

Celebrating
41st
Edition

IIJS
PREMIERE
2025
INDIA INTERNATIONAL
JEWELLERY SHOW
CONCURRENT SHOW
IGJME
2025
INDIA GEM & JEWELLERY
MACHINERY EXHIBITION
PREMIERE, Mumbai, 2025

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

31st July - 4th August, 2025
Bombay Exhibition Centre
MUMBAI

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COVER STORY

IIJS Bharat: A New Name for India's Gem & Jewellery Powerhouse



With business buzzing across the aisles at JWCC on day one, IIJS Premiere 2025 entered its next phase with the inauguration of the second venue at the Bombay Exhibition Centre (BEC), Goregaon, on 31st July. This year's edition not only marks an expansion in scale but also in identity, with the iconic show officially rechristened as IIJS Bharat, a name that reflects its national significance and global vision.

The opening of the concurrent machinery show IGJME underlined the industry's commitment to strengthening its foundation through

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innovation, infrastructure, and human capital.

The main ceremonial opening and ribbon-cutting was graced by Chief Guest Shri Mangal Prabhat Lodha, Hon'ble Minister of Skill, Employment, Entrepreneurship & Innovation, Government of Maharashtra.

He was joined by the Guest of Honour Shri Abdul Salam, Vice Chairman, Malabar Group. Also present were Mr. Kirit Bhansali, Chairman, GJEPC; Mr. Shaunak Parikh, Vice Chairman, GJEPC; Mr. Nirav Bhansali, Convener, National Exhibitions, GJEPC; and Mr. Sabyasachi Ray,

Executive Director, GJEPC.

Chief Guest Shri Mangal Prabhat Lodha reaffirmed the State Government's commitment to enabling entrepreneurship and creating opportunities through skill development: "I'm grateful to GJEPC for hosting such a

prestigious event, one that is rooted in Indian talent and enterprise. The gem and jewellery sector is a shining example of 'Make in India' and 'Skill India', providing employment to millions and enhancing livelihoods across the nation. As the Minister for Skill, Employment, and Innovation, I see firsthand how platforms like IIJS Premiere are vital in nurturing entrepreneurship, generating jobs, and equipping our youth with world-class skills. Maharashtra is proud to support this transformation."

Guest of Honour Shri Abdul Salam, Vice Chairman of Malabar Group, said, "From humble beginnings in 1993, Malabar has expanded to 13 countries, introducing Indian craftsmanship to global audiences. Yet, for too long, our artisans have remained behind the scenes, producing for global brands. We took it as our mission to carry an Indian brand to the world stage, and today, we're proud to be recognised as a global ambassador of Indian jewellery. I applaud the Government of India and GJEPC for creating an enabling ecosystem through FTAs and trade facilitation. IIJS Premiere



COVER STORY



reflects the confidence and potential of this industry, and I'm certain this edition will be another milestone."

In his address, GJEPC Chairman Kirit Bhansali welcomed the dignitaries and acknowledged the significant contributions of the Maharashtra Government and industry leaders to the growth of the gem and jewellery sector.

In a significant announcement, Mr. Bhansali revealed that the Council has received official confirmation from the Government to rename the show as 'IIJS Bharat', marking a new chapter in the event's evolution and reaffirming its national stature and global ambitions.

"IIJS is not just a trade



platform, it is a catalyst for sector-wide transformation. By putting machinery, technology, and training front and centre, we are creating an ecosystem that's ready for tomorrow," said Bhansali. "The resilience

of India's gem and jewellery industry is permanent. And with support from our governments and the strength of our skilled workforce, we're not just navigating the present, we're shaping the future."

Mr. Bhansali also spoke about the India-UK FTA and its expected \$6 billion trade boom in the next three years, GJEPC's continued engagement with the U.S. on tariffs, and the Council's new global initiative, SAJEX, launching this September in Saudi Arabia.

As activity picks up across both venues, IIJS Premiere 2025 continues to demonstrate how strong public-private collaboration and shared vision can fuel long-term industry growth. With focused discussions on skills, exports, technology, and investment, the BEC inauguration added depth and momentum to the ongoing show.

IGJME: The Largest Edition To Date Machinery Show Opened at IIJS Premiere

IGJME, the largest edition to date of India's premier gem and jewellery machinery expo, running concurrently with IIJS Premiere 2025 at NESCO was inaugurated on 31st July. Machinery is the silent backbone of our industry — driving innovation, precision, and productivity behind every sparkling creation.

Kirit Bhansali, Chairman, GJEPC, SAID: "IGJME 2025 is more than a showcase of machines — it's a celebration of innovation that empowers our artisans. With 261 exhibitors and a new Launch Pad dedicated to tech talks, this edition

reflects our commitment to building a future where skill and technology go hand in hand."

During the IGJME inauguration, Kirit Bhansali, Chairman, GJEPC, was joined



by Shaunak Parikh, Vice Chairman, GJEPC, Davide Zerbini: MD - Morellato & Sector Ltd. (Hong Kong), Naresh Bilani, - Chairman - JMI (Mach. Association), Arvind Ranawat, Swarnshilp Chains and Jewellers Pvt. Ltd., Nirav Bhansali, Convener, National Exhibitions, GJEPC, and Nitesh Jain - Purple Jewels Pvt Ltd.

This year, IGJME brings together the most cutting-edge technology, global pioneers, and game-changing solutions under one roof. It's more than just a showcase — it's where the future of jewellery manufacturing begins.



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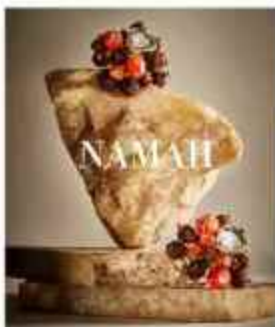
The Gem & Jewellery Export Promotion Council (GJEPC) expresses heartfelt gratitude for your visionary leadership and firm resolve in signing the India-UK Free Trade Agreement (FTA), a historic step that marks a new era for India's gem & jewellery sector.

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



KIRIT BHANSALI
CHAIRMAN
GJEPC

SHAUNAK PARIKH
VICE CHAIRMAN
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TRAILBLAZERS

GJEPC Salutes Industry 'Trailblazers'

On 31st July at the Bombay Exhibition Centre, GJEPC presented the prestigious 'Trailblazers' Award to four visionary leaders who have played a pivotal role in shaping the large-scale gem and jewellery trade in India. Recognised for their innovation, leadership, and enduring impact, the awardees included **Mr. Ghanshyam Dholakia of Hari Krishna Exports Pvt. Ltd.**, **Mr. Arvind Ranawat of SwarnShilp Chains & Jewellers Pvt. Ltd.**, **Mr. K. Srinivasan of Emerald Jewel Industry India Ltd.**, and **Mr. Siddharth Gupta of ACPL Exports Pvt. Ltd.**



Ghanshyam Dholakia - Hari Krishna Exports Pvt. Ltd.

A visionary who built a billion-dollar diamond powerhouse, Ghanshyam Dholakia's journey from a diamond artisan to founder of the 43-acre HK Hub is a story of grit and scale. With a footprint in 107+ countries and a team of over 9,000, his legacy goes far beyond business—restoring lakes, planting millions of trees, and transforming lives through education and healthcare. He's redefined what it means to lead with purpose.



Arvind Ranawat - Swarn Shilp Chains & Jewellers Pvt. Ltd.

From a retail counter in 1982 to founding a gold chain manufacturing empire, Arvindji Ranawat's rise has been fuelled by quiet determination and integrity. SwarnShilp, under his leadership, became a one-stop hub for gold chains, anchored in quality and trust. Beyond the boardroom, his contributions to education in his Rajasthan hometown reflect a life devoted to both excellence and upliftment.



K. Srinivasan - Emerald Jewel Industry India Ltd.

K. Srinivasan's journey from salesperson to global industry leader is nothing short of extraordinary. At the helm of Emerald, he pioneered green manufacturing and built a 20-acre facility producing 35 tons of gold, 36,000 carats of diamond, and hundreds of kilos of platinum and silver jewellery—backed by a passionate team of over 7,000 professionals—100% powered by renewable energy. His accolades, including a Guinness World Record, speak to a career that blends sustainability, scale, and precision craftsmanship.



Siddharth Gupta - ACPL Exports Pvt. Ltd.

Siddharth Gupta, a third-generation entrepreneur, has transformed ACPL into a global force in silver jewellery. Based in Agra, he leads with a forward-thinking mindset—pushing design innovation, ensuring quality, and expanding sustainably into international markets. His strategic vision has not only elevated the ACPL brand but also helped spotlight India's silver artistry on the world stage.



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By Prakash Dhanak



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IN FOCUS DIAMONDS

De Beers Unveils 'Love, From Bestie' Campaign at IIJS

At the 41st edition of the **India International Jewellery Show (IIJS Premiere)**, held at the Jio World Convention Centre, Mumbai, **De Beers Group** unveiled a trio of landmark initiatives that mark a new chapter for the natural diamond industry in India: The **INDRA Platform**, 'Love, From Bestie' Ritual Campaign and **Institute of Diamonds**.

As the country has become firmly established as the world's second largest market for diamond jewellery, De Beers Group reaffirmed its commitment to nurturing growth, authenticity and emotional connection in the sector through the launch of its digital platform **INDRA**, the emotionally resonant "Love, From Bestie" bracelet ritual campaign and the pioneering **Institute of Diamonds**.

Shweta Harit, SVP, De Beers Group, announced the new campaigns and initiatives in support of driving desire for natural diamonds across the country. A key highlight of the event was the launch of the **INDRA platform** (Indian Natural Diamond Retailers Alliance)—a powerful new digital ecosystem developed by De Beers Group in collaboration with the **GJEPC**. Designed to transform the way natural diamond jewellery is marketed and sold in India, **INDRA** empowers natural diamond jewellery retailers and manufacturers with cutting-edge technology and tools for training and marketing. From AI-powered tools for campaign creation and multilingual global campaign templates to basic to advanced diamond training, industry updates, and training programs, **INDRA** addresses the real-time needs of modern jewellers. It also offers role-specific dashboards, sales enablement features, and store design resources to elevate the customer experience at every touchpoint. Retailers can now register and access these features via www.INDRAonline.in.

De Beers also introduced the "Love, From Bestie" bracelet collection as the latest iteration of the 'Rituals' marketing campaign, an ode to one of life's most enduring relationships—female friendship. Adding sparkle to the launch were Bollywood icons Neelam Kothari and Seema Sajdeh—real-life best friends and stars of the popular series *The Fabulous Lives of Bollywood Wives*—who lent their charm and authenticity to this special event. The initiative celebrates those quiet moments of support, loud laughter, shared secrets, and memories that define lasting bonds between women. Crafted with natural diamonds, each bracelet in



the collection is a modern keepsake symbolizing loyalty, love, and lasting connection. The campaign features real life best friends across life stages—from their 30s to 60s—alongside celebrity duos who have brought their stories to life through rich content across social and digital platforms.

"Friendships between women are real, timeless and irreplaceable. The idea behind the Bestie Bracelet collection was to create a meaningful ritual that captures the strength of this friendship between two women," said Shweta Harit. "Crafted with natural diamonds, each bracelet pair symbolizes the preciousness and authenticity of their relationship — because for friendships so natural, only natural diamonds will do," she

added.

The campaign will launch nationally on August 3, Friendship Day, across TV, print, digital, social media, radio, and OOH. A dedicated Indian microsite – www.adiamondisforever.com – offers consumers a curated product catalogue, store locator, and rich educational content about the authenticity and timeless value of natural diamonds.

Underscoring its dedication to preserving integrity in the industry, De Beers Group also profiled the **Institute of Diamonds (IoD)** – one of the world's only grading laboratories exclusively focused on 100% natural, untreated diamonds. Aligning with a global vision of rekindling the magic of natural diamonds for today's consumer,

IoD brings innovation and credibility to the forefront. It offers services such as custom table inscriptions, co-branded grading report sleeves, in-store point of sale materials, and comprehensive staff education modules. Retailers today face a crowded marketplace where differentiation is difficult, staff turnover is high, and consumer confusion persists. **IoD** addresses these issues by offering exclusive natural diamond services, trusted branding and robust training programs that empower sales teams to communicate the unique value of natural diamonds with confidence.

"India's role in the global diamond industry is expanding, and our focus is on supporting that growth with the right tools, platforms, and partnerships. **INDRA** gives retailers an outstanding tool to support sales potential; the Bestie Bracelet campaign builds meaningful consumer engagement; and the **Institute of Diamonds** strengthens trust across the value chain. Together, these initiatives have the capacity to elevate India's natural diamond retail ecosystem," added Harit.

From technology-driven retailer empowerment and emotionally meaningful jewellery rituals to science-backed support for consumer confidence, De Beers Group's initiatives at **IIJS Premiere** are designed to help shape a positive long-term future for India's diamond sector.

IN FOCUS – GOLD

The 24-karat Jewellery Club!

Call it bold, audacious, even brazen — but some exhibitors at IIJS Premiere have made a striking statement by unveiling 24-karat gold collections, right when much of the world is leaning towards lower-karat gold. This move reaffirms two things: first, gold's status as a trusted store of value remains unshaken; and second, our exceptional manufacturers continue to read the consumer pulse with precision — harnessing technology to make even the purest, most malleable form of gold wearable and durable for today's tastes. Here's to the rise of 24-karat jewellery!

Sky Gold and Diamonds has joined the elite club of 24-karat gold jewellery makers by launching PUREZA. **Darshan Chauhan, Director, Sky Gold and Diamonds Ltd.** noted that innovation has always been the foundation of the company's journey. "We are proud to introduce PUREZA, a premium collection dedicated exclusively to 24-karat plain gold jewellery, a perfect blend of purity, precision, and purpose.

"PUREZA is designed for those who see gold not just as ornamentation, but also as a timeless investment. Our collection features carefully crafted pieces, ranging from 5 grams to 100 grams, making it accessible for a wide spectrum of buyers, whether they are shopping for traditional occasions or long-term value."

Chauhan further added that with this new collection, the company reinforces its commitment to creating lightweight jewellery, more so in 24-karat gold, which in itself is a rarity in the market. "By leveraging direct casting and advanced laser-cutting technology, we have ensured that each jewellery piece is not only elegant but also finely detailed and durable."

He continues: "With PUREZA, we aim to redefine how 24-karat jewellery is perceived — not heavy, not conventional, but modern, meaningful, and investment friendly. This launch marks a significant step forward in our legacy of creating jewellery that resonates with the evolving aspirations of today's consumers."

Shringar House of Mangalsutra Ltd, presented "24K SHUDDH" collection, one of the first-ever HUID hallmarked mangalsutra collection in India crafted in 24-karat gold. The revolutionary collection offers unmatched emotional and financial value.

Chetan Thadeshwar, Chairman, Shringar House of Mangalsutra Ltd., stated, "This launch is not just about jewellery; it's about emotion, legacy, and purity. For the first time, Indian women can wear a mangalsutra that matches the purity of their commitment — in 24-karat. The collection is a symbol of our culture, transformed through innovation.



kama



Lotus Jewellery



Shringar - House of Mangalsutra

Adding to its unmatched value and credibility, every mangalsutra in the SHUDDH collection is HUID hallmarked — ensuring BIS-certified gold purity and complete transparency for every consumer. This assurance reinforces Shringar's commitment to quality, trust, and customer confidence.

Kama Jewellery, too, has joined the 24-karat club and has launched its Forever 24K Collection — a refined range of rings crafted in 0.995 purity gold. **Simran Shah, Vice President - Sales**, noted, "While the world's cutting down on gold karats to meet price points, we're doubling up on

purity. With gold prices rising and 24-karat outperforming the Nifty in 7 of the last 10 years (including 30%+ gains just last year), the verdict is clear: pure gold isn't just pretty, it's smart. So, we thought, why dilute what's already perfect? Instead, we found a way to make 24-karat stronger so it's not just wearable, it's investable with a side of design."

Vikram Jain, Co-founder of Kanakratna Exim Pvt. Ltd., states that the company has been a pioneer in making 18-karat exclusive gold jewellery for over 25 years. This year at IIJS Premiere 2025, we're proud to mark a new milestone — the launch of our very first 24-karat gold jewellery collection, 'Investible Jewellery'. Crafted with exceptional care and innovation, this collection is for those who view gold not just as adornment, but as a lasting asset. The exquisite range is a celebration of craftsmanship, heritage, and the timeless value of pure gold."

Vineet Vasa's Lotus Jewellery Creation is ushering in a fresh chapter in fine gold craftsmanship with the unveiling of Purorra — a 24-karat gold jewellery line set to debut at IIJS. Crafted in 99.5% pure gold, the collection celebrates purity with a purpose, combining traditional elegance with modern meaning. With Purorra, the brand continues its legacy of innovation, offering timeless designs that speak of grace, value, and conscious luxury.

VIEWPOINT - TECHNICAL

Pushing the Limits of Lightweight Gold Design

Known for its innovative approach to lightweight gold jewellery, Shah Vanaji Kesaji & Co., continues to push the envelope with each passing year. At IIJS Premiere 2025, **VISHAL JAIN**, Owner of the company, shares how technology is helping the brand achieve new levels of finesse and efficiency, without compromising

This year that builds on your journey of creating lighter gold jewellery through technology?

This IIJS, we're excited to present our most advanced collection yet—an ultra-lightweight range of jewellery that reflects years of technical refinement. We've integrated micro-engineering techniques and advanced CAD-based design structural optimisation to create pieces that are both intricate and materially efficient. From filigree-inspired necklaces to hollow-form earrings, these designs that maintain visual richness of traditional jewellery while being up to 30% lighter than conventional counterparts.

Could you share how much weight reduction you've managed to achieve this year—especially in categories like rings, earrings, and necklaces?

This year, we've achieved significant reductions across key categories:

- **Rings:** 15-18%
- **Earrings:** 25-30%
- **Hoops:** 35-40%
- **Necklaces:** 20-25%

These improvements are the result of a consistent focus on material engineering, precision paper casting, stamping, and redesigning the structural support within each design.

What specific technology or techniques have you applied this time to make these reductions possible?

A combination of modern tools and creative processes helped us reach these milestones:

- **Cera Enamel:** Used to bring intense, nature-inspired gradients to our floral jewellery.
- **3D Printing for Prototyping purposes:** Rapid prototyping using resin and wax has helped us refine lightweight designs before casting.
- **Laser-Cutting:** Enabled us to craft strong yet lightweight design elements with high precision without the metal bulk.
- **Stamping:** We incorporated large stamped components to replace bulkier elements



in handmade jewellery, significantly reducing the overall weight while maintaining the overall aesthetics.

With gold prices hitting record highs, what role do you see technology playing for manufacturers looking to

balance design, quality, and cost-effectiveness?

In today's climate, technology isn't a luxury—it's a necessity. As gold prices climb, we manufacturers have to adopt smart production techniques to remain competitive. Innovation helps in two key ways:

- Advanced design tools allow us to create complicated designs using less gold.
- Latest technology in jewellery manufacturing helps us in maintaining consistent quality, reducing wastage and curbing production costs.

At the end of the day, our goal is to preserve the grace and craftsmanship of traditional handmade jewellery, while making it more viable and accessible for today's cost-sensitive buyers.



IN FOCUS PLATINUM

Shaping Platinum's Tomorrow: PGI's Vaishali Banerjee in Conversation



You've now taken on the added responsibility of global market development. How does the Indian market's growth trajectory compare to other key platinum markets globally?

India is our fastest-growing market. For the past several years, it's been delivering double-digit growth, and we expect that momentum to continue. Even though it's a relatively young market in terms of platinum, the size and scope of its growth have made it extremely significant on a global scale.

What's exciting is the vast headroom for growth that India still offers. Alongside India, the Middle East is our newest market, where we've just completed a successful pilot phase and are now moving into expansion. 2024 has been a good year for platinum globally, with all PGI markets posting growth. China, US and Japan are established platinum markets, each at their own level of maturity and consumer sophistication.

When it comes to jewellery design, platinum always seems to have a certain minimal elegance. What trends are influencing your collections in India?

Platinum carries deep emotional meaning, no matter where you are in the world. It's more than a trend—it's a lasting truth. Every piece we create must resonate with those emotions—whether it's Platinum Love Bands or self-purchase jewellery, and regardless of whether it's for men or women.

Of course, we layer trends over this emotional core. For instance, in our women's collections, stacking is a big design theme right now. But we're seeing a shift from traditional stacking to more irregular, asymmetrical styles that add individuality. There's also a rise in playful mismatches—still within a balanced, elegant aesthetic,

Vaishali Banerjee stands at the forefront of Platinum Guild International's (PGI's) mission to redefine the narrative around platinum jewellery. In an exclusive interview, the Managing Director, PGI - India & Middle East, and Head of Global Market Development, PGI, shares valuable insights into emerging design directions, consumer behaviour, and platinum's evolving place in the Indian jewellery landscape.



because we have to be mindful of the Indian consumer's preferences. Even in the Platinum Evara collection, we've pushed the envelope a little. For example, we've introduced reflective colour from within the piece—using smart technology to create an inner glow. Platinum may be a centuries-old metal, but our take on it is strikingly modern.

How involved is PGI in guiding its manufacturing partners with these trends?

We're very hands-on. Every year, we develop detailed design briefs that draw on both global design insights and local consumer behaviour. These briefs are shared with all our partner manufacturers, whether they work across all our brands or just one.

We don't just identify trends; we bring design stories to life. Our manufacturers are investing in advanced technology to

translate those ideas into actual products. Several of our manufacturing partners have done brilliant work, combining creative flair with technical precision. The result is jewellery that appears simple at first glance yet is underpinned by innovation.

Your campaigns place a lot of emphasis on storytelling. Could you talk a bit about the role of emotion in platinum design?

Absolutely. Storytelling is at the heart of everything we do. Take Platinum Love Bands, for instance. Love is a universal emotion, but it can become a cliché if not handled thoughtfully. So we focused on intimacy; on making the expression of love deeply personal. For example, hidden messages within Platinum Love Bands were introduced to represent a private language known only to the couple. That's the magic of platinum; it holds meaning in a way no other metal does.

Similarly, every Men of Platinum piece is built around values. It's not just about aesthetics; it's about what the jewellery says about the man

wearing it. Inner strength, self-belief, courage – these values are embedded in the narrative of each design.

Speaking of Men of Platinum, what inspired you to align with cricket as a platform?

Cricket is almost a religion in India – it transcends geography and language. But more importantly, the values that cricket champions—resilience, leadership, teamwork—mirror those of Men of Platinum. Someone like MS Dhoni is a perfect fit, not just because of his stature, but because of the integrity, grace, empathy and resilience he represents.

We're very careful about our brand associations. A celebrity endorsement has to go beyond face value; it must feel authentic to the brand's values. When there's that genuine alignment between the individual and the brand's values, the impact is incredibly powerful.

Are you seeing growth in smaller towns as well, beyond metro cities?

Yes, definitely. Tier 2 and 3 towns are becoming increasingly important. A lot of our strategic retail partners have already expanded into these markets, and we're seeing a good traction.

The young consumer today isn't defined by geography. Digital access has made aspirations universal. Our job is to make sure the right product and brand experience are accessible to them—and we do that through a strong network of organised retail partners.





GK

GHANSHYAM DAS KOTAWALA

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INTERNATIONAL DELEGATION

Kazakhstan Returns to IIJS to Source Silver & Sapphires

Interview with Assyly Adil Khan, Head of Delegation and Founder, Pure Gold



As the curtains rise on the 2025 edition of the India International Jewellery Show (IIJS), a notable delegation from Kazakhstan marks its return to the subcontinent's premier trade fair. With growing interest in India's gemstone expertise and labour efficiency, Kazakhstan's eight-member delegation is here with a clear sourcing agenda. Leading the group is Assyly Adil Khan, founder of the jewellery brand Pure Gold and a seasoned

advocate of cross-border trade. We caught up with her on the show floor to understand the delegation's objectives and how India is shaping up as a sourcing hub for Central Asian jewellers.

How many times has Kazakhstan participated in IIJS?
This is our second time at IIJS, and we're here with even more clarity than before. Last year gave us a solid understanding of the Indian market, and this time

we're building on that — with targeted sourcing and deeper engagement.

Tell us about the delegation this year.

We are eight members strong, representing various businesses from Kazakhstan's jewellery sector — including traders, manufacturers, and gem specialists. Each of us has a dedicated sourcing or networking mandate, and collectively we're looking to expand our footprint in the Indian market.

What is Kazakhstan's key export market currently?

Dubai remains our primary trading partner, particularly for precious stones. The trade relationship with the UAE is long-standing and quite mature. But increasingly, we are looking east — to India — for sourcing rather than exporting, because of the value proposition it offers.

What are you sourcing from India this year?

Our main focus is on silver. India offers highly competitive labour rates — around 50 cents a gram,

compared to 90 cents in China, which was our earlier sourcing base. That alone makes a strong business case. Moreover, Indian craftsmanship has consistently impressed us.

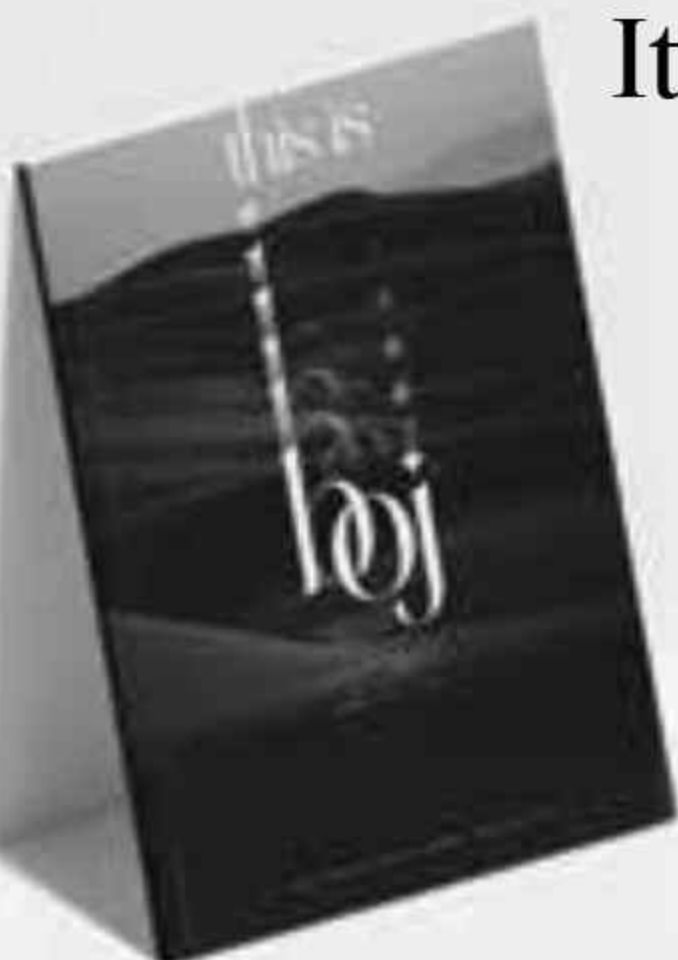
We're also looking for quality sapphires. The variety and clarity available here, especially at a show like IIJS, is excellent. These stones are in demand not only in Kazakhstan but also in our export channels.

How does this help your brand and the wider Kazakh jewellery trade?

For my brand, PURE GOLD, IIJS is more than a sourcing opportunity — it's a place for ideas, collaborations, and visibility. But on a larger level, our presence here is about building long-term trade relationships between Kazakhstan and India. We believe this corridor has a lot of untapped potential.

As the Kazakhstan delegation walks the aisles of IIJS 2025, it's clear that they're not just here to shop — they're here to shape the future of regional jewellery trade with insight, intent, and international vision.

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



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SHOW GLIMPSES

Glitter Gallery

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

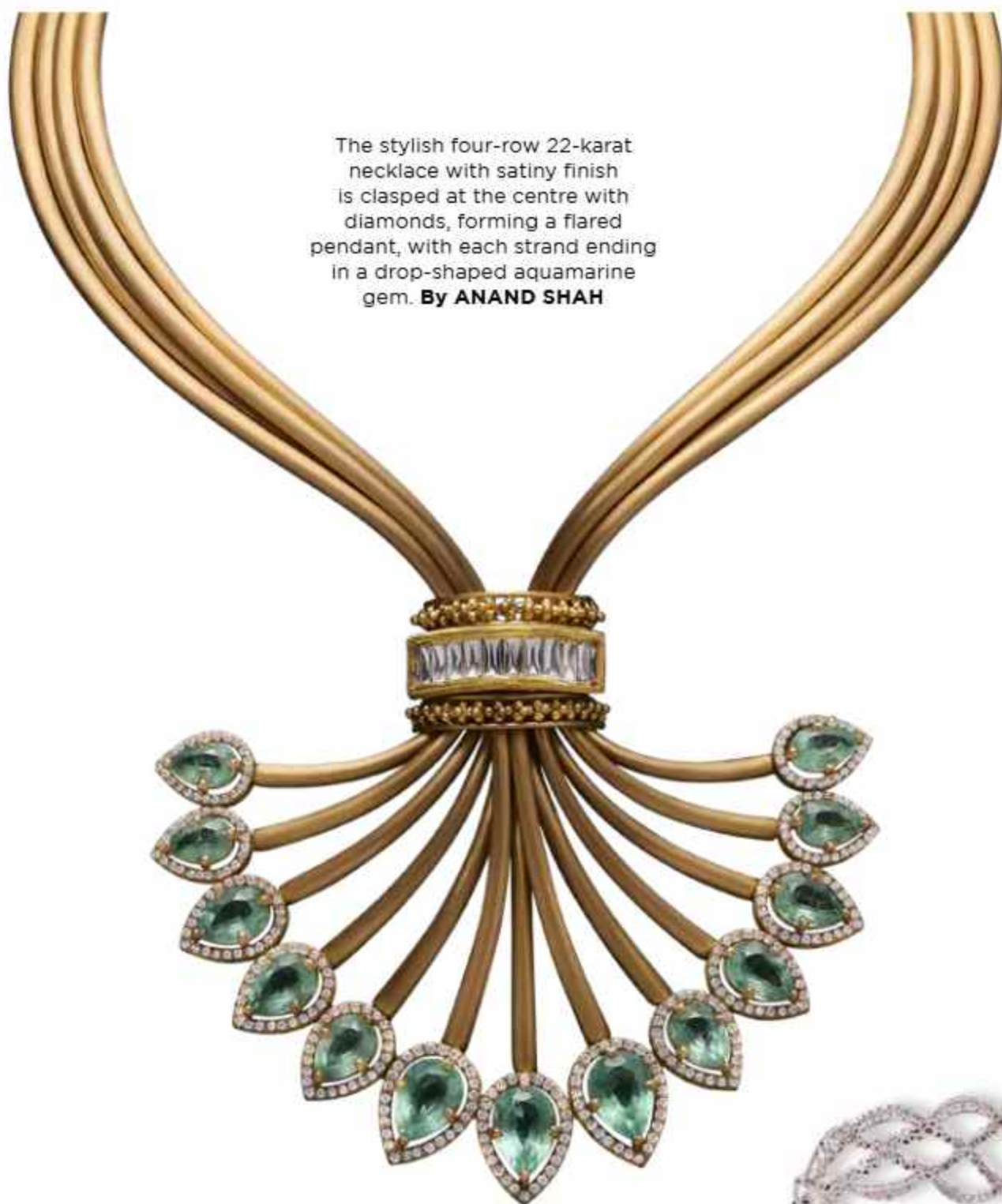


IIJS TRENDS

Necklace Narratives

The standout necklaces at IIJS Premiere this year offer a fascinating range of designs—from sculptural gold creations that echo tradition with a twist, to statement pieces ablaze with diamonds and rare gemstones. Exhibitors are pulling out all the stops, showcasing necklaces that reflect not just opulence but also evolving design sensibilities.

The stylish four-row 22-karat necklace with satiny finish is clasped at the centre with diamonds, forming a flared pendant, with each strand ending in a drop-shaped aquamarine gem. **By ANAND SHAH**



The magnificent festoon necklace is enriched with an embroidery of open-work motifs, each enhanced with a cabochon emerald. The choker ends with diamond-studded scalloped drapes. **By GEM PLAZA**



IIJS TRENDS

The majestic ruby necklace is drenched in vivid rubies fringed with diamonds. The showstopper is further enhanced with a diamond medallion which suspends a tapering ruby pendant. **By OPH JEWELLERS**



The stylised white gold butterfly necklace features wings decorated with marquise purple sapphires and fancy-shaped white diamonds. The butterfly motif is articulated with an oval and a drop-cut Russian emerald. **By SANSKRITI JEWELS**



IIJS TRENDS



The singular white gold necklace is punctuated with melon-cut blue Burmese sapphires, each encased in a delicate scalloped diamond halo and finished with a fringe of baguette diamonds. **By D'YNE JEWELLERY**



The grand bridal jadau necklace from the Aikyam (Sanskrit for Oneness) collection is a beautiful blend of tradition and modernity. The choker is adorned with emerald tumble beads, pearls, and floral details set with uncut diamonds. **By GIE Gold Creation Pvt. Ltd.**

IIJS TRENDS



The 22-karat gold necklace features a wave-like arrangement of oval gold motifs, each adorned with a delicate floret. From each blooms a dainty polki drop, cradled in a graceful frame of sculpted gold leaves. **By ANSAA JEWELLERS**



The multi-row white gold necklace, composed with a cascade of diamond drops, and accented with emerald droplets is reminiscent of a waterfall passing through lush, green mountains. **By KULTHIAA JEWEL**

SHOW HIGHLIGHTS

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.



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VIEWPOINT - MANUFACTURING

How Anan Jewels is Redefining Indian Luxury with Fancy Diamonds & Emotional Design

For Anan Jewels, design isn't driven by trends — it's rooted in intention. From their signature use of fancy colour diamonds to a growing global clientele, the brand continues to shape a compelling narrative of authenticity and artistry. Their showcase at IIJS Premiere 2025 captures this spirit with two striking new collections. **Ankita Kothari, Director, Anan Jewels India**, explains that staying true to their design ethos — one that reflects a contemporary global vision — is what makes their collections so unique.

What's the unique signature that sets your jewellery apart in this niche segment of fancy colour diamonds and coloured gemstones?

At Anan Jewels, our signature lies in our mastery of colour — particularly in crafting jewellery with fancy colour diamonds. We are committed to redefining their place in the Indian market through the art of contrast and curation.

Rather than following trends, we believe in creating with intention — offering a versatile range that ranges from elevated everyday wear to rare collectible pieces, all focused on colour. Our roots in Thailand and our deep understanding of colour — how it speaks, balances, and transforms a piece — allow us to design compositions that are not only visually striking but also emotionally resonant.

What truly sets us apart is our ability to marry international quality standards with an intuitive design language resulting in pieces that are timeless, yet distinctly Anan.

Can you tell us about the collections you will be unveiling at IIJS Premiere 2025?

At IIJS Premiere, we are proud to unveil two distinct collections that mark a bold new chapter for us. The first is a vibrant collection of 100 necklaces — a joyful celebration of colour, individuality, and spontaneity. The second, ContraLine, reimagines the timeless pairing of gold and diamonds through a fresh lens, exploring the duality of strength and softness with architectural lines, fluid silhouettes, and striking contrasts. Expect to see fancy and unusual cuts, distinctive colour diamonds, vivid gemstones, unique metal finishes, and inventive settings that reflect a contemporary take on elegance, while

staying true to Anan's ethos of craftsmanship, colour, and character.

As Anan Jewels marks 31 years, we're embracing more than a milestone — we're celebrating a journey; and this spirit of celebration is beautifully woven into our collections this year. Expect jewels that are bold yet wearable, playful yet poised — and creating jewellery that celebrates where we've been, and all that's yet to come.

Since when have you

been participating in IIJS Premiere and how has it helped shape Anan Jewels' business growth—both in terms of volume and client relationships?

We've been participating in IIJS Premiere since 2006, and it has played a pivotal role in our growth journey. What began as a platform to showcase our work has evolved into a key touchpoint for building long-term relationships and expanding our reach — both within India and internationally. Over the years, IIJS has

not only helped us scale in terms of volume and visibility, but more importantly, it has allowed us to connect with like-minded retailers, buyers, and design enthusiasts who appreciate our products. We have engaged with a diverse set of buyers — from emerging international markets to niche segments within India that are increasingly seeking distinctive, design-led jewellery.

The show offers a platform where we can introduce new ideas, get real-time feedback, and strengthen our presence in both established and emerging markets. It continues to be an essential part of our brand's evolution — as much about relationships and reputation as it is about business.

What's been particularly rewarding is the growing interest in fancy colour diamonds and bold design narratives — areas where we've always focused our energy.

Which are currently your strongest export markets for high-end jewellery, and what kind of designs or gemstones



IIJS TRENDS



do those buyers typically favour?

Dubai continues to be one of our strongest and most dynamic export markets for high-end jewellery. The clientele there has a deep appreciation for craftsmanship, individuality, and bold design — making it a natural fit for our signature collections featuring fancy colour diamonds and rare gemstones.

Buyers in Dubai gravitate towards statement pieces with a distinct identity — whether it's vibrant colour combinations, unique cuts, or intricate detailing. There's a strong preference for larger centre stones, colour diamonds in hues like yellow, pink, and green, and

settings that feel both luxurious and modern.

The market is also increasingly embracing designs that blend traditional opulence with contemporary elegance, which aligns perfectly with our approach to design.

How is the domestic market responding to fancy colour diamonds?

The domestic market is showing a growing curiosity and appreciation for fancy colour diamonds, especially among younger buyers and design-forward retailers. While traditionally seen as niche or reserved for collectors, colour diamonds are now gaining traction as a bold, expressive

alternative to the classic white diamond.

What's exciting is that the shift isn't just aesthetic — it's emotional. Buyers are drawn to the uniqueness, rarity, and the personal storytelling that colour diamonds offer.

That said, there's still an element of education involved. Part of our role is to help clients understand the beauty, value, and versatility of colour diamonds — and once they see it, they're often captivated.

In short, the response is evolving — from curiosity to genuine interest — and we believe it's only the beginning of a larger movement in the

Indian market.

Are there particular regions or cities in India that show a higher appreciation for such bold, coloured creations?

Yes, we've seen a noticeable rise in appreciation from metros and design-conscious urban hubs. Cities like Mumbai, Delhi, Bengaluru, Hyderabad, and Ahmedabad have shown strong interest — particularly among younger buyers, and boutique retailers who are seeking something distinctive.

We've also seen enthusiasm from tier-2 cities with emerging luxury audiences, where access to global design trends via social media and travel has sparked curiosity around colour diamonds.

It's encouraging to see this shift — not just in buying patterns, but in the openness to storytelling, experimentation, and emotional connection through jewelry.

With consumer preferences constantly evolving, how is Anan Jewels staying ahead?

At Anan Jewels, staying ahead means staying deeply attuned — to our clients, to the evolving language of luxury, and to our own creative evolution.

On the design front, we're continually pushing boundaries on a global scale — exploring unconventional cuts, bold silhouettes, and striking colour combinations that reflect today's sensibilities while staying true to our craftsmanship roots. We don't follow trends; we interpret cultural shifts and emotional cues to create jewelry that feels both current and enduring.

Our sourcing strategy is equally intentional. We work closely with trusted global partners to access rare fancy colour diamonds and exceptional gemstones that meet our uncompromising standards. To further elevate our creative edge, we've also brought on board international creative talent, enriching our perspective and strengthening our global appeal. Whether through bespoke creations, immersive previews, or transparent product education, every interaction is designed to reflect our commitment to authenticity, trust, and thoughtful luxury.

For us, staying ahead is not just about innovation — it's about intuition. Knowing when to push boundaries, when to refine, and always, when to truly listen.

INNOV8 TALKS

Alrosa Leads the Way in Carbon-Neutral Diamond Mining

At the IIJS Premiere 2025, Mr. Peter Karakchiev, Head of International Relations at Alrosa, delivered a compelling talk titled "Carbon Neutrality of Natural Diamonds - From Myth to Fact". He shared how Alrosa has become the world's first—and only—diamond mining company to achieve full carbon neutrality across its production cycle, certified by international standards.

The cornerstone of this achievement lies in Kimberlite, the volcanic rock where natural diamonds are found. Scientific research conducted in partnership with Moscow State University confirmed that Kimberlite naturally and permanently absorbs CO₂ from the atmosphere. Because the rock is geologically young, it is particularly effective in capturing carbon. Alrosa's mines are now absorbing over 1 billion tons of CO₂ annually, far exceeding the company's emissions and making its production cycle carbon-negative.



Karakchiev emphasised that this is not a marketing claim but a fact backed by rigorous, certified scientific data. He drew comparisons to help visualise the impact—Alrosa's CO₂ absorption is equivalent to the environmental benefit of 400,000 hectares of forest or a car journey encircling the globe.

Alrosa's achievement has

broader implications for the natural diamond industry. It provides manufacturers and retailers with a credible, sustainability-driven narrative to promote natural diamonds as environmentally responsible luxury goods. Karakchiev urged other mining companies to adopt similar practices and pledged Alrosa's support in sharing its research and

learnings.

The company's efforts not only strengthen consumer trust but also contribute meaningfully to global climate goals. With sustainability becoming a central concern for the luxury sector, Alrosa's initiative sets a benchmark for the industry and opens the door for collaborative, science-based environmental progress.

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innov8

TALKS



SCHEDULE FOR JIO CONVENTION CENTRE (JWCC)

Date	Time	Speaker	Topic
1st August 2025	14:00 - 15:00	Mr. Amit Patihari	"Project Indra: Igniting Diamond Aspirations in India's Tier 2 & 3 Cities"
1st August 2025	15:00 - 16:00	Mr. Mrugesh Soni	Automating end to end customer life cycle with AI
1st August 2025	16:00 - 17:00	Mr. Jay Rao- Founder and CEO, KYC Hub	Navigating the New Era of AML: Protecting Your Jewellery Business from Financial Crime and Building Global Trust
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 Setup 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 Pratihari 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
1st August 2025	11:00 - 12:00		Media Felicitation
1st August 2025	12:00 - 13:00	Mr. Diyaan Shah, CEO & Dr. Jeet Desai, CTO - Samisan tech	Empowering Innovation and Growth Across the Jewelry Industry – From the Creative Desk to the Global Marketplace.
1st August 2025	13:00 - 14:00		40 Under 40 Awards
1st August 2025	14:00 - 16:00		Project Jewelstart, GJEPC Startup Ecosystem
1st August 2025	16:00 - 17:00	Ms. Prerna Makharlaa - Jewellery Networking & Mr. Praveen Prakash - Enlight Studios & Mr. Mit Shah - Director, Mehta Tools	Social Media Content Creation & Jewellery Photography
1st August 2025	17:00 - 17:15		"Business Of Jewellery-BOJ Debut issue Unveiling Ceremony"
1st August 2025	17:15 - 18:00		Shaping the Future of Jewellery Trade: India & Middle East Synergies
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
"1st Aug 2025 Friday"	12:00 PM - 12:15 PM	"Collaboration & Signing Ceremony GJEPC - Mega CFC & HRD Antwerp"	HRD Antwerp
"1st Aug 2025 Friday"	12:15 PM - 01:00PM	" Mr. Tom Neys Global Marketing, Sales & Education Director - HRD Antwerp Mr. Ramakant Mitkar Managing Director - India- HRD Antwerp"	"European Jewellery Certification for India: Trusted Standards for a Complex Market"
"1st Aug 2025 Friday"	2:00 PM - 3:00 PM	Mr. Rakesh Kumar Bhan - Managing Director - India and Middle East	Advancements in non-destructive, reliable and fast analysis of precious metals and other impurities
"1st Aug 2025 Friday"	3:00 PM - 4:00 PM	"Dr . Mhatre Managing Director Surface Modification Technologies Pvt. Ltd."	"PVD Coating Technology in Jewellery Manufacturing: India's Readiness,Commercial Trends & Future Potential"
"1st Aug 2025 Friday"	4:00 PM - 5:00 PM	Mr. Tanish Mehta - Founder & CEO - Skizy.ai	AI in Jewellery: Implementation and Adaptation
"1st Aug 2025 Friday"	5:00 PM - 6:00 PM	Mr. Chintan Mehta - Partner, Technology Enablement with KPMG.	ERP for Manufacturing
"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 Colledemont Gemvision Product Director"	Advance CAD skills workshop- MatrixGold
"2nd Aug 2025 Saturday"	3:00 PM - 4:00 PM	"Mr. Davide Zerblini 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 & polishing.
"3rd Aug 2025 Sunday"	3:00 PM - 5:00 PM	"Mr. Guldo Persico, Jewellery Designer-Italy"	Jewellery Designing & Sketching in sync with Technology

VIEWPOINT MANUFACTURING

Designing Emotion: Parina Jain on Balancing Artistry & Enterprise



Drawing from Jaipur's rich heritage of artistry and gemstones, **Parina Jain, Co-Founder of Parina International Jaipur**, is shaping a distinctive voice in fine jewellery. With a deep respect for traditional craftsmanship and a global design sensibility, her polki creations blend emotion, elegance, and individuality. She shares her design philosophy, her IIJS showcase, and her vision for keeping Indian jewellery relevant in a rapidly evolving world.



Tell us about the design philosophy that drives Parina International Jaipur. How do your Jaipur roots influence your aesthetic? Tell us a little more about your company and its specialisation.

At Parina International Jaipur, our design philosophy is rooted in emotion, heritage, and individuality. I've always believed that jewellery should tell a story, not just of where it comes from, but also of the person wearing it. Being from Jaipur, I've been surrounded by colour, culture, and craftsmanship all my life. That has had a deep influence on how I design. The intricate detailing, the legacy of handcrafting, and our rich palette of gemstones all naturally flow into our pieces.

We specialise in polki/diamond jewellery, and each piece is designed in-house, with a clear focus on uniqueness. Our collection ranges from daily wear to bridal heirlooms. We

don't mass produce, so every design is crafted with intention, keeping in mind both heritage and modern sensibilities.

You wear many hats, designer, entrepreneur, businesswoman. How do you strike a balance between creative expression and commercial viability?

It's definitely a juggle ... but I think the key lies in staying aligned with your "why."

For me, creativity is not separate from business. I love creating pieces that are aesthetically powerful and those that resonate deeply with



people. At the same time, I do look at market trends, what clients are responding to, and how we can adapt without diluting our design essence.

I make it a point to work closely with my team—from the artisans to the marketing and sales—so that we stay true to our vision but also evolve with the needs of the market. It's a constant juggle, but a fulfilling one.

What are you unveiling at IIJS Premiere this year? Is there a central theme or signature element in the new collection?

This year at IIJS Premiere, we're unveiling a collection that celebrates emotion and elegance. It's inspired by the quiet power of timeless forms, reimagined through intricate detailing and beautiful gemstones. Expect to see a lot of carved gemstones, bold but graceful silhouettes, and of course, our signature polki artistry.

There's no single theme as such, but the common thread is a sense of effortless luxury... jewellery that's rooted in Indian heritage but speaks a global design language...pieces that feel personal and powerful.

How has your experience been with IIJS over the years? In what ways has the show contributed to your brand's visibility and growth?

IIJS has truly been a game-changer for us. It's not just a trade show, it's a platform that brings together passion,

VIEWPOINT MANUFACTURING



innovation, and opportunity. Over the years, the show has helped us reach new audiences, build strong industry relationships, and stay ahead of the curve.

Every edition pushes us to raise the bar, both in design and presentation. It's a space where creativity and commerce meet, and that's what I love about it. We've received amazing feedback from clients and buyers post-IIJS, and it has helped build momentum for our company.

What sets your company apart in the highly competitive space of Indian fine Jewellery?

We stand out because every piece we make carries soul; it's not just about beauty, it's about meaning. Our designs are not formulaic; we spend time understanding the wearer and creating jewellery that becomes a part of their identity.

Our use of polki diamonds with carved gemstones, unusual layouts, and our commitment to fine craftsmanship makes a big difference. The in-house design and manufacturing give us control over quality and originality, and that's something we never compromise on.

In a world that's rapidly shifting towards technology and AI, how do you see



the role of traditional craftsmanship evolving in Jewellery design?

Technology is a wonderful enabler, but it can never replace the warmth and imperfection of human hands. I think traditional craftsmanship will always have a place, especially in fine jewellery, where people seek emotion, story, and soul.

That said, I do believe the future lies in integrating both, using technology for precision and efficiency, and preserving the artisan's touch for creativity and authenticity. At Parina International Jaipur, we respect our karigars deeply and continue to build on their skills, even as we adapt to new tools

and platforms.

Jaipur is a hub for coloured stones and handcrafting. How do you incorporate or reinvent these legacies in your work for a modern audience?

Being based in Jaipur is a blessing! We're surrounded by some of the finest gemstone talent and artistic heritage. I draw on this legacy every day, but the idea is to reinterpret it for today's woman or man.

We often use traditional elements like meenakari or uncut diamonds but pair them with modern forms or unexpected colour combinations. It's about striking that balance, and honouring the past while embracing the present. Our audience is global now, and they value both story and style, so that's what we aim to give them.

Looking ahead, what are your goals for Parina International, both creatively and as a business? Any plans for global expansion or collaborations?

Creatively, my goal is to keep pushing boundaries while staying rooted in our identity. I want to continue exploring deeper themes in jewellery, pieces that are personal and soulful.

On the business front, yes, global expansion is definitely a priority. We are investing in branding and exploring new markets, especially the Middle East and Southeast Asia. Collaborations are also on the horizon, with artists and designers who align with our values. The idea is to build Parina International Jaipur as a brand that represents timeless Indian craftsmanship with a global voice.

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WHAT'S NEW

Solitaire Soliloquies

Elvee Jewels is synonymous with manufacturing jewellery that is abound with beauty and sophistication. The company crafts dainty yet chic diamond jewellery for the modern woman. They believe in quiet luxury, creating subtle jewellery that still makes a powerful statement. They say, luxury isn't loud. It breathes in stillness and glows forever. Their latest collection of dual-tone solitaire rings is a testament to this philosophy. They have innovated with the juxtaposition of white and gold along with different diamond cuts keeping the solitaire setting intact. The collection embodies precision, durability and timeless elegance, three fundamental concepts that all their jewellery stands by.



Radiant Silhouettes

GNS Jewellery believes that design is an art—and like all art, it requires boundless imagination to create true masterpieces. Their contemporary creations focus on clean, simple design, premium materials, and fine craftsmanship. At the show, they will present an elegant selection of white and coloured diamond rings, pendant sets, necklaces, and more—each piece rooted in powerful storytelling. Inspired by the delicate motifs of handcrafted lace, an exquisite rose gold pendant studded with diamonds plays with light and form in a refined, graceful dance. The Diamond Blossom Cascade necklace captures the fleeting beauty of a blooming garden with a central floral motif delicately sculpted from round diamond drop-shaped composites that shimmer like morning dew on fresh petals.



WHAT'S NEW

Heritage Reimagined

At **Golecha Jewels**, each piece reflects a world where India's regal past and contemporary luxury converge. Whether it is their jadau jewellery, Victorian masterpieces or contemporary creation, each jewel is a celebration of passion, precision, and the enduring allure of India's cultural tapestry. The jadau jewellery is infused with tales of nobility and grandeur while the rendering of the design makes it relevant today and holds potential to carry forth well into the future. The Victorian and contemporary jewels, set with the highest quality gemstones and diamonds boasts of exquisite craftsmanship. The brand also had elaborate brooches for men and jewels set with unusual gemstones for those who like offbeat designs.



Gilded Artistry

Hasmukh Parekh Jewellers from Kolkata weaves magic with gold transforming the precious metal into modern heirlooms. The company presents a fine line up of bridal and occasion wear necklaces that draw from India's traditional sensibilities as well as contemporary aesthetics to serve up dramatic pieces that fit just right with the times. Playing with textures, silhouettes and forms, the collection balances power and elegance. From long multi-row beaded necklaces and floral chokers to large format bibs that spell contemporary glamour, there is a wide variety of designs and styles on display. Don't miss out on taking a closer look at a handbag made entirely from gold by HPJ's master artisans.





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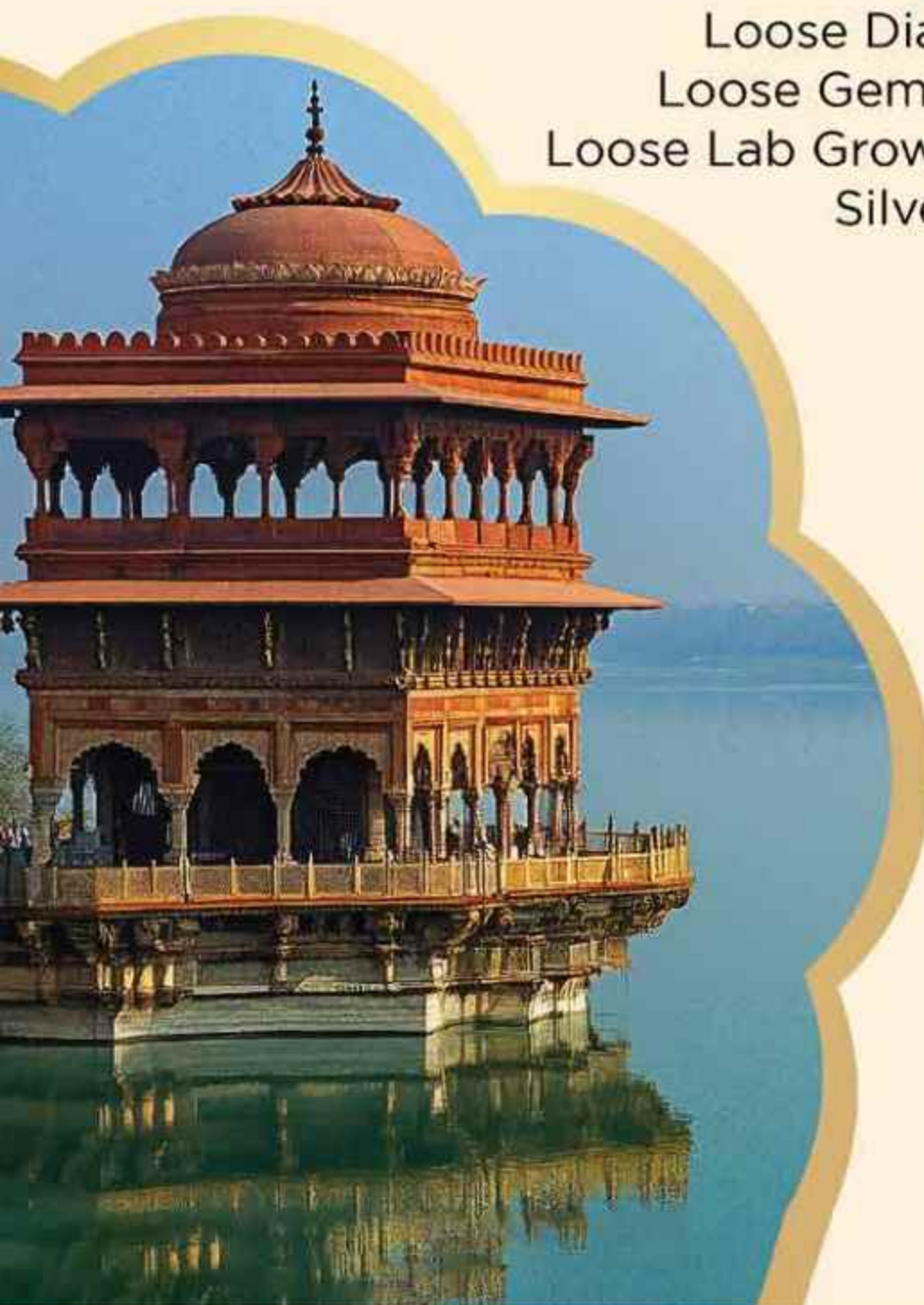
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WHAT'S NEW

Bold Strokes

House of Sparsh regales with bold stories through their jewellery. Often inspired by nature, each piece is unique and multi-dimensional. The mismatched diamond-studded swan earrings exhibit the beauty of the night sky where numerous heavy clouds meet the glistening crescent moon. The swans dance below relishing in the endless serenity of nature. The exquisite emerald bracelet features a beguiling 90-carat carved Zambian Emerald. The eye-catching piece is exquisitely crafted with emerald and diamond pyramids giving it a distinctive edge. Another bracelet, which takes a cue from ocean waves, features a 60-carat kunzite centre, which is complimented by blue sapphire, rose cuts, and diamonds across the piece. Inspired by a blooming flower, the singular brooch is encrusted with polkis, diamonds, and rubies.



Colour Burst

Jewels by Sephora is centred on creating jewellery that is high on design and innovation. The company expertly uses vivid gemstones in stylish avatars to create luxurious, elegant jewels. They prioritise exquisite craftsmanship and high-quality materials. If you are looking for trendy, playful pieces with a burst of colour then this is the place to head to. From fringe necklaces with ruby charms to more glamorous chokers encrusted with emeralds and diamonds, they have it all. Check out the mother-of-pearl, citrine, and amethyst earrings that offer style and substance. The Art Deco-inspired mother-of-pearl and turquoise necklace is another gemmy delight.



WHAT'S NEW

Show Stealers

JP Gems & Jewels brings a power-packed inventory of diamond-studded diamond jewellery to IIJS. The Imperial Bloom collection honours the splendour and royal charm of emeralds and diamonds.

The collection is designed for those who appreciate luxury and wish to make a bold, unforgettable statement. The fringe necklace studded with geometric-cut emeralds with an impressive drop shaped emerald in the centre is sure to steal the show. The Starry Night collection is inspired by Van Gogh's iconic painting ... diamonds and sapphires capture the mesmerising beauty of a starlit sky. Their cocktail jewellery collection, Cosmic Allure takes its cue from the infinite wonders of the cosmos. Diamonds of varying shapes are used to mirror the brilliance of stars.



Jadau Masterpieces

Raniwala 1881 channels the grandeur of Rajasthan's royal heritage through its jewellery designs. They carefully balance their rich legacy with a refinement that is fit for contemporary times, transforming majestic opulence into wearable elegance. From 18- and 14-karat gold creations to pieces with lab-grown diamonds, the brand is making jewellery more accessible. The Navratna-studded polki diamond necklace which features elegant bows is a testament to the symphony between Indian astrology and modern aesthetics. Another necklace with two elephant heads presents the splendour of Rajasthan replete with polki and brilliant-cut diamonds in 14-karat gold. Another hasli with drop-shaped fringe elements is decked up with kundan-set polki, emerald-cut green accents and lab-grown diamonds. Each piece celebrates timeless artistry with a flair.



WHAT'S NEW

Enigmatic Jewels

Sirmor Jewels combines traditional artistry and modern sophistication to craft emerald jewellery that is timeless. Each jewel in the collection is a testament to the rich heritage of Jaipur's jewellery-making traditions, brought to life through creativity and attention to detail. While emeralds are at the core of the brand's identity, Sirmor Jewels also works with a curated selection of gemstones, including rubies and sapphires, to colour and depth to its creations. The collection features a range of rings, earrings, bracelets, pendants and necklaces—each designed to make a statement. Known for their innovative designs, their jewels go beyond adornment; they present wearable art that resonates through the times.



Radiant Legacy

The new bridal fare unveiled by **S K Seth Co.** is crafted in 22-karat yellow gold and features a refined take on traditional temple jewellery, brought to life with gemstones and pearls. The collection offers a curated mix of chokers, long haars, jhumkis, chandeliers, and more—each piece thoughtfully designed to suit the modern bride who values heritage with a contemporary twist. Skilled craftsmanship shines through in the intricate detailing, graceful forms, and timeless elegance that define every creation.



WHAT'S NEW

High On Craft & Colour

Vir Jewels by Valbhav Dhadha showcases jewels that celebrate life in colour. The Rainbow Orbit diamond set features a dynamic spiral of tapered baguette-cut gemstones. Amethyst, blue topaz, peridot, citrine, rhodolite, and garnet are precisely set to create a radiant flow of colour and light. Brilliant-cut natural diamonds accent the design, adding sparkle from every angle. They have reimagined the classic tennis bracelet in colours of the rainbow – precision-cut gemstones in unique hexagon, octagon, and square shapes and gradient hues make them trendy and eye-catching. They also have agate cameo lapel pins crafted in 925 silver, designed to bring individuality and understated elegance to any blazer or jacket, these pins are redefining men's accessories with a bold yet refined twist.

The Hand-Carved Gemstones collection celebrates the art of gemstone carving, where nature's raw allure is elevated through masterful craftsmanship. Each piece tells its own story—from the graceful coral figure of a lady holding a bird, to the luminous opal fish radiating vitality.



The Taj Mahal bi-colour ametrine gold ring is expertly hand-carved with the iconic Taj Mahal monument.



INNOV8 TALKS

Driving Digital Innovation in Jewellery

At IIJS Premiere 2025, Divyaan Shah, CEO of Do It Designs, and Jeet Desai, CTO of Samisan Tech, presented an insightful session on "Empowering Innovation and Growth across the Jewellery Industry – From the Creative Desk to the Global Marketplace." Together, they showcased how technology is reshaping jewellery design, manufacturing, and efficiency.

Divyaan introduced Do It Designs, born from a legacy of providing cutting-edge jewellery machinery. Recognizing industry gaps in CAD design sourcing and in-house designer management, the company launched D4J—a digital marketplace for buying and selling TDM and STL files. It enables global access to quality designs while offering a revenue stream for freelance designers and manufacturers with unused files.

To simplify design



visualization, Divyaan unveiled Render Jewelry, a platform offering high-speed, high-quality 360° previews and video renders. Addressing long-standing issues with traditional rendering tools, this solution

enhances speed, presentation, and scalability—ideal for bulk design handling and last-minute changes.

Jeet Desai showcased Samisan Tech's innovation in CAD weight reduction through

the Meraka engine, achieving up to 27% gold weight reduction on complex designs. He highlighted the role of thickness mapping, the Azure Cut technique, and the Mira software suite in optimizing both design brilliance and metal usage.

Furthering this innovation, Mira Pro CAM, used globally by leading brands, boosts yield through improved casting tree structures—raising traditional efficiency by nearly 50%.

Together, these solutions reflect a broader vision—empowering designers and manufacturers with tools that increase creativity, reduce costs, and promote global collaboration. As Divyaan emphasized, platforms like D4J and Render Jewelry are built to solve real-world problems in the jewelry ecosystem, bridging the gap between design potential and market-ready products.

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