

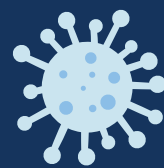


# MINIMUM ONE DOSE OF VACCINATION MANDATORY TO VISIT IIJS PREMIERE

**For Visitor Registration**

**[www.gjepc.org/iijs-premiere/](http://www.gjepc.org/iijs-premiere/)**

**No On-Spot Registration**



**IIJS  
PREMIERE  
WEEKLY  
2<sup>nd</sup> EDITION**





# IIJS Premiere Finds A New Home in Bengaluru

**M**oving destinations after over three decades of being associated with one city, is no easy task. But come Covid, and the world witnessed tsunamic disruptions in all walks of lives.

After nearly one-and-a-half years of lockdowns and curfews, the situation eased considerably due to the aggressive roll out of the vaccination programme. With more than half the population being vaccinated, the Gem & Jewellery Export Council (GJEPC) decided to hold its first physical show post the pandemic to breathe life into the gem and jewellery segment, and, in turn, boost trade. It's time to return to physically browse the inventory on display!

The permanent abode of IIJS Premiere, Bombay Exhibition Centre, Nesco, Mumbai, being unavailable, the hunt began in earnest for a new venue and finally the sights were set on Bengaluru after long deliberations.

## New city. New venue. Same IIJS.

Bengaluru is an inspiring destination. The Silicon Valley of India, the capital of Karnataka, is well connected with the four large states of southern India



-- Tamil Nadu, Kerala, Andhra Pradesh and Karnataka; and the whole of India as well due to established transportation routes. The Kempegowda International Airport connects Bengaluru with 300+ cities with 30 airlines operating direct flights to the city.

The Bengaluru International Exhibition Centre (BIEC), India's largest and sophisticated destination for trade shows, finds place of pride in the vibrant and cosmopolitan city that has several tourist

attractions. The sprawling complex with multiple halls offers premium exhibition space of 77,200 sqm and is nestled in the green landscape spread over several acres. The BIEC has a dedicated technology and business centre and a multi-cuisine food court.

The centre has 5 Exhibition Halls with separate areas for registration and inaugurations and state-of-the-art meetings, incentives, conferencing, exhibition facilities and support services. To top it, there is a huge parking space that can accommodate nearly 10,000 vehicles. All categories of hotels are situated within 20 kms from the exhibition area.

To alleviate the risk in holding an exhibition of large scale such as the IIJS, the Council has enforced strict safety measures -- the no vaccination, no entry rule applies to all who enter the show. The exhibition spread across 5 halls ensures adherence to restrictions on maintaining a safe mandatory distance while conducting business. Already, we are getting feelers that the highly anticipated show of the year will offer unique and new products that are in alignment with the market demand.

**37<sup>th</sup>**  
Edition

**77,200+**  
sq. mtrs

**1,300+**  
Exhibitors

**2,500+**  
Booths

**30,000+**  
Trade Visitors

## Product Section

Gold Jewellery

Colour & Diamond  
Stone Jewellery

Couture Jewellery

Loose Stones

Allied Section

Machinery Section

Laboratory &  
Education



## Messages



### Vipul Shah Vice Chairman, GJEPC

Collectively, the gem and jewellery industry stood tall in the face of the pandemic. We, at the Council, debuted virtual trade fairs and buyer-seller meets to keep the momentum going and the Q3 and Q4 reflected their success.

While IIJS Virtual offered us a digital window to reconnect and check the pulse of the market, the physical show will help us to rekindle ties in person. IIJS Premiere will bring back the touch and feel factor when selecting gems and jewellery, which is always a prerequisite when placing bulk orders.

During the pandemic, the Government of India provided multiple relief measures for the industry. It goes without saying that the Government is keenly supporting and taking this sector to a new level. The Government has rationalised the import duty on gold, silver and platinum. It has also come up with the revamped Gold Monetisation Scheme and it's a win-win for all as it will unlock tonnes of idle gold in India. This will not only benefit the consumers, retailers and banks, but the nation as well.

As an industry, we should make sure that we take advantage of the conducive business environment created by the Government for the gem and jewellery trade.

I wish everybody a successful IIJS Premiere 2021.



### Shailesh Sangani Convener, National Exhibitions, GJEPC

Get ready for this year's first mega gem and jewellery show IIJS Premiere 2021. The show is being held at the Bengaluru International Exhibition Centre, Karnataka, and is spread across 5 Halls with over 1,314 exhibitors and 2,535 booths.

GJEPC has taken all the precautionary measures against Covid-19. We have made the registration processes completely digital – registration is mandatory through GJEPC's online app, digital contactless badges will be issued (no physical badges), visitors and exhibitors have to compulsorily download the Aarogya Setu App. Moreover, for entry into the exhibition, visitors must have taken at least one vaccine dose.

In accordance with State and Central Government SOPs and guidelines, the social distancing norm of 3.25 square metres per person will be strictly adhered to.

I would like to thank our exhibitors and visitors for reposing faith in us to help organise IIJS Premiere 2021 in physical form. Best of luck!



### Sabyasachi Ray Executive Director, GJEPC

GJEPC has always led the industry from the front. IIJS Premiere 2021 is an opportunity for us to reinstate our leadership by organising a show by following all the safety measures against Covid.

Over the last several months, GJEPC has not only been tapping new markets but also seeking new ways to do business for its members. The Council has been working for a comprehensive e-commerce policy for the gem and jewellery industry. An MoU was signed with eBay to provide impetus to Indian gem & jewellery sellers on the global e-marketplace and explore potential business collaborations for facilitating sectoral growth.

The Council is also making sure that our trade members avail maximum benefits of the Government schemes available. GJEPC recently signed an MoU with the National Small Industries Corporation (NSIC), to enable our members, especially the MSME units, to avail their various schemes.

The Council continues to take a holistic approach for the sustainable growth of this industry. I am sure that IIJS Premiere 2021 will put our industry on a growth trajectory in terms of exports and domestic sales.

**LAST FEW  
ROOMS LEFT  
FOR IIJS PREMIERE 2021!**

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fees till 10th Sep 2021**

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# Five Tourist Attractions Around Bengaluru

From historical monuments and museums to idyllic gardens and famous temples, there is a lot to explore in the Garden City.

Bengaluru is known as India's Silicon Valley as well as the Garden City of India. A hub for tech and start-up ventures, the city beautifully amalgamates business with pleasure, intertwining the past and the present in its myriad tourist spots.

There are several notable monuments, palaces, parks, shopping destinations and spiritual places that you can visit during your stay in Bangalore. The all-year round pleasant weather is an added advantage to make the most of your day.

Here are a few to get you started:



**Bangalore Palace**

## **Bangalore Palace**

Built in 1887 for Chamaraja Wadiyar X, the palace and its sprawling lawns will immediately transport you to the English countryside for the architecture has been inspired by Windsor Castle in England.

The Tudor architecture, elegant wood carvings, hunting trophies and countless photographs that decorate the palace walls serve as a testament to the splendour of one of South India's most enduring dynasties.

The Palace is also home to renowned paintings from the 19th and 20th century, included works by Raja Ravi Varma, one of India's most famous painters. History buffs can also visit Tipu Sultan's Summer Palace, which is 7km away.

**Address:** Palace Road, Vasanth Nagar, Bengaluru  
**Time:** 10am to 5:30pm

## **Cubbon Park**

Take a break from the hustle and bustle of the exhibition to connect with nature at one of the many lush green spots in Bangalore. Cubbon Park, Bangalore's version of Central Park is lush with 6,000 varieties of trees. Known as the lung of Bengaluru, the 300-acre park also hosts a library, museum, tennis academy, aquarium and a toy train within its boundaries.

**Address:** Kasturba Road, Bengaluru  
**Time:** 6:00am to 6:00pm; closed on Mondays and second Tuesdays: 10am to 5:30pm

## **Lalbagh Botanical Garden**



**Lalbagh Botanical Garden**

Once a private garden for the city's royal rulers, the 240-acre garden derives its name from the red roses that bloom throughout the year. The exotic plants and trees are a sight to behold and attract a number of birds and fauna. It houses a majestic glass house that takes its cue from the Crystal Palace in London.

**Address:** Mavalli, Bengaluru

**Time:** 6:00am to 7:00pm; Entry is free from 6:00am to 9:00 am and from 6:00pm to 7:00pm

## **Tirumala Tirupati Temple**

There are several temples in Bengaluru itself such as the ISKCON temple and the Bull Temple (Dodda Basavana Gudi), but for those who long to make the hallowed pilgrimage to Sri Venkateswara temple in Andhra Pradesh, it is only 5 hours away from Bengaluru and the journey can be undertaken by road.

**Address:** Tirupati, Andhra Pradesh  
**Time:** 6:30am to 7:30pm

If your schedule doesn't permit you to travel, you can sit near the banyan tree in the BIEC Complex itself which shelters a Buddha statue. Rest your tired feet, relax, say a silent prayer or catch a few moments of quietude before you get back to business again.



**Tirumala Tirupati Temple**



**Cubbon Park**



## “Let One IIJS Be A Roaming Trade Show For The Southern Region”

**Sultan Mohideen, Proprietor, H. M. Sultan Mohideen Jewellery, Chennai,** talks about the reasons why Bengaluru is one of the ideal options for holding IIJS Premiere.

### **What are your views about IIJS Premiere moving to Bengaluru?**

We are very happy that the mega show has moved to South India. The South is one of the biggest consumers of gold jewellery and for the entire region – Karnataka, Andhra Pradesh, Kerala and Tamil Nadu – the proximity to the show makes it attractive. Retailers, who travel by train, it is a night's journey for them. This is a huge advantage for all jewellers from the southern region to attend a show of international standards which is in their proximity.

Bengaluru is a wonderful place in terms of infrastructure, climate, and easy availability of hotel accommodations. I am sure that the quality of the show held at the Bengaluru International Exhibition Centre will be as good or even better than at Bombay Exhibition Centre, Mumbai.

### **What are your expectations from the show?**

This is the first physical show



after the pandemic, and all eyes are on this show for the simple reason that the buying season has started for Diwali, which is around two months away. This is a convenient time for jewellers to plan and purchase.

### **Any suggestions for future trade shows?**

It's a wonderful initiative to bring the IIJS show here, but I would request the GJEPC that in the future, hold one permanent show in Mumbai, but a roaming show in the southern regions. Each year, the venue could shift to one of these three important cities: Bengaluru, Chennai and Hyderabad. I believe that these three venues in the south should be kept permanent.

### **What would you intend to buy at the show?**

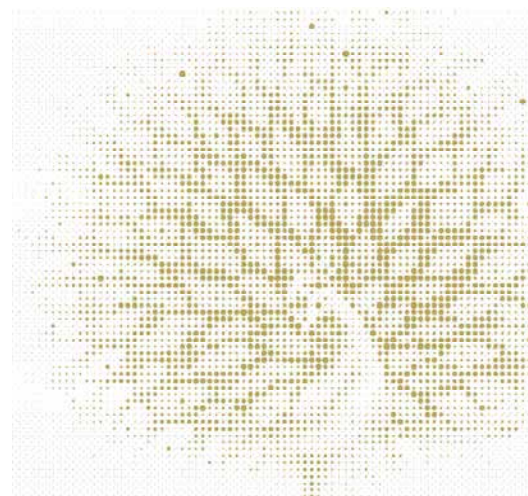
I want to source gemstone and diamond-studded jewellery which is light in weight. Designs should be fresh and eye-catching.

Last one and a half years, there have not been any shows in the country, and many changes may have happened on the production side since manufacturers must have had enough time to engage in research and development to design and develop new collections.

### **What kind of gem-studded jewellery would you prefer?**

We will look at newer types of coloured gemstones. Consumers today are well informed due to the digital revolution, and they are seeing a lot more products online than offline. Demand for new, but cost-effective items is soaring.

So, I will definitely look for something fresh. I am waiting for manufacturers to surprise visitors.



## “Gold Jewellery Will Be On My Radar @ IIJS”

**Tanya Rastogi, Director, Lala Jugal Kishore Jewellers, Lucknow,** explains the reasons why she will look to stock up on gold jewellery for the next two quarters.

### **What are you planning to source at the show?**

This time, the demand for gold is even higher, therefore we will be focusing more on gold jewellery segment.

We are expecting a positive season ahead of us and so everything needs to be sourced – gold, diamond, and polki jewellery. But the focus will be on gold jewellery.

### **What percentage of your annual sourcing requirements do IIJS Signature and IIJS premiere account for?**

I'd say, roughly 20% to 30% of the yearly consumption is bought at IIJS. However, more than the percentage, we must understand that this sets the tone for buying for the entire year, and only after whatever is bought at the IIJS do we launch our campaigns. So, it does not only define what is being booked there, but it also defines what has to be bought during our second and third orders.



### **Keeping the gold price in mind, will you look to source more lightweight items this time?**

That depends on the kind of variety. As of now, lightweight

gold jewellery is in demand, but even heavy gold sets have good acceptance because of the returns on high metal rates. So, if it is pure gold jewellery without any Kundan or any

other additions, we would be interested in booking it.

### **What are your customers looking for these days?**

We have realised after the pandemic that, if anything, jewellery has a lasting intrinsic value. No matter whether the price is high or low, demand for heavy gold jewellery is the preferred choice of our customers. Even if customers have a limited disposable income, they are likely to buy gold jewellery right now.

### **What is your outlook for jewellery retail sales in 2021?**

Last several months were not good for us due to the lockdowns and curfews. Consumer demand was pent up, and in the coming quarters, we are hoping for good sales. Also, most weddings have been postponed to the last quarter this time due to the second wave. So I guess we will have a promising 2021 in terms of jewellery.



## Visitor WishList

# “We Expect to Buy 35% of Our Annual Inventory At IIJS This Year”

**Dr. Saurabh Gadgil, Chairman and Managing Director, PNG Jewellers, Maharashtra,** talks about his company’s sourcing requirements and predicts the future of the industry in the near future.

### Are you happy to visit IIJS Premiere in Bengaluru?

First, we are happy that IIJS 2021 is happening in its physical version. Maharashtra, as we all know, is still in the middle of recovery from the second wave. Therefore, the next logical choice is Bengaluru. Covid cases in the state of Karnataka are very low compared to other states.

Second, the four states of South India account for nearly 35% of overall India consumption with respect to the jewellery sector. Hence, it would be easier for businesses from the Southern states to visit the exhibition. Besides, what I have come to understand is that the Bengaluru Exhibition Centre is a huge, sprawling complex, which will allow for Covid-appropriate protocols to be followed. As we know, the Nesco centre in Mumbai is currently converted into a Covid-19 centre and it was only logical to move the event to a new venue. All in all, it’s a good step forward to ensure that business is conducted in a modern, convenient and safe environment.

### What are you planning to source at the show?

As always, the show will display new designs in gold, diamond, silver and coloured stone jewellery. We are keen to

look at all the categories and source the best from across the country for our customers. The event is slated right before the festive season, and Navratri starts on the 5th of October. Our team will do a lot of festive buying in all categories of gold such as earrings, pendants, mangalsutras, etc. In diamonds, we are keen to source lightweight jewellery, new designs, and heavy bridal jewellery. Our marketing team is excited to participate in the knowledge sharing forums to learn more about the current and future trends in the industry.

### What percentage of your annual sourcing requirements do IIJS Signature and IIJS Premiere account for?

This year, our purchasing at IIJS will be more than usual since it is happening right before the festive season, which is almost 1/3rd of the entire year’s purchase. So we expect to buy around 35% of our annual requirements at IIJS events this year. The scale of our buying will also depend on the new trends emerging at IIJS, as they will bear a huge impact over the next six months of business for the festive season.

### Keeping the gold price in mind, will you look to source more lightweight items this time?



The focus will certainly be on lightweight jewellery as that is moving really fast. Gold prices are still around the Rs.48,000-Rs.49,000 mark, so there is certainly some pressure on that end, which, in turn, is driving an increase in demand for lightweight jewellery. With the festive and wedding season coming up, we are also interested in sourcing heavy weight, bridal jewellery. We estimate 60% in lightweight jewellery purchases and 40% in heavy bridal jewellery like bridal sets, long necklaces, haars,

bridal kadas, etc.

### What jewellery are your retail customers looking for these days?

Lightweight jewellery is a clear winner. There are multiple considerations for it -- today, customers are making ‘happiness’ purchases, which means making purchases to feel happy about oneself by virtue of coming out of Covid, purchasing on impulse, etc. There is also a spurt in spontaneous/surprise gifting in the lightweight category amongst our customers.

### What is your outlook for jewellery retail sales in 2021?

Market will get more organised in the next six months with HUID and other initiatives. Business will become more transparent; stronger systems and processes will provide better quality to the customer. The overall number of players will shrink and with that, the pressure on pricing discounts will go down. The focus shall once again come back on quality, variety in designs, transparency and good practices. Retailers can look at better margins and a more organised market in the year 2021-22. The worst is behind us and we are looking forward to good times ahead!

# “Our Focus Will be On Bigger Designer Jewellery”

**Snehal Choksey, Director, Shobha Shringar, Mumbai,** reveals that almost 50 percent of their inventory is booked at IIJS, and this time on, he wants to source one-off heavy pieces.

### What are you planning to source at the show?

As always, I will be going with very high expectations to source and to get leads for the new season, in terms of the colour tones, designs, and various utilisation of pearls and colored gemstones. And I’m sure I won’t be disappointed.

### What percentage of your annual sourcing requirements do IIJS Signature and IIJS Premiere account for?

I would estimate it at 40% to 50%

because we not only source at the show as well as book orders which stagger for 2-3 months.

### Keeping the gold price in mind, will you look to source more lightweight items this time?

No, I don’t think that a fall in the price of gold deters our clients from buying bigger/bridal/designer pieces, so our focus primarily is on bigger pieces.

### What jewellery are your customers for these days?

As always, our retail customers

come looking for one-of-a-kind piece/s. This is what they expect when they walk into a designer jewellery house like Shobha Shringar Jewellers, and so, we ensure that we never disappoint them.

### What is your outlook for jewellery retail sales in 2021?

We are very optimistic about jewellery sales for 2021, and we anticipate a very good demand and for which, we have overstretched ourselves more than any other year.





## Visitor WishList



### Ishu Datwani, Director, Anmol Jewellers

We are planning to source innovative and exclusive designs and check out for new concepts in jewellery across all categories.

IIJS accounts for nearly 15% of our annual purchase. We will source both lightweight and heavy jewellery, but we will tilt towards more lightweight gold jewellery this time because of the World Gold Council and GJEPC campaign promoting

gold jewellery to attract millennials.

Consumers are looking for diamond-studded jewellery for daily wear or gifting and heavy gold or uncut diamond jewellery for festive and wedding purchases.

We are quite bullish about the coming season!



### Vaibhav Saraf, Director, Aisshpra Gems & Jewels, Gorakhpur

Since IIJS Premiere is happening after nearly 2 years, we are planning to source all kinds of jewellery. For us, IIJS is a platform to meet new vendors and forge new relationships to enable us to source year-round. Looking at the upcoming bridal season, antique gold jewellery and diamond jewellery are high

in demand. Also, since the risk of the third wave has reduced and markets have fully opened, we are very optimistic about sales.



### Aditya Pethe, Director, Waman Hari Pethe Jewellers

Every year, IIJS is one of the trendsetting shows for the jewellery industry where exhibitors from across the country come and showcase the latest innovations and designs. Since the pandemic, this is going to be the first IIJS, and I'm looking forward to exploring new trends.

Since some years, lightweight gold jewellery in traditional as well as in contemporary designs has become quite popular irrespective of gold prices, and we will be exploring this range. Our stores are currently offering vibrant rose gold jewellery which is ideal for daily wear as well as special occasions. The secondary demand is towards diamond jewellery at the wedding as well as in the festive space.

Since the second wave has been controlled, we are seeing a good reaction from consumers and the market has started warming up. I am positive that by the time Ganesh Chaturthi commences, we will start seeing the buying momentum. By Diwali, we will be able to cover up for the lost time.

## Exhibitor Speak

### We Are Hoping For Record Orders At IIJS: K. Srinivasan

K. Srinivasan, Managing Director of Emerald Jewel Industry India Ltd., one of the country's biggest jewellery manufacturers, and Convener of GJEPC's Jewellery Panel Committee, talks about new collections prepared for the show, sales, HUID and more.

#### **Tell us about Emerald Jewellery Industry's preparations for IIJS Bengaluru.**

We are coming with a lot of new lightweight designs, which will attract new generations. We mix and match the latest technology for making unique jewellery which is not available in the market.

#### **What are your expectations for bridal gold jewellery sales this year? What are the popular bridal jewellery items, gold weight, sizes, styles...?**

Emerald is not concentrating much on the bridal category.



Recently we have developed bridal jewellery for one retail chain in the weight range of 50g to 150 grams.

#### **Have you made any changes to your general product offering at IIJS?**

Yes, at IIJS Bengaluru, we will be offering a gemstone jewellery collection and fusion jewellery collection.

#### **In terms of sales, how has 2021 fared thus far, compared to 2020 and 2019?**

Our manufacturing jewellery quantity has gone down in the last two years because of the pandemic. However, in rupee terms we have grown; even profit too.

#### **In terms of meeting targets for the year, what are your expectations from IIJS?**

The industry now badly needs jewellery because of problems surrounding the Hallmarking Unique Identification Number (HUID). We are hoping for record orders in terms of quantity.

#### **What are your thoughts on the resolution of the HUID issue related to Hallmarking?**

HUID is a temporary setback. Every one should strengthen their operation according to the requirements of HUID. I am confident the industry will overcome the problems faced due to HUID.





# IIJS Exhibitors Target Bumper Wedding Season



Bridal jewellery is expected to be the top selling category at IIJS Premiere 2021. The pandemic has reaffirmed the value of gold in good and tough times. The pent-up demand for jewellery is ready to soar in the coming months as many consumers have pushed their previously planned weddings to the current year. With Bengaluru being the host city for the Gem & Jewellery Export Promotion Council's leading trade show, there is an added spotlight on the yellow metal that is much loved in Southern India.

Exhibitors will be presenting innovative designs at the trade show while highlighting India's rich legacy of intricate craftsmanship in filigree, temple jewellery, beadwork, meenakari and more. The pieces are encrusted with a smattering of diamonds, polkis and gemstones to enhance the overall appeal. Here are a few statement jewellery pieces to get the gold frenzy going.

## Swarn Deep

On Model: Two-row 22-karat gold necklace with antique finish bears carved peacock and floral motifs accented with rubies and emeralds, and complementary bell-shaped double-drop earrings, bangles, and a half-finger ring.



## Bridal Gallery



**Senco Gold & Diamonds**  
A handcrafted 22-karat yellow gold bib shows off intricate detailing of openwork motifs.



**Anand Shah**  
The 22-karat striking necklace is highlighted partially with Benaras meenakari bordered by rows of leafy polkis and a textured gold stem. The choker extends into a floral bib with dense floral bed adorned with pearls, and fringes of emerald and ruby beads.



**Krown Jewels**  
Laser-cut rose gold bangles dotted with shiny cutting beads.



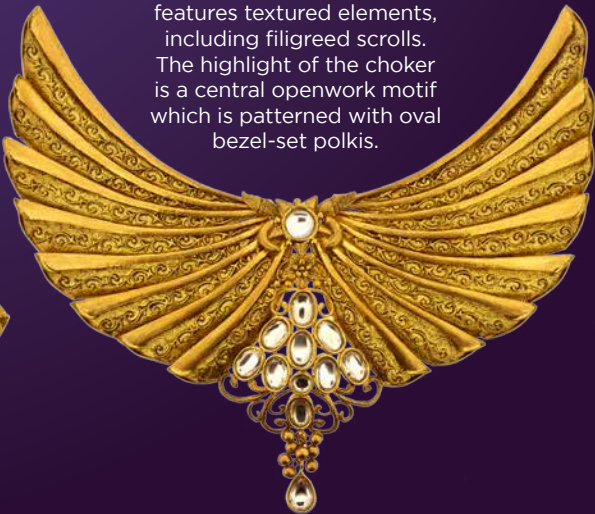
**SK Seth Jewellers**  
The gorgeous 22-karat gold kadas are decorated with sculptural composition of dense repoussé florets and vines.



**MRK Gold**  
The long 22-karat yellow gold necklace is composed of textured paisleys accented with blue gems, and features an intricate circular pendant topped with two engraved peacocks. The central piece is garnished with bezel-set rubies and emeralds to add a hint of colour.



**Bariki Jewellery**  
A medley of graceful triangular motifs and scrolls forms the base of this gorgeous 22-karat gold choker which is lined with a row of emeralds alternated with a bunch of textured beads.



**NM Karel**  
The unique fan-shaped 22-karat gold choker features textured elements, including filigreed scrolls. The highlight of the choker is a central openwork motif which is patterned with oval bezel-set polkis.





**IIJS** INDIA  
INTERNATIONAL  
JEWELLERY SHOW  
PREMIERE **2021**  
15<sup>th</sup> - 19<sup>th</sup> SEPTEMBER  
BIEC, BENGALURU



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