

SHOWDAILY DAY 5

3rd AUGUST 2025

COVER STORY

Mega Buying at the Mega Show!

IIJS Premiere 2025 exceeded all expectations — buzzing aisles, packed booths, and deals flying off the table! IIJS Premiere delivers big! The packed aisles at NESCO and JWCC were proof enough that the orders were being placed briskly across all categories. The first two days of the event itself drew 25000 unique footfalls at the shows!

Diamond Surge

A senior spokesperson from **KP Sanghvi** informed that there was a flood of orders for all the categories. Their booth was well organized as per the region-specific preferences. The Padma collection in diamonds was popular in the southern region, while their Art Deco diamond line was favoured across all regions. Platinum jewellery was picking up well and their high-end special collection with custom-cut baguettes was attracting huge demand. Super



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IIJS Premiere, 31st July to 4th August 2025, Hall 4, Booth #4S 481A

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COVER STORY



S K Seth Jewellers

The 400 gram gold necklace featuring a pendant of Goddess Laxmi is decorated with peacocks, using filigree and nakash work. It took 2.5 months to handcraft the grand necklace.

light Playing Cards and Open My Heart collections stippled with diamonds received many orders.

Priority's Aditi Sanghani informed that among their many new collections their adjustable slim line chokers with dainty diamonds were a hit! Station chains are trending these days. But the ones at Priority were different. The

charms in each single line necklace could be adjusted – they could be bunched up or separated across the necklace – depending on the neckline of the outfit.

Pratik Shah, Owner, Vero Stella Jewels, was exuberant because of the amazing response at the show. "Due to the festive and wedding season, we are seeing a remarkable



Sphere

A geometric gold ring upholding a diamond-studded orb.

number of orders being booked for our high-end bridal and couture jewellery – all set with top quality diamonds", added Shah. "We take pride in our diamond quality as a large number of our buyers are from the southern region." Jewellery with up to 5 carats in total diamond weight was especially popular.

Anand Kulthia, Owner, Kulthia Jewel, Buying patterns today are gravitating towards smart, wearable luxury. Pieces in the 5gm-20 gram range are seeing strong traction. Price points between Rs.75,000 to 2.5 lakhs remain the sweet spot, striking the right balance between aspiration and affordability.

Gold Sparkles

Deepak Seth, Partner, S K Seth Jewellers, informed that they had planned not to reduce the gold weight of their bridal jewellery collections – a USP of the company. "We

were confident that with the upcoming wedding season, buyers would opt for heavier pieces, and we were proven right! All our pieces have been booked. In fact, these days, buyers want instant delivery after the show. So, already our two 1000-gram wedding sets, which are on display, have received confirmed bookings. The display piece, the 400-gram Laxmi necklace, has received four orders – that will take us a minimum of six months to complete. It's been a super successful show for us."

Vikram Jain, Co-Founder & CEO, Kanakratna Group,

After almost three dull months for B2B jewellery industry, buying has exploded! Retailers are looking for light weight jewellery ranging from 2 grams to 25 grams in gold.

Also, as one of the pioneers of the 18-karat gold range, we have seen overall growth in this line, especially after the gold price rise. Buyers are optimistic about the upcoming festive and wedding season as they believe that consumers will adapt to the Rs. 1 lakh per 10 gram price. Overall, our experience as an exhibitor has been fantastic!"

Amit Soni, Founder, KIK Jewels, "This year at IIJS Premiere 2025, KIK Jewels saw strong interest in lightweight, high-finish designer jewellery with innovative usability. Many buyers, especially from retail-focused regions, are actively looking to shift some 22-karat traditional designs to lower purities like 18-karat to meet evolving consumer budgets. Our bestsellers included multi-functional bridal jewellery—necklaces that can be converted from heavy to light weight wear, rings that transform into pendants. Jewellery studded with gemstones and semiprecious embellishments are also in demand. In terms of weight and pricing, bridal jewellery sold best in the 70-100 gm range, priced up to Rs.10 lakhs, while regular-wear pieces had a sweet spot around Rs.2 lakh. Retailers are clearly prioritising both design uniqueness and commercial viability. Buyers were not just purchasing inventory—they were seeking solutions that will work in their market.

Harshal Urmanla, Managing Director, Samyak Lifestyles Pvt. Ltd., noted that 18-karat men's collection was in demand. "Seeing such high demand at the show boosts our morale. We have achieved a new benchmark in reducing the weight of our 22-karat bracelet range by 50%."





Hyderabad who said that they have all started manufacturing antique gold jewellery in 14-and 18-karat.

Premal Shah, Director, Sphere: "When you build a business defying the fads, creating designs that outlast decades of trends, you get to create a shield in a way that helps you sustain any difficult market scenarios. That's exactly what's happened to Sphere. We have built our business with small orders, one client at a time who kept coming to us repeatedly for more, and we stuck to our niche, which has paid us off in the long run. Our company is synonymous with contemporary design collections with signature aesthetics that our founder Sonali Shah Sheth has set before two decades ago. Our clients trust us when it comes to choosing the jewels for their most discerning customers looking for something unique. As the gold prices soar, design and uniqueness are what gets the attention of the consumer."

Bhalravi Shah of Aadish Gold LLP said, "With the rising jewellery rates, it has been a good show where everyone is looking for jewellery with a broader look in the lower weight. Our new collection Aaradhya is about this and we have received a good response on our designs and collection."



The rose gold necklace is designed with stylised and graduating half-floral motifs set with VVS diamonds.

and the preferred weight of a piece ranges from 2gm-10 grams. Quick-moving, value-engineered designs are clearly the focus this season.

Bhavik Shah, Owner, R P Ornaments, "After a slow three-month period, IIJS comes as a fresh breather. Light weight jewellery with even acceptance in change of purity in lower carat (22 to 18) has been in demand. Since gold prices are at an all-time high, we believe that consumers will also prefer 14-karat jewellery. I met many antique manufacturers from Gujarat, Rajasthan &

Divesh Ranka, Owner, Nakoda Jewels, shared that demand for their handcrafted bridal sets remained strong despite high gold prices. "Each piece takes a month or more to craft, and we are committed to preserving traditional jewellery crafts like filigree, rawa work, chitrai, and others. We met several buyers from

Chhattisgarh and Gujarat, and many are now booking lighter-weight sets to suit current market preferences."

Vineet Vasa, Lotus Jewellery, "IIJS has once again exceeded our expectations! Lightweight, small-sized gold jewellery is moving the fastest. The most popular price points range between 15,000- 65,000



VIEWPOINT RETAIL

Powering India's Diamond Dreams: Ghanshyambhai Dholakia on the Kisna Effect

Ghanshyambhai Dholakia, Founder & Managing Director, Hari Krishna Group, has revolutionised diamond jewellery distribution in India through a highly scalable, trust-driven franchise model. Under his leadership, Kisna has emerged as one of the country's fastest-growing retail brands – making diamonds accessible beyond metros and into the heart of tier 2, 3, and 4 towns. In this conversation, he shares the Kisna journey, growth strategy, and his views on the future of natural diamonds.



With over 80 franchisees, Hari Krishna's retail arm Kisna has outpaced even other corporate jewellers in terms of reach. How was this expansive franchise model developed, and what factors do you think contributed most to its success?

At Hari Krishna Group, we've always believed in inclusive growth. The idea behind our expansive franchise model was simple: empower local entrepreneurs with a trusted brand and robust backend support, while ensuring the customer experience is seamless across geographies. Kisna's success is rooted in three core pillars—trust, transparency, and scalability.

We meticulously selected franchise partners who align with our values, trained their staff thoroughly, and provided them with access to our world-class supply chain. Our ability to offer consistent quality, strong brand identity, and localised marketing support helped us scale quickly—even to regions where organised jewellery retail hadn't reached before.

Kisna is often credited with democratising diamond jewellery for India's tier 2, 3, and 4 towns. What was the vision behind launching Kisna, and how did you shape the brand to serve these markets effectively?

The vision behind Kisna was to make diamond jewellery accessible to every Indian woman, not just those in metros. We realised early that aspiration doesn't reside only in big cities—women in smaller towns equally cherish diamonds. However, there was a gap in both accessibility and affordability.

Kisna was created to bridge that gap. We offer lightweight, certified diamond jewellery

that blends tradition with modern design. We kept price points attractive and educated consumers about diamond quality. We also empowered local jewellers through our franchise network, giving them a platform backed by HK Group's legacy of integrity and craftsmanship. That trust-building at the grassroots level made all the difference.

In a competitive environment, what has helped the Kisna retail model not just survive but thrive—and how do you support your franchisees to maintain consistency and trust across locations?

Our strength lies in vertical integration—from sourcing to cutting, polishing, and distribution—which allows us to control quality and pricing. But more importantly, our relationship with franchisees is not just transactional; it's a partnership. We provide end-to-end operational support—training, inventory management, branding, in-store design, and technology platforms.

Regular audits, customer feedback loops, and real-time inventory tracking help ensure uniformity in customer experience. We also host periodic engagement programs and performance incentives for our franchise partners. This collective growth approach, combined with a deep-rooted brand ethos, has helped us not just survive but lead in a highly competitive sector.

What is the price range customers can expect at Kisna—from entry-level diamond pieces to more premium offerings—and what quality standards do you follow in terms of diamond grades?

Our price range is designed to be inclusive. Entry-level

diamond jewellery at Kisna starts around Rs. 8,000 to Rs. 10,000, making it highly accessible, especially for first-time buyers. For more premium designs—such as bridal sets or elaborate occasion wear—the range can go up to Rs 2-3 lakh and beyond.

We adhere strictly to GIA-equivalent standards for diamond grading. Every piece goes through rigorous quality checks and comes with certification. Our diamonds typically range from SI-I clarity and IJ colour for mass-market appeal, up to VS-VVS clarity and FG colour in our higher-end lines. Quality, transparency, and certification are non-negotiable pillars of the Kisna offering.

Are there plans to take Hari Krishna Group public shortly? What are your thoughts on how an IPO might support the next phase of growth?

Taking Hari Krishna Group public is certainly a strategic consideration, and it's something we continue to evaluate internally. An IPO could provide us with capital that can accelerate our retail expansion, invest in technology, and enhance global distribution capabilities.

However, for us, growth has always been sustainable, and values driven. If and when we do go public, it will be to further empower our stakeholders—employees, partners, and customers—while staying true to our core principles of trust, quality, and community-first growth.

IIJS has been a constant platform for your brand. How has it played a role in Hari Krishna's growth journey over the years, and what new products or innovations are you showcasing at IIJS this time?

IIJS has been a cornerstone in our journey—it's where we've consistently connected with our B2B clients, launched new collections, and gathered market feedback. Over the years, it's helped us build global networks and showcase the strength of Indian craftsmanship.

This year, we're unveiling a new line of modular bridal jewellery under Kisna, designed specifically for millennial brides who want versatility. We're also showcasing our latest innovations in lightweight diamond jewellery and sustainable packaging, focusing on both elegance and eco-consciousness. IIJS gives us the perfect stage to not only display innovation but also listen and evolve.

What, in your view, is the future of natural diamonds, especially as lab-grown diamonds emerge as strong disruptors?

Lab-grown diamonds are certainly gaining traction, particularly among younger consumers and in fashion jewellery segments. However, natural diamonds will always hold a timeless emotional value, especially for life milestones like weddings and anniversaries. They carry the weight of history, rarity, and natural beauty that lab-grown alternatives can't replicate.

That said, we see the two segments co-existing. At HK Group, we respect consumer choice. While our core remains firmly rooted in natural diamonds, we are also observing the lab-grown space closely and are open to innovations that align with our quality standards and brand values. The future will be about trust, transparency, and letting the customer choose confidently.

An auspicious beginning to a golden future

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INNOV8 TALKS

Reimagining Customer Engagement: Murgesh Soni on AI-Powered Lifecycle Automation

At IIJS Premiere 2025, Murgesh Soni, Founder of LoopClosers.AI, delivered a high-impact session on “Automating the End-to-End Customer Lifecycle with AI”, offering a deep dive into how AI is transforming marketing, sales, and customer engagement across B2B and B2C segments.

Drawing from his experience with brands like Indigo, MakeMyTrip, Nestle, and Mondries, Murgesh unpacked the challenges and opportunities of AI integration across enterprise and SMB levels. He emphasised the importance of seamless data flow across platforms like WhatsApp, Instagram, Google, and Apple to avoid fragmented customer interactions.

He introduced the concept of customer lifecycle stages (P1, P2, P3), highlighting how Robotic Process Automation (RPA) and AI can be used to map and automate customer journeys—from acquisition to loyalty. Key technologies discussed included Blue Prism, UiPath, and Automation Anywhere, with AI now evolving

to make decisions and reflect brand personality.

A significant focus was on hyper-personalisation: using AI to craft vernacular, behaviour-based, and platform-specific content. Murgesh showcased how AI can create avatars that communicate in multiple languages, design hyper-targeted campaigns, and even automate bridal jewellery life cycles from engagement to wedding.

For B2B retailers, especially in the gems and jewellery segment, he stressed AI’s potential in automating sales cycles, inventory planning, and campaign targeting—allowing brands to do more with fewer resources. Murgesh also addressed AI in design recreation, copyright sensitivity,



and training AI on jewellery-specific data.

His closing message was clear: embrace AI not just as a tool, but as a teammate—capable of driving personalisation,

retention, and brand value at scale. Participants left inspired to build their own AI agents and prepare for the next wave of smart, scalable marketing.

Project Jewelstart: Mentorship as the Multiplier for Success

A thought-provoking panel discussion titled Project Jewelstart – Mentorship as the Multiplier for Success took centre stage at IIJS Premiere 2025, focusing on how structured guidance can transform the entrepreneurial journey — especially in traditional industries like jewellery, where access to networks and domain knowledge is often limited



Jewellery brand founders Pragma and Darayu shared the challenges of entering the industry as non-legacy entrepreneurs. Lacking early mentorship, they relied on trial and error, eventually attracting

mentors once their business gained traction. They stressed that ideal mentors are not just visionaries but hands-on guides who understand the operational grind. Peer mentorship, they noted, is equally valuable,

offering candid and relatable insights. They advocated for authentic conversations over formal networking to build meaningful mentorship relationships.

Dr. Ashok from the National Institute of Design (NID) highlighted how design mentorship begins in the classroom, blending entrepreneurial thinking with innovation. NID supports start-ups through both tangible resources like funding and intangible support such as ecosystem access and interdisciplinary collaboration.

Dr. Tamaswati Ghosh, who leads the incubation cell at IIT Madras, emphasised that mentorship is the foundation of any robust start-up ecosystem. At IIT, mentors span academics, investors, industry veterans and peers — all carefully

selected for their commitment. She underlined the need for institutes to be emotionally and professionally safe spaces for start-ups to thrive.

The panel collectively agreed that mentorship is not optional, but essential — especially at key junctures like ideation, early scaling and team building. In legacy industries like jewellery, structured mentorship programs and cross-pollination between traditional players and new-age founders can unlock tremendous innovation.

The session concluded with a call for GJEPC to take a leadership role in enabling formal mentorship networks that bridge the old and the new.

INNOV8 TALKS

JewelStart by GJEPC: India's 1st G&J Start-Up Incubator to Build for the Future



A movement is currently underway to shape the future of jewellery!

Over the years, GJEPC had always built for progress --- from policy to exports to talent to infrastructure. Now, GJEPC is building for the future.

GJEPC's ambition is to make India a jeweller to the world. This is possible as India has emerging markets, talent pools, culture of art & crafts; tech orientation, strong ecosystem and demographic dividend.

"JewelStart is our bold step to shape the future of jewellery," proclaimed Tejas Mehta, Founder, Ausper in his Innov8 Talks session "Shaping the future of jewellery trade - India & Middle East synergies" held during IIJS 2025.

Mehta proudly introduced JewelStart, India's first incubator for gems, jewellery and allied start-ups. Brace yourself for 200+ start-ups in the gem & jewellery sector over the next five years, as envisaged by Mehta.

Mehta pointed out that start-ups are redefining what's possible in every category! Every sector has its breakout start-up stars --- why hasn't this breakthrough happened in the jewellery sector? he posed this thought-provoking question during his session.

Mehta highlighted that India is now the third largest start-up ecosystem in the world with 125k recognised start-ups, 100+ Unicorns creating 1.6 mn jobs and a total of US\$ 140 bn of total funding over the last decade. The total projected contribution of start-ups to the GDP is expected to be US\$ 1 trillion by 2030.

Start-ups disrupt the category, bring in fresh thinking and tech innovation, never before solutions, ignite efficiency boosts and change the consumer and trade culture.

Mehta confidently proclaimed that the start-up revolution in



jewellery sector will unlock the next growth wave and lead to democratisation and market expansion. This wave entails digital disruption and CX; Innovation agility & ecosystem; Transparency and ethical revolution.

JewelStart's motto will be to support, nurture and accelerate, said Mehta. JewelStart envisages three pillars that turn ideas into businesses: Market Access, Money & Mentorship. The Market Access entails early customers and distribution from Day Zero. Money refers to the Belief Capital from idea to traction --- role of capital in early stage venture. Mentorship is all about guidance from industry experts who have done it before.

A series of sessions featuring captains of the industry were conducted.

The Market Access session was moderated by Sachin Jain (World Gold Council) and panellists included: Jagdish Mitra (Humanize), Suvankar Sen (Senco) and Rupesh Jain (Candere).

The Money session was moderated by Dravya Dholakia (Dholakia Ventures) and panellists included: Mitesh Shah (Inflection Point Ventures), Amit Jain (Ashika) and Bobby Kothari (Jewelex).

The Mentorship as a multiplier session was moderated by

Isha Sapra (WeWin) and the panellists included: Pragya Batra (Quirksmith), Darayus Mehta (True Diamond), Dr. Tamaswati Ghosh (IIT-M Incubation Cell) and Dr. Ashok Mandal (NID).

The jewellery business is facing disruption. Mehta highlighted that the W5H (Who, Why, Which, Where, When, How) of consumers is shifting fast - GenZs don't want their mothers' jewellery collections. Rising prices + lab grown is juxtaposed with natural polarisation in the diamond business. AI, digital retail, story-telling and sustainability are rewriting brand building.

Mehta said, "We studied 30+ of the world's best incubators and accelerators including NASSCOM 10000 start-ups, Combinator, Techstars, PlugandPlay, 500, SUSV, dlabs, VentureCatalysts, 100 Unicorns and JITO JIIF among others. We explored many in the international arena including education-based, category-based and luxury focused."

JewelStart will back jewellery brands which work with alternative metals and stones, fashion jewellery and wedding solutions among others. In terms of allied solutions, it will back those start-ups working in logistics, Kaarighar tech, AI use, sustainability and branding among others.

We are committed to

kickstarting & evolving the journey over the next 4 months, said Mehta. The flow will entail: Academic & Research Partnerships, Discovery Stage, Del Flow, Mentorship, Prototype Building, Demo Day, Capital, Market Access & Scaling Strategy.

JewelStart will activate the entire ecosystem including robust infrastructure, Day 1 credibility, export know how, global buyer access, pool of skills, start-up friendly support, pro-innovation policy and wealth of data.

Mehta assured that JewelStart will match GJEPC's ecosystem of legacy, craftsmanship, heritage, retail giants, skilled hands and established scale with new age digital-first, code, hyper growth, experience disruptors, smart-tech, start-up speed. It will stimulate category expansion through a culture of innovation fuelling a new growth wave.

JewelStart's proposed snapshot of offering for 2026 is as follows...

2 Cohorts a Year: 4-month programs for 10-12 startups, launching Q4 2025 / Q1 2026

3 Core Pillars: Grants, Strategic Mentorship, Market Access via GJEPC

Wide Sector Scope: Jewellery, gems, diamonds + allied tech and export domains

Blended Format: Virtual + in-person sessions; anchored in Navi Mumbai, with activations across key hubs

Impactful Demo Days: Curated showcases with industry leaders, VCs, and buyers

JewelStart will support GJEPC as it works with NITI Aayog, DPIIT #startupIndia and Make in India to achieve this goal.

To participate in this futuristic endeavour, email startup@gjepcindia.com

FELICITATION

GJEPC Honours Media and Influencers at IIJS Premiere 2025



At the 41st edition of IIJS Premiere 2025, GJEPC took a moment to shine the spotlight on those who help amplify the industry's voice - members of the national and international media, along with key social media influencers from the gem and jewellery trade.

Recognising their support and influential storytelling, GJEPC honoured these communicators for their role in promoting the Council's initiatives and strengthening the global image of 'Made in India' jewellery. The felicitation, held on the prestigious IIJS stage, was

graced by Kirit Bhansali, Chairman, GJEPC; Shaunak Parikh, Vice Chairman, GJEPC; Nirav Bhansali, Convener - National Exhibitions, GJEPC; and Sabyasachi Ray, Executive Director, GJEPC.

From trade publications and digital platforms to content

creators across social channels, each recipient was recognised for playing a meaningful part in showcasing India's gem and jewellery prowess to the world. GJEPC expressed heartfelt gratitude for their continued collaboration and commitment to the sector's growth.

BOJ LAUNCHED

Business of Jewellery (BOJ) Launched at IIJS Premiere

A new magazine, **Business of Jewellery (BOJ)**, was officially launched by industry stalwarts at the show. Founded by **Gunjan Jain**, **BOJ** is a future-focused platform dedicated to redefining jewellery journalism with focused content, global narratives, and a spotlight on emerging leaders and legacy brands. The launch marked the beginning of a bold new chapter in jewellery media.



The launch was graced by Chief Guests Kirit Bhansali, Chairman, GJEPC, and Mr. Pramod Derewala, National Chairman, National Gem & Jewellery Council of India. Joining them were Guests of Honour, Mr Nirav Bhansali, Convener - National Exhibitions, GJEPC, Mr. Sachin Jain, Regional CEO - WGC India, Mr. Nirmal Bardiya, Director, RMC Gems India Ltd. Mr. Raju Ji Mangodiwala, Vice President, Jewellers Association Jaipur, and Mr. Kamal Kothari, Treasurer, JJS -

Gunjan Jain, addressing the

gathering, shared his vision for BOJ: "This is not just a magazine — it is a movement. BOJ is here to elevate the narrative of Indian jewellery to global standards, and to give Jaipur and other design-rich regions the international recognition they deserve."

With its print magazine, dynamic digital platforms, and international contributors, BOJ promises to be an essential resource for the industry — championing craftsmanship, innovation, and insightful storytelling.



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INDIA-UK COMPREHENSIVE ECONOMIC AND TRADE AGREEMENT WILL GIVE NEW IMPETUS TO THE GEM AND JEWELLERY SECTOR

The Agreement will Empower Lakhs Across India's Gem and Jewellery Value Chain from Artisans and Designers to Exporters and Retail Professionals.



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Zero Import Duties: Gold, silver & imitation jewellery exports to the UK become more competitive.



Support to Manufacturing: Silver & platinum imports aid local production and jobs.



34% Export Growth: Exports to reach USD 2.45 billion in 2 years.



Faster Access: Duty-free entry into the UK simplifies trade.



Global Expansion: Leading Indian retail brands strengthen their presence in the UK.



Employment Generation: Over 1.45 lakh jobs expected to be created.

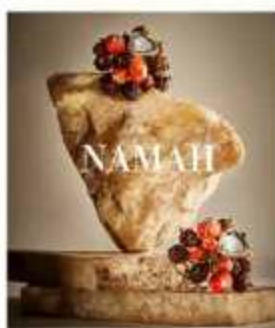
The Gem & Jewellery Export Promotion Council (GJEPC) expresses heartfelt gratitude for your visionary leadership and firm resolve in signing the India-UK Free Trade Agreement (FTA), a historic step that marks a new era for India's gem & jewellery sector.

This win-win deal strengthens bilateral ties, boosts exports, and supports livelihoods across India.



KIRIT BHANSALI
CHAIRMAN
GJEPC

SHAUNAK PARIKH
VICE CHAIRMAN
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Glitter Gallery

A photo journey capturing the glittering highlights, behind-the-scenes sparkle, and magic on the sidelines of IIJS Premiere.



SHOW GLIMPSES



**BE A PART OF WORLD RECORD
GIVE YOUR PLEDGE
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**BLOOD DONATION DRIVE
17TH SEPTEMBER**

**MAKE A
DIFFERENCE**

**17th SEPTEMBER
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**75th BIRTHDAY OF
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SHRI NARENDRA MODI**



**BLOOD DONATION DRIVE
17TH SEPTEMBER**

**MAKE A
DIFFERENCE**

Join us as we mobilize 200,000+ voluntary donors across 250+ jewellery clusters nationwide, making this one of India's largest community-led humanitarian initiatives by the Gem & Jewellery trade

This year, let's celebrate Jeweller's Day by crafting not just gems but also hope, life, and humanity! Together, we aim to set a World Record for the Largest Blood Donation Campaign.

Visit your nearest registered jewellery cluster or GJEPC Office

Register to pledge pre-register online
Spread the word and bring friends, family & colleagues
Register below



Organized by:
Gem & Jewellery Export Promotion Council (GJEPC)

INTERNATIONAL DELEGATION

Nepal's 70-Member Delegation Seeks Designs With Global Flair, Indian Craftsmanship



Represented by Sunit Agarwal, Executive Member of the **Nepal Gem and Jewellery Association** and Director of Diamond Gallery Pvt. Ltd., the Himalayan nation has brought a sizeable 70-member delegation to Mumbai this year. With over a decade of participation in India's leading jewellery exhibition, Agarwal shares insights into evolving design preferences, the enduring appeal of Indian antique jewellery in the Nepali market.



How active is Nepal's gem and jewellery scene?
We host a fairly large conference back home in Nepal, with about

70 to 100 participants. It's growing steadily.
How often do you visit IIJS?

We've been coming to IIJS and Signature every year for the last 10 years.

What is your main objective when attending the show?

We come looking for variety in international jewellery designs—especially antique and traditional Indian styles, which are not commonly available in Nepal.

Does Nepal export anything back to India in return?

While there is some trade potential, jewellery consumption in Nepal is not on the same scale as India. India is a massive market in itself.

How has this year's edition of IIJS been different?

There's a definite shift towards lightweight jewellery, probably due to the rising gold prices. It's a smart move by Indian manufacturers.

Despite that, will you be returning next year?

Yes, absolutely. We'll definitely be back.

Vietnam Searches for Design, Diamonds & Collaborations



Making their debut at the **India International Jewellery Show (IIJS) 2025**, a fresh-faced Vietnamese delegation led by GIM Corporate is on a mission to explore India's vast jewellery ecosystem. Representing Gam International GSC, a company dedicated to gemmology education and gemstone identification, Deputy General Director Hannah Tran speaks about the Vietnam delegation's goals at the show—from sourcing diamonds and coloured stones to discovering standout jewellery designs and building trade relationships.

How big is the Vietnamese delegation at IIJS?
We are a group of 11 people.

Could you briefly introduce yourself and tell us a bit about your company?
My name is Hannah Tran, and I represent GIM Corporate, which is part of Gam International GSC in Vietnam. We focus on gemmology education and gem and jewellery identification trade.

How many times have you and your team attended IIJS?
For all of us, this is the very first time visiting India and participating in IIJS. It's an entirely new experience.



What are you hoping to discover or gain from the show?

We're here to explore opportunities in diamonds,

coloured gemstones, and related sectors. We're also looking forward to meeting potential Indian partners and suppliers. And of course, we're very interested in design—innovation in jewellery design is extremely important to us.

How has your experience been so far?

It's absolutely amazing! The scale of IIJS is massive—much bigger than what we're used to back in Vietnam. Honestly, it's hard to describe in words just how huge this event is. IIJS is significantly larger and more diverse. It's a very impressive show!

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DESIGN GALLERY

Brilliant Bharat: India’s Bejewelled Architectural Heritage

Celebrating the Architecture of India, a sub-theme under Brilliant Bharat, features stunning pieces that pay rich tribute to the country’s iconic monuments. View the galleries on display at Nesco and JWCC.



DESIGN GALLERY

Masterpieces from the Artisan Awards 2025

In a breathtaking display of creativity, masterworks emerged from this year's **Artisan Awards** theme, *'Indian Crafts, Reimagined'*. Each piece tells a profound story, weaving heritage into a modern tapestry. Here, age-old traditions—the delicate inlay of Parchinkari, the vibrant enamel of Meenakari, the intricate latticework of Jaali—are given new life. The collection is both a tribute and a prophecy: a celebration of India's timeless artistic soul, fearlessly redefined for a new era. Together, they reflect the spirit of India's evolving jewellery landscape—rooted, relevant, and resolutely forward-looking.



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BRILLIANT BHARAT

Miniature Architectural Marvels – Celebrating the Winning Creations

A first-of-its-kind design competition at IIJS Premiere 2025 invited exhibitors to reimagine India's iconic architecture as miniature masterpieces of jewellery art. With over 40 exquisite submissions, each piece paid homage to India's temples, palaces, and heritage sites in creative and contemporary ways. Judged by **Devinder Layal, educationist and jewellery artist, and Sushama Kalzunkar Sawant, Product Development Head at KP Sanghvi**, the competition showcased exceptional creativity, with entries evaluated on thematic relevance, innovation, and wearability.

Here are the winners whose designs stood out for their innovation, craftsmanship, and architectural storytelling...

The Winner: Jewel Goldie



Surya Chakra

Inspired by the majestic wheel of the Konark Sun Temple, this masterpiece is a tribute to divine rhythm and timeless engineering. Crafted in 14-karat gold, this 360-degree rotating brooch-cum-pendant is designed with intricate radial symmetry, mimicking the chakra's historical architecture.

Adorned with uncut Polki diamonds, vibrant Navratna gemstones, and textured goldwork, the piece reflects both spiritual symbolism and regal elegance. The white enamel base enhances the brilliance of each stone, while the elevated structure pays homage to the depth and layering of the original temple wheel.

A versatile jewel that can be worn as a pendant or a brooch—embodying movement, time, and transformation.

First Runner-up: House of Sparsh



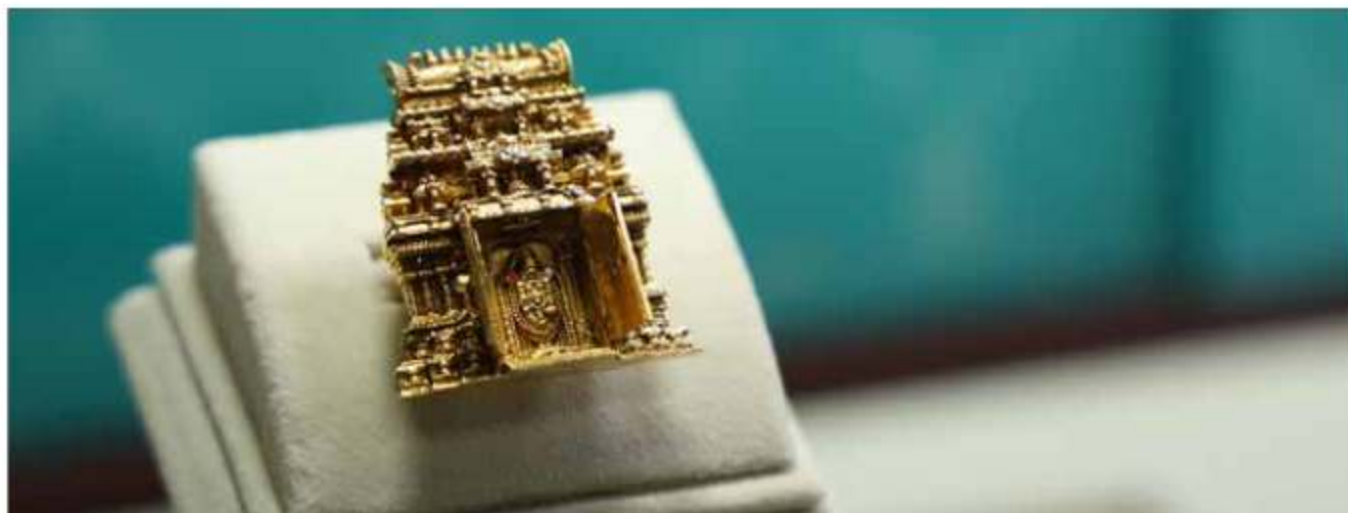
Jal Mahal

Inspired by the majestic Jal Mahal, this ring captures the essence of Rajasthan with its stylised latticed windows, glimmering reflections, and regal hues of blue. Its beauty mirrors the soul of the floating palace."



BRILLIANT BHARAT

Second Runner-up: Laxmi Gems and Jewellers, Hyderabad



Exquisitely designed, the ring captures the grandeur of Indian temple architecture — from towering gopurams to intricate ornamentation — blending elegance with spirituality. At its heart lies a miniature sanctum with an openable door that reveals a finely crafted idol of Lord Balaji.

Second Runner-up: Gold Artism



History Reborn

This exquisite necklace is an elegant blend of tradition and refined artistry, with a silhouette inspired by the tall columns found in heritage architectural wonders.

Crafted in delicate gold rope chains, it features finely hand-enamelled floral motifs in Bikaneri Meena—evoking the royal courtyards and palace frescoes of Jaipur's City Palace. The meenakaari is accentuated with moissanite, adding a contemporary sparkle to this heirloom-worthy creation.

More than just adornment, this necklace is a legacy reimagined—an echo of the past in modern gold.

Fourth Place: Ira Jewels



Hawa Mahal

Plated in silver and gold, this piece is a faithful replica of the Hawa Mahal. Weighing 120 grams, it is entirely handcrafted over 20 days using intricate filigree and detailed beadwork.

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Date	Time	Speaker	Topic
3rd August 2025	12:00 - 13:00	"1. Mr. Ashok Gautam - MD & CEO, IIBX 2. Shivanshu Mehta - Head Bullion, MCX 3. Dileep Narayan - Head Bullion, Malabar Gold and Diamonds Limited"	Gold Hedging : Solutions for Jewellery Manufactures and Retailers
3rd August 2025	14:00 - 15:00	Mr. Ashish Sakhardande	Unlocking New Horizons: Building and Scaling Your Jewellery Business in the Middle East through IJEX
3rd August 2025	15:00 - 16:00	Mr. Mihir Ajit Shah	Understanding the Setup of an Export Business

symposium TALKS

SCHEDULE FOR BOMBAY EXHIBITION CENTRE (BEC) HALL 6

Date	Time	Speaker	Topic
"3rd Aug 2025 Sunday"	12:00 PM - 01:00 PM	"Mr. Debasish Bhattacharjee Precious Metal Metallurgy"	"Precious Metal Recovery from Process effluent"
"3rd Aug 2025 Sunday"	2:00 PM - 3:00 PM	"Ms. Anle CEO Jooltool Works - USA"	Live Demonstration on Jooltool Polishing System- for jewellery application such as grinding, lapping, scratch removal & polishing.
"3rd Aug 2025 Sunday"	3:00 PM - 5:00 PM	"Mr. Guldo Persico, Jewellery Designer-Italy"	Jewellery Designing & Sketching in sync with Technology

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WHAT'S NEW

Peacock Parade

Aadish Gold LLP – A unit of Bhavesh Jewellers is known for its lightweight, modern temple jewellery. Their latest collection for IJS celebrates the enchanting beauty of peacocks. Peacocks have deep cultural, religious and symbolic meaning and often symbolise beauty, grace, immortality and royalty. The bird with its bright plumage has been artistically rendered in gold, enamel and gemstones in the designs. These are blended with other symbolic motifs and Hindu Gods and Goddesses to present intricately designed jewellery that is rooted in Indian traditions. The lightweight creations can add sparkle to any momentous occasion.



Bridal Finery

CVM Jewellery brings an array of fresh designs especially for brides to IJS 2025. Specialising in real rose-cut diamond jewellery in 18-karat and 22-karat gold, their latest collection is apt for modern brides-to-be. Rose-cuts have a romantic, ethereal vibe that feels antique yet modern. The subtle radiance from diamonds elucidates an air of quiet luxury. They have a variety of chokers and long multi-row haars for the big day as well as more compact designs for periphery functions as well as those that can pair well with contemporary attire. Gemstones add a vibrant hue to the already festive pieces.





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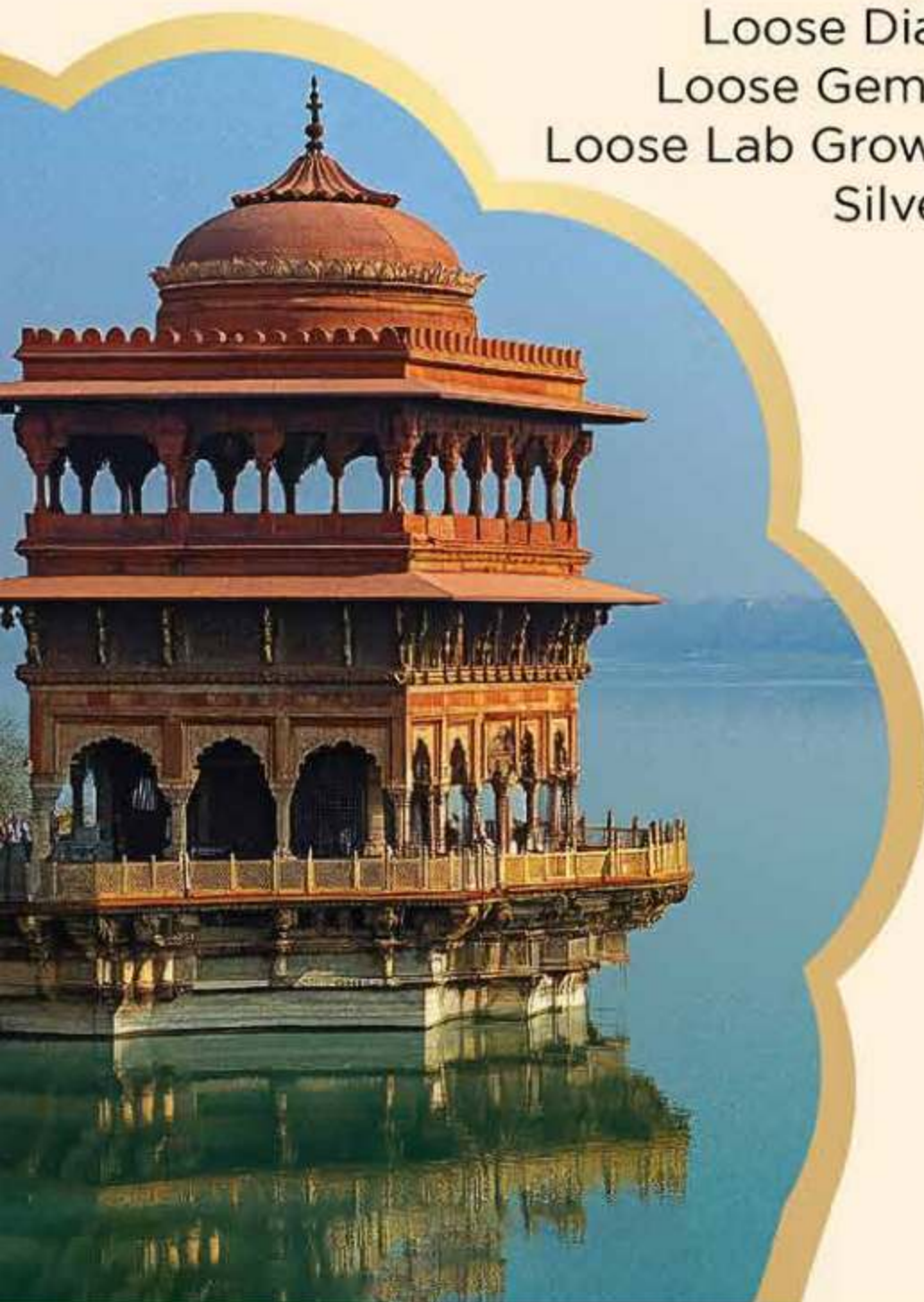
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WHAT'S NEW

Perfectly Perched

Jewel Saga showcases a series of statement jewels that tell stories of birds. The Love Birds pendant depicts two birds perched in harmony at the centre and encrusted with diamonds, tanzanite and tourmalines. The Birds House necklace is a regal blend of art and craftsmanship. The central pendant, suspended from multi rows of pearls, features floral motifs and birds accented with tourmalines, emeralds and diamonds. The earrings to match, too, feature emerald and diamond-studded birds perched atop tourmaline flowers. The Blue Peacock necklace is a long sautoir with an iridescent peacock at the centre crafted with blue sapphires, pearls and diamonds.



Shimmer and shine

Johri Sons Pvt. Ltd. launches its Maya collection at IIJS Premiere 2025. The stunning series showcases the finest craftsmanship in 18-karat gold, designed to inspire and captivate. Each piece in the Maya collection is a harmonious blend of Indian elements and contemporary aesthetics. The radiant designs are studded with the brilliant allure of moissanite stones and enhanced by exquisite Starcut Swarovski diamonds. The glamorous creations are further elevated by vibrant CVD emeralds. The pieces are sure to catch the eye of modern connoisseurs.



WHAT'S NEW

Gold Chic

Enter a world of exquisite gold collections at **Lotus Jewellery**. The Rajkot-based manufacturer showcases a plethora of stylish, lightweight gold jewellery featuring CNC and laser cutting. Their lightweight pendant sets, rings, kadli bracelets, tennis bracelets, long earrings, and necklace sets in 22-karat gold are embellished with captivating florets, ensuring one looks elegant and flawless on every occasion. Some of the pieces also feature the exquisite touch of Bikaneri glass enamel infusing colour and vibrancy into the designs. Others offer a reversible option for multi-occasion versatility. The company also has a special line of dainty and playful trinkets for children which are ideal for young fashionistas.



Bold Gold

Sundaram Chains unveils the Black Edition — a striking line of 18-karat rose gold bracelets and chains inspired by the dramatic contrast between nightfall and golden light. Bold yet classic, this distinctive collection is crafted using advanced 3D printing technology. The sleek black plating adds a refined edge, creating a radiant, high-impact finish. Complementing the Black Edition is a stunning range of 22-karat Electroformed Kadas, created using cutting-edge electroforming technology. These designs deliver the richness of solid gold in an ultra-light form that feels like second skin. With bold curves, mirror-like polish, and intricate craftsmanship, each kada is a tribute to strength, elegance, and cultural legacy. Whether worn daily or for a special occasion, it adds effortless charisma to every look.



WHAT'S NEW

Charming Designs

TJ Impex presents new designs across daily wear, luxury and bridal jewellery. The open-cuff diamond bracelet gracefully wraps around the wrist. Crafted in warm-toned rose gold, the bangle can add sparkle to any outfit. The striking circular pendant and earring set studded with pink briolettes and shimmering diamonds channels soft feminine charm. The lavender beads and diamond earrings are an enchanting find. The intricate floral pattern studded with diamonds is framed by a delicate ring of soft lavender beads. The unusual colour and intricate pattern make it a wonderful accessory for any occasion. The geometric fringe diamond necklace is apt for all modern minimalists. Emerald-cut stones in double halos are suspended along a rose gold woven chain, lending sparkle and symmetry.



Cultural Twist

Zundaa brings a fresh perspective to traditional jewellery. Think sleek mangalsutras accented with diamonds, or the classic Maharashtrian Vanki rings — reimagined with a fashionable flair. The necklace sets feature fancy-shaped diamonds, stepping away from conventional rounds. Perfect for high-profile occasions, they're designed for the woman with refined taste. It's subtle, yet striking — where tradition meets modern sophistication.



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Contact:

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

BEC:
Pooja Andhe: +91 9892222846
pooja.andhe@gjepcindia.com

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