

WRAP UP

COVER STORY

IIJS Premiere: A Complete Sell-Out!

A three-month sales drought was swept away by a flood of orders at IJS Premiere 2025. In just two to three days, exhibitors turned a sluggish, no-buying season into a thriving, high-energy marketplace. It is estimated that business worth between Rs. 70,000 crore and Rs. 90,000 crore was transacted during the six-day show, beating its previous record by almost 40%

A massive buyer turnout of 54000+ visitor footfalls, and 2700+ international buyers, led to record-breaking sales. Exhibitors reported full-house bookings across categories, with jewellery flying off the shelves from Day 1. The energy



was electric, the demand unstoppable — proving once again that IIJS Premiere is where the industry comes to buy, not just browse.

Studded Jewellery

Jitendra Jodhani, Director, Jewel Goldi, was all praise for the response at the show. "Buyers are reposing their

faith in diamonds and that is something very welcome. We introduced many detachable products for the show, which could take you from day to night. Lightweight jewellery up to Rs. 5 lakhs was getting great response.”

Vaibhav Dhadha, Owner, Vir Jewels, The IJS 2025, as expected, has lived up to its reputation once again. There's a strong demand for unique, one-of-a-kind pieces alongside lightweight, everyday wear jewelry. In the colored stone and diamond segment, there's growing acceptance of 14K gold over the traditional 18K. Price-wise, designs under 3 lakhs are seeing good traction.



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COVER STORY

Interestingly, jewellers from tier 2 and 3 cities have shown greater enthusiasm and potential compared to those from tier 1 cities.

Hema Shah, Creative Director, House of Sparsh, said that twinning jewellery for mother-daughter did exceptionally well. “Gen Z prefers jewellery that emotionally resonates with them. Bonding is important for them and jewellery between Rs. 2 lakhs to Rs. 7 lakhs did very well. The gemstones that were moving well were kunzite, tourmaline, tanzanite.

Parth Fine Jewels’ Owner, Vishal Jariwala, commented that bridal jewellery saw a lot of attractions between 8 - and 15 carats. “We offered a voluminous look in lesser diamond carats because of our ability to create one design in 3 distinct budgets, without compromising on aesthetics and quality.”

Rishi Punamiya, Managing Partner, Raj Diamonds, A majority of clients are looking for grand look or good spread in low budget. Our jewellery is absolutely about that. We have made big and grand looking necklace sets in low budget by reducing the diamond weight and using 14kt Gold for reducing the gold weight too.

Toshiba Jariwala of Zundaa said that this year the show genuinely was much better than the last few times. “We had very good footfall and expecting the coming months to be positive. I think the clients have settled in with the new gold prices.” Zundaa had presented a designer lightweight collection in 18-karat gold and diamonds, ranging from Rs. 50,000 to Rs. 2 lakhs, which received a good response from new walk-ins from Gujarat, Hyderabad and the western parts of India.

Silver Shines

Silver has got dubbed as the new gold – and at 1.20 lakh per kilo, the precious metal had many takers at the show.

Rahul Mehta, Managing Director, Silver Emporium, revealed, “The IIJS show was exceptional, particularly highlighting strong interest in silver jewellery, accessories, and small festive items. We observed notable enthusiasm from several new companies and individuals exploring opportunities to establish silver retail ventures. Given the rapid expansion and growing importance of silver as a category, we urge GJEPC to significantly enhance focus on silver and allocate increased exhibition space at the IIJS



Oriental Gemco

Premier Show. The current limited space allocation does not fully capitalize on the category’s potential.”

Gaurav Jain, Director, Maa Silver, has been participating in IIJS since the last 8 years and told Solitaire that they were getting many queries from Tier II and Tier III towns. “With silver prices appreciating, buyers are showing more trust in the metal and booking orders for gifting items, utility products like water bottles, home accessories, and more. We need more booth space as we have displayed just 5% of our products at the show.”

Anil Soni, Owner, Maina Payal, noted that they are a 15-year-old company and they have begun participating in IIJS since the last 5 years. “We were known locally in our state, but IIJS has given us so much exposure to buyers from other states. Our hallmarked jewellery has seen a growth of up to 400%, thanks to IIJS. If we hadn’t taken this step, we would never have grown so exponentially.”

Rinku Choudhary, Proprietor, Five Finger Handicrafts, informed that their company is participating in the IIJS show for the 5th time and they are getting orders from across India for their home décor items in silver, which are hallmarked.”

Gems & Colours

Nirmal Bardiya, Chairman



Anan Jewels India

of RMC Gems India Limited, “After a quiet spell of three months, I believe the next four to five months will more than make up for it, especially with the festive and wedding seasons around the corner. I’m expecting strong demand for jewellery and coloured gemstones. Rubellites, morganite, aquamarine, kunzite, blue topaz... there are nearly 150 varieties of coloured gems, and it’s heartening to see them gaining recognition in the fine jewellery space. In fact, many of these stones now command premium prices—take rubellite, for example, which can sometimes be more expensive than a good-quality emerald.”

Mamta Panjabi, Lal Gems, informed, “Multicolour sapphires and emeralds have been moving really well for us — especially in the organised, calibrated ranges. I’ve seen a strong demand for shades like kunzite and multicolour sapphires. Emeralds are a forever favourite,

of course — we start at around 5,000– 6,000 per carat and go up to 3.5 lakhs for top-grade material. Morganites too, especially the pinkish tones, have been doing well. What’s heartening is that most of the buyers have come from within India this time — especially from Delhi and Mumbai. The southern markets have been quieter, but the north and Maharashtra have really kept things buoyant. It’s been a busy show.”

Gaurav Sharma of Gaurav Gems has been in the industry since 35 years and is known for his carved gemstone idols made of lapis lazuli, amethyst, aventurine, emerald, jade and more. Depending on the size of the idol, it can easily take up to four months to complete it. “This is our fourth outing at IIJS and we are very happy with the response that we have received at the show. We have clients pan India, US and Europe.

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.



GJEPC NEWS

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



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

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

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

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

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

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

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

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

Mehta confidently proclaimed that the start-up revolution in



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

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

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

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

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

The Mentorship as a multiplier session was moderated by

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

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

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

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

We are committed to

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

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

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

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

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

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

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

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

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

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

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

JEWELLERY START UP

Project Jewelstart: Mentorship as the Multiplier for Success

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



Jewellery brand founders Pragya and Darayu shared the challenges of entering the industry as non-legacy entrepreneurs. Lacking early mentorship, they relied on trial and error, eventually attracting mentors once their business gained traction. They stressed that ideal mentors are not just

visionaries but hands-on guides who understand the operational grind. Peer mentorship, they noted, is equally valuable, offering candid and relatable insights. They advocated for authentic conversations over formal networking to build meaningful mentorship relationships.

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

as ecosystem access and interdisciplinary collaboration.

Dr. Tamaswati Ghosh, who leads the incubation cell at IIT Madras, emphasised that mentorship is the foundation of any robust start-up ecosystem. At IIT, mentors span academics, investors, industry veterans and peers — all carefully selected for their commitment. She underlined the need for institutes to be emotionally and professionally safe spaces for start-ups to thrive.

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

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

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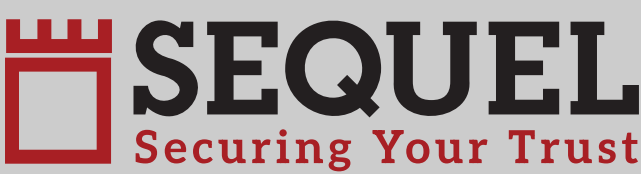
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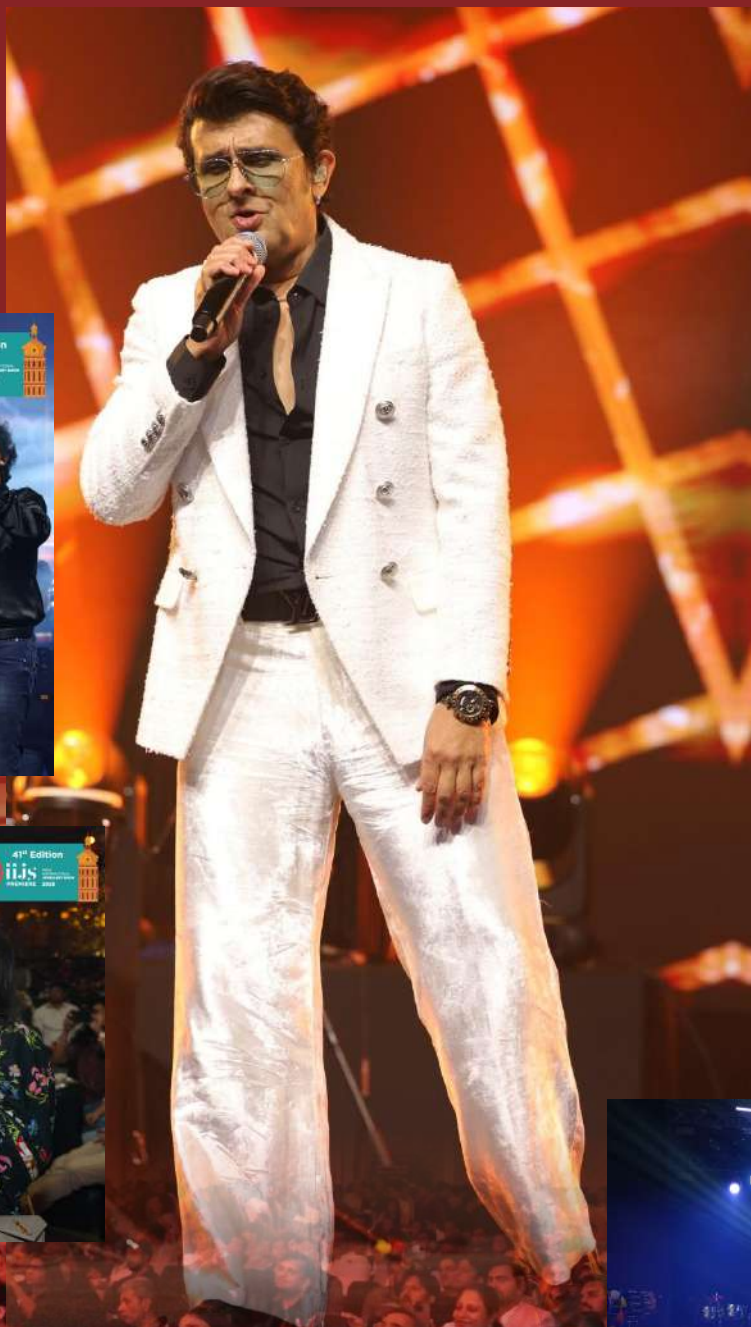
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NETWORKING NIGHT

A Voice Like Gold: Sonu Nigam Dazzles at IIJS Celebration Night

It was a double celebration at IIJS Premiere Networking Night.... The musical icon Sonu Nigam, whose birthday coincided with the show's opening day, was honoured with a joyous cake-cutting ceremony, met with thunderous applause and heartfelt wishes.

Taking the stage, the singer extraordinaire belted his iconic chart busters in his signature silken, versatile voice leaving the audience chanting for more. A magical evening that reminded everyone why Sonu Nigam remains one of India's most cherished musical legends. It was a night to remember and a voice to cherish.



LEGENDS FELICITATION

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

LEGENDS FELICITATION



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



Kishorkumar 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

LEGENDS FELICITATION



Ramesh Ba, Joint Managing Director, Thangamayil Jewellery Limited



Sandeep Kohli, CEO, Novel Jewels



Siddharth Shah, Director, Chandukaka Saraf Jewels



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

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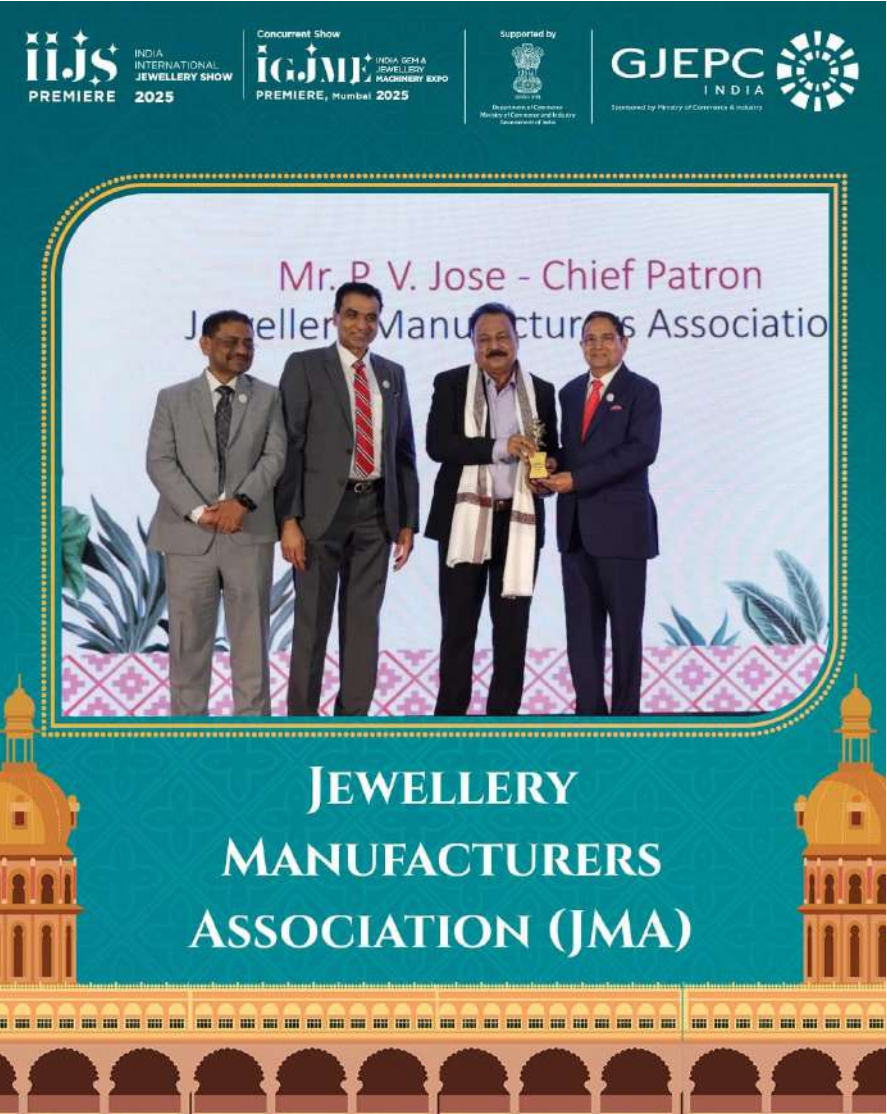
FELICITATION

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



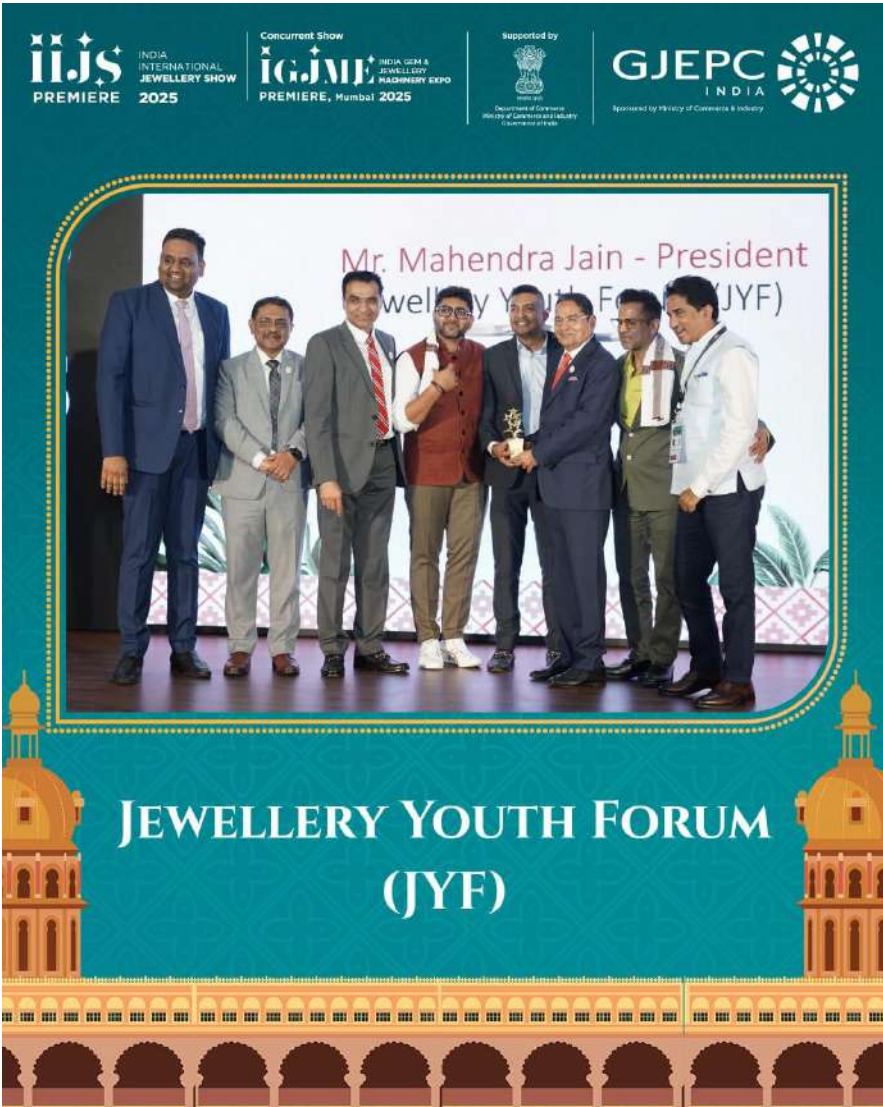
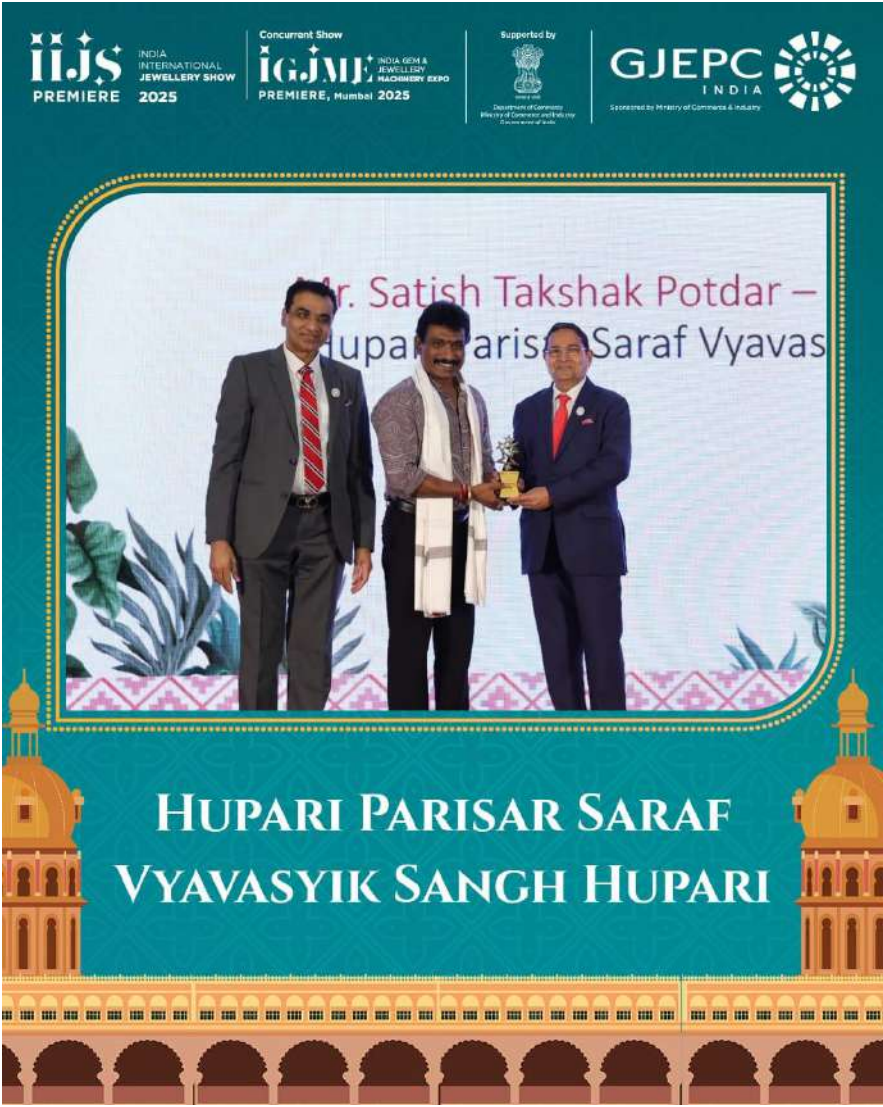
FELICITATION



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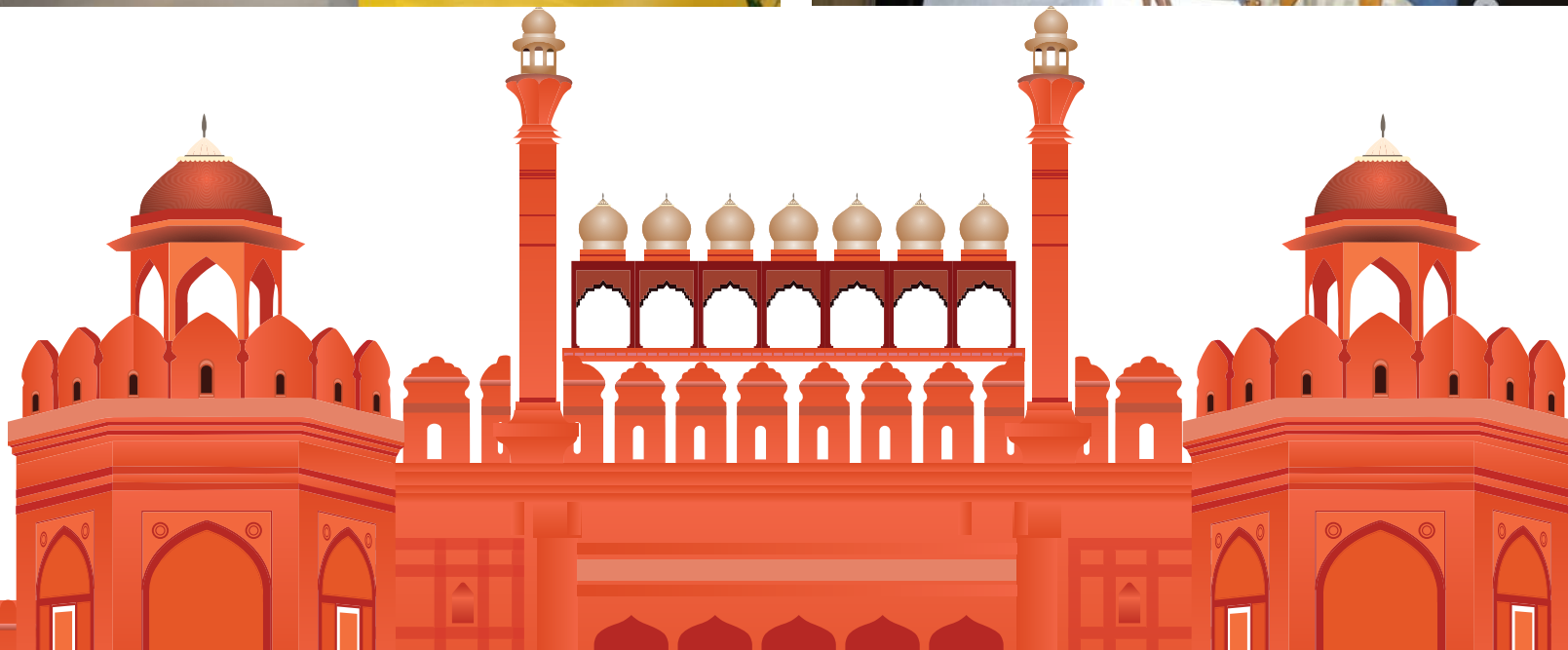
2025

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SHOW HIGHLIGHT

THE WORLD OF GJEPC

The World of GJEPC booth at IIJS offered a stunning 360-degree panorama of the Council's initiatives—showcasing its efforts to drive industry growth, promote exports, and empower artisans. It gave visitors an immersive glimpse into how GJEPC connects India's gem and jewellery sector with the world.



DESIGN AWARDS

Miniature Architectural Marvels – Celebrating the Winning Creations

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



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

The Winner: Jewel Goldie



Surya Chakra

Inspired by the majestic wheel of the Konark Sun Temple, this masterpiece is a tribute to divine rhythm and timeless engineering. Crafted in 14-karat gold, this 360-degree rotating brooch-cum-pendant is designed with intricate radial symmetry, mimicking the chakra’s historical architecture. Adorned with uncut Polki diamonds, vibrant Navratna gemstones, and textured goldwork, the piece reflects both spiritual symbolism and regal elegance. The white enamel base enhances the brilliance of each stone, while the elevated structure pays homage to the depth and layering of the original temple wheel. A versatile jewel that can be worn as a pendant or a brooch—embodying movement, time, and transformation.

First Runner-up: House of Sparsh



Jal Mahal

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



ARCHITECTURE DESIGN

Second Runner-up: Laxmi Gems and Jewellers, Hyderabad



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

Second Runner-up: Gold Artism



History Reborn
 This exquisite necklace is an elegant blend of tradition and refined artistry, with a silhouette inspired by the tall columns found in heritage architectural wonders.
 Crafted in delicate gold rope chains, it features finely hand-enamelled floral motifs in Bikaneri Meena—evoking the royal courtyards and palace frescoes of Jaipur’s City Palace. The meenakaari is accentuated with moissanite, adding a contemporary sparkle to this heirloom-worthy creation.
 More than just adornment, this necklace is a legacy reimagined—an echo of the past in modern gold.

Fourth Place: Ira Jewels



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

ARCHITECTURE DESIGN



Jitendra Jodhani, Director, Jewel Goldi, bagged the first prize



Hema Shah, Creative Head and Co-Partner, House of Sparsh won the first-runner up prize



Masiar Shaikh, Director, Gold Artism bagged the second runner-up trophy in a tie



Owners of Lakshmi Gems and Jewellers, Hyderabad, secured the second runner-up prize in a tie

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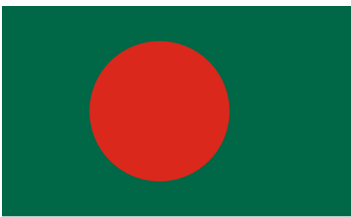
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INTERNATIONAL DELEGATIONS

Tradition Meets Technology: Bangladesh's Steady Commitment to IIJS Since 2002

IIJS Premiere 2025 marked another year of consistent participation from Bangladesh—a country that has quietly but steadily built sourcing relationships with India's gem and jewellery industry. **Uttam Banik, Proprietor of Dhaka-based Zaya Gold & Diamond**, speaks about Bangladesh's sourcing priorities, design sensibilities, and the need for smoother delegate access at India's leading jewellery trade show.



How long has Bangladesh been attending IIJS?

We've been coming here since 2002. IIJS has always been a key platform for us to explore sourcing opportunities, and we've seen it grow impressively over the years.

How has your experience been this year compared to previous editions?

Very satisfying. Every year brings improvements, but this year I felt a greater sense of fulfilment. The business environment is well-structured, and we've had productive discussions.

Are there any aspects of the show you feel could be

improved?

Yes. I think there should be a separate line or entry lane for international delegates. The current process is a bit hectic, and this small change could really enhance the experience for foreign visitors like us.

What are Bangladesh's primary sourcing interests at IIJS?

We mainly come to source handmade jewellery, diamonds, and gemstones. We are also looking for jewellery-making machinery. In Bangladesh, we use Italian machinery for major processes, but we rely on Indian-made supporting machines—such as pressure machines and auxiliary equipment—which are

efficient and cost-effective.

What role does Indian jewellery design play in your buying decisions?

We value Indian tradition deeply. What we're really looking for are designs that carry the cultural essence of India but can be adapted to our market. We believe there's strong potential for collaboration between Indian artisans and Bangladeshi jewellers to create pieces that are rooted in tradition but modern in appeal.

Is there an active import-export jewellery trade between Bangladesh and India?

Not formally, no. The

Bangladeshi government hasn't fully developed a policy framework for jewellery import-export. But once that's in place, we're confident Bangladesh will become a more prominent player. Right now, we work through informal trade relationships and supplier networks.

Any final thoughts on IIJS Premiere 2025?

I would just like to thank the organisers for continuing to invite us. It's always an honour to be here. We enjoy the show, we build new connections, and we look forward to coming back every year.

Iran: IIJS Is Becoming the World's Second-Biggest Jewellery Show

With a robust 18-member delegation, Iran continues to assert its presence at IIJS 2025. Representing both gemstone buyers and machinery manufacturers, **Hossein Tohidipour of New Horizons**, shares his thoughts on how the show has evolved, what it means for the Iranian jewellery trade, and how Iranian businesses are leveraging IIJS to source gemstones, machinery, and forge global connections.



How many years have you been attending IIJS?

This is my fifth year at IIJS. We've been consistent participants, and each year we bring more people. This year, our delegation is 18 strong members, mostly family members involved in different aspects of our business.

How has IIJS changed over the years?

It's changed a lot—in the best way. It's bigger now, more competitive, and attracts some of the best companies from around the world. You can feel the pressure, but also the quality and seriousness of the show.

Everything is more professional. Is there anything you feel could be improved?

No, everything is well coordinated. The organisers are doing an excellent job. What jewellery trends are currently popular in Iran? In Iran right now, 18-karat gold is very popular, but what's really growing is gem-set jewellery. There's increasing demand for both diamonds and coloured gemstones. Iran is one of the biggest consumers of these materials in the region.

Is Iran also involved in manufacturing?

Absolutely. We have some very strong manufacturers of jewellery-making machinery. It's a segment that's growing fast in Iran, and we're here to connect with companies that can support that growth.

What are you sourcing at IIJS this year?

Each of us is here for different things—some are looking at diamonds, others at gemstones or machinery. The diversity of offerings at IIJS makes it a perfect fit for all our business needs."

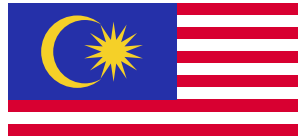
Any final thoughts you'd like to share?

First of all, thank you to the IIJS coordinators and organisers—they've done an amazing job. In my opinion, in the near future, IIJS will become the second-largest jewellery exhibition in the world. Right now, Las Vegas is the biggest, followed by Vicenza in Italy. But with the way IIJS is expanding—across two venues and with global participation—I truly believe India will take the second spot very soon.

INTERNATIONAL DELEGATIONS

Malaysia on Why IIJS Is Still the South Asia's Most Productive Jewellery Show

Mohamad Shaifudeen, General Manager of SMS Deen Jewellers, unpacks Malaysia's sourcing priorities, cultural buying behaviours, and his call for deeper India-Malaysia collaboration at IIJS 2025.



As IIJS 2025 opened its doors to global buyers, Malaysia's delegation returned with a clear and confident mandate: source high-purity gold, build business relationships, and encourage deeper trade partnerships with India. At the centre of this mission was Mohamad Shaifudeen, General Manager of SMS Deen Jewellers, who spoke to us about what Malaysia seeks from India—and how the two nations can co-create a shared jewellery future.

What does Malaysia primarily source from India at IIJS?

The bulk of our sourcing is focused on 22-karat fine jewellery—that's about 85% to 90% of what we look for. The remaining volume includes silver jewellery—primarily sourced from Mumbai—and a small amount of gold jewellery in other purities. While gemstones like rubies and emeralds are also in demand,

many of those come to us via Sri Lanka. But yes, we do value India's craftsmanship in both fine gold and silver segments.

How would you describe the Malaysian consumer's buying behaviour?

Our market is very culturally rooted. There's a strong belief in numerology and birth-based gemstone recommendations—these still play a significant role in purchase decisions. The 22-karat mark dominates across generations, though I see a gradual rise in 18-karat jewellery, especially among the youth, who focus more on adornment than investment.

What's your assessment of IIJS 2025?

Every year, I see clear signs of improvement. Crowd management is getting better, but with growing footfall, even that needs to keep evolving.

One small challenge is moving between stalls—sometimes it gets too congested. My only suggestion would be to consider extending the show by a day or two, so buyers like me can work more strategically without rushing.

How do you plan your visits at the show?

For me, every IIJS visit has a clear agenda: acquire at least 14 new supplier contacts and convert at least 5-6 into viable deals. It takes about an hour per supplier to properly evaluate offerings, discuss pricing, and plan follow-ups. It's not just about buying; it's about building lasting business continuity.

Any thoughts on how India and Malaysia could collaborate more deeply in this sector?

Yes, absolutely. India should consider organising a

“destination exhibition” in Malaysia. There's a huge Gujarati community, and many Indian-origin chains are thriving there. Malaysia mirrors India's cultural patterns, but our retail dynamics are different. A collaborative exhibition in Kuala Lumpur could bring Indian manufacturers closer to Malaysian retailers in a powerful way.

Any final thoughts you'd like to share?

Just a word of appreciation—what the IIJS team does across multiple cities is incredible. Of course, some logistics will always be a challenge—buses might be delayed, coordination may go off—but that's part of running a show at this scale. I just encourage you to keep pushing forward and maybe take a delegation to Malaysia next!

Central Asia's Minimalist Sparkle

Elmira Khodajaeva, Director of Turmalin Estet, shares why diamonds, mounting jewellery, and European-style minimalism define Kazakhstan, Kyrgyzstan, and Uzbekistan's buying strategy at India's premier gem and jewellery show.

Representing a trade consortium from Kazakhstan, Kyrgyzstan, and Uzbekistan, Elmira Khodajaeva, Director of Turmalin Estet, speaks to us about what brings Central Asian buyers to the IIJS year after year. With an eye on diamonds, machinery, and mounting jewellery, Khodajaeva shares insights into regional tastes and expectations from one of the show's more collaborative delegations.

Ms. Khodajaeva, welcome back to IIJS. How long have you been attending the show?

We've been coming since 2016, and we've seen it grow year after year. It's much bigger and better organised now than when we first started.

You represent a consortium of three countries. Do each of you come with different sourcing needs?

Not really. Our goals are aligned—we're here mostly for diamonds, jewellery-making machinery, and mounting jewellery. So, it makes sense to come together, pool our resources, and work as a team.

You mentioned mounting jewellery—do you feel IIJS offers enough in that category?

That's one area we feel could improve. There aren't enough vendors offering mountings—that is, jewellery pieces without gemstones. Many of us prefer to source diamonds separately and set them ourselves, so more mount options would be very welcome.

What are you sourcing from India specifically?

Diamonds are our primary focus—especially SI1 and SI2 clarity, with high-colour grades, typically white or yellow. We also explore machinery for jewellery production, though that depends on the type and technology available.

What jewellery trends are currently popular in your region?

We don't really follow trends like in Western markets. Our clients prefer clean, minimalist designs—nothing too ornate or heavy. That's why European-style jewellery works better for us than traditional Indian pieces.



So traditional Indian jewellery doesn't sell in Central Asia?

Not as much. Indian designs are beautiful, but too intricate for our market. We mostly work with 14- and 18-karat gold, paired with simple diamond settings. Our customers value quality and elegance over embellishment.

Any areas where IIJS could improve beyond the product offerings?

Honestly, the show is very well managed. But feedback-wise, I'd say better segmentation in categories like mountings would be helpful for buyers like us.

How important is relationship-building during your visits to India?

Extremely important. Many of our partnerships are built over time. Even if we don't know everyone by name, we recognise faces and build trust gradually. That's part of why we return each year.

Any final words on IIJS 2025?

It's always a pleasure to be here. IIJS continues to be an essential platform for us to source competitively, explore new suppliers, and keep pace with the industry. We look forward to coming back next year.

INTERNATIONAL PAVILIONS

This year’s IIJS Premiere showcased strong international participation with three prominent country pavilions – **Italy, Thailand, and Hong Kong**. Each pavilion stood out for its distinctive strengths. Together, these pavilions enriched the show floor, offering buyers a diverse global sourcing experience and underlining IIJS Premiere’s growing stature as a world-class jewellery trade event.



MEDIA FELICITATION

GJEPC Honours Media and Influencers



At the 41st edition of IIJS Premiere 2025, GJEPC took a moment to shine the spotlight on those who help amplify the industry’s voice – members of the national and international media, along with key social

media influencers from the gem and jewellery trade. Recognising their support and influential storytelling, GJEPC honoured these communicators for their role in promoting the Council’s initiatives and

strengthening the global image of ‘Made in India’ jewellery. The felicitation, held on the prestigious IIJS stage, was graced by Kirit Bhansali, Chairman, GJEPC; Shaunak Parikh, Vice Chairman, GJEPC;

Nirav Bhansali, Convener – National Exhibitions, GJEPC; and Sabyasachi Ray, Executive Director, GJEPC.

SHOW GLIMPSES



A Buyer's Dilemma -- which one should she pick



A Sweet Finale. Celebrating the Grand Success of IIJS with a Cake-Cutting Ceremony



GJEPC Chairman Acknowledging The Hard Work Of the CRPF Personnel



How May I Help You



IIJS Premiere Attracts Buyers in Drove



Kuch Meetha Ho Jaaye



Resting Tired Feet After A Long Shopping Spree



Trigger Happy



Try It On Before You Decide

IIJS SURVEY

IIJS Premiere 2025: Survey Feedback Roundup

The Surveys were a collaborative effort of GJEPC’s Research team and Hansa Research India’s premiere jewellery trade show, IIJS Premiere 2025 (41st edition), saw record-breaking participation. The Mumbai event drew “over 55,000 visitors, shattered sales records, and spotlighted India’s ascent as a global jewellery powerhouse”. In a post-show survey of stakeholders, the overwhelming response was positive: most exhibitors, visitors and sponsors found the event valuable and well-organized. Below we summarize key trends, highlights, and recurring suggestions from each segment, with representative quotes from participants.

Domestic Exhibitors

Domestic exhibitors reported generally high satisfaction and strong engagement. **Roughly 85–90%** of respondents rated the show “Good” or “Excellent” (248 of 555 said “Good”, 122 said “Excellent”) and affirmed they would participate again. Many noted the large, professional audience and business leads as highlights. Product-wise, **gold jewellery and automation technologies** drew the most interest – e.g. 41 exhibitors cited gold-manufacturing machinery as a focus, and 32 selected “fully automatic/smart solutions” on our multiple-choice questions.

- Positive highlights: Exhibitors praised the show’s scale and buyer traffic. One respondent noted the event was “very well managed” and another said the B2B environment was “excellent”. Several mentioned the value of interacting with both domestic and international buyers.
- Key interests: Many exhibitors focused on automation and high-tech machinery. For example, fully automatic machines and AI-enabled systems were popular choices in tech-related questions. Lab-grown diamond equipment also attracted attention, reflecting a show-wide trend (in fact, industry sources report lab-grown diamond exhibits grew ~200% year-over-year).
- Suggestions/complaints: The most common feedback concerned connectivity and logistics. Multiple exhibitors asked for better internet/Wi-Fi at the venue – “Support and service should be improved. Poor electricity and internet,” remarked one participant – and smoother machinery handling at entrances. Others requested more on-site facilities (e.g. basic food services and cleaning). A few noted organizational issues like stall allocation. For example:
 - o “Improve the WIFI service and loading/unloading service of

machinery – it is stressful and time-consuming,” suggested one exhibitor.

- o “Mobile network is very bad,” and “Dustbin provided only after much follow-up,” were other common complaints.
- o One respondent noted missing features: “Please add an extra option of Alloys with machinery to give our feedback; we have no option to select Alloys.”

Overall, domestic exhibitors were pleased with the turnout and leads, but repeatedly flagged **internet/Wi-Fi reliability and equipment logistics** as areas needing attention.

Foreign Exhibitors

The foreign exhibitor segment (6 responses) was small but insightful. These exhibitors – often representing manufacturing or tech firms – generally found the show professionally run and valued the international exposure. Many showed interest in advanced product lines: when asked about technology, answers included “AI enabled systems” and “fully automatic/smart solutions”. Lab-grown diamond solutions and gold machinery were also cited as key categories.

- Technical interests: A couple of foreign exhibitors specifically mentioned “International machines” and “AI enabled systems” as highlights, indicating a focus on cutting-edge equipment.
- Feedback on facilities: Recurring suggestions centered on amenities. For example, one exhibitor commented “Food quality and availability” should be improved, and another said “Seating arrangement should be provided for visitors”. A critical point was event registration and access: two respondents urged that face-recognition / entry lanes be separate for exhibitors, to speed up entry.
- Connectivity issues: Similar to domestic peers, foreign

exhibitors noted poor Wi-Fi. One bluntly stated “Network is very bad – WIFI is running [slow], how can we showcase our machine?”

- Overall sentiment: Despite these gripes, most foreign exhibitors (4 of 6) gave high marks and said they would return. They appreciated the professional organization and international audience, but highlighted that connectivity, catering and exhibitor services (like dedicated entry lanes) could be enhanced for non-domestic participants.

Domestic Visitors

Among the 1,025 domestic buyers surveyed, sentiment was broadly enthusiastic. Most visitors rated the event highly – common comments were “Very good”, “Excellent” or simply “All very good experience”. Key attractions were the wide product range and the presence of leading manufacturers. In our survey, visitors frequently mentioned that variety and availability of new machinery and international (import) products were strengths. Many were impressed by the infusion of new technology.

- Positive feedback: A large number wrote that the show was “well organized” and the product displays were informative. Phrases like “Good show – everything is fine” and “All good” were abundant.
- Interest in innovation: Recurring requests were for more cutting-edge products. Several visitors asked for new technology and automation, e.g. “More AI supporting machinery” and “New technology and new design automation...good operating system.” Others wanted expanded lab-grown and sustainable jewellery sections. This aligns with the show’s tech emphasis (for example, “Lab-grown diamonds (LGD) surged 200% YoY” at the event).
 - Suggestions for improvements: A few

attendees noted areas for enhancement in facilities and pricing. Comments included “Registration is not good” (referring to the entry process) and “There is a problem in toilet”. Some found the layout crowded, asking for more aisles or charging points. Price sensitivity was also mentioned: “Pricing should be low of Indian compared to international brand.” Finally, one visitor noted general comfort: “Should be more stalls” and “Increase the number of stalls...manage the traffic.”

- Representative quotes: Illustrating this mix of praise and critique, one visitor wrote: “Quality of machinery should change and give more results. The detection capacity of machine should improve,” while another noted simply “Registration is not good.” Such comments were relatively rare compared to the many positive remarks, but they highlight that even satisfied attendees still want continual improvements in tech offerings and visitor amenities.

Foreign Visitors

The foreign buyers (72 responses) similarly expressed high approval of IIJS 2025. An overwhelming majority (70 of 72) said they would recommend or attend again, reflecting strong overall satisfaction. Many praised the show’s professional approach and Indian craftsmanship (responses included “Quality of Indian products is better” and “Products are value for money”). These visitors valued the networking opportunities: one noted the chance to “meet new manufacturers and get to know current market trends.”

- Positive trends: Foreign buyers especially liked the variety of designs and competitive pricing. In open-ended answers, common themes were India’s rich gemstones selection and the mix of traditional and modern

IIJS SURVEY

- jewellery.

 - Areas to improve: The main recurring issues were logistical. Multiple respondents mentioned crowding and scheduling: for example, one visitor suggested “take more time... very disorganized in peak hours”. Wi-Fi and connectivity were again cited: “Internet connection poor” appeared as direct feedback. A few noted onsite hygiene (“dust problem, not clean glasses”) in peak times.
 - Quotes: To illustrate, one foreign visitor said: “Take more time. Very disorganized in peak hours...dust problem, not clean glasses.” Another simply noted: “Internet connection poor.” Despite these issues, the overall tone was positive: many ended comments with “Very good” or “no suggestions –
- everything okay.”

 - Sentiment: In sum, foreign visitors felt the show offered excellent products and business potential. They overwhelmingly approved of the experience (88% answered “Yes” to follow-up intention questions) but flagged peak-hour management and connectivity as areas for the organizers to address.

Sponsors

Sponsors of the show generally expressed satisfaction with their partnership experience. Most rated the event as “Good” and indicated they would sponsor again. Several praised the organization and support team: for instance, one sponsor commented, “Team is very co-operative and nice people; we have to ignore small things,” reflecting an overall positive attitude.
- Positive highlights: Sponsors appreciated lead generation and branding opportunities. Many noted that dedicated sponsor facilities (lounge, signage) were well-handled. The professionalism of staff also received nods.
 - Suggestions/concerns: A few practical issues surfaced. Air-conditioning flow in the sponsor lounge was mentioned: “AC flow is too much.” Cleanliness also came up – “cleanliness of washroom is to be maintained.” Several sponsors suggested better visibility: one proposed “Allow us to add our company logo on our store to differentiate from others,” and another asked that organizers “push visitors to visit our stall or give a separate hall for sponsors.” Some pointed out Wi-Fi or power: “This time we are not having mobile and Wi-
- Fi range.” Traffic flow was a minor concern, with one sponsor noting crowds and asking to “manage the traffic.”

 - Representative quotes: For balance, one sponsor remarked simply “Professionalism” as a positive, while others wrote detailed requests. Typical feedback was: “You should push visitor to visit our stall or give a separate hall for sponsor,” underscoring the desire for dedicated sponsor promotion.
 - Sentiment: Overall, sponsors were pleased with their ROI and the event management, though they offered practical tips for even smoother operations in future editions.



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