaysia has 20 delegates from

eight companies this year. It is much less than most previous editions of this prestigious trade

event. This is because there is also the Penang Signature Gold, Gems & Jewellery Fair happening in Malaysia over the coming weekend, and our teams are divided between both events.

What are your expectations for this year's IIJS Premiere event?
 We are always on the lookout for new designs in yellow gold jewellery, as that is our expertise. We also assess the event for new suppliers. Needless to say, it is always about finding supply at the best prices.

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

prefer traditional jewellery and we categorise our designs as Bombay and Calcutta Jewellery. Seasonal changes, if any, are very minimal.

How has the economic climate in your country impacted jewellery consumption? What is the demand outlook for the coming year?
 There has been a shortage in disposable income in the post-pandemic market. Also, the inflation in gold prices has not helped making jewellery purchases affordable. The Malaysian market is slightly slow at the moment.



Platinum, Diamond and Temple Jewellery Reign in Sri Lanka

SRI LANKA, with its rich gem heritage, is eyeing India for design inspiration and technological advancements. The island nation's 20-member delegation at IIJS Premiere shares their hopes for this year's show and the future of their jewellery industry.

How long has Sri Lanka been participating in IIJS now?
 Sri Lanka has visited IIJS for the last ten years. Sri Lanka's jewellery market is one of its most promising industries at the moment, and our presence here results in the gain of a lot of knowledge and expertise.

What are your expectations for this year's IIJS Premiere event?
 We would like to buy new jewellery, as artistry at the event is amazing! We are always on the lookout for new designs to be inspired by. Sri Lanka's jewellery market is shaped by imitating Indian designs, so we really need to be on the top of what is trending this season in India, as that is what our customers will demand!

Are there specific jewellery trends, categories, or designs that are currently gaining



popularity in your region?
 Sri Lankans are displaying a keen interest in platinum jewellery apart from diamond jewellery in recent years. There is also a resurgence in the demand for temple jewellery.

What are your views on the quality of gems and jewellery produced in India?
 Sri Lanka's wealth of coloured

gemstones is far superior than that of India. Having said that, neither do we have the craftsmanship, nor the technological advancements that your country does. So, we always look up to India for its expertise on education in both these areas.

How has the economic climate in your country impacted

jewellery consumption? What is the demand outlook for the coming year?
 Sri Lanka's economic crisis debilitated every industry, not just the jewellery market. We are slowly recovering from that phase. We anticipated that in the next decade, our market will be as advanced as that of Dubai.

CSR

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 and philanthropist, 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

Guest of Honour

KAREENA KAPOOR KHAN

Brand Ambassador UNICEF



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, Miami Charitable Trust.

ARTISAN AWARDS

The Artisan Awards 2025 Theme Unveiled: 'Indian Craft, Reimagined'

The Gem & Jewellery Export Promotion Council (GJEPC) has announced the theme for the 8th edition of The Artisan Awards 2025: 'Indian Craft, Reimagined.'

For millennia, Indian jewellery has exemplified rich traditions and exceptional craftsmanship. From intricate filigree and chitrai to stunning repoussé, granulation, meenakari, temple jewellery, jadtar, and more, each piece reflects a distinct cultural and regional heritage. Indian techniques like gem-cutting, polki (uncut diamonds), rose cuts, fancy diamond cuts, and intricate carvings have captivated global luxury houses like Cartier, Van Cleef & Arpels, and Boucheron, inspiring them to reinterpret these elements into their collections.

In our interconnected world, the 2025 Artisan Awards theme challenges participants to design jewellery that effortlessly blends global aesthetics with the essence of Indian craftsmanship. By fusing time-honoured techniques with contemporary designs, participants will not only preserve ancient traditions but also ensure their continued relevance.

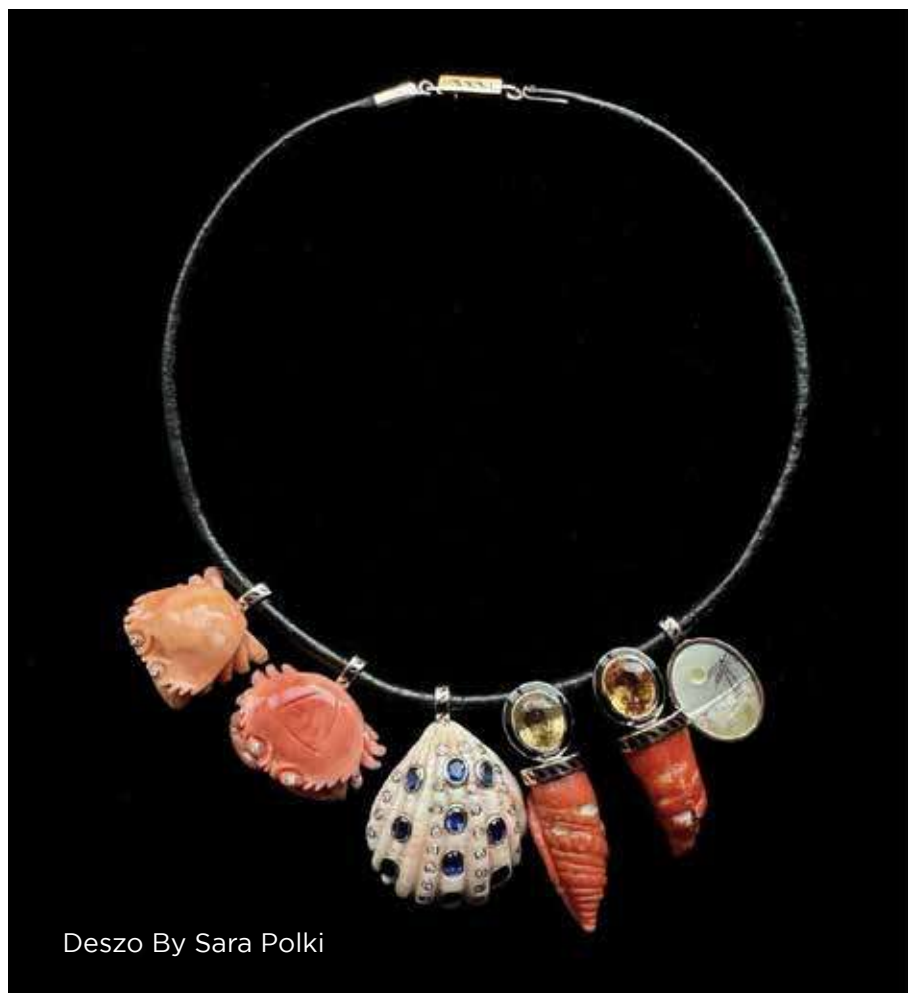
Consumers today have increasingly diverse tastes, demanding a fusion of aesthetics in a globalised environment where inspiration

flows freely across artistic disciplines. This theme, "Indian Craft, Reimagined," reflects this trend.

Vipul Shah, Chairman, GJEPC, remarks, "The theme celebrates the enduring legacy of Indian crafts while recognising the artistry of our artisans, who reinterpret these traditional



Sophie Joanne



Deszo By Sara Polki



Marie Litchenberg



Atelier Molinari



Moksh

crafts for a modern audience. This fusion of heritage and innovation ensures our symbolic jewellery continues to resonate with younger generations.”

Milan Chokshi, Convener, Promotion & Marketing, GJEPC, adds, “The theme ‘Indian Craft, Reimagined’ invites participants to leverage their creativity by designing jewellery that integrates a global aesthetic, while retaining the essence of Indian craftsmanship. This will not only preserve ancient crafts but also ensure their relevance in today’s world.”

This exciting challenge will showcase rich Indian jewellery

heritage and craftsmanship while fuelling the competition’s innovative spirit.

Challenge:

- Select a traditional Indian jewellery technique or significant cultural piece and reimagine it in a modern context.
- Design a piece that not only honours the rich heritage of Indian craftsmanship but also speaks to the current trends and cultural climate of the global jewellery world.
- Consider creating unique silhouettes and incorporating contemporary materials or

necklace, Haath Phool, Satlada, Pankhi Haar, Guluband

Criteria

- Craftmanship: Demonstrate mastery of the chosen traditional technique.
- Innovation: Show originality in your design, reinterpreting traditional methods in a fresh and contemporary way.
- Aesthetics: Ensure the piece is visually appealing and reflective of the current jewellery climate
- Cultural Relevance: Respect and honour the cultural significance of the traditional technique / piece
- Wearability: Consider the practical aspects of wearing the jewellery piece.
- The last date for submitting sketch entries is 15 October, 2024. For more details on the competition guidelines, eligibility criteria and further information, visit the GJEPC website at www.theartisanawards.com



Alice Cicolini

design philosophies while retaining the essence of the traditional technique / original values.

Examples of Traditional Craft Techniques:

Kundan, Meenakari enamelling, Jadau, Filigree, Jali work, Thewa, Micro-pearl weaving

Examples of Symbolic Traditional Indian jewellery:

Mangalsutra, Temple Jewellery, Navaratna, Guttapusalu



Sophie Joanne



Alice Cicolini

CELEBRATION NIGHT

Shankar Mahadevan Leaves IIJS Celebration Night “Breathless”

GJEPC hosted an unforgettable evening of melody and connections, featuring the iconic singer, Shankar Mahadevan. The industry’s luminaries gathered under the stars at the Lotus Ballroom, JWCC for ‘Celebration Night’ in association with World Gold Council on 8th August. It was a night where business met pleasure, set to the tune of India’s beloved musical maestro.



IIGJ GLIMPZ

IIGJ Grads Present Chic Lines @ GLIPMZ '24

The Indian Institute of Gems & Jewellery (IIGJ) Mumbai successfully hosted the annual GLIMPZ '24 Awards Ceremony on 3rd August, 2024. The exhibition celebrated the creative achievements of the 16 students comprising the graduating batch of B.A. in Gems & Jewellery Design (2021-2024).

IIGJ Glimpz is the final year capstone project for B.A. Gems & Jewellery Design students at IIGJ, Mumbai. This intensive project integrates academic learning with industry demands. Students, divided into groups, delve into a central theme, creating unique jewellery collections. Through research, design, manufacturing, and presentation, they showcase their skills and understanding of the industry. Glimpz culminates in an exhibition where students present their work, demonstrating their potential as future jewellery professionals. Here's a showcase of some selected pieces by the graduate students under four different themes:

COLORBLAST



ANUSHKA WADKAR



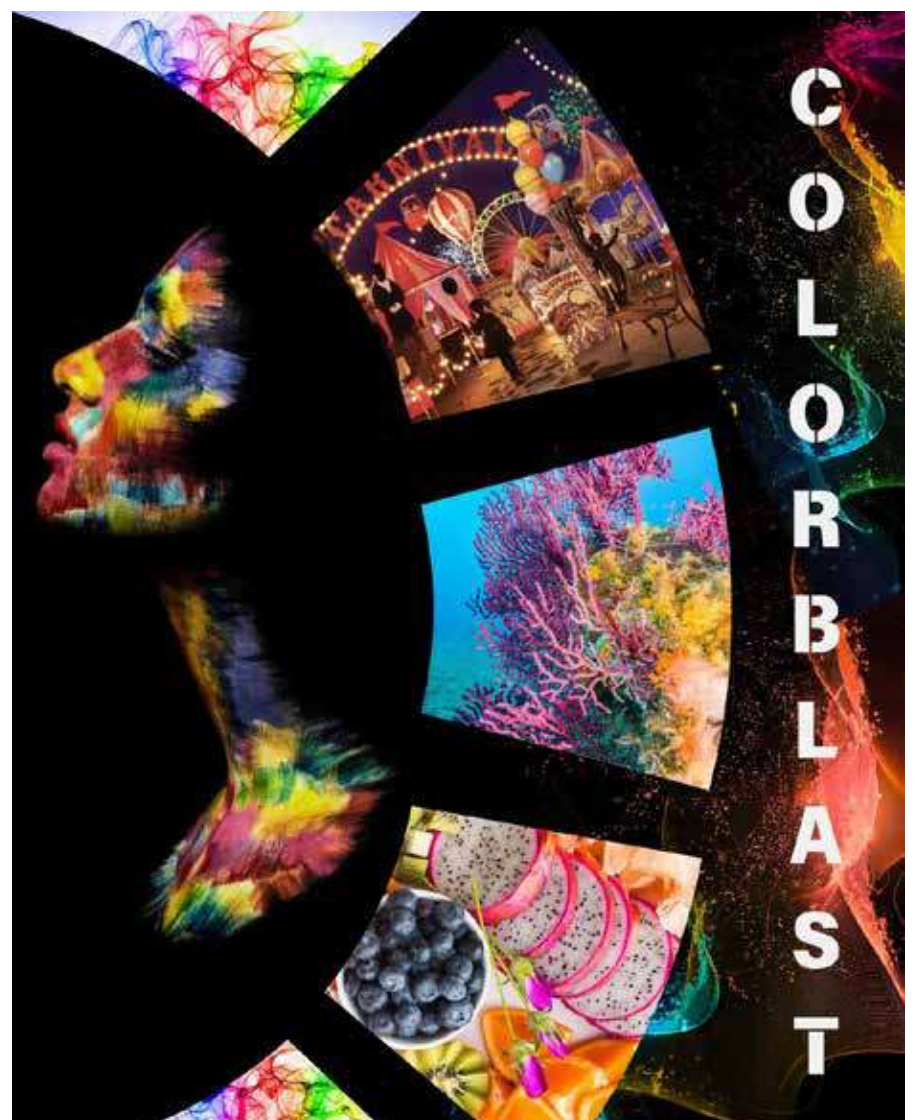
DIYA SHAH



SAKSHI PAWAR



MRUNAL KINJAWDEKAR





PAPILLON



LUCKY GAUTAM



HARSHITA MAHESHWARI



PULKIT KHUNT

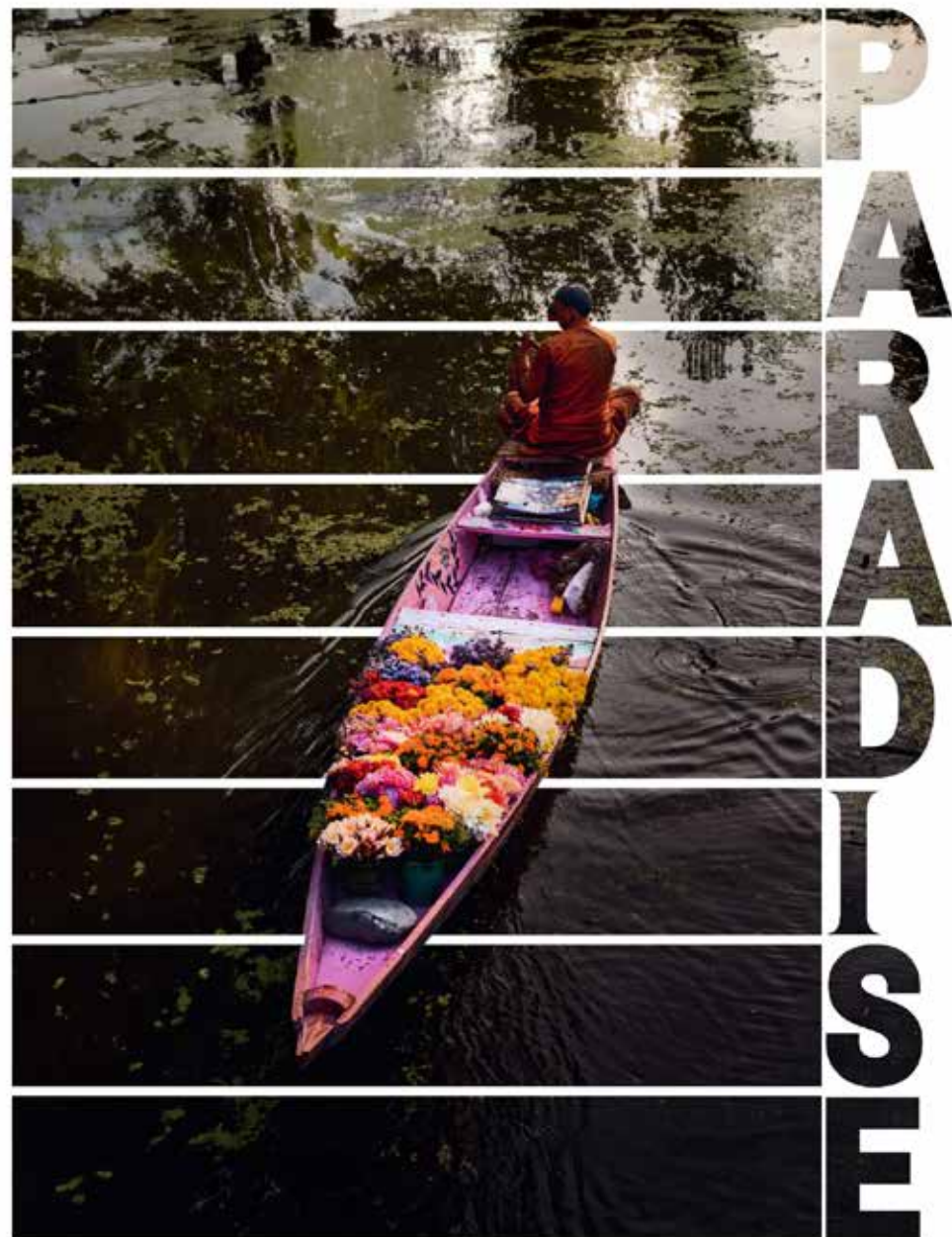
PARADISE



MANASHVI DHOLAKIA



HUSSAIN ZAREEF



WHERE HEAVEN MEETS EARTH- KASHMIR

THE PREMIER DESTINATION FOR GLOBAL BUYERS



IGJS

INTERNATIONAL
GEM & JEWELLERY
SHOW
JAIPUR

03rd - 05th APRIL 2025
Jaipur, India

EXHIBIT PRODUCT CATEGORY

Loose Stones (Colour Gemstones and Diamonds)
Gemstone & Diamond Studded Jewellery
Silver Jewellery

INVITED BUYER COUNTRIES

USA, UK, Europe, Oceania,
Latin American countries, Middle East,
China, Vietnam, Russia, CIS

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Scan to Exhibit



For further information, contact :-

Mugdha Deshpande: +91 8657418860 | mugdha.deshpande@gjepcindia.com
Ali Bharmal : +91 8879310457 | ali.bharmal@gjepcindia.com

www.gjepc.org | [Instagram](https://www.instagram.com/gjepcindia) | [Facebook](https://www.facebook.com/gjepcindia) | [LinkedIn](https://www.linkedin.com/company/gjepcindia)

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350+ BUYERS FROM 35+ COUNTRIES ARE ATTENDING



2024 IGJS

INTERNATIONAL
GEM & JEWELLERY
SHOW
DUBAI

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

Exhibit Product Categories

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

Scan to Visit



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For further information, contact :-

Mugdha Deshpande: +91 8657418860 | mugdha.deshpande@gjepcindia.com
Ali Bharmal : +91 8879310457 | ali.bharmal@gjepcindia.com

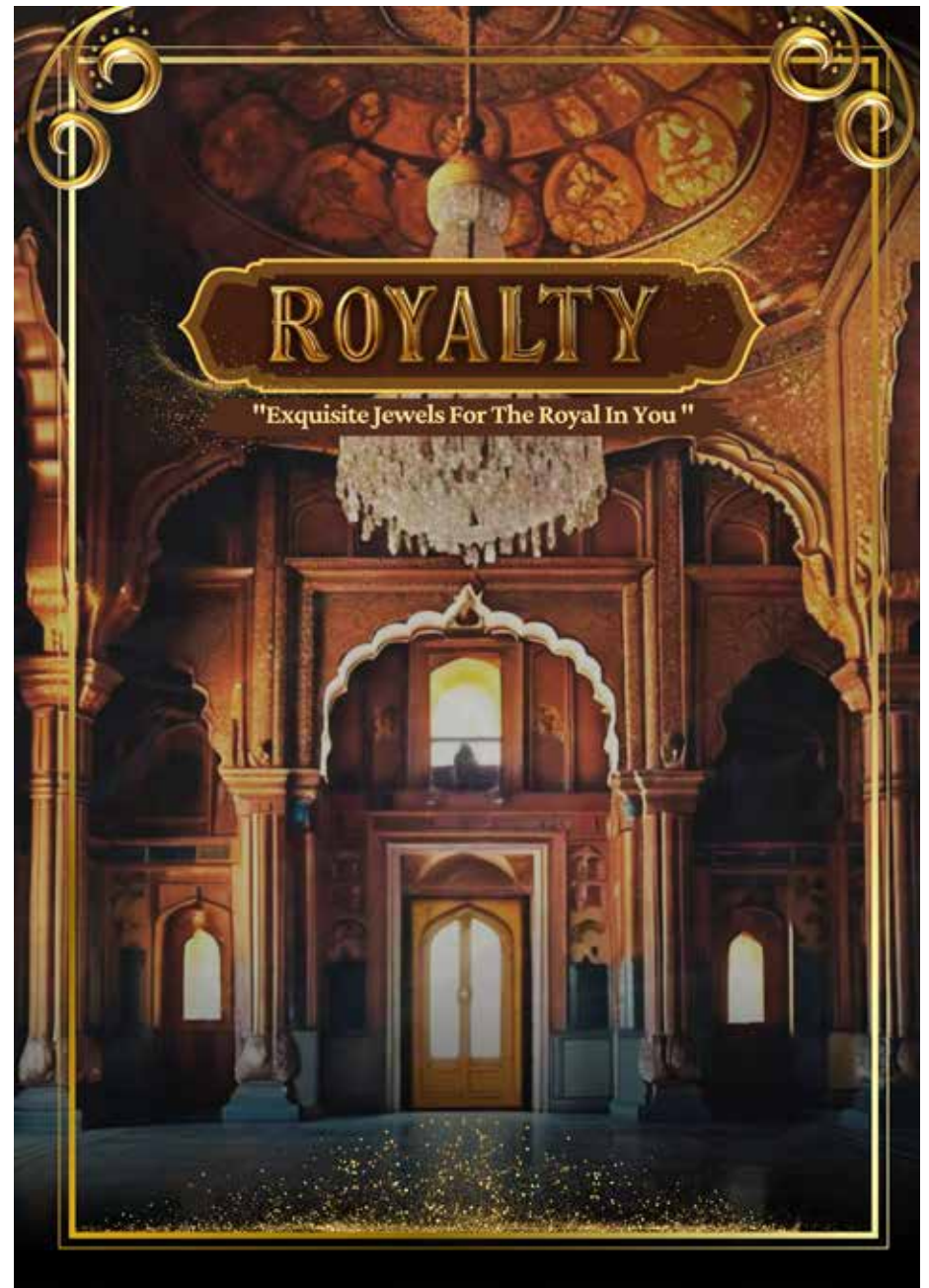
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ROYALTY



ADITYA TAMILARASAN



DHARMESH JOSHI



KHUSH JAIN



NIKITA VARMA



VARAD NILLE

IIJS GALLERY

Show Glimpses of IIJS Premiere



IN FOCUS

A Surge in Gemstone Demand Despite Price Hikes

Large-sized emeralds up to 100 carats, multicolour sapphires, and tourmalines are the flavour of the season. Buyers are also opting for new gem cuts to create refreshing designs and preferring gem layouts patterned with unusual combination of gemstones.



Riddhi Siddhi Gems, a 30-year-old business, specializes in manufacturing Zambian emeralds and tourmalines. According to owner Raghav Koolwal, tourmalines are currently the hottest-selling gemstones. Design houses and manufacturers are increasingly opting for cabochons, carved gems, bi-colour long baguette tourmalines, and more. “The vibrancy of these stones is remarkable. High-quality multicolour tourmalines cost between Rs. 5,000 to Rs. 7,000 per carat, while bi-colour stones can fetch up to Rs. 5,000 per carat. We’ve been receiving orders from across India and Italy. Rubellites, which belong to the same family as tourmalines but have deeper pink shades, are



Lal Gems

also in high demand. We deal calibration sizes of Zambian emeralds, though the market for these is slow.”

Anil Panjabi of Tahliram Tirthdas says that buyers are favouring multicolour sapphires in all shapes and sizes. He notes that the prices of Zambian and Colombian emeralds have increased by over 35% in the last two years, yet demand remains strong. Buyers are particularly interested in large-carat emeralds. The price of Australian South Sea pearls has surged by nearly 50% per carat due to scarcity. Glass-filled rubies in large sizes are popular, while Mozambican rubies under 1 carat are in demand. Tanzanites are becoming more popular each year, as they are seen as good substitutes for blue sapphires, which are traditionally worn in India for astrological reasons. Despite a 25% price increase, the demand for tanzanites is strong. “This show has been very successful for us, and the Indian market is thriving. The future of gems and jewellery industry in our country is good.”

High-profile weddings that captured media attention have spurred increased demand for emeralds. Mamta Panjabi of Lal Gems shared that buyers are now booking orders for up to 100 carats. The cost of emeralds ranges from Rs. 15,000 per carat to Rs. 2.5 lakhs per carat. “Previously, orders were typically for 15+ carats, but now it’s astonishing how buyers are booking these coveted green stones.”

Kunzites and morganites are also hot sellers. “Most of our orders are for layouts of these stones. We create interesting colour combinations, such as pairing kunzites with aquamarines or morganites with corals.”

HIGHLIGHTS

GJEPC Honours 'IIJS Pillars' at 59th Foundation Day Celebration



Krishna Dhumal, Director, IT



Bhavin Khorasia, Assistant Director, National Events



Malcom Sarkari, Manager, National Events



Sabiha Rizvi, Executive, National Exhibitions

GJEPC marked its 59th Foundation Day with a special ceremony at the Bombay Exhibition Centre (BEC) on 13th August. The event, held at the Launch Pad in Hall 1, witnessed the

recognition of the 'Pillars of IIJS', individuals whose tireless efforts have been instrumental in the success of the India International Jewellery Show (IIJS).

Among those recognised

were Krishna Dhumal, Director, IT; Bhavin Khorasia, Assistant Director, National Events; Malcom Sarkari, Manager, National Events; and Sabiha Rizvi, Executive, National Exhibitions.

These individuals, working diligently behind the scenes, were showered with applause as they were honoured for their dedication and commitment.

IGJME 2024: A Showcase of India's Growing Jewellery Industry

The India Gem & Jewellery Machinery Expo (IGJME) Premiere 2024 was an impressive showcase of the Indian industry's innovation and growth. From cutting-edge machinery to the latest processes, the show projected undeniable optimism and industry momentum.



The India Gem & Jewellery Machinery Expo (IGJME) 2024 served as a dynamic platform for industry leaders to showcase their latest innovations, explore market trends, and network with key stakeholders. Key players

such as TVN Tech, Invimec Rolling Forming Machines, Artistry Inc., Eterna Industries, and Johari Gems & Tools offered diverse perspectives on the industry's trajectory and the exhibition's effectiveness
Luca Nespoli, Sales Manager

at **TVN Tech**, based in Arezzo, Italy, highlighted the exhibition's role in connecting with potential buyers and staying abreast of industry advancements. TVN Tech's focus on cutting-edge gold-making machinery positioned

the company at the forefront of technological innovation. While the exhibition provided valuable opportunities, Nespoli emphasised the need for a more global participant base to expand market reach. Despite this, the company was optimistic about the Italian market's performance and anticipated continued growth in 2025.

Sharing a similar optimistic outlook, **Carlo Ghezzi, Sales Manager at Invimec Rolling Forming Machines, based in Vicenza, Italy**, praised IGJME as a vital platform for networking and staying updated on technological innovations. Invimec's expertise in cold-rolling and forming machines catered to the needs of medium and small jewellery producers. The company's participation at IGJME aligned with its strategy to expand its market reach in India, leveraging the country's growing jewellery sector.

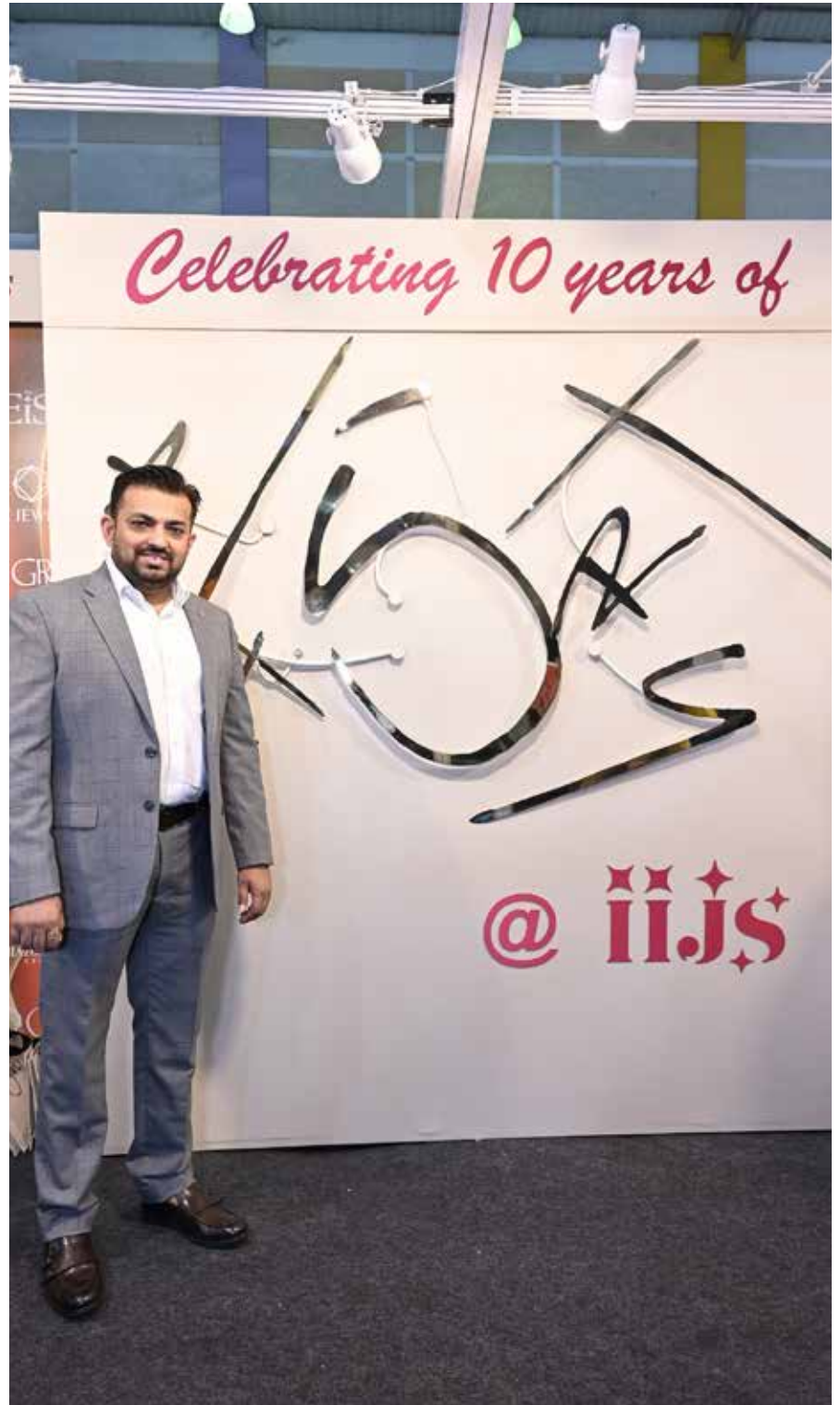
For **Abhijit Prajapati**, the driving force behind **Artistry**



Luca Nespoli, Sales Manager, TVN Tech



Carlo Ghezzi, Sales Manager, Invimec Rolling Forming Machines



Abhijit Prajapati, Artistry Inc., Jewellery Displays



Rajesh Jain, CEO, Johari Gems & Tools

Inc., IGJME has been a consistent platform for business growth. The company's ability to sell out its merchandise within the first two days of the exhibition underscored the strong demand for its jewellery display solutions. Artistry Inc.'s reputation as a design studio was further solidified through the presentation of innovative 3D printing, woodworking, and laser cutting processes.

Eterna Industries, a third-generation family business represented by **Himanshu Gupta**, brought a wealth of experience to IGJME. With a fifteen-year history of participation, the company's focus on energy-efficient machinery aligned with the growing emphasis on sustainability in the industry. Gupta expressed confidence in India's ability to dominate the global jewellery market, citing the country's rich heritage, skilled workforce, and increasing production capabilities.

Rajesh Jain, CEO of Johari Gems & Tools, unveiled innovative products such as portable laser machines and a 360-degree photography box, showcasing the company's commitment to technological advancement.

The collective insights from these IGJME exhibitors paints a thorough picture of the Indian jewellery industry, with a general consensus about the industry's growth potential. The exhibition's role as a platform for showcasing innovations and connecting with buyers was noted, but there was a clear desire for improvements in terms of organisation, layout, and participant diversity.

Looking ahead, the Indian jewellery industry is poised for significant growth, driven by increasing domestic consumption, a rising global middle class, and the country's rich heritage in jewellery craftsmanship. To capitalise on these opportunities, industry



Himanshu Gupta, Partner, Eterna Industries

players must continue to invest in research and development, adopt sustainable practices, and explore new markets. Exhibitions like IGJME play a crucial role in supporting these efforts by providing a platform for knowledge sharing, networking, and business development. The success of

such platforms depends on their ability to adapt to the evolving needs of exhibitors and attendees.

Year-on-year IGJME is solidifying its position as the leading technology and machinery-related event for the Indian gem and jewellery industry.

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

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

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

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