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41st
Edition

IIJS
INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2025
Co-located Show
IGJME
INDIA GEM & JEWELLERY EXHIBITION
PREMIERE, Mumbai 2025

30th July - 3rd August, 2025
Jio World Convention Centre

31st July - 4th August, 2025
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COVER STORY

Rs. 70,000 Crore Trade Opportunity Unfolds at IIJS Premiere 2025

The 41st edition of the India International Jewellery Show (IIJS) Premiere 2025 got off to a spectacular start on 30th July at the Jio World Convention Centre (JWCC), Mumbai. The grand inauguration ceremony brought together industry stalwarts, government dignitaries, and international partners, signalling the beginning of what promises to be one of the most impactful trade shows of the year.

Organised by GJEPC, the inauguration ceremony was graced by Chief Guest Shri Rahul Narwekar, Hon'ble Speaker of the Maharashtra Legislative Assembly, along



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with Guests of Honour Mr. Pavel Marinychev, CEO of Alrosa, and Mr. Ajoy Chawla, CEO - Jewellery Division, Titan Company Ltd. Also present were Mr. Kirit Bhansali, Chairman, GJEPC; Mr. Shaunak Parikh, Vice Chairman, GJEPC; Mr. Nirav Bhansali, Convener - National Exhibitions, GJEPC; and Mr. Sabyasachi Ray, Executive Director, GJEPC.

Shri Rahul Narwekar, Hon'ble Speaker, Maharashtra Legislative Assembly, and Chief Guest, said, "It's a matter of pride that Mumbai continues to host this landmark event, which celebrates India's gem

and jewellery industry, one of our strongest contributors to economic growth and foreign exchange. As the representative of Colaba, home to Zaveri Bazaar and the roots of this trade in Mumbai, this industry is close to my heart. I assure you of Maharashtra's full support, be it in policy, infrastructure, or legislation. We are committed to helping this sector thrive, inspire the next generation, and cement Mumbai's reputation as India's commercial capital."

Mr. Ajoy Chawla, CEO - Jewellery Division, Titan Company Ltd., and Guest of Honour, stated, "Our journey

with Tanishq and other brands over the last three decades has mirrored the transformation of India's jewellery industry, from largely unorganised to increasingly world-class. We now stand at a crucial inflection point, with India poised to take a leadership role globally. But to do that, we must invest in design, quality, sustainability, and customer experience. Let's take pride in our 5,000-year-old heritage and aim to be better than the best, whether it's Turkey, Italy, or Thailand. The world is watching; now's our time."

Welcoming the distinguished

guests and attendees, GJEPC Chairman Mr. Kirit Bhansali set the tone for the event with an impassioned address that reflected the current momentum and forward-looking stance of the Indian gem and jewellery industry.

"This moment truly reflects the spirit of our industry, steady, optimistic, and future-ready," said Mr. Kirit Bhansali. "Even as global headwinds persist, from inflationary concerns to changing trade equations, India's gem and jewellery sector stands firm. Resilience today is not just about survival; it's about building the strength to



COVER STORY



shape tomorrow."

Mr. Kirit Bhansali acknowledged the continued support of the Maharashtra Government, particularly for the upcoming India Jewellery Park in Navi Mumbai, which he said would "bring world-class infrastructure, generate employment, and give our sector a global edge."

He emphasised the importance of policy breakthroughs and FTAs. "Our recent FTA with the United Kingdom, signed in the presence of Hon'ble Prime Minister Shri Narendra Modi, is a game-changer. With the removal of import duties, we expect our exports to the UK to grow by 34% to USD 2.45 billion over the next



three years," Mr. Kirit Bhansali noted, urging stakeholders to capitalise on this opportunity. The Council Chairman also

congratulated Alrosa for becoming the first carbon-neutral diamond mining company and lauded Titan

on expanding its global footprint through its Damas acquisition. Among other key announcements was the recent operationalisation of the personal hand carriage export facility at Mumbai Airport, in addition to Delhi, Jaipur, and Kolkata, a longstanding industry demand for improving ease of doing business.

Looking to new markets, Mr. Kirit Bhansali shared GJEPC's plans to host SAJEX, a dedicated B2B jewellery show in Saudi Arabia this September. "The response from retailers in Jeddah and Riyadh during our curtain raiser roadshows was overwhelmingly positive," he noted.

The Chairman also spoke of GJEPC's ongoing efforts to promote natural diamonds through collaborations with De Beers and Alrosa, including initiatives like the Luanda Accord and INDRA programme, which equips Indian retailers with marketing tools and training.

"Whether it's skill development, sustainable sourcing, or market access, we are not merely adapting to change, we are helping lead it," Mr. Kirit Bhansali noted.

Reflecting on the scale and effort behind the success of IIJS Premiere, Mr. Nirav Bhansali, Convener - National Exhibitions, GJEPC, commented, "IIJS is a phenomenon. With 2,100 exhibitors and 50,000 visitors from 1,300 Indian cities and over 80 countries, we expect order bookings to exceed Rs. 70,000 crore this year. Behind the scenes, 150+ agencies and 15,000+ professionals work tirelessly—more than the population of a small town. Our transport services cover over 30,000 kilometres, enough to circle the Earth. The exhibition spans more than 100,000 sq. metres, that's 20 football fields, and consumes 8-10 megawatts of power daily. This year, we've also taken significant steps towards sustainability. IIJS is powered entirely by green energy. We've eliminated PVC flex and paper badges, built reusable modular booths, and planted over 200,000 trees to green more than 100 acres."

As the show opens its doors to thousands of buyers and exhibitors from across India and overseas, IIJS Premiere 2025 promises to be a landmark event, one that truly reflects India's growing influence in the global jewellery landscape.

PIONEERS

GJEPC Honours Industry 'Pioneers' for Their Outstanding Contributions

At the grand inauguration of IIJS Premiere 2025 on 30th July at JWCC, the GJEPC honoured distinguished veterans of the gem and jewellery industry for their exceptional contribution and decades of service. The recipients included **Mr. Navinbhai Mehta of D Navinchandra Exports Pvt. Ltd.**, **Mr. Jitendrabhai Bhansali of Prism Enterprises Pvt. Ltd.**, and **Mr. Vasantraj Birawat of Chain-N-Chain Jewels Ltd.**

Shri Navinbhai Mehta - D. Navinchandra Exports Pvt. Ltd.

From humble beginnings in Palanpur to becoming a global diamond industry leader, Shri Navinbhai Mehta's journey is marked by vision, integrity, and impact. He played key roles in shaping the sector, serving as President of the Mumbai Diamond Merchants' Association, Vice Chairman of GJEPC, and more. Under his leadership, D. Navinchandra Exports became a top exporter, earning numerous GJEPC awards. Equally committed to philanthropy, he has supported several educational, healthcare, and community initiatives across Mumbai and Gujarat.



Shri Jitendra K. Bhansali - Prism Enterprises Pvt. Ltd.

A doyen of discipline and values, Shri Jitendra Bhansali began his journey in gems and jewellery at 16 and went on to build respected enterprises like Bhansali & Co. and Prism. Beyond business, his quiet generosity shines through philanthropic efforts in education, tribal welfare, and healthcare via the Jitendra Kirtilal Bhansali Trust. Even at 85, he continues to inspire with his active lifestyle, humility, and steadfast dedication to uplifting others.

Shri Vasantraj Birawat - Chain-N-Chain Jewels Ltd.

A true innovator, Shri Vasantraj Birawat transformed India's chain manufacturing landscape by introducing automation when few believed in its potential. His company, Chain-N-Chain, today exports to 25+ countries and leads with technical breakthroughs made proudly in India. A key supporter of IIJS and a longstanding GJEPC contributor, Mr. Birawat's blend of entrepreneurship, innovation, and commitment has helped elevate India's position in the global jewellery trade.



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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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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
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DESIGN FEATURES

Sensual Jewels By Chhaya Jain: Vintage Charm with a Modern Pulse

Known for her poetic flair and love for rare gemstones, **Chhaya Jain**, the Founder Designer of Sensual Jewels, brings a new collection to the Select Club at IIJS Premiere 2025. Steeped in vintage influences yet styled for today, her pieces blend romantic detail with everyday wearability. In this exclusive conversation, she shares her creative process, evolving client preferences, and what makes her latest collection a standout at this year's showcase.



You're known for your romantic, gem-intensive creations. How do you strike a balance between bold artistic expression and wearability in your designs?

Most of my work is inspired by nature, and I veer towards organic and romantic fluid forms that are both beautiful and wearable.

Balancing the act between being strikingly original and designing for comfort involves many stages.

Since my designs involve intricate engravings, filigree work, and vintage touches such as antique-inspired settings or distressed finishes to add a touch of romance and whimsy, I have to pay a lot of attention to design elements and prioritise comfort by using smooth edges, rounded shapes and easy-to-use adjustable clasps.

Choosing the right gemstones that are not just beautiful but versatile and suitable for occasions & everyday wear, is another important exercise.

I also factor in the wearer's personal style, preferences, and lifestyle to create a statement piece that is both romantic and wearable.

What's Inspiring your latest collection for the Select Club



at IIJS Premiere 2025? Could you share a glimpse into what visitors can expect this year?

My latest collection at the IIJS Premiere 2025 is fascinating and inspired by the Vintage/Antique era. The key features of this collection include ornate patterns, clean lines, experimental textures, unconventional pairing of gemstones in terms of colour and cuts. I've incorporated classic forms such as Art Deco geometric patterns and Victorian-era florals, re-interpreted with a modern style that evokes a sense of nostalgia and romance.

Some popular jewellery styles this year include chic collars, brooches, necklaces, statement rings, understated medallion pendants and long, stylish, intricate chain necklaces with diamond motifs.

As a repeat participant in the Select Club, how has this exclusive platform impacted the visibility and positioning of Sensual Jewels?

The Select Club, over the period of last three years, has become symbolic of the strength of innovation and quality of craftsmanship. It has certainly placed us among the best in the industry where these

DESIGN FEATURES



parameters are concerned.

The challenge for us is how we keep adding value to our brand year after year. Being among the best is also a great learning experience—both in terms of the visibility it provides us and the best practices other exhibitors are adopting across business verticals. This helps us incorporate some of those strategies into our own business, making us more competitive.

You often work with unusual gemstones. How do you decide which gem becomes the centrepiece of a design?

As a designer working with rare gemstones, which is my brand's USP, several factors draw me to these unique stones and influence my decision when selecting a centrepiece for a statement design. I look for gemstones with distinctive characteristics, unusual colours, exceptional quality, exclusivity, and a striking cut, shape, and size. All these elements influence the design and overall aesthetic that I aim to achieve.

What's your creative process like from concept to final form?

I draw inspiration from various sources like nature, art, history and personal experiences, based on which I develop a concept that I want to convey through the piece.

I start by sketching out ideas, exploring different designs while also considering factors like proportion, balance and harmony.

The next step is to select materials, textures, gemstones, and the overall colour palette

that resonates with the story and design idea. I try and make the necessary changes to assemble the design and aim to adhere to the original concept. I create a collection that not only tells a story but also evokes emotions, creating a connection with the wearer.

Luxury consumers today are evolving rapidly. Have you noticed a shift in what your clientele is seeking—either in design, materials, or narrative?

Luxury jewellery consumers are indeed evolving rapidly, driven by shifting values, tastes, and technological advancements.

Storytelling has emerged as a key differentiator in the luxury segment. Today's buyers seek a deeper connection—they want a compelling story behind a piece; the craftsmanship, the heritage, and the journey it represents.

With the growing influence of the digital world, my clients are increasingly drawn to unique, customised pieces that reflect their individuality. They value personalised experiences when commissioning bespoke designs. As for materials, consumers are open to embracing various shades of gold, precious and semi-precious gemstones like rubies, emeralds, lapis lazuli, morganite, tourmaline, etc. There's also a growing appreciation—especially among millennials and Gen Z—for unconventional materials like wood, leather, rock crystal, and black onyx. These elements add a modern, artistic edge to fine jewellery that resonates with today's style-forward buyers.

IN FOCUS DIAMONDS

Diamond Jewellery the Growth Indicator of New India: Amit Pratihari

Amit Pratihari, Managing Director, De Beers India, speaks to Solitaire International about why diamond jewellery will be at the heart of India's retail story and what to expect at IIJS Premiere 2025.

What are your expectations from IIJS Premiere 2025? Will De Beers be launching any new initiatives for the Indian market?

IIJS Premiere is one of the most important events for India's gem and jewellery sector. Every edition gets stronger, offering relevant market insights and setting the tone for the festive season. For De Beers, this year will be particularly significant. We'll be unveiling several initiatives including our 'Show & Tell' experience, where we'll demonstrate innovations like Tracr, new consumer campaigns, and the work of our science and technology division in detection solutions.

Most importantly, we will see the full scale launch of the INDRA project, which is in partnership

with GJEPC. It's now going live with complete content and operational functionality, and we already have over 2,700 retailers registered—with another 1,000 expected by the show.

You have announced plans to open over 100 Forevermark exclusive stores. What's your long-term vision for the brand?

We've completely remodelled Forevermark's retail strategy. We're moving away from a multi-brand presence, which has been scaled down, to a dedicated exclusive store format. Our goal is to have 100 such stores across India by 2030. The first stores in Delhi and Mumbai will open by mid-September this year. We're adopting a cluster-based rollout—starting with 7-8 stores



each in Delhi and the Mumbai-Thane region—before expanding to South India in 2026. Tier 2 and Tier 3 cities are a clear focus for us, and we're combining physical stores with an e-commerce platform to maximise reach.

How is De Beers handling the transition for existing partners?

We've scaled down our multi-brand store presence and are offering these partners the option to engage with the Institute of Diamonds, which we relaunched in January. The Institute will have a strong presence at IIJS, offering services previously available only to internal brands.

What is the five-year vision for INDRA?

Our objective is to grow the penetration of natural diamonds in India's jewellery market from under 10% to 15% over five years. INDRA equips retailers—especially smaller ones—with the right information, sourcing

avenues, and marketing tools. The platform supports customisable consumer campaigns for retailers, and will be available in nine Indian languages to cater to regional markets.

How is De Beers tailoring its approach to younger, digital-first consumers?

Our campaigns are designed with millennials and Gen Z in mind, with a strong digital-first focus. That said, we still invest in traditional media where it commands leadership. Our storytelling aligns with Indian rituals but brings in modern relevance—like the 'Second Ear Piercing' campaign. We're also customising campaigns by region, using local languages to ensure cultural connect.

Given global market headwinds, what's your outlook for India?

India is a bright spot. The domestic gems and jewellery

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IN FOCUS DIAMONDS



market is currently valued at \$85-90 billion, and could touch \$120 billion by 2030. A recent Deloitte report projects it will reach \$235 billion by 2035. As India grows from a \$4 trillion currently to an \$8 trillion economy by 2030, disposable incomes and aspirational

spending will rise—especially on categories like diamond jewellery. So technically, in the next five years we we're adding one more India to the economy.

Is De Beers aligning its investments accordingly? What kind of budget have you

allocated for India?

Yes, India is a strategic priority. We're investing significantly across consumer marketing, retail expansion, detection technology, and retailer education. While I can't share a specific number at this stage, I can confirm that our India budget reflects the country's position as the second-largest diamond-consuming market globally. Our campaigns will be ongoing, and you'll see consistent investment throughout the year.

Tell us about plans to leverage technology in Indian retail stores to reinforce consumer trust?

We're offering tools like DiamondProof and DiamondDetect—advanced detection machines that verify the authenticity of diamonds in-store. Additionally, our Institute of Diamonds is now open to the wider trade, offering third-party grading services exclusively for natural diamonds—the only lab in the world doing so.

Could you share more about Tracr?

Tracr is our blockchain-based solution that enables traceability from mine to market. It's becoming increasingly important given G7 sanctions and the rising demand for source verification among consumers and brands. At IIJS Premiere 2025, we'll highlight how Tracr supports transparency and futureproofs the diamond business.

Are US tariffs or G7 policies still posing challenges?

Initial concerns around US tariffs and G7 restrictions have now stabilised. The industry is

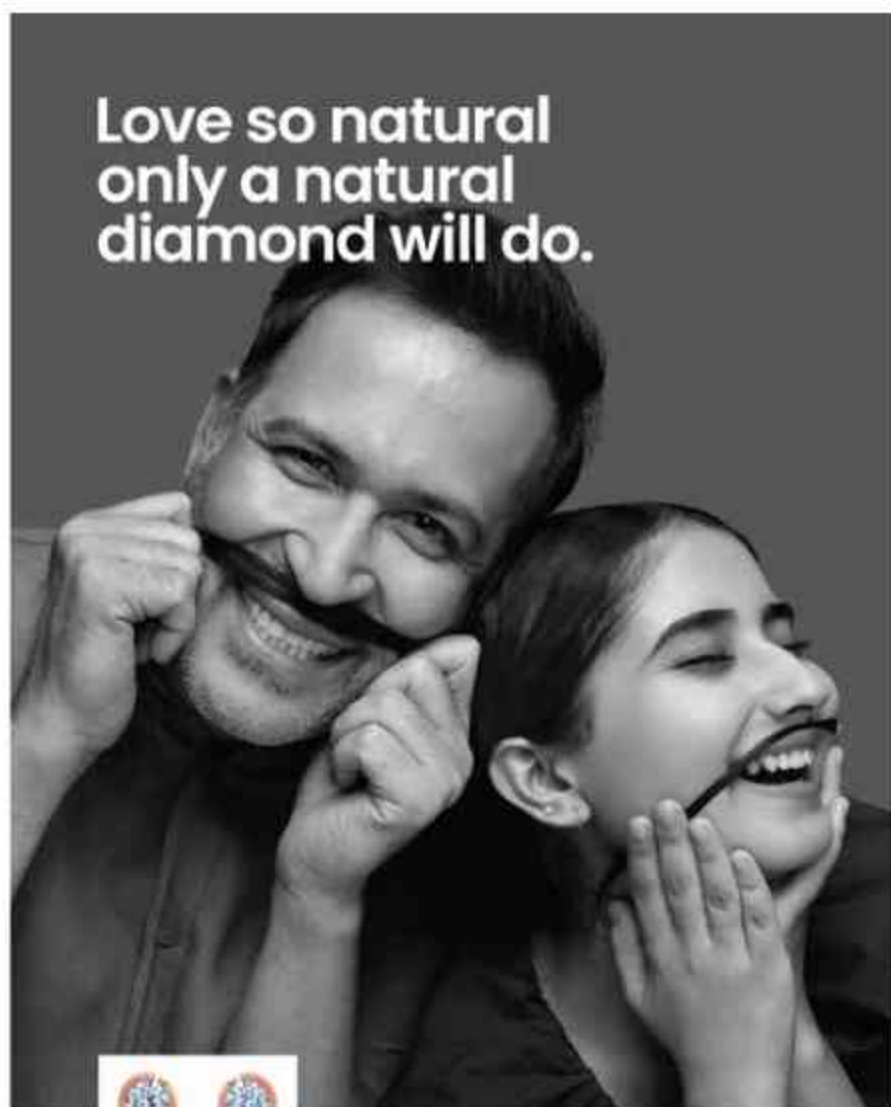
adapting, and business is moving forward.

What kind of policy support or reforms from the Indian government could further boost the natural diamond sector's growth?

GJEPC is doing commendable work in representing the industry to the government. We continue to work closely with them on creating a supportive policy environment for natural diamonds.

Gold prices are at an all-time high. Does that work in favour of diamonds?

Absolutely. With gold prices continuing to rise, diamonds are emerging as a more attractive option within the same budget range. Consumers who may have previously prioritised gold are now considering diamonds more seriously—especially as diamond prices have remained relatively stable in recent months. This shift presents a significant opportunity for the trade to position diamond jewellery as a compelling value alternative. Any final message for the industry ahead of IIJS? India holds immense potential. Diamond jewellery will be the growth indicator of the country – it will play a key role in the country's retail evolution. But the consumer has changed—they're buying differently now. As an industry, we need to be agile, stay attuned to local needs, and adapt quickly to capture this once-in-a-generation opportunity.



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Thailand's Young Gem Entrepreneurs at IIJS 2025

Veteran gem trader Atul Jogani led a new generation of **Thai entrepreneurs** to IIJS 2025 in a bid to reconnect with India and rediscover opportunity.



Atul Jogani, President of the India-Thai Diamond and Colourstone Association and Vice President of the Thai Gem and Jewellery Traders Association, has been attending the India International Jewellery Show (IIJS) for over two decades. But 2025 marks a turning point — not just for India's growing influence in the global jewellery market, but for Jogani's own mission. This year, he brings with him a fresh-faced delegation of young Thai-Indian entrepreneurs, many visiting India for the first time. In this exclusive interview, he shares

why this generational bridge is vital, the trends shaping Thailand's gem industry, and how India is poised to lead the future.

What brings you to the India International Jewellery Show (IIJS) this year?

Like every year, we're here to see how India's jewellery industry is shaping up. But this time it is particularly special — we've brought a large number of young entrepreneurs from Thailand, including many from the third generation of Indian-origin families settled there. We want them to experience firsthand

how the Indian jewellery trade operates.

You mentioned the 'third generation.' Could you elaborate?

Around half our delegation is under the age of 25. These young participants are part of families that migrated from India to Thailand decades ago. Born and raised in Thailand, many of them have never visited India. So, for them, this is both a professional and cultural introduction.

Why is it important for these young professionals to visit India now?

Many from the third generation are hesitant to enter the jewellery business. By bringing them here, we're hoping to reignite interest and help them understand the opportunities. India is set to become one of the world's largest jewellery markets—it's already a \$85 billion industry and growing rapidly. We want our youth to see that future firsthand.

You've been coming to IIJS for a long time. How many years has it been?

This is my 25th year. The show has grown significantly—it's already the second-largest jewellery show globally, after Hong Kong. And I believe it will surpass Hong Kong within the next two years.

How large is the Thai delegation this year?

We've brought 35 companies—one of our largest delegations yet.

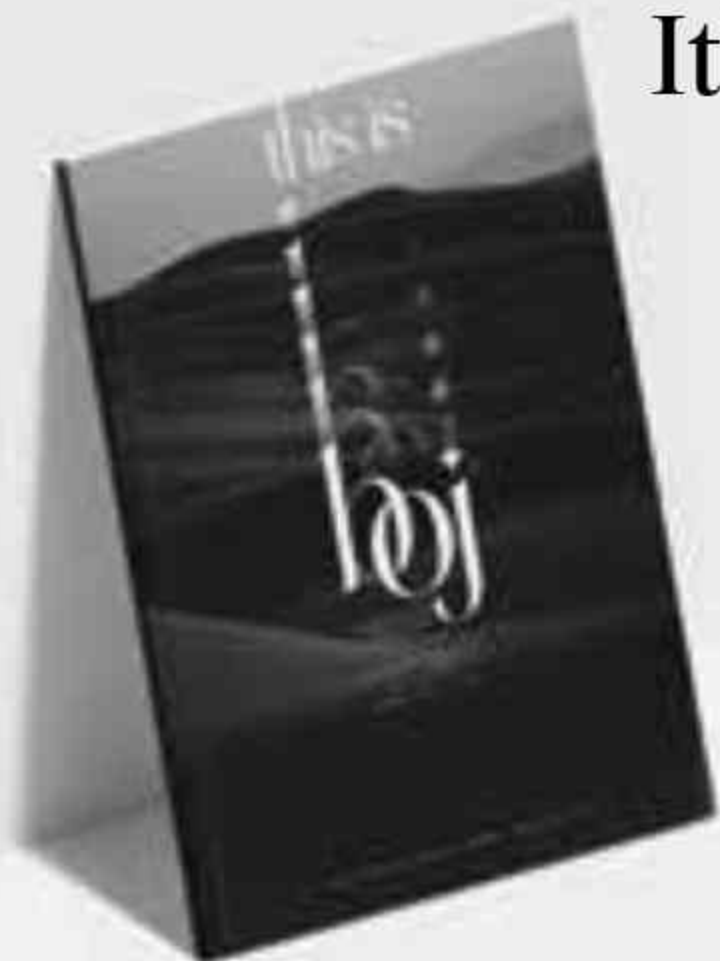
What jewellery trends are shaping the Thai market this year?

The local market is facing economic headwinds, but exports are performing well, especially to the US. Coloured gemstones have been in strong demand for the past few years, especially as diamonds slow down. Thai jewellers are focusing more on medium to high-end segments.

Any closing thoughts on IIJS 2025?

The show continues to exceed expectations. It's well organised, fast-growing, and truly world-class. We're happy to be part of it.

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



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VIEWPOINT MANUFACTURING

Clarity, Trust & Precision: Golu Bhai Badalia on Evolving with the Market

Golu Bhai Badalia, Managing Director of Badalia Diamonds LLP, shares how the company is staying ahead by staying true—dealing solely in natural diamonds with prime focus on quality. As buyer preferences shift towards transparency, certification, and premium cuts, he reflects on the brand's evolving strategy and the promise of IIJS Premiere 2025.



Badalia Diamonds LLP has earned a solid reputation in the trade. What is your core philosophy when it comes to sourcing and supplying natural diamonds?

For us, it's always been about authenticity. We deal exclusively in natural diamonds, with every piece sourced with care. Our clients trust us implicitly, confident that when they buy from us, they get genuine, consistently high-quality diamonds that hold long-term value. That trust that they repose in us is the very foundation of our business.

Which carat weights are currently moving well, and have you seen any shift in buyer preferences?

We've observed a significant rise in demand for 5-carat jewellery pieces. One major shift in buyer preference is how well-informed clients have become — they now know exactly what they want. Our business caters to this evolved mindset by offering complete transparency and clarity throughout the buying process.

Any new demand trends in shapes or qualities among buyers across India?

Oval, pear, and heart shapes are gaining popularity. In terms of quality, consumers are increasingly choosing premium quality diamonds like IF and VVS. There's a clear preference for well-cut, clean gemstones — ideally never without proper certification.

What makes IIJS Premiere important for your company, GoluBhai Badalia Diamond?

IIJS is the show where the industry converges. It's a place



to reconnect with old clients, meet new ones, and showcase what's new in our diamond assortments. Every year, the show brings in serious buyers, and we're expecting 2025 to be even more promising in terms of scale and opportunity.

Are you showcasing anything new this year at IIJS Premiere?

Yes, we're introducing some signature solitaire assortments along with precision-matched layouts and fancy shapes. For our company, the focus has always been on uncompromising quality and the enduring trust which we persist in retaining.

Are you also exporting jewellery? Which markets do you cater to?

We do export selectively. The UAE is the key market for us, and we see potential in expanding further.

How do you see the Indian diamond trade evolving in the near future?

The shift is already happening as buyers want more transparency, better documentation, and sustainable sourcing. During covid, we developed our own app to streamline the buying process. With improved certification standards and greater transparency, customers now feel more confident making quick and informed purchases through our online platform.

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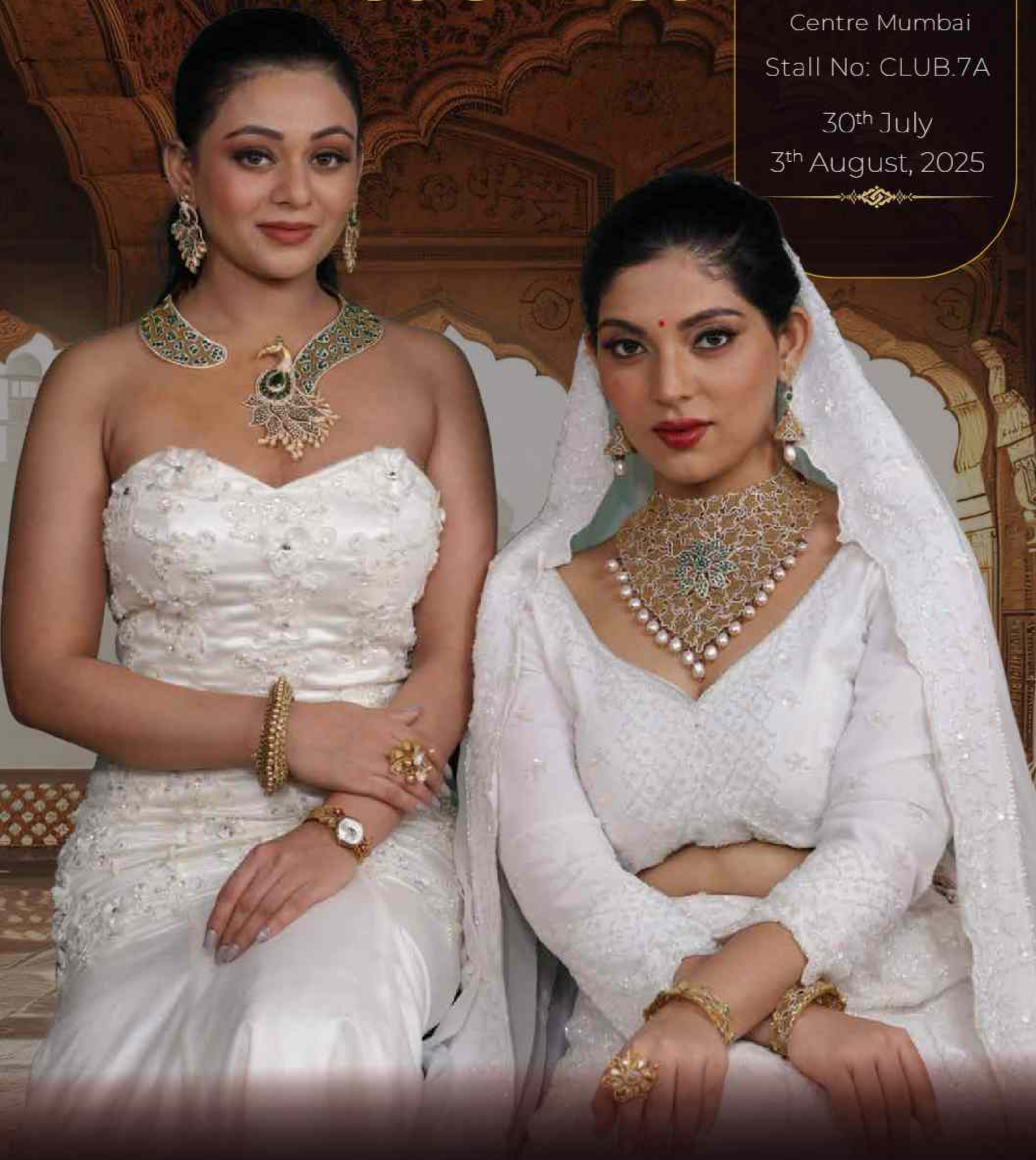
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IN STYLE

All Eyes On Gold!

High-fashion designer NITYA BAJAJ partners with Solitaire International in a striking collaboration that reimagines bridal jewellery glamour through the lens of heritage textile art. Nitya's ensembles redefine Ajrakh—the centuries-old block-printing technique from Kutch, Gujarat, renowned for its rich, earthy palette and hypnotic geometric and floral motifs. Nitya lends a contemporary edge to the traditional craft, creating ensembles that range from fluid, classic silhouettes to modern, form-flattering cuts—all designed to complement the opulence of 22-karat gold bridal jewellery. It's a poetic fusion where time-honoured craft meets couture, and heritage gleams in high fashion.



IN STYLE



Golden Glow

The striking emerald lehenga set from the Ajrakh pays homage to the soulful depths of the Rann of Kutch. Crafted using the ancient resist-printing technique of Ajrakh, the ensemble comes to life with intricate detailing, and the countless hours poured in by artisan weaver clusters.

The dark green costume pairs beautifully with stylised antique-finish gold temple necklace featuring idols and peacocks set against the openwork foliar backdrop. The necklace is embellished with rubies, emeralds and pearls. Complementing its design are the two broad kadas and jhumkas.

Jewellery: S K SETH JEWELLERS

Colour Me Purple

A sculpted, purple embroidered skirt with an asymmetrical hemline is paired with a cape and bustier, creating a look that's both bold and fluid. The statement gold choker is a lavish composition of textured gold leaves, linked by delicate diamond-studded floral motifs. Lined with shimmering amethyst drops and accented with emerald-leaf details, the necklace exudes opulence. Bell-shaped earrings echo the same design language, blooming with layers of textured gold petals—a celebration of craftsmanship and bold gold artistry.

Jewellery: ANSAA JEWELLERS



IN STYLE



Sunlit Splendour

Earthy yellow tones in sun-warmed shades flow across a panelled kurta, richly embellished with gold sequin and glimmering metallic coins. Paired with a classic churidar and a zari-embroidered dupatta, the ensemble is perfect for a festive mehendi celebration. The look is elevated with a broad, yellow gold choker encrusted with uncut diamonds adds regal splendour, while a layered, multi-row necklace mirrors the gentle, flare of the kurta, adding depth and richness to the overall silhouette.

Jewellery: CVM



Orchid Ode

An amethyst-toned Ajrakh sari paired with a sleek bralet gets a contemporary lift with a striking, nature-inspired V-shaped necklace. Designed with floral panels of purplish gemstones, each segment is separated by delicate gold floral connectors, leading into a lush fringe of gold and pearl beads. The piece is lined with a border of neatly overlapping gold coins, adding a gleaming layer to the piece. The pairing is a beautiful example of how traditional craft and modern sensuality can effortlessly coexist.

Jewellery: ANAND SHAH





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IN STYLE



Ajrakh Aura

The multi-panelled black fish-cut skirt is paired with long-sleeved blouse and the signature Ajrakh by Nitya Bajaj drape cape—melding tradition with sharp modern tailoring. The gold choker, detailed with textured paisleys extends into a lacy openwork pattern filled with uncut diamonds, echoing the geometric language of the rich dress. The choker is bordered with emerald beads, while the matching earrings complete the look with effortless cohesion.

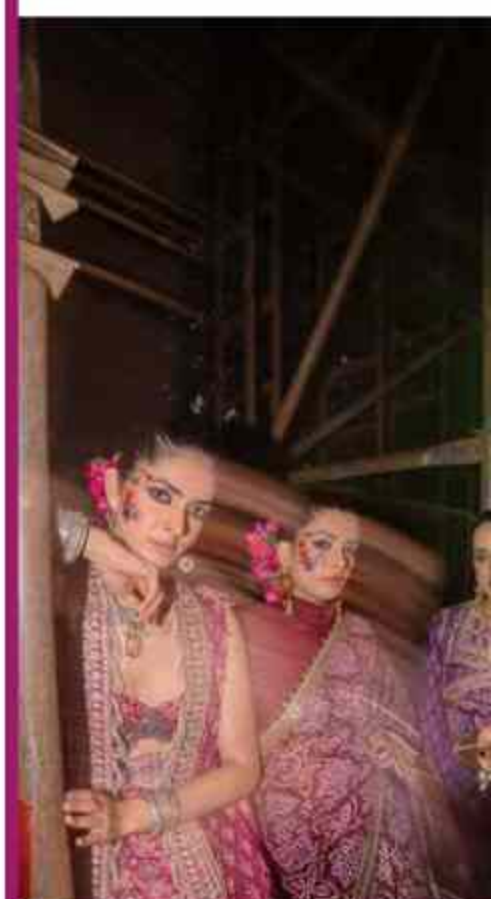
Jewellery: GOLD ARTISM



Festive Fusion

A perfect ensemble for the evening cocktail sangeet, the fitted Ajrakh bustier blouse, in a rich blend of magenta coral pink, and fuchsia, pairs well with a sari-style draped skirt in a soft pink tone. Adding drama is a long, embroidered cape detailed with fine zari work—a contemporary spin on the classic dupatta. The ornate 22-karat gold choker adorned with rows of carved paisleys and delicate florets in varying patterns. Antique-finish square elements, each bursting with carved tiny blooms, form a striking border. Matching jhumkas enhance the festive vibe of the outfit.

Jewellery: AALISHAN JEWELS (Royal Chain Pvt. Ltd.)



IN STYLE



Bridal Majesty

The 22-karat gold long necklace, crafted using traditional naqshi work, features intricate depictions of deities, flora, and fauna. The matching choker showcases Goddess Lakshmi flanked by elephants, embellished with emeralds, polkis, and pearls. This opulent bridal set pairs beautifully with any of the multi-panelled Ajrakh lehengas in earthy hues of ochre, black, and olive green. Each lehenga is detailed with hand-embroidered gold sequins and styled with V- or heart-shaped cholis, finished with Ajrakh odhanis edged in Nitya's signature scalloped trims.
Jewellery: SHANTI S. SETH JEWELLERS

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IIJS TRENDS

Scene-Stealer Rings

Finger adornments are enjoying their moment in the spotlight. Unique, structural shapes—be they architectural or inspired by nature—are firmly in vogue. IIJS Premiere exhibitors have embraced boldness, both in design and in their use of gemstones. Here's a look at some striking, statement-making rings that are anything but ordinary.



The scalloped white gold ring features an oval aquamarine framed with blue diamonds, oval pink sapphires, and white diamonds. **By Intergem Exports**



The spiral white gold ring is designed with fancy-cut sparkling diamonds surrounding a central oval emerald. A row of small emeralds traces the contours of the ring, accentuating its shapely silhouette. **By Oriental Gemco**



The wing-shaped rose gold ring holds an oval aquamarine flanked by tiered drop-shaped pink sapphires. The rings is further embellished with diamonds. **By Gem Plaza**



This rose gold ring blossoms into full bloom, each petal lavishly encrusted with diamonds. **By GNS Jewellery**



The gold ring, designed with layered petals, is encrusted with white diamonds and dusted with yellow diamonds. At its heart, a drop-shaped yellow diamond radiates a warm, golden glow. **By Anan Jewels India**

IIJS TRENDS



The heart-shaped diamond takes the spotlight in this two-toned gold ring, defined by shapely contours and a super fine, polished finish. **By Elvee Jewels**



A double-floral white gold ring, featuring openwork shanks, is adorned with pink and yellow gemstones. **By Parth Fine Jewels**



The yellow gold Art Deco-inspired cross over ring is decorated with white diamonds, an oval emerald, and fluted turquoise. A hint of black enamel adds to the design element. **By Exquisite Fine Jewellery**



The structural and edgy rose gold ring is uniquely shaped, with channel-set baguette diamonds flanked by round diamonds. The shanks are partially decorated with rows of diamonds, while a prominent, squarish motif at the centre showcases a striking arrangement of baguette and round diamonds. **By Kosha Fine Jewellery**



The open gold ring with a striated band ends in scraggy stem finials, each holding a unique diamond-studded motif. **By Anand Ranawat**



The stylised leaf ring decorated with an openwork design of drop-shaped diamonds is framed with emeralds. A heart-shaped emerald in the centre adds a lush green contrast to the icy cool brilliance of the diamonds. **By Vama Fine Jewels**

innov8 TALKS



SCHEDULE FOR JIO CONVENTION CENTRE (JWCC)

DATE	TIME	SPEAKER NAME	TOPIC
31 st July 2025	11:00 - 12:00	Mrs. Neha Raman Manager, Exim Bank Mrs. Jhanvi Singh Chief Manager, Exim Bank Mr. Amit N. Sidhpura Instructor	Explore the Future of India's Jewellery Clusters with EXIM Bank and GJEPC
31 st July 2025	12:00 - 13:00	Mr. Bhavin Patel Instructor IGI (International Gemological Institute)	Science Beyond the 4c's - The Sparkle that Matters.
31 st July 2025	13:00 - 14:00	Mr. Diyaan Shah CEO & Dr. Jeet Desai CTO, Doit Designs India	Empowering Innovation and Growth Across the Jewelry Industry — From the Creative Desk to the Global Marketplace.
31 st July 2025	15:00 - 16:00	Ms. Revathi Kant, Chief Design Officer, Titan Company Ltd; Mr. Biren Vaidya, MD & Creative Soul, Rose Group of Companies. Mr. Ketan Chokshi, Co - Owner, Naryan Jewellers. Mr. Abhishek Raniwala, Managing Director, Raniwala jewellers Moderator : Mr. Anil Prabhakar Salesman turned storyteller	Crafted in India: The New Language of Global Luxury
31 st July 2025	16:00 - 17:00	Mr. Supreme Kothari PARTNER - TAX, ELP - Economic Laws Practice	US Reciprocal Tariff: Impact Analysis and the Road Ahead
1 st August 2025	14:00 - 15:00	Mr. Amit Patihari Managing Director, De Beers India & Forevermark India, INDRA	Project Indra: Igniting Diamond Aspirations in India's Tier 2 & 3 Cities
1 st August 2025	15:00 - 16:00	Mr. Mrugesh Soni CEO, LoopClosers AI	Automating end to end customer life cycle with AI
1 st August 2025	16:00 - 17:00	Mr. Jay Rao Founder and CEO, KYC Hub Ms. Farnoush Mirmoeini 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 st August 2025	17:00 - 17:15		Business Of Jewellery-BOJ
2 nd August 2025	12:00 - 14:00	Mr. Guido Persico Jewellery Designer-Italy	Debut issue Unveiling Ceremony Jewellery Designing & Sketching in sync with Technology
2 nd August 2025	14:00 - 15:00	Mr. Sanjay Jain Director, Manoj Ornaments	VALU-EK UMEED KA SAFAR - From a small village in Rajasthan to a Global Empire.
2 nd August 2025	15:00 - 16:00	Mr. Mihir Ajit Shah Consultant, Advisor & Trainer in International Business, Universal Connections	Understanding the Setup of an Export Business
2 nd August 2025	16:00 - 17:00	Nirupa Bhatt CEO IIGJ LAB Sanjay Jaiswal Managing director Goldi's Golden Carat Pvt. Ltd. Shashi Sinha CEO Inter Public Group Media Brands Rahul Desai Managing Director International Institute of Gemology Amit Pratihari Managing Director, India De Beers Moderator: Mr. Subbu 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 st July 2025	14:00 - 15:00	Mr. Amit Patihari Managing Director, De Beers India & Forevermark India	Project Indra: Igniting Diamond Aspirations in India's Tier 2 & 3 Cities
31 st July 2025	15:00 - 16:00	Presentation brought to you by GIA (Gemological Institute of America)	Building Consumer Confidence in Gems & Jewellery
31 st July 2025	16:00 - 17:30	Ms. Laura Inghirami Professor, Journalist, Entrepreneur, Consultant, Donna Jewel	The Art of Italian Jewelry: Communicating beauty and Identity in Global Jewelry Design
1 st August 2025	12:00 - 13:00	Mr. Diyaan Shah CEO & Dr. Jeet Desai CTO Dolt Designs India	Empowering Innovation and Growth Across the Jewelry Industry – From the Creative Desk to the Global Marketplace.
1 st August 2025	14:00 - 16:00	Mr. Tejas Mehta Founder, Ausper	Project Jewelstart, GJEPC Startup Ecosystem
1 st August 2025	16:00 - 17:00	Ms. Prerna Makhariaa Jewellery Networking, Mr. Praveen Prakash Enlight Studios, Mr. Mit Mehta Director, Mehta Tools	Social Media Content Creation & Jewellery Photography
1 st August 2025	17:00 - 18:00	Under Innov Global	Shaping the Future of Jewellery Trade: India & Middle East Synergies
2 nd August 2025	12:00 - 13:00	Mr. Rakesh Kumar Bhan Managing Director, India and Middle East, Fischer Measurements Technologies	Advancements in non-destructive, reliable and fast analysis of precious metals and other impurities
2 nd August 2025	13:00 - 14:00	Mr. Dhonesh Dodia CEO @ ThreatWatch360 & CTO @ Indian Cyber Intelligence	Secure your digital brand identity from scams, fraud & data leaks
2 nd August 2025	14:00 - 15:00	Mr. Percy Master 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 nd August 2025	15:00 - 16:00	Mr. Aneesh H Kumarr Head-New Product Development, "INDRIYA" Aditiya Birla Jewellery	New Product Design Development: The Core Engine Driving Jewellery Business
2 nd August 2025	16:00 - 17:00	Mr. Kiran Shinde CEO, PMJ Jewellers Mr. Mitesh Khimiji MD, Khimiji Mr. Mihir Shah N Gopadas Mr. Nirav Bhansali CEO of Prism Jewellery and Convenor of National Exhibitions at GJEPC Mr. Gaurav Bawa Retail Strategist, Business coach, and founder of RetailGro	From Fingertips to Footfalls - Reimagining Jewelry Sales Using AI
2 nd August 2025	17:30 - 20:00	Mr. Shekhar Bhandari President & Business Head of SME Banking, Kotak Mahindra Bank	Gold Outlook 2025
3 rd August 2025	12:00 - 13:00	Supriyo Bhattacharjee - General Manager, IFSCA Shivanshu Mehta - Head Bullion, MCX Dileep Narayan - 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 rd August 2025	14:00 - 15:00	Mr. Ashish Sakhardande Head - IJEX	Unlocking New Horizons: Building and Scaling Your Jewellery Business in the Middle East through IJEX
3 rd August 2025	15:00 - 16:00	Mr. Mihir Ajit Shah 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 st July 2025	02:00 PM - 03:00 PM	Mr. Davide Zerbini Managing Director, Morelato & Sector - Hongkong	Inauguration of IGJME
31 st July 2025	4:00 PM - 5:00 PM	Mr. Siddharth 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 st Aug 2025	12:00 PM - 12:15 PM	GJEPC - Mega CFC & HRD	Collaboration & Signing Ceremony
1 st 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 st 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 st Aug 2025	3:00 PM - 4:00 PM	Dr. J. Mhatre Managing Director Surface Modification Technologies Pvt. Ltd.	PVD Coating Technology in Jewellery Manufacturing; India's Readiness, Com- mercial Trends & Future Potential
1 st Aug 2025	4:00 PM - 5:00 PM	Mr. Tanish Mehta Founder & CEO - Skizy.ai	AI in Jewellery: Implementation and Adaptation
1 st Aug 2025	5:00 PM - 6:00 PM	Mr. Chintan Mehta Partner, Technology Enablement, KPMG	ERP for Manufacturing
2 nd 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 nd Aug 2025	02:00 PM - 03:00 PM	Mr. Oriol Colledemont Gemvision Product Director	Advance CAD skills workshop- Matrix- Gold
2 nd Aug 2025	3:00 PM - 4:00 PM	Mr. Davide Zerbini Morelato & Sector - Hongkong	Opportunity & Challenges for European Retailers Sourcing from India
2 nd Aug 2025	5:00 PM - 6:00 PM	Mr. Chintan Mehta - Partner, Technology Enablement with KPMG	ERP for Manufacturing
3 rd Aug 2025	12:00 PM - 01:00 PM	Mr. Debasish Bhattacharjee Precious Metal Metallurgy	Precious Metal Recovery from Process effluent
3 rd 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 rd Aug 2025	3:00 PM - 5:00 PM	Mr. Guido Persico, Jewellery Designer-Italy	Jewellery Designing & Sketching in sync with Technology



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WHAT'S NEW

Textured Play

Ansa Jewellers plays with gold textures and gemstone hues to present novel designs in time for IIJS Premiere. The designs heavily draw from the beautiful patterns found in Mother Nature. Ferns, leaves, floral bouquets and even elephants find their way into their latest collection. The brand also veers from the usual gemstone tones of blue, red and green to provide jewellery with a fresh perspective. A bracelet outfitted with bezel-set tourmalines in hues of pink, orange and green is accented with a floral snippet cast in gold. A gold choker channels the vivacity and hopeful spirit of flowers. Another choker features warm rose-toned gold leaves with tiny diamond florets and a fringe of greyish-blue beads. The pieces are a distinctive take on nature-inspired luxury, where colour, craft and imagination come into full bloom.



Dainty Diamonds

Asian Star presents daily wear diamond-studded jewellery collections. Facets is a delicate two-tone jewellery collection featuring dainty gold butterflies adorned with diamond-studded elements to maintain the elegance of each piece. Flares showcases diamond-studded spirals bursting light in all directions, interspersed with pink gemstones, evoking a sense of radiating positive energy. The Enchanted collection encapsulates graceful leafy vines studded with diamonds and pink gemstones. The leitmotif carries across necklaces, earrings and bracelets.



WHAT'S NEW

A Connoisseur's Delight

Exquisite Fine Jewellery has three distinctively different collections for IIJS Premiere. The Art-Carved collection pays homage to the timeless art of gemstone carving. From delicately hand-carved turquoise in the necklace to bold ring compositions in black onyx and serene turquoise, each piece reflects high craftsmanship and thoughtful contrast. Inspired by the intricate detailing of Jaipur's Monsoon Gate, the collection is accented with diamonds and emeralds.

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Striking Symmetry

GDK Jewels is a leading manufacturer of high-end jewellery set with fine quality precious and semi-precious gemstones and natural diamonds. They bring a multitude of gem-set jewels to IIJS Premiere. Inspired by royal heirloom jewellery, the regal multi-layered necklace featured carved Zambian emeralds, white sapphires, pearls and brilliant-cut diamonds. An emerald-studded girandole pendant adds to the allure of the piece. Another double-layered necklace offers a more contemporary appeal with cushion-cut tanzanite encircled by brilliant-cut diamonds. The harmonious symmetry and delicate links enhance the elegance, making this a perfect ensemble for grand occasions.





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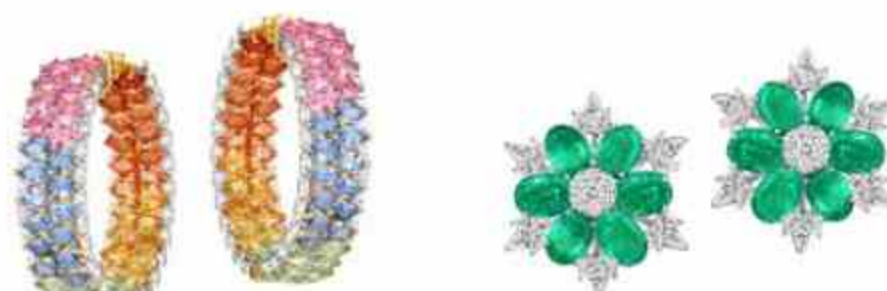
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Radiant Artistry

OPH Jeweller transforms rare gemstones, gold and diamonds into stylish jewels that are bold, structured and sophisticated - fit for every woman who is the queen in her life. The Celese Regalia necklace set features cascading rows of carved tanzanite and aquamarine halos interspersed with diamonds. A statement ring immortalises a butterfly mid-flight. Studded with emeralds, marquise-cut tanzanites and pavé diamonds, the ring is a symbol of transformation, grace, and rare craftsmanship — made to mesmerise one and all. Edgy yet refined, the open bangle features alternating rows of emeralds, tanzanites, and diamonds. Designed for the bold, it's a statement piece that balances symmetry with sparkle.



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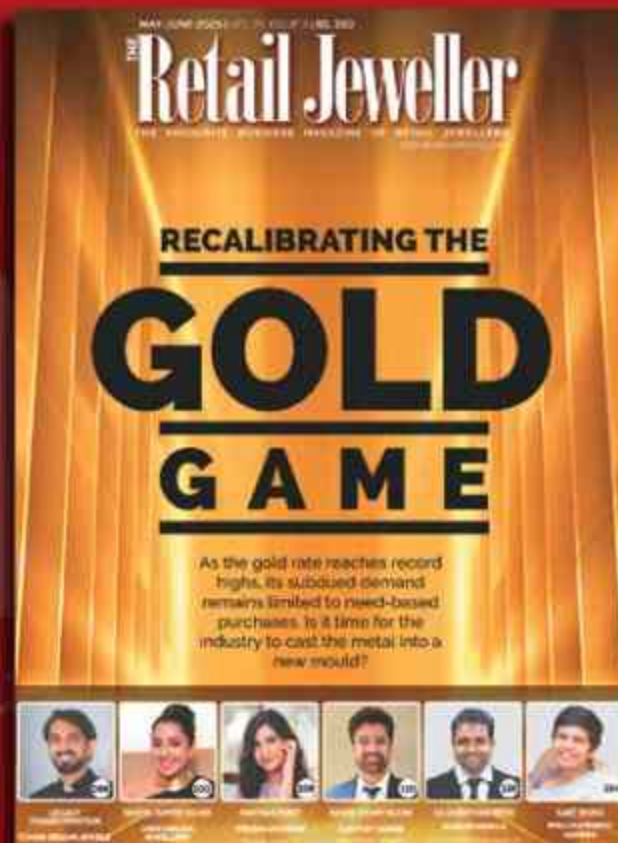
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