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IIJS Bharat PREMIERE MUMBAI 2026 INDIA INTERNATIONAL JEWELLERY SHOW
5th to 9th August 2026
Jio World Convention Centre- Mumbai
6th to 10th August 2026
Bombay Exhibition Centre- Mumbai

Concurrent Show
IGJME Bharat TECHNOLOGY AND MACHINERY EXPO PREMIERE, Mumbai 2026

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SHOW DAILY DAY 2
6TH AUGUST 2026

COVER STORY

IIJS Bharat Premiere 2026 Opens with Confidence in India's Jewellery Growth Story

The 42nd edition of IIJS Bharat Premiere 2026 opened on an optimistic note, with government leaders and global industry executives highlighting India's growing influence in the international gems and jewellery business. Speakers at the inaugural ceremony underlined the country's strengths in manufacturing, design, technology, exports and consumer trust, while calling for stronger branding, innovation and global collaboration.

The show's timing is propitious, and comes close on the heels of the India-UK CETA that came into force on 15 July and the India-Oman CEPA on 1 June, while agreements with the European Union and New Zealand await operationalisation. For the exporters and buyers on the show floor this week, the commercial map looks materially different from

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COVER STORY

a year ago.

The inaugural ceremony was graced by **Chief Guest Shri Chandrashekhar Bawankule, Hon'ble Minister of Revenue, Government of Maharashtra.** The Guests of Honour included Ananthanarayanan Hariharan, CEO, Damas Jewellery, part of Titan Company Ltd.; Pritesh Patel, Chief Executive Officer and President, GIA; Dr. Vijay Darda, Former Member of Rajya Sabha; and Dnyaneshwar Patil, Development Commissioner, SEEPZ-SEZ, Mumbai. They were joined on the dais by Kirit Bhansali, Chairman, GJEPC; Shaunak Parikh, Vice Chairman, GJEPC; Anil Virani, Convener, A&F, GJEPC; and Sabyasachi Ray, Executive Director, GJEPC, along with industry leaders, international buyers and exhibitors from across the world.

Addressing the gathering Chief Guest, Shri Chandrashekhar Bawankule, Hon'ble Minister of Revenue, Government of Maharashtra, said Maharashtra is committed to strengthening its position as India's leading gems and jewellery hub. He highlighted the state's dedicated Gems & Jewellery Policy 2025, ongoing cluster development and investment incentives designed to accelerate exports, employment and infrastructure.

"Maharashtra has opened its doors for investment in the gems and jewellery sector. The state government led by Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, is committed to providing world-class infrastructure, policy support and ease of doing business so that the state continues to power India's global leadership in gems and jewellery exports. Together, we can make Maharashtra the preferred destination for the industry's next phase of growth," he said.

Ananthanarayanan Hariharan, CEO, Damas Jewellery, described IIJS Bharat as one of the industry's most important global sourcing platforms and praised India's enduring role in supplying jewellery, craftsmanship and design to international markets.

"India has always been a vital source of jewellery, craftsmanship and inspiration for the Middle East. For Damas, now part of the Titan family, this is an especially proud moment. Titan became the first Indian jewellery company to acquire a majority stake in an international jewellery retail chain, taking Indian jewellery onto the global stage. IIJS Bharat remains an important platform to reconnect with one of our largest sources of design, craftsmanship and innovation. As consumer preferences evolve, our industry must move from following trends to leading them through design, technology and deeper consumer understanding. India has the talent and capability to shape the future of global jewellery, with GJEPC playing a critical role in bringing the industry together," Hariharan noted.

Pritesh Patel, CEO and President, GIA, said trust will remain the industry's most valuable asset as consumer expectations continue to evolve. "Consumers today seek transparency, provenance and confidence in every purchase. India's role extends far beyond manufacturing. It is


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becoming a global centre for innovation, talent and industry leadership. GIA remains committed to investing in science, education and technology in India because the country's success is essential to the future success of the global gems and jewellery industry."

Dr. Vijay Darda, Former Member of Rajya Sabha, said India's jewellery sector must build stronger global brands alongside its manufacturing leadership. "India is already the world's workshop for gems and jewellery. The next step is to build globally respected Indian jewellery brands. Our craftsmanship is unmatched, but we must combine it with technology, branding and innovation to unlock the sector's full export potential. I am confident India's jewellery exports can grow to $100 billion in the years ahead."

Welcoming the dignitaries, **Kirit Bhansali, Chairman, GJEPC**, said, "IIJS Bharat Premiere has evolved into one of the world's most influential B2B gem and jewellery exhibitions. It is where the global jewellery industry comes together to source, collaborate, discover new trends and build long-term business partnerships. As India's flagship jewellery show celebrates 25 years, IIJS Bharat today reflects the world's confidence in Indian craftsmanship, manufacturing excellence, innovation and our growing leadership in global trade."

Speaking about the introduction of the Taxation and Other Laws (Amendment) Bill, 2026 in Parliament, Shri Bhansali added, "The proposed 15-year tax exemption for rough diamond sales through India's Special Notified Zones is a landmark reform for our industry. For decades, India has cut and polished the world's diamonds without ever trading them. That is now set to change. Global mining companies and traders will bring their rough directly to India, enabling our manufacturers to source at the origin with better access, greater choice and competitive pricing. India will no longer be known only as the place where diamonds are made. India is poised to become a global hub where diamonds are bought and sold."

Reflecting on IIJS Bharat Premiere completing 25 years as India's premier B2B jewellery show, Shri Bhansali said, "If the last 25 years established India as a global manufacturing hub, the next 25 years must establish India as a global leader in the gem and jewellery business." He noted that a series of reforms—including new FTAs, the nationwide hand-carriage facility for jewellery exports, and the e-commerce export framework for MSMEs and artisans—are creating new opportunities for exporters. He also highlighted India's first-ever Pre-Auction Diamond Viewing Event and Melee Auction at the Bharat Ratnam Mega CFC under the FTWZ framework as another milestone in India's journey towards becoming a global diamond trading hub.

"These reforms have created new opportunities. We must create demand for Indian jewellery, build globally recognised Indian brands, and strengthen Brand India across every major market."

The inaugural session reflected strong confidence in India's growing global stature in gems and jewellery, with speakers highlighting policy support, innovation, consumer trust, branding and international collaboration as the key drivers of future growth. As IIJS Bharat Premiere 2026 unfolds over the next five days, the show is expected to facilitate robust business opportunities while reinforcing India's position as a leading global sourcing destination for gems and jewellery.


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COVER STORY

Select Club: Shaping The New Language of Luxury

Backed by a solid legacy of hand craftsmanship and powered by advanced technology, Indian manufacturers are scripting an exciting future. With a strong contingent of 122 exhibitors situated in Jasmine Hall at JWCC, the emphasis is clearly on offering a gem- and diamond-studded collections that reflect the changing tastes of consumers. Colour is undoubtedly the dominant refrain. Gemstones of all colours and cuts are in vogue, while fancy-shaped diamonds, rose-cuts, tulip cuts, and customised cuts are further fuelling the creativity of design houses.

Fancies & Rose-cuts

Anan Jewels India

Shagun Shah, Proprietor of The Leo Jewels, has been championing rose-cut diamonds since 2021, ahead of their recent resurgence in popularity. "Within two years, buyers had begun to appreciate their soft, luminous appeal," he says. "Their diffused glow is unmistakable. A 25-pointer can appear almost like a 50-pointer because of the way the facets reflect light. With growing media attention, rose-cut diamonds are witnessing a remarkable resurgence."

Beyond rose cuts, Shah notes sustained demand for distinctive coloured gemstones, particularly tourmalines in varied hues and cuts, along with kunzite and tanzanite.

According to Shah, the market's guiding principle today is "less is more". "Customers are prioritising quality over quantity, and craftsmanship over sheer size," he explains.

He also points to a significant shift in buying behaviour at trade shows. Rather than placing large orders with a handful of exhibitors, retailers are spreading their purchases across multiple vendors, typically selecting six to seven pieces from each exhibitor. "Variety has become essential for today's showrooms," he says. "Regional tastes are evolving rapidly. Buyers in North India are embracing temple jewellery, while those in the South are exploring jadau and other styles. Retailers want diverse collections that reflect these changing preferences."

Jewellery studded with icy rose-cut diamonds paired with white diamonds is the flavour of the season. Undulating silhouettes in rings and necklaces take pride of place at **Vama Fine Jewels.**

Fancy colour diamonds continue to hold their place firmly on popularity charts. P. Hirani Exports has a whole new collection embellished with rare coloured diamonds into classic and contemporary designs.

Vama Fine Jewels

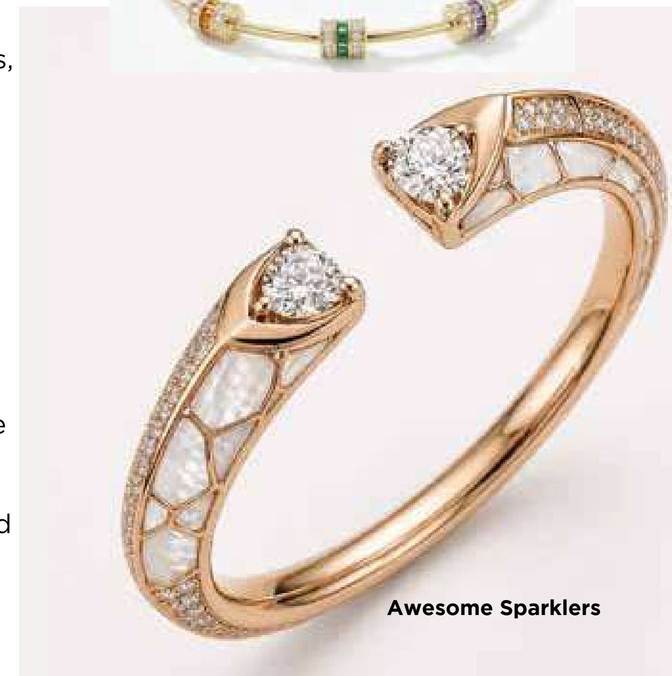
Lighter Heavyweights

Sanskriti Jewels

Openwork designs minimise metal usage and maximise visual impact. One such example is the Sikraya collection by **Sanskriti**, a poetic tribute to the beauty of Fatehpur Sikri's iconic jaalis (latticework) and carved stones. Each piece showcases delicate openwork that allows diamonds to shimmer through every aperture, creating an interplay of light and shadow.

Sleek and satin-finished charms, slim station bangles lightly adorned with diamonds and a smattering of gemstones, and mother-of-pearl can be found at **Awesome Sparklers.** The emphasis is on lightweight gold, finesse of textures and settings, and "jewels that take you easily from a 9-to-5 routine to a cocktail soiree," says Priti Bhatia, the Founder and Creative Head of the company.

Maitrik Udani of D'yne Jewellery has introduced the Liora collection, inspired by Art Deco architecture, nature, and heirloom aesthetics. Crafted in 14-karat gold with natural diamonds and gemstones, the lightweight, versatile collection features silica- and steel-string elements with detachable components, allowing every piece to be styled in multiple ways for every occasion.



Awesome Sparklers

Slim Haslis

Traditionally heavy haslis have paved the way for slim chokers with minimal embellishments in the form of a central pendant or lined with three similar motifs. **Haritsons Designs Pvt. Ltd.** and **Sensuel Jewels** have a strong line-up of haslis in gold or even cords.

Nature-inspired jewellery, too, is doing well with flora and fauna motifs gloriously rendered in diamonds, polkis and gemstones. However, the thrust is again on minimalism to make the jewellery more versatile and suitable for all occasions.


D'yne Jewellery


D'yne Jewellery


Haritsons Designs Pvt. Ltd.


Sensuel Jewels

Brooch Renaissance

Brooches are having a moment in the sun. **Sensuel Jewels** replicates the grandeur of royal heirlooms, by crafting these decorative pins. A standout is a grand unisex 18-karat yellow gold brooch centred on a 3-carat uncut diamond, with 5.50 carats of champagne diamonds that evoke the warm glow of candlelit palaces, while 20 carats of emerald baguettes evoke flourishing gardens, prosperity, and renewal.


Savio Jewellery

Golden Classics

In gold, we are seeing a spectrum of collections – from minimalist to maximalist. On the one hand are feather-light jewels rendered with the help of 3D CAD and 3D printing, laser-cutting, hollow designs, electroforming, tubing and more. On the other are traditional bridal sets rendered with age-old crafts such as filigree, gemstone setting, repousse, and enamelling. Some pieces have bezel-set polkis while others use the art of thewa to embellish them.

At the Select Club creativity and innovation are at their peak, setting new benchmarks in jewellery design.


Anand Shah


Vikram Mehta Design Studio

JEWELLERS FOR HOPE

JEWELLERS FOR HOPE

A DINNER DEDICATED TO MAKE A DIFFERENCE

Jewellers for Hope is a celebration of the values that define our gem and jewellery industry beyond business. Behind its remarkable success lies a spirit of compassion, generosity, and a shared commitment to giving back. Every edition reminds us that true success is measured not only by what we create, but by the lives we touch through collective action. Through this noble initiative, we have transformed goodwill into meaningful impact, bringing hope to countless individuals and communities. As we continue this remarkable journey, every contribution becomes a promise of a brighter future for those in need. May this spirit of service inspire us to build not only a stronger industry, but also a more compassionate and inclusive society for generations to come.

Kirit Bhansali
Chairman, GJEPC

The true strength of our gem and jewellery industry is reflected not only in its craftsmanship and enterprise, but also in its steadfast commitment to society. Jewellers for Hope embodies this spirit by bringing our fraternity together to support causes that restore dignity, create opportunities, and uplift those in need. This shared commitment has also reaffirmed our belief that the greatest fulfilment comes from giving back and witnessing lives change for the better. Over the years, the initiative has supported numerous NGOs working across critical areas such as girl child education, healthcare, tribal welfare, sanitation, anti-child trafficking, armed forces welfare, women's empowerment, and mental health. May this collective spirit of compassion continue to inspire meaningful action and create a lasting impact across communities.

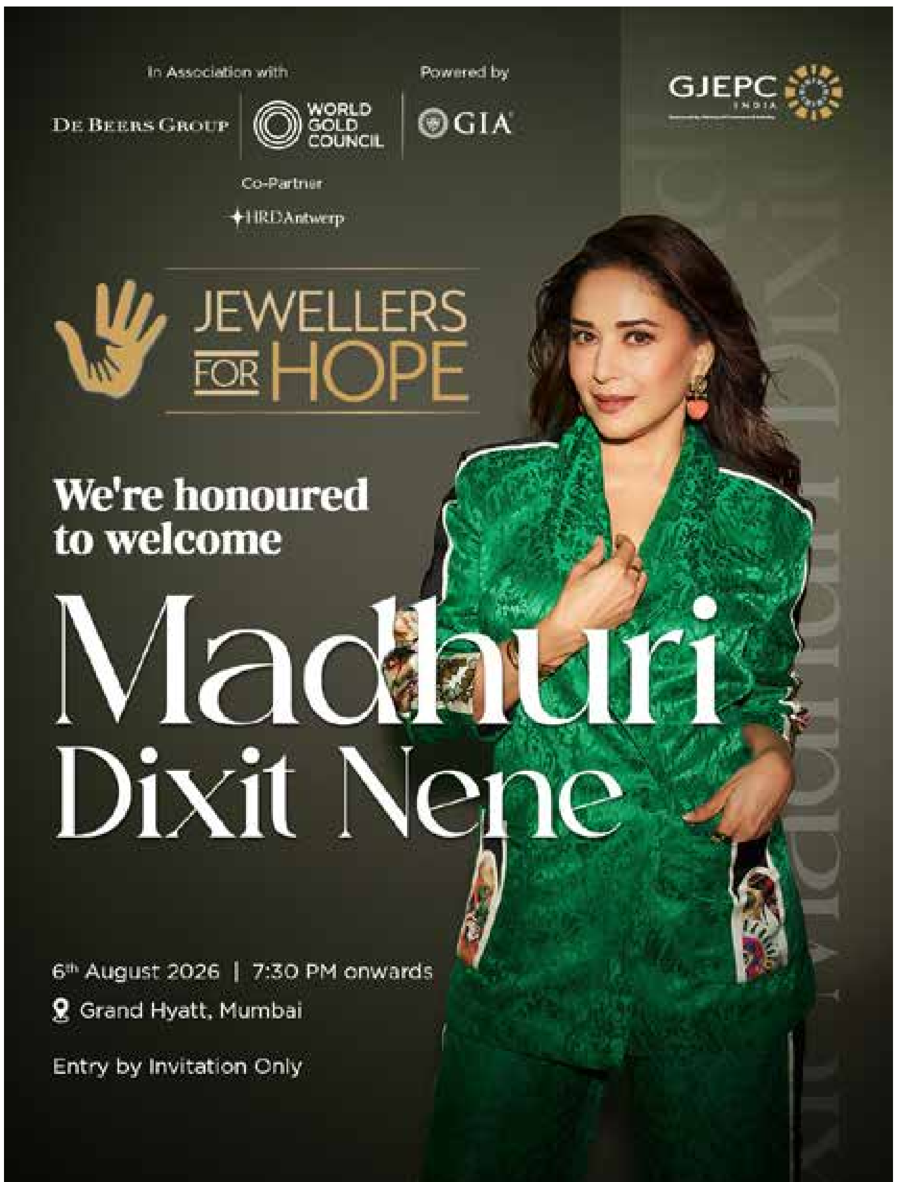
Shaunak Parikh
Vice Chairman, GJEPC

"Businesses need to go beyond the interest of their companies to the communities they serve"
- Ratan Tata

Eleven years ago, Jewellers for Hope began as a humble idea—to bring together the gem and jewellery industry for a greater cause beyond commerce. Today, it stands tall as a decade-strong movement of purpose, unity, and heartfelt giving. Led by the Gem & Jewellery Export Promotion Council (GJEPC), Jewellers for Hope has grown into one of the industry's most meaningful expressions of social responsibility. It brings together manufacturers, miners, traders, retailers—and most importantly, givers—from across India and the globe, all committed to creating real, lasting impact. Every year, JFH raises 1 crore or more for noble causes that uplift lives—be it in education, healthcare, women's empowerment, or child welfare.

Since its inception in 2014, over 11 crores has been disbursed to 17 NGOs, reaching thousands in need. Many of the beneficiaries are women and children in vulnerable conditions. Through this collective effort, we've helped bring dignity, hope, and second chances to those who need it most.
As we celebrate 11 years of Jewellers for Hope, we do so with gratitude—for the lives touched, the trust built, and the road ahead. Because when an industry as vibrant and creative as ours comes together with compassion, it doesn't just shine—it heals, uplifts, and transforms.

JEWELLERS FOR HOPE



The Bollywood Queen Is Coming To Jewellers For Hope!

An icon who has captivated generations with her grace, elegance, and unforgettable performances. A star whose smile has lit up millions of hearts. Now, Madhuri Dixit Nene is set to bring her charm to an evening dedicated to a cause that truly matters.

Madhuri Dixit Nene will be the Guest of Honour at Jewellers for Hope 2026, GJEPC's flagship charity initiative that unites the gem & jewellery fraternity, global industry leaders, and changemakers for an evening of compassion, purpose, and collective impact.

More than just a celebration, Jewellers for Hope is a platform where generosity transforms lives. Every edition brings the industry together to support meaningful social causes, proving that the true brilliance of jewellery lies not only in what it creates, but in the hope it inspires.

The event will take place today at 7 pm, Grand Hyatt, Mumbai

Entry by Invitation Only

"Madhuri Dixit Nene

Giving back to society has always been close to my heart, and over the years, I have had the privilege of supporting initiatives that empower people. That is why I am truly honoured to be associated with Jewellers for Hope, a noble initiative by GJEPC that reflects the extraordinary power of compassion and collective action. Every contribution made through this initiative goes beyond charity—it opens doors to opportunity, restores dignity, and helps transform lives. I firmly believe that our greatest achievements are measured not only by what we accomplish, but by the positive difference we make in the lives of others. I congratulate GJEPC and every member of the gem and jewellery fraternity for embracing this beautiful cause with such generosity and commitment. Beyond creating extraordinary jewellery, this industry has earned admiration for its philanthropy and social responsibility. It is inspiring to see the fraternity come together to uplift communities and create a lasting legacy of hope. May this enduring spirit of giving continue to inspire compassion, touch countless lives, and build a brighter, more inclusive future for generations to come.

INTERNATIONAL DELEGATIONS

India Is the World's Premier Diamond Sourcing Hub: Atul Jogani

Leading a 30-member delegation from **Thailand, Atul Jogani, President of the India Thai Diamond and Colorstone Association and Vice President of the Thai Gems and Jewellery Traders Association**, is attending IIJS Bharat Premiere to strengthen sourcing ties with Indian manufacturers. In this interview, he discusses why India has become an indispensable destination for diamonds and jewellery, the growing opportunities in coloured gemstones, and how collaboration between India and Thailand can create greater value for global markets.

What brings your delegation to India, and what are your primary sourcing objectives during this visit?
IIJS Bharat Premiere has become the second-largest jewellery show in the world, making it an essential sourcing destination. We are here to source diamonds, explore new jewellery designs, and assess India's growing capabilities in coloured gemstones. Since Thailand is a global hub for coloured stones, many of our members are keen to understand how Indian manufacturers are innovating in this segment and to study developments in the Indian jewellery market.

Could you tell us about the size and composition of your delegation?
We have a delegation of around 30 members from Thailand, comprising a healthy mix of retailers, wholesalers, and manufacturers. Our members are primarily looking for bespoke diamond jewellery and loose diamonds.

How important is it to attend IIJS Bharat Premiere?
It is extremely important. The scale, quality of exhibitors, and sourcing opportunities make this one of the most significant trade events globally.

How do you view India's strengths as a sourcing destination compared to other global manufacturing hubs?
India is unquestionably the world's leading source for diamonds. In coloured gemstones, India is rapidly strengthening its position. While Thailand remains the preferred destination for rubies and sapphires, Jaipur continues to be a key sourcing hub for emeralds and several other coloured gemstones.
Over the past 25 years, I have seen India evolve into a world-class jewellery manufacturing hub that now competes with leading centres globally.
What are the key trends and consumer preferences in your market that you hope Indian manufacturers can address?
Our primary focus is sourcing diamonds and jewellery for export markets. Thailand and India have different design preferences, but there is tremendous potential for collaboration. Thailand can import raw materials from India, add value through manufacturing, and re-export finished jewellery to global markets.

What factors are most important when selecting new supplier partners?
Credibility is the most important factor, followed by competitive pricing. We also look for suppliers who can support long-term partnerships with consistent quality and reliable supply.

Have you identified any emerging trends or product innovations at the show that you believe will perform well in your home market?
We have observed continuous improvements in jewellery design and manufacturing capabilities, particularly in diamond jewellery, which will have strong appeal across international markets.
Looking ahead, how do you see your sourcing relationship with Indian manufacturers evolving?
India will remain the world's primary sourcing destination for diamonds, and its jewellery manufacturing capabilities continue to grow rapidly. Any global buyer who is not visiting India today is missing not only an important consumer market but also one of the world's most competitive and innovative sourcing hubs.

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Consumer Behaviour & Brand Building

Moderator
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CEO & Founder
Moksh

Stanislas de Quercize
Former CEO, Cartier & Van Cleef & Arpels
Board Member, Messika

Ankit Mehta
Founder,
Walking Tree

Anish Singh
President, Bhartiya Paris Club
Professor & Consultant in Luxury & Craftsmanship

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TOPIC

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Chief Executive Officer ,
Novel Jewels

Ananthanarayanan Hariharan
Chief Executive OfficeR,
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Nirav Bhansali
CEO,
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NATURAL DIAMONDS
Desire, Confidence, Collaboration & Leadership

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Executive Vice President, Diamond Trading, De Beers Group

Emma Wade-Smith OBE
Senior Vice President, Government Affairs, and Industry Relations

Shweta Harit
Global Senior Vice President of De Beers Group

Sabyasachi Ray
Executive Director, GJEPC

6th August 2026
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IN FOCUS – DIAMONDS

Dinesh Lakhani: Value Will Define Diamond Growth

After several years of correction, the natural diamond industry is beginning to find firmer footing. **Dinesh Lakhani, Managing Director of Kiran Gems,** believes the recovery will be measured rather than dramatic, driven by disciplined supply, and responsible manufacturing. He explains why the industry's future lies in creating value, not volume.

"Natural diamonds have stood the test of time because they are rare, authentic and deeply emotional. Our responsibility is not just to manufacture them, but to protect their value, strengthen consumer confidence and leave the industry stronger for the next generation."

Dinesh Lakhani,
Kiran Gems Managing Director

After three difficult years, do you believe the natural diamond industry is approaching a turning point? What gives you confidence?
The industry is moving towards a better phase. Recovery will take time, but the market is becoming healthier. Over the last three years, every part of the industry has become more disciplined. Inventory is improving, production is more balanced and businesses are focusing on long-term sustainability rather than short-term gains.

What gives me confidence is that the appeal of natural diamonds has never changed. They continue to mark life's most important moments, and that emotional connection remains very strong.

At Kiran Gems, we work closely with customers across global markets, and we are seeing confidence gradually return. Recovery may be steady rather than fast, but the direction is certainly positive.

With mine supply shrinking, has the industry finally accepted that the future will be smaller in volume but healthier in value?
The industry is gradually recognising that future growth cannot be driven by volume alone. Natural diamonds are a finite resource, and that makes responsible production and disciplined supply more important than ever.

The focus now must be on building a healthier market where supply, demand and consumer confidence move together. Better inventory management, responsible manufacturing and stronger retail demand will create a more stable industry for everyone across the value chain.

Natural diamonds have always been valued because of their rarity. As supply becomes more disciplined, that rarity becomes an even greater strength. The opportunity ahead is not to produce more diamonds, but to reinforce their value and ensure consumers continue to see them as a symbol of rarity, emotion and lasting significance.

Many miners are reducing production. How has the shift away from smaller goods and melee affected your manufacturing strategy?
Reduced mine production has made manufacturers more selective. Every rough purchase has to make commercial sense, and every manufacturing decision has to be supported by demand.

At Kiran Gems, we focus on producing what the market needs rather than manufacturing for volume. We carefully plan our assortments, improve yield through technology and maintain the quality our customers expect.

Our approach has always been simple. Manufacture responsibly, stay close to the market and create value for customers.

Which categories offer the strongest prospects today: larger stones, premium makes, branded jewellery or niche segments?
Each category has its own opportunity, but the strongest demand is where customers clearly see value. Larger stones and premium makes continue to perform well because they highlight the rarity and beauty of natural diamonds.

Bridal jewellery remains one of the most resilient segments because it is driven by emotion and tradition. Branded jewellery is also growing as consumers look for trust, design and transparency.

For manufacturers, the priority is to support these segments with consistent quality and reliable supply.

China's importance has diminished significantly. Which markets do you expect to drive growth over the next decade?
Growth over the next decade will come from a more balanced mix of markets. The United States will continue to be the largest market for natural diamonds, while India is becoming an increasingly important consumer market, supported by rising incomes and a strong jewellery culture.

China also remains an important market. While demand slowed over the past few years, recent signs of recovery are encouraging, and we are beginning to see confidence improve. As consumer sentiment strengthens, China has the potential to become an important growth market once again.

The Middle East and Southeast Asia will continue to offer significant opportunities as luxury consumption grows. Building demand across multiple markets will create a stronger and more resilient industry.

How important is domestic demand to the long-term stability of India's diamond industry?
Domestic demand is becoming increasingly important. India is already the world's leading manufacturing centre, and a growing consumer market adds another layer of strength to the industry.

As incomes rise and younger consumers enter the market, demand for natural diamond jewellery will continue to increase. That benefits the entire value chain, from manufacturers and retailers to designers and exporters.

A strong domestic market will complement exports and make the industry more resilient over the long term.

What will the natural diamond

business look like in 2030 compared with today?
By 2030, the natural diamond industry will be more disciplined, more transparent and more customer focused. Success will depend less on volume and more on creating lasting value.

Consumers will expect greater transparency around sourcing and authenticity, while technology will continue to improve manufacturing and efficiency. At the same time, the emotional value of natural diamonds will remain unchanged.

The companies that succeed will be those that continue investing in quality, innovation and long-term customer relationships. Those fundamentals will define the future of our industry.

KEY TAKEAWAYS

- Steady recovery: The natural diamond industry is stabilising through disciplined supply, healthier inventories and stronger market fundamentals.
- Value over volume: Scarcity will strengthen natural diamonds' appeal, making value creation—not production growth—the industry's defining strategy.
- Demand-driven manufacturing: Manufacturers are producing to market demand, using technology and disciplined sourcing to maximise efficiency and quality.
- Broader growth engines: The US, India, a recovering China, the Middle East and Southeast Asia will collectively drive long-term demand, with India's domestic market becoming increasingly important.
- Trust will shape the future: By 2030, transparency, responsible sourcing, innovation and enduring consumer trust will be the key drivers of success.

VIEWPOINT MANUFACTURING

Edahn Golan Calls for India to Champion Global Diamond Demand

Veteran diamond industry analyst and Tenoris Co-Managing Partner **Edahn Golan** believes that the natural diamond industry's long-term success will depend less on managing supply and more on rebuilding consumer desire, with India uniquely positioned to lead the global marketing effort.

For years, the industry blamed falling diamond prices on China, lab-grown diamonds, excess inventories and weak consumer sentiment. Which of these explanations is overstated, and which structural problem are we still refusing to confront?

I don't think these were overstated. Chinese retailers sold millions of carats back into the midstream, lab-grown diamonds are the preferred choice for diamond engagement rings (DERs) in the US—the most important diamond jewellery item in the most important market—and consumer sentiment waned due to poor marketing.

If anything, inventory levels were somewhat understated. That said, since it's completely in the hands of the industry, it was able to address it, and it did so well. The ones that paid the price for that were mainly miners that had to either hold back on sales, resulting in a buildup in their inventory, or reduce prices to generate cash flow.

With two exceptions, these issues were resolved. Lab-grown diamonds in DERs were, in many ways, neglected, and I'm wondering if American consumers didn't give up on the concept of a natural and valuable token of love. The other is marketing, which looks like it's back in full swing these days, as evidenced by the rise in demand for browns, lower-clarity, as well as high-priced items. All three have seen a rise in unit sales and price per item.

It is my hope that this turn in marketing will also have a positive impact on demand for DERs set with natural diamonds.

The natural diamond industry spent decades promoting scarcity. Yet consumers witnessed a prolonged collapse in prices. Why should a young buyer today believe that a natural diamond is a store of value?

I see them as separate issues. Scarcity is a fact, as diamond mining is slowing down, and many mines are closing after being depleted.

As for enduring value, I'm not sure most consumers buy diamonds as an economic tool. Diamonds are purchased for

their beauty and symbolism. That said, prices of high-end polished diamonds are strong, while the value of the rest is fairly stable, although we are seeing long-term erosion.

The industry often talks about demand recovery. Should the real discussion be about permanently lower demand and how to build a profitable business around that reality?

In theory, retail logic dictates focusing on higher-priced items purchased by consumers with above-average incomes. But that also may mean that many mines won't survive.

Also, we need to keep in mind that less-than-perfect diamonds don't face competition from LGs, which aim to have "perfect" colour and clarity. These items fulfil the desire for accessible diamonds. This is no different from watches. You may strive for a Rolex or a Patek, but in the meantime own a lower-cost mechanical watch such as a Grand Seiko or Longines.

If lab-grown diamonds had never existed, would the natural diamond industry still be facing a crisis today?

No idea! LG created a halo effect, resulting in diamond consumers buying larger diamonds. The hollow claim of LG being more "ethical" encouraged the industry to double down on its efforts to trace diamonds and increased the importance of the role that industry organisations play. They include the RJC, for example.

Recycling, inherited jewellery and secondary-market diamonds are becoming significant sources of supply. Is the industry's future challenge one of demand creation rather than production management?

Creating and maintaining consumer demand is always important when dealing with consumer products. That can't go away.

Downstream supply, be it production or recycling, should be dictated by real consumer demand. That requires suppliers up the value chain to have a close and detailed view of retail reality.

The diamond pipeline was built for a world of expanding consumption. What parts of that pipeline have become obsolete?

One of the changes we have seen over the years is that a section of the midstream, namely traders that don't manufacture, is shrinking. That is part of the industry's evolution. As the finances and operations of the midstream become more fit, there is less room for traders that don't really add value.

We frequently hear that younger consumers want authenticity and provenance. Are we confusing what consumers say in surveys with what they actually buy?

VIEWPOINT MANUFACTURING

Yes, that is an important point about human behaviour. We say what we believe is right, but act on our needs. These needs often include using our discretionary income carefully. We therefore may say that we prefer ethical products but choose not to pay extra to purchase them.

For decades, India mastered the art of manufacturing diamonds. Is the onus on India now to master the art of creating desire for diamonds?
Absolutely, and in two different ways. One is locally in India, where creating brands and extending manufacturing into retail is possible.

The other area is in support of local retailers in the US. There, they should pitch in to support both category marketing and specific programs with retailers.

Here is why this is important: if 95% of the diamonds are polished in India, then an investment in marketing comes fully back to India. For every dollar spent, it gets 90 cents back, before considering market growth. India should lead this effort and get miners, Belgium, China, and Dubai to chip in.

From your perspective as an industry observer, what structural or strategic changes would make the natural diamond business more resilient for the future?
High-quality marketing that addresses everything from the desire for luxury to consumer objections. This can be very subtle, yet effective.

INNOV8

Build AI-driven Workflows & Embrace Continuous learning

The session **"Transform or Be Transformed: Low-Code, AI and the Future of Business Leadership,"** by **Dan Mano, CEO of Rapaport**, focused on how artificial intelligence is fundamentally reshaping businesses and why organisations must embrace technological change to remain competitive.

He highlighted that AI has evolved beyond being a simple productivity tool and has become an essential business enabler. With platforms such as ChatGPT, Claude, Gemini and Perplexity becoming a part of everyday work, businesses are increasingly relying on AI for content creation, data analysis, translations, decision-making and problem-solving. Mano stressed that the industry is now moving from the era of AI chatbots to AI agents, intelligent systems capable of analysing information, making decisions and executing multi-step tasks independently, thereby acting as virtual assistants that significantly improve productivity and operational efficiency.

Sharing examples from Rapaport's own journey, the speaker demonstrated how no-code AI platforms enabled the company to build customised applications, automate workflows, develop internal management systems, create pricing tools and generate business insights within hours rather than months.

He emphasised that employees across all functions not just technology teams should learn to build AI-powered applications relevant to their work, as these tools reduce repetitive tasks and allow professionals to focus on strategic decision-making.

The session also showcased an AI-powered business intelligence platform capable of analysing customer data, inventory and market information to provide instant recommendations and reports, illustrating how AI can improve both speed and accuracy while also identifying gaps in business data.

Moreover, Mano reaffirmed Rapaport's commitment to strengthening the natural diamond industry through trusted pricing, market intelligence and technology-driven solutions. He expressed confidence in the long-term value of natural diamonds while highlighting the importance of transparency, innovation and industry collaboration.

He concluded by encouraging businesses and individuals to actively experiment with AI, build their own AI-driven workflows and embrace continuous learning. His central message was that technology will continue to evolve rapidly, and organisations that adapt and integrate AI into their operations will emerge stronger, more efficient and better positioned for future growth, while those that resist change risk being left behind.

INNOV8

From Disruption to Dominance: Industry Leaders Chart the Future of Lab-Grown Diamonds

The panel discussion on From Disruption To Dominance: The Evolution Of Lab Grown Diamond Industry was moderated by Anil Prabhakar- Knowledge Partner, LGD Times. The panellists including Aishwarya Guptha, Founder, Wondr Diamonds; Chirag Soni, Co Founder & Director SGL Labs; Devangi Nishar Parekh, Founder, Araiya by Aza; Jayram Sonani, Managing Director, Sonani Industries; Shanay Parekh, Founding Partner at KIRA; and Sanjana Tripuramallu, Founder, Cosmos Diamonds, explored how the lab-grown diamond industry can evolve from being viewed as a disruptive innovation to becoming a dominant force in the jewellery market.

The speakers agreed that every new technology follows a similar trajectory initial resistance, gradual acceptance and eventual coexistence with existing products. Rather than viewing lab-grown diamonds as a threat to natural diamonds, the panel highlighted that both categories can co-exist, much like mechanical watches continue to thrive alongside smartwatches. The emphasis was placed on creating distinct value propositions instead of competing solely on price, with branding, innovation and consumer education identified as the key drivers for long-term success.

A recurring theme throughout the discussion was the need for the industry to move beyond comparing lab-grown diamonds with natural diamonds. Instead, they advocated presenting lab-grown diamonds as a technological breakthrough and an innovation in its own right. The panellists stressed that consumers should be encouraged to appreciate the science, sustainability and accessibility of lab-grown diamonds rather than viewing them through the lens of comparison.

The panel highlighted that the country has rapidly expanded its manufacturing capabilities, with thousands of CVD growing machines now in operation and continued investments expected to strengthen its position further. While China remains a significant player in production technology, India has emerged as a leader in cutting, polishing, manufacturing and jewellery-focused applications. The speakers expressed confidence that India will continue to dominate the global supply chain while also developing stronger homegrown brands.

The discussion also underscored the importance of building strong Indian brands through compelling storytelling and design rather than relying solely on competitive pricing. While India possesses a rich cultural heritage and craftsmanship, many brands have yet to create a distinctive identity that consumers can instantly recognise. Brand names, narratives and consistent storytelling were described as critical elements in building long-term customer loyalty.

Another important takeaway was the shift in consumer behaviour. The panel noted that today's buyers are well-informed and increasingly view jewellery as an expression of identity rather than simply a luxury purchase. The speakers emphasised that consumers are no longer only evaluating products based on price but are also looking for design, craftsmanship, purpose and the story behind the brand.

The conversation also highlighted the rapid expansion of retail and distribution within the lab-grown diamond segment. They noted that future growth will depend not only on manufacturing capacity but also on strengthening distribution networks, improving customer experience and creating organised retail ecosystems that can support long-term brand growth.

The panel concluded that while India has already established itself as a manufacturing powerhouse for lab-grown diamonds, the next phase of growth will depend on creating globally recognised Indian brands, investing in design, increasing consumer awareness and fostering collaboration across the industry.

INNOV8

Industrial Lab-Grown Diamonds Could Power India's Next Technology Leap

A panel discussion on **"Industrial Applications of Lab-Grown Diamonds: Opportunities for India"** brought together industry leaders, researchers and technology experts to examine how India can leverage its strengths in lab-grown diamond (LGD) manufacturing to emerge as a global leader in advanced diamond technologies.

Moderated by Harish Vathan, Independent Consultant, the session featured Amit Patel, Founder, Supreme Green Diamonds Pvt. Ltd.; Hiren Kumar, Executive Chairman & CEO, HKH Technologies; Tarun Sharda, Founder & Partner, Green D Technology; Prof. M. S. Rao, Head, India Centre for Lab-Grown Diamonds; and Dr. Daniel Twitchen, Chief Technologist, Element Six.

The discussion explored how lab-grown diamonds are rapidly evolving beyond jewellery into high-value industrial applications across semiconductors, quantum technologies, thermal management, healthcare, optics and advanced electronics. The panellists agreed that while India has already established itself as a manufacturing powerhouse for lab-grown diamonds, the next phase of growth lies in developing a robust ecosystem for industrial-grade diamonds through research, innovation, skilled talent and stronger industry-academia collaboration.

The speakers highlighted that diamonds possess exceptional thermal conductivity, hardness, optical properties and a wide electronic bandgap, making them ideal materials for next-generation technologies. However, industrial applications require ultra-high-purity single-crystal diamonds with minimal defects, making precision manufacturing and advanced characterisation capabilities critical.

Among the most promising applications identified were quantum sensing, quantum computing, diamond-based semiconductor devices, power electronics, cooling solutions for AI data centres and high-performance computing systems, precision optics, photonics and emerging biomedical technologies. Thermal management and quantum sensing were viewed as the sectors with the strongest near-term commercial potential.

A recurring theme was that India must not miss the opportunity to lead the next wave of advanced materials, having missed the silicon semiconductor revolution. The panellists noted that India's established manufacturing infrastructure, growing research ecosystem, competitive production capabilities and expanding industrial interest provide a strong foundation for leadership in industrial diamond technologies.

The discussion also highlighted several challenges that must be addressed, including producing ultra-high-quality diamonds for industrial applications, establishing world-class characterisation laboratories, developing a skilled workforce and strengthening capabilities in post-processing, device fabrication and systems integration.

To unlock the sector's full potential, the panellists called for collaborative industry-academia partnerships, dedicated diamond research and testing facilities, specialised training programmes, investment in fabrication and integration technologies, and greater participation from end-user industries. They emphasised that future investments should prioritise advanced research laboratories, semiconductor fabrication capabilities, characterisation infrastructure, talent development and start-up incubation rather than merely expanding manufacturing volumes.

Looking ahead, the speakers proposed strategic initiatives such as establishing a National Diamond Laboratory, creating a Diamond Quantum Mission aligned with India's National Quantum Mission, building a national consortium connecting researchers, manufacturers and policymakers, and accelerating commercialisation through sustained investments and collaborative programmes.

The panellists agreed that India's future in lab-grown diamonds extends far beyond jewellery. With coordinated investments in research, infrastructure, innovation and talent, the country is well positioned to become a global hub for industrial diamond technologies and play a leading role in the next generation of advanced materials.

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BOMBAY EXHIBITION CENTRE

Sr no	Date	Time	Topic
			6-Aug-26
1	6-Aug-26	14:30 - 15:30	Positioning of Luxury Jewellery: Consumer Behaviour & Brand Building
2	6-Aug-26	15:30 - 16:30	Retail Transformation: Omnichannel, Tech and Consumer Behaviour
3	6-Aug-26	16:30 - 17:30	Color Origin Determination of Diamonds: Challenges and Possible Opportunities
4	6-Aug-26	17:30 - 18:30	Provenance as Promise: Turning Origin Into Opportunity
			7-Aug-26
5	7-Aug-26	12:00 - 13:00	Coffee with Chetan- Ashar Bhai Malabar
6	7-Aug-26	13:00 - 13:45	The Impact of Fluorescence on Diamond Appearance
7	7-Aug-26	14:30 - 15.30	Secrets of Leveraging Social Media for Business Growth
8	7-Aug-26	15:30 - 16:30	HOW TO USE SOCIAL MEDIA to Grow Your Jewellery Business
9	7-Aug-26	16:30 - 17:30	Tech Innovations in Gold & Jewellery
10	7-Aug-26	17:30 - 18:30	GJEPC AWARDS - 20 Under 40
			8-Aug-26
11	8-Aug-26	12:00 - 14:00	GIA School Launch
12	8-Aug-26	14:30 - 15.30	Gold As A Service
13	8-Aug-26	15:30 - 16:30	Gold & Silver Pricing Mechanism, Understanding Market Dynamics and Forecasting Future Trends
14	8-Aug-26	16:30 - 17:30	The mindset behind building PNG Jewellers
15	8-Aug-26	17:30 - 19:00	Gold @ $ 10000 ! Trends, Opportunuties and Future readiness
			9-Aug-26
16	9-Aug-26	12:00 - 13:00	Solitaire festival of India by Divine Solitaire
17	9-Aug-26	13:00- 14:00	Session with Golden Cart
18	9-Aug-26	14:30 - 15.30	Workforce Challenges Forum: Addressing Talent, Skills & Workforce Transformation in the Jewelry Industry
20	9-Aug-26	15:30 - 16:30	Fund your business- Beyond bank funding: 1 Factoring 2. IPO 3. Venture Capital
19	9-Aug-26	16:30 - 17:30	THE EYE OF INNOVATION

6th - 9th August 2026

Bombay Exhibition Centre

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JIO WORLD CONVENTION CENTRE

Sr no	Date	Time	Topic
			05-Aug-2026
1	05-Aug-26	14:15- 15:15	Industrial Applications of Lab-Grown Diamonds: Opportunities for India
2	05-Aug-26	15:15- 16:15	Transform or Be Transformed: Rapaport Trade, Claude Code, and the Future of Business Leadership
3	05-Aug-26	16:15 - 17:15	Disruption to Dominance: The Evolution of the LGD Industry
			06-Aug-2026
4	06-Aug-26	12:00 - 13:00	Turning Precision into Profit - GCAL By Sarine 8X
5	06-Aug-26	13:00- 14:00	Treasures Of The Sea: The Beauty and Value of Natural Porcelaneous Pearls
6	06-Aug-26	14:15 - 15.15	Learn how to upgrade manufacturing units into Smart Factories
7	06-Aug-26	15:30- 17:00	Natural diamonds: Desire, Confidence, Collaboration and Leadership
			07-Aug-2026
8	07-Aug-26	11:00 - 14:00	Jewel Start- Demo Day
9	07-Aug-26	14:15 - 15.15	AI-Powered Growth: Transforming India's Gems & Jewellery Industry
10	07-Aug-26	15:15- 16:15	Tech Innovations in Gold & Jewellery
11	07-Aug-26	16:15- 17:15	Can Creativity Make You More Profitable? Unlocking the creative edge that drives growth, differentiation & lasting values
			08-Aug-2026
12	08-Aug-26	12:00 - 13:00	Double your Export with Goverentment Grants (EPM)
13	08-Aug-26	13:00 - 14.00	Beyond the showcase - A masterclass on jewellery store design
14	08-Aug-26	14:15 - 15.15	Jewellery Photography & Visual Storytelling for Modern Retail
15	08-Aug-26	15:15- 16:15	Jewellery Forensics

5th - 8th August 2026

Jio World Convention Centre

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WHAT'S NEW

Gold Finery

SAMYAK LIFESTYLES PVT. LTD. is known for its highly detailed, lightweight gold jewellery. Combining artisanal craftsmanship with modern technologies such as CNC cutting and laser precision, the brand crafts intricate designs with minimal gold. Their Eva collection, crafted in 22-, 18-, 14- and 9-karat gold features laser-cut filigree replete with floral and geometrical motifs. With the help of technology, they have been able to reduce the weight by almost 35 percent, while keeping the beauty of the design intact, offering a heavy look in more affordable pieces. Backed by three decades of manufacturing excellence, Samyak brings together legacy, innovation and a commitment to quality in every creation.

Modern Marvels

SENSUEL JEWELS redefines traditional jewellery with a modern spin through innovative design elements and manufacturing techniques. They harness multi-level complex engineering much like their architectural inspirations to bring these visual treats to life. A twisted gold hasli features a bird perched atop one finial. Gemstones, diamonds and enamelwork bring out the finer details of the necklace.

The brand experiments with mixed materials, combining a soft leather cord necklace with a jadau-inspired centre piece. An innovative pie-cut emerald diamond forms the centre piece which is flanked by Russian pear-cut emeralds framed with black onyx.

A cuff bracelet amalgamates the powerful symmetry of Art Deco with the ornate elegance of the Mughal era. The layered, architectural piece is 3D-engineered to perfection with gemstones, diamonds, latticed gold and dark brown leather.

The emerald and opal collared necklace set, the emerald-studded bridge ring and the tanzanite and aquamarine necklace are equally stunning.

IIJS TRENDS

Ear Worthy

Earrings are reclaiming their place as the ultimate standalone statement, offering a distinctive way to express individuality. This season, it's all about form—from glamorous chandelier earrings and sleek ear cuffs to ultra-linear danglers and vibrant gemstone combinations. Diverse in style yet united by a bold design sensibility, these pieces are contemporary and undeniably trendy.

These dressy chandelier gold earrings are designed as stylised floral motifs outlined with diamonds. Purplish-pink kunzites elevate the design, transforming them into modern heirlooms. **By ORIENTAL GEMCO**

The elongated white gold hoop earrings encrusted with diamonds are peppered with red florets articulated with oval rubies and rose-cuts, further enhanced by a rhodium finish. **By THE LEO JEWELS**

These triple-drop gold earrings feature an interplay of striking motifs set with multi-colour tourmalines, with two of them outlined in round white diamonds. **By MOHAR FINE JEWELS**

The embellished earrings centre on 33.29 carats of drop-shaped emeralds, framed by blue diamonds, fancy-shaped white diamonds, and blue sapphires. **By YS 18 (INTERGEM EXPORTS)**

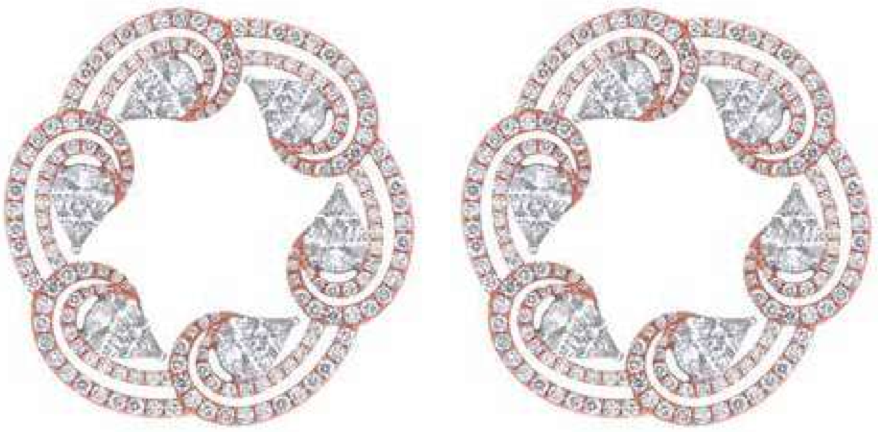
IIJS TRENDS

The nature-inspired, sinuous white gold ear cuffs are prettified with florets and buds studded with fiery rubies, white diamonds, and dewy rose-cut diamonds. **By TARA FINE JEWELS**

The paisley-shaped earrings are given a contemporary makeover with pearls outlining the motif, while a scalloped border suspends delicate leaves of emeralds and diamonds. **By HARITSONS DESIGNS PVT. LTD.**

Stylised avian-inspired earrings in rose gold feature diamond-encrusted plumage framing luminous baroque pearls, with fine chain drops culminating in pear-shaped diamond accents. **By T. J. IMPEX**

Structured oval ear studs with a fine satin finish in rose gold are composed of layered segments, each sparkling with round white diamonds. **By GNS JEWELLERY**



Wavy-edged rose gold earrings are traced with white diamonds and finished with pear-shaped diamond droplets. **By KOSHA FINE JEWELS**

IN FOCUS – PLATINUM

Vaishali Banerjee on Why Platinum Continues to Shine

Platinum's journey in India has moved well beyond being an alternative to gold. Today, it is a category driven by purpose, design and evolving consumer aspirations, with demand extending from metros into emerging markets. As India cements its position as the world's fastest-growing platinum jewellery market, **Vaishali Banerjee, Head of Global Market Development and Managing Director – India & Middle East, Platinum Guild International (PGI)**, shares how strategic brand building, retail partnerships and changing buying behaviour are shaping the metal's next chapter.

Platinum jewellery demand in India has remained resilient despite economic uncertainties. What factors do you believe have enabled platinum to outperform the broader jewellery market?

Platinum's resilience comes from the fact that it has built its own place in the Indian jewellery repertoire. It is positioned as a distinct precious choice rooted in rarity, 95% purity in jewellery, and emotional meaning.

In the current environment, consumers are thinking more carefully about value. With volatile precious metal prices, platinum's purity and price-value equation have become more relevant. It gives the consumer a high-purity precious metal with strong intrinsic qualities, while also offering a modern design language that feels very different from traditional jewellery.

The second factor is the consumer. Our core audience is younger, digitally fluent and increasingly present across metros as well as Tier 2 and Tier 3 markets. This consumer buys jewellery not only as an asset, but as a reflection of identity, relationships, personal milestones and self-expression. Platinum fits that shift naturally.

The third driver is the strength of our brand architecture and trade partnerships. Platinum Love Bands, Platinum Evara and Men of Platinum each address a distinct consumer need. At the same time, our retail and manufacturing partners have helped build visibility,

product readiness, point-of-sale confidence and conversion at the counter. That combination of consumer pull and trade execution has helped platinum sustain momentum even in a challenging jewellery market.

How do you see the Platinum Buyer-Seller Meet platform helping manufacturers, retailers and trade partners unlock new opportunities for platinum jewellery?

The Platinum Buyer-Seller Meet is an important platform because it brings the entire platinum ecosystem together with a clear business agenda. For a category like platinum, growth does not come only from consumer communication. It depends on a complete strategic loop, including product availability, design relevance, replenishment, retail confidence and the ability to create the right assortment for the right market.

Our expectation is that the meet will help manufacturers and retailers align more closely on what the consumer is looking for today. There is strong interest in men's jewellery, love bands, daily-wear pieces, bi-metal designs and collections that work across milestone as well as self-purchase occasions. The platform allows manufacturers to showcase innovation and gives retailers a sharper view of what can perform across metros, Tier 1 cities and emerging markets.

It also helps build confidence. Retailers get access to product, pricing architecture, design thinking and category support. Manufacturers get clearer visibility on demand patterns and retailer expectations. For PGI, the larger objective is to make the platform a catalyst for category expansion, not just an order-writing opportunity.

How have PGI's strategic consumer programmes such as Platinum Season of Love and Men of Platinum, influenced consumer behaviour and demand generation in India?

Our consumer programmes have helped make platinum more understandable, desirable and emotionally relevant. Platinum is a powerful metal story, but it needs to be translated into consumer meaning. That is what our branded programmes have done.

With Platinum Season of Love, we are translating a calendar moment and insights that it offers into purchase behaviour, into a focused retail programme. It drives both consumer value and category growth, in close collaboration with our retail partners. We deeply value their continued trust and support, which play a critical role in bringing the platinum story to life across markets.

Men of Platinum has been especially important in opening up a new growth space. Men's jewellery in India has always had cultural roots, but the modern male consumer is engaging with jewellery in a very different way. He is looking for something that reflects character, confidence and distinction without being loud. Platinum's understated strength and rarity sit very well with that mindset.

These platforms have also helped retailers. Brand campaigns create awareness and aspiration outside the store, while retail activations, engaging point-of-sale and focused assortments help convert that interest at the counter. Over time, this has shifted platinum from being a niche occasion-led purchase to a more confident choice across modern purchase occasions.

Our country has emerged as platinum's fastest-growing jewellery market globally. Which regions in India are driving growth, and where do you see the greatest potential going forward?

India's platinum growth is no longer limited to the top metros. Metros and Tier 1 cities continue

IN FOCUS – PLATINUM

to be strong markets because they have higher organised retail penetration, greater awareness and a mature consumer base. Cities such as Mumbai, Delhi NCR, Bengaluru, Chennai, Hyderabad, Kolkata, Pune and Ahmedabad continue to be important.

At the same time, one of the most encouraging shifts is the rise of Tier 2 and Tier 3 markets. Aspiration is no longer metro-centric. Consumers in cities such as Vadodara, Coimbatore, Surat, Nagpur, Lucknow, Patna, Visakhapatnam, Vijayawada, Bhubaneswar, Madurai, Cochin and Trivandrum are more connected, more informed and more open to differentiated precious jewellery.

The next phase of growth will come from deeper retail penetration, stronger counter visibility and product assortments that are tailored to local demand. In smaller markets, love bands and milestone-led pieces often become strong entry points. In more urbanised markets, men's jewellery, bi-metal designs and daily-wear platinum are gaining traction.

The potential ahead is significant because India has a young consumer base, a deep jewellery culture, strong manufacturing capability and a rapidly growing organised retail network. That combination gives platinum a long runway.

The India-UAE CEPA has strengthened bilateral trade between the two countries. How do you see the agreement influencing platinum jewellery demand, trade flows and cross-border business opportunities in the Middle East?

The India-UAE CEPA has created a more enabling environment for trade, and gems and jewellery is one of the sectors that can benefit meaningfully from this framework. For platinum jewellery, the opportunity lies in smoother trade flows, stronger price competitiveness and closer collaboration between Indian manufacturers, retailers and Middle Eastern markets.

The UAE is not only a large jewellery market; it is also a gateway to a wider region. It has a strong Indian diaspora, a highly international consumer base, a mature retail ecosystem and a deep appreciation for precious jewellery. This makes it a natural market for design-led, high-purity platinum jewellery.

For retailers in the Middle East, it opens the door to a wider design vocabulary from India, including love bands, men's jewellery, bi-metal pieces and collections that combine modern aesthetics with strong precious metal value.

Over time, we see the India-Middle East corridor becoming more important for platinum. India brings design agility, manufacturing strength and category-building experience. The Middle East brings scale, luxury retail expertise and a diverse consumer base. CEPA strengthens the commercial bridge between the two.

PGI India partners have played a significant role in platinum's expansion into the Middle East. How do consumer preferences in the region differ from those in India in terms of design aesthetics, purchase occasions and perceptions of platinum jewellery?

There are shared values across both markets, but the expression differs. In India, platinum has been built around meaning-led categories such as commitment, self-expression, modern masculinity and personal milestones. The consumer story is deeply linked to identity, relationships and the desire for a precious metal that feels modern and distinct.

In the Middle East, the jewellery consumer is more diverse because the market serves local residents, expatriates, tourists and a strong Indian diaspora. Design preferences often lean towards a more visible sense of luxury, with high finish, strong craftsmanship and pieces that can work across gifting, celebration and personal adornment. There is also a greater openness to international design influences. Religious and cultural guidance against wearing gold for Muslim men presents a distinctive opportunity for platinum.

What is common across both markets is the importance of trust, purity and preciousness. Consumers want to know what they are buying. Platinum's 95% purity and rarity give it a strong foundation. The opportunity is to adapt the design and retail language to each market while keeping the core platinum story consistent.

What trends, opportunities and challenges do you anticipate shaping the platinum jewellery market over the next year?

The next year will be shaped by a mix of value consciousness, design innovation and deeper market penetration. Consumers are evaluating jewellery more thoughtfully, especially in a high precious-metal-price environment. They want purity, trust, meaning and design, not just adornment.

Men's jewellery will continue to be one of the strongest opportunities. We are seeing men buy jewellery as an expression of personal style, success and values. Bi-metal designs will also remain important because they offer familiarity for gold consumers while introducing platinum's rarity and purity in a contemporary way.

We also expect continued growth beyond the top metros. Tier 2 and Tier 3 markets are becoming more important as awareness, aspiration and organised retail access improve. Digital discovery will play a major role here, because consumers often encounter the brand online before they walk into the store.

The key challenges— and perhaps the biggest opportunities—lie in navigating price volatility, protecting margins, sustaining consumer education, and continually refreshing product innovation.

Overall, our outlook is positive. We do believe that the market will bounce back gradually towards the end of this calendar year. Platinum is aligned with where the consumer is moving: towards jewellery that offers both strong rational and emotional value.

GI-TAGGED JEWELLERY

Nagercoil's Temple Jewellery: A Divine Craft

This year's IIJS Bharat Premiere, the highlight at **JWCC, Pavilion Hall** is the Crafts Pavilion where country's masterful craft traditions and the way they continue to shape modern jewellery design. The second in our series of GI-Tagged jewellery crafts is the **temple jewellery of Nagercoil.**

Nestled in Kanyakumari district at India's southernmost tip, Nagercoil is synonymous with temple jewellery—ornaments that exemplify exceptional craftsmanship and deep-rooted cultural significance. Temple Jewellery originated during the ancient Chola and Pandya dynasties, when royal goldsmiths crafted ornaments exclusively for temple deities. Over time, these ornaments were worn by Bharatanatyam and Kuchipudi dancers, and later, they became an integral part of South Indian bridal jewellery.

The craft took root in Vadasery, a locality in Nagercoil, where families of skilled artisans continue this legacy today. The town has nearly 80 traditional units and over 300 skilled artisans, many of whom belong to families that have practised the craft for generations in Vadasery and continue to follow age-old techniques.

Silver is carefully shaped into desired forms, while thin sheets of gold are overlaid on the base metal and embellished with traditional red and green kemp stones (kuchu kal) set in arakku (lac). The process involves delicate filigree wirework, repoussé detailing, and hand-setting of every stone, ensuring that no two pieces are exactly alike.

The designs draw inspiration from South Indian temple architecture and sacred iconography. Motifs of Goddess Lakshmi, peacocks, parrots, yalis (divine gatekeepers), lotus blooms, and mango or paisleys patterns prominently, lending each ornament both symbolic meaning and visual grandeur.

Some of the signature pieces include the ottiyanam (waist belt), vanki (armlet), layered harams (necklaces), chokers, jimikki earrings, rakodi (hair bun and braid ornament), nethi chutti (maang tikka) and elaborate head ornaments worn by Bharatanatyam dancers, symbolising the union of art and divinity. For brides, wearing temple jewellery signifies the blessings of Goddess Lakshmi and the continuity of sacred traditions.

The craft received Geographical Indication (GI) status in 2007–08, recognising Nagercoil's distinctive heritage and helping safeguard the authenticity of its workmanship. Today, while these heirloom-inspired creations continue to grace weddings and classical performances, they have also found admirers among collectors and connoisseurs across the world.

Each handcrafted jewel from Nagercoil reflects devotion, craftsmanship, and the timeless splendour of South Indian tradition. In an era increasingly defined by mechanised production, Nagercoil's temple jewellery stands apart for its uncompromising craftsmanship, spiritual symbolism and timeless appeal—each piece carrying forward a living tradition that has been passed from one generation of artisans to the next.

VIEWPOINT

AI Can Make Us Faster, Sharper & More Transparent, But Human Judgment Will Always Matter: Dan Mano

With more than two decades in technology before taking over as **CEO of Rapaport, Dan Mano** believes AI can make the diamond business faster, more accurate and more transparent—but not without human expertise. In this exclusive interview with Solitaire Interview, he discusses the role of AI in pricing, why human judgment remains indispensable, and why he continues to believe in the long-term future of natural diamonds.

Dan Mano,
CEO of Rapaport

You have led businesses across technology, entrepreneurship and the global diamond trade before becoming CEO of Rapaport. How has that diverse background shaped your leadership philosophy in an era when AI is transforming every industry?

My background is in technology. That's what I've been doing for the past 20 years. Rapaport is not a pure technology company, but technology is a major aspect of our business.

Take the Rapaport Price List. Some people think that Martin Rapaport sits every Thursday and changes the numbers, but that's not correct. What actually happens is that we have a team of analysts who study the market from both a quantitative and a qualitative perspective. Using AI tools helps us become more accurate, faster, sharper and, hopefully, more transparent.

Technology is also at the heart of Rapaport Trade, formerly RapNet. It is a global marketplace that connects buyers and sellers around the world. We know we are an essential part of our customers' business, so whenever we make changes, we first listen to our customers. We will continue to develop our platform to help businesses—including the very strong Indian companies—do business more efficiently and more effectively.

The diamond industry has always relied on trust, relationships and expertise. As AI becomes more powerful, how do you see the balance between human judgment and machine intelligence evolving across trading, pricing and customer engagement?

We have a pricing team that constantly reviews prices every week from both a quantitative and a qualitative point of view.

From the quantitative side, AI gives us stronger tools to analyse the data better. But the qualitative side is equally important. We speak to dealers, manufacturers and people across the trade—in New York, Belgium, India and Surat. We want to understand what's happening in the market from the people who are part of it.

Any decision we take is a mix of numbers, technology and the human touch. I believe that combination is what makes the process stronger.

Having worked across the global diamond ecosystem, what advice would you give Indian manufacturers who want to position themselves as leaders in the next wave of AI?

First of all, I have a lot of respect for Indian manufacturers. Who am I to give them advice?

What I can say is that we have our beliefs at Rapaport. We believe in natural diamonds. We believe the future is in natural diamonds. Making short-term profits often means sacrificing the long term.

I think that companies and organisations that stay committed to natural diamonds will benefit in the long run.

Footnote*
Dan Mano CEO of Rapaport is an entrepreneur and intrapreneur with a demonstrated ability to create product and business growth at hyper-scale. Bringing 20 years of experience in the tech industry. He has also been deeply involved in early-stage startups, including Reach, SWIFT SHIFT, SlideIT, and Glossybox. Mano holds an MBA from UCLA Anderson and London Business School. He is an alumnus of Reichman University Law and Business degree and graduated the Zell Entrepreneurship Program, as well as NFX and UpWest Labs accelerators.

Architectural Elegance

Inspired by the timeless beauty of arches, the Arcenza collection presented by **A'STAR JEWELLERY** reimagines architectural forms into contemporary fine jewellery. Fluid diamond-studded links trace graceful curves, while cascading gemstone clusters lend movement and brilliance to necklaces, earrings, rings and bangles. Crafted in a harmonious blend of geometry and light, each piece strikes a balance between modern minimalism and enduring sophistication. Emerald accents add a vibrant touch to select creations, enhancing their refined appeal. Designed for the discerning jewellery connoisseur, Arcenza is a celebration of sculptural artistry, transforming architectural finesse into elegant, wearable statements.

Chromatic Splendour

GEM PLAZA is renowned for its mesmerising gem-encrusted collections, featuring a spectrum of soft and vibrant hues complemented by fancy-cut diamonds. These distinguished jewels are designed to feel like a second skin, draping around the neck or wrist with the fluidity of silk, and adorned with graduated shades of gemstones such as kunzite, morganite, emerald, ruby, tourmaline, spinel and more, creating a harmonious symphony of colours.

This season, the brand presents an array of neckwear designs—from scalloped silhouettes and attractive V-shaped forms to sleek single-line necklaces and timeless classics. Each creation reflects their mastery of coloured gemstones, offering jewellery that is both visually striking and effortlessly wearable.

Gems of Wonder

ORIENTAL GEMCO prides itself on creating one-of-a-kind high jewellery using exotic gemstones. Their contemporary creations are inundated with mystical emeralds, powerful rubies, royal blue sapphires, tanzanite, magical morganites, and other gems. They cater to 42 countries worldwide through their offices in New York, Jaipur, Hong Kong and Dubai as well as through partner brands. So they have a vast inventory of designs for every kind of consumer. They are constantly pushing their creative barriers to offer something new and unique. The design-led jewellery is apt for those who want stand-out jewels that perfectly balance form and functionality. This year, they are presenting a variety of gem-encrusted jewels with unique combinations that elevate them to wearable works of art.

Handcrafted Luxury

S K SETH JEWELLERS beautifully captures the rich tapestry of India's heritage and culture through its jewellery adorned with radiant gold, scintillating diamonds and resplendent gemstones. Their temple jewellery collection skilfully articulates Hindu gods and goddesses in the fine art of nakashi. The pieces are further enriched with the highest quality of emeralds, rubies, pearls and diamonds for a regal touch. Their jadau and antique gold jewellery collection are equally popular for their elaborate designs and fine workmanship. For those looking for traditional jewellery pieces such as the guttapusalu or the bottumala, S K Seth has mesmerising renditions of these heritage jewels that can be cherished through the ages.

WHAT'S NEW

Floral Bouquet

Over the last five decades, **MANOJ ORNAMENTS** has evolved into a jewellery business of international repute. They offer everything from gold and jadau jewellery to statement diamond jewellery that is modern and elegant. Their latest collection of gem-studded diamond jewellery is inspired by the perennial beauty of flowers. Petals, vines, buds and blossoms are replicated in diamonds, emeralds, rubies and pearls. The pieces range from delicate creations for daily wear to heavy bridal sets that spell sheer luxury. Crafted with high quality diamonds and gemstones, the pieces evoke the romance of diamonds that will last for ages.

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DATE & TIME
7th August 2026, Friday | 11.00 am

VENUE
Launch Pad, Pavilion Hall, JWCC

FLOOR MAP

IIJS Bharat Floor Map

WHAT'S NEW

Trendy Traditions

TIBARUMAL RAMNIVAS GEMS JEWELS & PEARLS presents an array of bridal gold jewellery ornamented with diamonds and gemstones in open settings. Though rooted in tradition, subtle design interventions lend a stylish touch to each piece. A stylised hasli necklace with openwork scrolls and paisley patterns is embellished with diamonds and emeralds, while another manga malai (mango mala) necklace draws inspiration from tribal design motifs. The necklace is further enhanced with openwork patterns set with diamonds and precious gemstones. Multi-strand pearl necklaces with OTT pendants and a long necklace with stylized peacock designs add timeless grandeur of the collection. These creations celebrate India's rich jewellery heritage while appealing to the modern bride's desire for distinctive elegance.



Colourful Symphony

YS 18 (INTERGEM EXPORTS) unveils a collection replete with colour and diamonds. Opals in a variety of cuts dominate the line-up of rings, sleek pendant chains and earrings, while fancy colour diamonds, tanzanites, multicolour sapphires, tourmalines, emeralds and other gemstones amplify the beauty of the centre stones. Known for its signature 'painted' gemstones in ombré shades, Intergem Exports brings an artistic touch to every creation. The collection celebrates vibrant gemstones through contemporary silhouettes that balance colour, craftsmanship and everyday elegance.







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