

18th - 21st February, 2022

Bombay Exhibition Centre - Mumbai

SHOWDAILY



19TH FEBRUARY 2022

COVER STORY

India Showcases Its G&J Prowess Through IIJS Signature: Piyush Goyal

Chief Guest Hon'ble Commerce and Industry Minister Piyush Goyal through a video conference inaugurated the 14th edition of IIJS Signature 2022 on 18th February along with Parshottam Rupala, Hon'ble Union Minister of Fisheries, Animal Husbandry & Dairying Govt. of India; Darshana Jardosh, Hon'ble Minister of State for Railways & Textiles; Gopal Shetty, Member of Parliament; Vipul Bansal, Joint Secretary, Department of Commerce, Govt. of India; Colin Shah, Chairman, GJEPC; Vipul Shah, Vice Chairman, GJEPC; Shailesh Sangani, Convener, National Exhibitions, GJEPC;



Dignitaries inaugurating IIJS Signature.

and Sabyasachi Ray, ED, GJEPC along with others.

IIJS Signature is one of the leading gem & jewellery trade

exhibitions in Asia

The show is witnessing more than 950 exhibitors occupying 1,470 booths. There

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Chief Guest Piyush Goyal addressed the gathering via video conference.



Member of Parliament Gopal Shetty being felicitated by Exhibitions Convener Shailesh Sangani.



Dignitaries performing the lamp-lighting ceremony.



Minister Jardosh



Chairman Colin Shah welcoming Minister Parshottam Rupala.

are more than 14000+ pre-registered visitors, including 400 international visitors and delegations from USA, UAE,

Egypt, Nepal, Uzbekistan, and Bangladesh.

Piyush Goyal virtually inaugurated the grand event

in the presence of the august gathering and acknowledged the gem and jewellery industry for its efforts to generate export revenues despite the challenging times.

Piyush Goyal said, "IIJS Signature has truly become the signature event of the Indian jewellery sector that showcases its prowess to the entire world. The event has become an institution by itself and caters to the sourcing needs of jewellery buyers from across the world. The Indian jewellery sector is a prime example of the potential of Make in India. I hope in the years to come, we will have the world looking up to India for sourcing jewellery with our hallmarking standards and assaying that offers guarantee of quality and will distinguish Indian jewellery

from all others."

Goyal added, "The gem & jewellery sector is crucial for the economy of our country. It is commendable that the industry has been tirelessly working towards achieving the Prime Minister's goal of USD 41 billion in exports that has been earmarked for the sector. The industry's contribution towards the 'Make In India' initiative is successful and aligned with the vision of our Prime Minister. The government of India will continue to support and strengthen GJEPC's vision in driving this sector to new heights."

Piyush Goyal further stated, "The GJEPC has channelled its entrepreneurial spirit to convert this crisis into an opportunity. Over the last two years GJEPC had organised virtual



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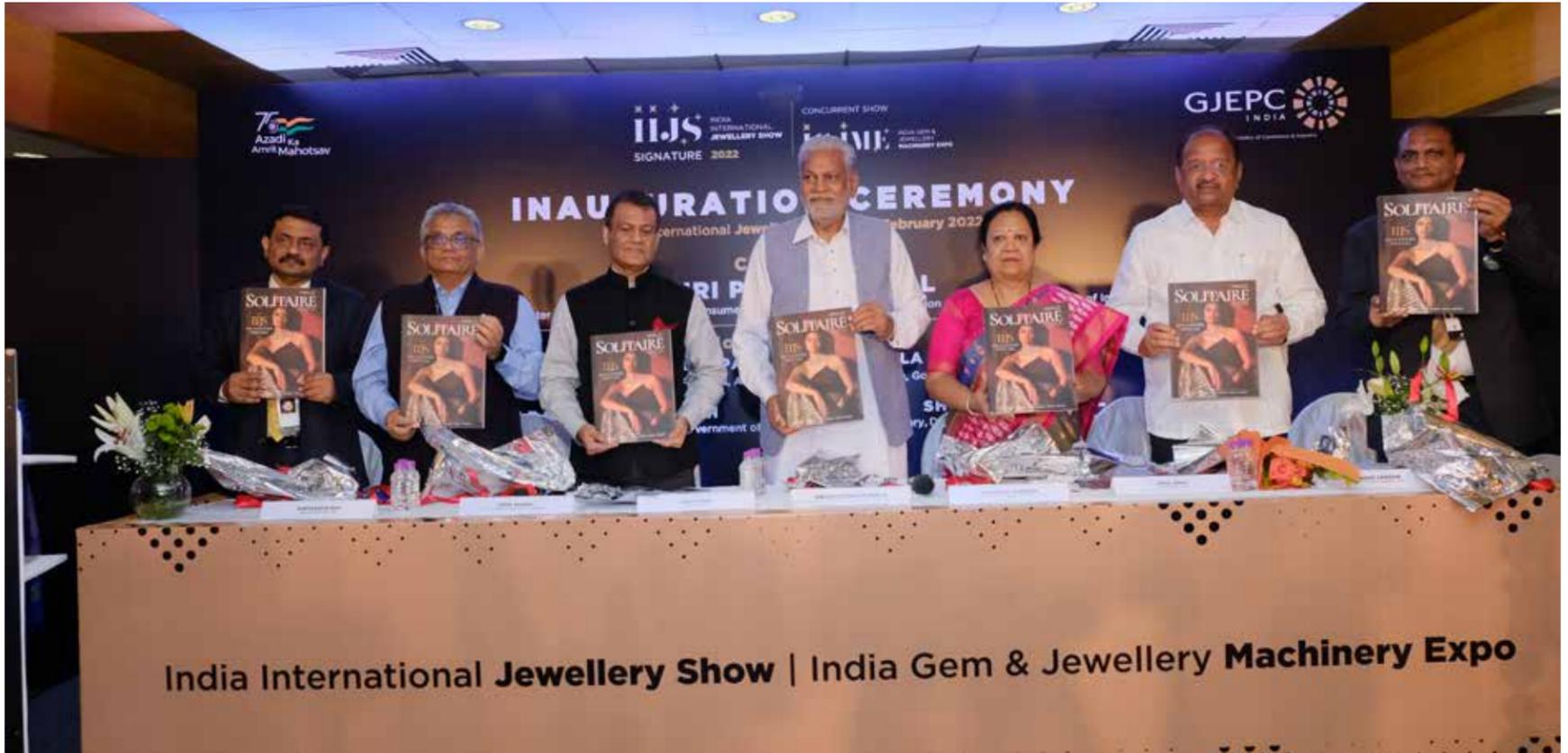
HALL 1
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The dignitaries launched the Solitaire International IIJS Signature Special edition.



Vice Chairman Vipul Shah welcomes Minister Jardosh.



Joint Secretary Vipul Bansal greeted by Chairman Colin Shah.



Dignitaries at the lamp-lighting ceremony.

trade events, Buyers Seller Meets, India Global Connect, webinars, and many more. These initiatives have helped the industry to bounce back quickly and gave a push both to domestic sales and exports."

Colin Shah, Chairman, GJEPC said, "As an industry, we have turned adversities into opportunities. It is evident from the export numbers of the financial year 2021-22 that in April - Jan 2022, total exports

witnessed a growth of 12.28% in comparison to 2019, the pre-pandemic year. We got the confidence and energy from the Hon'ble Prime Minister Narendra Modi himself, who set a goal of USD 400 billion for the export sector for the financial year 2021-22. Enthused by the performance of 2021-22, the Govt. has set a target for us of over USD 50 billion for the year 2022-23."

"IIJS Signature is the aggregator of the entire industry. We have diamond jewellery, plain gold, silver, coloured stones, polki jewellery and a machinery pavilion, and we expect 15000 visitors from all over India and world. This is the indicator of positive sentiment in the industry and with continued government support, there is no reason why we cannot be the gems and

jewellery capital of the whole world."

"We thank our Hon'ble Commerce & Industry Minister Piyush Goyal for his constant support in policy reforms during the pandemic which has helped to revive gem & jewellery exports. The e-commerce policy is a long- desired stand and it will further the Prime Minister's vision of making every district export-ready."

Parshottam Rupala said, "With the country facing a crisis, it is extremely critical to have events like these to keep the hopes high and motivation going. In reality, this diamond industry is a prime example of our Hon'ble Prime Minister Narendra Modi's 'Make in India' as all the raw material required by the industry is imported and around 94% of the finished products are exported. So we

IIJS

INDIA INTERNATIONAL
JEWELLERY SHOW

SIGNATURE **2022**

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S06/S04



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Joint Secretary Vipul Bansal addresses the audience.



Chairman Colin Shah speaks to the gathering.



Convener Shailesh Sangani giving the Vote of Thanks.



The audience listened in rapt attention to Minister Rupala.

can say that it is a 100% 'Make in India' sector."

Smt. Darshana Jardosh commented, "Until now no finance minister has spoken about diamonds in the budget, but this was the first time any

Finance Minister spoke about diamonds and a cut in duty. This shows the importance that the Govt. places on this labour-intensive industry. Physical shows such as IIJS Signature increase competitiveness

amongst exhibiting manufacturers. While the issue of equalisation levy of 2% is still pending among other demands, the Govt. will examine it soon."

Acknowledging the support offered by all stakeholders,

Shailesh Sangani, Convener, National Exhibitions, GJEPC stated, "IIJS Signature 2022 was possible with wholehearted support from everyone – including exhibitors, buyers, the Central government and Maharashtra government. Everybody has played an important role in successfully putting up a show of this stature." GJEPC is following all the Government-mandated Covid-19 protocols to ensure the safety of all concerned. There will be mandatory thermal scans and hand sanitization at the entry points. Entry will be permitted only to visitors with at least two vaccine doses.

MSME manufacturers had been offered special subsidies to participate at IIJS Signature 2022 under the Procurement and Marketing Support Scheme, by Ministry of MSME. Out of 195 MSME applicants, 94 were found eligible and granted financial assistance/subsidy of Rs. 1.4 Crore by the Ministry of MSME to participate at IIJS Signature 2022.



Ministers Rupala and Jardosh stroll through the aisles.



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VISITOR VOICES



Pawan Mor
Proprietor, Pawan Mor, Hyderabad

This time at IIJS Signature I have found some unusual and unique designs. I am mostly sourcing bridal jewellery as sales shoot up for us during the wedding season, Dhanteras and Akshaya Tritiya. And all our inventory is certified and hallmarked, and that is the reason consumers trust us. I am also looking for lightweight diamond jewellery and am seeing a lot of variety at the show, as well as new variations in the polki jewellery segment.



Nitin Kumar Agarwal
Partner, Sri Durga Jewellers, Hyderabad

We deal in a variety of fine diamond jewellery, lightweight diamond jewellery, silver articles, etc. At IIJS Signature, I am specially looking for fine quality exclusive designs that are not easily available in the market. This will get me a competitive edge in my region. My clients in Hyderabad are looking for gold antique jewellery, jewellery with rose cuts and flat diamonds made in Jaipur.



Mona Shah
Jewellery Designer and Founder, Gewels By Mona

I design 22-karat gold jewellery as well as diamond lines and high-end silver jewellery. I have always participated in IIJS. It is *the* platform for B2B business and sourcing. You can get a fantastic variety of coloured gemstones and loose diamonds. IIJS is the best place to do business!



Saurabh Gadgil
Chairman
P.N. Gadgil Pvt. Ltd.

I never miss any of the IIJS shows as I always find some one-off and exciting collections. I am looking to replenish my inventory across all product categories to meet the growing demand at the consumer end.



Rajesh Kalyanraman
Executive Director
Kalyan Jewellers

Jewellery demand has remained robust and we are keen to replenish my inventory with fresh designs for the upcoming wedding and jewellery-buying festive occasions like Gudi Padwa, Ramzan Eid, and Akshaya Tritiya. IIJS Signature is the only opportunity for us to source jewellery across categories and price points from a pan India manufacturing base.



Varghese Alukka
Managing Director
Jos Alukkas

IIJS Signature is the single best meeting point to reconnect with my colleagues in a relaxed atmosphere. I've been attending the show for many years and I can attest to its quality in terms of design innovation.



Varda Goenka
Owner
Diagold Jewels Pvt Ltd

I will definitely visit IIJS Signature this year as I am keen to source trendy diamond jewellery at this design-centric show. Since loose diamond prices have skyrocketed, IIJS Signature will be the place to look for price competitive goods.



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VIEWPOINT

High-end Jewellery & Large Diamonds Will Be In Demand

Akshay Shah, Director, Solitaire Division, Dharmanandan Diamonds Pvt. Ltd. reveals the reasons why couture jewellery will be in demand for a long time to come.



Tell us more about your company.

Dharmanandan Diamonds, widely known as DDPL, is synonymous with innovation in diamond manufacturing to cater to customers worldwide. A De Beers Sightholder and an alliance with Alrosa, DDPL has 40 years of experience in providing innovative solutions. With annual turnover about \$1 billion, DDPL manufactures over half a million carats of polished diamonds annually, ranging from 0.20 carat to 30.00 carats in D-M colour and IF-I3 clarity, with the help of 7,000 skilled artisans.

What are your expectations for IIJS Signature 2022?

As we continue to emerge from the challenges of the pandemic and simultaneously be optimistic for further growth in our industry, the physical trade show will open new horizons for us all. I feel positive vibes for IIJS 2022.

Describe your current product line-up for Signature 2022?

We are presenting collections

of closed setting jewellery in the show with a wide range of loose & certified natural diamonds from 0.20 carat to 30 carats in D to M Colour and IF to I3 Clarity with rounds and fancies.

What are the trends in terms of jewellery design?

Due to price increase, understated jewellery has been trending, but now, after so long, we are seeing lot of interest for high jewellery and big size diamonds in India.

How do you foresee jewellery retail demand in India and internationally during 2022?

We have observed very high demand in jewellery not only from India but also from across the world. I think this momentum will continue for multiple reasons.



Due to the pandemic, people have limited avenues for spending and that has created a big demand for collector pieces. Second, we have witnessed during the pandemic that jewellery buying is linked more to cherishing relationships.

Which are your major domestic and export destinations? Any thoughts on how India could increase jewellery exports?

Some of the major consumer markets such as the USA, Middle East, and Europe are looking at India since the past few years as we have improved in terms of quality and efficiency phenomenally. India should take advantage by creating awareness about its handmade and machine-made artistic jewellery around the globe.

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VIEWPOINT

Darshit Hirani: 'Fancy Colour Diamond Lines Will Be In Demand This Season'

Director, P Hirani Exports has high expectations from IIJS Signature 2022 as he feels more retailers will veer towards fancy colour diamond jewellery to cater to the customers' demands for unique, one-of-a-kind jewels.



Tell us about your latest collection that you will showcase at IIJS Signature 2022.

We specialise in fancy colour diamonds and jewellery. We have built our niche around a rare collection of diamonds – they represent 0.01% of the total diamonds mined in the world.

In current times, every customer of ours and even other retailers whom we speak to, want something different. Our products fit into their wish list of unique jewellery.

Retailers always take out time to discover something new at IIJS apart from their standard orders. So, at every show, we try to present fresh lines for every price bracket from the lower range to fine quality, high-end jewellery. Our pieces have a lot of contrast so that the diamond colours pop out.

We are launching the Toi Moi collection or the cross over collection consisting of an array of rings, earrings, and bracelets. These fall into the daily wear category and are different from what is out there in the market. Overall, we aim to serve a broad range of customers.

Which colour diamonds have you used in the collection?



Yellows account for the larger volumes in our jewellery because it helps us create a collection that appeals to a wide bracket of price points. We also carry necklaces, bracelets, and earrings with blue, pink, and green diamonds.

What works well in India?

India is a very nascent market when it comes to fancy colour diamonds. Those who are interested in them are NRIs or globetrotters, who are exposed to the best of the best brands like Graff and Mouwad that sell fancy colour diamond jewellery.

As far as India is concerned,



yellow is the go-to colour because of the price points and wider availability of the gemstone. We have also a customer base for blue and pink diamonds.

Those who want a big diamond but at a lower cost, opt for brown diamonds. It is easy to sell high-end jewellery to this segment of customers because of the awareness about the category. When it comes to customers opting for lower and mid-range lines, retailers play a role in explaining the rarity factor and the surety of purchase.

Which are your prime export destinations?

We have been exporting fancy colour diamonds and jewellery for the last 4 decades. Over the years, the Middle East, China and the Southeast Asian markets have been important regions for us. We also do shows in Europe and America.

What are your expectations from the show?

The timing couldn't have been better. There is a dearth of generic goods overall. It is a perfect opportunity for retailers to diversify and try different products like colour diamond jewellery. I expect in this situation, colour diamonds and manufacturers of unique jewellery to do better this year.

I have higher expectations from IIJS Signature 2022 for this very reason.



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VIEWPOINT



Exports Have Skyrocketed In The Last Two Years



Khushboo Ranawat, Director, Swarnshilp Chains & Jewellers, believes that innovation is the only way to step up your game.

Tell us about your company and area of specialisation.

Swarnshilp Chains & Jewellers Pvt Ltd is a manufacturer and wholesaler of gold chains and ornaments founded in 1988. Our large manufacturing unit is based in Navi Mumbai with a space of more than 97,000 sq ft. We specialise in gold chains and jewellery.

What are your expectations for IIJS Signature 2022?

The pandemic has made the jewellery business quite

seasonal, and we're eagerly waiting to showcase our new innovations to visitors.

Describe your current product line-up for Signature 2022?

With rising gold prices, we strongly believe that 18-karat gold jewellery is the future. All our creations are articulated in 18-karat rose gold Italian jewellery.

What are the current trends in terms of jewellery design, are the pieces getting big and bold, or more delicate and subtle, etc.?

If it's a tier I customer, she prefers pieces that are delicate and understated, while a tier II customer considers gold as an investment, and doesn't mind going for big and bold pieces.

How do you foresee jewellery retail demand in India and internationally during 2022?

Exports have skyrocketed in the last two years, and as we move towards becoming a Three-



Star export house, we foresee the market getting stronger.

Any thoughts on how India could increase jewellery exports?

Innovation is the key.



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SHOW GLIMPSES

Visitor Rush On Day 1



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DESIGN CORNER

Serenading Pink & Multicolour Sapphires in Mughal Silhouettes

Gem Plaza, Jaipur, has carved a niche for itself in the coloured jewellery segment. Their deft use of gemstones set in unique designs ensures that each piece is enticing and droolworthy. **Sakhil Dhadda, Director, Gem Plaza**, talks about unveiling a pleasing palette of jewellery dressed up with pink and multicolour sapphires.



What will you showcase at IIJS Signature 2022?

We are working on different colour palettes and have used a lot of pink and multicolour sapphires in our new collection. Rubies and emeralds will always be in demand, but we have noticed that everybody is willing to try something new. Clients come to us for our one-of-a-kind designs, and we always try to do something different and creative.

Will this be a pret or bridal line?

We do both. On the wholesale side, ready-to-wear pieces account for the bulk of orders because everyone wants more of daily wear pieces at the moment. Retailers are looking at a collection with more pret pieces and a few big ones.

What is the inspiration behind the new collection?

The collection is inspired by Mughal motifs, and while one tends to associate Mughal motifs with emeralds and rubies, we are adding our own spin to it by amalgamating fresh shades of multicolour gemstones.

What is the demand like in the domestic market?

Smaller pieces are doing very well. People also want heavier-looking necklaces at good price points. Anything that we make in the mid-range - from Rs.8 lakh to Rs.20 lakh - sells

very fast. A unique piece or an exquisite bridal piece can fetch over Rs.20 lakh.

What is trending in the international market?

Right now, since most of the orders are booked online, big jewellery pieces are not moving. Everyone comes to us for unique pieces that they don't find anywhere else, as that is our niche.

Is there any product category that is faring well?

Earrings and necklaces are doing very well. In fact, simple, daily wear necklaces are doing better than any other product category.

What are your expectations from the trade show?

We have high hopes from the show. We hope that retailers will come, and if they do, we will do good business.



DESIGN CORNER

Anvip Kothari: Modern-age Perspective

Third-generation jeweller **Anvip Kothari**, Creative Head of Vasupati Jewellers, talks about his two diverse launches at IIJS Signature – one rendered in platinum, and the other glorifying the wonders of Rajasthan, wrought in gold.

Avnip Kothari, Creative Head of Vasupati Jewellers, brings a fresh perspective to his manufacturing company that is renowned for high-end gold antique and kundan jewellery.

A graduate from the National Institute Of Fashion Technology (Gujarat) specialising in Jewellery Designing, and

with keen interest in visual merchandising and graphic designing, Avnip has won two awards. He has an MBA degree from the University Of East London as well. Back in India, he joined Rosentiques Fine Jewellery to gain experience in designing and manufacturing of high-end diamond jewellery.



After returning to his family business, he began researching and working on two very different collections.

At IIJS Signature 2022, Avnip unveils The Wonders Of Rajasthan, a collection in 22-karat gold brought to life by altering traditional Rajasthani motifs into modern silhouettes.

“I have used pastel colour gemstones, intricate hand craftsmanship like filigree, casting, die-cutting and enamelling to bring out the beauty of Rajasthan. It took me two months to design the entire line and three months to produce it.”

Avnip observes that jewellery trends are changing rapidly

nowadays. “One trend which has been very popular these days is the demand for lightweight and contemporary bridal jewellery in antique gold and jadau-kundan. This time, we are unveiling lightweight kundan jewellery and bridal jewellery with a contemporary twist that will attract the new generation.”

After being in the business of platinum jewellery for the past two years, this time at the show “We began our journey with a promise to provide our customers a new range – Men Of Platinum and Days of Love – which is readily available and has been unseen in the market,” comments Avnip.

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BRAND WATCH

Tempting Lines

J P Gems and Jewels, manufacturer and wholesaler of diamond jewellery is known for producing a range of handcrafted lines - from simple classic nose rings to high-end wedding jewellery - that has global appeal. The designer jewellery collections are inspired by nature and are populated with fancy-cut diamonds. The bold yet feminine lines are crafted with care and high precision.



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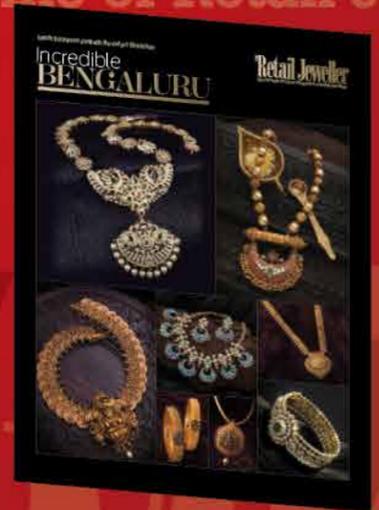
The all-diamond collections consisting of rings, bracelets, necklaces and earrings unveiled by Kosha Fine Jewels underscores impeccable craftsmanship. The pieces that are either fluid and feminine or structured and bold come to life with a motley of fancy-cut diamonds such as pears, baguettes, rounds, ovals and more, set in white gold.



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BRAND WATCH

Limitless Beauty

In all their myriad forms, the ubiquitous flower embodies true beauty that has no parallels. Inspired by this vibrant floral world of elegant shapes and organic curves, the collection by A'Star Jewellery explores motifs that range from simple to sophisticated, using the 3D form to add versatility. Crafted in yellow gold ranging from 9-karat to 18-karat, the jewels are enticingly studded with diamonds to add vibrancy to every layer and petal. A dazzling centre with illusion diamond setting adds volume and dimension. Connect to nature with these flower-patterned rings, pendant sets, and oval bracelets. No matter the season, these enchanting flowers bloom all year long.



For The Love Of Emeralds

Rosentiques unveils a collection that pays tribute to the evergreen gemstone, the emerald. The focus this time is on adorning the ears - chandeliers with emerald posts, doubledrop emerald earrings lined with a curve of fancy-shaped diamonds, shoulder dusters draped with emeralds and diamonds. Flamboyant and flattering, these earrings make for perfect winter style.



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BRAND WATCH

Rainbow Rings

Savio Jewellery from Jaipur presents a range of diamond and coloured gemstone-studded jewellery. The showstoppers among them are a motley of OTT rings that are designed with an interplay of unusual combinations of gems. There's a clash of amethysts with emeralds, fancy-cut diamonds sharing space with opals, emeralds and tanzanites. The glamorous finger bling sure catches the eye.



Royal Elegance

The gem-infused jadtar collection unveiled by Vasupati Jewellers is an ideal choice for the bride of today. The handcrafted vintage lines are attractive and exude classic sophistication. The grand designs are embellished with polkis and other precious and semi-precious gemstones. High on style and design, these remarkable jewels are bound to attract envious glances.



Founder's Message

Today in the world we consume close to 150 million carats of mined diamonds. One can very well imagine the kind of environmental damage occurring in mining and consuming this rock. At the end of the day, it is a selfish purchase to flaunt one's beauty, confidence and status. Why should that come at the cost of hurting the planet or people? That I think is the proposition that lab grown diamonds bring to the table.

Lab grown diamonds in a very short span have gained immense popularity in the gems & jewellery industry globally. However, this is just the beginning for India. Going forward, India will have a huge role to play in further shaping the industry worldwide not just because of its expanding production strength of CVD diamonds and manufacturing strength, but also a huge consumption potential with the largest millennial population.

With the US completely embracing & accepting lab grown diamonds, the Indian industry has attracted buyers from international markets. According to GJEPC reports, lab grown diamond exports crossed ₹5,000 Crores in FY 20-21, a 78% increase compared to the previous year. And interestingly, the industry has already crossed ₹4,000 Crores in the first 9 months of the current financial year. The exponentially rising export figures clearly indicate that the country is emerging as a major hub for the production and export of lab grown CVD diamonds. Not just exports, the Indian domestic market is also emerging as one of the strongest markets for lab grown diamond studded jewellery. With increasing awareness on how these diamonds are 100% real, eco-friendly and pocket friendly too, young Indian consumers are jumping on this opportunity & accepting lab grown diamonds.

We here at Limelight feel extremely blessed & excited to lead this revolution in India. Since we began our journey in 2019, we have managed to spread our wings in India with 15+ retail partners and 30+ associate partners having presence in Mumbai, Kolkata, Hyderabad, Bangalore, Delhi and Chennai. Backed by the world's largest lab grown CVD diamond production unit that boasts of production of over 1.2 million carats each year, we come with the strength of a wide range of diamonds as well as diamond studded jewellery for our partners & end customers.

Recently recognised by Commerce Minister Hon. Piyush Goyal ji at IIJS show in Bangalore, Limelight was shortlisted to understand the potential of lab grown diamond jewellery in India. Limelight has also been awarded the ET (Economic Times) Business Icon Award 2020 for Technology Leaders in Sustainable Diamond Creation, and strongly advocates sustainable and conscious living that can maintain the diamond legacy yet preserve the planet for a future.



MS. POOJA SHETH

Founder & MD Of Limelight Diamonds

“I strongly believe that future consumption will be driven by the millennials, who have shown strong support for lab grown diamonds because they are not minded and as a result are eco-friendly as well as pocket friendly, which fully reflects the core values of today's generation.”

LIMELIGHT
LAB GROWN CVD DIAMONDS

at

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
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Hotel Name	Bus. No. 1	Bus. No. 2	Bus. No. 3	Bus. No. 1	Bus. No. 2	Bus. No. 3
	FROM HOTEL TO NESCO			FROM NESCO TO HOTELS		
J W Marriott Sahar	9.30 AM	10.00 AM	10.30 AM	6.00 PM	7.00 PM	7.30 PM
Grand Hyatt	9.30 AM	10.00 AM	10.30 AM	6.00 PM	7.00 PM	7.30 PM
The Leela	9.30 AM	10.30 AM	NA	6.30 PM	7.30 PM	NA
ITC Maratha	9.30 AM	10.30 AM	NA	7.30 PM	7.30 PM	NA
Courtyard by Marriott	9.30 AM	10.00 AM	10.30 AM	6.00 PM	7.00 PM	7.30 PM

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BUS SERVICE SCHEDULE

To & For Service	To	From	Frequency
Goregaon Railway Station (E) To Bombay Exhibition Centre	9.00 AM	12.00 PM	Every 15mins
	12.00 PM	5.00 PM	Every Hour
Bombay Exhibition Centre to Goregaon Railway Station (E)	9.00 AM	8.00 PM	Every 15mins



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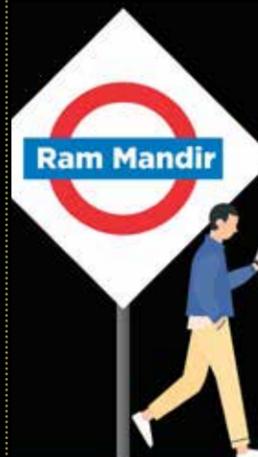


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One Car Parking space will be provided to each exhibiting company.

Location for Car Parking will be updated soon.

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- 2 min walking distance from temple
- 1 acre of recreation facility

Villa Amenities

- Private pool
- French window
- 12 feet height ceiling
- Private landscape Garden
- Personal car parking
- Terrace with mountain view
- Premium fitting
- Vitrified flooring in living room & bedroom

Club Amenities

- AstroTurf
- Swimming pool
- kids play area
- Party lawn
- Amphitheater
- Jogging track
- Well-equipped gym
- Pool table & table tennis