

SHOWDAILY DAY 4

2nd AUGUST 2025



COVER STORY

Cutting-Edge Design Defines the Select Club

At IIJS Premiere 2025, the Select Club returned with 118 exhibitors and a vivid curation of high-end jewellery — where bold design, coloured gems, and global sensibilities took centre stage.

This edition of the Select Club at IIJS Premiere 2025 featured 118 exhibitors, ranging from classy bridal gold, contemporary classics in diamond and gem-studded jewellery to youthful, modern-age lines with innovative designs.

Large carat gemstones and diamonds were the heroes of many pieces, while textures metals gained prominence. Gem-setting and custom-cut gemstones were another area that many exhibitors relied on, to support the narrative of the



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Buyers

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



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COVER STORY



Exquisite fine Jewellery



Awesome Sparklers

thematic collections.

On display at **Awesome Sparklers by Priti Bhatla** was a necklace set of diamonds and rubies, set in an inverse setting. The two-finger gold leafy gold ring contrasted with rubies and yellow sapphires, again in an inverse setting, stole the show.

Intergem Exports (YS18) leaned more towards African opals of various cuts. The collection of ear studs, dangles and pendant necklaces was graced with opals of various cuts including marquise, round, cabochons, and more. The pieces were enhanced with fancy colour diamonds. One of the contemporary jhoomers (chandeliars) were outfitted with 24 carats of opals and set with diamonds.

Abhishek Sand, Co-Founder/Director of Savlo Jewellery, revealed that their latest Navratna collection was doing exceptionally well. "Driven by astrological significance against the backdrop of an uncertain age that we are living in, the jewellery set with nine gemstones associated with nine planets was a big draw. From single chains and linear earrings to bracelets and chokers, the range priced from Rs. 1 lakh to Rs. 15 lakhs was a clear winner."



Intergem Exports

Ashish Sand, Savlo's Co-Founder/Director, commented: "IIJS is the place where dream dazzles in fine jewellery and seeing the demand we are overwhelmed as it is way above our expectations. This year, we have witnessed plenty of customers from the Middle East region as well. Kudos to the team for putting up such an incredible event."

Kayvan Taswala of Peacemoon Traders informed that buyers this time were not overstocking their inventory, which is a good sign. He said that the most popular range for their high-end diamond jewellery was between Rs. 5 and 10 lakhs. They saw a huge demand for their one-off drop-shaped ear studs layered with natural yellow briollette diamonds centred on a pear-shaped motif studded with white fancy-cut diamonds. The ear studs costing Rs. 7 lakhs were set with a total of 14 carats of diamonds.

Other categories that were in vogue were two- and three-finger rings, designer ear cuffs, and palm cuffs, and of course, the trending labubu (toy monster elves) accessories in diamonds and gemstones.

Fine jewellery embellished

COVER STORY

D'yne Jewels



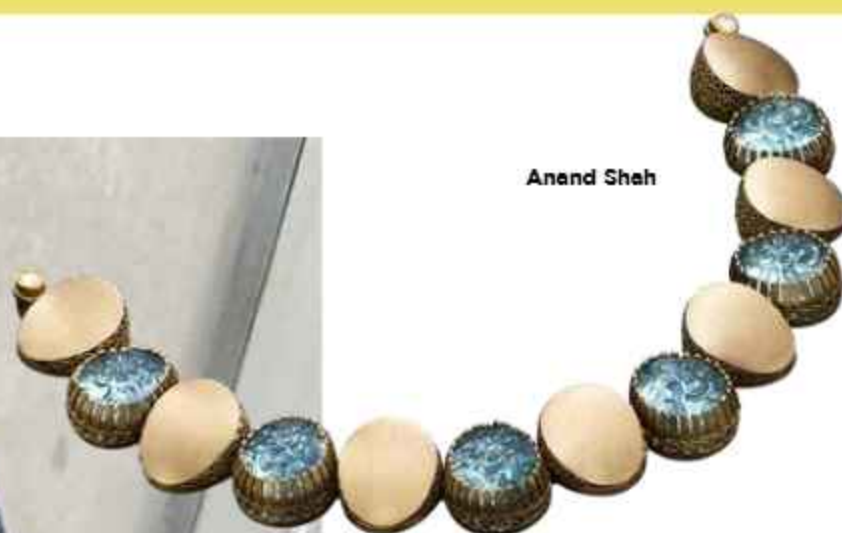
with a spectrum of gem hues was also trending. **Vijay Golecha of Golecha Jewels** said that all their three categories - bridal, 18-karat gold oxidised gold collections, and an international line - were performing very well. "We have painted the collections with

a variety of stones including morganite, rose quartz, turquoise, rubellite, amethyst, opals, corals tourmalines and more."

On the gold front, **Anand Shah** had a variety of collections in bridal wear - from sets saturated with coloured

gemstones to Thewa sets and some offbeat pieces that played with gold textures, including a single-line necklace interspersed with ovoid gold satin-finish motifs and blue carved gemstones cradled in antique-finish gold cages. "We have been very busy since

Anand Shah



the first day of the show and have got a wonderful response from across all regions. Buyers are looking for sets between 40 and 125 grams. Thewa has been our most sought-after collection at the show."

"We have been welcoming a steady stream of visitors since the last two days," noted **Abhishek Haritwal of Haritsons Designs Pvt. Ltd.** "Our collection with a fusion of Art Deco and Victorian sensibilities paired with Mughal influences has been a clear winner. For this show, we have made 300 one-off pieces and we are happy that the response has been stupendous."

Jewels by Sephora's Divyanshu Bardia was happy that their designer collections were getting good orders from Mumbai, Indore, Chandigarh among other cities. "Inclusion of colour gemstones in the couture category is in vogue these days."

Brooches: Keep Them Pinned!



D'yne Jewellery

A new category of jewellery is gaining traction at the Select Club this year. Brooches ... they are in the spotlight now.

Brooches are ornaments that are both fun and fitting for the men of today. There are pins of all shapes and forms - some are unisex and some can be converted into pendants, too.

Hiranl Exports displayed a pair of curvy and stately birds - a titanium brooch for men, and an identical one in gold for women.

Enhanced with blue and black rhodium plating, each brooch was fitted with a custom-cut diamond, each weighing 27 carats. The unique shape of the birds is what catches the eye.

The other geometric brooch features a customized light brown diamond shaped as a horsehead against the bed of diamonds. **Darshit Hiranl** notes, "The diamond took six months to cut and the brooch came to life after nine months."

Chhaya Jain, Founder and Head Designer, Sensuel Jewels,

leans towards the Victorian Era and her vintage brooch bore handcrafted pearly stems, and three large emerald leaves gracing the diamond-studded foliage. The parrot brooch embellished with diamonds with a yellow enamelled beak had the body of a custom-cut tourmaline.

D'yne Jewels had a range of 3-dimensional brooches in gold - one that caught the attention was the elephant brooch set with 39.22 carats of rubellites as ears. The handmade three-dimensional brooch had a mesh-like body made of gold.

The Animalo collection by **Savio Jewellery** has a range of animals, adorned with diamonds and large gemstones. "Brooches are the next big thing. For us the demand is so high that we are planning to add 15 more additions to the collection. Costing between Rs. 1 lakh to Rs. 5 lakh, the brooches are great accessories for men, who want to dress up for weddings."

COVER STORY

Savlo Jewellery



The titanium and gold bird brooches by Hiranl Exports



The Horse Brooch by Hiranl Exports

The elephant brooch in 18-karat gold accented with diamonds featured a large tanzanite drop.

Golecha Jewels had a vast range of brooches embellished with a mix and match of gemstones and diamonds. One that stood out was a beetle in silver and gold sans any gems, while the parrot brooch was patterned with cat's eye, opals and emeralds.

Haritsons Designs, too, took pride in their line of brooches. **Abhishek Haritwal, Partner**, said that brooches serve as a perfect ornamental accessory for men as well as women. One of their nature-inspired brooch in gold was decorated with 200 carats of honey colour tourmalines.



The Parrot brooch by Sensuel Jewels



The foliar brooch by Sensuel Jewels



Haritsons Designs Pvt. Ltd.



Golecha Jewels

BREAKING NEWS

GJEPC's Bold New Initiatives to Power India's Jewellery Industry Future

GJEPC announced major new initiatives that reflect the Council's commitment to innovation, digital transformation, and national pride.



1. IGJME to Become India's Largest Independent Machinery Show

Starting 2026, the **India Gem & Jewellery Machinery Expo (IGJME)** will no longer run concurrently with IIJS Premiere. Instead, it will be held one month earlier with an expanded footprint. This change, Nirav Bhansali, Convener - National Exhibitions, GJEPC, explained, addresses long-standing feedback from participants who felt that the overlap diluted attention from both events.

The revamped IGJME will not only spotlight jewellery-making machinery but also offer a robust platform for **advanced technologies such as artificial intelligence (AI), machine learning, ERP software, and digital process improvement tools**. Alongside, GJEPC plans to host **technology-driven symposiums focusing on productivity, product enhancement, and business growth**—turning IGJME into a central hub for manufacturing excellence.

2. Launch of an AI-Enabled Industry Directory and App

Within the next three months, GJEPC will launch an **AI-powered website and mobile app** that serves as a one-stop digital directory for the entire industry ecosystem. Designed to function like an intelligent version of Yellow Pages, the platform will allow users to



browse and compare suppliers, service providers, designers, ERP systems, and more—with detailed catalogues and quotation comparisons.

This tool will be **free for all GJEPC members** to view and use, and businesses across the value chain will be encouraged to list their products and services. The goal is to simplify how our industry connects and collaborates—digitally and efficiently.

3. Introducing National Jewellers' Day - 17th September

One of the evening's most rousing moments came when Bhansali unveiled the Council's proposal to mark **17th September as National Jewellers' Day**. The date coincides with both Vishwakarma Jayanti and the birthday of Prime Minister Narendra Modi, making it a symbolic tribute to craftsmanship and leadership.

To mark the inaugural celebration this year, GJEPC will **attempt to break two world records**:

- Collect **1,00,000 units of blood across India in 24 hours**, making it the largest blood donation drive by any industry worldwide.
- Gather **75,000 video messages** from jewellers and citizens across India, wishing the **Prime Minister on his 75th birthday**.

Both initiatives will be executed in collaboration with trade associations nationwide. Bhansali emphasised that GJEPC will lead from the front in making this a permanent fixture on the national calendar, much like other celebrated days such as Akshaya Tritiya or Valentine's Day.

The Council also introduced a new **start-up incubation initiative, Jewel Start** to support jewellery entrepreneurs, from market access and funding to mentorship. In collaboration with institutes like NID and featuring top CEOs, the programme aims to build the first-of-its-kind jewellery start-up ecosystem.

With these bold announcements, GJEPC has positioned the industry not just as a pillar of the economy—but as a progressive, tech-forward, and socially responsible force in India's growth story.

SHOW GLIMPSES

Glitter Gallery

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



Gold as far as the eye can see



Did you hear the one about...?



It's always magic when gold and diamonds meet



Guardian of the Red Fort



Help whenever wherever you need it



And they descended on IIJS by the thousands

SHOW GLIMPSES



No guns, only roses



Nothing to declare



Packed aisles, all smiles



Rest your weary feet you transporters of treasures



Scribes enjoying their time in the spotlight



Take my money, just let me into IIJS



The world at India's doorstep



While IIJS rocks, you roll

PHILANTHROPY

Jewellers for Hope Marks a Decade of Giving with Star Power and Impact



The 10th edition of Jewellers for Hope (JFH), the flagship charity fundraiser organised by the GJEPC, illuminated IIJS Premiere with compassion, commitment and a celebration of social impact. Held alongside the Council's flagship show, the landmark edition brought together industry leaders, philanthropists, and dignitaries to honour a decade of meaningful giving.

Presented in partnership with De Beers Group, in association with World Gold Council, powered by GIA, and



co-partnered by HRD Antwerp, the evening paid tribute to the power of collective effort. Since its inception in 2014, Jewellers for Hope has contributed over ₹12 crores to 20 NGOs working across healthcare, education, women's empowerment, and social welfare.

In his opening address, Mr. Kirit Bhansali, Chairman of GJEPC, reflected on the philanthropic initiative's journey: "Jewellers for Hope is a shining example of how the gem and jewellery industry can come together to create

PHILANTHROPY



change that resonates far beyond business."

Of the total funds raised this year, Rs. 75 lakhs will go towards supporting the RK

HIV AIDS Research and Care Centre, which has conducted over 33,000 medical camps, reaching more than 5 crore people across India. With

mobile cardiac ambulances and extensive outreach in underserved regions, the NGO has earned global recognition for its massive humanitarian footprint, including several world records for free medical services.

A special announcement was also made about GJEPC's recent approval to rename IIJS as IIJS Bharat — a move welcomed with pride by the industry. In honour of this national sentiment, a portion of the raised funds will also be contributed to the Indian Army, towards a meaningful project to be announced.

And then came the star moment and emotional high

point: Anil Kapoor, suave, sincere, and ever charismatic, took the stage, bringing not just his timeless presence but also his quiet advocacy for social good.

"True glamour," he said, "is using your platform to uplift others."

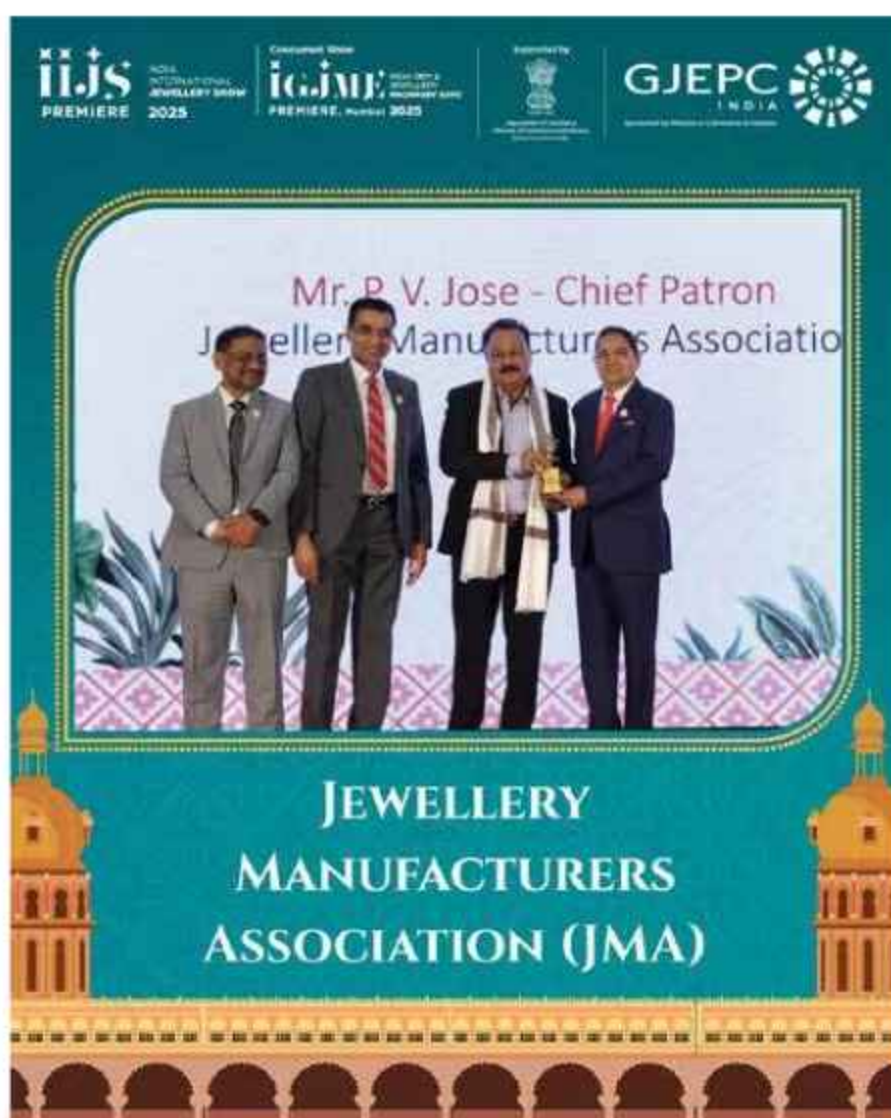
The finale saw a heartfelt tribute to Mr. M.P. Ahammed, Chairman of Malabar Group, whose legacy of ethical business and philanthropy was celebrated through the unique "Dinner with the Icon" auction, with all proceeds benefiting a charity of his choice.



FELICITATION

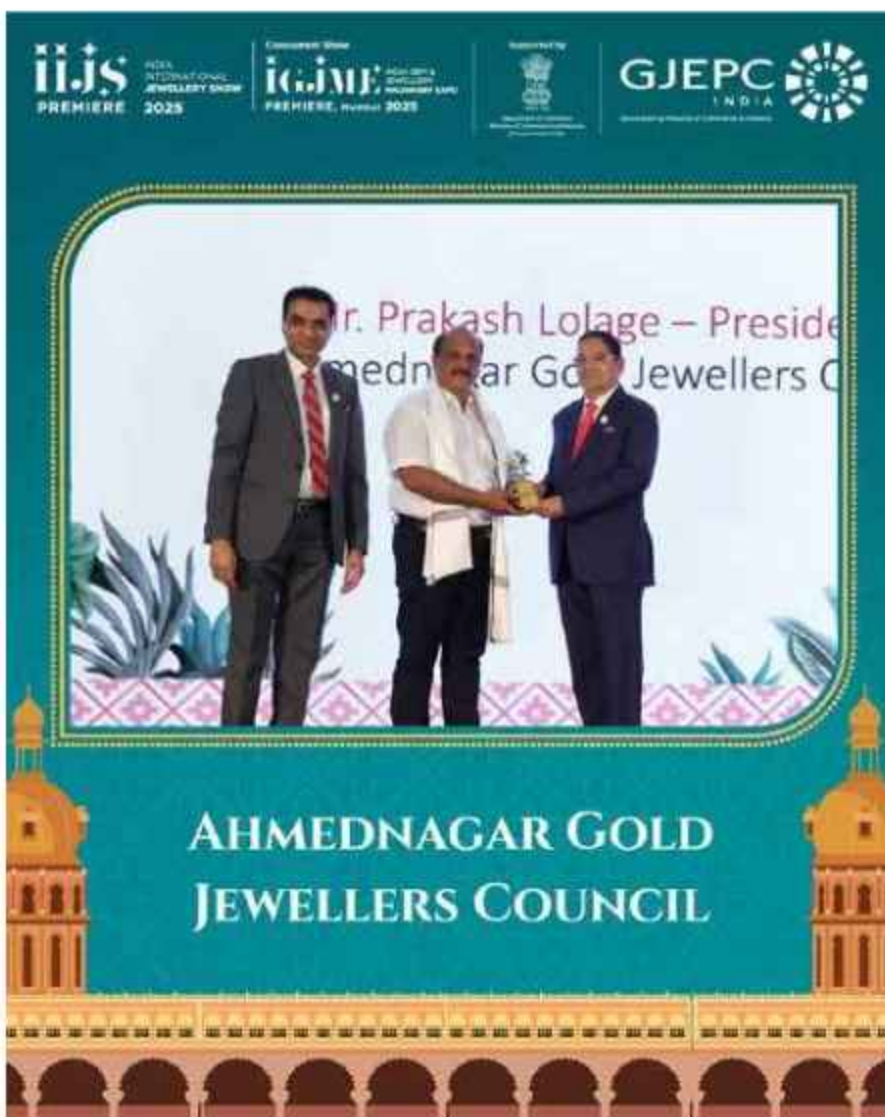
GJEPC Applauds Grassroots Leaders of the Trade

Twenty-seven jewellery associations from across the country were felicitated by GJEPC during the **41st edition of IIJS Premiere at JWCC**. The recognition celebrated their longstanding commitment and tireless efforts in advancing the interests of India's gem and jewellery industry.



List of Felicitated Associations:

- The Nashik Saraf Association
- Dhule Sarafa Association
- Bhartiya Swarnkar Sangh Jalgaon
- Wai Saraf Suvarnkar Association
- Ahmednagar Gold Jewellers Council
- Jalna Sarafa Va Suvarnkar Association
- Hupari Parisar Saraf Vyavasyik Sangh Hupari
- Ratnagiri Saraf Suvarnkar Sanghatna
- Aurangabad Saraf Association
- Kolhapur Saraf Vyapari Sangh
- Maharashtra Suwarnakar Sanastha Nagpur
- Chandi Kharkhandar Association Hupari
- Satara Saraf Association



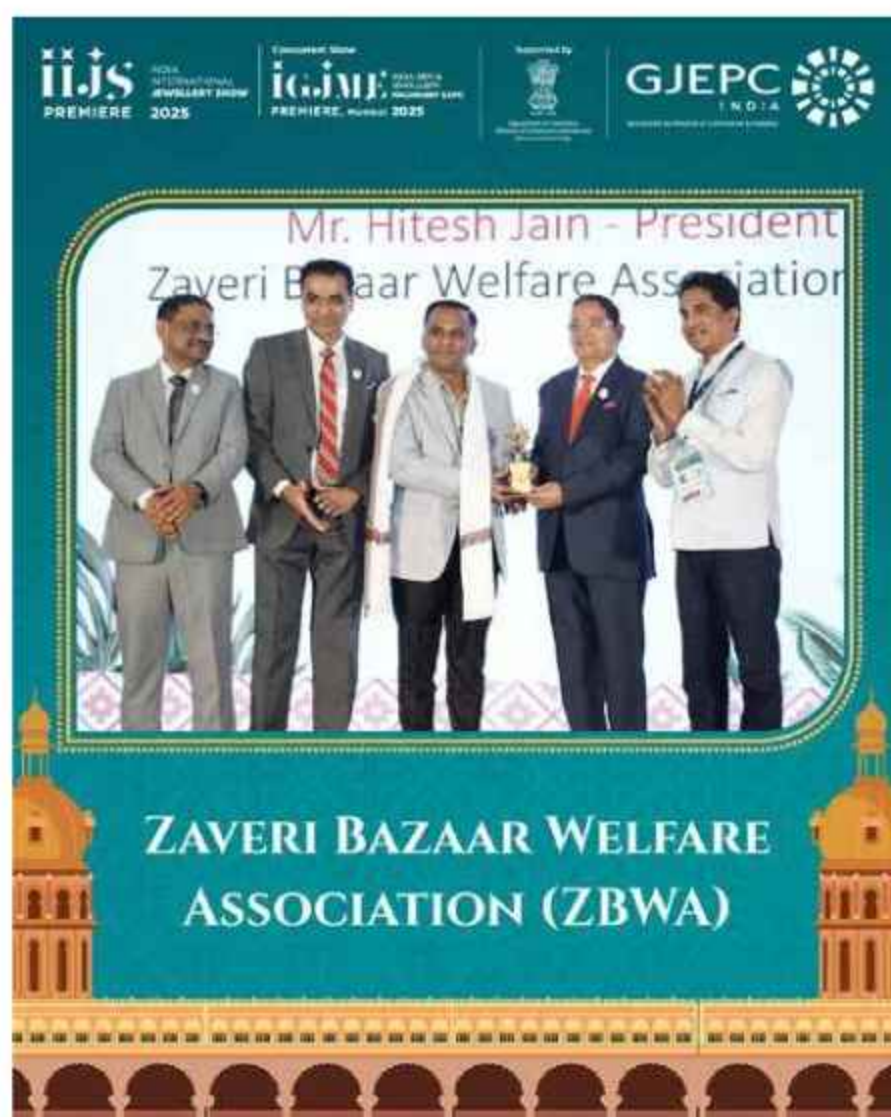
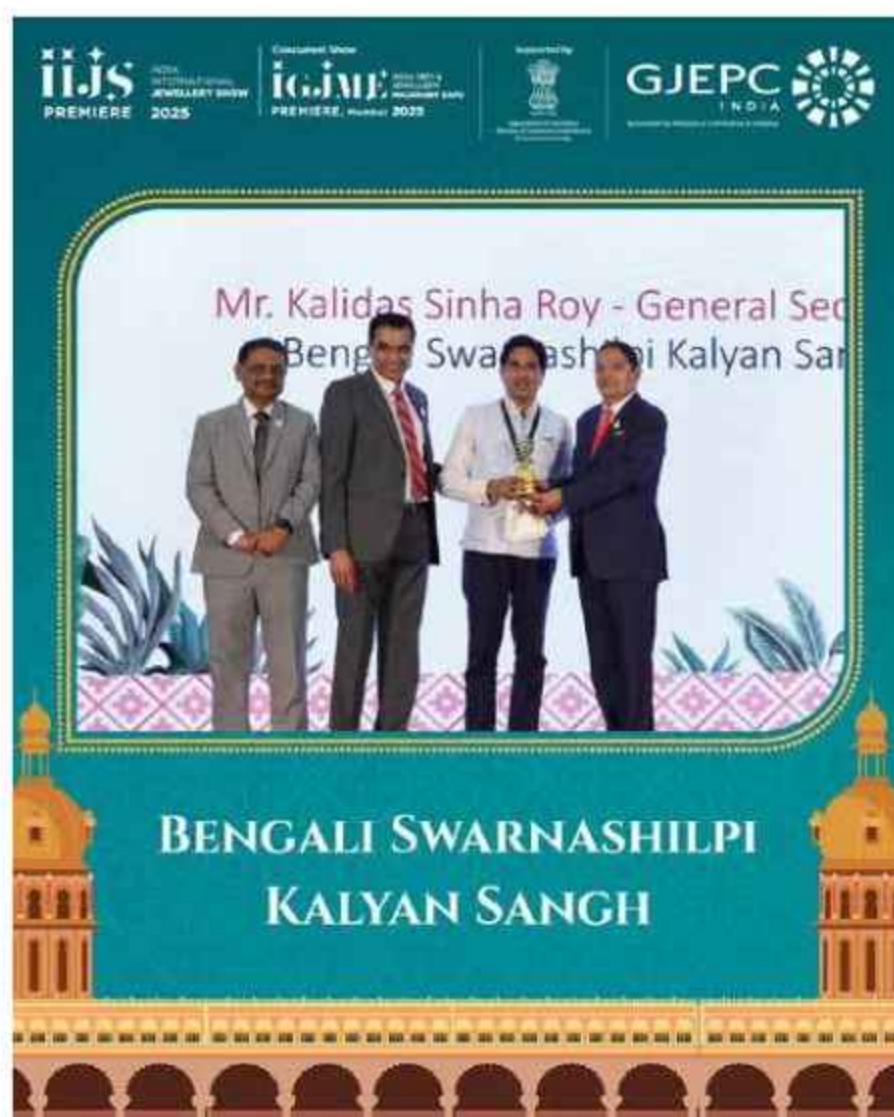
FELICITATION

List of Felicitated Associations:

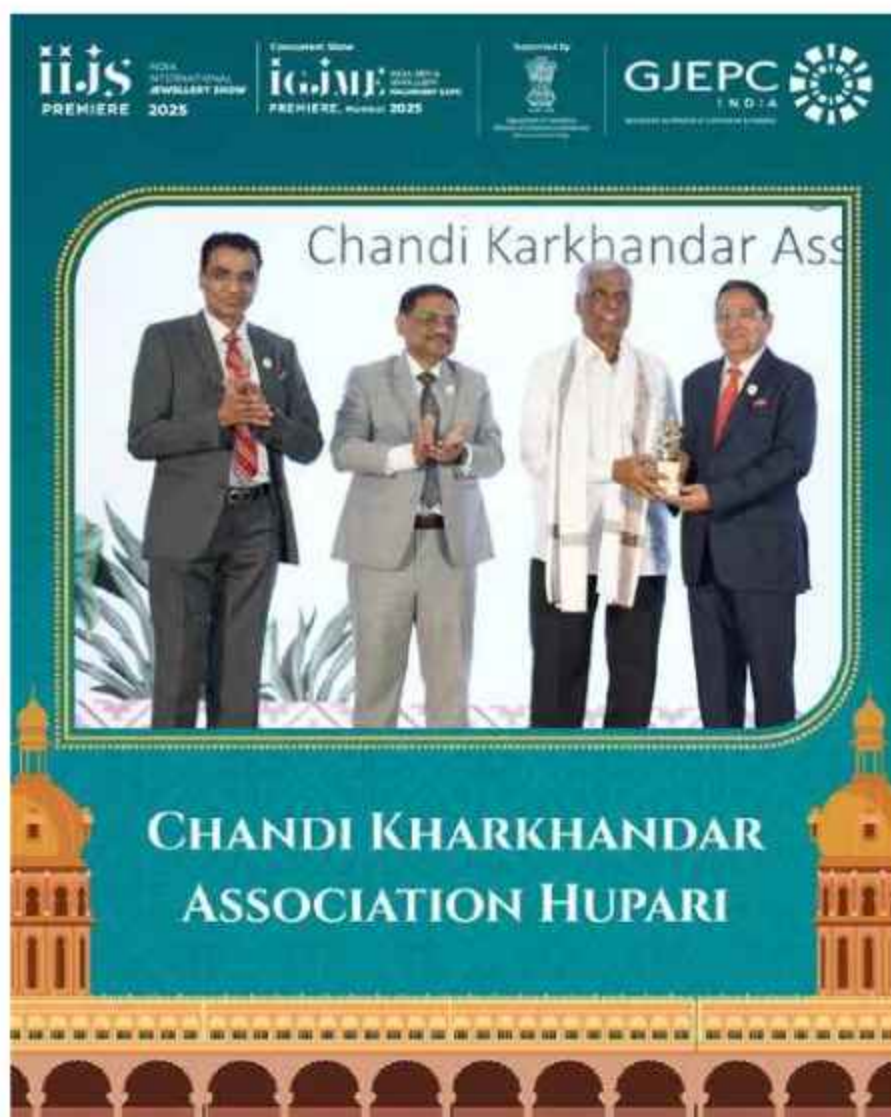
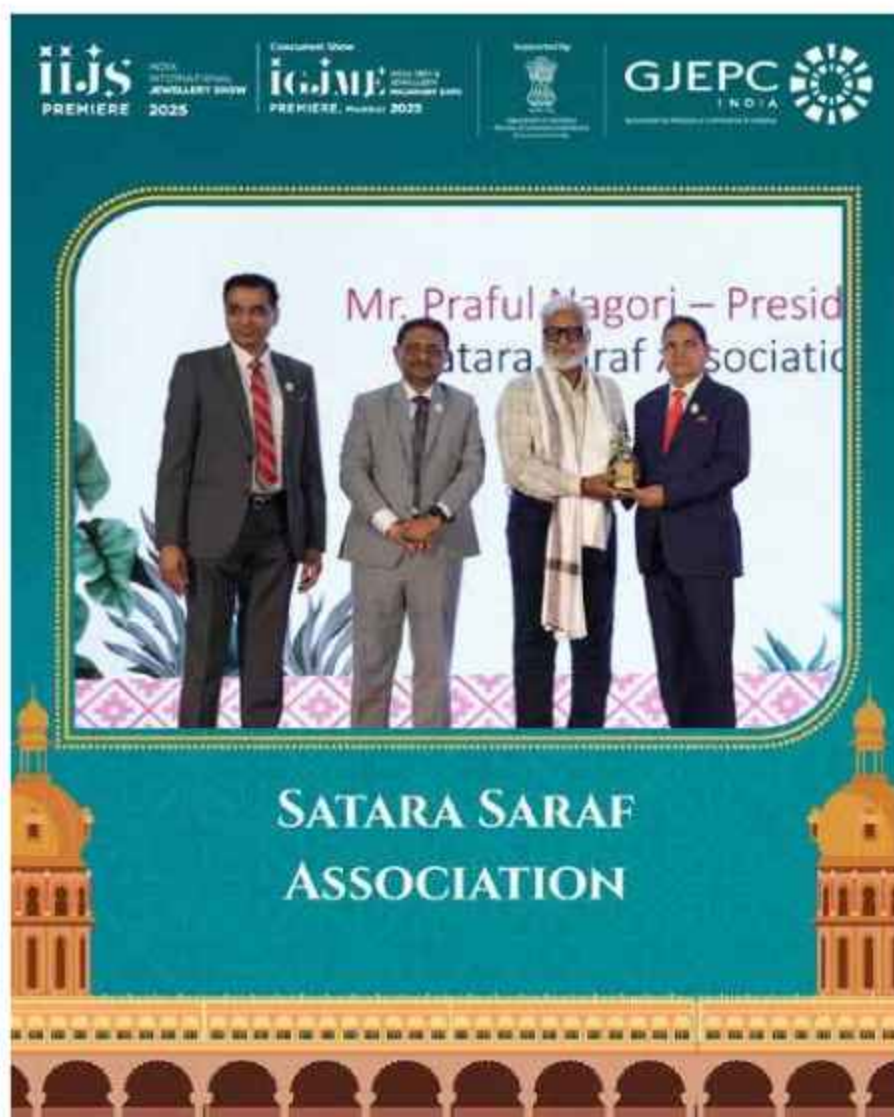
- Indian Bullion and Jewellers Association (IBJA)
- All India Gem & Jewellery Domestic Council (GJC)
- All Kerala Gold & Silver Merchants Association (AKGSMA)
- Jewellery Manufacturers Association (JMA)
- World Gold Council (I) Pvt. Ltd.
- De Beers India Private Limited
- Platinum Guild India Pvt. Ltd.
- Bengali Swarnashilpi Kalyan Sangh
- Mumbai Wholesale Gold Jewellers Association (MWGJA)
- Zaveri Bazaar Welfare Association (ZBWA)
- Jewellery Youth Forum (JYF)
- The Mumbai Diamond Manufacturers Association
- Natural Diamond Council Limited
- The Jewellery Machinery and Accessories (JMA) Forum



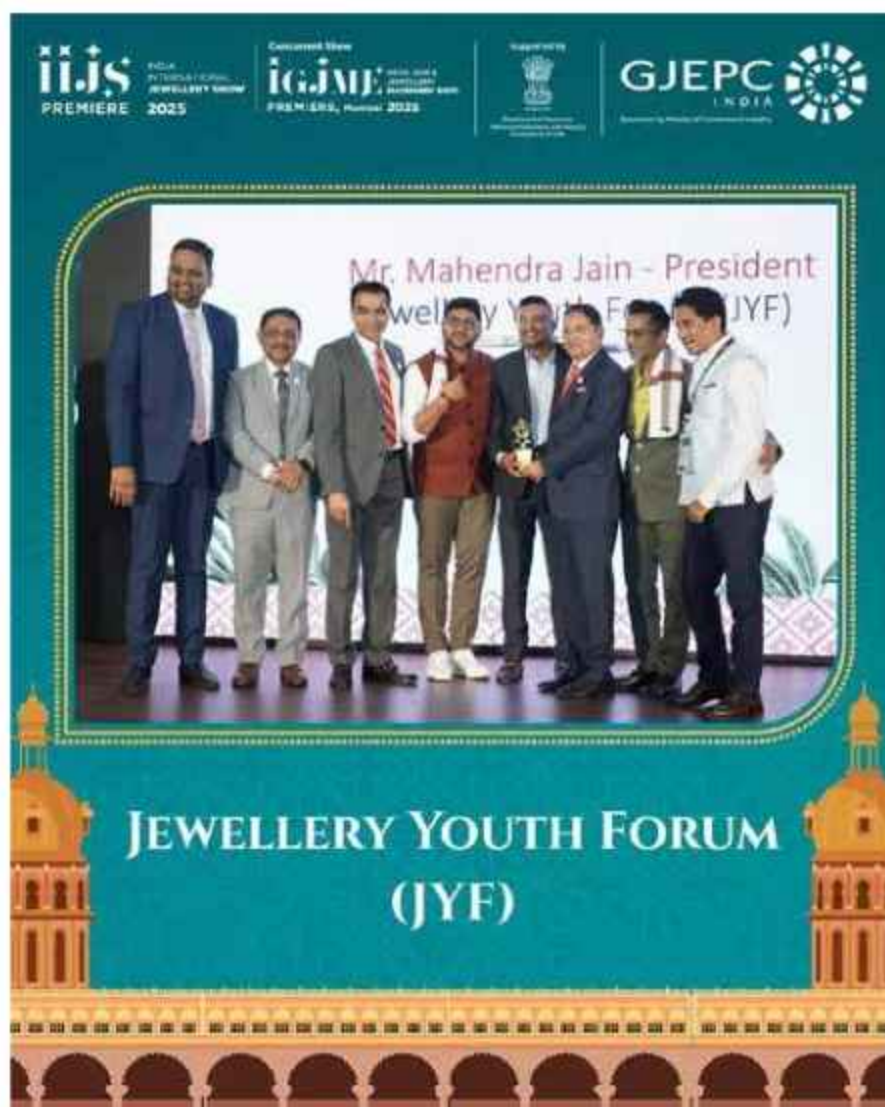
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9.00am to 6.00pm

DUBAI

NEXTGEN

GJEPC's "40 Under 40" Shines the Spotlight on Young Trailblazers

At IIJS Premiere 2025, GJEPC once again honoured the brightest young minds driving change in the gem and jewellery sector through its much-anticipated "40 Under 40" initiative. This prestigious platform celebrated the new wave of talent redefining the industry with fresh ideas, entrepreneurial spirit, and a commitment to driving meaningful change.



Sr. No	Name	Company	City	Age
1	Naman Kala	Kinu Baba Jewellery (India) Pvt. Ltd.	Jaipur	39
2	Priya Maheshwari	Empriyal	Jaipur	39
3	Ravi Malviya	Ravi Malviya Industries Pvt Ltd	Ahmedabad	38
4	Mehulkumar Dungrani	Varni Gems	Mumbai	34
5	Karan Bothra	Whitefire Diamonds India Pvt Ltd	Chennai	34
6	Gaurav Jain	Maasilver Hub India Pvt Ltd	Mumbai	34
7	Dhyey Mehta	Semsons Tech Llp	Mumbai	32
8	Aashni Shah	Gold Star Elite Jewels Private Limited	Mumbai	29
9	Aayod Jain	Trident Jewels Pvt Ltd	Mumbai	28
10	Nishi Avnip Kothari	Vasupati Jewellers India Pvt. Ltd.	Mumbai	27
11	Amrit Tayal	Anmol Jewels	Hyderabad	26
12	Dhwnil Vaghani	Roomy Exports	Mumbai	26
13	Riya Shah	Kama Jewelry Private Limited	Mumbai	22
14	Novil Ranawat	Swarnshilp Chains & Jewellers Pvt. Ltd.	Mumbai	28
15	Vikram Mehta	Mehta Gold And Diamonds	Bengaluru	35
16	Kushal Shah	Aura Jewels	Mumbai	28
17	Adit Bhansali	Firefly Diamonds	Mumbai	28
18	Suvrat Mittal	Shree Jee Jewellers	Jaipur	32
19	Deepak Surana	Vijay Gems And Jewellery	Bengaluru	37
20	Ankita Kothari	Anan Jewels India Llp	Mumbai	36
21	Harshit Garg	Derewala Industries Limited	Jaipur	28
22	Joita Sen	Senco Gold Artisanship Pvt. Ltd	Kolkata	40



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NEXTGEN

Sr. No	Name	Company	City	Age
23	Ankit Agarwal	Sagarmal And Sons Ventures Pvt Ltd	Patna	38
24	Aneesh H Kumarr	Indriya - Aditya Birla Jewellery	Mumbai	38
25	Mahendar Bafna	Navrathan Jewellers Pvt Limited	Bengaluru	37
26	Antony Prince	Prince Gold And Diamonds India Pvt. Ltd.	Chennai	34
27	Kashish Gupta	Talla Jewellers Pvt Ltd	Jammu	33
28	Shashwat Shah	Shah Virchand Govanji Jewellers Private	Valsad	40
29	Savrabh Bardia	Anoopchand Tilokchand Jewellers Pvt. Ltd.	Raipur	39
30	Yogesh Soni	L.Gopal Jewellers Pvt.Ld.	Guwahati	38
31	Yash Gupta	Sri Alankar Jewellers & Sons	Ranchi	34
32	Khushi Ganna	Vishwas Jewels Pvt Ltd.	Bangalore	24
33	Avr Shree Smaran	Avr Swarnamahar Jewelry Limited	Salem	23
34	Dhiaan Srinivas	Emerald Jewel Industry India Limited	Coimbatore	32
35	Vrinda Arora	S Factor	Jaipur	36
36	Vijaykumar Mangukiya	Dhani Jewels Pvt.Ltd	Surat	39
37	Mahavir Jain	Shankesh Jewellers Ltd	Mumbai	39
38	Dhruval Dholakia	Shree Ramkrishna Exports Pvt Ltd	Mumbai	26
39	Ansh Anand	Punjab Jewels	Indore	24
40	Vedant Anand	Punjabi Saraf	Indore	23

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



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JEWELLERY



Scan & Stay Updated

INNOV8 TALKS

GIA India Hosts Seminar on “Building Consumer Confidence in Gems and Jewelry”

Trust is the foundation of customer loyalty and sales. A seminar hosted by GIA India at IIJS Premiere 2025 explored how GIA's Jewelry Services and education programs can build consumer confidence in gems and jewellery at every step of the buying journey. The session featured insights from Jayant Kulkarni, Director – Market Development; Forum Javeri, Senior Director – New Services; and Arjun Pansari, Director – Education, GIA India.

Kulkarni and Javeri introduced the GIA Jewelry Service to the Indian market, addressing frequently asked questions and fielding audience queries. The service provides detailed insights into submitted jewellery, including metal verification and ranges for the clarity, color, and carat weight of D-to-Z diamonds that do not have previous GIA reports for



(From left): Jayant Kulkarni, Director, Market Development; Forum Javeri, Senior Director - New Services; Apoorva Deshingkar, Sr. Director - Education & Market Development, GIA India; Sriram Natarajan, Managing Director, GIA India; and Arjun Pansari, Director, Education.

unmounted diamonds.

Arjun Pansari highlighted GIA India's educational programs designed to enhance product

knowledge and boost customer confidence in gems and jewellery.

For more information on

GIA's Jewelry Services and educational programs, please visit giaindia.in

Project INDRA: GJEPC & De Beers' Vision to Spark Diamond Dreams in Tier 2 & 3 India

At IIJS Premiere 2025, Mr. Amit Pratihari, Managing Director, De Beers India, announced the full-scale launch of INDRA, an initiative aimed at encouraging diamond aspirations across India's Tier 2 and Tier 3 cities. Framing the discussion in the context of India's economic rise, he highlighted that India is among the world's top three economies, with its GDP projected to double to \$7.3 trillion by 2030.

Mr. Pratihari emphasised a paradigm shift in consumer behaviour—from transactional buying to meaningful, value-led purchases, and from family-run physical stores to digital and transparent jewellery experiences.

For De Beers, natural diamonds remain at the heart of their strategy. The goal: to grow natural diamond share to over 50% in the next 3-5 years. Through trust-driven partnerships like De Beers x Tanishq, the brand is redefining consumer engagement. One such example is the “Love That” collection, inspired by Indian rituals—such as the ‘second ear piercing’ symbolising a woman's independent choice.

At the centre of the presentation was INDRA –



Amit Pratihari, MD, De Beers India

the Indian Natural Diamond Retailers Alliance. Focused on empowering local jewellers in smaller cities, INDRA helps retailers build their brand in just 4 hours, backed by De Beers' marketing and trust credentials. With educational outreach in 9 regional languages, the

platform supports sales, branding, and certified assurance to overcome trust barriers.

To further connect with younger consumers, Mr. Pratihari introduced new product lines like the Besties Bracelet and Rituals by De

Beers, blending emotional storytelling with modern design.

Through INDRA and innovation, De Beers is setting the stage for a more inclusive, trusted, and digitally enabled diamond future across India's emerging markets.



INNOV8 TALKS

Laura Inghirami: Design Sells Once, but a Story Sells Forever

At IIJS Premiere 2025, Laura Inghirami, Founder & Creative Director of Donna Jewel and a globally respected voice in jewellery curation, delivered a heartfelt session emphasising the emotional and cultural dimensions of jewellery. Her talk focused on the power of storytelling, symbolism, and identity in design—bridging heritage between Italy and India.

Laura shared that Italy stands for timeless elegance, tradition, and innovation, while India embodies richness, soul, and symbolism, an inspiration she finds particularly profound in temple jewellery. "Design sells once, but a story sells forever," she stated, urging designers to go beyond aesthetics and dig into meaning.

She illustrated how symbols have long held value in jewellery—pearls signifying



purity during the Renaissance, or the Scorpio zodiac sign representing intelligence. Italian jewellery is also deeply regional: Valenza is known for high jewellery, Vicenza for fine jewellery, and Arezzo for chains—each telling a distinct

local story.

Laura stressed that jewellery is identity—it's a language. Brands like Pomellato, Bulgari, and Buccellati have succeeded by embedding narrative and authenticity into their creations. She cautioned that one of the

biggest mistakes brands make today is focusing solely on the product while neglecting the "what, why, and how" of their brand story.

Highlighting her appreciation for Indian designers who blend heritage with modern expression, she named Amrapali, Suhani Pittie, and Eina Ahluwalia as creators making a mark globally. She also shared her admiration for emerging names like tgjewelsjaipur, finefinery_store, and jssjewellers, whom she met during her visit.

Laura reminded the audience that luxury is about meaning, confidence, and cultural depth. "People can copy your design, but they cannot copy your story," she said, underlining the importance of building a brand with soul.



SHRI NARENDRA MODI
HON'BLE PRIME MINISTER



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.



SHRI PIYUSH GOYAL
HON'BLE COMMERCE & INDUSTRY MINISTER
GOVT. OF INDIA

UNLOCKING A \$6 BILLION TRADE OPPORTUNITY BY 2027. BENEFITS OF INDIA-UK FTA



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
GJEPC



AWARDS

GJEPC Celebrates the Legends Behind India's Jewellery Glory

At the IIJS Celebration Night on 30th July at JWCC, GJEPC turned the spotlight on the extraordinary individuals who changed the course of Indian jewellery history. These industry legends weren't just part of the journey, they were the trailblazers who led it. With a rare blend of foresight, passion, and grit, they elevated Indian craftsmanship to global acclaim. The special felicitation ceremony was a powerful reminder of their legacy and the inspiration they continue to ignite across the industry.



The Legend of Legends, C.K. Venkataraman, Managing Director, Titan Company Limited



Abdul Rahim, Executive Director, Sulthan Gold Pvt. Ltd



Abdul Salam, Vice Chairman, Malabar Group



Anil Talwar, Managing Partner, Talwarsons Jewellers



Ashish Pethe, Partner, Waman Hari Pethe Jewellers



Vijay Khanna, Director, Khanna Jewellers



Dipu Mehta, Managing Director, ORRA Fine Jewellery Private Limited



Kishore Kumar Jain, Managing Director, Khazana Jewellery Pvt. Ltd



Kishorkumer Shah, Chairman, Chandukaka Saraf Pvt Ltd



Mitesh Khimji, Director, Khimji K.D & Sons Pvt. Ltd



Princeson Jose, Managing Director, Prince Gold and Diamonds India Pvt. Ltd

AWARDS



Ramesh Ba, Joint Managing Director, Thangameyil Jewellery Limited



Sandeep Kohli, CEO, Novel Jewels



Siddharth Shah, Director, Chandukaka Saraf Jewels



Sudeep Nagar, Co-Founder and Chief Operating Officer, Bluestone

ON THE SHOW FLOOR

IIG Announces ₹1 Lakh Course Giveaway at IIJS 2025

The International Institute of Gemology (IIG), one of India's premier institutes for gem and jewelry education, is bringing excitement and innovation to IIJS 2025 with a campaign that blends learning, networking, and fun. In a unique initiative, IIG is offering a free course worth 1,00,000 to one lucky participant, and all it takes to win is a selfie and the strength of one's network.

The contest is simple yet meaningful: Visitors to IIJS can visit IIG's booth, take a selfie at the Jharokha-themed selfie corner, and post it on their Instagram story by tagging @iigofficial. But here's the twist: to actually win, participants must encourage their network to repost their story. The individual with the maximum

shares stands to win a master course worth Rs. 1 lakh by IIG.

The selfie corner itself is a heartfelt highlight of the experience; designed in the form of a traditional Jharokha, entirely conceptualized and crafted by IIG students. As part of a merchandising project, students have carved, hand-painted, and styled the installation to reflect the IIJS 2025 theme of 'Architecture', blending cultural heritage with creative expression. It's not just a photo spot; it's a reflection of learning in action.

Rahul Desai, MD & CEO of IIG and Founder of RD Consultancy, states, "I love giving back to the industry. It has given me incredible opportunities and shaped who I am today. But I also

believe giveaways should be fun. When there's a little twist, and when you earn it through your energy and network, the reward becomes so much more meaningful. This isn't just about IIG; it's about celebrating the joy of connection, visibility, and community; things I deeply believe in."

Aligned with this year's IIJS theme of 'Architecture', IIG's booth showcases how the institute continues to lay strong educational foundations for the industry. From short-format practical workshops to long-term advanced programs, IIG offers skill-building opportunities for students, working professionals, and business owners alike. This year, the booth also introduces visitors to RD Consultancy,

Rahul Desai's newly launched advisory firm that offers strategic solutions for manufacturers, jewelry retailers, startups, and growth-focused entrepreneurs.

The synergy between IIG's academic ecosystem and RD Consultancy's business-forward mindset presents a compelling vision for the future, where education meets execution, and talent is empowered through both knowledge and action.

Visitors to IIJS are invited to explore the complete range of IIG's offerings, meet the team, participate in the giveaway, and discover how this collaborative ecosystem can support their professional growth. (For more information, visit IIG at Booth JWCC, Stall No: JIO-G11.during IIJS 2025.)

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VIEWPOINT MANUFACTURING

Pankaj Kodnani's New Gold Story Unfolds at IIJS Premiere

Krown Jewels is known for pushing boundaries with its innovative gold jewellery. At this edition of IIJS Premiere, the company has unveiled a new brand identity under the umbrella firm, namely K Jewel Couture Pvt. Ltd.

Pankaj Kodnani, Founder of both the firms, shares the latest innovations in gold jewellery, even as the metal continues to break all-time high price records.



Estella



Shyne

What new concepts or techniques are you showcasing at IIJS Premiere this year?

We are proud to unveil two distinct collections under our new couture identity K Jewel Couture Pvt Ltd. The first is Estella (meaning Star), a contemporary gold jewellery line crafted using next-gen 3D printing and design innovations, reimagining elegance with ultra-fine precision and star-like brilliance. The collection is underscored with fine detailing, intricate forms, and Italian-style refinement. It's set with multi-coloured stones, making each piece elegant, light, and luxurious.

The second is Shyne, a stylish line of high-polish, minimal silhouettes that combine traditional craftsmanship with bold modern forms. The collection is edgier featuring bold lines and sleek finishes. Its versatile wearability is the USP of this line. It bridges the gap between traditional gold jewellery and contemporary design language, appealing to a younger, global audience.

Each collection represents a distinct design direction and reflects our continued commitment to blending heritage with innovation.

Your designs often integrate cutting-edge technology like laser engraving and 3D detailing. How have these tools helped redefine your creative process or expand design possibilities?

What distinguishes our new brand K Jewel Couture is technology - from 3D printing in our Estella collection to

Chrome finishing in Shyne, we're redefining gold jewellery design.

These tools have completely transformed our design journey. With 3D printing, for example, we can push the limits of complexity and symmetry, crafting forms that would be impossible with conventional methods. It also accelerates prototyping and helps us bring precision to every detail.

CNC laser-cutting enables ultra-fine surface textures and customisation, allowing us to blend creativity with personalization.

These tools allow us to craft seamless, intricate forms, achieving to incorporate gemstone-like brilliance without using any gems, and create lightweight, wearable luxury with unmatched precision. Technology empowers us to craft bold, innovative pieces to life.

How long does each collection take to come to life - from concept to creation?

It truly depends on the complexity of the design. Some collections come together in a month, while others may evolve over 2-3 months. It's a painstaking process - we experiment with forms, finishes, and combinations to strike the perfect balance between innovation and wearability.

Has the response from retailers and buyers evolved over the years as you've introduced more tech-driven or unconventional gold pieces?

Absolutely. Retailers are increasingly seeking innovative,

VIEWPOINT MANUFACTURING



trend-forward collections that break away from the ordinary. Buyers today are not just looking for heavy, traditional gold - they want lightweight, luxurious, and unique statement-making pieces. Our tech-driven approach has been received with great enthusiasm, particularly by buyers seeking differentiation in a competitive market.

What Inspires your constant drive to innovate, and how important is a platform like IIJS in amplifying that vision to a wider audience?

Our biggest inspiration is the passion we share as a team - to keep pushing boundaries and redefining what gold jewellery can be. We're driven by the desire to create jewellery that feels both timeless and new.

There's no better platform than IIJS to showcase that vision. It's where innovation meets recognition - connecting us with retailers, collaborators, and trendsetters from around the world.

Since when have you been participating in IIJS, and how has it helped you build your business?

We've been exhibiting at IIJS since 2002, and it's been instrumental in our journey. Many of the major turnaround stories for Indian jewellery brands have been written here, and we're proud to be a part of that narrative. It has helped us build long-term relationships and scale our business across India and beyond.

Which are your main export markets and strong domestic regions? Have the FTAs signed between UAE/India and Australia helped your business in any way?

Our core export markets include the Middle East and Far East. Domestically, we have a strong presence across North and West India. The FTAs with the UAE and Australia are certainly promising - they offer a smoother pathway for trade and help make Indian craftsmanship more competitive on the global stage.

Anything else you wish to add...

With the launch of K Jewel Couture, we're entering a new chapter - one where couture craftsmanship, innovation, and international sensibility come together. We believe this is just the beginning. The convergence of heritage craftsmanship and jewellery technology is reshaping the future and we're proud to be leading that change from the heart of India.

We're excited to unveil this vision at IIJS 2025 and look forward to engaging with the industry's best minds there.



VIEWPOINT MANUFACTURING

Crafted to Stand Out: Aqua Jewellers Leads with Innovation at IIJS Premiere



What new collections or product offerings are you showcasing at IIJS Premiere this year?

We are unveiling Levity Lux, a celestial fusion of art and jewellery. Our latest collection of light weight jewellery redefines luxury with bold, statement pieces that sparkle like the night sky.

How has your experience been at IIJS so far in terms of visitor response and buyer engagement? Has participating in IIJS over the years helped you expand your client network? If so, in what ways?

IIJS is like a canvas for us. It is our gateway to global connections. We've built a treasure trove of relationships with clients who appreciate our unique designs and craftsmanship.

This year, our masterpiece will attract art connoisseurs and jewellery aficionados alike, with visitors and buyers mesmerised by our creations. Specially, clients always highly trust and consider Aqua Jewellers capable if they want something unique and creative, especially in the brooches category.

Do you currently export your jewellery? If yes, which international markets are you catering to?

Our jewellery — especially our innovative brooch collection — travels across the globe, from the USA to the Gulf countries. We're proud to share a bold twist on Indian heritage with international clients who seek distinctive, high-end pieces.

Could you tell us more about the design direction and inspiration behind your collections this year?

Our designs are a symphony of art, nature, and innovation. Each piece tells a story through intricate patterns, bold forms, and precious stones. We don't follow trends—we set them. Whether

At IIJS Premiere this year, Aqua Jewellers, known for their inventive brooches and distinctive take on traditional forms, have introduced a lightweight collection featuring bold silhouettes and starry sparkle. **Amit Shah, Founder, Aqua Jewellers**, shares how IIJS has helped them build a global clientele, why Tier-2 cities are emerging as a stronghold, and how they're staying ahead with trendsetting designs that balance creativity, craftsmanship, and accessibility.



it's our brooches or our gold and diamond hasli (torque) jewellery, it's our vision and drive to create something new that keeps us ahead of the curve.

What jewellery trends are you seeing strong demand for, both in India and globally?

Jewellery is evolving. There's a growing shift towards sustainability, individuality, and personalised storytelling through pieces that truly reflect the wearer. Today's trends are all about value for money and creatively designed pieces that resonate across generations.

Which regions in India are your strongest domestic markets, and have you seen any shifts in demand patterns recently?

Almost all metro cities — especially Tier-2 cities — are our strongholds. We're seeing a strong rise in demand for bespoke jewellery that captures personal style and individuality.

With the surge in gold prices, have you introduced any innovations in design or materials to stay competitive while maintaining aesthetic appeal?

We're pushing boundaries with innovative designs that marry artistry with affordability. Our goal is to craft jewellery that's both beautiful and accessible. Lightweight designer jewellery and brooches are especially popular with the new generation as they make a statement, yet are pocket friendly.



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IGJME EDGE

IGJME the Go-To Platform for Innovation: EUROTechniche

EUROTechniche, an Italian pioneer in electroplating and surface finishing solutions, has been at the forefront of innovation for over two decades. At IIJS Premiere 2025, the brand showcased its latest eco-friendly machinery and reaffirmed its strong focus on the Indian market. We spoke to **Viral Khandwala, Director, EUROTechniche India**, about the brand’s IIJS journey, evolving tech, and the value of platforms like IGJME.

Tell us something about EUROTechniche and your key areas of expertise.
 EUROTechniche has been a trusted name in surface treatment and finishing solutions for over 20 years. Our headquarters in Italy focuses on the design, production, and global distribution of both manual and automatic galvanic systems—all proudly made in Italy. We are specialists in precious electroplating chemistry, galvanic plating plants, ceramic enamels, and electro-polishing machines.
 In India, EUROTechniche provides tailored solutions for the jewellery manufacturing sector. Our core strength lies in adapting our cutting-edge Italian technology to meet the specific demands of Indian goldsmiths, silversmiths, and jewellery manufacturers. Over the years, we’ve also expanded into gold and silver refining systems and water treatment for industrial use—offering clients an integrated, eco-conscious approach to production.

What brings you back to IGJME and IIJS 2025?
 IIJS, and specifically the IGJME has always been the go-to platform for innovation in the jewellery manufacturing space. We’ve been part of this show for 15 years now, and it’s remarkable how it has evolved.
 The IGJME segment has consistently helped us introduce new products, interact with end-users, and demonstrate our technology in real time. It’s not just a



tradeshow; it’s where the industry’s future gets tested, validated, and launched.
What new technologies are you introducing at this year’s edition?
 This year, we are particularly excited about our live demonstrations of Ceramic Enamels and Nano Ceramic Lacquer. These are available in a wide range of colours and finishes, specifically developed to enhance the aesthetic appeal of modern jewellery

while ensuring durability and resistance.
 The Nano Ceramic Lacquer, in particular, is creating a lot of buzz—it allows jewellers to create vivid, wear-resistant finishes without compromising the integrity of the base material. It’s a perfect example of how innovation in surface chemistry is redefining jewellery design.
How has participating in IGJME benefitted your business over the years?

One of the most tangible benefits has been the increasing visibility and interaction we’ve gained with both established manufacturers and newer boutique operations. Over the years, the organisers have responded to the needs of machinery and allied sectors by allocating more space and better booth positioning, making it easier for us to engage meaningfully with prospective clients.
 We’ve used IGJME not only to launch products but also to receive real-time feedback, which helps us refine our offerings and build long-term partnerships.

Your solutions go beyond just plating and enamelling. Can you elaborate on that?
 Absolutely. While we’re best known for our electroplating systems, EUROTechniche also offers a complete line of gold and silver recovery and refining systems—critical for sustainability and cost-efficiency in the jewellery industry.
 We’ve also been actively involved in industrial water treatment solutions, helping manufacturers map and optimise their water cycles to reduce environmental impact and ensure regulatory compliance. This holistic approach—covering everything from surface treatment to waste recovery—sets us apart in the market.

Any closing thoughts on IIJS 2025 and what lies ahead?
 IIJS continues to grow in scope, sophistication, and global relevance. Every year, we discover new clients, explore new partnerships, and gather insights that help us innovate further.
 We’re grateful to the organisers of IGJME for recognising the needs of machinery suppliers like us and offering a better, more expansive platform to present our technologies. It’s events like these that keep our industry vibrant and future-ready.



IGJME EDGE

Millennia Technologies' Breakthrough Global Innovations

Since 2009, Millennia Technologies has established itself as a trusted technology partner to India's jewellery manufacturing sector, empowering clients with cutting-edge machinery and robust technical support. At IGJME 2025, the company reaffirms this commitment by unveiling a complete, live demonstration of an end-to-end manufacturing workflow—featuring exclusive launches from leading international partners across Germany, Italy, and Turkey. Speaking on behalf of the company, **Gautam Tiwari, Director, Millennia Technologies (I) Pvt Ltd**, shares how this year's participation marks over a decade of consistent presence at India's premier gem and jewellery machinery expo, and how the brand continues to bridge the gap between traditional craftsmanship and global technology.



We'd like to know more about Millennia Technologies.

Since 2009, Millennia Technologies has been a leading technology partner to the Indian jewellery industry. Our mission is to empower manufacturers by providing access to world-class machinery and technical support. We exclusively represent global leaders from Germany, Italy, and Turkey, specializing in key areas like 3D printing, casting, advanced surface finishing, ultrasonic cleaning & laser welding and marking, and. We are more than just suppliers; our pan-India service network and our state-of-the-art Finishing Center in Mumbai ensure our clients have the robust support and process development they need to excel. We are committed to bridging the gap between Indian craftsmanship and global technology, helping our clients achieve superior quality and efficiency.

How Important is IGJME for you?

IGJME is the most important annual event for us. It is the definitive meeting point for the entire gem and jewellery manufacturing ecosystem. Our primary purpose for being at IGJME 2025 is to connect directly with the industry we serve. It is our prime opportunity to demonstrate the latest technological innovations from our international partners—innovations that address the real-world demands for greater precision, speed, and quality. Live demonstrations are crucial, as they allow manufacturers to



see the tangible impact of our technology. It's also where we strengthen relationships with existing clients and understand the emerging challenges that will shape the future of the industry.

How many previous editions have you participated in?

We have been a proud and consistent participant at IGJME for more than a decade. This longstanding presence reflects our deep commitment to the Indian jewellery industry and its continuous growth. For us, each edition has been a milestone, allowing us to build lasting relationships and witness the industry's incredible technological transformation first hand. Being a part of that journey, every year is a privilege and a core part of our identity.

What cutting-edge trends in your industry are you displaying at this time?

Our booth has a live demonstration of a complete, end-to-end manufacturing workflow. We are showcasing the latest innovations at every critical stage, taking visitors on a journey from a digital design to a perfectly finished piece of jewellery, with a focus on integration, precision, and automation.

The journey begins with **3D Printing**, where we are incredibly excited to announce the exclusive India launch of the new **Wax NEO 3D Printing Machine from Unlway Optronix**. This machine is a game-changer, producing high-precision wax patterns with exceptional detail and an ultra-

smooth surface, perfect for the direct casting of complex designs.

From that perfect pattern, we move to the heart of creation: **Casting**. Here, we are proud to introduce another major launch: the **Fusus Compact Centrifugal Platinum Casting Machine from ASEG GALLONI SRL**.

This state-of-the-art machine is specifically engineered to master the challenges of casting high-temperature metals like platinum, ensuring consistent and porosity-free results.

Once the piece is cast, achieving a world-class shine is paramount. In **Finishing**, we will demonstrate the revolutionary automated processes from Germany's **OTEC Präzisionsfinish GmbH**. These machines achieve flawless, mirror-like surfaces on even the most intricate items, dramatically reducing manual labour and ensuring unmatched consistency.

Maintaining purity throughout this process is crucial, which is why we will also showcase advanced Ultrasonic Cleaning systems from Elma Schmidbauer GmbH, Germany. These are essential for removing the finest residues after casting and polishing. For the final, value-adding touches, our display will feature high-precision Laser Welding & Marking systems from Italy's TAUMAC SRL, for everything from intricate assembly to crisp, clear hallmarking.

Tell us about your overall experience at the show.

Firstly, allow me to commend the GJEPC team for their

IGJME



Jewelry Show, where bespoke exhibitor stalls are the norm. We feel this change would powerfully boost IGJME's global prestige and help it compete even more strongly on the world stage.

How has IGJME leveraged your business?

IGJME is fundamental to our business and the annual growth strategy. Commercially, it is our single most effective platform for generating qualified leads and forging long-term client partnerships. Beyond sales, the event is essential for our brand visibility, cementing our position as a leading and reliable technology provider in the market. Most importantly, the direct feedback and conversations we have on the show floor provide invaluable market intelligence. These insights directly shape our strategy, helping us better serve the industry's needs. The ROI, in terms of business, branding, and intelligence, is simply unmatched.

phenomenal work. The expo evolves and improves each year.

Looking ahead, one area that we believe could truly elevate the expo would be to allow exhibitors in the machinery section the creative freedom for custom stall design. This would not only raise the visual standard of the technology segment but also allow brands to express their identity more effectively.

More importantly, this would be a significant step in aligning IGJME with leading international counterparts like Vicenzaoro and the Istanbul

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IGJME

Cascade Star Leading with Innovation

From legacy to leadership, **Cascade Star** brings two decades of innovation to the forefront of jewellery manufacturing at IGJME 2025. We caught up with **SIDDHARTH SANGHVI**, the CEO of Cascade Star to learn more about their journey, participation, and what visitors can expect at their stall this year at IGJME held concurrently with IIJS Premiere 2025.



As the **Indian Jewellery Industry** continues its transition into the age of smart manufacturing, Cascade Star India Private Limited remains a name synonymous with innovation, reliability, and future-ready solutions. With more than two decades of experience, the company returns to IGJME 2025—the machinery section of IIJS—with a strong lineup of cutting-edge technologies, live demonstrations, and global expertise, solidifying its commitment to shaping the future of jewellery manufacturing in India.

Tell us more about your company.

Cascade Star was founded in the early 2000s by our Managing Director, Mayur Sheth, with a clear vision: to introduce innovative and practical solutions tailored to the evolving needs of the jewellery manufacturing industry.

Since its inception, Cascade Star has remained committed to being a trusted solutions partner—focused on understanding our customers' unique challenges and guiding them in adopting the most effective technologies and processes.

We take immense pride in our contributions towards shaping the future of the Indian jewellery sector. Over the years, we've actively supported various jewellery institutes, Common Facility Centres (CFCs), training programmes, and industry seminars across



the country.

With the help of our esteemed network of consultants, we've had the privilege of advising and assisting some of India's most respected jewellery brands—reinforcing our mission of delivering excellence, innovation, and long-term value.

Our ethos is built on three pillars: value, dependability, and personalised support, making Cascade Star the go-to partner for comprehensive jewellery manufacturing solutions.

What brings you to IGJME 2025?

IGJME is undoubtedly one of the most strategically important events on our

calendar. It provides us with a robust platform to showcase new technologies, connect with potential customers, and strengthen relationships with our long-standing clientele.

We also consider IGJME an ideal occasion to introduce our international principals to the Indian market—offering them a first-hand look at its scale, diversity, and promise.

Our participation underscores our continued commitment to staying aligned with industry trends and remaining at the forefront of technology and service in jewellery manufacturing.

How many previous editions have you participated in?

We've been a part of IGJME for over 20 years, and it has been an integral part of our journey.

What cutting-edge trends in your industry are you displaying at IGJME 2025?

At IGJME 2025, we're excited to present a wide spectrum of **advanced technologies** aimed at streamlining and enhancing every stage of jewellery production. Highlights include:

- **MatrixGold 3.10:** The latest version introduces new parametric design tools, allowing designers to reduce gold weight and improve efficiency.
- **AI in Jewellery Design:** Demonstrating how artificial intelligence is transforming creativity and production workflows.
- **Advanced Polishing Tools:** Tools that reduce gold loss while providing superior finishes for jewellery and gemstones.
- **Ready-to-Use Components:** A range of pre-engineered parts for faster, cost-effective manufacturing.
- **Gold & Precious Metal Recovery Systems:** Machines that improve recovery rates, minimising material loss.

IGJME



latest parametric tools.

• **Nolan Britt, Key Account Manager at Sunstone Engineering**

Presenting advancements in micro-resistance welding for permanent jewellery.

• **Ufook, Owner of Doruk Yay**
Displaying a unique titanium collection that redefines flexibility and lightweight design.

Do you feel anything can get better at IGJME, from your experience?

IGJME has improved consistently over the years, which speaks volumes about the GJEPC's commitment to enhancing the event. That said, we believe a four-day show instead of five could make it even more efficient—keeping engagement levels high while reducing the logistical and operational burden on both exhibitors and attendees. Nonetheless, we commend the organisers for their continual efforts to elevate the experience each year.

How has IGJME leveraged your business?

IGJME has significantly helped us enhance our market presence and connect with a highly relevant audience.

The exhibition gives us a platform to engage directly with potential clients, receive valuable market feedback, and demonstrate our solutions in a real-world setting.

It has also opened up meaningful networking opportunities and collaborations that have contributed to our growth. Overall, IGJME has been instrumental in helping us sharpen our strategic direction and expand our footprint in the Indian jewellery manufacturing landscape.



• **Next-Gen Metal 3D Printing:** Innovative additive manufacturing solutions enabling complex, high-precision designs.

We're particularly proud to have most of our machines **running live** at our booth—offering visitors a truly hands-on experience.

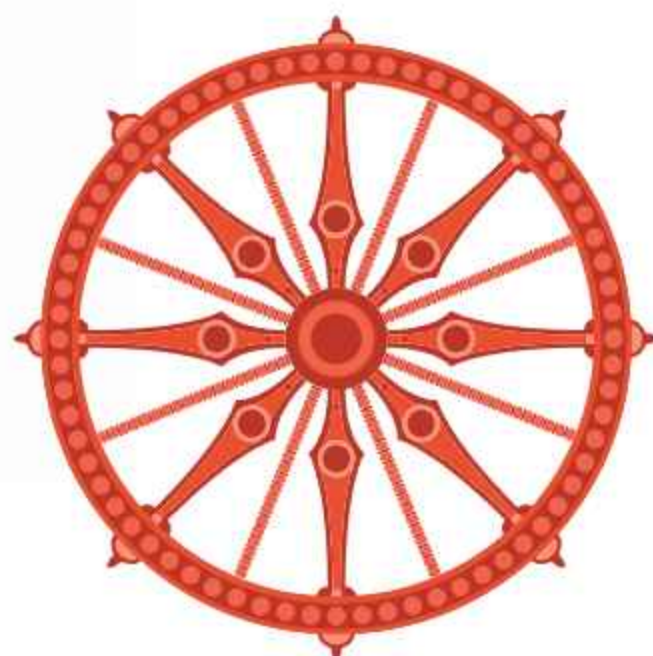
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• **Orloli Colledemont, VP of Product Development at Gemvision**

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TALKS



SCHEDULE FOR JIO CONVENTION CENTRE (JWCC)

Date	Time	Speaker	Topic
2nd August 2025	12:00 - 14:00	Mr. Guldo Persico	"Jewellery Designing & Sketching in sync with Technology"
2nd August 2025	14:00 - 15:00	Mr. Sanjay Jain	VALU-EK UMEED KA SAFAR - From a small village in Rajasthan to a Global Empire.
2nd August 2025	15:00 - 16:00	Mr. Mihir Ajit Shah	Understanding the Sétup of an Export Business
2nd August 2025	16:00 - 17:00	"Nirupa Bhatt CEO IIGJ LAB Sanjay Jaiswal Managing director Goldi's Golden Carat Pvt. Ltd. Rahul Desai Managing Director International Institute of Gemology Amit Pratihar Managing Director, India De Beers"	"Advertising, Branding and Communications: Changing Trajectory in the New Age."

SCHEDULE FOR BOMBAY EXHIBITION CENTRE (BEC)

Date	Time	Speaker	Topic
2nd August 2025	12:00 - 13:00	Mr. Rakesh Kumar Bhan	Advancements in non-destructive, reliable and fast analysis of precious metals and other impurities
2nd August 2025	13:00 - 14:00	Mr. Dhanesh Dodla	Secure your digital brand identity from scams, fraud & data leaks
2nd August 2025	14:00 - 15:00	Mr. Percy Master	Securing Your Store: New-Age Tech for Theft Prevention & Surveillance
2nd August 2025	15:00 - 16:00	Mr. Aneesh H Kumarr	New Product Design Development: The Core Engine Driving Jewellery Business
2nd August 2025	16:00 - 17:00	Mr. Kiran Shinde CEO, PMJ Jewellers Mr. Mitesh Khimji - MD, Khimji 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 Retail-Gro,	From Fingertips to Footfalls - Reimagining Jewelry Sales Using AI
2nd August 2025	17:30 - 20:00	Mr. Shekhar Bhandari	Gold Outlook 2025
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
"2nd Aug 2025 Saturday"	12:00 PM - 01:00 PM	"OTEC - Germany Mr. Soran Jota, Director "	Enhancing Jewellery Excellence, The Critical Role of Mechanical Polishing & Finishing Technology
"2nd Aug 2025 Saturday"	02:00 PM - 03:00 PM	" Mr. Oriol Collell Gemvision Product Director"	Advance CAD skills workshop- MatrixGold
"2nd Aug 2025 Saturday"	3:00 PM - 4:00 PM	" Mr. Davide Zerbin Morellato & Sector - Hongkong"	Opportunity & Challenges for European Retailers Sourcing from India
"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 & pol- ishing.
"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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EXCLUSIVE HIGH-END COUTURE JEWELLERY

The Select Club at IIJS Premiere will host 118 couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery.

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WHAT'S NEW

Minimal Lines

Adastra Jewelry specialises in lightweight 18- and 22-karat gold jewellery. The pieces channel the essence of minimalism even though they are inundated with gemstones, diamonds and pearls. The sleek, pared back designs are inspired by architecture, nature and India's unparalleled craftsmanship. The contemporary jewels are apt for celebrating life every day. The fashionable collection of necklaces, pendants, earrings, bracelets and rings mostly weigh under 15 grams. Customers can choose between diamonds and AdStar CZ. Each jewel is skilfully manufactured using traditional jewellery making techniques in a state-of-the-art facility.



Filigreed Gold

Arham Jewellers specialises in 22-karat Kolkata jewellery. Their intricately handmade pieces use age-old techniques like filigree, granulation and more to turn the precious metal into lightweight, spellbinding jewellery. At Arham, beauty truly lies in the elaborate detailing and painstaking craftsmanship that makes each gold jewellery piece no less than a work of art.

Broad cuffs, manchettes are expertly patterned with floral motifs, necklaces are patterned with an interplay of geometric and floral motifs and bangles tell tales of traditions gone by. Some of the pieces are further accented with enamel for a hint of colour. The gold jewels add a finishing touch to any ensemble.



WHAT'S NEW

Head Turners

Bold forms. Fine craftsmanship. Unmistakable sparkle. This curated capsule by **Gehna** is a celebration of modern elegance, where sculptural silhouettes meet timeless detailing.

Designed for the woman who wants her jewellery to speak before she does, each piece blends artistic expression with exceptional wearability. From architectural cuffs and dynamic rings to fluid necklines and dramatic drops, the collection plays with geometry, movement, and contrast all while showcasing the unmatched brilliance of FG VVS diamonds.

Light yet impactful, every design is handcrafted to perfection and IGI-certifiable, making it as much an investment as it is a conversation starter. Whether you're dressing up a celebration or simply elevating the everyday, these pieces promise to turn heads!



Beaded Beauties

Gold Strings believes that gold, unless strung into beautiful ornaments, remains just a metal. It is this string of gold that not only connects these ornaments together but also helps them connect with our customers. They specialise in antique finish bangles, antique colour stone long necklaces, colour stone bunch strings, lightweight bead strings, lightweight beaded malas and antique mangalsutras. They wide range of offerings encompasses lightweight beaded malas that can add colour to daily wear as well as more elaborate pieces studded with diamonds and gemstones for more important occasions. They will also showcase precisely crafted necklaces featuring Hindu gids and goddesses in naqakshi work further enriched with diamonds and gemstone beads.





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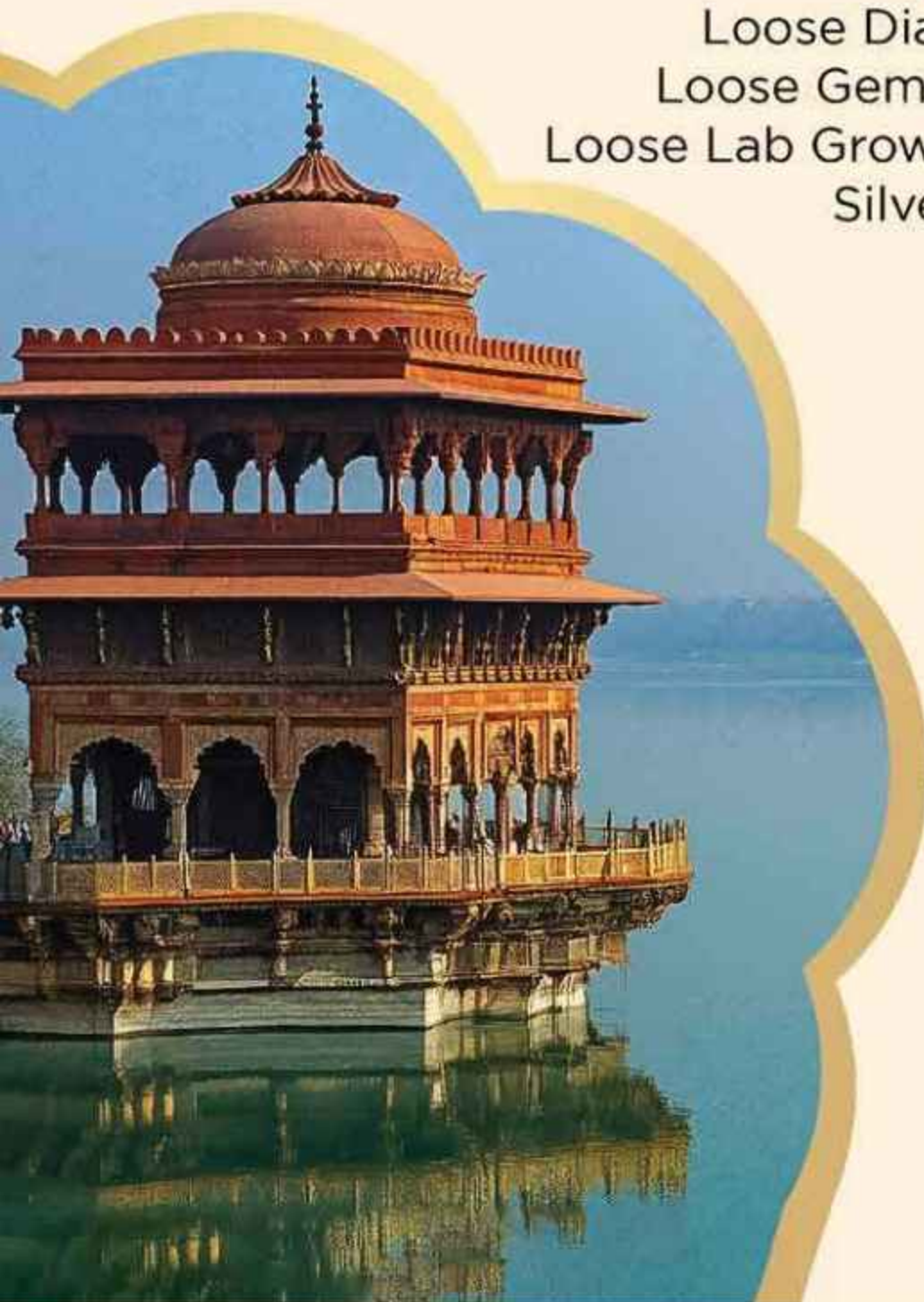
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WHAT'S NEW

Coloured Interplay

Kalajee Jewellery introduces Hands on Harmony, a celebration of bold expression and intricate craftsmanship. This collection of statement cuffs is carefully handcrafted in 14-karat gold, featuring a stunning interplay of uncut polki diamonds and natural coloured gemstones. Each piece is a wearable sculpture — where geometry meets grace, and tradition blends seamlessly with contemporary flair. Rubies, emeralds and tanzanite beads add a bold sense of vivacity. Whether it's the rhythmic repeat of gemstones or the fluid symmetry of design, every cuff in this collection embodies balance, power, and elegance.



Golden Revolution

Krown Jewels presents Noor, an exclusive jewellery collection inspired by the eternal charm of kundan polki craftsmanship—reimagined in pure gold. Designed for those who seek the grandeur of traditional aesthetics without the use of gemstones or enamel, Noor offers the brilliance of classic style in a modern all gold-only twist. Each piece in the Noor collection is 3D-printed and cast as a single, seamless creation, eliminating the need for any manual assembly or stone setting. With no stones or external embellishments, Noor is 100% gold—elegant, lightweight, and effortlessly luxurious. Its unique razor-cut and shine mirror the dazzle of diamond-studded pieces, making it a striking statement for every occasion.



WHAT'S NEW

Jewelled Treasures

Kulthia Jewel launches an exquisite bridal emerald and diamond collection called The Empress Blooms. The luxurious collection is carefully curated for the modern bride who seeks timeless elegance with a bold soul. The collection features IGI- and SGL-certified fancy-shaped solitaires — pears, marquises, emerald-cuts, ovals which are paired with Zambian and Colombian emeralds. The pieces are handcrafted by the finest artisans of Kolkata and are brought to life with Kulthia's signature design sensibility. From intricately detailed chokers to flowing haars and statement bangles, the collection embodies a distinct blend of heritage artistry and modern glamour. What's interesting is that select jewels feature the BloomClasp — a custom-designed closure that conceals a secret engraving space. Brides can immortalise their vows, initials, or a cherished date — transforming every piece into a personal treasure.



Gem Splendour

Manoj Ornaments brings to life a world of colour and craftsmanship with its exquisite jewellery creations. Think radiant rubies, lush emeralds, dazzling tsavorites, and shimmering opals—each piece thoughtfully designed to highlight the stone's natural beauty. From bold necklaces to graceful earrings, the collection blends artisanal finesse with timeless appeal. Whether you're drawn to the soft glow of the Demo Light necklace or the vibrant charm of multi-sapphire sets, the company offers standout pieces that add elegance and joy to every moment.



WHAT'S NEW

Opulent Sparkle

Nine Jewellery, renowned for its gorgeous jadau craftsmanship, unveils a vibrant collection adorned with uncut diamonds, pearls, and an array of colourful gemstones that bring each piece to life. From grand chokers and layered haars to ornate jhumkas and gem-studded kadas, the selection is rich in variety and detail. The brand also showcases a contemporary high-end line featuring ombré-shaded gems in sleek linear earrings, single-line necklaces, statement rings, and more.



Exuberant Jewels

Parth Fine Jewels showcases a vibrant collection of jewellery set with diamonds and gemstones. Prismatic is a kaleidoscope of colours in different jewellery pieces. From rose-tinted gemstones to sun-kissed yellows, earthy greens to oceanic blues, the collection comprises pendant sets, rings, bracelets and earrings. The design style is oriented towards lattice patterns to make it lightweight. The openwork layout allows light to touch the skin and adds glimmer and sparkle to the jewellery. The Prismatic colours add youthful ebullience in the jewellery along with the sparkle of natural diamonds.



WHAT'S NEW

Experimental Lines

Uma Ornaments showcases a range of different collections that experiment with different materials, elements and custom cut gemstones. The Radiant Threads collection features slender gold lines intertwined with shimmering diamonds, symbolising fluidity and movement. The Kaleidoscopic Whimsy collection encompasses jewelled pieces where flat-cut gemstones are masterfully shaped into geometric patterns. The Chromatic Gold line redefines elegance through the use of coloured rhodium. The Modern Fusion collection juxtaposes diamonds with ceramic stone. In Interlock Glam, bright gemstones and polished metal links weave together a story of glamour and grace. They also have a diamond-studded-leaf-inspired collection that is ideal for retailers looking for fast-moving inventory styles.



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