



18th Edition

IIJS Bharat SIGNATURE INDIA INTERNATIONAL JEWELLERY SHOW MUMBAI 2026 8th to 11th January 2026 Jio World Convention Centre & 9th to 12th January 2026 Bombay Exhibition Centre

Supported By Department of Commerce Ministry of Commerce & Industry Government of India

GJEPC INDIA Sponsored by Ministry of Commerce & Industry

# SHOW DAILY DAY 2 9TH JANUARY 2026

## COVER STORY

### IIJS Bharat Signature Defines the 2026 Narrative

Day One of **IIJS Bharat Signature 2026** opened with a clear signal to the trade. Business sentiment is steady, confidence is visible, and the industry is focused on direction.

As the first global jewellery show of the year, Signature once again became the place where expectations for the months ahead began to take shape. In his opening remarks, Kirit Bhansali, Chairman, GJEPC positioned 2026 as a pivotal year for the sector, marked by India's third term as Chair of the Kimberley Process, expanding FTAs, and stronger domestic demand. "IIJS Bharat Signature comes at exactly the right time. It allows the industry to test sentiment early, renew confidence, and set its course for the year ahead," he



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**IIJS Bharat**  
SIGNATURE INDIA  
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MUMBAI 2026

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8<sup>th</sup> to 11<sup>th</sup> January 2026  
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## COVER STORY



said, underlining the role of trust, transparency, and market diversification in building resilience.

That confidence was echoed by Shaunak Parikh, Vice Chairman, GJEPC, who highlighted the show's scale and intent. With over 1,600 exhibitors, 25,000-plus buyers, and growing international participation, he noted that Signature is designed to drive real outcomes. "This is where the world looks to India for signals on what lies ahead. Scale

matters, but what matters more is relevance, efficiency, and business focus," he said, pointing to initiatives like JewelStart, Innov8 Talks, and sustainability-led exhibition practices.

As Chief Guest, Sandrine Conseiller, CEO, De Beers Brands and Chair, Natural Diamond Council, placed India firmly at the centre of the global diamond narrative. "There is no more relevant place to discuss the future of the jewellery industry than India. This industry has endured for centuries because it does not fear change.

**IIJS Bharat**  
SIGNATURE INDIA  
INTERNATIONAL  
JEWELLERY SHOW  
MUMBAI 2026

8<sup>th</sup> (Thursday) to  
11<sup>th</sup> (Sunday) January 2026  
10AM - 7PM  
JIO WORLD CONVENTION  
CENTRE (JWCC), MUMBAI

The Select Club

**Stall: CLUB 7C**

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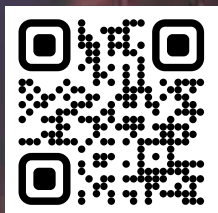
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## COVER STORY



Consumers today are informed, discerning and intentional, and they value provenance and meaning. That is not a challenge for our industry, it is a powerful opportunity. When we provide clarity and honesty, confidence builds, trust follows, and India continues to inspire the world in diamonds.”

Among the Guests of Honour, Saumen Bhaumik, Managing Director, CaratLane, drew attention to the industry’s

long-term foundations. While celebrating the sector’s growth, he stressed the need to invest in artisans and skills. “As our industry grows, every stakeholder has benefited, but continued investment in skills and craftsmanship will be key to sustaining this momentum. With the industry expected to grow significantly in the coming years, the availability of skilled hands will become critical. Making artisans a priority is not

charity, it is business prudence. If we want to be global leaders, dignity, pride and security for craftsmanship must sit at the centre of our growth story,” he remarked.

Also speaking as Guest of Honour, Harsha Bangari, Managing Director, EXIM Bank, focused on structural strength and exports. Unveiling the joint EXIM Bank-GJEPC study on clusters, she noted, “Gems and jewellery is a traditional yet dynamic sector with a significant contribution to India’s exports and employment. Its real strength lies in its clusters, which function as integrated ecosystems bringing together artisans, manufacturers, traders and exporters. Strengthening infrastructure, improving access to finance, addressing technology and skill gaps, and easing trade bottlenecks are critical if these clusters are to realise their full export potential.”

As Day Two unfolds, the message from the inaugural stage is already reflected on

the show floor. IIJS Bharat Signature 2026 is not about spectacle alone. It is about clarity, preparedness, and an industry ready to move forward with intent.



To manifest  
my best life, a  
natural diamond.

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*love,  
from*  
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INTENTION  
PENDANTS

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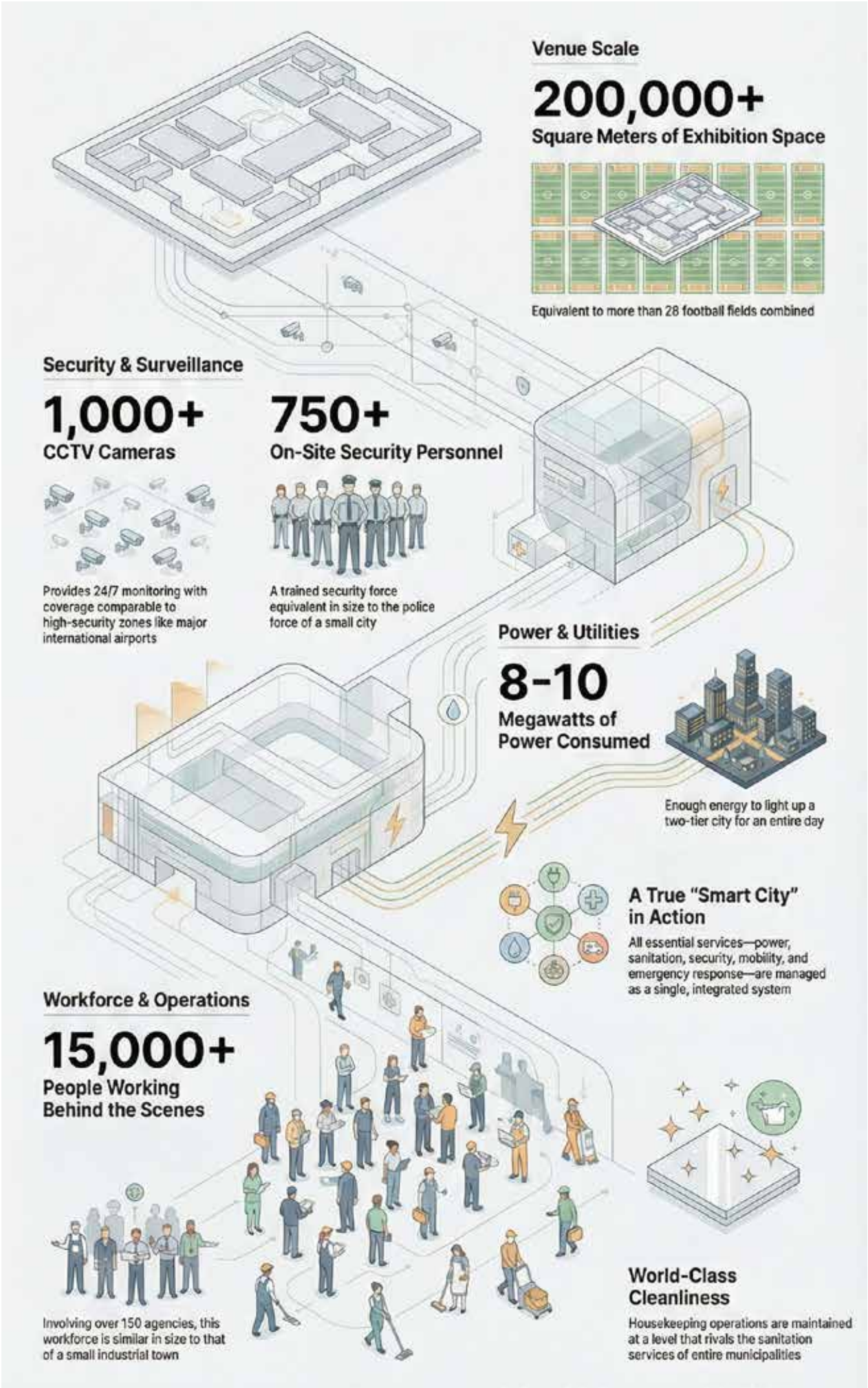


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# IIJS DECODED

# Building a Jewellery City at Unmatched Scale

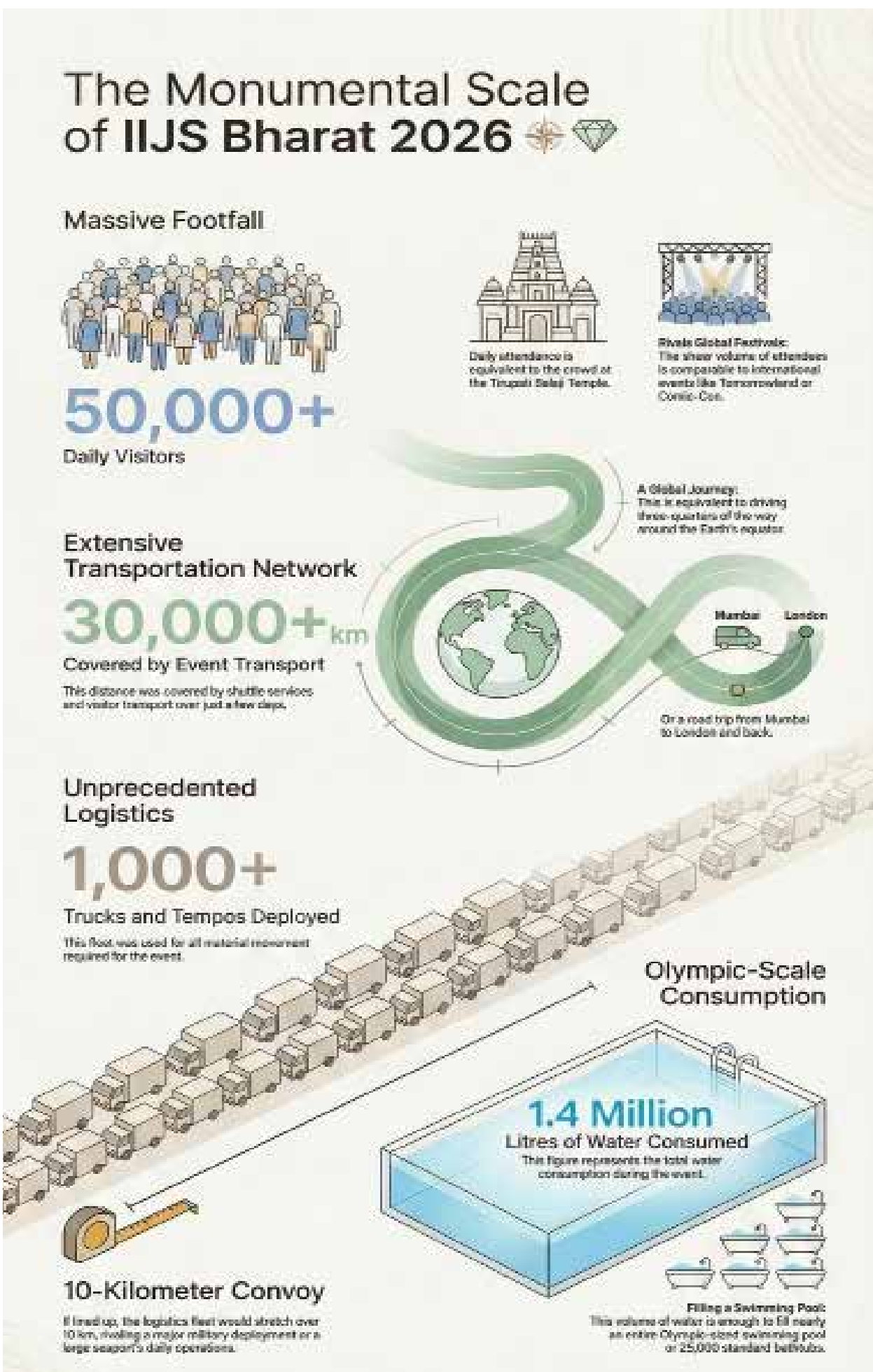
Putting together IIJS Bharat Signature across two venues is a feat that goes far beyond what meets the eye. This infographic breaks down the show's scale in clear, relatable terms, revealing the systems, people and planning that keep one of the world's largest jewellery shows running seamlessly.



**IIJS DECODED**

# Big Numbers, Tight Execution, Precise Control

IIJS Bharat Signature powers up like a city. This infographic distils the numbers behind that momentum, revealing the scale, movement and logistics that drive the show.



## CRAFTS PAVILION

# IJS Bharat Signature Spotlights Filigree: Wired Wonders

This year's IJS Bharat Signature theme, Art Forms of India, focuses on the country's masterful craft traditions and the way they continue to shape modern jewellery design.

Today, we focus on **filigree**—a delicate art of hand-twisted silver or gold wire, incorporated into both traditional and contemporary designs.

Visit the **Crafts Pavilion in Hall 4** to witness live demonstrations by master craftsmen who have been practising this art for decades.

The fine art of filigree, best identified as lacy, metal wire work, is one of the major crafts used in traditional and modern jewellery lines.

Filigree, derived from Latin, 'filum' (thread) and 'granum' (grain), involves thin twisted metal wires of gold, silver or brass to create delicate designs by braiding, coiling or soldering, often introducing small bead-like granulations in a mesh pattern.

With roots in ancient civilizations — filigree-like metalwork was practiced as early as 3000 BC, and reached high refinement in Greek and Etruscan work between the 6th and 3rd centuries BC.

Dating back to the 6th century BC, the craft was practised in Greece and Etruria, and later widely all over the world, including Italy, Egypt, India, and Armenia.

Silver or gold bars are melted and poured into a mould to convert them into rods, which are then placed into wire drawing machines with small openings that bring out fine wires. Since silver is ductile, one gram of metal can create approximately a kilometre long wire.

The labour-intensive technique involves crimping, curling, and spiralling wires, which are then soldered by karigars onto a design, thus creating gauzy patterns. The soldered piece is heated to fuse the joints properly, followed by polishing and lacquering.

Some of the historical filigree centres are the 'silver city', Cuttack in Odisha, known for its tarkashi style, and Oaxaca, Mexico, for filigrana.

As recently as March 2024, Cuttack's unique art form, 'Rupa Tarakashi', received the



© Sangeeta Boochra

Geographical Indication GI tag for the art practised there since the 12th-13th century. In the local Odia language, "tara" means wire and "kasi" means to design, which accurately describes the intricate process of creating silver filigree.

Cuttack artisans engage in silver filigree work, producing detailed jewellery for women and men. Most motifs are nature inspired, and jewellery for women includes necklaces, brooches, earrings, anklets, hair ornaments, bangles, bracelets and more, while for men, it consists of tiepins, cufflinks and kurta buttons.

Silver filigreed items constitute a huge chunk of the export pie from Odisha. Other than jewellery, artisans also make common household filigreed cutlery, elaborate showpieces, and objets d'art such as rose water sprinklers, jewellery boxes, temple

## CRAFTS PAVILION



© Anand Shah



© S K Seth Jewellers

replicas, chariots, horses and elephants.

The Cuttack filigree work is characterised by extremely fine silver wires curled into spirals, creepers, flowers, especially the rose, and latticework.

Another important filigree centre is Karimnagar in Telangana, where craftsmen opt for motifs of leaves and coiled tendrils, geometric, airy forms, and a slightly sturdier structure. Way back in 2007, Karimnagar silver filigree received Geographical Indication (GI) status, granting it intellectual property rights protection. The area is popular for its filigreed perfume containers, paan daans, and ornate mirrors that are widely traded.

Gold filigree work was practised in Kutch and parts of Saurashtra, influenced by both local artisans and Middle Eastern traders.

Their work often blends filigree with enamelling and naqashi. Portuguese influence brought refined European filigree techniques to Goa, and the region became known for delicate, openwork gold and silver filigree for ceremonial jewellery and church objects.

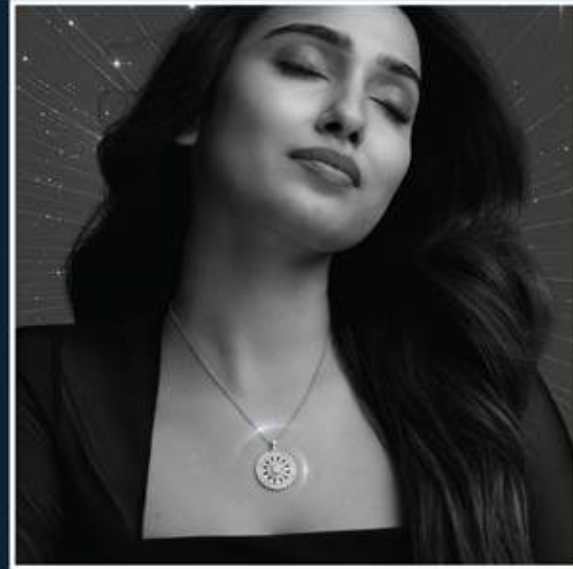
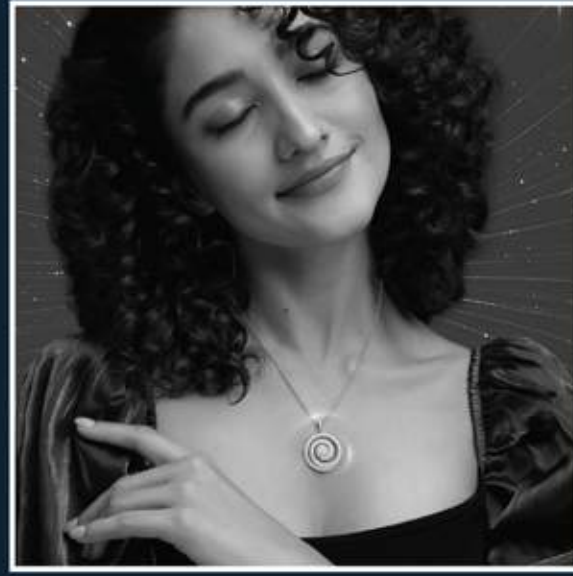
Filigreed elements find their way into high-end jewellery

pieces crafted in gold and even platinum, set with fine coloured gemstones. The pieces are lightweight, sometimes big in form, but require remarkable skill to craft.

In recent times, designers have revived filigree in contemporary jewellery, merging traditional wirework with modern and minimalist silhouettes.

It's a perfect craft to achieve a balance between light weight, given that there is an unprecedented price spike in precious metals, while keeping the costs under control.

It remains one of India's most poetic crafts — airy, intricate, and deeply rooted in history — yet flexible enough to adapt to today's style language.



# INDRA

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AN INITIATIVE BY DE BEERS GROUP & GJEPC

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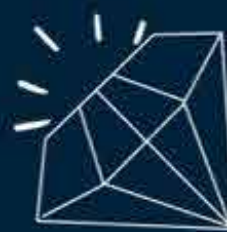
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*By Prakash Dhanak*

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## IJS Bharat

**SIGNATURE** INDIA  
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**MUMBAI 2026** JEWELLERY SHOW

**9<sup>th</sup> - 12<sup>th</sup> January, 2026**  
**Bombay Exhibition Centre**

### HALL 1 STALL 1A 35A



## IN FOCUS DIAMONDS

# De Beers' Shweta Harit on INDRA Changing the Diamond Playbook

As INDRA gains ground across key jewellery markets, its influence is beginning to show at the retail counter. **Shweta Harit**, CEO Forevermark and Global SVP, De Beers Group, shares how the platform is driving adoption, building confidence among jewellers and reshaping the way natural diamonds are positioned for today's self-purchasing consumer.



## Shweta Harit

**How would you describe the momentum behind the rollout of INDRA so far, and what markers signal that the platform is gaining real traction?**

The momentum has been incredibly dynamic. We view INDRA not just as a platform, but as a movement to structure and empower the Indian natural diamond ecosystem. The most significant marker of traction is the enthusiastic response we've seen during our on-ground recruitment drives in cities like Bangalore, Pune, Indore, and Surat. We are seeing high engagement rates in our B2B trade events, but the real "proof" is in the adoption: retailers are actively downloading the assets and integrating them into their local marketing. When we see a single-store retailer in a Tier-2 city using our "Love, from Bestie" assets to talk to their customers in their local language, we know the platform is working.

**Training seems central to INDRA, especially for generational jewellers transitioning from gold to diamonds. What gaps did you observe during the pilot phase, and how is the multilingual training module addressing them?**

A major gap we identified was confidence. Many traditional jewellers are experts in gold, which is sold largely by weight and rate, but they felt intimidated

by the storytelling and technical nuance required for natural diamonds. There was also a language barrier; the best global training was often accessible only in English.

Our training modules are designed to address this by meeting retailers where they are. We have started by introducing content in Hindi to break the immediate language barrier, with a roadmap to expand into nine regional languages. This initiative is about more than just translation; it is about removing the intimidation factor. Our vision is to facilitate a shift where, retailers transition from simply selling a product to sharing a narrative, ensuring they are fully prepared to articulate the 4Cs and the emotional value of natural diamonds to their customers.

**The AI tool that converts product uploads into ready-to-use social media assets is positioned as a 'magic element'. What patterns are you seeing in how retailers use it, and how do you expect it to shift their day-to-day marketing behaviour?**

Our expectation is that this 'magic element' will bring speed and relevance to the retailer's workflow. Historically, the lag between acquiring inventory and marketing it has been a pain point, with retailers relying on generic photos. This tool is built to change that, positioning them as active content creators.

This shifts their behaviour from passive to active. They no longer wait for customers to walk in; they are virtually reaching out to their community daily. It democratizes high-quality marketing, allowing a mid-size retailer to look as polished and professional as a national chain on social media.

**Seeing is believing for retailers hesitant to hold diamond inventory. How is INDRA helping overcome this hesitation in smaller or traditionally gold-dominant markets?**

Retailers hesitate to stock inventory when they aren't

sure if it will sell. Through our 360-degree campaigns like Love, from Dad (Second Piercing), Love, from Bestie (Bestie Bracelets) and Love, from Universe (Intention Pendants), we are generating tangible consumer demand for specific, accessible categories.

When a retailer in a gold-dominant market sees young women coming in and specifically asking for an "Intention Pendant" or a "Bestie Bracelet" because they saw the campaign, that hesitation disappears. We are de-risking their entry into natural diamonds by proving that the demand exists beyond just weddings.

**INDRA has been described as a three- to five-year journey rather than a single launch moment. What milestones define success in year one and two, and what challenges you expect as the network expands?**

Year one is defined by Access and Recruitment, establishing the INDRA network, launching the digital platform, and getting early adopters on board in key Tier-2 hubs. Year two will be about Activation and Depth, ensuring that the retailers who joined are effectively using the training and marketing tools to drive sales growth.

As we expand, the challenge

will be maintaining consistency of messaging while allowing for localisation. We need to ensure that the promise of "Natural Diamonds" remains premium and trustworthy, whether the consumer is in a metro or a small town. Supply chain reliability, ensuring retailers have access to the specific goods we are marketing will also be a key focus area.

**The performance of the Second-Piercing campaign showed shifts in awareness, consideration, and even search behaviour. Which insights from that campaign influenced the Love, From Bestie launch?**

The "Love, from Dad" second-piercing campaign taught us that consumers are hungry for "modern rituals" and jewellery that signifies a personal milestone rather than just a social obligation. We took this insight directly into "Love, from Bestie." We realised that just as the father-daughter bond is emotional, so is the bond between friends. We moved the narrative from "coming of age" to "everyday appreciation." The success of the former gave us the confidence to position natural diamonds as accessible, emotional gifts for friends, breaking the myth that diamonds are only for heavy wedding sets.





## IN FOCUS DIAMONDS

**Since the Nagpur launch, what is the initial feedback from participating retailers on the support being provided under INDRA to help them reposition natural diamonds beyond occasion-led sales?**

The feedback has been empowering. Retailers in markets like Nagpur are telling us that the “Love, from Universe” and “Bestie” assets allow them to have a different conversation with their customers. They are no longer just waiting for the wedding season.

They appreciate the “flexibility” of the assets, being able to add their own logos and local language makes them feel ownership over the campaign. They are seeing that when they showcase diamonds as symbols of ‘intention’ or ‘friendship,’ they attract a younger demographic that walks in to buy for themselves, not just for a marriage.

**How is the mindset among Indian consumers evolving with respect to natural diamonds? Are younger, self-purchasing buyers significantly shaping this evolution?**

Absolutely. The shift is fundamental. In 2025, we observed a powerful rise in self-purchase. Women are no longer waiting for a partner or a specific occasion to be gifted jewellery. They are buying natural diamonds to celebrate their own milestones like a promotion, financial independence, or simply personal style.

Younger buyers are driving a trend toward ‘everyday minimalism.’ They don’t want heavy pieces that sit in a locker; they want versatile, lightweight designs like our Intention Pendants, that are wearable art. They view diamonds as a means of self-expression and identity, which is a massive evolution from the traditional investment-only mindset.

**What kind of consumer education do you intend to deploy to build confidence and clarity about natural diamonds?**

Our approach to consumer education is rooted in storytelling rather than instruction. Through our campaigns, we are gently shifting the perception that diamonds are “too precious to wear” and reserved only for rare occasions.

Each campaign brings this philosophy to life in a different way. Love, from Dad presents the diamond as a lasting rite of passage that can be worn every day. Love, from Bestie focuses on accessibility, positioning diamonds as joyful, spontaneous expressions of friendship. Love,

from Universe taps into a more personal narrative, framing diamonds as meaningful talismans tied to intention and self-belief.

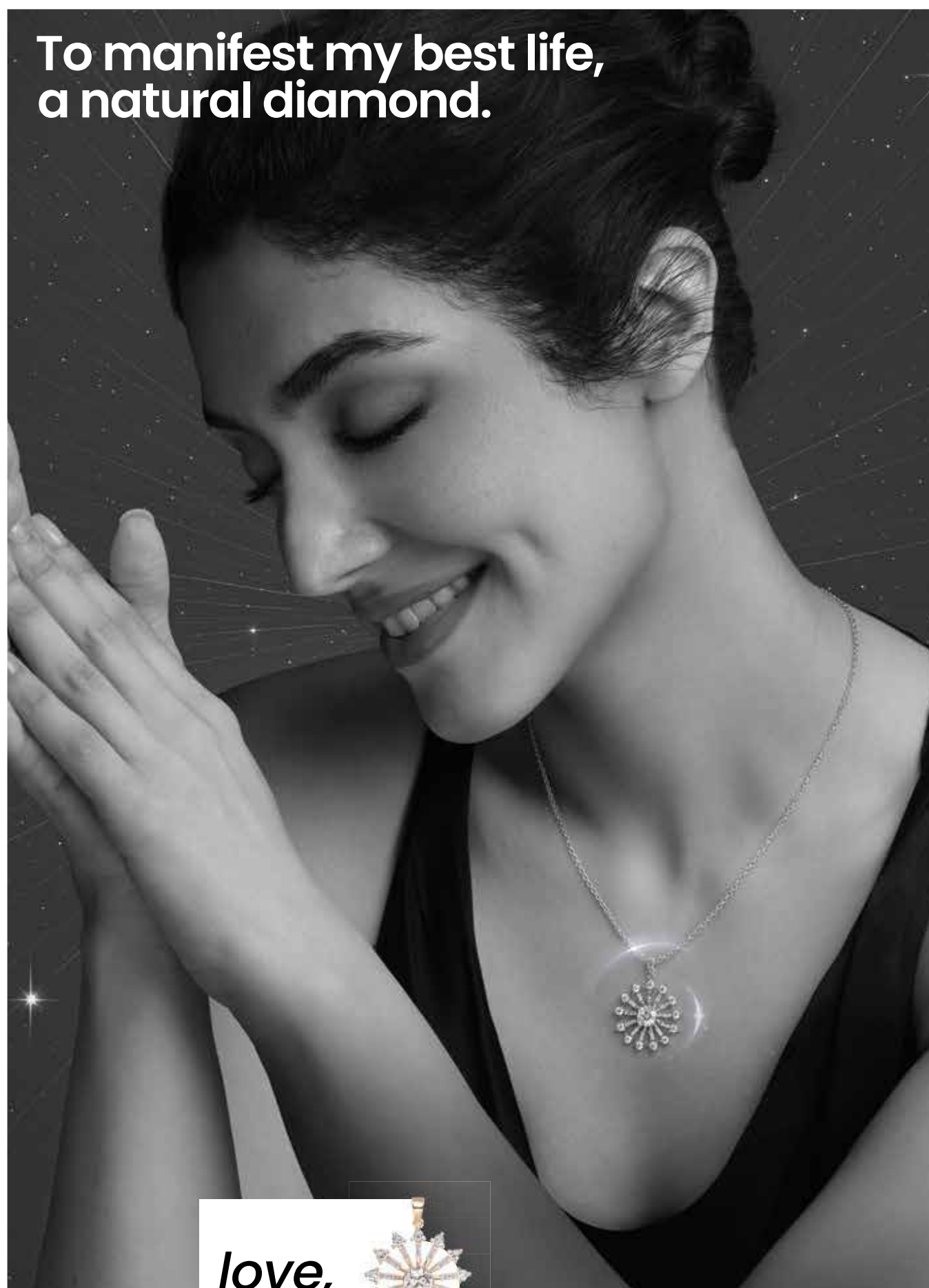
By embedding education within relatable, emotional stories, we are breaking the “occasion-only” mindset and building confidence around natural diamonds as enduring pieces that seamlessly fit into everyday life.

**What challenges do you foresee**

**in scaling INDRA across India in terms of retailer adoption, consistency of messaging, supply reliability, and consumer acceptance?**

Scaling a transformation of this magnitude across India’s diverse retail landscape naturally presents dynamic complexities. The primary task lies in harmonising the shift from traditional gold-centric practices to a modern, storytelling-led approach for

natural diamonds, ensuring that the integrity and emotion of our narrative remain consistent whether in a metro or a Tier-2 market. While synchronising widespread retailer adoption with supply chain readiness is an ongoing journey, the flexible infrastructure of INDRA is specifically designed to absorb these nuances, turning potential market fragmentation into a cohesive, trust-driven ecosystem.



To manifest my best life,  
a natural diamond.



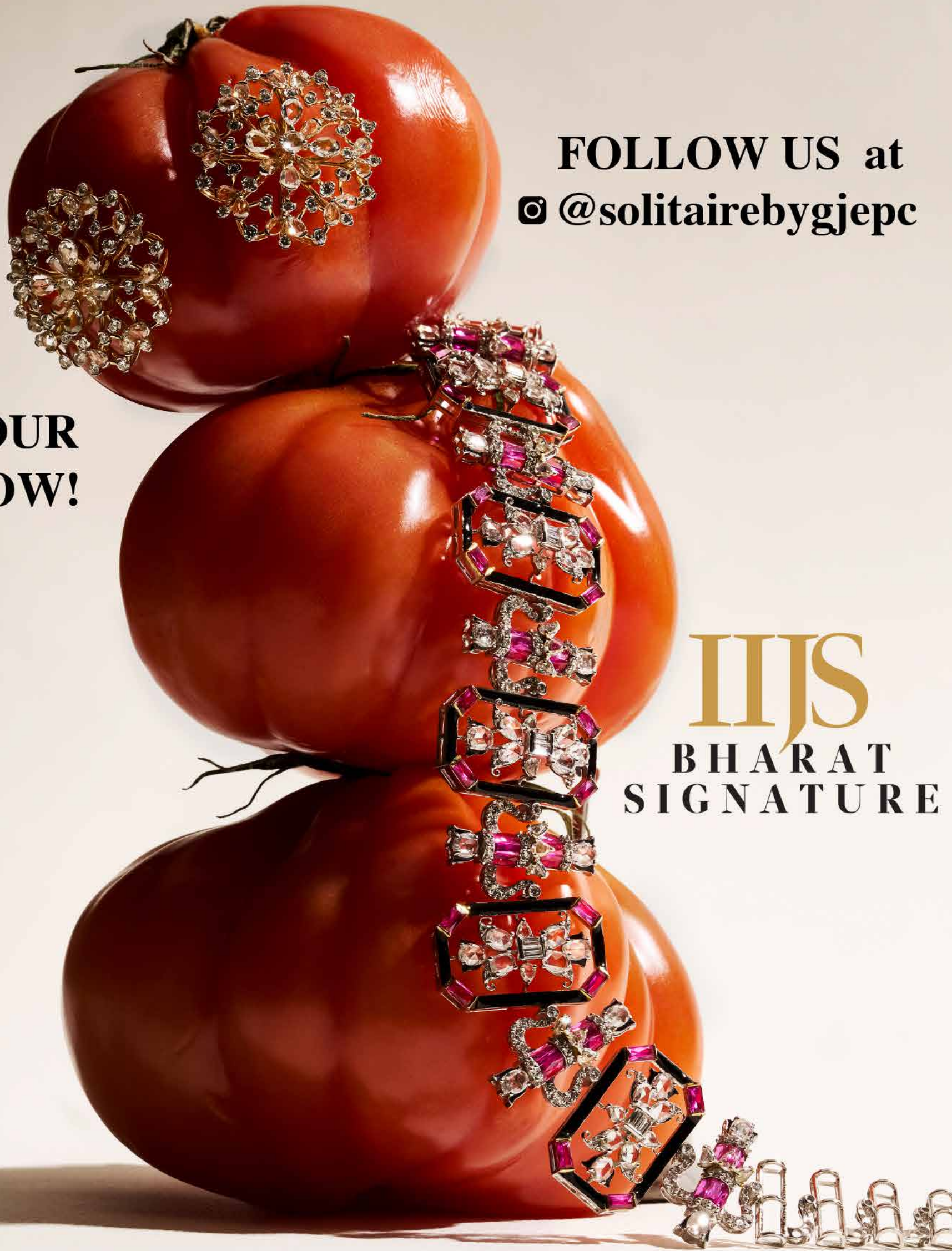
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**The Select Club**

Jio World Convention Centre

**BKC, MUMBAI**

Hall : Jasmine Hall, 3<sup>rd</sup> Floor

**Stall No : CLUB.6D**

**8 9 10 11**

**January, 2026**





**SELECT CLUB**

# What's Couture at IIJS Bharat Signature?

As we step into the new year, reflections on the IIJS Bharat Signature 2026 offer insights into the design directions shaping the jewellery industry. The Select Club, the exclusive pavilion at the Jio World Convention Centre dedicated to elite couture and designer jewellery, showcases trends that underscore a thoughtful evolution in consumer preferences.



© Valentine Fine Jewellery

Throughout 2025, leading up to the show in early January, the jewellery market has witnessed a marked return to vintage and classic diamond and gem-set designs, making a powerful comeback. Buyers are increasingly seeking pieces with enduring appeal — jewellery that can seamlessly transition into cherished heirlooms for future generations.

Beyond the bridal segment, diamonds have further strengthened their position in daily wear categories, frequently appearing as single accents, sleek pendant sets, delicate nose pins, or layered earpieces.

Illusion-set diamonds, in



© Oriental Gemco

particular, have received an enthusiastic response, providing the visual drama of larger solitaires at more accessible price points—an appealing option for the discerning yet price-conscious buyer.

The rise of fancy-shaped diamonds is evident at the show, with marquise, drop, baguette and oval cuts gaining prominence. Buyers are no longer restricting themselves to the oft resorted to round shape, giving designers greater freedom to articulate offbeat forms within their collections. Adding a limpid, luminescent touch this season is the increased use of rose-cut diamonds, which

## SELECT CLUB



© Ivaan Jewels



© Intergem Exports (YS18)



© S K Seth Jewellers



© D'yne Jewels

pair effortlessly with both brilliant-cut diamonds and coloured gemstones, creating an understated yet powerful aesthetic.

While emeralds maintain their hold at the top of the preference list, other gemstones are steadily gaining ground, including kunzite, morganite, multicolour tourmalines, citrine, tanzanite, and opals.

Traditional gem-set and plain gold bridal sets continue to dominate, while daily and party wear collections have embraced bolder silhouettes that remain remarkably lightweight.

In response to persistently high gold prices, bridal jewellery manufacturers have invested heavily in research and innovation, reducing metal weight by approximately 15 to 40%, ensuring that the aesthetic intricacy or design sophistication is not sacrificed.

Some manufacturers have turned to filigreed (wirework) and Thewa (gold on glass) motifs to enhance surface detail while controlling gold weight, particularly in handcrafted gold collections. Others have relied on advanced manufacturing technologies such as CAD, CAM, 3D printing and laser cutting, enabling intricate scale and detailing without added heaviness. The use of ceramic enamels is also seeing wider adoption to add colour and

depth to contemporary designs.

Multifunctional jewellery has gained considerable momentum, with versatile pieces that effortlessly move from daytime subtlety to evening glamour becoming a standout favourite among contemporary wearers. Reversible earrings and pendants, pendant-cum-brooches, and earrings that double as hair ornaments are among the many adaptable options on display.

Brooches, inspired by flora and fauna, Art Deco and Baroque forms, are also in the limelight. This segment is seeing a continued rise in popularity, as more men embrace these singular accessories for special occasions.

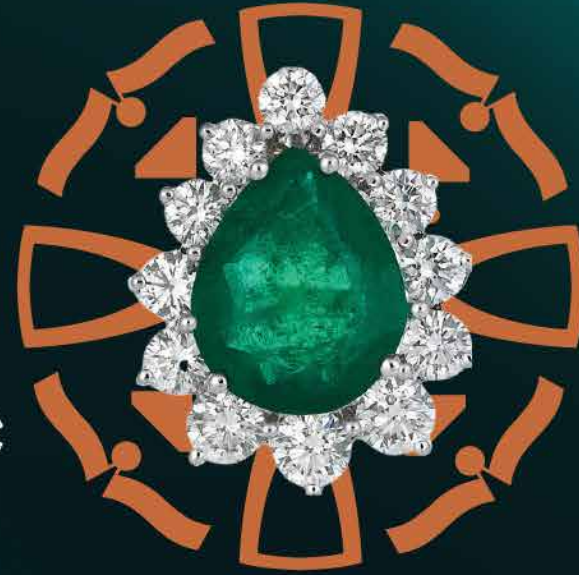
Looking ahead, the renewed fascination with classic forms signals a deeper consumer appreciation for craft-rich jewellery—pieces deeply rooted in heritage yet timeless enough to resonate across generations.

The showcases at The Select Club highlight an industry poised for a year defined by meaningful innovation, lasting value, and sophistication.

# THE WORLD GEM & JEWELLERY FAIR

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06<sup>th</sup>-08<sup>th</sup> October  
2026

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Jeddah Superdome



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JAIPUR

09<sup>th</sup> - 11<sup>th</sup> APRIL 2026

Venue - JECC Sitapura, Jaipur



SCAN TO EXHIBIT/VISIT





VIEWPOINT

# Modern, Lightweight, Luxurious: CVM's New Direction in Uncut Diamond Jewellery

Junagadh-based Choksi Vachhraj Makanji & Company (CVM) is known for its distinct design DNA, creating pieces for women who appreciate intricate detailing. At IIJS Bharat Signature, the brand presents three lines—one encrusted with diamonds, fine gemstones and uncut diamonds; another focused primarily on gemstones; and a third that celebrates gold.

**DEEPAK CHOKSHI, CEO** of the CVM Group, elaborates on the value of participating in IIJS shows and the art of balancing handcrafted techniques with technology-aided tools to create collections that align with the aesthetic sensibilities of today's generation.



**Deepak Chokshi**

**You are a regular IIJS participant. Tell us about your preparations for IIJS Bharat Signature. Are you unveiling any unique collections this year?**

Our campaign this year is "JUDD Jewellery is the New Diamond Jewellery!"

Over the years, CVM has introduced multiple versions of Junagadh Uncut Diamond Designer (JUDD) jewellery—sometimes driven by market demand and sometimes as part of our innovation journey.

This time, we're taking a big leap by presenting JUDD jewellery in a modern, high-end Western design language.

The entire range is crafted in

18-karat gold, finely finished high-end diamond jewellery.

After years of refining its signature uncut diamond collections, this latest line presents JUDD in a fresh, contemporary expression while retaining the finesse and finish of fine diamond jewellery.

With this new line, we're offering retailers an exciting, more affordable option in the natural diamond jewellery segment—without compromising on design, elegance, or quality.

Designed with new-age shoppers in mind, the pieces strike a balance between luxury and wearability, making them suited for every day, everywhere

moments.

**What are your expectations from this show?**

We're looking forward to meeting new clients from across the world and strengthening bonds with our existing customers by showcasing our latest creations.

**Which are your strong domestic regions and top export markets? Are you planning to tap newer regions at IIJS?**

Domestically, our focus is on pan India, and internationally, we have a strong product acceptance in the Middle East.

**You specialise in high-end**



## VIEWPOINT



### **diamond lines and bridal jadau. Has the record-high gold price impacted buying sentiments—positively or negatively?**

We've always been known for our 22-karat gold uncut diamond studded jewellery, and of course, rising gold prices have impacted the heavier bridal category. Keeping this in mind, we've introduced a beautiful range in 18-karat gold with lighter, everyday-wear pieces—making premium jewellery more accessible without losing its luxury feel.

### **How are you using technology to innovate and reduce gold weight?**

We use advanced CAD modelling, precision prototyping, and high-tech casting methods to optimise weight without affecting strength or aesthetics. Our R&D team constantly works on new techniques to maintain the richness of design while making each piece more wearable and cost-efficient.

### **How long have you been participating in IIJS, and how has it contributed to your company's growth?**

We've been part of IIJS since the very beginning. I still remember—back then, hardly any major company from Gujarat was present at the show. IIJS gave us the perfect platform to showcase our creativity to both the Indian and global markets. It has

played a key role in building our reputation, expanding our reach, and scaling our business volumes.

Along with the exhibition, we've also taken part in fashion shows and several memorable events organised by GJEPC.

### **What significance does IIJS**

### **Premiere hold for you in the current business environment?**

In today's dynamic market, IIJS is the ideal stage—it allows us to present our new collections to existing clients at the right time and opens doors to new relationships and growth opportunities.

We're excited and fully

prepared for this edition of IIJS. As always, our commitment is to bring fresh ideas, remarkable craftsmanship, and meaningful value to our customers worldwide.





**IIJS Bharat**  
SIGNATURE INDIA  
INTERNATIONAL  
JEWELLERY SHOW  
MUMBAI 2026

Concurrent Show

**IGJME** Bharat  
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# The Select Club

## EXPERIENCE THE LUXURY

**The Select Club at IIJS Bharat - Signature will host 107 Couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery.**

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- ACHAL JEWELS PRIVATE LIMITED
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- AGCOLOR LLP
- ALANKRTI
- ANAN JEWELS INDIA
- ANAND SHAH JEWELS LLP
- ANGEL JEWELS LLP
- ANOKHA JEWELS PRIVATE LIMITED
- ANSAA JEWELLERS (P) LTD.
- AQUA JEWELLERS
- AWESOME SPARKLERS
- B.C. JAIN JEWELLERS (VIVEK) PVT. LTD.
- B.C. JAIN JEWELLERS PVT. LTD.
- BAHETI GEMS & JEWELS PVT. LTD.
- BANSI JEWELLERS
- BEAUTY GEMS & JEWELLERY
- BHINDI JEWELLERS PRIVATE LIMITED
- BIKANER CREATIONS PRIVATE LIMITED
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- CHOKSHI VACHHARAJ MAKANJI & COMPANY
- D YNE JEWELLERY
- DASSANI BROTHERS
- DHANRUPJI DEVAJI CO
- DIAGOLD
- DIPTI AMISHA
- ENSHINE
- GDK JEWELS PRIVATE LIMITED
- GEETA SHYAM JEWELLERS PRIVATE LIMITED
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- GEMCRAFT
- GHATIWALA JEWELLERS
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- HISSARIA DIAMONDS
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- JEWELS PARK
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## INTERNATIONAL DELEGATION

# Iran at IIJS: A Growing Delegation and a Decade of Dialogue



A ten-year journey at IIJS reflects Iran's expanding engagement with India's diamond, gold, and jewellery machinery ecosystem. With a robust and visibly expanding presence, Iran continues to strengthen its position at IIJS 2026. Representing both gemstone buyers and jewellery machinery manufacturers, Hossein Tohidipour, the CEO of New Horizons speaks about the evolution of the show, Iran's sourcing priorities, and the cultural parallels that link the Iranian and Indian jewellery markets. In an interview, he reflects on a decade of participation and the growing strategic importance of IIJS for the Iranian trade.

### How many years have you been attending IIJS?

The eighteenth edition of IIJS Bharat – Signature in 2026 marks Iran's tenth consecutive year of participation as an international delegate. Over this decade, IIJS has evolved significantly in scale, organisation, and global relevance, and our continued presence reflects how important this platform has become for Iranian businesses.

### How many members are in the Iran delegation this year?

This year, our delegation consists of 40 members. In comparison, last year we had only 18 participants, so the size of the delegation has more than doubled. This growth is a clear indication of the increasing interest within Iran to engage more actively with Indian suppliers, manufacturers, and technology partners.



### What does Iran source from India?

India is one of our most important sources for diamonds, particularly due to its global leadership in cutting, polishing, and consistency of supply. After India, Thailand is another key market for us, especially for coloured gemstones. From Thailand, we source a wide and diverse range of coloured stones that complement the diamond-centric offerings we

procure from India.

### What jewellery trends are currently popular in Iran?

Although India offers far greater multicultural diversity in terms of design and regional styles, Iran and India share certain similarities when it comes to jewellery culture. In Iran, buying gold is still a very common and trusted form of investment, much like in India. Gold jewellery is worn extensively and holds strong

financial as well as cultural value. While contemporary influences are visible, gold remains central to Iranian jewellery consumption.

### Any final thoughts you'd like to share?

One aspect of IIJS that deserves more recognition is the IGJME section. It is relatively understated, yet it plays an integral role within the larger IIJS ecosystem. The machinery and technological innovations on display are impressive, particularly because they are refined and improved year after year. For manufacturers and serious trade buyers, this section adds immense value to the overall show experience.

As Iran's participation at IIJS continues to grow in both scale and intent, the exhibition remains a vital conduit for long-term collaboration—linking sourcing, technology, and shared jewellery traditions across borders.

## INNOV8 TALKS

# Same Stock, Smarter Outcomes: Rethinking Jewellery Inventory for a Faster Market

Jewellery retailers need to rethink how inventory is planned and deployed if they are to keep pace with changing consumer behaviour, said Roei Raz, VP Sales at Onebeat, at an Innov8 Talk held on 8 January 2026. The session focused on how data-driven inventory decisions can unlock higher profitability without expanding assortments or supply chains.

Raz outlined three consumer shifts reshaping jewellery retail. Buyers are increasingly seeking personalised choices, pushing retailers to broaden assortments. At the same time, patience is shrinking, with customers expecting immediate availability across locations. Adding to the pressure is a growing appetite for novelty, with frequent new collections shortening product life cycles and narrowing selling windows.



These forces are creating structural inefficiencies. Onebeat data shows that over 60 percent of new products become slow or non-moving inventory, while less than 15 percent of stock delivers predictable, fast-moving sales. More than 30 percent of inventory ages beyond 180 days, tying up capital and reducing return on investment through discounting, transfers or melting.

To address this, Raz presented a three-pillar approach built on adaptive systems, granular analysis and configurable platforms. The model replaces fixed planning rules with demand-responsive decisions, enables SKU-level optimisation by store, and allows category-specific strategies across gold, diamonds and other segments.

Applied across buying,

allocation, replenishment and liquidation, the framework helps retailers improve availability of fast movers, rotate tail inventory intelligently and balance freshness with profitability. Case studies from Indian jewellers illustrated measurable gains, including higher sales conversion, improved inventory turns and significant reductions in melting losses.

Raz noted that successful adoption depends on collaboration. Onebeat's value-discovery process allows retailers to assess opportunities using their own historical data, quantify potential gains and map a phased roadmap before committing. As consumer expectations rise and selling cycles tighten, the session underscored that smarter inventory management is becoming central to sustainable growth in jewellery retail.



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**GJEPC SURVEY**

# IIJS Bharat Signature 2026 Survey to Capture Business Impact and Industry Sentiment

A comprehensive impact survey is being rolled out at IIJS Bharat Signature 2026 to assess the show's business outcomes and its role in shaping industry direction. The study will cover four stakeholder categories Domestic Exhibitors, Domestic Visitors, Foreign Visitors and Sponsors with a focus on measuring Total Business Generated, Orders Booked, Year-On-Year Growth and Demand Trends across key gem and jewellery segments.

The survey will also evaluate the exhibition's broader effectiveness. Participants will be asked to share feedback on their overall experience, including facilities, ambience, security arrangements and ease of entry and exit. Product- and segment-level data will capture enquiries, order values and quantities, export versus

domestic business, and the importance of Signature within participants' annual sales and exhibition strategy.

Data will be collected through in-person, tablet-based interviews using Computer Assisted Personal Interviewing across an estimated 25% of total participants.

Separate questionnaires will be administered for each stakeholder group, supported by back-checks and spot-checks on the show floor to ensure data quality and consistency.



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**INNOV8**

# JIO INNOV8 SCHEDULE

Topic	Speaker Name	Date	Time
The Future of the Natural Diamond Market: "Recovery, Challenges & New Opportunities"	Prasad Kapre	8th January 2026	14:00 - 15:00
	Pranay Narvekar		
	Edahn Golan		
From Idle Gold to Fast-Moving Cash: Tech that Turns Inventory Guesswork into Predictable Growth	Roei Raz	8th January 2026	15:00 - 15:50
Expanding Scope of Jewellery - Exports, Legacy and Wealth Multiplier	Nikhil Naik	8th January 2026	15:50 - 16:50
	Sanjay jain		
	Dr.Jagat Shah		
Coffee with Dr. Chetan Kumar Mehta In Conversation With Mr. Russell Mehta	Russell Mehta	8th January 2026	16:50- 17:50
	Dr. Chetan Kumar Mehta		
Free Trade Agreements: Modalities, Nuances & Strategic Opportunities for India's Gem & Jewellery Sector	Supreme Kothari	9th January 2026	13:00- 14:00
	Tapan Mazumder		
	Rashmi Arora		
The Joy of Jewellery: Connecting with Today's Customer	Praveen Govindu	9th January 2026	14:00 - 15:00
	Vikram Chauhan		
Lab-Grown Diamonds: Truth, Myth & the Next Luxury Revolution	Harish Vathan	9th January 2026	15:00 - 16:30
	Adit Bhansali		
	Hasu Dholakia		
	Sweety Vaghani		
	Chirag Soni		
	Anil Prabhakar		
	Leshna Shah		
GALDIERIA - A Unique Micro-Algae Media for Gold Recovery, from Japan	Tadashi Tanimoto	9th January 2026	16:30 - 17:30
InCent-LGD, IIT Madras: Advancing India's leadership in Lab-Grown Diamond Science and indigenous technologies beyond gems	Prof. MSR Rao	10th January 2026	12:00 - 13:00
Certification Standards of Diamond	Samir Joshi	10th January 2026	13:00- 14:00
	Ramit Kapur		
	Dr AVR Reddy		
	Kareena Shahani		
The Sparkle Effect: How Influencers Shape Jewellery Trends	Amit Sharma	10th January 2026	14:00 - 15:00
	PRERNA MAKHARIA		
	Renu Choudhary		
	VRINDA ARORA		
The Age of Intelligence: How AI will Rebuild Every Industry in 5 Years	Tushar Gupta	10th January 2026	15:00-16:00
	Palaniappan Ramu		
Scaling E-Commerce Jewelry Businesses on Marketplaces	Nitin Khandelwal	10th January 2026	16:00 - 17:00
	Neha Kejriwal		
	Jatin Bhargava		
	Jan van Diermen		
	Sandeep Juneja		
	Ravinder Panthri		



**innov8**  
TALKS

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**INNOV8**

# NESCO INNOV8 SCHEDULE

Topic	Speaker Name	Date	Time
Technology innovation and the role of gold and diamonds in digital age	Sachin Jain	09 January 2026	14:00 - 15:00
	Richa Singh		
"Charting Your Global Journey: Practical Tools to Become a Successful Exporter"	Mihir Shah	09 January 2026	15:00 - 16:00
Introducing the unique program for retailers- Heera Hai AAP Ke Liye	Shweta Harit	09 January 2026	16:00 - 17:00
Ease Of Doing Business Along with Customs MSME & DGFT	Praveen Kumar	09 January 2026	17:00 - 18:00
	Nilesh Trivedi		
	Rupa Datta		
	Mihir Shah		
Jewelstart A Gjepc Initiative- Way Forward		10 January 2026	11:00-14:00
The AI Revolution: Re-Imagining Jewellery by 2030	Dr. Rahee Walambe	10 January 2026	14:00 - 16:00
Gold & precious Metals" A future Outlook	Surendra Mehta	10 January 2026	16:00 - 17:00
	K. Srinivasan		
	Thirupathy Rajan		
	Ranjith Singh		
	Chirag Sheth		
	Ananthanarayanan Subramanian		
Understanding the Gold Ecosystem	Maulik Shah	10 January 2026	17:00-18:00
	Prescilla DSouza		
	Mr Nirakar Chand		
The Global bench mark for Gemstone pricing	Atul Jogani	11 January 2026	12:00 - 12:30
Beyond Lanes & Legacy Markets India Gold Capital and the Future of Jewellery Trade	Haresh Sundar	11 January 2026	01:00- 2:00
How to Think 10X- Breaking Mental Barrier/Success your Birth-right	Dr. Sudhir Rao	11 January 2026	14:00 - 15:00
The Power of Storytelling: How stories shape brands, cultures, & leadership	Arti Saxena	11 January 2026	15:00 - 16:00
	Jayant Raniga		
	Ravishankar Iyer		
	Anil Prabhakar		
Natural Pearl Trade & Evaluation	Abeer Al-Alawi	11 January 2026	16:00 - 17:00
A New Era of Rarity and Luxury: Crystalline Osmium Makes Its Indian Debut	Scarlett Clauss	11 January 2026	17:00 - 18:00



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**INNOV8**

**SYMPOSIUM**

Topic	Speaker	Company	Date	Time
Next-Generation HPHT Growth Technologies	N Arunachalam	IIT Madras	9th January	15:30 - 17:00
Challenges in The Identification of Lab-Grown Diamonds	Dr Ramchandra Patil	GSI	10th January	14:00 - 15:30
Creating a Smarter, Stronger Jewellery Ecosystem	Tejas Mehta	Narrative	10th January	15:30 - 17:00
Artificial Intelligence in Indian Jewellery Manufacturing and Retail	Vinit Jogani	Diatech Ai	11th January	14:00 - 15:30
	Rahul Desai	International Institute of Gemology		
	Aagam Shah	Plushvie		
	Kaushik Sanghvi	SNDT		
	Vishal Usapkar	IRYS		
AI & Design Congruence	Devyani Parekh	GIA	11th January	15:30 - 17:00

**INNOV8 TALKS**

# Navigating the New Normal for Natural Diamonds



The Innov8 seminar on The Future of the Natural Diamond Market: Recovery, Challenges and New Opportunities, held on Day 1 of IIJS Bharat Signature 2026, set a clear tone for the conversations the trade is grappling with right now. Bringing together market data, consumer insights and long-term projections, the session featuring Prasad Kapre, Industry Analyst and Consultant at Blue Sky Business Management Group; Pranay Narvekar, Partner at Pharos Beam Consulting LLP; and Edahn Golan, Managing Partner at Tenoris, mapped where natural diamonds stand and what the industry must confront next. Industry analyst Edahn Golan opened the discussion with

a data-led view of shifting consumer behaviour. His presentation showed that demand below the \$2,500 price point continues to weaken, while purchases in the \$2,500-\$5,000 range remain the market's core. At the top end, however, growth remains resilient, with a notable rise in high-value diamond jewellery purchases in the US, underlining that consumers with spending power are still choosing natural diamonds. A key concern highlighted was the bridal segment. Golan pointed out that while wedding numbers in the US have flattened at around two million annually, markets such as Japan and China have seen sharper declines, affecting diamond demand at

its traditional entry point. India stood out as an exception, supported by demographic growth and strong cultural attachment to jewellery, even as Western markets show fatigue. Lab-grown diamonds featured prominently in the discussion, particularly their growing share in US engagement rings, where they have crossed the 50% mark by unit sales. The concern, speakers noted, is not the presence of lab-grown diamonds, but the lack of clear differentiation. Without it, there is a risk of natural diamonds losing their luxury positioning in the minds of younger consumers aged 25 to 35, a cohort that is increasingly price-aware and less emotionally invested in the traditional diamond narrative. Pranay Narvekar, Partner, Pharos Beam Consulting LLP, expanded the lens to the broader industry cycle. He explained how post-Covid consumption spikes have reversed, with the market now absorbing the delayed impact of tariffs, inventory corrections and what he described as a "bullwhip effect" moving through the supply chain. While price stability is expected to return by mid-2026, he cautioned that stability should

not be mistaken for growth. Tariffs, the panel agreed, matter most where they distort demand rather than supply. While India's midstream is likely to feel a temporary impact, the larger adjustment will come from aligning production, polishing capacity and market expectations to a more measured demand environment. Prasad Kapre, Industry Analyst and Consultant, Blue Sky Business Management Group, reinforced the need for stronger industry stewardship. With no single player now able to act as a custodian of category demand, he argued that collective responsibility, clearer messaging and sustained category marketing are essential to keep the "diamond dream" relevant. The session closed with a consistent takeaway. Natural diamonds are at a crossroads. Long-term demand remains intact, particularly at higher price points, but survival will depend on sharper differentiation, renewed marketing focus and a conscious effort to protect the luxury perception that has underpinned the category for decades.

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WHAT'S NEW

# Diamond Feast

**Kosha Fine Jewels** unveils a collection crafted in rose gold, with modern silhouettes and generously populated with fancy-shaped diamonds. The designs move between structured and fluid forms, and include arresting geometric ear studs, slim wrist wear, and a Christmasy necklace set embellished with diamonds and emeralds, among other pieces. The jewels are an ideal pick for the new generation that values both style and substance.



# Classy Couture

**Savio Jewellery's** new high-jewellery collection marries vintage-inspired silhouettes with modern sparkle. A medley of white diamonds in various cuts brings fire and sass, while vivid accents of deep-red rubies, Zambian emeralds, and electric violet-blue tanzanites add daring pops of colour. Effortlessly versatile, these pieces transition from cocktail evenings to grand wedding celebrations with equal élan. Lace-like necklaces that skim the collarbone, bold rings designed to spark conversations, shoulder-dusting dangles, and—for the gentleman—a striking series of animal-motif brooches crafted with sculptural precision and a playful swagger.





## WHAT'S NEW

# Modern Expressions

**Sundaram Chains** presents three carefully curated lines at the show. The AER collection brings a fresh perspective to everyday gold bangles. Crafted in 22-karat gold, each piece is thoughtfully engineered to feel light on the wrist while retaining a bold, well-defined presence. Intricate CNC detailing and a refined dual-tone finish make these bangles visually striking.

Designed for everyday comfort, the Flex Collection in 18-karat rose gold embraces a flexible slip-on form, while subtle textural accents add a contemporary touch. The lightweight, unisex design makes it a natural fit for modern lifestyles.

Completing the trio, the She Reign collection in 18-karat rose gold is all about restrained elegance. A delicately styled chain, bracelet and matching earrings come together as a complete set—created for women who value strength expressed through simplicity.



# Rare Sparkle

**Vijay Gems & Jewellery**, Bengaluru, is an innovation-driven manufacturer of natural diamond and gemstone jewellery, crafting bespoke pieces. For this edition, they are presenting white gold necklaces and earrings, dripping with a cascade of fancy-shaped diamonds, while the yellow gold collections brim with vivid emeralds, rubies, and diamonds. Each jewel is shaped with the precision of advanced technology and artistic intent. The true brilliance of diamonds lies in the rare, the perfect, and the timeless attributes.



WHAT'S NEW

# Glittering Offerings

**Baariki Jewels**, the jewellery brand of Junagadh Jewellery Pvt. Ltd, is known for its breadth of design and an eye for detail that shows up in every piece. Their offerings span diamond-studded bridal sets, everyday wear, ornate jadau creations, and contemporary studded gold jewellery. From impressive full necklace suites to easy, everyday accents like slim rings and nose pins, each piece is crafted in 22-karat gold and set with diamonds or vibrant gemstones.

With a strong focus on finish, comfort, and durability, Baariki Jewels appeals to customers who value jewellery they can enjoy often, yet treasure for years.



# Lavish Luxe

**GDK Jewels** celebrates the rich blue-violet glow of oval cabochon tanzanites. Paired with deep green, drop-shaped emeralds and icy diamonds, this high-end collection moves effortlessly from an evening out to a wedding reception. The line features open white gold necklaces and cuffs set with diamonds and dotted with pebble-smooth tanzanites, leafy earrings articulated with emeralds and diamonds, and elegant double-drop earrings — a wide spread of jewels to choose from.





## WHAT'S NEW

# Bridal Bonanza

**Geeta Shyam Jewellers** presents a wide range of jadau bridal sets embellished with precious gemstones such as emeralds and rubies in fluted cuts, beads, cabochons and more. Pearls and white diamonds add a soft glow, but the major attraction is the use of irregular, uncut diamonds (polkis) that lend a vintage, regal look. The flared necklace bibs with complementary earrings and the finely handcrafted kadas are tailor-made for a bride who loves a full-on, celebratory look on her big day.



# Ice & Spice

Sparkling diamonds paired with cabochon emeralds, tanzanites and rubies create a dreamy winter palette. There's just enough glint, complemented by warm, rich hues, all brought together in structured designs.

**Gehna's** latest line features broad bangles built with ribbed rows, each one set with coloured gemstones and diamonds. A standout V-shaped diamond necklace flows into a striking emerald pendant. Floral earrings shimmer with invisibly set baguette diamonds and a touch of emerald. Ear studs come alive with tanzanites, pearls and a subtle flash of invisibly set baguettes and pavé-set rounds. Even the rings carry cabochon gems in a mix of colours.

The pieces bring a cosy yet polished charm to the season, making them easy to dress up or down.





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SIGNATURE, Mumbai 2026 MACHINERY EXPO

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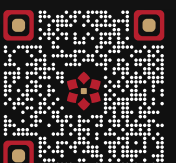
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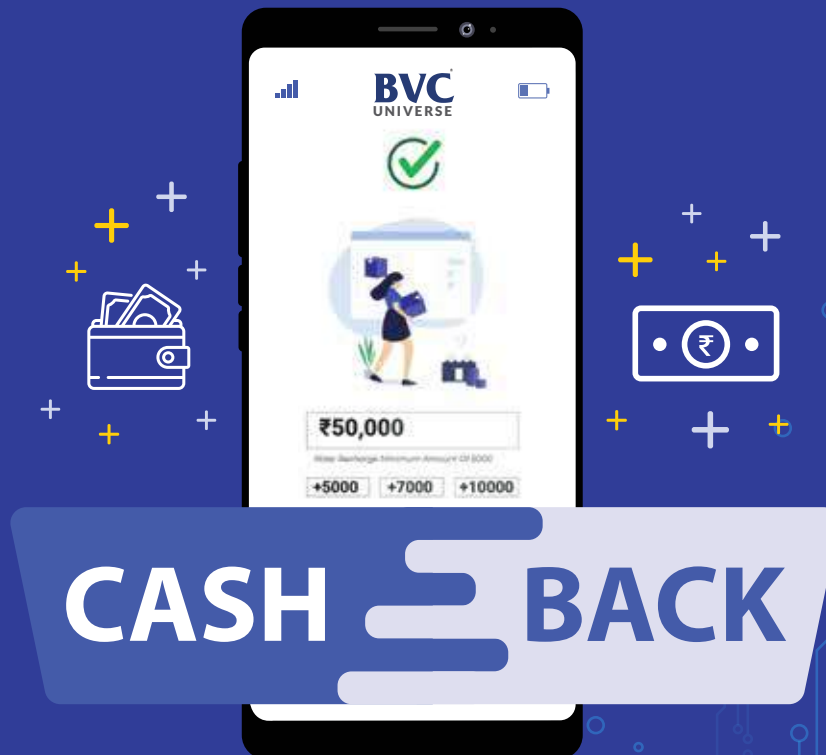
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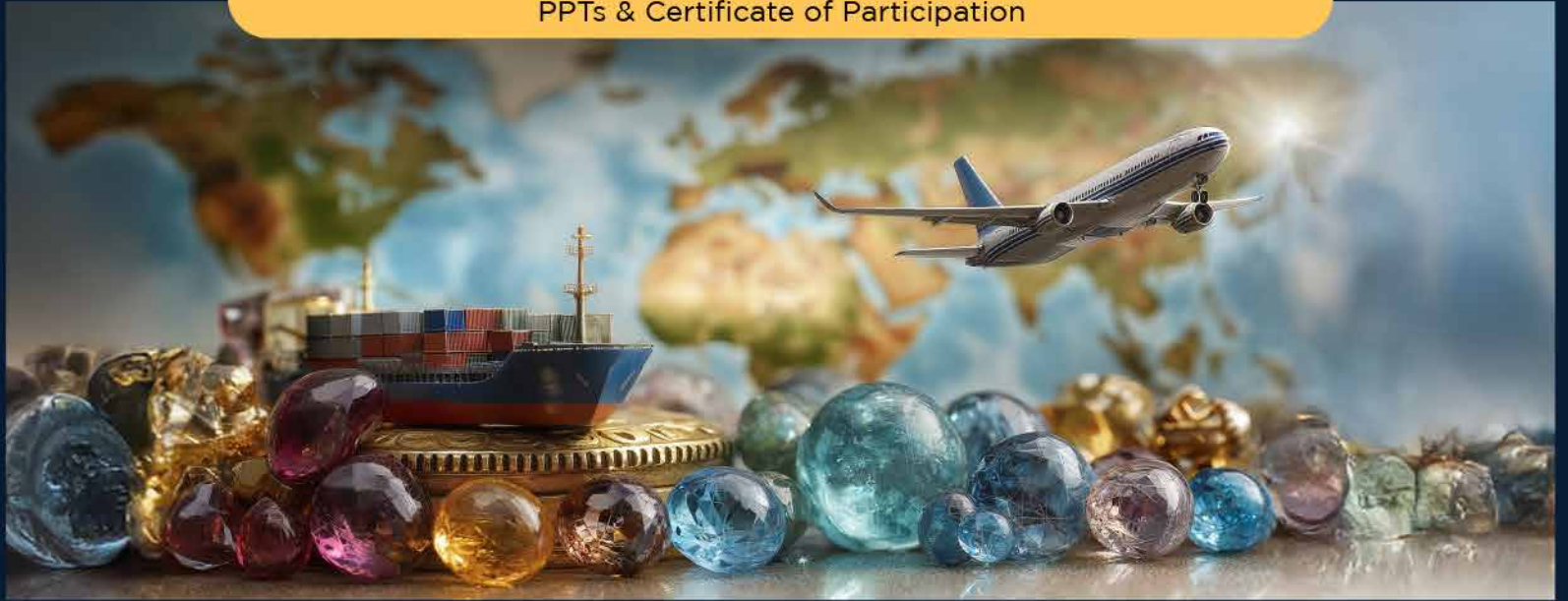
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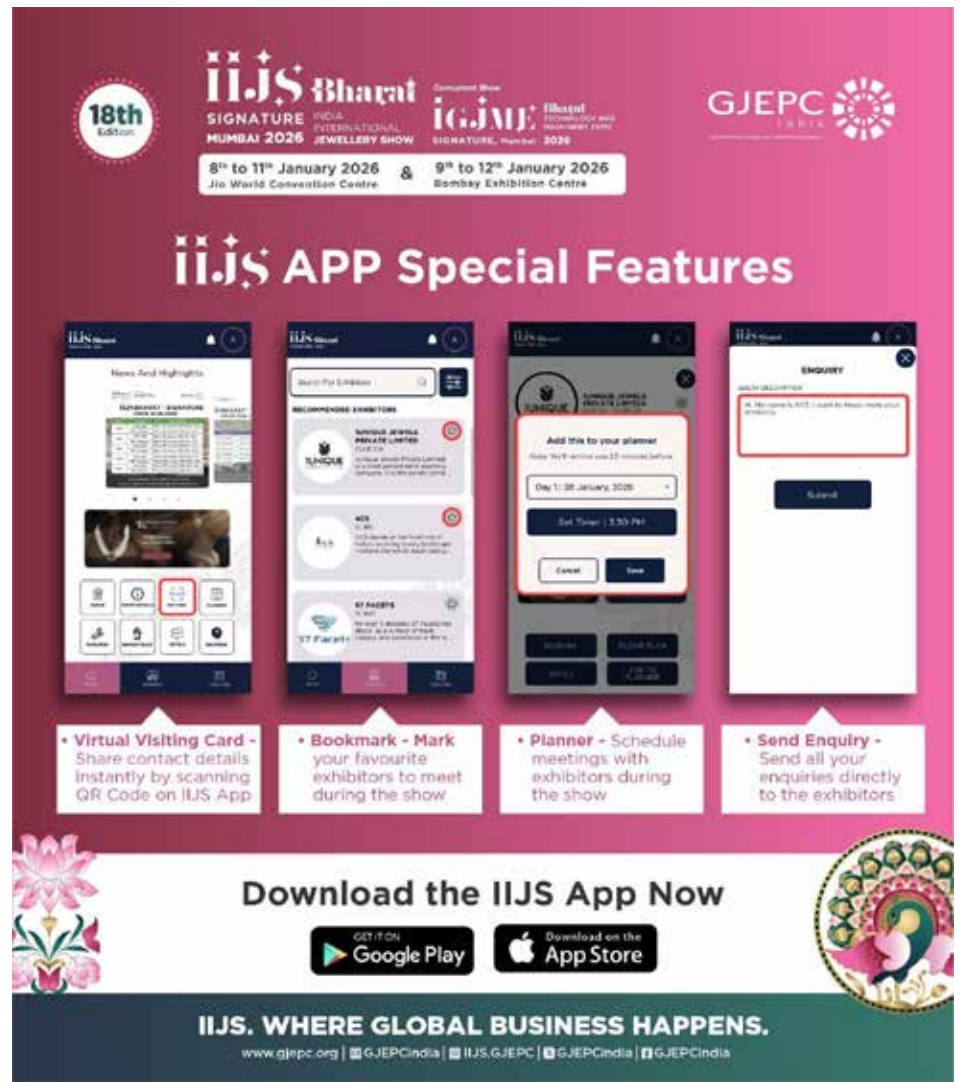
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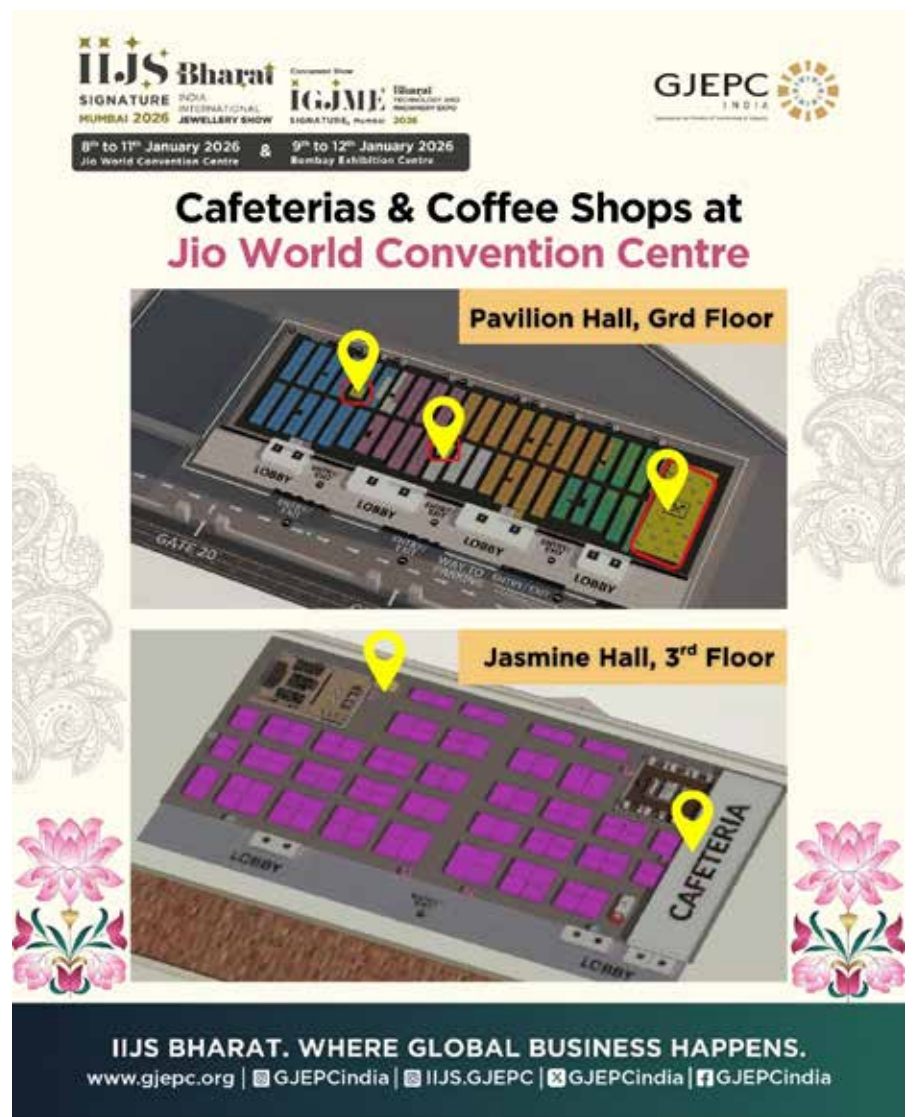
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