



# SHOWDAILY

DAY 1

30TH JULY 2025

## COVER STORY

# IIJS Premiere 2025 Gears Up to Make History

With a strong focus on technology, sustainability, and global outreach, IIJS Premiere 2025 gives every business—from MSMEs to large exporters—the wings to soar. Opening today with grandeur and excitement, the dual-venue show at Jio World Convention Centre and NESCO shines with scale and spirit. Running from 30th July to 4th August, this six-day spectacle features over 2,100 companies and 3,600 booths, creating a vibrant platform for networking, innovation, and high-powered deal-making. A true celebration of Indian jewellery excellence, IIJS Premiere continues to draw global buyers and reaffirms its stature as one of the world’s premier gem and jewellery



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(Continued on page 2)



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## COVER STORY



trade shows.

Kirit Bhansali, Chairman, GJEPC, said, “IIJS Premiere is not just a trade show—it’s a launchpad that gives businesses wings. From emerging designers to established exporters, the show empowers every participant to scale new heights. With world-class infrastructure, focused buyer engagement, and a forward-looking vision, IIJS 2025 is opening doors to markets across the globe. This is where opportunities turn into lasting success.”

At the heart of this growth is a clear vision: “to make business happen for the industry,” adds Nirav Bhansali, Convener, National Exhibitions, GJEPC. “From the smallest manufacturers to the biggest retailers, IIJS is designed to serve everyone—efficiently and effectively.”

### Setting New Benchmarks

This year’s show promises multiple firsts. The colour gemstone section has grown to a record 250 booths. The elite Select Club has expanded to 313 booths, featuring premium manufacturers. Meanwhile, the concurrent machinery show, India Gem & Jewellery Machinery Expo (IGJME), is now the largest ever, with 415 booths housed in the new Hall 6 at Nesco.

The ambition doesn’t stop there. Nirav Bhansali shares,

“We’re setting the stage for what could soon be the world’s largest jewellery machinery and technology show—possibly by next year.” The vision includes not only machinery, but also AI, software, design services, and even pavilion architects—creating a truly integrated global platform.

### The IIJS Promise

GJEPC is introducing a bold new initiative this year called the IIJS Promise, aimed at raising the bar for operational excellence and visitor comfort. “We’ve addressed every feedback point,” Nirav Bhansali notes. “From shuttle frequency and queue times to bathroom hygiene and booth readiness, to a lot more—every detail has been thought through. Exhibitors should walk in on Day One and find everything 100% ready.”

This includes a maximum wait time of 10-15 minutes during peak hours, washrooms cleaned every 20 minutes, spotless cafeterias, and faster inter-venue connectivity.

“We want people to focus on doing business—not worry about logistics. That’s our commitment,” Nirav Bhansali assures.

### Brilliant Bharat: Celebrating Indian Heritage

After the resounding success of last year’s theme, the 2025 edition continues under the

Brilliant Bharat banner. This year’s theme, Architecture of India, will be brought alive through striking design elements—at entry gates, signage, and even booth layouts. Exhibitors have been invited to design jewellery inspired by Indian architecture, with selected pieces to be featured in a dedicated gallery and contest.

“This is not just decoration—it’s about showing the world what India stands for,” Nirav Bhansali explains.

### Sustainability in Action

IIJS isn’t just growing in size—it’s growing responsibly. The Council’s One Earth initiative has led to over 2.5 lakh trees planted so far, with another 1 to 1.5 lakh expected this year. These trees, planted in partnership with marginal farmers, offer not just carbon offsets but long-term income.

“Our goal is complete carbon neutrality by 2030-2032,” Nirav Bhansali shares. “From eliminating flex banners to fully digitised displays and water bottle recycling—we are walking the talk.”

The show is already powered by green renewable energy, and going forward GJEPC aims to calculate and offset the total carbon footprint—including that of travel.

### Empowering MSMEs and Newcomers

Understanding the diverse needs of exhibitors, GJEPC had introduced small-scale sponsorship and digital marketing options this year, designed for MSMEs and first-time participants.

Kirit Bhansali emphasises, “Every brand deserves a chance to shine.”

Dedicated pavilions for young designers, support for window displays, and data-sharing tools are all part of the package. From the InnovNXT seminar to the networking evening headlined by Sonu Nigam, GJEPC is creating meaningful and entertaining engagement opportunities for all participants.

### Final Word

At a time when global headwinds challenge many industries, IIJS continues to be a bright spot for India’s gem and jewellery sector.

“My message to the industry is simple,” Nirav Bhansali says. “Come prepared. Offer your best. IIJS is more than a show—it’s a launchpad. I truly believe that once IIJS begins, everything will start to look brighter.”

Kirit Bhansali echoes this optimism. “IIJS Premiere is proof of what we can achieve when we dream big and execute with purpose. We’re proud to present an edition that raises the bar yet again—not just in scale, but in vision.”





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## MESSAGES



सत्यमेव जयते

प्रधान मंत्री  
Prime Minister

### MESSAGE



It is heartening to learn about the 41<sup>st</sup> edition of the Indian International Jewellery Show (IIJS) Premiere being held at Goregaon. The publication of the special edition of *Solitaire International* magazine by the Gem & Jewellery Export Promotion Council (GJEPC) to mark the occasion is a thoughtful initiative.

The GJEPC has made commendable efforts to promote India's gem and jewellery industry and boost exports. With its member companies active across the country, the Council is well-positioned to realise the vision of making India a global hub in this domain.

The gems and jewellery sector is a significant contributor to India's economy. A shining example of both *Make in India* and *Skill India*, it provides employment to millions across the nation and enhances the lives and livelihoods of their families.

Indian artisans are globally renowned for their intricate craftsmanship and the demand for Indian products continues to grow in international markets. Given the opportunities available across the world, our artists and craftsmen are being encouraged to explore innovation, design, branding and high-value segments to further expand the sector's global footprint.

Our government is committed to transforming India into a global design and trading powerhouse in the gems and jewellery sector. Several targeted initiatives are promoting innovation, expanding digital access, providing financial support, and strengthening skill development. These efforts aim to empower our traditional workforce while enhancing infrastructure and attracting investment.

The presence of exhibitors, international delegates and country delegations at the IIJS Premiere 2025 serves as a vital platform for collaboration and exchange of ideas. I am sure that the potential of lab-grown diamonds, which reduce environmental impact and symbolise responsible sourcing, will also be one of the salient points of discussion.

As we move forward on the path to building a *Viksit Bharat* by 2047, the gems and jewellery sector will play an increasingly important role in shaping the country's economic and cultural identity. Greetings and best wishes to everyone at IIJS Premiere 2025 for the event's glittering success.

May the special edition of *Solitaire International* magazine be widely read and appreciated.

(Narendra Modi)

New Delhi

श्रावण 01, शक संवत् 1947

23 July, 2025



## MESSAGES



**Devendra Fadnavis**  
Chief Minister  
Maharashtra



**Mantralaya**  
Mumbai 400 032

I extend my heartfelt congratulations to the Gem & Jewellery Export Promotion Council (GJEPC) for organising the 41<sup>st</sup> edition of IIJS Premiere, one of the world's most renowned jewellery exhibitions. I wish them all the best for its success.

Maharashtra has long been the heart of India's gem and jewellery trade, contributing nearly 70% to the country's USD 28 billion exports. Mumbai's robust infrastructure, the SEEPZ SEZ's advanced manufacturing ecosystem, and the Bharat Diamond Bourse have established the state as a global centre for gem and jewellery excellence.

The upcoming Jewellery Park in Mahape is another visionary initiative that will further transform this sector. Spread over 21 acres, the Park will house over 1,250 manufacturing units and create over 1,00,000 jobs. It will empower karigars and MSMEs with world-class infrastructure and support.

I applaud GJEPC's unwavering commitment to industry development. The Government of Maharashtra reaffirms its full support in making Maharashtra the preferred destination for gem and jewellery business globally.

(Devendra Fadnavis)



MESSAGES

पीयूष गोयल  
PIYUSH GOYAL



वाणिज्य एवं उद्योग मंत्री  
भारत सरकार  
MINISTER OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



MESSAGE

I am delighted to learn that the Gem & Jewellery Export Promotion Council (GJEPC) is organising the 41<sup>st</sup> edition of the India International Jewellery Show (IIJS) Premiere from 30<sup>th</sup> July to 4<sup>th</sup> August 2025 in Mumbai.

The gems and jewellery sector has always been a glittering symbol of India’s rich cultural heritage, exceptional craftsmanship and entrepreneurial spirit. As one of the largest contributors to employment and exports, it plays a vital role in strengthening India’s economy and enhancing its global image. The GJEPC’s tireless efforts in promoting design innovation, skill development, sustainability and market expansion have transformed the sector, empowering artisans and enterprises to compete on the world stage.

This flagship event, with the participation of over 2,100 exhibitors, will serve as an invaluable platform for the entire gems and jewellery ecosystem. It will bring together manufacturers, traders, retailers, designers, technology providers and policy-makers under one roof, creating unparalleled opportunities for knowledge exchange, networking and business development. Participants will also have the opportunity to showcase their latest designs, innovations and cutting-edge technologies while exploring new sourcing channels, market trends and consumer preferences from across India and beyond.

I congratulate the GJEPC for organising such a significant event and wish it continued success in all its future endeavours.

Piyush Goyal



## MESSAGES

नितीन गडकरी  
NITIN GADKARI



MESSAGE

मंत्री  
सड़क परिवहन एवं राजमार्ग  
भारत सरकार  
Minister  
Road Transport and Highways  
Government of India



D. O. No. 456  
DATE 19 JUL 2025

I extend my heartfelt congratulations to the Gem & Jewellery Export Promotion Council (GJEPC) on organising the 41<sup>st</sup> edition of IIJS Premiere; one of the most prestigious global trade platforms for the gems and jewellery sector.

India's gem and jewellery industry embodies a rare combination of innovation, craftsmanship and entrepreneurial spirit. Supporting over 5 million livelihoods and contributing more than USD 28 billion in annual exports, it continues to be a vital pillar of our nation's export economy.

Infrastructure development plays a crucial role to unlock the full potential of sectors like gems and jewellery; whether through improved domestic connectivity or streamlined international logistics. I am pleased to see that our expanding road and highway network is significantly reducing transit times, enhancing supply chain efficiency and boosting the global competitiveness of Indian exports.

IIJS Premiere 2025 reflects India's growing stature as a host of world class trade events, while also celebrating our design expertise and manufacturing excellence. I commend GJEPC for its continued commitment to advance the industry and wish the event every success in further strengthening India's global leadership in the sector.

Yours

(Nitin Gadkari)



MESSAGES



**Rekha Gupta**  
Chief Minister, Delhi

D.O. No.: AS2cm/cm9/25/41934

Date.: 28/07/2025

My heartfelt congratulations to the Gem & Jewellery Export Promotion Council (GJEPC) on organising the 41st edition of the India International Jewellery Show (IIJS) Premiere 2025.

IIJS has, over the years, established itself as a premier platform that celebrates India’s extraordinary legacy of jewellery design, craftsmanship, and innovation. It plays a vital role in connecting the domestic industry with global markets, fostering trade partnerships, and promoting excellence across the value chain.

Delhi has been an integral part of India’s gem and jewellery sector, both as a vibrant retail hub and a centre of skilled artistry. The city continues to contribute meaningfully to the sector’s growth and evolution through its blend of tradition, talent, and entrepreneurial energy.

I commend GJEPC’s continued efforts in promoting the sector and creating avenues for MSME development, employment generation, and global outreach. I am confident that IIJS Premiere 2025 will further strengthen India’s position on the international stage and open new doors for collaboration and innovation. Wishing the organisers and participants great success.

**(Rekha Gupta)**

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Jhandewalan, New Delhi - 110055

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## MESSAGES



### Message

CHIEF MINISTER  
RAJASTHAN

I am pleased to learn that the Gem and Jewellery Export Promotion Council (GJEPC) is organising the 41st edition of the India International Jewellery Show (IIJS) Premiere in Mumbai.

Over the years, IIJS has grown into one of the world's most prestigious B2B platforms for the gem and jewellery industry, celebrating India's craftsmanship, design excellence and global prominence in jewellery exports. This iconic event not only reflects the dynamism and innovation of the industry but also fosters connections between artisans, manufacturers, exporters and international buyers.

Rajasthan, with its centuries-old legacy in coloured gemstones and traditional jewellery artistry, continues to play a vital role in shaping India's global identity in this sector. Jaipur, in particular, has earned global recognition as a hub of excellence while preserving time-honoured artisanal traditions.

Rajasthan's growing presence at IIJS Premiere showcases the creative spirit of our artisans and the dedication of our exporters.

I extend my best wishes for a successful and impactful IIJS Premiere 2025.

(Bhajan Lal Sharma)



MESSAGES



**Bhupendra Patel**

Chief Minister, Gujarat State

Dt. 29-07-2025

**Message**

**“A piece of jewelry is often a piece of art.  
But it only becomes valuable when emotions are added to it”**

The Gems & Jewellery has always been the integral parts of our societies and human life, may it be pre-historic, historic or contemporary. It has to be understood that the gems and jewellery are unisex and they do represent the skill, artfulness of the maker and the choice of the one who puts it on. Gujarat has played a key role in the development of Gems & Jewellery sector through its skilled workforce, manufacturing strength and entrepreneurial spirit. This industry continues to contribute significantly to employment, exports and economic growth – both for the Gujarat and the Nation.

I am glad to learn that **“41<sup>st</sup> edition of IIJS Premiere”** – A prestigious platform that showcases India’s leadership in the global Gem & Jewellery industry is being organized during **30<sup>th</sup> July – 4<sup>th</sup> August, 2025 at Mumbai**. I am sure that this function will not only felicitate those who have excelled in their field, but will also encourage others to perform better. I extend my heartiest best wishes to all the participants and the organizers for a glittering and successful event.

**(Bhupendra Patel)**

**Shree Kirit Bhansali, Chairman,**  
*The Gem & Jewellery Export Promotion Council (GJEPC),*  
D2B, D-Tower, West Core Wing,  
Bharat Diamond Bourse, Bandra-Kurla Complex,  
Bandra (E), Mumbai-400051 (MAH).  
Email: [ho@gjepcindia.com](mailto:ho@gjepcindia.com)  
Rs/ab/2025/07/29/apro



## MESSAGES

**Harsh Sanghvi**



**Minister of State**

Sports, Youth Service, Co-ordination of voluntary organization, Non-resident Gujaratis' Division, Transport, Gruh Rakshak Dal and Gram Rakshak Dal, Civil Defence, Jail, Border Security (All Independent Charge), Home and Police Housing, Industries, Cultural Activities (State Minister)

**Government of Gujarat**

Date: **23 JUL 2025**

Namaskar.

I extend my sincere thanks to you, the Committee of Administration, and the National Exhibition Sub-Committee of GJEPC for graciously inviting me to the Inaugural Ceremony of IIJS PREMIERE 2025 on July 30<sup>th</sup>, 2025 at the World Convention Centre and to the IGJME - India Gem & Jewellery Machinery Expo on July 31<sup>st</sup>, 2025 at the Bombay Exhibition Centre.

It is indeed a privilege to be considered for such a prestigious occasion that continues to be a hallmark of India's gem and jewellery industry. The IIJS and IGJME platforms are instrumental in showcasing India's craftsmanship, innovation, and technological advancements on the global stage.

I convey my best wishes for the grand success of both events and appreciate GJEPC's unwavering efforts to uplift and promote the industry.

Warm regards,

**(Harsh Sanghvi)**

**To,**  
**Shri Kirit Bhansali,**  
Chairman,  
Along with the Committee of Administration and  
National Exhibition Sub-Committee,  
The Gem & Jewellery Export Promotion Council (GJEPC)

Swarnim Sankul - 2, 1<sup>st</sup> Floor, Sardar Bhavan, New Sachivalaya, Gandhinagar-382 010

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MESSAGES

Adv. Ashish Shelar



MINISTER  
INFORMATION TECHNOLOGY  
CULTURAL AFFAIRS  
MAHARASHTRA STATE

14 JUL 2025

MESSAGE

My warm congratulations to the Gem & Jewellery Export Promotion Council on successfully hosting the 41st edition of IIJS Premiere-an event that beautifully reflects the blend of India's cultural heritage with forward-looking innovation.

Maharashtra is proud to be home to this globally acclaimed show. With over 5 million livelihoods dependent on the sector and USD 28 billion in annual exports, the state continues to serve as the country's engine of gem and jewellery growth. The recently completed Mega Common Facility Centre (CFC) at SEEPZ and the upcoming Jewellery Park in Mahape are shining examples of how technology, infrastructure, and skilled manpower can transform industries.

Under the guidance of the Government of Maharashtra, we are committed to providing a tech-friendly, digitally integrated environment that enables MSMEs and artisans to scale up and stay globally competitive. IIJS stands as a perfect platform to showcase this shift toward a smarter, digitally enabled future for the sector.

I once again congratulate GJEPC for its vision, and I wish IIJS Premiere 2025 continued success and recognition on the world stage.

  
(Adv. Ashish Minal Babaji Shelar)



## MESSAGES

सरदार मनजिंदर सिंह सिरसा  
**Sardar Manjinder Singh Sirsa**

उद्योग, खाद्य व आपूर्ति एवं पर्यावरण,  
वन व वन्य जीव मंत्री

Minister of Industries, Food & Supplies and  
Environment, Forest & Wild Life



राष्ट्रीय राजधानी क्षेत्र दिल्ली सरकार  
Govt. of National Capital Territory of Delhi  
आठवां तल, 'ए' विंग, दिल्ली सचिवालय  
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I.P. Estate, New Delhi-110002

Tele No.: 23392126, 23392127

E-mail : minfs-delhi@delhi.gov.in

D.O. No.: 2464

Date.: 22/07/2025

Dear Mr. Kirit Bhansali ji,

I extend my heartfelt congratulations to the **Gem & Jewellery Export Promotion Council (GJEPC)** on organising the 41<sup>st</sup> edition of IIJS Premiere 2025.

This prestigious B2B platform not only showcases India's exceptional craftsmanship but also elevates our global standing in the gem and jewellery sector. The theme "*Architecture of India*" under the *Brilliant Bharat* concept beautifully reflects our rich cultural and artisanal heritage.

I particularly commend GJEPC's innovative initiatives—such as the Jewellery Startup Zone, Innov8 Talks seminars, and digital integrations like facial recognition and digital badges—which highlight the Council's commitment to innovation and excellence.

With over 2,100 exhibitors and participation from more than 80 countries, IIJS Premiere 2025 stands as a true testament to India's leadership in the global jewellery arena.

Wishing the event great success and reaffirming my continued support in advancing India's gem and jewellery industry.

With warm regards,

(Sardar Manjinder Singh Sirsa)

**Mr. Kirit Bhansali**

Chairman,

Gem & Jewellery Export Promotion Council (GJEPC)

Mumbai

**MESSAGES**



Mukesh D. Ambani  
Chairman & Managing Director

**MESSAGE**

“I extend my heartfelt congratulations to the Gem & Jewellery Export Promotion Council (GJEPC) on the 41st edition of IIJS Premiere — a shining celebration of India’s spirit, talent, and global ambition.

For generations, India’s gem and jewellery sector has dazzled the world with its timeless artistry. It has added lustre to our culture, social customs and aesthetic traditions. Today, it stands at the cusp of a new era — where heritage meets innovation, and sustainability and digital transformation shape a bold new future. It generates enormous export revenue for India and creates large-scale, high-skilled and high-paying employment opportunities.

IIJS Premiere is a powerful platform where Indian enterprise, creativity, and craftsmanship come together to shape the next chapter of global excellence. It reflects the rising confidence of a New India — ready to lead, to inspire, and to partner with the world.

I wish GJEPC and every participant a truly successful IIJS Premiere 2025 — and an even more brilliant journey ahead, powered by purpose, partnership, and the promise of a New and Rising India.”

Mukesh Ambani  
Chairman & Managing Director



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## MESSAGES



**Gautam Adani**  
Chairman

It is a privilege to extend my congratulations to the Gem & Jewellery Export Promotion Council (GJEPC) on the 41st edition of IIJS Premiere.

Having begun my entrepreneurial journey in this very industry, I hold a deep appreciation for the transformative role the gem and jewellery sector plays in India's growth story. It exemplifies how heritage craftsmanship, when combined with modern enterprise, can create significant economic value, generate employment, and elevate India's global influence.

IIJS Premiere is more than an exhibition - it is a strategic platform that positions India as a global sourcing powerhouse, showcasing our design leadership, artisanal excellence, and export competitiveness.

I wish the GJEPC and all participants great success at IIJS 2025 and look forward to seeing India's gem and jewellery industry strengthen its leadership in global markets.

**Gautam Adani**  
Chairman-Adani Group

MESSAGES



KIRIT BHANSALI  
Chairman, GJEPC

It is with immense pride and joy that I welcome you all to the 41st edition of IIJS Premiere, one of the most prestigious gem and jewellery trade shows in the world. Each edition of IIJS reflects the strength, diversity, and creativity of our industry—and this year is no exception. India’s gem and jewellery exports currently stand at USD 32 billion, a testament to the industry’s resilience, global appeal, and strong foundations. While we are navigating a period marked by global economic uncertainty, shifting demand, and geopolitical challenges, our industry continues to demonstrate remarkable adaptability and strength. We’ve weathered many storms before, and we will emerge stronger again—because resilience is in our DNA. As we set our sights on the future, GJEPC remains deeply committed to the vision of Viksit Bharat and our ambitious goal of USD 100 billion in exports by 2047. To achieve this, we are working relentlessly across all fronts—facilitating ease of business, opening new markets,

enabling trade-friendly policies, fostering skilling and training, and building industry standards that match the world’s best. The support from the Government of India has played a pivotal role in enabling this journey, and we continue to build on that momentum to ensure India retains its position as the world’s preferred jewellery sourcing destination. IIJS Premiere is not just a trade fair—it is a celebration of everything that makes our industry special. It brings together manufacturers, designers, retailers, exporters, and buyers from across the globe, creating a vibrant platform for innovation, collaboration, and growth. Let us continue to move forward with purpose, unity, and confidence. The road ahead may have its challenges, but India is poised to grow, and together, we will shape a brighter, more glittering future.

GJEPC is proud to present its most ambitious edition yet, IIJS Premiere 2025. This landmark event reflects our deep commitment to nurture the growth of India’s gem and jewellery industry, both at home and on the global stage. Our vision remains steadfast: to create a dynamic, future-forward platform where manufacturers and retailers, from emerging designers to legacy enterprises, converge to build meaningful connections and drive long-term business success. This year, IIJS Premiere reaches a new pinnacle with 2,100 companies and 3,600 booths, including enhanced sections such as 250 colour gemstone booths, 313 Select Club stalls, and a record 415-booth IGJME machinery show. The scale of the show mirrors not just growth in design, but also the remarkable strides in technology that our industry continues to make. Every milestone reflects our pursuit of excellence.

Under the theme of “Brilliant Bharat,” this year we are celebrating India’s rich architectural legacy through a jewellery design contest exclusively for our exhibitors. Sustainability remains central, with the “One Earth” initiative reaching an impressive target of 4 lakh trees planted, advancing our carbon-neutrality goal by 2030-2032. Looking beyond India, we are excited to announce GJEPC’s debut show, SAJEX, set to be held in Jeddah, Saudi Arabia, this September. The curtain-raiser in early July in Riyadh and Jeddah generated strong interest from investors and stakeholders alike, pointing to the vast, untapped potential of Saudi Arabia’s growing jewellery sector. SAJEX 2025 is poised to become a vital springboard for Indian jewellers seeking to explore new frontiers and build trade partnerships in the Middle East.



SHAUNAK PARIKH  
Vice Chairman, GJEPC



NIRAV BHANSALI  
Convener, National Exhibitions Sub-Committee, GJEPC

As we count down to IIJS Premiere 2025, I am filled with pride and excitement to welcome you, dear members of the gem and jewellery fraternity, to what promises to be the largest and most impactful edition in our history. With 2,100+ exhibitors and a record-breaking 3,600 stalls across two world-class venues—Bombay Exhibition Centre and Jio World Convention Centre—this year’s show is a true celebration of scale, innovation, and excellence. Our core vision remains unchanged: to make business happen for the industry. And this year, we’ve pushed the boundaries further to create a complete ecosystem—one that enables every stakeholder, from MSMEs to global powerhouses, to connect, collaborate, and grow. From inspiring design showcases to rich knowledge sessions and powerful networking evenings, this edition has been thoughtfully curated to spark opportunity at every step. IIJS Premiere 2025 introduces several major enhancements. The Select Club has grown stronger than ever, offering premium engagement for elite buyers. The Gemstone Pavilion is at its largest scale to date—an unmissable destination for stone lovers. IGJME moves to the newly refurbished Hall 6 at Nesco, poised to become one of the world’s most

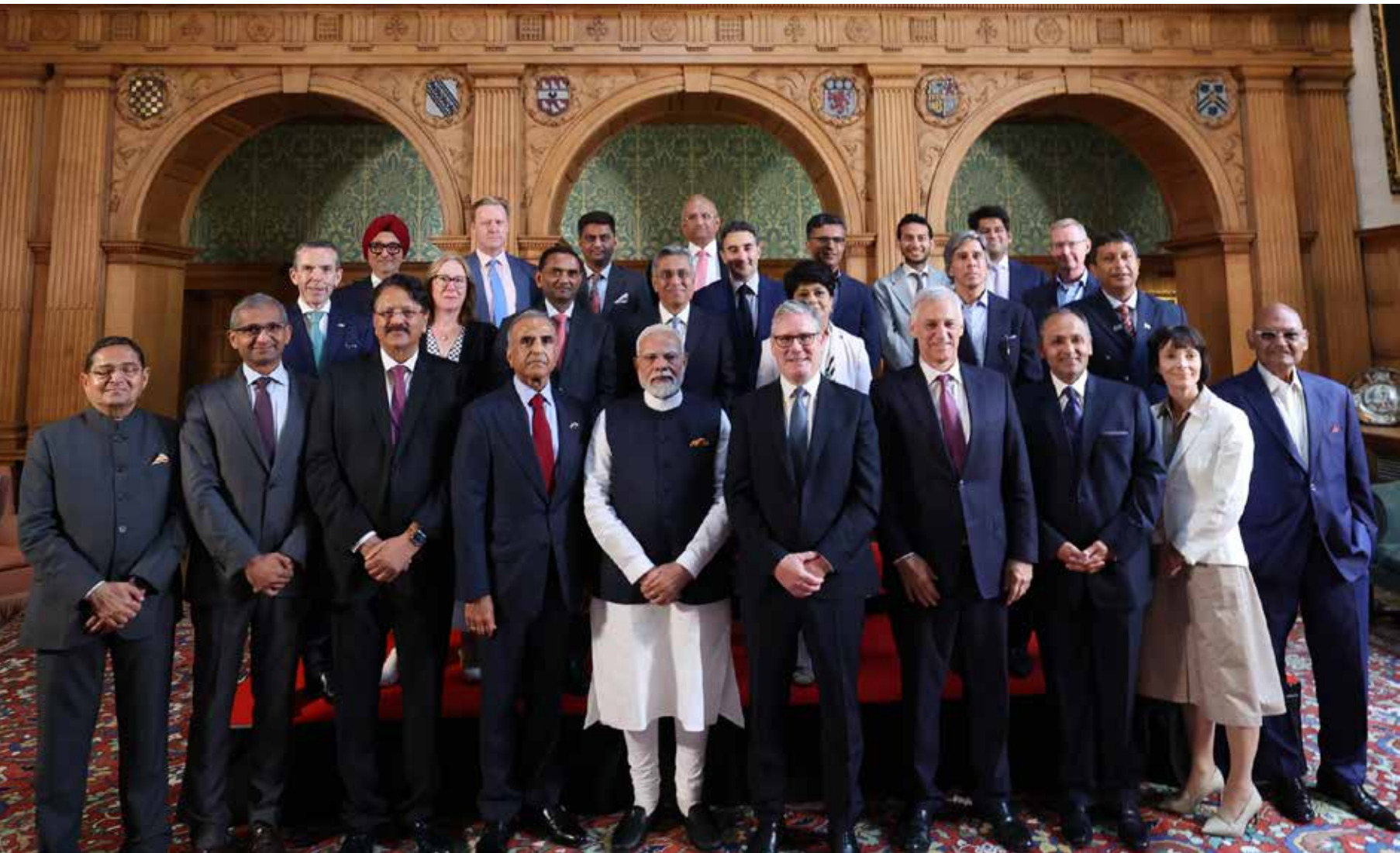
significant jewellery technology showcases. We are proud to launch the IIJS Promise—our formal commitment to delivering a world-class experience for all visitors and exhibitors. From 100% booth readiness on Day 1 to real-time troubleshooting, hygiene standards, efficient shuttle services, and overall operational excellence—every detail is designed so you can focus entirely on business. Sustainability continues to guide us. Under the One Earth initiative, we’ve already planted over 2.5 lakh trees, with another 1 to 1.5 lakh planned this year. We’re also: phasing out flex material; running the show on green renewable energy; and expanding recycling efforts. All this is aimed at making IIJS carbon-neutral within the next 5-8 years. Whether you’re here to discover new product lines, forge global connections, or gain insights through Innov8 Talks, this year’s IIJS promises more opportunities, more inspiration, and more momentum than ever before. IIJS Premiere isn’t just an exhibition—it’s where the heart of our industry beats the loudest. Let’s come together to make this a milestone moment. See you at the show!



**GLOBAL EYE**

# India & UK Ink ‘Gem of a Partnership’ as FTA Paves Way for \$6 Billion Gem & Jewellery Trade Boom

The signing of the India-UK Free Trade Agreement on 24th July 2025 marks a significant milestone in the economic ties between the two nations.



Hon'ble Prime Minister Shri Narendra Modi and UK Prime Minister Sir Keir Starmer signed the landmark India-UK Free Trade Agreement (FTA) on 24th July 2025 at Chequers, the official country residence of the British Prime Minister. Mr. Kirit Bhansali, Chairman, Gem & Jewellery Export Promotion Council (GJEPC), was present at the ceremony as part of a special 20-member business delegation led by Hon'ble PM to the UK.

The FTA is set to transform bilateral trade between the two nations, with nearly 99% of Indian exports gaining zero-duty access to the UK market. The pact is expected to significantly boost Indian gem exports across key sectors, especially plain gold and gemstone studded jewellery.

In 2024, India exported gems and jewellery worth \$941 million to the UK, while imports from there stood at \$2.7 billion, bringing bilateral trade in the sector to \$3.6 billion. Under the FTA, this trade is projected to nearly double, with

Indian gem & jewellery exports to the UK set to touch \$2.5 billion and bilateral trade in the sector expected to hit \$6 billion in two years' time.

The elimination of import tariffs will enhance the global competitiveness of 'Made in India' gems and jewellery, creating fresh opportunities for manufacturers, MSMEs, and creating jobs for skilled artisans across the country.

Speaking at the FTA signing ceremony, Hon'ble Prime Minister Shri Narendra Modi said, "Today marks a historic milestone in India-UK relations. After years of negotiations, we have successfully concluded the Comprehensive Economic and Trade Agreement (CETA). This agreement does not merely pave way for economic partnership, it is a blueprint for our shared prosperity. It provides better market access for Indian textiles, footwear, gems and jewellery, and engineering goods in the UK market. It will prove especially beneficial for India's youth, MSMEs, etc. People in both



countries will benefit, with greater access to high-quality products at competitive prices. This deal will promote ease of doing business, reduce operational costs, and build greater confidence among businesses. Moreover, the UK stands to gain from India's skilled talent pool. These agreements will not only boost investment but also create new jobs and deepen economic engagement between

our two nations."

Union Minister for Commerce and Industry, Mr. Piyush Goyal, conveyed profound gratitude to Prime Minister Shri Narendra Modi for his visionary leadership and resolute commitment, which have been instrumental in achieving this historic agreement. He stated: "This CETA marks a milestone in the trade relations between two major economies, setting an ambitious



GLOBAL EYE



PM Shri Narendra Modi. This landmark accord unlocks exciting new opportunities for the gem and jewellery sector. Currently, exports to the UK stand at \$941 million; with the duty concessions in place, this figure is poised to surge to \$2.5 billion within the next three years, elevating overall bilateral trade in our sector to an estimated \$6 billion.

“What is particularly encouraging is that recent FTAs—including this one—are being forged with key consumer markets across diverse sectors. The GJEPC has proactively collaborated with the Government to ensure that our industry receives the strategic focus and priority it truly deserves.

“It was both a matter of pride and honour to be part of the Prime Minister’s Indian business delegation and to present the book, ‘Gem of a Partnership’, to Hon’ble PM Shri Narendra Modi and UK PM Sir Keir Starmer. The book highlighted the immense potential of India-UK gem and jewellery trade. Additionally, it was a distinguished honour to showcase the exquisite ‘Indian Crafts Reimagined’ jewellery collection at the UK-India Reception. The collection beautifully represented iconic traditional arts such as filigree, Kashmiri architecture, Meenakari, enamelling, and Warli, embodying our Hon’ble PM’s inspiring ‘Design in India’ vision for the jewellery sector.”

GJEPC is actively working to support its members through this evolving trade landscape by hosting awareness sessions, webinars, and seminars led by international trade experts for ensuring that the industry maximises the long-term benefits of this India-UK partnership.



and balanced framework. It unlocks tariff-free access on 99% of Indian exports to the UK, covering nearly 100% of trade value- including labour-intensive sectors advancing the ‘Make in India’ initiative and setting the stage for bilateral trade to double by 2030. It includes ambitious commitments in goods and services, covering various sectors, while enhancing mobility for Indian professionals by simplifying access for contractual service providers, business visitors, and independent professionals. The innovative Double Contribution Convention will exempt Indian workers and their employers from UK social security contributions for three years, boosting competitiveness and earnings. This FTA will serve as a catalyst for inclusive growth, benefiting farmers, artisans, workers, MSMEs, startups, and innovators while safeguarding India’s core interests and accelerating our journey towards becoming a global economic powerhouse.”

Commenting on the landmark agreement, Mr. Kirit Bhansali, Chairman, GJEPC said, “It was an immense privilege to witness the historic signing of the India-UK Free Trade Agreement — a transformative milestone under the visionary leadership of Hon’ble





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**IIJS**  
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INDIA  
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JEWELLERY SHOW  
**2025**

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## IIJS PREVIEW

# IIJS Premiere: Built on Vision, Driven by Results

As IIJS Premiere 2025 approaches, Solitaire sits down with **Nirav Bhansali, Convener - National Exhibitions, GJEPC**, to discuss the overarching vision, key objectives, and exciting new initiatives for this highly anticipated edition.



**As we look towards IIJS Premiere 2025, what is the vision for this edition and what are the key objectives that GJEPC has in mind?**

The singular vision for IIJS has always been to “make business happen for the industry,” as our tagline suggests. Our objective is to provide a comprehensive platform for all manufacturers, from the smallest to the largest, and similarly, all retailers, to connect and collaborate seamlessly in one place. We strive to organise the show in the easiest possible way, focusing on the quality of retailers and the merchandise. Additionally, we offer insightful training and knowledge sessions like “Innov8 Talks” and networking evenings. It’s a beautiful place to conduct business, and this vision has evolved and grown over the years. This year, IIJS is set to be the biggest ever, with 2100 companies and 3600 stalls – we’ve never had so many booths before.

**Could you elaborate on the scale of this year’s show, particularly regarding different sections like colour gemstone, machinery, and the Select Club?**

This year marks several milestones. The colour gemstone section is our largest ever, featuring 250 booths. The Select Club, which we initiated to bring together fine and premium jewellers, has also expanded significantly to 313 booths. The machinery show, IGJME, is by far the biggest, with 415 booths. Looking ahead, our vision for the machinery show is quite ambitious. We aim to host the world’s largest machinery and



tech event, potentially as early as next year. This might be held a few days before or after IIJS, focusing not just on machines, but also on technology, software, artificial intelligence, machine learning, and AI-based digital solutions. We envision it as a hub where architects for stall design and curators for showcase counters will also be present, making it a one-stop destination for global machinery and technology needs.

**Regarding Innov8 Talks and the potential for a Santa Fe Symposium-like event, what are the plans?**

This year, as a pilot, Innov8 Talks will be held concurrently in the machinery hall, specifically in the brand-new Hall Number 6 at Nesco. We are creating an Innov8 pad

auditorium there for TED-talk style two to three sessions daily over five days. For the next edition, we plan to implement a grander vision, incorporating world pavilions (Italian, Spanish, German, Indian, Chinese) with corresponding culinary experiences. There will be multiple smaller auditoriums hosting sessions, demonstrations, and technology presentations. We are curating a diverse group of participants, with the aim to double the current 400 exhibitors to 800, making it the world’s largest machinery show.

**The Brilliant Bharat theme continues with the “Architecture of India” integration. How will this be incorporated into the show experience?**

Brilliant Bharat has been incredibly

successful in showcasing India’s diversity and offerings to the world, connecting effectively with both exhibitors and visitors. This year’s theme, “Architecture of India”, will be integrated throughout the show, from the entry gates and signboards to the booth layouts. You will see architectural elements highlighting our monuments, temples, and historical architectural achievements. We’ve also encouraged manufacturers to create jewellery based on this theme through a contest. We’ll have a gallery showcasing these pieces and a competition to announce winners in various categories. Our manufacturers are truly innovative, creating exotic products that we believe will be a highlight.



IIJS  
PREMIERE

INDIA  
INTERNATIONAL  
JEWELLERY SHOW

2025

30<sup>th</sup> July - 3<sup>rd</sup> August, 2025

Jio World Convention Centre- Mumbai

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## IIJS PREVIEW

### What logistical enhancements and exhibitor/visitor experience improvements can we expect this year?

This year, we are launching the “IIJS Promise”, a significant initiative focused on enhancing the overall experience beyond just business transactions. We’ve addressed pain points to ensure “ease of business”. While we are still finalising the precise commitments, key areas of focus include:

We aim for a seamless experience, with maximum waiting times of 10-15 minutes at peak hours, and 5 minutes otherwise. Shuttles between venues will run every 10 minutes. Bathrooms will be cleaned every 20 minutes, and cafeteria tables will be cleaned immediately after use. Any litter will be promptly removed. We also guarantee that every booth will be 100% ready before exhibitors enter the hall on the first day, eliminating any setup issues.

My team has given me their assurance on these commitments, and I’m announcing this for the first time. Our goal is for exhibitors and visitors to simply come, smile, and focus on their business in a good ambiance with good food, temperature, and cleanliness. We are working hard to deliver on these promises and will add more as we progress.

### Can you provide an update on the “One Earth” initiative and other sustainability efforts?

The “One Earth” initiative is performing exceptionally well and has even received recognition from the central government. We have already planted 2.5 lakh trees and expect to plant another 1-1.5 lakh this year, bringing the total to over 4 lakh trees. This initiative goes beyond just carbon neutrality; these trees provide fruits and vegetables to marginalised farmers for 20 years, generating substantial income.

Furthermore, the show will continue to run on green energy. We have eliminated flex banners, opting for digital displays everywhere, including booth design and advertising. We also prioritise recycling, particularly for the approximately 3 million water bottles consumed at each show. We’ve partnered with bottle manufacturers and recyclers to ensure all bottles are collected and reused, minimising environmental pollution. Our aim is to announce within a year a specific date by which IIJS will be completely carbon-neutral, possibly by 2030 or 2032. We are working with consultants to calculate our carbon footprint, including travel emissions, to achieve this goal through tree planting and other initiatives like rain harvesting, etc.



### What advice would you offer to new exhibitors and visitors, especially MSMEs and emerging designers, to maximise their experience at IIJS? Are there any GJEPC initiatives to support them?

This year, we’ve introduced smaller, more accessible marketing and digital marketing packages, including sponsorship opportunities, specifically designed for MSMEs, single-booth participants, and emerging designers to help them reach our audience. We also have dedicated, separately made stalls for young, budding designers, and we heavily promote this segment to visitors.

To help companies connect

with retailers, we offer various window display options such as backlit displays, stands, and TV screens where even smaller companies can showcase their designs and promotional material. Our networking evening, featuring singing sensation Sonu Nigam this year, provides excellent opportunities for connection and collaboration. Attendees can also benefit from Innov8 Talks and network with experts.

We provide a robust platform, facilitating connections with over 15 international delegations and 3000 international visitors who are easily identifiable on the floor plan. With India’s favourable e-commerce

policy, smaller companies can leverage websites and explore export opportunities. GJEPC provides hand-holding support and data. We encourage participation in initiatives like IJEX in Dubai, which has enabled companies to open offices there after gaining experience. Additionally, the InnovNXT seminar is an ideal venue for young entrepreneurs, CEOs, and family jewellers to network in a less busy environment than the main show.

### What is your personal message to the industry stakeholders eagerly awaiting IIJS Premiere, and what are you most excited about for this upcoming edition?

In today’s volatile world, with global uncertainties and challenging times for the Indian jewellery industry, IIJS stands out as a shining star. My message is one of optimism: prepare your best products, take full advantage of this platform, and I am confident that everything will begin to look positive and brighter once IIJS starts. We anticipate business worth 60,000 crores.

I am most excited about the sheer scale and the opportunities it presents. Do visit the machinery show and all pavilions across our two venues, Nesco and Jio World Convention Centre. The Select Club is substantial, and the machinery and silver sections are now in the new Hall 6 at Nesco. Encourage your production managers, designers, and operations heads to visit the machinery show’s 400+ booths. Start your day early, as there’s an hour’s difference between venues, allowing you to maximise your time. Make use of the pocket guide and online exhibitor details to pre-schedule appointments.

Finally, I strongly encourage everyone to explore SAJEX in Saudi Arabia. Despite current market saturation and dwindling growth in other regions, there’s a significant \$5 billion market where India currently has very little stake. Saudi Arabia is a fabled market with immense wealth, and GJEPC, with government and consulate support, can help you navigate it. At SAJEX we already have over 350 booths, a significant increase from the 70-odd booths in our previous IGJS Dubai show, demonstrating the growing interest in the market. We are committed to attracting top retailers from GCC, Northern Africa, Middle East, CIS region, Brazil, and Europe, ensuring a mix of Arab and non-Arab buyers. We are also taking delegations to Saudi Arabia and bringing Middle Eastern designers to India for collaboration and product development. Trust GJEPC; just as you’ve flourished with IIJS, you will flourish with SAJEX as well.



✧ ✧ ✧  
**IIJS**  
PREMIERE 2025  
INDIA  
INTERNATIONAL  
JEWELLERY SHOW

31<sup>st</sup> July (Thursday)  
to 4<sup>th</sup> August (Monday)

11AM - 8PM | NESCO

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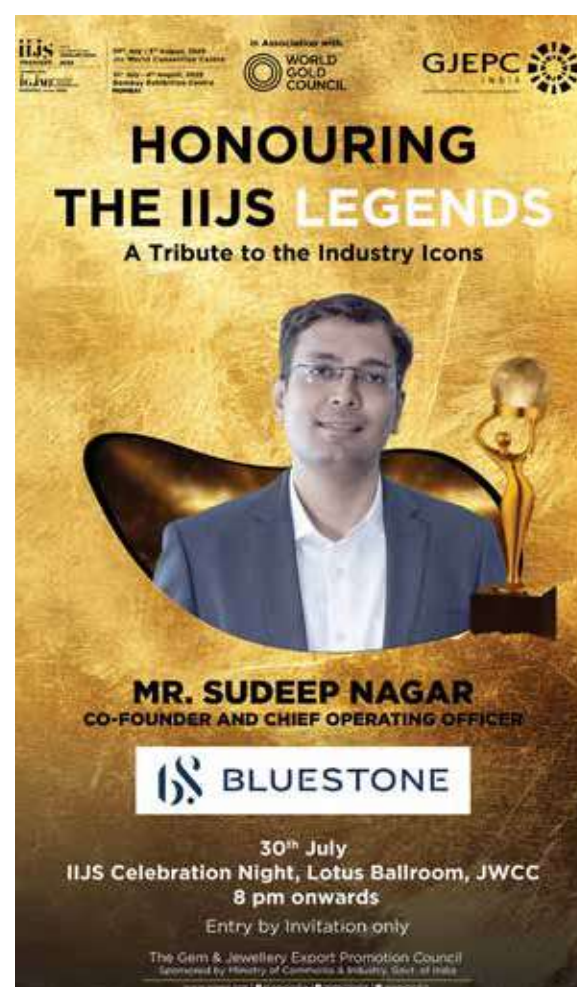
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Mumbai



## INDUSTRY LEGENDS

# GJEPC to Honour Industry Legends Who Shaped the Future of Indian Jewellery

In a special tribute to excellence, GJEPC will honour iconic figures from the gem and jewellery industry – visionaries who have carved a unique niche for themselves and set benchmarks through their lifelong contributions. These stalwarts are not just achievers but torchbearers, inspiring generations with their passion, leadership, and to craft and trade. These legends will be felicitated this evening during the Networking Event at JWCC.





IIJS INDIA  
30<sup>th</sup> July - 3<sup>rd</sup> August, 2025  
Jio World Convention Centre  
31<sup>st</sup> July - 4<sup>th</sup> August, 2025  
Bombay Exhibition Centre  
Mumbai

In Association with  
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**GJEPC** INDIA

# HONOURING THE IIJS LEGENDS

A Tribute to the Industry Icons



**MR. VIJAY KHANNA**  
DIRECTOR

**KHANNA JEWELLERS**  
SINCE 1953

30<sup>th</sup> July  
IIJS Celebration Night, Lotus Ballroom, JWCC  
8 pm onwards  
Entry by Invitation only

The Gem & Jewellery Export Promotion Council  
Sponsored by Ministry of Commerce & Industry, Govt. of India  
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**MR. ANIL TALWAR**  
MANAGING PARTNER

**TALWARSONS**  
SINCE 1948

30<sup>th</sup> July  
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**MR. ASHISH PETHE**  
PARTNER

**WAMAN HARI PETHE JEWELLERS**  
SINCE 1948

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**MR. KISHORKUMAR SHAH**  
DIRECTOR

**Chandukaka Saraf**  
Jewellers Loved Across Generations

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**MR. SIDDHARTH SHAH**  
DIRECTOR

**1827 Jewels**  
Chandukaka Saraf Jewels

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**MR. MITESH KHIMJI**  
DIRECTOR

**KHIMJI**  
SINCE 1948

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**MR. SUMEET KHIMJI**  
DIRECTOR

**KHIMJI**  
SINCE 1948

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**MR. KISHORE KUMAR JAIN**  
MANAGING DIRECTOR

**KHAZANA JEWELLERY**

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**MR. Ba. RAMESH**  
JOINT MANAGING DIRECTOR

**THANGAMMAL JEWELLERS LIMITED**

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**MR. PRINCESON JOSE**  
CHAIRMAN & MANAGING DIRECTOR

**PRINCE JEWELLERY**

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## IN FOCUS - GOLD

# WGC's Sachin Jain on the Future of India's Gold Market

As gold continues to capture the spotlight with its record-breaking run, India's affinity for the yellow metal remains as strong as ever, despite soaring prices. In this exclusive conversation, **Sachin Jain, Regional CEO, India, World Gold Council**, shares his views on how platforms like IIJS Premiere are shaping the future of India's gold ecosystem. He weighs in on evolving consumer behaviour, rural demand trends, and the path ahead—from digital gold to policy reforms—that could redefine India's gold narrative in the years to come.



Photo courtesy World Gold Council

**IIJS Premiere 2025 is expected to attract strong domestic and international participation. How do you view the role of the GJEPC's flagship B2B platform in influencing India's gold ecosystem and demand sentiments?**

IIJS has established itself as a top B2B platform for the global jewellery industry. It acts as a catalyst for growth in India's gold ecosystem by fostering collaboration, enhancing trade opportunities, and aligning the industry with global standards. Its ability to attract both top manufacturers from India and across many other countries, makes it immensely valuable to the Indian jewellery industry. India being the second largest consumer of gold, the platform reinforces its leadership in the global gold and jewellery market

by highlighting India's skilled craftsmanship, world-class manufacturing capabilities, and competitive pricing.

**With gold breaching the psychological mark of Rs. 1 lakh, how is the trade adapting to high prices in terms of product mix? Could price volatility affect demand sentiment in the coming quarters?**

This year marks an historic period for gold, with global prices increasing by 30% since January and reaching a record high of USD 3,500 per ounce. In India, gold prices have hit historic highs and gone beyond Rs 1 lakh per 10 grams, reinforcing the belief in the yellow metal. Despite external factors, gold jewellery retailers are well-stocked and optimistic

about favourable buying behaviour. With seasonal and wedding-related demand also influential, robust gold jewellery purchasing is expected this festive season.

**What's next in WGC's consumer outreach strategy beyond the 'You Are Gold' campaign?**

We are focusing on four pillars—Marketing, Visual Merchandising, Training, and Technology—to strengthen the gold industry and improve consumer engagement. We are exploring AI technologies to attract a younger audience and enhance the gold jewellery retail ecosystem. Our refreshed gold jewellery marketing campaign will be launched during the upcoming festive season.

**With the possibility of a normal**

**monsoon, do you see a revival in rural gold demand? What rural trends is the WGC tracking for 2025?**

A good monsoon boosts agricultural output, rural incomes, and consumer confidence, particularly during festivals and weddings when gold buying peaks. Better crop yields can increase disposable income and gold purchases, especially in rural areas where gold holds cultural significance and value. The jewellery industry remains cautiously optimistic.

**As digital gold gains traction and younger investors look for convenience and transparency, how is WGC helping the industry pivot to a more tech-savvy, Gen Z-inclusive future? What are the next big catalysts for investment-led demand in**



IN FOCUS - GOLD

**India?**  
We continue to build understanding of the use case and possibilities of gold through trusted research, analysis, commentary, and insights. Digital platforms offering gold-backed ETFs and similar products have seen significant inflows since past year, mainly driven by investor demand for convenience, transparency, and accessibility. AUM in Gold ETFs have seen a rise of 41% from December 2024 to May 2025.

**India’s gold market remains heavily regulated. What are your views on the need for progressive gold policy reforms around import duties, monetisation, etc. to unlock long-term growth?**

Current taxes on gold, including a 6% import duty and 3% GST, remain high and may incentivise illicit imports in the near future. Reducing these taxes and monetising investment gold could enhance gold’s role in India’s economy further. Policy reforms aimed at enhancing gold monetisation schemes and improving access to digital gold products could drive greater participation from younger investors and improve liquidity in the market. For instance, the government’s decision last July to reduce import duties on gold has had a significantly



Photo courtesy World Gold Council

positive impact on the industry. This move has helped reduce unofficial imports, stabilise official channels, and supported the domestic gold industry. The reduction in taxes on gold has led to a more organised and transparent industry, resulting in a stronger gold market. Gold smuggling has also reduced significantly since July 2024.

**You’ve projected India’s gold demand at 700-800 tonnes for 2025. What are the key assumptions behind this forecast?**

The projected numbers are based on a careful assessment of the current economic environment and Q1 data. We expect investment demand to continue gathering pace, driven by near-term stagflation risks, medium-term recession concerns, elevated stock-bond correlations, and ongoing geopolitical tensions.

**How are US President Donald Trump’s sweeping tariffs likely to affect the Indian gold industry?**  
While gold has not been directly

targeted by US tariffs, trade uncertainty has significantly impacted global trading behaviour and pricing patterns. For India, while tariff-related disruptions may create short-term volatility, their impact on India’s gold industry is likely to be temporary. Tariff-induced inflationary expectations globally could further elevate gold prices, which may dampen affordability and consumer demand in price-sensitive markets like India. As gold flows shift towards the US, there may be temporary constraints on the availability of refined gold in other markets, including India.

**Looking beyond 2025, what is your vision for India’s gold market by 2030, in terms of demand drivers, industry structure, and India’s strategic position in the global gold narrative?**

India’s gold market is well poised to remain integral to global gold industry, driven by many factors like cultural affinity, increase in digital adoption, and policy reforms aimed at reducing barriers to trade. By 2030, we envision India to further strengthen its position as a hub for gold innovation and manufacturing, leveraging its skilled workforce and technological advancements.



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09<sup>th</sup> - 11<sup>th</sup> APRIL 2026  
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Rs.50,000/- for 14 passes (Buy 10 Get 4 Free)	Rs.45,000/- for 14 passes (Buy 10 Get 4 Free)

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**Wednesday, 30<sup>th</sup> July**  
**Lotus Room, JWCC**





**IIJS TRENDS**

# Artsy Earrings

At IIJS Premiere, earrings and studs are turning heads with their sculptural elegance and unexpected details. Exhibitors are presenting everything from classic tapered forms to striking, unconventional shapes embellished with rare coloured gemstones and custom-cut diamonds. Rich hues—emerald greens, blush pinks, and ocean blues—collide in daring new ways, making each pair a miniature work of art. These pieces offer a fresh expression of personality and modern luxury.



The contemporary white gold earrings feature rows of diamonds softly embraced by purple sapphire motifs, adding a touch of refined contrast to the pair. **By Sanskriti Jewels**



The Art Deco-inspired ear pendants feature neat geometric motifs embellished with onyx, diamonds, spinels, and carved emeralds. **By Exquisite Fine Jewellery**



Mimicking nature, the dazzling semi-ear cuff linear dangles are adorned with a medley of fancy-cut white diamonds. **By Parth Fine Jewels**



IIJS TRENDS



The stylised parrot ear studs are articulated with natural rubies, polkis and white diamonds. **By Haritsons Designs Pvt. Ltd.**



These stylish, tapered earrings in white gold are adorned with tsavorites and bezel-set round diamonds and diamond-studded drop motifs. The ear posts feature doublets framed in delicate diamond halos, adding a soft contrast to the vibrant green. **by VAMA FINE JEWELS**



The tiered, stylised fan-shaped ear studs are saturated with white and yellow diamonds, with each design centred around an emerald. The earrings are fringed with large, drop-shaped yellow diamonds. **By Anan Jewels India**



IIJS TRENDS



The inverted white gold drop earrings are edged with round diamonds and shaded in a painterly mix of rubies, sapphires, and fancy blue diamonds. Each earring tapers to a marquise-cut white diamond at the tip, adding a final flicker of brilliance.  
**By INTERGEM EXPORTS**



These fun, fruity ear studs pair diamonds and pearls with rich red rubies, evoke the look of a sliced pomegranate—complete with shimmering septa and blood-red arils.  
**By ORIENTAL GEMCO**



The splendidous ear pendants with clean geometric lines call to mind the diffused moonlight against the night sky. The earrings are patterned with polkis and framed with diamonds and Prussian blue gems to add more drama. **By House of Sparsh**



IIJS TRENDS



These white gold chandelier earrings set with oval and cushion-cut tanzanites framed in white diamonds, are brought together in a sculptural, geometric silhouette. **By GDK Jewels**



The striking pair in 18-karat gold, is encrusted with diamonds, mother-of-pearl, and pear-cut emerald drops. **By AG Jewels**



These aren't broken hearts—they're windows for the light to shine through. Crafted in rose gold, the heart-shaped earrings are set with a square motif of baguette and round diamonds, catching the light from every angle. **By Kosha Fine Jewels**



FELICITATION

Jewellery Associations Across India to be Felicitated by GJEPC

Twenty-seven jewellery associations from across the country will be honoured during the Networking Nite at JWCC on the inaugural day of the 41st edition of IIJS Premiere. This recognition celebrates their longstanding commitment to furthering the interests of the gem and jewellery industry.

Sr. No.	Association Name
1	The Nashik Saraf Association
2	Dhule Sarafa Association
3	Bhartiya Swarnkar Sangh Jalgaon
4	Wai Saraf Suvarnkar Association
5	Ahmednagar Gold Jewellers Council
6	Jalna Sarafa Va Suvarnkar Association
7	Hupari Parisar Saraf Vyavasyik Sangh Hupari
8	Ratnagiri Saraf Suvarnkar Sanghatna
9	Aurangabad Saraf Association
10	Kolhapur Saraf Vyapari Sangh
11	Maharashtra Suwarnakar Sanastha Nagpur
12	Chandi Kharkhandar Association Hupari
13	Satara Saraf Association
14	Indian Bullion and Jewellers Association (IBJA)
15	All India Gem & Jewellery Domestic Council (GJC)
16	All Kerala Gold & Silver Merchants Association (AKGSMA)
17	Jewellery Manufacturers Association (JMA)
18	World Gold Council (I) Pvt. Ltd.
19	De Beers India Private Limited
20	Platinum Guild India Pvt. Ltd
21	Bengali Swarnashilpi Kalyan Sangh
22	Mumbai Wholesale Gold Jewellers Association (MWGJA)
23	Zaveri Bazaar Welfare Association (ZBWA)
24	Jewellery Youth Forum (JYF)
25	The Mumbai Diamond Manufacturers Association
26	Natural Diamond Council Limited
27	The Jewellery Machinery and Accessories (JMA) Forum



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## BUYER INSIGHT

# Aneesh H Kumarr on Tech, Tradition & Building Indriya

**ANEESH H KUMARR**, Head - New Product Development +(Design), Indriya - Aditya Birla Jewellery, in an exclusive interview with Solitaire International, shares his perspective with Solitaire International. While AI is undoubtedly reshaping the future of jewellery and enabling personalisation at scale, he firmly believes the artisan remains irreplaceable. He also highlights the significance of IIJS Premiere and looks forward to seeing how the industry responds with ingenuity and finesse—especially in lightweight gold jewellery. He says, “Our sourcing focus is on smart engineering and design innovation — think lightweight yet voluminous pieces crafted through hollow construction, 3D casting, and modular elements. Our sweet spot lies in festive designs priced between ₹40,000 and ₹1.2 lakhs. We’re also on the lookout for fusion pieces like polki-diamond hybrids, detachable necklaces, and regional crafts and artisanal gemstones that bring an unexpected touch of magic.”



### Can you briefly share your journey into the world of jewellery design and what led you to Indriya?

Jewellery has always been more than adornment to me—it’s an emotional language, intertwining identity, culture, heritage, memory, and tradition.

Creativity runs deep in my lineage. My grandfather was a painter and theatre artist, who hand-crafted theatre backdrops in our hometown. I vividly remember sitting beside him as a child, sketching deities from calendar posters—an early connection to visual storytelling that sparked my artistic curiosity.

With the encouragement of my family, I pursued formal training in Fine Arts and later specialised in Jewellery Design & Manufacturing Techniques at JDIT, Noida. It was there that my artistic instincts found their ideal canvas, where tradition, craftsmanship, and innovation intersected beautifully.

In the mid-stage of my career, I joined the TATA Group and spent over a decade at Titan, contributing to iconic brands such as Tanishq, Mia, and Zoya. During this time, I advanced to lead the New Product Introduction function, spearheading the design and development of collections that blended cultural depth with commercial success.

The past 19 years have been deeply enriching, spanning thousands of prototypes, fieldwork across India, and collaborations with both heritage artisans and global experts. I led product design and development teams through deep R&D, innovation, and storytelling.

My move to Indriya was more than a career transition—it was a calling. When the Aditya Birla Group approached me, the jewellery business was still in its incubation phase. The brand name hadn’t even been finalised. What inspired me was the rare opportunity to build something from the ground up—a brand with national ambition and a



regional soul.

I was empowered with a clean slate: to build the team, define the processes, and shape the creative vision backed by the immense trust of our Business Director. Today, as one of Indriya’s founding members, I look back with pride and forward with purpose. This is not just a role—it’s a legacy in the making.

### What drives your creative process when developing a new collection?

It begins with deep listening to culture, to consumers, and to craftsmanship.

Research is the key to our process. We immerse ourselves in diverse cultural contexts, be it temple architecture, folk traditions, regional bazaars, fashion weeks, or international

design expos. Inspiration can come from a forgotten folktale, a ceiling carving in a village temple, or a fleeting moment on a runway.

But design isn’t solitary, it’s collaborative. From there, it becomes an intensive co-creation journey. My team and I work closely with vendor partners, karigars, CAD artists, and design collaborators. I believe the most compelling collections don’t emerge from individual brilliance alone, but from collective synergy.

At its core, what drives me is the idea of resonance. A successful collection doesn’t just launch, it connects. It should evoke a feeling, tell a story, and mirror the aspirations of the wearer.

### As someone with multiple patents, which innovation are

### you personally most proud of?

Among the innovations we’ve created, one stands out for its simplicity and impact: a patented, design-agnostic, lightweight mechanism that ensures a necklace stays perfectly aligned maintaining its sparkle and poise. It’s subtle, invisible to the eye, yet dramatically enhances the user experience. That, to me, is meaningful innovation where design, function, and empathy converge.

Beyond patents, we continue to explore new ideas, and one initiative I deeply value is our modular bridal jewellery concept. We noticed that brides often invest in ornate pieces that are worn once and then locked away. In response, we developed transformable jewellery that transitions seamlessly from the wedding to the reception and even festive occasions.

This isn’t just about versatility, it’s about sustainability, emotional longevity, and ergonomic design.

For me, innovation isn’t about reinvention for novelty’s sake, it’s about solving real problems with elegance.

### How do you merge traditional Indian artistry with contemporary global trends in your designs?

My design philosophy is deeply rooted in India’s rich cultural heritage, yet it resonates with global sensibilities.

At Indriya, we honour the artistry of skilled craftsmen by blending age-old traditions with emerging trends to meet the aspirations of modern consumers. We actively champion regional craftsmanship to set our collections apart in a competitive industry.

Tradition and modernity are not opposites, they are collaborators. Our aim is to create jewellery that pays tribute to the past, reflects the present, and anticipates the future.

Through our Kaarigari Stories film series, we celebrate the



## BUYER INSIGHT



brilliance of Indian artisans while highlighting how their craft is evolving through contemporary narratives. For us, tradition and innovation are not in conflict, they are co-authors of what's to come.

### What role does sustainability or material innovation play in your product development process?

Sustainability is no longer a choice, it's a responsibility. At Indriya, we are committed to responsible sourcing, partnering with vendors who provide traceable, ethically sourced gold and conflict-free diamonds. We are also exploring capsule collections in recycled gold, as well as eco-friendly enamels and alternatives to traditional gemstones. Our design philosophy aligns with mindful luxury, creating versatile, modular pieces that reduce wardrobe redundancies and encourage reuse across occasions. We've also integrated digital prototyping in our R&D processes, significantly minimising material waste in

early stages. Moreover, we promote additive manufacturing techniques, which drastically reduce gold wastage compared to traditional subtractive processes. Sustainability, for us, extends beyond materials, it's embedded in our design thinking, production choices, and long-term brand vision.

### How do you strike a balance between design vision and commercial viability?

That, to me, is the essence of successful product development. Design without market relevance becomes art; commerce without creativity becomes transactional. The sweet spot lies in marrying aspiration with analytics. We begin every collection with uninhibited ideation, no filters. Then, through a data-informed lens, we evaluate design directions using price point analysis, sell-through history, regional preferences, and

competitive benchmarks. We ask tough questions: Does this piece offer value at its price point? Does it reflect regional aesthetics? Is it ergonomically sound? I often tell my team, dream fearlessly, but anchor your execution in empathy and insight. When a product delights the eye, sits comfortably on the body, and moves off the shelf, you've found that elusive sweet spot.

### What are you most looking forward to at IIJS Premiere this year—in terms of trends, collaborations, or inspiration?

IIJS Premiere is where India's jewellery ecosystem renews itself. This year, I'm excited about the energy young artisans and second-gen entrepreneurs are bringing, especially in categories like lightweight bridal, occasion wear, and convertible jewellery. There's a growing demand for versatility, value, and emotional resonance. I'm also keen to explore the

convergence of jewellery with technology—Augmented Reality, textile craft, digital twins, and even AI-influenced aesthetics. The blurring of these boundaries is where the next big ideas will emerge.

With gold prices at historic highs, lightweight engineering and material efficiency are no longer optional—they're strategic necessities. I'm keen to see how the industry responds with ingenuity and finesse.

For me, IIJS isn't just about what's on display, it's about the future being imagined in real time.

### Tell us more about tech disruption and how it will impact the jewellery industry.

We're at the cusp of a technological renaissance in the Indian jewellery industry. From AI-driven product planning to virtual try-ons using augmented reality, technology is transforming how consumers discover, experience, and personalise jewellery. At Indriya, we recently launched an AI-powered bridal campaign where customers could virtually star in our brand film, originally featuring Aditi Rao Hydari. It wasn't just marketing; it was emotional engagement at scale. Blockchain is another game-changer. Platforms like Tracr are enabling end-to-end diamond traceability, building trust and transparency for today's conscious consumer.

AI-powered customisation is also unlocking hyper-personalisation at scale. But here's what I truly believe: technology will never replace the artisan; it will empower them. By enhancing precision, storytelling, and scalability, it amplifies the human touch.

The future of jewellery will belong to those who can harmonise code with craft, where algorithms and artistry co-create the extraordinary.

## Trend directions by Indriya's Aneesh Kumarr

- **In gold**, there's a beautiful blend of heritage and modernity taking shape. Bridal jewellery continues to honour regional traditions — from Lakshmi, peacock and mango malas in the South to kundan polki florals in the North. But now, these classics are being reimagined with lighter, modular constructions

making them more versatile for today's bride.

- **In daily wear**, the mood is soft yet expressive. With nature-inspired motifs, celestial symbols, spiritual engravings and stackable forms across regions, we are seeing enamel accents, matte textures, and multifunctional silhouettes, especially among the younger consumers. There

is a subtle shift towards meaningful pieces rooted in regional craftsmanship like nakshi, meenakari and geometric filigree.

- **In diamonds**, there is a definite move towards personalisation and modularity, especially in bridal and high-end collections where convertible sets, layering, and non-traditional

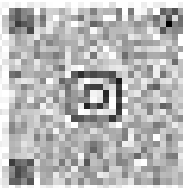
shapes are trending. Baguettes, pears, marquise and illusion-setting are being paired with natural gemstones like emeralds, rubies, and sapphires. For bold contrast in daily wear, we are embracing micro setting, high polish finishes for clean and modern silhouettes.



This is not a catalogue.  
It's a conversation starter.



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## SCHEDULE FOR JIO CONVENTION CENTRE (JWCC)

DATE	TIME	SPEAKER NAME	TOPIC
30 <sup>th</sup> July 2025	14:00 - 15:00	<b>Mr. Peter Karakchiev</b> , Head of International Relations Department, ALROSA	Carbon Nuetrality of natural diamonds - from myth to fact
30 <sup>th</sup> July 2025	15:00 - 16:00	Presentation brought to you by GIA (Gemological Institute of America)	Building Consumer Confidence in Gems & Jewellery
30 <sup>th</sup> July 2025	16:00 - 17:00	<b>Mr. Ashish Sakhardande</b> , Head - IJEX	Unlocking New Horizons: Building and Scaling Your Jewellery Business in the Middle East through IJEX
31 <sup>st</sup> July 2025	11:00 - 12:00	<b>Mrs. Neha Raman</b> Manager, Exim Bank <b>Mrs. Jhanwi Singh</b> Chief Manager , Exim Bank	Explore the Future of India's Jewellery Clusters with EXIM Bank and GJEPC
31 <sup>st</sup> July 2025	12:00 - 13:00	<b>Mr. Amit N. Sidhpura</b> Instructor & <b>Mr. Bhavin Patel</b> Instructor IGI (International Gemological Institute)	Science Beyond the 4c's - The Sparkle that Matters.
31 <sup>st</sup> July 2025	13:00 - 14:00	<b>Mr. Diyaan Shah</b> CEO & <b>Dr. Jeet Desai</b> CTO, Doit Designs India	Empowering Innovation and Growth Across the Jewelry Industry — From the Creative Desk to the Global Marketplace.
31 <sup>st</sup> July 2025	15:00 - 16:00	<b>Ms. Revathi Kant</b> , Chief Design Officer, Titan Company Ltd; <b>Mr. Biren Vaidya</b> , MD & Creative Soul, Rose Group of Companies. <b>Mr. Ketan Chokshi</b> , Co - Owner, Naryan Jewellers <b>Mr. Abhishek Raniwala</b> , Managing Director, Raniwala jewellers  <b>Moderator</b> : <b>Mr. Anil Prabhakar</b> Salesman turned storyteller	Crafted in India: The New Language of Global Luxury
31 <sup>st</sup> July 2025	16:00 - 17:00	<b>Mr. Supreme Kothari</b> PARTNER - TAX, ELP - Economic Laws Practice	US Reciprocal Tariff: Impact Analysis and the Road Ahead
1 <sup>st</sup> August 2025	14:00 - 15:00	<b>Mr. Amit Patihari</b> Managing Director, De Beers India & Forevermark India, INDRA	Project Indra: Igniting Diamond Aspirations in India's Tier 2 & 3 Cities
1 <sup>st</sup> August 2025	15:00 - 16:00	<b>Mr. Mrugesh Soni</b> CEO, LoopClosers.Ai	Automating end to end customer life cycle with AI
1 <sup>st</sup> August 2025	16:00 - 17:00	<b>Mr. Jay Rao</b> Founder and CEO, KYC Hub <b>Ms. Farnoush Mirmoeini</b> Founder and Chief Product Officer, KYC Hub	Navigating the New Era of AML: Protecting Your Jewellery Business from Financial Crime and Building Global Trust
1 <sup>st</sup> August 2025	17:00 - 17:15		Business Of Jewellery-BOJ Debut issue Unveiling Ceremony
2 <sup>nd</sup> August 2025	12:00 - 14:00	<b>Mr. Guido Persico</b> Jewellery Designer-Italy	Jewellery Designing & Sketching in sync with Technology
2 <sup>nd</sup> August 2025	14:00 - 15:00	<b>Mr. Sanjay Jain</b> Director, Manoj Ornaments	VALU-EK UMEED KA SAFAR - From a small village in Rajasthan to a Global Empire.
2 <sup>nd</sup> August 2025	15:00 - 16:00	<b>Mr. Mihir Ajit Shah</b> Consultant, Advisor & Trainer in International Business, Universal Connections	Understanding the Setup of an Export Business
2 <sup>nd</sup> August 2025	16:00 - 17:00	<b>Nirupa Bhatt</b> CEO IIGJ LAB <b>Sanjay Jaiswal</b> Managing director Goldi's Golden Carat Pvt. Ltd. <b>Shashi Sinha</b> CEO Inter Public Group Media Brands <b>Rahul Desai</b> Managing Director International Institute of Gemology <b>Amit Pratihari</b> Managing Director, India De Beers  <b>Moderator:</b> <b>Mr. Subbu</b> Editor, The New Jeweller Intl Media Group	Advertising, Branding and Communications: Changing Trajectory in the New Age.





## SCHEDULE FOR BOMBAY EXHIBITION CENTRE (BEC)

DATE	TIME	SPEAKER	TOPIC
31 <sup>st</sup> July 2025	14:00 - 15:00	<b>Mr. Amit Patihari</b> Managing Director, De Beers India & Forevermark India	Project Indra: Igniting Diamond Aspirations in India's Tier 2 & 3 Cities
31 <sup>st</sup> July 2025	15:00 - 16:00	Presentation brought to you by GIA (Gemological Institute of America)	Building Consumer Confidence in Gems & Jewellery
31 <sup>st</sup> July 2025	16:00 - 17.30	<b>Ms. Laura Inghirami</b> Professor, Journalist, Entrepreneur, Consultant Donna Jewel	The Art of Italian Jewelry: Communicating beauty and Identity in Global Jewelry Design
1 <sup>st</sup> August 2025	12:00 - 13:00	<b>Mr. Diyaan Shah</b> CEO & <b>Dr. Jeet Desai</b> CTO Dolt Designs India	Empowering Innovation and Growth Across the Jewelry Industry – From the Creative Desk to the Global Marketplace.
1 <sup>st</sup> August 2025	14:00 - 16:00	<b>Mr. Tejas Mehta</b> Founder, Ausper	Project Jewelstart, GJEPC Startup Ecosystem
1 <sup>st</sup> August 2025	16:00 - 17:00	<b>Ms. Prernaa Makhariaa</b> Jewellery Networking <b>Mr. Praveen Prakash</b> Enlight Studios <b>Mr. Mit Mehta</b> Director, Mehta Tools	Social Media Content Creation & Jewellery Photography
1 <sup>st</sup> August 2025	17:00 - 18:00	<b>Under Innov Global</b>	Shaping the Future of Jewellery Trade: India & Middle East Synergies
2 <sup>nd</sup> August 2025	12:00 - 13:00	<b>Mr. Rakesh Kumar Bhan</b> Managing Director, India and Middle East, Fischer Measurements Technologies	Advancements in non-destructive, reliable and fast analysis of precious metals and other impurities
2 <sup>nd</sup> August 2025	13:00 - 14:00	<b>Mr. Dhanesh Dodia</b> CEO @ ThreatWatch360 & CTO @ Indian Cyber Intelligence	Secure your digital brand identity from scams, fraud & data leaks.
2 <sup>nd</sup> August 2025	14:00 - 15:00	<b>Mr. Percy Master</b> National Head - Sales & Marketing, Physical security Products, Institutional & Retail Security Solutions, Godrej Enterprises Group	Securing Your Store: New-Age Tech for Theft Prevention & Surveillance
2 <sup>nd</sup> August 2025	15:00 - 16:00	<b>Mr. Aneesh H Kumarr</b> Head-New Product Development, "INDRIYA" Aditiya Birla Jewellery	New Product Design Development: The Core Engine Driving Jewellery Business
2 <sup>nd</sup> August 2025	16:00 - 17.00	<b>Mr. Kiran Shinde</b> CEO, PMJ Jewellers <b>Mr. Mitesh Khimiji</b> MD, Khimiji <b>Mr. Mihir Shah</b> N Gopadas <b>Mr. Nirav Bhansali</b> CEO of Prism Jewellery and Convenor of National Exhibitions at GJEPC <b>Mr. Gaurav Bawa</b> Retail Strategist, Business coach, and founder of RetailGro	From Fingertips to Footfalls - Reimagining Jewelry Sales Using AI
2 <sup>nd</sup> August 2025	17:30 - 20:00	<b>Mr. Shekhar Bhandari</b> President & Business Head of SME Banking, Kotak Mahindra Bank	Gold Outlook 2025
3 <sup>rd</sup> August 2025	12:00 - 13:00	<b>Supriyo Bhattacharjee</b> - General Manager, IFSCA <b>Shivanshu Mehta</b> - Head Bullion, MCX <b>Dileep Narayan</b> - Head Bullion, Malabar Gold and Diamonds Limited,  Moderator - Maulik R Shah, Co-founder & CEO, Almus Risk Consulting	Gold Hedging : Solutions for Jewellery Manufactures and Retailers
3 <sup>rd</sup> August 2025	14:00 - 15:00	<b>Mr. Ashish Sakhardande</b> Head - IJEX	Unlocking New Horizons: Building and Scaling Your Jewellery Business in the Middle East through IJEX
3 <sup>rd</sup> August 2025	15:00 - 16:00	<b>Mr. Mihir Ajit Shah</b> Consultant, Advisor & Trainer in International Business	Understanding the Setup of an Export Business



symposium

TALKS

SCHEDULE FOR BOMBAY EXHIBITION CENTRE (BEC)

HALL 6

DATE	TIME	SPEAKER NAME	TOPICS
31 <sup>st</sup> July 2025	02:00 PM - 03:00 PM	Mr. Davide Zerbini Managing Director, Morelato & Sector - Hongkong	Inaugration of IGJME
31 <sup>st</sup> July 2025	4:00 PM - 5:00 PM	Mr. Siddarth Sanghvi Managing Director Cascade Star Mr. Karan Bothra Director Whitefire Diamonds India Pvt. Ltd Mr. Thirupathi Rajan Managing Director GoldSmith Academy Pvt Ltd. Mr. Ashish Kotawala Managing Director GDK Pvt Ltd Mr. Subbu Editor The New Jeweller Intl Media Group  Moderator Nirupa Bhatt CEO, IIGJ LAB	India Jewellery Designers & Artisans Forum: The Road Ahead
1 <sup>st</sup> Aug 2025	12:00 PM - 12:15 PM	GJEPC - Mega CFC & HRD	Collaboration & Signing Ceremony
1 <sup>st</sup> Aug 2025	12:15 PM - 01:00PM	Mr. Tom Neys Global Marketing, Sales & Education Director - HRD Antwerp Mr. Ramakant Mitkar Managing Director - India- HRD Antwerp	European Jewellery Certification for India: Trusted Standards for a Complex Market
1 <sup>st</sup> Aug 2025	2:00 PM - 3:00 PM	Mr. Rakesh Kumar Bhan Managing Director - India and Middle East, Fischer Measurement Technologies (India) Private Limited & Fischer Instruments Middle East FZCO, Dubai	Advancements in non-destructive, reli- able and fast analysis of precious met- als and other impurities
1 <sup>st</sup> Aug 2025	3:00 PM - 4:00 PM	Dr . Mhatre Managing Director Surface Modification Technologies Pvt. Ltd.	PVD Coating Technology in Jewellery Manufacturing: India's Readiness,Com- mercial Trends & Future Potential
1 <sup>st</sup> Aug 2025	4:00 PM - 5:00 PM	Mr. Tanish Mehta Founder & CEO - Skizy.ai	AI in Jewellery: Implementation and Adaptation
1 <sup>st</sup> Aug 2025	5:00 PM - 6:00 PM	Mr. Chintan Mehta Partner, Technology Enablement, KPMG	ERP for Manufacturing
2 <sup>nd</sup> Aug 2025	12:00 PM - 01:00 PM	Mr. Soran Jota Director OTEC - Germany	Enhancing Jewellery Excellence, The Critical Role of Mechanical Polishing & Finishing Technology
2 <sup>nd</sup> Aug 2025	02:00 PM - 03:00 PM	Mr. Oriol CollelIdemont Gemvision Product Director	Advance CAD skills workshop- Matrix- Gold
2 <sup>nd</sup> Aug 2025	3:00 PM - 4:00 PM	Mr. Davide Zerbini Morelato & Sector - Hongkong	Opportunity & Challenges for European Retailers Sourcing from India
2 <sup>nd</sup> Aug 2025	5:00 PM - 6:00 PM	Mr. Chintan Mehta - Partner, Technology Enablement with KPMG.	ERP for Manufacturing
3 <sup>rd</sup> Aug 2025	12:00 PM - 01:00 PM	Mr. Debasish Bhattacharjee Precious Metal Metallurgy	Precious Metal Recovery from Process effluent
3 <sup>rd</sup> Aug 2025	2:00 PM - 3:00 PM	Ms. Anie CEO Jooltool Works - USA	Live Demonstration on Jooltool Polish- ing System- for jewellery application such as grinding, lapping, scratch re- moval & polishing.
3 <sup>rd</sup> Aug 2025	3:00 PM - 5:00 PM	Mr. Guido Persico, Jewellery Designer-Italy	Jewellery Designing & Sketching in sync with Technology



# WHAT'S NEW

## Diamond Dreams

**Anan Jewels India**, a leading diamond jewellery manufacturer, specialises in fancy-shape and natural fancy colour diamond jewellery. Their vast inventory veers towards classic designs with a modern twist. At IIJS 2025, they are showcasing a stunning line-up of attention-grabbing diamond jewellery for bridal and occasion wear. Inspired by women from various walks of life, their designs are a bold homage to the feminine spirit. Their offerings include C-shaped earrings outfitted with fancy colour diamonds in varying hues, drop dangles that take a cue from butterfly wings, Art Deco-inspired striking linear earrings, bridal necklaces festooned with fancy-shaped diamonds, and more.



## Couture at its Best

**Anand Ranawat by Dhanrupji Devaji Co.** takes pride in showing off their unique couture creations at IIJS Premiere 2025. Diamonds and vivid gemstones set in gold bring their artistic vision to life. The pieces have a deliberate sculptural, playful element to them elevating each piece to be a signature statement in itself. Inspired by floral elements, foliage, fauna, cosmic elements and architectural works, the jewels beautifully balance form and function. The meticulous craftsmanship and high-quality gemstones amplify the beauty of each piece. Don't miss out on their exquisite range of rings, earrings, necklaces and more.



# WHAT'S NEW

## Noteworthy Necklaces

With gemstones riding high in demand, **Anand Shah** amalgamates the vibrancy of coloured gemstones with the understated elegance of gold. Perennially blooming flowers, buds and foliage are deftly crafted in 22-karat gold and woven into necklaces, bracelets, earrings and rings. Gemstones in hues of pink, blue, yellow and purple add a luminous glow to the designs. Shah plays with necklace shapes to offer truly unique pieces for the discerning eye. In true Anand Shah-style, the designer has rendered a peacock with all its plumage in gemstones and is carefully suspended from gold woven hasli. In another chromatic composition, gold buds and blossoms gently sit on one side of the V-shaped necklace while the entire piece is fringed with gemstones. A gold choker juxtaposes an elongated u-shaped pendant offering the look of a longer necklace. All his designs deserve a closer look.



## Gem-laden Masterpieces

**Gem Plaza's** deft use of high-quality gemstones and its meticulous placement in jewellery ensure that each piece is enticing and drool worthy. Their latest line-up includes a stunning collection of necklaces, bracelets, earrings and rings bedecked with diamonds, emeralds, rubies, tanzanite and other gems. The designs are driven by innovation and functionality and are handcrafted to perfection. From dainty pieces that can be flaunted every day to statement jewels that you just can't get your eyes off—the brand has it all. The contemporary jewels have an element of freshness and delight, ensuring that the pieces will be cherished for a long time.







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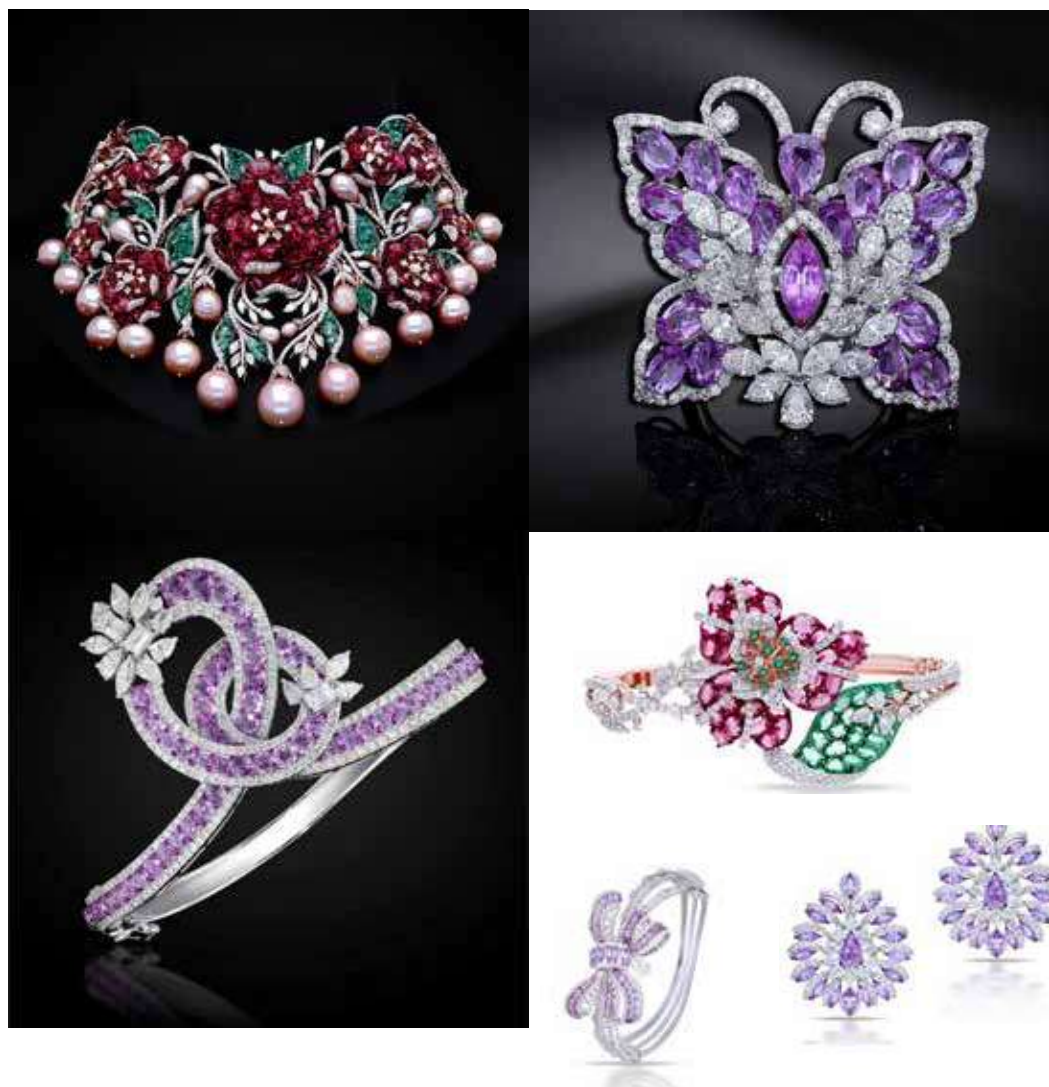
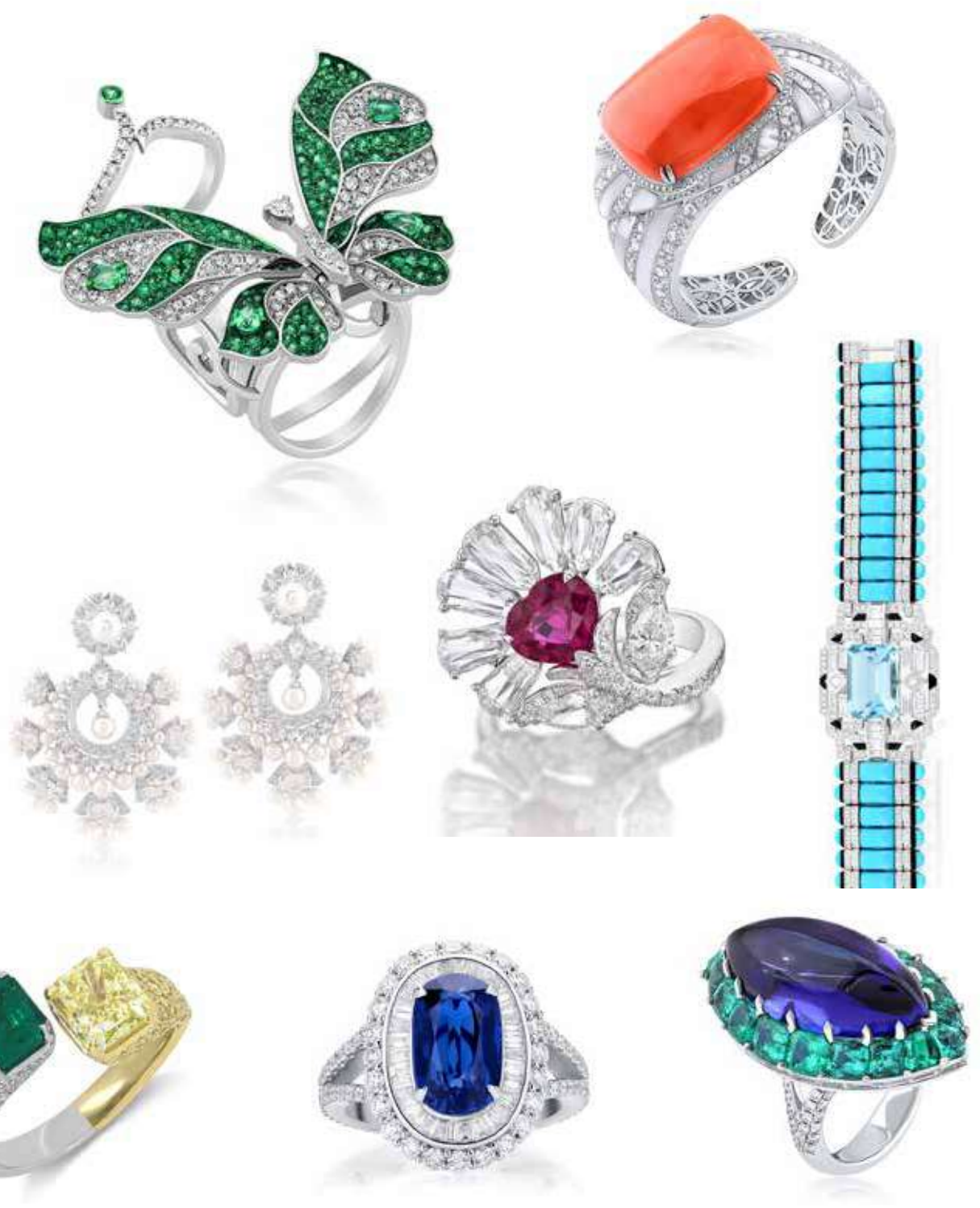
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## WHAT'S NEW

# Power-packed Jewels

**Oriental Gemco** specialises in creating exotic, one-of-a-kind designs that are adored by one and all. Harnessing their decades of experience in gemstones, the company uses the finest stones to craft spectacular jewellery. Right from cutting the gemstone to designing and manufacturing the jewels, everything is done in-house ensuring high quality jewels that pack a punch. The oval tanzanite cabochon ring fringed by square-cut emeralds is a case in point. The cushion-cut morganite framed by pave-set diamonds and set on a sculptural coral enamel band also makes for a bold statement. The Art Deco-inspired cuff bracelet festooned with diamonds, turquoise and aquamarine is another sure-shut head turner.



## Floral Serenade

**Sanskriti Jewels** surpasses itself every year with exquisite thematic collections for their jewellery. Expect to find visually striking jewels that take a cue from nature, architecture, paintings and more. Tourmaline slices are magically woven into life-like flowers in bloom that dominate the neckpiece fringed by Keshi pearls. In another collection, alluring flowers from ceramic-coated wires add a futuristic edge to the diamond and gemstone jewels. They also have a collection of diamond-studded jewels that bring out the beauty of purple sapphires. The lines dazzle with imaginative flair, striking a balance between the personal and the statement-making.



# WHAT'S NEW

## Pastel Serenade

**Haritsons Designs Pvt. Ltd.** is known for its impeccably handcrafted, unique designs. Just as with every other IIJS, they have introduced a spellbinding new line. Encrusted with emeralds and gemstones in hues of pink and yellow, the collection exudes a fresh and elegant feel to it. Inspired by Jaipur's age-old jadau jewels including those that have found their way to museums across the world, the new collection encompasses bridal and occasion wear pieces. Highlights include a tourmaline-studded fringe choker, drop earrings inspired by celestial objects, and contemporary kundan necklaces that make one feel like a princess.



## Sparkling Delights

**Kosha Fine Jewels** has found a niche in crafting lightweight and trendy diamond creations that are high on design sensibility. This year they are presenting diamond jewels set in rose gold that offer a bolder look. Specialists in channel, illusion and micro pave settings, they intentionally use minimal metal to let the diamonds take centre stage in the jewellery. The designs are crafted keeping the specific needs and preferences of millennials and Gen Z in mind, ensuring that each piece looks stunning and unique. Some take on more fluid shapes while others are inspired by geometric elements. Flaunt these jewels on a daily basis to let your fashion quotient soar high.





MAHIKRISH JEWEL LLP



## DETAILS THAT WHISPER TRADITION

JIO P-27F

Utsav Modi - 7698198772

Tejas Shah - 9820918953

Mehul Modi - 9924060885

Vipul Kukadia - 9820024466

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MACHINERY EXPO  
PREMIERE, Mumbai 2025

30<sup>th</sup> July - 3<sup>rd</sup> August, 2025  
Jio World Convention Centre  
31<sup>st</sup> July - 4<sup>th</sup> August, 2025  
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**Contact:**

**JWCC:**  
Shivang Chaturvedi: +91 8657907441  
shivang.chaturvedi@gjepcindia.com

**BEC:**  
Pooja Andhe: +91 9892222846  
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