

17th  
Edition

**IIJS**  
SIGNATURE 2025  
INDIA INTERNATIONAL  
JEWELLERY SHOW

4<sup>th</sup> - 7<sup>th</sup> January, 2025  
Jio World Convention Centre- Mumbai

5<sup>th</sup> - 8<sup>th</sup> January, 2025  
Bombay Exhibition Centre- Mumbai

Concurrent Show

**IGJME**  
SIGNATURE, Mumbai 2025  
INDIA GEM &  
JEWELLERY  
MACHINERY EXPO

**GJEPC**  
INDIA  
Sponsored by Ministry of Commerce & Industry



7TH  
JANUARY  
2025

# 4<sup>th</sup> DAY SHOW DAILY

## COVER STORY

### Industry Titan Mr. Kumar Mangalam Birla Graces IIJS Signature

Industry luminary Mr. Kumar Mangalam Birla, Chairman of the Aditya Birla Group, graced the IIJS Signature exhibition on 6th January 2025. During his visit, Mr. Birla was briefed by Mr. Nirav Bhansali, Convener of National Exhibitions, GJEPC and Mr. Sabyasachi Ray, Executive Director, GJEPC, about the Council's key initiatives and activities aimed at driving growth and development of the Indian jewellery sector.

Mr. Birla was informed about the GJEPC's multifaceted efforts, including organising international exhibitions, establishing incubation centres such as IJEX Dubai, implementing worker insurance schemes like Swasthya Ratna, and developing common facility centres including the flagship



Bharat Ratnam Mega CFC, with state-of-the-art equipment.

Mr. Birla expressed his appreciation for GJEPC's efforts in supporting the growth and development of the Indian gem and jewellery sector. He

also took the opportunity to visit several supplier booths at IIJS Signature, gaining firsthand insights into the latest innovations and trends in jewellery design and manufacturing.



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## SPOTLIGHT

# Select Club Sees Phenomenal Response From Indian & Global Buyers

The show on Day 1 had a phenomenal turnout of visitors, noted Kayvan Taswala, Partner, Peacemoon Traders, adding that buyers were looking for one-off, classy designer pieces under Rs. 10 lakh. “Although most of our clients were from across India, we did meet international buyers from Dubai, Bangladesh and Kazakhstan.”

Ashish Sand, Co-Founder & Director, Savio Jewellery, noted that the Select Club has really helped the couture jewellery manufacturers to display their wide range of exclusive high-end jewellery design to its curated audience consisting of independent stores or chain stores. For us this really has been a room to manoeuvre as targeting right audience and getting the best results. This time, we have launched few collections, and we are overwhelmed by the response of customers from pan India, Dubai and Iran.”

Premium gold jewellery manufacturer, S K Seth Jewellers, witnessed exceptional response from visitors across India. Deepak



Seth, Partner, commented, “Consumers are increasingly shifting towards gold due to the rising trend in metal prices, and the response has been phenomenal. There’s a noticeable demand for heavy gold designer jewellery

featuring intricate handcrafted artistry. This trend is expected to persist for the next 3 to 4 years.

“While we typically cater to consumers across India, we’ve also received significant interest from global buyers, particularly those looking to serve the Indian diaspora with handcrafted jewellery. Our priority remains delivering the finest quality products to our consumers. Retailers should focus on capturing the popular price bracket of ₹8 to ₹16 lakhs, especially for pieces weighing approximately 150 to 200 grams, as demand in this segment is surging.”

### Classicism Is Back!

IIJS Signature 2025 indicates trends for the upcoming year. Classic Victorian pieces, statement necklaces—especially chokers—and layered looks seem to be grabbing attention. Stylish statement jewellery is in, with either large gems taking the spotlight or entire pieces featuring clean geometric or organic motifs.

Priti Bhatia, Founder & Creative Head of Awesome Sparklers, comments, “Customised baguette cuts, white corals, opals, and large gemstones such as rubellites, pearls, and tanzanites are doing exceptionally well. The Indian market is thriving, but there is sensitivity to gold prices, which has led to most price points remaining below Rs. 4 lakh for prêt wear, while the typical



Opal and rubellite ring by Sensuel Jewels



An elegant handcrafted gem-studded necklace by S K Seth Jewellers

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## SPOTLIGHT



Wavy diamond and tanzanite necklace by Peacemoon Traders



Layered diamond and emerald drop necklace by Savio Jewellery



An opulent diamond-studded ring focused on a large kunzite. By Anand Ranawat for Dhanrupji Devaji Co

brown, and green are among the top sellers.

According to Chhaya Jain, Founder & Creative Director of Sensuel Jewels, fire opals and composite-set gemstones or diamonds are popular among her clients. Diamond Y-chains with animal motifs and necklaces made with leather cords suspending sparkling gem- and diamond-encrusted Navratna motifs are being booked quickly. "Alternative materials in fine jewellery are easily accepted these days, provided the finish is extraordinary," says Jain.

Hema Shah of House of Sparsh shared that their collections are known for their signature gem-studded and diamond-centric designs in fluid, organic forms. This time, other than their regular lines, they have a line focused on Gen Z with a lightweight collection under 11 grams, inspired by the interplay of sunlight at twilight and dusk. The range features delicate openwork designs adorned with diamonds, priced between ₹1.5 lakh and ₹7 lakh, spanning slender to broader forms.

price range for couture pieces goes up to Rs. 10 lakh or more."

Manali Ranawat of Anand Ranawat for Dhanrupji Devaji Co. shared that they are witnessing high demand for chokers, both structured and organic, priced up to Rs. 10 lakh. Floral and curvaceous statement ear cuffs were the other showstoppers. Most of these pieces are handcrafted and have a 3D appearance. Kunzites, rubellites, and tourmalines in shades of pink,



A two-finger leaf ring filled with rubies and pink tourmalines by Awesome Sparklers





# A WORLD OF SPARKLE AWAITS

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JEWELLERY SHOW  
2025

**11<sup>th</sup>-13<sup>th</sup> SEPTEMBER 2025**  
JEDDAH SUPERDOME

**FOR MORE INFORMATION**

Contact: **Ruzbeh Mistry**  
Mobile No: 9892239101  
Email: [ruzbeh.mistry@gjepcindia.com](mailto:ruzbeh.mistry@gjepcindia.com)





## GLOBAL EYE

# Nepal's Needs from Incredible India

Anish Agarwal is the Managing Director of Jai Mata Di Gem Palace in Kathmandu, informs about Nepal's appreciation for Bollywood-inspired jewellery.



### What does Nepal source from IIJS? What is the purpose of your visit to India?

IIJS is such an awe-inspiring event and for a sister economy like Nepal, we find so many new designs here.

### What are your thoughts on Indian gems and jewellery?

India is perhaps the one of the biggest jewellery producers in the world, and its designs have inspired everyone across the world.

### What kind of jewellery is trending in Nepal right now?

Nepal is one of the few countries in the world which produces 24-karat jewellery, which we produce locally in Kathmandu. It constitutes almost 80% of the jewellery trade in Nepal.

### How are your jewellery designs different from that of India?

Nepal imitates Indian jewellery, especially from Bollywood movies. Rest assured, all the jewellery trends created in India trickle down to Nepal.



# Sri Lankan Serendipity

The Sri Lankan international delegation, led by Ratnarajah Saravanan, President of the prestigious Sri Lanka Jewellers Association, shares his observations of the event.



### What is the purpose of your visit to India?

We have procured new jewellery technology, so we came here to shop for a new inventory of jewellery and gemstones to refine those systems. We upgrade our jewel and gem technology almost every year, so this is not a recent process.

### What is your opinion of Indian jewellery?

India has historically produced the world's best jewellery. To see how the current economy and government backing has leveraged the Indian gem trade is an example which Sri Lanka needs to emulate.



### What do you plan to source at IIJS 2025?

As always, we are always dependent on the Indian jewellery industry for new

machinery and new designs. Sri Lankans are influenced by Indian jewellery designs so we always visit IIJS for creative inspiration.

### What are the jewellery trends in Sri Lanka this season?

We always prefer pure gold designs as is our rooted tradition, but Gen Z is experimenting with diamonds set in contemporary white gold designs. Sri Lanka welcomes 4,000 international tourists per day, so the younger generations are very clued into international fashion trends.

### What is the Sri Lankan gem trade looking like?

As of today, Sri Lanka has only tapped into 20% of its gemmological potential while another 80% is still unmined. We have a lot to offer India and the world with our mineral wealth.

# Uzbekistan's Upturn

Aslam Marufov, the proprietor from Parizoda Gold from Samarkhand tells IIJS how Uzbekistan has a nascent jewellery trade and is dependent on India for jewellery.



### What is Uzbekistan's jewellery production like?

As a country we produce pure 14kt gold and our jewellery is traditionally devoid of gems or uses precious stones minimally.

### What is your delegation's purpose to visit India?

Since we have ample 14kt gold but are a nascent trade, we are here looking for machinery and loose precious gemstones. We



also are figuring out systems for Indian karigars to visit Uzbekistan and manufacture your gem craft techniques there.

### What are your thoughts on IIJS?

We are constantly taking notes on machinery and gem technology which can help refine our own jewellery industry.



# DE BEERS GROUP

X

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**07  
01  
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**11AM**  
ONWARDS

Cordially invites you to a joint  
Press Conference addressed by

**Ms. Sanderine Consellier,**  
CEO, De Beers Brands

&

**Mr. Vipul Shah,**  
Chairman, Gem & Jewellery  
Export Promotion Council  
(GJEPC)

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**VENUE:** Innov8 Launch Pad, Pavilion 2, Jio World  
Convention Centre, Bandra (East), BKC,  
Mumbai

**NOTE:** 10:30 am (*Entry to IIJS Signature 2025  
badge holders only*)



## ARTISAN AWARDS

# Artisan Awards 2025 Announces Its Finalists

GJEPC unveiled the 20 finalists for the 8th edition of The Artisan Awards 2025, themed 'Indian Craft, Reimagined.'

This year's competition, powered by GIA India, received an impressive 650+ entries. After two rigorous rounds of judging, 20 sketches were selected for jewellery production.

Participants rose to the challenge of the 2025 Artisan Awards theme and presented sketches that were effortlessly global but rooted in Indianness by fusing time-honoured techniques used by skilled artisans – from meenakari, jadtar, and jaali work, to filigree and chitrai. Some participants also incorporated

elements such as alternative materials to lend their pieces a contemporary flair.

Consumers today have increasingly diverse tastes, demanding a fusion of aesthetics in a globalised environment where inspiration flows freely across artistic disciplines. This theme, “Indian Craft, Reimagined,” reflected this trend.

Vipul Shah, Chairman, GJEPC, remarks, "The theme celebrates the enduring legacy of Indian crafts while recognising the artistry of our artisans who reinterpret these traditional crafts for a modern audience. This fusion of heritage and innovation ensures our symbolic jewellery continues to resonate

with younger generations.”

Milan Chokshi, Convener, Promotion & Marketing, GJEPC, adds, "The theme 'Indian Craft, Reimagined' invites participants to leverage their creativity by designing jewellery that integrates a global aesthetic while retaining the essence of Indian craftsmanship. This not only preserves ancient crafts but also ensures their relevance in today's world."

This exciting challenge will highlight rich Indian jewellery heritage and craftsmanship while fuelling the competition's innovative spirit.

For the technical round  
Devinder Layal, Jewellery  
Artist and educationist, Meenal  
Choksi, Head of Design, Moksh;

Sushama Kalzunkar Sawant, PD & Merchandising Head, KP Sanghvi, filtered out 75-odd sketches.

The first round comprised judges, namely, Jay Sagar, Jewellery Specialist at AstaGuru Auction House, Shachee Shah, Founder & Creative Head, Shachee Fine Jewellery, Priya Tanna, President, @trscreativeconsulting, and Apoorva Deshingkar, Sr. Director - Market Outreach and Education, GIA India.

The final round of judging will be held in January, until then wait with bated breath for the award winners. It surely will be a task to spot the toppers.

To know more, visit  
**[www.theartisanawards.com](http://www.theartisanawards.com)**

# INDIAN CRAFTS REIMAGINED

SR.NO.	DESIGNER NAME	JEWELLERY MANUFACTURING BY	PRODUCT
1	SWETHA SHANMUHVEL	VUMMIDI BANGARU JEWELLERS	EARRINGS
2	SWETHA SHANMUHVEL	VUMMIDI BANGARU JEWELLERS	EARRINGS
3	MONISH KANNAN	KIRTILAL KALIDAS JEWELLERS PVT.LTD.	PENDANT-CUM- RING
4	BHAVESH SONI	TANKLA	NECKLACE
5	SHIVANI ILAMURUGAN	GRT JEWELLERS PVT. LTD.	EARRINGS
6	MALVIKA VADSAK	WALKING TREE VENTURES MANGALSUTRA	EARRINGS
7	PAROMITA MAITY	CAARA JEWELS PVT. LTD.	EARRINGS
8	NITHYASRI SRIDHAR	GRT JEWELLERS PVT. LTD.	EARRINGS
9	SHIVANI ILAMURUGAN	GRT JEWELLERS PVT. LTD.	PENDANT-CUM- RING
10	ANVINDA RP	VUMMIDI BANGARU JEWELLERS	EARRINGS
11	RAJIV RANJAN PANDEY	LAXMI DIAMONDS, BENGALURU	BANGLE
12	VIJAY INDULKAR	WALKING TREE VENTURES	RING
13	AISHWARYA YADAV	WALKING TREE VENTURES	MANGALSUTRA
14	SAIKAT PAL	MUNJANI GEMS & JEWELLERY LLP	EARRINGS
15	SOURAV HANRA	VUMMIDI BANGARU JEWELLERS	EARRINGS
16	MANSI CHANDLIYA	MANI JEWELS	EARRINGS
17	MANSI CHANDLIYA	MANI JEWELS	RING
18	PRIYANSHI GANGANI	MANI JEWELS	EARRINGS
19	RUPENDRANATH DAS	VUMMIDI BANGARU JEWELLERS	RING
20	SHREYA SAGGI	TWENTY TWO KARAT	EARRINGS





## JURY INSIGHTS

### Jay Sagar

Jewellery Specialist  
at AstaGuru Auction  
House



This year's Artisan entries were a remarkable testament to the innovation and craftsmanship in the jewellery industry. It was truly inspiring to see the level of creativity, where traditional techniques met modern interpretations with such finesse. Each piece told a unique story, reflecting the designer's artistic vision and dedication. Judging this year was both a challenge and a privilege, as the exceptional talent on display made the process incredibly rewarding.

### Devinder Layal

Jewellery Artist  
and Educationist



"Indian Craft Reimagined" has been one of the best Artisan Awards themes. Witnessing the reinterpretation of diverse crafts into jewellery was both fascinating and thought-provoking. While some selected designs embraced simplicity, with a strong narrative of inspiration that stood out. The perfect fusion of traditional design, techniques, and modern technology was evident. I am certain that Indian manufacturers can take this design language at the international level, where it has great potential to make an impact. The talent and creativity displayed were truly remarkable and highlighted the future of Indian craftsmanship in global markets.

### Priya Tanna

President,  
@trscreativeconsulting



This year's Artisan Awards entries brought plenty of surprises. Contestants mined our country's rich craft traditions, presenting creative, contemporary adaptations. Inspired by diverse sources such as terracotta pottery and Kathakali dance or Paithani weaving and the natural world, the resulting pieces were both original and wearable. The entries showed that the new generation seeks versatile jewellery—pieces that can be worn for multiple occasions rather than ones stored away in lockers. Each piece told a fascinating, unique story.

### Shachee Shah

Founder &  
Creative Head,  
Shachee Fine  
Jewellery



The Artisan Awards by GJEPC is a remarkable platform that offers budding designers and creative enthusiasts a chance to showcase their talent. It serves as a springboard for innovative and trendsetting designs that inspire and redefine creativity in the industry. A celebration of artistry, it encourages participants to push boundaries and create works that leave a lasting impression.

### Apoorva Deshingkar

Sr. Director -  
Market Outreach  
and Education  
GIA India



"It is a privilege to be able to witness the design talent and their creations at The Artisan Awards. Not only does the theme - 'Indian Craft, Reimagined' - pose a challenge for the designers, but it also offers them a chance to creatively showcase the rich culture and heritage of Indian jewellery and artisanry. More than 600 entries are a testimony to the recognition that comes with a platform such as The Artisan Awards, and I extend my compliments to GJEPC for organising it, successfully year on year and raising the bar in the process. GIA India continues to support this industry initiative that helps empower talented jewellery designers."

### Sushama Kalzunkar Sawant

PD & Merchandising Head, KP Sanghvi



I have been technical jury for Artisan awards from last 5-6 years, and my observation is the standard of design entries has been improved year after year. Being a technical jury was an enriching experience this time, too. The judging involved evaluating submissions based on originality, technical skill, and sustainability. Some entries were really good in terms of drafting with every possible detail to help us visualise the piece. This year received many entries for the Mangalsutra category in variations of simple chokers, lariats, multi-layered necklaces, which was a real surprise. Each piece told a story, reflecting the artisans' cultural heritage and modern perspectives. I'm grateful for the opportunity to collaborate with a panel of distinguished experts and support the designers who keep our creative traditions alive.

### Meenal Choksi

Head of Design,  
Moksh



This year most of the entries displayed originality! One saw several India-inspired designs, which is heartening! The designers seemed technically strong, and the renderings were great.





## SHOW HIGHLIGHT

# IIGJ Unveils New Website at IIJS Signature 2025

The Indian Institute of Gems & Jewellery (IIGJ) inaugurated its brand-new website at IIJS Signature 2025, marking a new chapter in digital engagement and accessibility for students, alumni, industry professionals, and stakeholders.

IIGJ said the redesigned website reflects its commitment to staying ahead in the nationally evolving landscape of education, training and skilling in the gems and jewellery sector. The website was inaugurated by Shri Vipul Shah, Chairman, GJEPC and Shri Kirit Bhansali, Vice Chairman, GJEPC, in the presence of Shri Milan Chokshi Chairman of Mumbai, Delhi and Jaipur campuses; Shri Sabyasachi Ray, Executive Director, GJEPC and other industry and academic stalwarts.

The revamped website boasts several improvements designed to provide a more comprehensive and engaging user experience. It offers



custom-designed content and industry-linked resources, providing users with detailed insights into IIGJ's programs, partnerships, research endeavours, and innovations.

A simplified and intuitive layout ensures effortless access to information about IIGJ's campuses, courses, faculty, and facilities. This user-friendly design empowers prospective students to explore their options and make informed decisions about their educational pursuits.

The website integrates live chat support, direct WhatsApp messaging functionalities, and alumni engagement tools to foster a dynamic and interactive experience for users.

Commenting on the launch, Mr. Debasish Biswas, CEO of IIGJ, said, "The redesigned website is more than a visual upgrade; it's a strategic step toward enhancing our digital presence and aligning with the aspirations of our students, industry and other stakeholders, as well

as position IIGJ as a brand of repute and recognition with a rich legacy of forty years in the gems and jewellery sector, under the aegis of GJEPC. Our new website provides opportunities for students desiring to pursue careers in this sector as jewellery professionals, as well as industry professionals and entrepreneurs keen on enhancing their knowledge and skills."

The upgraded platform also highlights IIGJ's involvement in government skilling initiatives like PM Vishwakarma, upcoming e-learning and retail training programs, and collaborative programs with leading global jewellery brands. These initiatives solidify IIGJ's position as a leader in gems and jewellery education.

The institute invites prospective students, industry professionals, and the general public to explore the new website at [www.iigj.org](http://www.iigj.org)



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## SHOW HIGHLIGHT

# GJEPC & DHL Express Partner to Boost Gem and Jewellery Exports Through E-commerce

The Gem & Jewellery Export Promotion Council (GJEPC) signed an MoU with DHL Express to facilitate the growth of India's gem and jewellery exports through e-commerce channels.

The partnership between GJEPC and DHL Express offers exclusive benefits to GJEPC members, including fast, trackable, and secure shipping for timely and reliable deliveries worldwide. Members also enjoy special pricing for more cost-effective shipping solutions.

R.S. Subramanian, SVP South Asia, DHL Express, said, "India's gems and jewellery industry is a vibrant export segment. Our product offering for exporting fine jewellery shipments addresses critical pain points for local exporters through our trusted, seamless, and cost-effective shipping solution. Through this partnership, we are simplifying international shipping and providing jewellery makers with the tools they need



to thrive in global markets."

The MoU aims to simplify the customs clearance process for jewellery shipments, reducing transit times, paperwork, and costs compared to traditional cargo shipping methods.

Sabyasachi Ray, Executive Director, GJEPC, said "GJEPC has been actively working towards simplifying the export process for our members, as well as the industry on the

whole, to enable the shipment of gems and jewellery across borders through e-commerce channels. While we have made significant progress towards this, cross-border logistics has always been a challenge given the complexities of international trade. The MoU signed with DHL today, which helps us navigate international waters by relying on their expertise to simplify the cross-border logistics process.

Through this MoU, members of the industry will now be empowered to showcase their craftsmanship on the global stage."

GJEPC members will benefit from exclusive discounts, dedicated seminars on global shipping best practices, and streamlined door-to-door delivery for e-commerce shipments valued at INR 10 lakh or below. Initially available in Mumbai, this service will soon be extended to key jewellery hubs like Surat, Jaipur, Delhi, and Bengaluru.

Sandeep Juneja, Vice President of Sales and Marketing, DHL Express India, commented, "We are happy to support the growing gems and jewellery sector by partnering with GJEPC today. The collaboration will enable members to further their ambitions to grow their cross-border e-commerce partnerships globally and potentially reach over 220 countries and territories."



A project by GJEPC

## An Initiative to Support India's Growth in Jewellery Exports

Bharat Ratnam Mega CFC is equipped with state-of-the-art technologies to meet the evolving demands of the jewellery industry. From rhodium and micron plating to India's first 3D metal printer, from CAD services to lab testing services, and many more technical services with high-end machinery, the facility sets new benchmarks in quality and craftsmanship. Additionally, it provides state-of-the-art venues at reasonable charges and offers training and skilling programs to uplift the industry and build a skilled workforce to take India to new heights.

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- >>> LAB Testing Services
- >>> Micron Plating / Rhodium Plating
- >>> Enamelling / Coating
- >>> Hallmarking
- >>> Gemological Services
- >>> Exhibition Hall & Auditorium
- >>> Photography & Video
- >>> Training & Skilling School

### State-of-the-art Event Venues:

- >>> Auditorium - Multi-Purpose Hall 1 - 350 Seater
- >>> Multi-Purpose Hall 2 - 80 Seater
- >>> Grand Exhibition Hall - 10,000 sq. ft
- >>> Diamond Conference Room - Capacity 25
- >>> Exhibition Centre Hall 1 & 2 (Ground Floor):  
Hall 1 - 1000 sq. ft | Hall 2 - 1457 sq. ft

### Training and Skilling

- >>> Computer Aided Design (CAD)
- >>> Filling & Assembly
- >>> Metal Setting
- >>> Polishing
- >>> Wax Setting
- >>> Diamond Assortment
- >>> Filling & Assembly





## IIJS TRENDS

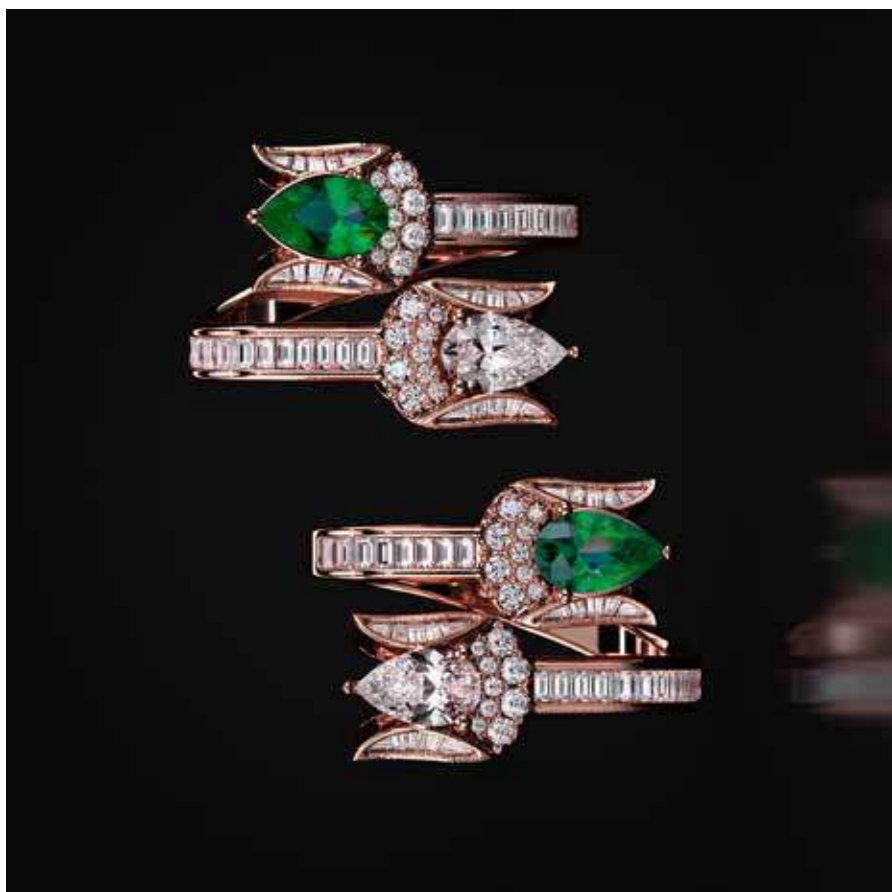
# Ear Candy

From bold, colourful statement pieces to minimalist, delicate designs, there's something for everyone. Asymmetrical earrings, linear or girandole earrings, stylised jhumkas, all adorned with vibrant gemstones and unconventional diamond cuts, add a touch of individuality. Ear adornments continue to be a key accessory, and IIJS Signature 2025 highlights the creativity and innovation of Indian exhibitors



These mismatched pendant earrings, crafted in white gold, are embellished with drop- and round-shaped white diamonds. The focus, however, is on the pair of natural fancy colour pink and yellow diamonds, each weighing 5 carats. What makes this pair truly rare is the challenge of finding natural fancy diamonds of matching size and shape.

**By Hirani (P Hirani Exports LLP)**



The Eternal Bloom earrings are designed to celebrate nature's mystique and the rarity of beauty. The contrast between pear-cut emerald and white diamonds of various shapes evokes a sense of wonder. The craftsmanship blends organic forms with structured elegance, mirroring the delicate yet enduring balance of the flower and the stars that inspired it. **By Awesome Sparklers**



The structured gold earrings feature oval, cabochon tourmaline ear posts framed by diamonds, suspending a geometric, carousel-like flare set with fancy-cut diamonds. **By Sensuel Jewels**



# IIJS TRENDS



It’s diamonds all the way with these earrings. Icy cool and sophisticated, the earrings are designed with large diamond drops, and an assemblage of five oval diamonds on each earring.  
**By GDK Jewels**



The statement gold earrings with inverted drops feature large diamonds suspending drop-shaped openwork earrings in a satin finish, showcasing a rhombus lattice design set with diamond-studded oval motifs. Rows of curvaceous diamonds enhance the allure of these stunning earrings. **By GNS JEWELLERY**



The sparkling linear gold earrings feature four graduating heart-shaped motifs adorned with oval emeralds. The earrings are flanked by tassels on either side encrusted with fancy-cut diamonds. **By Savio Jewellery**



Loopy C-shaped white gold earrings, punctuated with diamond motifs, are topped with a cluster of delicate floral motifs, each dotted with a pear-cut tanzanite. **By Anand Ranawat for Dhanrupji Devaji Co.**



The oval ear studs are adorned with rows of invisibly set rubies, each highlighted with a bloom composed of seven diamonds. **By Manoj Ornaments**



Sequel wishes,  
**All the best to all the exhibitors for  
IIJS Signature 2025**



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Meet us at



4th - 7th January 2025

JIO World Convention Centre - Mumbai  
Hall - JWCC

**Booth JIO P 28 C**

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## IIJS TRENDS



Trendy Disco Ball earrings in 18-karat gold feature diamond posts extending into a linear arrangement of bezel-set diamonds, suspending 3D spheres crafted from spokes and adorned with diamonds. **By Sawansukha Jewellers**



Sophisticated triple-drop white and rose gold earrings begin with oval posts teeming with white diamonds and a fancy yellow oval diamond. These extend into a round diamond motif and culminate into a three-loop design set with a natural fancy yellow oval diamond at the centre. The earrings are fringed with an array of sparkling fancy-shaped diamonds. **By Anan Jewels India**



These magnificent triple-drop Noorjaal earrings feature hexagonal patterns representing the sacred symbols seen in ancient Indian temples, standing for unity, protection, and the cycle of life. The dangling diamonds capture the essence of chandeliers in royal palaces, swaying gracefully like a gentle evening breeze. **By Awesome Sparklers**



Shapely two-leaf earrings wrought in white gold are infused with tanzanites and dotted with bezel-set white diamonds. **By Mohar Gem And Jewels LLP**



Redefining bridal gold with Thewa's timeless art, these nature-inspired gold earrings artistically combine the central Thewa motifs framed in diamond-studded mesh and hand-textured leaves. **By Anand Shah**





## SHOW GLIMPSES

# Gleaming Moments: IIJS Signature Shines Bright in 2025

Experience the brilliance of IIJS Signature through our exclusive photo feature!







# SHOW GLIMPSES







## IN STYLE

# Haute Harmony

As she walks down the aisle, the modern bride ensures she captivates with a stunning ensemble and exceptional jewellery. Enter Karleo, an haute couture brand celebrated for designing exquisite wedding gowns. In collaboration with Solitaire International for gown illustrations, Karleo seamlessly blends high-end fashion and fine jewellery by IIJS Signature exhibitors to create unforgettable bridal moments. With Karan's aesthetic vision and Leon's expertise in couture construction, Karleo offers bespoke experiences for the discerning bride.



## ETERNALLY ENCHANTING

Evergreen emeralds and diamonds make for a classic combination for a bridal suite. The bride looks ethereal in an off-shoulder gown with lace inlays and hand-beaded pearls and crystals.

The two-row necklace lined with oval emeralds and oval diamonds exudes elegance. The stylised diamond-studded white gold chand balis add a semi-traditional twist, featuring emerald tassels and drops. The diamond-studded bangle features two finials - one set with a drop-shaped emerald, while the other branches into two stems adorned with pear-cut diamonds. Complementing the bangle is a nature-inspired ring set with a large emerald and a marquise diamond nestled among drop- and marquise-shaped diamond leaves.

**VALENTINE JEWELLERY  
INDIA PVT. LTD.**





## IN STYLE



## ETERNALLY ENCHANTING

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**GNS JEWELLERY**







# IN STYLE



## NEW-AGE SPIN

The bride chooses no-fuss, new-age jewels that stand out. The single-line geometric necklace, a stylised torque, features chevron motifs encrusted with diamonds, and punctuated by rhombus motifs decorated with pink tourmalines in a bezel setting.

The stylish linear earrings mirror the necklace's patterns, while the broad, openwork cuff, teeming with florets and vines, is studded with micro pave diamonds and rubies of round and pear shapes.

The jewels perfectly complement her grand ball gown, which is hand-painted and accented with intricate embroidery.

**A'STAR JEWELLERY**







## IN STYLE

### DECO DELIGHT

The bride, dressed in a V-neck tulle and lace gown accented with a beaded crystal belt, picks jewels that nod to the Art Deco era. The impressive white gold necklace and pendant earrings display a geometric symphony of emeralds and diamonds. The sautoir is composed of emeralds and diamonds, terminating in a rhombus-shaped pendant with structured gem-studded tassels.

The opulent earrings combine emeralds, diamonds, and black enamel for a dramatic finish, while the statement ring is layered with rows of diamonds and fancy-cut rubies, crowned with a cabochon emerald flanked by two drop-shaped emeralds for a bold, luxurious touch.

JEWELS BY SEPHORA LLP







## IN STYLE



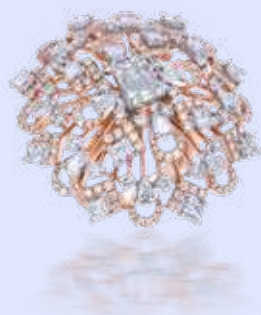
### GOLDEN ALLURE

Rose gold and diamonds elevate the chic persona of this bride, dressed in a planned blush pink gown enhanced with delicate appliqué work. The showstopping double-loop earrings, stippled with diamonds, feature a large oval centre invisibly set with four marquise diamonds, creating the illusion of solitaires.

Her wrist is graced with a wide crisscross cuff, each row lined with round diamonds and crowned with an assortment of diamond-studded leaves in various shapes.

The three oversized statement rings each tell a unique story: a floral burst, a stylised bloom and a geometric dome, all populated with diamonds of various sizes and shapes.

**GEHNA JEWELLERS**







## IN STYLE

### FOREVER RADIANT

The minimalist bride looks striking in a boat-neck ivory gown adorned with trellis beading. She chooses to dress up her fingers with the OTT white gold rings, inspired by nature and featuring a medley of tapered baguettes and round diamonds. One of the rings has a floral burst, while another takes the form of a curvaceous bow. The third ring is a broad band adorned with marquise-shaped motifs, highlighted with a flowy wave defined with rows of tapered baguettes.

The chandelier earrings combine diamond drop tassels and squarish patterns in an elegant manner to add a touch of timeless sophistication.

**KGK DIAMONDS (I) PVT. LTD.**







## WHATS NEW

# Gold Finery

**Aadish Gold LLP, formerly Bhavesh Jewellers,** has earned a niche for itself in the world of modern temple jewellery. Taking a cue from the rich architecture of South Indian temples and nature, the designs are rooted in Indian culture while the design layout and presentation lends a contemporary air to the pieces. Indian gods and goddesses alongside symbolic motifs are crafted in gold with painstaking detailing. Gemstones, diamonds and enamelling add a resplendent accent to the jewels. The surprisingly lightweight creations can add sparkle to any momentous occasion.



# Golden Magic

**Adastra Jewelry** celebrates the beauty of diamonds through minimalist jewels that one can wear, cherish and flaunt on a daily basis. Their 18-karat and 22-karat gold collections feature gemstones, diamonds and pearls inspired by architecture, nature and more. They have a wide collection of contemporary necklaces, pendants, earrings, bracelets and rings that are versatile and in sync with the latest trends. Most of their pieces are under 15 grams. Customers also have an option to choose between diamonds and AdStar CZ.







## WHATS NEW

# Minimal Lines

**Alux Diamond and Jewels LLP** is known for its range of bridal and minimalistic diamond jewellery. They cater to the retailers' demand for fast-moving products while keeping in mind the consumers need for dainty and exquisite designs. Textured gold chokers with diamond charms, open bangles with a hint of diamonds at the finials, contemporary pendants accented with diamonds and sleek rings with diamond centres are some of the designs you can expect to see at IIJS Signature 2025. The jewels are apt for those who want just a hint of glamour in their overall look.



# Divine Allure

Bengaluru-based **Ganesh Diamonds** specialise in close-setting diamond and gemstone jewellery. Their inventory encompasses contemporary as well as traditional designs. They also have a range of jewels that are not only precious and rare but are also enriched with spiritual symbolism. A gold necklace or kamarbandh features ganda berunda, a mythical two-headed bird and a form of Lord Vishnu, which symbolises strength and resilience. A pendant outlines the divine symbols of Lord Vishnu, Shanku Chakra Namam, in gold and is accented with diamonds, rubies and emeralds. One pendant has a beautifully crafted fish motif, while another showcases an avatar of Lord Vishnu, nestled amidst delicate foliage studded with diamonds.







## WHATS NEW

# Design Power

**GNS Jewellery** showcases a new line up of timeless diamond jewellery. Simplicity of design, quality materials and fine craftsmanship are GNS Jewellery's USP. They also specialise in creating statement designs while keeping the metal weight minimal. The timeless creations can dress up any ensemble and carry well from day to night. The contemporary designs with clean aesthetics are outfitted with round and fancy-cut diamonds. Some of their pieces also feature striking gemstones to bring a burst of colour to the radiant pieces.



# Fresh Perspective

**Manoj Ornaments Pvt. Ltd.** has evolved over the years to become a jewellery business with an international presence and reputation. While preserving the time-honoured values and skills of jewellery manufacturing, the brand focuses on new innovations. At IIJS Signature, they will present lines that are fresh and inspiring. Corals and pearls are teamed with luminous diamonds for jewelled accents that can elevate any attire. The brand also specialises in diamond and gem-studded creations for the new-age bride. Those who want bright pops of colour in their jewellery, can seek out their gem-laden designs.







## WHATS NEW



# Bridal Brilliance

**Pearl Gold** presents Serenova, an exquisite collection that marries tradition with modern sophistication. Featuring Moissanite Polki jewellery, Serenova includes a range of necklaces, rings, bracelets, gajras, and 22-karat moti malas that reflect the modern bride's journey. Crafted in Jaipur by master artisans, each piece is adorned with an exquisite selection of lab-grown and natural colour stones, including talaf, Russian emeralds, tanzanite, morganite, lab-grown emeralds, and more.

With Serenova, Pearl Gold strikes the perfect balance between contemporary glamour and cultural richness, creating a collection ideal for brides who wish to blend tradition with a chic, modern touch.



## THE MOST AWAITED SHOW IN SOUTH INDIA

**IIJS**  
INDIA  
INTERNATIONAL  
JEWELLERY SHOW  
**TRITIYA 2025**  
21<sup>st</sup> - 24<sup>th</sup> March, 2025  
BIEC, Bengaluru

Concurrent Show  
**IGJME**  
INDIA GEM &  
JEWELLERY  
MACHINERY EXPO  
**TRITIYA, Bengaluru 2025**

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Stalls

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**15000+**  
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Trade Visitors

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Cities in India

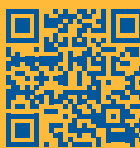
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Countries

### INTRODUCING

## The Select Club

EXCLUSIVE HIGH-END COUTURE JEWELLERY  
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Registration



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# innov8 TALKS

## Innov8 Talks @ IIJS Signature 2025 - JIO World Convention Centre (JWCC)

Sr. no	Date	Time	Speakers	Company Name	Topic
10	1/7/2025	11:00 - 13:00			GJEPC - De Beers India Marketing Program

## Innov8 Talks @ IIJS Signature 2025 - Bombay Exhibition Centre (BEC)

Sr.no	Date	Time	Speakers	Company Name	Designation	Topic
8	1/7/2025	12:00 - 1:45	MR. ACHYUT PALAV		CALLIGRAPHER & DESIGNER	CALLIGRAPHY: A NEW LENS FOR CREATIVE JEWELLERY DESIGN
9	1/7/2025	14:15 - 15.00	MR. MIHIR SHAH	UNIVERSAL CONNECTIONS LLP	CONSULTANT, ADVISOR& TRAINER IN INTERNATIONAL BUSINESS	UNDERSTANDING THE SETUP OF AN EXPORT BUSINESS
10	1/7/2025	15:00 - 15:45	MR. PUSHKAR GOKHLE	GODREJ & BOYCE	VICE PRESIDENT & BUSINESS HEAD GODREJ SECURITY SOLUTIONS	ENSURING SECURITY IN THE JEWELLERY INDUSTRY: STRATEGIES FOR PROTECTING ASSETS AND PREVENTING THEFT
11	1/7/2025	15:45 - 16.455:30 PM	JOHN PERINCHERY	MOTILAL OSWAL	EXECUTIVE DIRECTOR - INVESTMENT BANKING AT MOTILAL OSWAL FINANCIAL SERVICES LTD	THE ROAD TO PUBLIC LISTING: PREPARING YOUR JEWELLERY BUSINESS FOR AN IPO

# Obstacles are opportunities. The most important quality is believing in oneself.

In a remarkable session titled “Maharashtra to the World: The Journey of PNG Jewellers from Local Retail to Global Expansion and IPO,” Dr. Saurabh Gadgil, Chairman of PNG Jewellers, shared invaluable insights into the brand’s inspiring growth journey. Rooted in the historical streets of Sangli in 1832, PNG Jewellers has evolved from selling gold on the street to becoming a global jewellery powerhouse that thrives on trust, tradition, and innovation. Highlighting the company’s humble beginnings, Dr. Gadgil emphasised the resilience and trust that laid the foundation for their growth. “The floods of Sangli in 1914 tested our family’s mettle. Despite challenges, our trust-based relationship with the community became the cornerstone of our legacy,” he shared. Today, that legacy is alive in 36 outlets across



India, the UAE, and the UK, exemplifying an enduring commitment to quality and customer trust. Dr. Gadgil credited the company’s expansion to a blend of innovation, customer loyalty, and a focus on relationships. Under his leadership, PNG

transitioned from a local retail chain to a globally recognised brand, exemplifying the harmony of “art and science” in business. From pioneering catalogue-based sales during challenging times to leveraging data-driven decisions, PNG has consistently adapted to change.

The brand’s IPO journey was another milestone in its history. Despite challenges, the leadership’s unwavering determination led to its successful execution. “Every first time is an experience—an opportunity to learn resilience and bounce back stronger,” he remarked. PNG Jewellers continues to expand with a vision to merge tradition with innovation. With plans for further growth, Dr. Gadgil concluded with a powerful message: “Obstacles are opportunities. The most important quality is believing in oneself.” This journey from a local retailer to a global enterprise exemplifies the spirit of entrepreneurship, innovation, and unyielding commitment to excellence, inspiring many to dream big and persevere.





## The Select Club

EXCLUSIVE HIGH-END COUTURE JEWELLERY

**The Select Club at IIJS Signature will host 62 Couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery. Visit JWCC Pavilion Hall.**

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- AWESOME SPARKLERS
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- BANSI JEWELLERS
- BEAUTY GEMS & JEWELLERY
- BHINDI JEWELLERS PRIVATE LIMITED
- CARAT COUTURE FINE JEWELLERY LLP
- CHOKSHI VACHHARAJ MAKANJI & COMPANY
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- SHANTI S SETH JEWELLERS
- SHIVAM JEWELS AND ARTS LLP
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Concurrent Show  
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INDIA GEM &  
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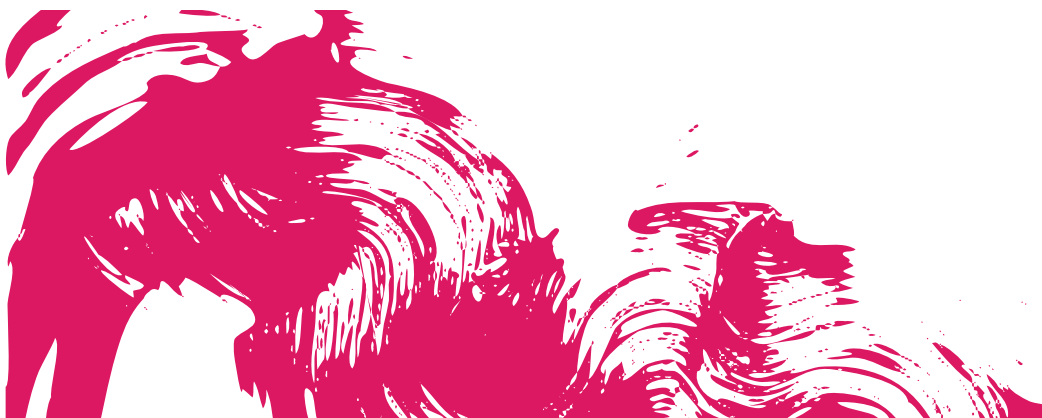
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