

17th
Edition

IIJS
SIGNATURE
INDIA INTERNATIONAL
JEWELLERY SHOW
2025

4th - 7th January, 2025
Jio World Convention Centre- Mumbai

5th - 8th 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



6TH
JANUARY
2025

3 DAY SHOW DAILY

COVER STORY

IIJS Signature at BEC Opens to Enthusiastic Reception



The much-anticipated 17th edition of IIJS Signature was inaugurated on 5th January at the Bombay Exhibition Centre (BEC), amidst a vibrant atmosphere and a bustling crowd of domestic and international

buyers. The strong turnout underscored the show's importance as a premier platform for the gems and jewellery sector, setting the stage for exceptional business opportunities and industry engagement.

The BEC inauguration was graced by Chief Guest Ms. Amruta Fadnavis, a distinguished banker, singer, and social worker, alongside esteemed Guests of Honour Shri R. Arulanandan, Director, Dept. of Commerce, MoC&I;

1500+
Exhibitors

25000+
Buyers

International
Buyers
60+
Countries

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Shri Suvankar Sen, MD and
CEO of Senco Gold Ltd;
and Shri Deependra Singh
Kushwaha (IAS) - Development



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Commissioner (Industries),
Govt. of Maharashtra.

The ceremony marked the beginning of a vibrant exhibition featuring over 1,500 exhibitors, showcasing a diverse array of products. With transformative projects like the Mumbai Jewellery Park and international expansions, including the upcoming SaudiJex, the event demonstrated the industry's forward-thinking vision.

Amruta Fadnavis, Banker, Singer & Social Worker, said, "India is at the forefront of global economic activity, and your participation is crucial. You employ millions, contribute significantly to exports, and are vital to achieving our ambitious economic goals. Let's empower women and together, we can build a stronger, more prosperous India."

R. Arulanandan, Director, Dept. of Commerce, MoC&I, noted, "The jewellery sector is vital for India's exports & employment. We're working closely with the industry to address their concerns and promote ease of doing business. Let's make 2025 a year of aspiration!"

Deependra Singh Kushwaha



(IAS), Development Commissioner (Industries), Govt. of Maharashtra, said, "The gems and jewellery sector is a vibrant tapestry of our nation's culture, tradition, and innovation. Maharashtra stands as the heart of India's gems and jewellery sector, contributing 7.5% to the state GDP and accounting for 47% of the nation's exports. With initiatives like the India Jewellery Park in Navi Mumbai and advancements in lab-grown diamonds, we are leading the way in ethical, sustainable, and innovative practices. Together, let us create a legacy of growth, opportunity, and shared prosperity."

Suvankar Sen, MD and CEO of Senco Gold Ltd, stated, "As a retailer, buyer, and manufacturer, I have witnessed how IIJS serves as a platform to innovate, create, and engage with the jewellery industry's future. India's unique strengths lie in quality, design, and technology. We must strive to make India synonymous with excellence, much like our Honourable Prime Minister Narendra Modi envisions. The future demands collaboration, skill development, and knowledge sharing. Together, let us inspire infinite possibilities for growth and prosperity in the jewellery sector."

Talking about exports Shri Vipul Shah added, "On the export front, we remain optimistic about 2025. With American President Donald Trump's return to the White House, there is hope for renewed stability in the geopolitical landscape, revitalised trade, and stronger supply chains, driving global demand for gems and jewellery. However, GJEPC is continuously exploring new markets while strengthening its presence in existing ones. In a significant milestone, GJEPC will be organising its first exhibition in Saudi Arabia. The event will be held in the





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Shri Shah added that the India Jewellery Park Mumbai's (IJPM's) construction will commence this month. He informed that Phase 1 of India Jewellery Park Mumbai, including the A1, A2, and A3 buildings spanning approximately 9 lakh square feet will be ready for procession by December 2026.

As the day unfolded, industry leaders, buyers, and stakeholders engaged in productive exchanges, solidifying IIJS Signature 2025 as a pivotal milestone in the gems and jewellery sector.



vibrant city of Jeddah from September 11 to 13, 2025. This will serve as a gateway to boost bilateral trade between India and the GCC region. Our gem and jewellery industry is highly equipped to meet the requirement of any market worldwide. With unparalleled capacity, advanced technology, skilled artisans, and talented designers, we are prepared to excel on the global stage. Together, we will contribute significantly to the Hon'ble Prime Minister's vision of a Viksit Bharat."



THE MOST AWAITED SHOW IN SOUTH INDIA

IIJS
TRITIYA 2025
INDIA INTERNATIONAL JEWELLERY SHOW

21st - 24th March, 2025
BIEC, Bengaluru

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

1100+
Exhibitors

1900+
Stalls

60000+
sq. mtrs of
Exhibition Area

15000+
Expected
Trade Visitors

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500+
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Visitors from
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SHOW HIGHLIGHT

Grand Launch Marks IGJME Fair Opening

The IGJME show, held concurrently with IIJS Signature, was inaugurated on January 5, 2025, in Hall 5 at the Bombay Exhibition Centre. The event features 115 companies occupying 180+ booths. The inauguration ceremony was graced by Shri R. Arulanandan, Director, Dept. of Commerce, MoC&I; Ms. Archana Manglik, Director, ACPL Export Pvt. Ltd.; Shri K. Srinivasan, MD, Emerald Jewellery Industry Ltd.; Shri Kirit Bhansali, Vice Chairman, GJEPC; Shri Nirav Bhansali, Convener, National Exhibitions, GJEPC; Shri Sabyasachi Ray, Executive Director, GJEPC; and Shri Shamal Pote, Director - Events, GJEPC.

Technology is the backbone of the jewellery industry, driving progress in both design and manufacturing. A strong representation of exhibitors at IGJME underscores the industry's readiness to embrace innovation and advanced technology. By integrating tools like CAD, 3D printing, and AI-driven systems, manufacturers



are creating intricate yet lightweight designs that cater to evolving consumer preferences. Moreover, leveraging advanced

technology equips the modern jewellery industry with a competitive edge, providing a level playing field on the

global stage and enabling Indian manufacturers to match international standards in craftsmanship and innovation.

GSI & Bharat Ratnam Mega CFC Partner to Launch Exclusive Lab



Gemological Science International (GSI) has collaborated with the Gem & Jewellery Export Promotion Council (GJEPC) to establish an exclusive laboratory for comprehensive gemstone and jewellery certification within the Council's Bharat Ratnam Mega CFC facility in Seepz, Mumbai.

The soft launch of this collaboration took place at IIJS Signature 2025 on 4th January. Dignitaries including Colin Shah, Working Group Member of Bharat Ratnam Mega CFC, Ramit Kapur, Managing Director of GSI India, and Ravi Menon, CEO of Bharat Ratnam Mega CFC, were present on the

occasion.

This collaboration aims to support the Indian gem and jewellery industry's goal of reaching a \$100 billion market cap by 2025. By providing access to GSI's state-of-the-art certification services, Bharat Ratnam Mega CFC will empower MSMEs, students,

brands, and designers with the tools and resources necessary to enhance their competitiveness in the global market.

The GSI lab, spanning 2000 sq ft, will be equipped with the latest technology and equipment, offering convenient access to both manufacturers within Seepz and those located outside.

Ramit Kapur, MD, GSI India, said, "We hope that with our facilities and service, this association helps each and every stakeholder of Bharat Ratnam - Mega CFC reach their business potential faster than planned."



HALL OF FAME

6 Women Icons Inducted Into The Hall of Fame

At the Networking Evening during IIJS Signature, the spotlight was on women entrepreneurs and designers who have redefined the jewellery industry with their vision and innovation. These trailblazers were felicitated for their commitment to excellence and entrepreneurship. They have shattered barriers and redefined norms, carving a distinct space for themselves in the jewellery industry with their contributions and pave the way for future generations.



DR. USHA BALAKRISHNAN

Dr. Usha R Balakrishnan, based in Mumbai, is a renowned independent scholar and historian specialising in Indian art and jewellery. With a doctorate in Ancient Indian Culture and a post-doctoral degree in Museum Studies from New York University, her seminal works include *Dance of the Peacock: Jewellery Traditions of India*, reflecting India's 5000-year history of adornment, and *Jewels of the Nizam*, a government-commissioned documentation of the Nizam of Hyderabad's royal treasures. Other publications include *Diamonds Across Time*, *Enduring Splendor: Jewelry of India's Thar Desert*, *India: Jewels that Enchanted the World*, *Treasures of the Deccan*, etc. *Silver & Gold: Visions of Arcadia: The Amrapali Collection of Indian Jewellery* is forthcoming.

Dr. Usha's contributions extend to curating significant exhibitions and museum galleries like the Museum of Meenakari Heritage at Jaipur, *Shringara: Adornment at Mumbai's CSMVS Museum*, *Enduring Splendor* at UCLA's Fowler Museum and *Meditations in Gold* at the Flint Institute of Arts. She has also been instrumental in curating jewellery conferences, offering insights into India's vast and ancient jewelled heritage.



FARAH KHAN ALI

Farah Khan Ali, a Graduate Gemologist and Jewellery Designer from the prestigious Gemological Institute of America (1993), has been redefining luxury jewellery for over 30 years. Founder of Farah Khan Fine Jewellery, her opulent and bold designs have become a hallmark of craftsmanship, creativity, and style, inspiring a new generation of designers.

A recipient of multiple jewellery design awards, Farah's brand Farah Khan is available in the US, UAE, Qatar, and India. Global icons such as Beyoncé, Serena Williams, and Priyanka Chopra Jonas have donned her creations.

Her jewellery collaborations with Tanishq, CaratLane, Nadia Swarovski, and Magnum Ice Creams highlight her innovative spirit and global appeal.

In 2019, Farah celebrated 25 years of her journey with the international release of her coffee table book, *Farah Khan: A Bejewelled Life*, the first by an Indian jewellery designer to achieve global acclaim and one that the New York Times covered in its book reviews.

Her commitment to her design journey has been nothing short of inspirational and as she says, "I don't love to design, I live to design."



PALLAVI FOLEY

Founder of Pallavi Foley Fine Jewelry and recipient of numerous prestigious national and international design awards, Pallavi Foley is one of India's most innovative jewellery designers, celebrated for her signature sculptural shapes and bold, futuristic feminine forms.

A graduate of NIFT Delhi, Pallavi further enriched her knowledge in Italy. During her decade-long tenure with Tanishq, she created several award-winning collections.

She later launched her flagship store at The Leela Palace, where her creations have captivated celebrities and connoisseurs worldwide.

Gifted with extraordinary imagination, Pallavi has also designed breathtaking crowns for renowned beauty pageants and created out-of-the-box jewellery masterpieces.



HALL OF FAME



VAISHALI BANERJEE

Vaishali Banerjee, Managing Director, PGI India, transitioned from advertising and marketing to the jewellery industry to establish platinum as an aspirational and sustainable category in India's traditional market. She has pioneered business opportunities through a collaborative approach, leveraging data-driven insights and a deep understanding of evolving consumer needs. Under her visionary leadership, Platinum Guild International has built a thriving platinum jewelry market in India and expanded into the Middle East, tailoring strategies to its unique socio-cultural dynamics. Vaishali's expertise in category creation, marketing, and relationship building is reflected in PGI's strong industry partnerships, impactful campaigns, and growing consumer loyalty.



REENA AHLUWALIA

Reena Ahluwalia is a globally acclaimed artist, jewellery designer, and professor. Her jewellery and artworks have made historical imprints, including creating a tribute Diamond Tiara for Catherine, Princess of Wales, a Guinness World Record watch and a diamond setting for the historic Mace of Ontario in Canada. She has also been featured on a Belgian postage stamp celebrating the world of diamonds, one of only a handful of living jewellery artists to achieve this rare honour. Reena's work appears in museums and is owned by distinguished collectors worldwide.

Reena is known for building, advising, and strategising impactful, world-class diamond and jewellery projects with top-tier brands and organisations. She is an innovator in technology and blockchain, a respected historian, and a sought-after speaker. Residing in Toronto, Reena is a professor and a member of the George Brown College Jewellery Program Advisory Committee and a Fellow of the Institute without Boundaries (IWB).



REVATHI KANT

Revathi Kant is the Senior Vice President & Chief Design Officer at Titan Company Ltd. She is a Design & Innovation strategist with over 18 years of experience in applying Design Thinking across diverse domains. A marketing veteran and a multifunctional hybrid thinker, she has the knowledge and experience to transform insights—grounded at the intersection of business, user benefits, and human psychology—into innovative strategies and offerings that drive revenue growth. She is a firm believer in disruption through design and is passionate about how design can impact and elevate lives. She focuses on continuously building design as a unique and compelling differentiator in the sustainable growth of business. She heads the Design Excellence Center (DEC), the design arm of Titan Company, which caters to the design needs of the entire organization across categories. With a team of over 90 talented designers from across the globe, DEC is reputed for creating differentiated products, setting a benchmark in the world of jewelry and watches. It has been widely influential in defining fashion and introducing new concepts with milestone collections and signature styles.

Revathi spends a great deal of time on consumer research and fashion trends to derive key insights that drive user-centric designs. Integrating design into business is her key strength.

She was featured in the "W-Power Trailblazers 2019" list by Forbes India and was a finalist in the Innovation category of the WeQual Awards, Asia Pacific 2023.

Her special areas of interest include people and their behaviour, metaphysics, spirituality, and alternative healing.





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2025

11th-13th SEPTEMBER 2025
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FOR MORE INFORMATION

Contact: **Ruzbeh Mistry**
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HALL OF FAME

GJEPC Salutes Trailblazing Jewellers with Successful IPOs

GJEPC recognised the remarkable achievements of leading Indian jewellery retailers who successfully conducted Initial Public Offerings (IPOs) in recent years. This landmark event celebrated the vision, resilience, and entrepreneurial spirit of these companies, acknowledging their significant contributions to the Indian economy and the jewellery industry's growth. These pioneers have not only strengthened India's economic framework but have also set benchmarks for others in the industry.



P N Gadgil Jewellers Ltd: Successfully listed on 17 September 2024, The company is renowned for its heritage and craftsmanship, demonstrated a strong commitment to blending tradition with innovation.



Manoj Vaibhav Gems N Jewellers Limited: Joining the ranks of publicly listed companies on 3 October 2023, Manoj Vaibhav Gems N Jewellers demonstrated a bold vision of blending tradition with a modern outlook.



RBZ Jewellers Limited: Going public on 27 December 2023, RBZ Jewellers showcased the successful transition of a family-run business into a modern public company, built on a foundation of exquisite designs and a commitment to excellence.



Kalyan Jewellers India Limited: Since its IPO listing on 26 March 2021, Kalyan Jewellers has delivered exceptional returns to shareholders, with its stock price surging from ₹87 to over ₹770. This impressive performance has propelled the company's market capitalisation to over ₹79,500 crore (~\$9.2 Billion), solidifying its position as one of the leading players in the Indian jewellery industry.



Senco Gold Limited: Going public on 14 July 2023, Senco Gold, synonymous with affordable luxury, showcased its dedication to offering unparalleled quality and design.

SHOW HIGHLIGHT

Javed Ali Hits All the Right Notes in a Mesmerizing Performance at IIJS Signature

Famous Bollywood singer **Javed Ali** delivered a spellbinding performance last evening, blending melody and emotion, transforming the night into an unforgettable journey through his musical mastery. From classic hits to contemporary favourites, his renditions made it truly an evening to remember.



SHOW HIGHLIGHT

Achyut Palav: Wordsmith Par Excellence

Achyut Palav, a globally renowned calligrapher, brings every script and stroke to life. Making a special guest appearance at IIJS Signature, he conducted an exclusive session on the theme of the Brahmi script. Captivated by the Brahmi-themed jewelled creations of some Signature exhibitors, Palav shares his insights on the art of calligraphy with Solitaire International.

IIJS Signature is spotlighting the Brahmi theme this year, drawing inspiration from ancient Indian scripts and their artistic essence. As a master calligrapher who celebrates Indian scripts, how do you feel about this initiative, and what are your views about manufacturers who have been enthusiastically incorporating the Brahmi script into their jewellery designs?

To an Indian calligrapher who has immense pride in the both the culture and the scripts of our nation, I am delighted to know that a script like Brahmi, the one considered 'Mother of Indian Scripts' is the inspiration for this year's IIJS Signature.

As a promoter of the artform and Indian scripts, I have always strived to showcase the aesthetic potential of Indian calligraphy through commercial application. Along with architecture, décor, fashion, corporate identity, jewellery design is an excellent medium to incorporate scripts.

I hope many other professionals in various other creative fields draw inspiration from the jewellery manufacturers who have honoured the Brahmi Script through their bejewelled creations.

What inspired you to dedicate your life to promoting Indian calligraphy and its scripts, and how do you see their relevance in today's digital era?

I have been fascinated by the letters, especially Devanagari since my school days. The journey from blackboards to signboards to canvases was a learning experience involving the beauty of shapes, the technicalities of dimensions, proportions and alignments.

I was fortunate to get guidance from giants like Prof. R. K. Joshi and Prof. Werner Schneider, whose love and



admiration for calligraphy was contagious. I discovered the potential of Indian scripts and then it became a mission to bring forth their beauty and applicability while giving them a place of honour on the global platform.

The versatility of application is a key feature of Indian scripts. Though I always prefer original manual work for its originality and uniqueness, I

recognise that using digital products the basic designs can be enhanced to further their implementation. Computers and software have helped calligraphy grow and made designing efficient by reducing the time span between the drawing board to the final product stage. The basic handwork / calligraphy can be enhanced and tailored with design software.

Fusion calligraphy is one of your signature styles. Could you share the thought process behind blending traditional scripts with unconventional media and tools?

Performing arts inspire your senses through sights and sound. The movements of a dancer, the notes of music or the tune from an instrument have a unique effect on each mind. Your perception and the state of mind get reflected in the art.

I aspire to find that connection between various art forms and use my skills as a calligrapher to create 'Aksharchitras' that create visual representations of sounds, emotions evoked using letters and abstract strokes.

As for tools, I insist on mastering conventional tools during the learning stage. You must absorb the basic shapes, strokes, position and angle of nibs and pens, achieve stability of hand. After the correct angle

SHOW HIGHLIGHT

Brahmi Script Takes Centre Stage: Achyut Palav's Book Launch at IIJS Signature 2025

Renowned calligrapher **ACHYUT PALAV**'s latest book was inaugurated during the grand opening of IIJS Signature at NESCO on 5th January, marking a significant moment for Indian calligraphy enthusiasts.

Brahmi script, the sub-theme under the Literature category subsumed under the overarching IIJS theme of Brilliant Bharat, is challenging manufacturers to incorporate the ancient root script into jewellery in unconventional and innovative ways.

Following the launch, Palav conducted an engaging interactive workshop titled **Calligraphy: A New Lens for Creative Jewellery Design**, organised by GJEPC. The session captivated designers, members, participants, and visitors, as he showcased the creative potential of Indian



scripts in jewellery design. Through live demonstrations and hands-on activities, attendees explored the fusion of calligraphy and craftsmanship, gaining fresh perspectives on integrating artistic letterforms into

contemporary design. The workshop not only highlighted the versatility of Indian scripts but also reinforced their relevance in modern creative expressions.



and techniques of pressure application are learnt, any object becomes a tool, and every surface is a canvas. I often study the medium, the surface, the text or subject of my calligraphy project or the idea in my head to decide on the colours, proportion, alignment, etc... sometimes I choose the tool or surface to suit my idea and other times the space inspires my calligraphy.

Your Initiatives like the Achyut Palav School of Calligraphy (APSC) and Callifest have been trailblazing in India. Did you face any challenges initially, and how have they evolved since then?

Awareness about calligraphy as an artform, its Indian avatar, the artistic potency of Indian scripts was very low before I established APSC and started Callifest. My pan-India tour Calligraphy Roadways revealed the state and potential of Indian scripts and laid the foundation for these initiatives. Initially, getting people's attention, gathering the required support and funding from government and corporates was a challenge.

I used my books and demonstrations, and, with a small team of dedicated calligraphy enthusiasts,



A display of various gem-studded jewellery pieces inspired by the Brahmi script. By Diaje

began series of workshops and courses that not only taught Indian calligraphy in a methodical and scientific manner but revealed its facets and benefits both in artistic and non-artistic applications.

Today the artform has been recognised as a viable career option, become a key feature in the field of design, therapeutic measure and cognitive learning tool. It has become a subject of school activity and taken up by many artists and working professionals as a recourse to

release blocked creativity or enhance performance.

Anything else you may wish to add.

I have always advocated calligraphy to be an 'art of the common man' but in a country that is multilingual and multiscript like India, museums, archives, exhibitions and initiatives related to calligraphy are not so common. There is a need to document, preserve, promote and expand an artform like calligraphy that

has been an integral aspect of our culture and heritage. By creating museums, archives dedicated to Indian calligraphy, we will not only preserve and enhance a beautiful art, but it will also benefit in or assist in the promotion of native Indian languages, scripts and the literature in it; as all of these are interconnected the promotion of one would lead to the promotion of other.



BRAHMI

VIEWPOINT

Shringar House of Mangalsutra: Redefining Heritage Jewellery for the Modern Woman

Chetan Thadeshwar, Managing Director of Shringar House of Mangalsutra, discusses the brand's legacy, innovations, market growth, and commitment to sustainability through the creation of eco-friendly jewellery using recycled precious metals.



IIJS Signature is spotlighting the Brahmī theme this year, drawing inspiration from ancient Indian scripts and their artistic essence. As a master calligrapher who celebrates Indian scripts, how do you feel about this initiative, and what are your views about manufacturers who have been enthusiastically incorporating the Brahmī script into their jewellery designs?

Shringar House of Mangalsutra has been a prominent player in the Jewellery Industry for over six decades. Could you share insights into how the company's vision and core values have evolved since its founding?

Shringar House of Mangalsutra, established in 1963, is built on a foundation of heritage, tradition, and innovation. From the very beginning, our vision has been to craft gold jewellery that holds deep cultural significance while showcasing exceptional craftsmanship.

As customer preferences have evolved over the years, so have we. While staying true to our core values of quality, trust, and authenticity, we have embraced innovation to stay ahead of the curve. Today, our mangalsutra designs cater to women who honour heritage while expressing their individuality. This evolution has enabled us to redefine the mangalsutra for a new



generation.

Shringar is known for combining classic and modern aesthetics. Could you tell us about the design process and how you balance heritage with innovation to create pieces that resonate with today's market?

Our design process at Shringar is a harmonious blend of art, tradition, and innovation. Each collection begins with extensive research and ideation, where our design team studies historical motifs, cultural symbols, and emerging fashion trends. This ensures that we remain true to the mangalsutra's heritage while appealing to modern sensibilities.

We strike a balance by focusing on three key elements:

Cultural Significance: We draw inspiration from traditional art forms, regional patterns, and symbolic designs that reflect the sacred essence of the

mangalsutra.

Contemporary Appeal: By incorporating modern design elements such as geometric patterns, sleek chains, and lightweight materials, we ensure that our pieces align with the minimalist aesthetics preferred by today's customers.

Technology and Craftsmanship: Our artisans and designers leverage state-of-the-art technology, including 3D modelling and laser engraving, to achieve precision and creativity. At the same time, we preserve the handcrafted techniques that lend character and authenticity to each piece.

Having Diya Mirza as a brand ambassador for Ziya Collection and Shringar has brought additional visibility. Your comments.

Dia Mirza was first appointed as brand ambassador for Shringar House Of Mangalsutra in 2018.



Dia is not only a celebrated actress but an advocate for elegance and empowerment—qualities that resonate with modern women and with our brand.

In 2023, Dia Mirza was reappointed as the brand ambassador for our premium Ziya collection, aimed at broadening its appeal, particularly among younger, urban women.

Having Dia Mirza as Shringar's brand ambassador has been invaluable not just for us but also for our independent retail partners.

By offering our partners tailored, ambassador-driven marketing assets, we have supported them in amplifying their promotional efforts, attracting more foot traffic, and increasing sales.

What specific quality controls and processes are implemented to ensure consistent excellence?

At Shringar, quality is non-negotiable. Our state-of-the-art production facility in Mumbai is designed to ensure excellence at every stage of manufacturing. With complete in-house control, we uphold stringent standards to deliver products that exemplify craftsmanship, precision, and reliability.

VIEWPOINT



We use certified gold, and all materials are tested for authenticity, durability, and compliance with industry standards before entering the production cycle.

We combine traditional craftsmanship with advanced technology such as 3D design software, laser cutting, and CNC machines. Each piece undergoes multiple quality checks at key production stages, including designing, casting, assembling, polishing, and final inspection. All products are tested for durability and ease of wear, and then hallmarked and certified to meet global standards for purity and authenticity.

With over 20+ International retailers, Shringar has expanded its reach globally. How is Shringar adapting its offerings to meet the demand?

Shringar's expansion into international markets has been driven by a deep understanding of the unique demands of the Indian diaspora. While the cultural significance of the mangalsutra remains consistent, preferences vary across regions due to lifestyle differences, local fashion trends, and purchasing power.

In Western countries, the Indian diaspora often prefers minimalist and versatile designs. We have developed sleek, lightweight designs featuring diamonds, rose gold, and contemporary motifs, which resonate with younger audiences. In the Middle East, traditional, heavier designs with intricate detailing remain popular.

By collaborating with over 20+ international retailers, we ensure that our products are easily accessible.

We leverage latest technology based digital catalogue and virtual consultations to reach a broader audience globally, enabling customers to explore and purchase from our collections regardless of



geographical location.

Shringar collaborates with top brands like Tanishq, Malabar, and Kalyan Jewellers. How do these partnerships contribute to Shringar's growth, and what distinguishes your products from other suppliers?

Today, Shringar takes pride in partnering with major corporate brands as their trusted mangalsutra supplier. Partnering with leading retail brands has significantly contributed to our growth, enabling us to expand our market presence and strengthen our reputation in the jewellery industry. These strategic alliances provide access to well-established retail networks, expanding our reach both domestically and internationally. The trust placed in our products by these prestigious brands highlights our unwavering commitment to quality, innovation, and consistency.

We offer customisation services, allowing our clients to personalise their mangalsutra collections, a feature that differentiates us from competitors who often offer more standardized designs.

As societal trends evolve, where do you see the demand for traditional jewellery, especially mangalsutras, heading in the next 5 to 10 years?

The future of mangalsutras is both exciting and dynamic. As cultural traditions continue to hold deep significance, we foresee the demand for mangalsutras to remain strong, albeit with a shift towards designs that merge tradition with contemporary preferences.

Personalisation will become a key factor in the mangalsutra market, with more women wanting to reflect their unique identities through custom designs, materials, and engravings. Retailers and manufacturers will need



to offer greater flexibility in design options to cater to these evolving demands.

The demand for lightweight, versatile mangalsutras that can be worn daily, will continue to rise. As Indian consumers become more globalised, we expect to see a greater fusion of traditional symbols with contemporary designs. The classic black bead and gold mangalsutra will continue to be a cultural symbol, but with evolving aesthetics, including rose gold, contemporary chains, and even semi-precious stones, creating a perfect blend of heritage and modernity.

The role of technology in the jewellery buying experience will expand. Be it b2b or b2c, Virtual Inventory platforms will integrate virtual try-ons, augmented reality (AR), and AI-driven customisation tools to enhance the customer shopping experience. In the next 5 to 10 years, we anticipate that more consumers will shop for mangalsutras online, especially through mobile platforms, where convenience and customisation options will be key differentiators for retailers.

Given Shringar's impressive domestic and international network, what are your future plans for expansion?

While we have a solid presence in India and over 20+ international clients, we are actively exploring untapped regions with growing Indian diaspora populations, such as Southeast Asia, Europe, and

North America. Our focus will be on expanding partnerships with high-end retail chains and exclusive boutiques in these regions.

We plan to expand our b2b digital presence to cater to both domestic and international clients. We will enhance our digital platforms like eCatalog, Virtual Showcase, etc to offer a seamless buying experience, integrating virtual consultations, AR features, and customisations to meet the needs of the modern-day jewellers. We also plan to invest in digital marketing to reach wider audiences, particularly the younger, tech-savvy demographic.

We plan to diversify by introducing complementary jewellery pieces such as hand mangalsutras, earrings, and rings, designed with the same combination of traditional artistry and modern appeal. We also aim to expand into high-end, customisable bridal jewellery, aligning with our brand's focus on culture, personalisation and luxury.

As global consumer preferences shift towards sustainability, we plan to develop new lines using recycled metals and conflict-free gemstones.

We are also exploring collaborations with international designers and jewellery influencers to create exclusive, limited-edition collections that will appeal to a global audience, to bring fresh perspectives to our designs while expanding our footprint in the global jewellery market.

VIEWPOINT

Jewels by Sephora's Recipe for Success In Staying Ahead

DIVYANSHU BARDIA, Director, Jewels by Sephora, shares strategies adopted for staying ahead of the curve. Run by a first-generation team, the enterprise has made a mark for itself with their one-off designs. Jewels by Sephora presents an exquisite selection of contemporary brooches that are currently in vogue, and both men and women have been sporting them with flair. The Jaipur-based company also showcases a bevy of jewellery designs plush with gemstones of varying shades and hues. Floral-inspired necklaces, cosmos-inspired earrings and Art Deco-inspired earrings are some of the many contemporary creations that will win you over.



Could you share the story behind the founding of Jewels by Sephora? Is it a first-generation enterprise or a family-run business?

Jewels by Sephora is the brainchild of Ankur Shah and myself. It is a first-generation enterprise, established with the vision of creating elegant and luxurious jewellery. Our focus has always been on showcasing unique designs, inspired by modern trends and customer preferences.

When did you establish the company? How has it evolved since then, and what have been some defining moments in its journey?

We started Jewels by Sephora in 2008 and have continually striven for improvement ever since. The brand has evolved by incorporating diverse styles and collections to cater to changing consumer tastes. Defining moments include the launch of themed collections and collaborations with renowned designers, which have helped us stand out in a competitive market.

How would you describe Jewels by Sephora's design philosophy? How do you stay true to your roots while adapting to changing trends and consumer preferences?

Our design philosophy revolves around elegance and



innovation. We create pieces that symbolise luxury while resonating with contemporary aesthetics. By prioritising quality materials and artisanal

craftsmanship, we stay true to our roots while seamlessly adapting to current trends.

Who are the key audiences or



markets for your company, and how has this focus evolved? Do you cater to international markets?

Our primary audience comprises discerning customers who value high-end jewellery. Initially, we focused on the domestic region, but over time, we have expanded internationally. Today, we cater to markets in the USA, Europe, the Middle East, and Hong Kong, with a particular focus on wholesale B2B clients.

How long have you been participating in IIJS? What has your experience been like, and what makes this event unique for high-end jewellery brands?

We have been participating in IIJS for the past three years. It has been an excellent platform for connecting with new B2B clients and showcasing our craftsmanship. Events like IIJS Signature and Premiere provide significant exposure and networking opportunities, making them invaluable for high-end jewellery brands.

Could you share insights into the new collections you will be showcasing at IIJS Signature this year? What are some standout themes or techniques?

This year, we're introducing a high-end yet lightweight and cost-effective collection. It features semi-precious and precious stones paired

VIEWPOINT

with natural diamonds in a classic Art Deco style. These collections are distinguished by their innovative designs, premium materials, and meticulous craftsmanship, underscoring our commitment to exclusivity.

High-end Jewellery demands intricate craftsmanship and innovation. How do you integrate these into your designs, and what materials or techniques are you exploring in the current collection?

At Jewels by Sephora, intricate craftsmanship and innovation are central to our designs. Our skilled artisans employ advanced techniques to create unique pieces. For the current collection, we are exploring new materials and contemporary methods to elevate our jewellery offerings and maintain our industry leadership.

With trends constantly evolving in the luxury jewellery segment, how does your company stay ahead and cater to modern buyers?

To stay ahead, we actively monitor emerging trends in fashion and luxury jewellery. We conduct market research,



collaborate with influencers, and participate in trade shows, ensuring our offerings align with the tastes of today's discerning buyers.

Our commitment to sustainability and ethical sourcing has become the

foundation of our brand. By adopting environmentally responsible practices, we appeal to a growing audience that values ethical luxury, ensuring our designs make a positive impact.



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- >>> Wax Setting
- >>> Diamond Assortment
- >>> Filling & Assembly



IN FOCUS

Why Bigger Natural Diamonds Are Stealing the Spotlight

Golubhal Badalia, Director of Badalia Diamonds, shared, "The IIJS show exemplifies India's position as the most welcoming nation in the jewellery world. People from across the globe—Dubai, Australia, Israel, and even Europe—are attending, reaffirming India as the ultimate hub for diamonds. There's nothing in the world bigger or better than India when it comes to diamonds. Natural diamonds, being a limited and precious resource, hold unparalleled value. Their supply is finite, and as reserves diminish, their worth will only increase, much like oil or gold." In the current market, larger diamonds are in high demand. Just today, I launched a heart-shaped pair of diamonds weighing 31 carats, and I'm confident it will sell before the show ends. It's simple—big diamonds make a big impression, especially in grand events. Solitaires, too, have universal appeal; when people see them, they remember the person wearing them. This



Badalia Diamonds

reflects India's unmatched buying capacity, with millionaires in every street across the country." He believes that India's billion-strong consumer base is unlike any other. If given a choice between catering to the domestic market or solely focusing on international shows, Badalia was emphatic that he would choose India. "The opportunities here are immense, with the wealth and taste for diamonds unparalleled globally. This is why India continues to shine as the world leader in

diamonds, and our legacy will only grow stronger."

Echoing similar sentiments, **Devansh Shah, Partner at Venus Jewel**, emphasised the evolving consumer experience. "We are working towards formalising the process of showcasing matching diamond pairs to give customers a better experience. By providing wireframes of both diamonds, one in red and one in blue, overlapped facet-to-facet, we can visually demonstrate to the consumer how precisely every facet matches. This meticulous documentation builds trust, making it easier for jewellers and buyers alike." Shah notes that India's market for solitaires has grown significantly in recent years, with sales nearly doubling over the past 3-4 years. "While we were once seen as an export-oriented company, the domestic market has now become a significant portion of our business. Although we aren't entering retail, we're enhancing the customer journey by offering value-added services—guidance

on setting solitaires into jewellery and offering design support, creating a complete and seamless experience.

"Our focus remains on larger diamonds, primarily 30 cents and above, with increasing demand for 4-carat-plus stones. This segment reflects remarkable growth, both in India and abroad, as unique pieces gain greater acceptance and value. In the end, no two diamonds in this range are ever truly identical, adding to their appeal.

"As we look to 2025, it's clear that consumers increasingly appreciate the intrinsic value of natural diamonds. History has shown us that real, timeless products always outshine imitations. Whether it's diamonds, pearls, or gemstones, consumers differentiate between authenticity and replicas. This is why we remain committed to being a 100% natural diamond company, confident that this unparalleled product will continue to shine brightly into the future."



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WHAT'S NEW

Couture Beauties

Gehna Jewellers packs a punch with every design. The brand beautifully amalgamates visually striking designs with high quality diamonds and gemstones to create mesmerizing masterpieces. Every curve, line or placement of diamonds enhances the contemporary allure of the jewellery. For instance, the diamond pendant deftly combines gemstones in hues of pink and red to create an enchanting, optical-illusion effect. The linear diamond-studded shoulder dusters are guaranteed head-turners, while the scalloped diamond necklace has just the right amount of style and symmetry. If you are looking for jewellery that is fashion-forward and unique, their jewels tick all the right boxes.



Beaded Delights

Gold Strings Jewellery Private Limited combines the beauty of gold with Mother Nature's exquisite gemstones to create aesthetic jewellery creations. The brand amalgamates Victorian design elements with traditional Indian motifs and spiritual symbols to offer an Indo-Western look.

Coral beads, carved tanzanite, emeralds, pearls, and rubies are strung in varying combinations with intricate gold embellishments studded with diamonds to create layered necklaces, pendant-style sets, bracelets and earrings. The lightweight coloured compositions can brighten up any ensemble.





WHAT'S NEW

Jewelled Narratives

Haritsons Designs Pvt. Ltd. is known for its strong, standout narratives crafted with gold, gemstones and diamonds. Their unique jadau jewellery brings history, culture and artistry alive as many of their designs take a cue from historic pieces exhibited at museums or preserved in private collections. Their distinctive presentation of Indian motifs and architectural elements bridges the past and the present. They continue to fine tune age-old jewellery crafting techniques to present modern marvels. Their latest collection continues to stun audiences with their Indian-at-heart creations presented with contemporary undertones.



Floral Bursts

JP Gems & Jewels presents an array of diamond and gemstone-studded diamond rings at IIJS Signature 2025. The designs are inspired by flowers in full bloom. Fancy-cut diamonds, round diamonds and gemstones including tanzanite and emeralds adorn the stylised rings that are sure to catch everyone's eye. The cocktail rings crafted in pink, yellow and white gold can accentuate any outfit, be it Indian or Western. The mesmerising collection is also accompanied by a wide selection of necklaces, pendants, earrings, bracelets and more.



WHAT'S NEW

Designed to Sparkle

Kira Diam is a global leader in the lab-grown diamond industry, blending timeless craftsmanship with innovation. The company creates exceptional jewellery ranging from classic solitaires to intricate, full-set bridal collections, and is recognised as the world's largest grower of CVD lab-grown diamonds.

Each lab-grown diamond is certified by leading gemmological institutes, ensuring that customers receive only the finest quality. Kira Diam's portfolio features high-end necklaces, earrings, bracelets, and rings, all crafted to deliver sustainable luxury to discerning customers worldwide.



The Art of Layering

Kulthia Jewel has designer gold, diamond and jadau creations for every kind of customer. Keeping the dynamic and evolving tastes of Indian and international consumers in mind, their jewellery blends style with timeless silhouettes. On display at IIJS Signature 2025, will be a range of multi-functional layered necklaces that combine the beauty of diamonds and gemstones. The line is apt for women who want more from their jewellery, enabling them to celebrate and wear their designs ever so often instead of being kept away for special occasions only.





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WHAT'S NEW

Magical Silver

Antique-finish and Victorian-style silver jewellery effortlessly exudes a timeless old-world charm.

Manmohan Exports, renowned for its exquisite kundan and gold-plated silver jewellery for brides, presents a refined collection featuring necklaces, chokers, chandelier earrings, and bracelets adorned with pearls, Polki diamonds, and an array of gemstones.

This collection offers a more understated elegance, perfect for those seeking a sophisticated, yet distinct look. With its harmonious blend of traditional artistry and contemporary design, the collection promises to add a touch of regal beauty to any ensemble. Discover the allure of heritage and craftsmanship with this exclusive range, ideal for those who cherish the grace of silver with a touch of opulence.



Modern Majesty

Raniwala Jewellers unveils an exclusive new collection of jadau jewelry, blending traditional craftsmanship with a modern twist. The range features double-drop pendant earrings, stylised jhumkis, and vibrant gem-studded ear studs, offering a refreshing variety. Bridal sets are adorned with layered necklaces, intricate haslis, and broad scalloped chokers, all studded with premium gemstones in striking contrasting colours. The collection is further enhanced by both large and small polkis, adding an element of elegance and sophistication. This fusion of old-world artistry and contemporary design creates a captivating celebration of beauty and luxury.



WHAT'S NEW

Enchanting Silhouettes

Savio Jewellery takes fluid forms one notch higher with their creative visualisations. Bespoke designs, skilled artistry and high-quality gemstones such as tanzanite, emeralds and rubies coupled with the brilliance of diamonds make sure that each contemporary jewel is a sight to behold. Each jewel is meticulously crafted to perfection and celebrates elegance and sophistication in every detail. Many of their necklaces can be transformed into bracelets, making sure that the jewels can be worn on countless occasions, in turn becoming a testament to countless priceless moments.



Golden Marvels

Sundaram Chains always brings something new on board at IIJS shows. This time, they are presenting layered necklace sets in 22-karat gold, featuring intricate nakashi work and CNC beads, highlighted by CZ jadau settings. The sets range from 20 to 100 grams.

The 22-karat traditional Tamil Nadu Thali chains are enhanced with Navratna or nine gemstones. The chains start from 24 grams. Then there are 22-karat Laxmi gold bangles, set in a distinctive closed setting, are highly sought after by consumers in the South. Each piece starts at 20 grams, combining tradition and sophistication.

For men, the company has a range of men's openable kadas, a contemporary take on the traditional sikki kada, fusing 3D printing and CNC faceting technology. Available in both 18-karat and 22-karat gold, it's designed for the modern generation.



innov8 TALKS

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

Sr. no	Date	Time	Speakers	Company Name	Topic
1	1/6/2025	14:15 - 15:00	Mr. Mihir Shah	Universal Connections LLP	Understanding the Setup of an Export Business
2	1/6/2025	15:00 - 15:45	Moderator - Mr. Anil Prabhakar Panelist - 1. Nipun Kochar : Jewelbox, Kolkata 2. Vidhita Kochar: Jewelbox, Kolkata 3. Aryan Bawa, Iris Fine Jewels : Delhi 4. Siddhanth AVR Swarnmahal, Salem 5. Nikita Prasad : Co Founder GIVA 6. Adit Bhansali : Firefly diamonds	Panel Discussion	Panel Discussion - Strategies for Marketing Lab Grown Diamond to Millennials and Gen Z
3	1/6/2025	15:45 - 16:30	Mr. Supreme Kothari	ELP	"Navigating the Latest Tax Reforms: Key Changes and Their Impact on Businesses"
4	1/7/2025	11:00 - 13:00			GJEPC - De Beers India Marketing Program

Ranka Jewellers: A Legacy of Trust, Crafted Over Generations

Ranka Jewellers, a name synonymous with quality and tradition, has been a trusted brand in the jewellery industry since 1879. With over 131 years of history, the brand has mastered the art of serving "the masses as well as the classes," offering unmatched variety and pricing that caters to every customer.

At an Innov8 Talk session on day one, Shri Vastupal Ranka, Director of Ranka Jewellers, highlighted the brand's customer-centric philosophy: "Building trust is the foundation of our success." This ethos has allowed Ranka to evolve from a single-store operation to a thriving enterprise with over 14 showrooms across Pune, Mumbai and Thane, all designed to offer a mall-like experience under one roof.

A hallmark of Ranka Jewellers' success lies in its adaptability. While natural diamonds remain



the cornerstone of its offerings, the brand is open to launching a separate line for lab-grown diamonds to meet future demand. The focus remains on providing customers with an extensive range of choices, from traditional KDM jewellery to beloved items like silver Kathi, ensuring they find everything they need in one place.

Ranka Jewellers' impact extends beyond business. The establishment of Ranka Hospital and contributions to temple works and cultural initiatives like the Golden Throne for Pune's Ganapati exemplify its commitment to community development.

With over 1,500 employees, training centres, and a designer lounge, Ranka fosters creativity and innovation while maintaining its heritage. As Shri Vastupal Ranka aptly states, "Revenue is vanity, cash is sanity," underscoring

the importance of sustainable growth.

By blending trust, tradition, and innovation, Ranka Jewellers continues to craft an enduring legacy, making it a shining jewel in India's retail landscape.





innov8 TALKS

Innov8 Talks @ IIJS Signature 2025 - Bombay Exhibition Centre (BEC)						
Sr.no	Date	Time	Speakers	Company Name	Designation	Topic
1	1/6/2025	12:00 - 13:00	MR. NISHANT SHAH	ELP	PARTNER AND CO-HEADS THE TAX, REGULATORY AND CUSTOMS PRACTICE	STANDARD OPERATING PROCEDURE (SOP) OF THE JEWELLERY INDUSTRY REGARD TO COMPLIANCE WITH FTP, TAX LAWS ETC
2	1/6/2025	14:15 - 15:00	MR PRIYESH MEHTA	IMAGENARIUM LLP	DIRECTOR	3D METAL PRINTING TECHNOLOGY IN JEWELLERY MANUFACTURING
3	1/6/2025	15:45 - 16.30	Ms. NEHA KEJRIWAL CATEGORY LEAD (JEWELLERY & LUXURY), INDIA SOUTHEAST ASIA & HIPO MARKETS), EBAY MR TEJ DESAI BUSINESS DEVELOPMENT MANAGER, DHL EXPRESS (INDIA) PRIVATE LIMITED	E BAY + DHL		RETAIL EXPORTS THROUGH ECOMMERCE SESSION
4	1/7/2025	12:00 - 1:45	MR. ACHYUT PALAV		CALLIGRAPHER & DESIGNER	CALLIGRAPHY: A NEW LENS FOR CREATIVE JEWELLERY DESIGN
5	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
6	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
7	1/7/2025	15:45 - 16.45:30 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



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