

DAY
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IIJS
INDIA INTERNATIONAL
JEWELLERY SHOW
TRITIYA 2023
17th - 20th March
BIEC, BENGALURU



17TH MARCH 2023

SHOWDAILY

COVER STORY

First-Ever IIJS Tritiya Set To Ring In Good Fortune For South India

Promising New Beginnings For the G&J Industry

The inaugural IIJS Tritiya show is set to take place in Bengaluru from 17th to 20th March, and it promises to be a grand event for the gem and jewellery industry in India. The show is being held in the run-up to Akshaya Tritiya, a festival that is considered one of the most auspicious days for making significant investments or starting new ventures.

The upcoming show is set to host over 800 exhibitors who will occupy 1500 stalls across an expansive exhibition area of 45000+ square meters in Halls 4 & 5 at the Bengaluru International Exhibition Centre (BIEC). With a focus on business dealings, the four-day



event is expected to draw in over 15 000 visitors from 500+ Indian cities and countries such as Kuwait, Saudi Arabia, UAE,

Singapore, Nepal, Malaysia, Bangladesh and the US. The main product categories are Gold & Gold CZ Studded

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third day of the bright half of the lunar month of Vaishakha, which usually falls in April or May. On this day, people in India purchase gold and other precious metals, believing that any investment made on this day will bring abundant prosperity and good fortune.

Akshaya Tritiya is also an important religious day in India, marking the birth anniversary of Lord Rishabhdev, the first Tirthankara of the Jain religion. It is believed that on this day, the Pandavas received the Akshaya Patra, a vessel that would provide an unlimited supply of food during their exile.

Overall, Akshaya Tritiya is regarded as a day of new beginnings, good fortune, and



abundance. And the debut of IIJS Tritiya in Bengaluru is a perfect example of a new beginning. The show's exhibitors hope to make new contacts and strike business deals with untapped regions of the southern part of India.

IIJS Tritiya is being organised by the Gem & Jewellery Export Promotion Council (GJEPC), and the show will bring together exhibitors and buyers from across India and the world and provide a platform for networking, sharing knowledge, and conducting business.

The show's debut in Bengaluru represents a new beginning for the exhibitors.

MESSAGES



VIPUL SHAH
Chairman, GJEPC

The GJEPC's inaugural IIJS Tritiya exhibition, taking place in Bengaluru from 17th to 20th March, 2023, has received enthusiastic support from our exhibitors, and we extend our heartfelt gratitude to them.

As a significant consumer of gold jewellery, the southern region of India presents an excellent opportunity for exhibitors to tap into a new market, offering a diverse range of products, including coloured gemstone jewellery, diamonds, and silver jewellery.

Renowned for their intricately designed, highquality jewellery, manufacturers in the South can use IIJS Tritiya to leverage their reputation and establish themselves as prominent suppliers for the global jewellery market.

Since its inception in 1985, IIJS has grown into a leading event for the jewellery industry, attracting exhibitors and visitors from all corners of the world. It provides a forum for jewellers, manufacturers, designers, wholesalers, retailers, and buyers to display their products, share ideas, and explore new business opportunities. IIJS in the form of IIJS Tritiya presents a valuable opportunity for exhibitors and buyers to expand their businesses, and I am sure that they will make the most of it.

With your invaluable support, we are confident that IIJS Tritiya will be a resounding success.



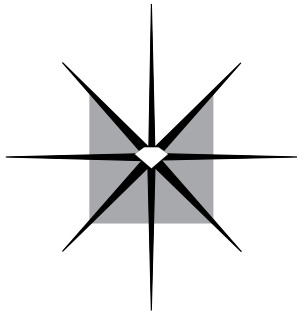
KIRIT BHANSALI
Vice Chairman, GJEPC

It gives me immense pleasure to welcome you all to our brand new IIJS Tritiya show in Bengaluru. Our team has worked tirelessly to bring together the best exhibitors who will present designer lines based on market trends.

This show is of utmost importance as it gives us an opportunity to connect with our industry brethren from the five southern states. Ideally located, retailers from tier II, III towns will find it convenient to meet and do business with vendors from across India, share ideas, and build new relationships.

As the industry continues to evolve and embrace the ever-changing consumer trends, it is important that we stay ahead of the times. This trade show is a reflection of that commitment, with a focus on sustainability, diversity, and inclusivity.

Thank you for being a part of this exciting new venture. Let's make this trade show successful and set the standard for the future of the jewellery industry.



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MESSAGES



NIRAV BHANSALI

Convener,
National Exhibitions
Sub-committee, GJEPC

I'm excited to welcome the finest jewellery and gemstone industry professionals from across the country to the first ever IIJS Tritiya in Bengaluru. Our committee has been hard at work putting together the first regional IIJS exhibition that will showcase the diverse and innovative products which will be on display at the IIJS Tritiya show. The exhibition aims to provide a high-quality experience, and visitors can look forward to a range of amenities, transport arrangements, and parking facilities.

We are proud to announce the launch of the dedicated IIJS App that will be your one-point of contact for fulfilling all your needs at this and all future shows.

The GJEPC decided to target the South India market to help retailers cater to demand for the Akshaya Tritiya festival. The most important thing is to ensure that IIJS is well-organised and generates good business.

We are committed to ensuring that the IIJS Tritiya becomes a flagship event for the jewellery and gemstone industry, and we are confident that the debut show edition will be no exception. Thank you for your ongoing support of the IIJS Tritiya show, and we look forward to working with you to make this year's event a grand success!



SABYASACHI RAY

Executive Director,
GJEPC

Facilitating the growth of our members and serving them has always been a key focus for us, and we have made significant strides in this regard through the IIJS platform over the past several years. Our experience with the IIJS Premiere show in 2021, which had to be relocated to Bengaluru due to Covid restrictions in Mumbai, highlighted the immense potential of the southern Indian market.

The inaugural edition, IIJS Tritiya show, in the South will provide an opportunity for retailers even from remote areas in the region to participate in an IIJS event, an opportunity they would have missed otherwise.

We are taking great care in organizing IIJS Tritiya, from selecting exhibitors that cater to the southern market, to ensuring a pleasant experience and providing a comfortable environment for networking and making valuable connections. Our aim is to create an opportunity that enables participants to meet, network, and thrive.

In conclusion, I would like to express my sincere appreciation to our exhibitors and visitors, whose unwavering support has been instrumental in our success thus far. I am confident that we can count on your continued contribution to ensure that IIJS Tritiya is a resounding triumph.





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EXHIBITORS SPEAK

IIJS Tritiya Exhibitors Set To Impress Buyers With Exciting Ranges

IIJS Tritiya has generated a buzz among the nearly 800 participating exhibitors, who have curated a diverse range of product line-ups to showcase at the debut show. Slated to be held in BIEC, Bengaluru, the location is easily accessible to southern belt retailers from Tamil Nadu, the land of temples, to Kerala, God's Own Country, to Karnataka, the high-tech hub, and Andhra Pradesh, a major rice-growing state, and Telangana, the seed capital of India.

IIJS Tritiya aims to help create significant opportunities for its exhibitors in developing new contacts and nurturing existing business relationships. *Solitaire International* spoke to some exhibitors who have been associated with the IIJS brand since many years and some who have just joined recently. Irrespective of their duration of participation, each and every exhibitor has come well prepared with their wares.



On model: Emerald, pearl and polki choker and a statement polki ring. By Guru Kripa Design Studio LLP

EXHIBITORS SPEAK

Prospects for the Indian retail demand look upbeat, and exhibitors are confident that even though the world economy is under pressure of inflation and recession, India is moving towards a self-sustainable economy. The mood is upbeat as the show is being held one month prior to Akshaya Tritiya, the festival that drives sales of jewellery.

Couture Fare



Royal azure ring. By Savio Jewellery

Savio Jewellery, Jaipur, is an acclaimed high-end manufacturing house and has won several awards at design shows across the globe. **Ashish Sand, Partner, Savio Jewellery**, notes that they are excited about yet another big jewellery show, IIJS Tritiya. "The last time when GJEPC hosted IIJS Premiere in Bengaluru, it was an outstanding trade show for us and nearly 40% of our customers from the southern region were new. The debut IIJS Tritiya show, I am sure, will be a blockbuster! We are expecting the industry's biggest gathering of domestic and international buyers. IIJS serves as the primary platform for Indian jewellery manufacturers to



Rose gold stylised floral earrings set with fancy-cut diamonds. By Savio Jewellery

network with retailers, enabling both segments to gain insight into product design and demand trends.

"Like every year, we give our heart and soul to create some extraordinary pieces of jewellery, and this time we will be launching some exclusive collections set with colour gemstones for our southern retailers." Savio Jewellery is presenting high-end collections like Emeraldo, set with Zambia emeralds and brilliant-cut diamonds and Pastello, which is saturated with pastel coloured gems like Australian opal, Russian emeralds, corals, pink sapphires, morganites, Ethiopian opal, ruby, spinel, and diamonds.

Ghanshyam Das Kotawala (GDK) Jewels Pvt. Ltd., New Delhi, is renowned for its high-end bridal jewellery and jewellery set with fancy colour diamonds under the GDK Jewels Private Limited umbrella. **GDK Director Ashish Goyal** informs, "We are working with 40 to 50 clients who seek our range of jewellery. Under the GDK group, we are seeing that jewellery set with coloured gemstones is trending heavily, and consumers are opting for emeralds, pink sapphires, morganite and tanzanites." He states that their clients are demanding designer



collections, especially coloured gems set in rose gold. They are looking for statement pieces that can be worn on multiple occasions. "We are expecting a good season ahead at the consumer end and the economy seems to be stable."



Slender necklaces and rings decorated with openwork geometric gold motifs. By Lotus Jewellery



The white gold festoon necklace is adorned with emeralds and diamonds. By GDK Jewels Pvt. Ltd.

Gold Shines

Choksi Vachhraj Makanji & Co. (CVM), Junagadh has pioneered and popularised uncut diamond jewellery since 1999. **Deepak Choksi, Director, CVM**, comments, "Presently, we have over 850 artisans to cater to the increasing demand at the retail end, and are the most preferred jewellery manufacturing company especially for corporate retailers. We are known for Junagadh Uncut Diamond (JUD) jewellery, open setting polki jewellery, 22-karat antique kundan jewellery, 18-karat diamond jewellery and Amritsari jewellery. For IIJS Tritiya, we have made a collection in each of the above 5 categories. We are also launching the special Dev-Devi

collection to attract retailers from the South." According to Choksi, high gold prices may create a temporary hurdle but in the long run, it will boost consumer confidence towards the yellow metal and the industry may witness a rise in sales.

Vineet Vasa, Owner, Lotus Jewellery, Rajkot, specialises in lightweight gold jewellery crafted with laser and CNC technology. "We are excited about GJEPC's brand new show IIJS Tritiya and we have developed many new products that will be popular in this region." Vasa believes that the upcoming season of Tritiya will be good, and thereafter may see a lull for two months or so. But the rest of the 10 months will be good for the industry. "Gold prices has not affected our product lines because we make small lightweight jewellery. In



The beauty of handcrafted gold jewellery lies in the mastery and skill of the artisan who creates it. Here's a stunning example of a bridal necklace that is decorated with minute etchings, rawa work, pearls, and florets. By CVM

EXHIBITORS SPEAK



Composed with five circular motifs featuring intricate motifs of Tree of Life, the necklace is extended with openwork floral motifs. By Anmol Swarn (I) Pvt. Ltd.

fact, when the metal prices rise, it means consumers will repose more faith in it for its intrinsic value. **Mahipal Juharmal, Managing Director, Anmol Swarn (I) Pvt. Ltd.**, has high expectations from IIJS Tritiya. He believes that the show will be the barometer of consumer spending going ahead in 2023. "The shape of things to come seems positive, and we are already getting a good volume of orders. As per market reports, this year will bode well for the industry as a record number of marriages are scheduled in the country and the bridal segment will perform well.

"For the show, we have prepared a range of new lines that will help our brand stand out. We are known for our superior craftsmanship and that is a huge plus," says Juharmal, adding, "We have innovated new methods for reducing the metal weight by almost 40% in handmade temple jewellery without compromising on design, finish and quality. This, in turn, has helped us to price one of our lines below ₹5 lakh, and will draw mid-range consumers to stock up on designer heritage jewellery. We have a premium range, too, that extends our reach across all categories of buyers depending on their needs. We have also come up with a live inventory catalogue to meet consumer demand promptly." Juharmal observes that high gold rates d ranges. "In fact, we have recently imported some advanced machinery from Germany and other countries to support our R&D to increase product efficiency."

R. Lokesh, Owner, Thashna Jewellery, Coimbatore, is a recent entrant in IIJS shows. His expectations are high for IIJS Tritiya as he received an exceptional response at IIJS Premiere last year, which was his debut show. "We have been

making special Coimbatore handmade daily wear and bridal jewellery in yellow gold and antique finish since 1992, and our lines weigh between 2 grams and 100 grams. We are wholesalers and also have a retail showroom, but we are looking to expand our network through this new show and we hope to tap retailers from tier 2 and 3 cities across the southern belt, and hope to stand out through our designs and superior finish."

Colour Crush

Jaipur Jewels by Vaibhav Dhadda brings together Jaipur's greatest gems and jewellery artists under one roof – be it lapidary art, gem carvings or jewellery setting techniques. "Our team shares one passion: to be extraordinary," says Dhadda. "We always strive to offer highly differentiated products for multi-store retailers and high-end retailers and at the show, we will be presenting the Rainbow collection, the Zodiac collection, the Cameo collection and one-of-a-kind gemstone carvings. The pieces can be customised and replicated in larger quantities as per the requirement of the retailer. This will enable them to easily identify and choose the collections for their stock depending on their



Floral gold dangles outfitted with gemstones and pearls. By Thashna Jeweller



A stack of multicolour Rainbow tennis bracelets. By Jaipur Jewels By Vaibhav Dhadda

clients. In general, our designs are more suited to the southern customers as they are highly quality conscious.

"We expect good orders at IIJS Tritiya as the southern retailers are excited about the show happening in Bengaluru and we learn that they have already planned their visit. We not only expect retailers from Bengaluru, Chennai, Coimbatore, Hyderabad, but also from smaller cities where the potential is

huge." High gold prices may spur demand for lighter weight jewellery and also increased the use of silver. "Anticipating this, we have exclusively prepared the Cameo collection in Gold Vermeil. Gold Vermeil is a thick layer of 18-karat solid gold on sterling silver meaning the metal will not tarnish soon. You get the look and feel of gold jewellery at a fraction of the price."

Rohit Punjabi, a third-generation jeweller of T. Girdharilal Jewellers, Jaipur, says that they are well-prepared to meet the demands of southern buyers. "We provide exceptional gemstones and diamond jewellery with the hallmark of trust and customer satisfaction. We specialise in emeralds, rubies and sapphires, and every gem is hand-picked by my father and me. We believe in quality over quantity and that is what the discerning southern buyer would like. buyer would like."



On model: Slim diamond bangles and two cocktail rings studded with diamonds and rubies. By T. Girdharilal Jewellers

VIEWPOINT - MANUFACTURING

LGDs Are Ushering In A New Era!

Ajay Kumar, Proprietor, Lab Grown Company, Surat has been manufacturing and dealing in lab-grown diamonds since 2020. He predicts the LGD jewellery market will boom in another 10 years.

Tell us more about your company and when did you establish it?

We decided to establish our company in 2019, but due to Covid we got delayed and could start work in late 2020. Later, we started manufacturing jewellery studded with lab-grown diamonds as well as started retailing it since 2021. We opened our first showroom of Only Lab Grown Diamond Jewellery in Surat.

What is your current manufacturing capacity for lab-grown diamonds?

We believe in quality work, and our aim is to give our valuable clients best quality diamonds and jewellery.

Currently, we have an inventory of more than 500 pieces of jewellery studded with LGDs in stock and a choice of more than 3,000 designs to offer to our customers.

With the current Budget favouring LGDs, how do you see the lab-grown diamond market evolving over the next five to ten years, and what is your company's strategy for staying competitive?

Well, we think this is the starting of a new era. First, LGDs are very affordable and it can be grown without disturbing Mother Nature.

The LGD market will boom in the coming years, and I believe that every household will own at least one piece of LGD jewellery within the next 10 years.

Which are your dominant export markets and your expansion plans?

We are exporting to the US currently, and

in the future we plan to penetrate into the European and the Middle East markets.

What are your expectations from IIJS Tritiya?

We have high hopes from IIJS Tritiya and are keen to tap the South Indian region as they are one of the largest consumers of jewellery of all types.





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IN STYLE

Fashion Forward Jewels at IIJS Tritiya Styled by Nitya Bajaj

Ace fashion designer Nitya Bajaj of Label Nitya Bajaj collaborated with Solitaire to design some offbeat couture garments for handpicked jewellery collections that are being showcased by exhibitors at IIJS Tritiya, Bengaluru.





Green Radiance

The two-layered majestic white gold necklace adorned with diamond florets is bordered with drop-shaped emeralds paired with intense green ear studs of similar design. The statement emerald and diamond ring completes the look.

An emerald tone-on-tone sequin lehenga with emerald Swarovski crystals on diaphanous organza and tulle goes well with this beautiful diamond and emerald jewellery. Nitya has paired the stunning jewellery with an off shoulder, fully crystal and sequin encrusted choli to show the spread of the neckpiece from her #sprinklebynityabajaj collection

JEWELLERY: GHANSHYAM DAS KOTAWALA (GDK JEWELS)



Blue Rhapsody

The arresting white gold earrings feature heart-shaped tanzanites - framed with a wreath of diamonds around it and the tanzanite ring features two tiny diamond bows on either side. The ensemble is complete with a three-row flared necklace of diamond flowers garnished with drop-shaped tanzanites.

These jewels are perfect for your next cocktail dinner, and Nitya chooses to team these deep blue tanzanites with her satin and fur pant suit. The sharp cut with fur enhancements on the cuff add to the vibrancy of the stone with diamonds. The full sapphire crystal busties gives space to the neckpiece to make its impact felt.

JEWELLERY: SAVIO JEWELLERY



IN STYLE



Bohemian Chic

The attention-grabbing boho neck piece is populated with ruby and diamond flowers that extends into a stunning fringe of curvy gold strands with some of them bedecked with rubies and diamonds.

Nitya pairs it with a full gold beadwork corset, teamed with lycra and chiffon swim dress with vintage buckle detail! It's a picture perfect look for your next pool party or a beach wedding.

JEWELLERY: T.J. IMPEX

Ruby Fixation

Rock the Red Carpet look with these sinuous double hoop earrings. The twisting posts are patterned with fancy-cut diamonds and the hoops are lined with rubies. The midi ring with a Victorian touch focuses on a navette-shaped rubellite framed with diamonds of various cuts.

The royal rubies are enhanced in this look with a muted ivory georgette concept saree with tone-on-tone thread and pearl embroidery. The muted embellishments make the ruby red stand out and make a feminine statement with the signature ruffle saree from the #daisybynityabajaj collection.

EARRINGS: AWESOME SPARKLERS
RINGS: SAVIO JEWELLERY





Vintage Spin

The stunning two-row choker patterned with irregular large polkis and the double-drop Victorian earrings set with uncut diamonds get highlighted when teamed with the signature Nitya Bajaj princess fish-cut ivory gown in pearl, glass beads and mirror embellishments. The mirrors combined with ivory sequins and beads complement the polkis and the sweetheart tube neckline makes the collar stand out. Step out for an engagement or reception ceremony in style!

JEWELLERY: RANIWALA 1881



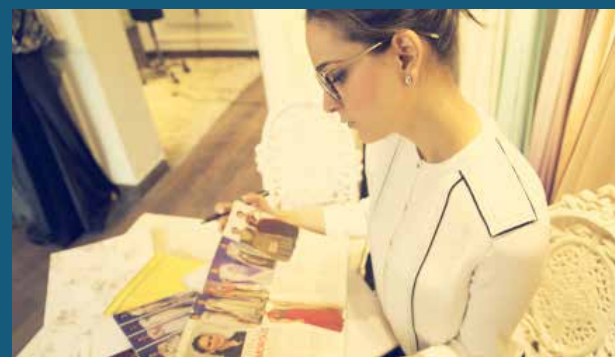
Dreamy Elegance



The ultra-modern meandering rose gold earrings set with fancy-cut diamonds are adorned with tassels ending with pearls of different hues. The rose gold ring with its shanks partially decorated with specially cut mother-of-pearl and diamonds holds aloft a motif filled with diamonds. The oxidized look of this set is apt for the grey and copper colour ensembles. Nitya combines a fusion outfit with steel lacework pants and metallic grey high neck collar. This is completed with a steel grey beadwork cape with Swarovski crystals and lacework from the #meshbynityabajaj collection.

JEWELLERY: AWESOME SPARKLERS

Nitya Bajaj



A NIFT graduate, Nitya Bajaj is recognised as one of the top fashion designers of the country. She established her brand in 2012 and luxurious silhouettes are the hallmark of Nitya's label. Every handcrafted ensemble by Nitya is an expression of sophistication. Today, Nitya's designer wear is housed at multi-brand boutiques in India, Indonesia, London and Dubai.

VIEWPOINT

We're Planning To Expand Our Southern Footprint Through IIJS Tritiya

Abhi Solanki of Sangam Jewels N Gold LLP speaks about the special collections they have developed to cater to the southern region.

Tell us about your company and area of specialisation.

Our company is 100 years old, and we make all types of jewellery – however, our main thrust or specialisation is in developing lines of fancy, cutting-edge jewellery which is not widely available in the domestic market. That is our USP. Moreover, we pride ourselves in offering quality products and that's the testimonial of the trust that we enjoy among our clients.

What are your expectations for IIJS Tritiya 2023 as this is the first time GJEPC is holding a debut show in the South?

We expect a good response for IIJS Tritiya as Bengaluru has emerged as a hub for various industries and businesses, and due to its central location and excellent connectivity, the city provides easy accessibility to all the southern states. We are expecting customers from small towns of the South region as many don't come to Mumbai for their purchase.

Does your company already have a strong base in the South or are you planning to expand your network in the region.

Yes, we have a strong base in the South and we are planning to expand our network there.

Describe your current product line-up for the show, and how would you cater to the southern region?

We are launching many



new collections for this show and upgrading all our existing designs. For the southern region we are

mainly focusing on yellow gold fancy jewellery, and creating unique lines.

In terms of jewellery design, are your pieces big and bold, or more delicate and subtle, etc.?

In terms of jewellery designs, our pieces lean more towards minimalism, thus lending a more delicate and subtle look to the collections. As per

the current trend, and skyrocketing gold prices, our customers are keen to stock up minimal jewellery.

How significant is the price of gold in determining your plans?

Gold price plays a significant role in manufacturing designs because we have to do the balancing act -- create stylish designs while maintaining the weight of the precious metal. At current price points, we try to offer light weight jewellery.

How do you foresee jewellery retail demand in India and overseas during the rest of the year?

We are positive that both the domestic as well as most of the global markets will grow at a good pace.

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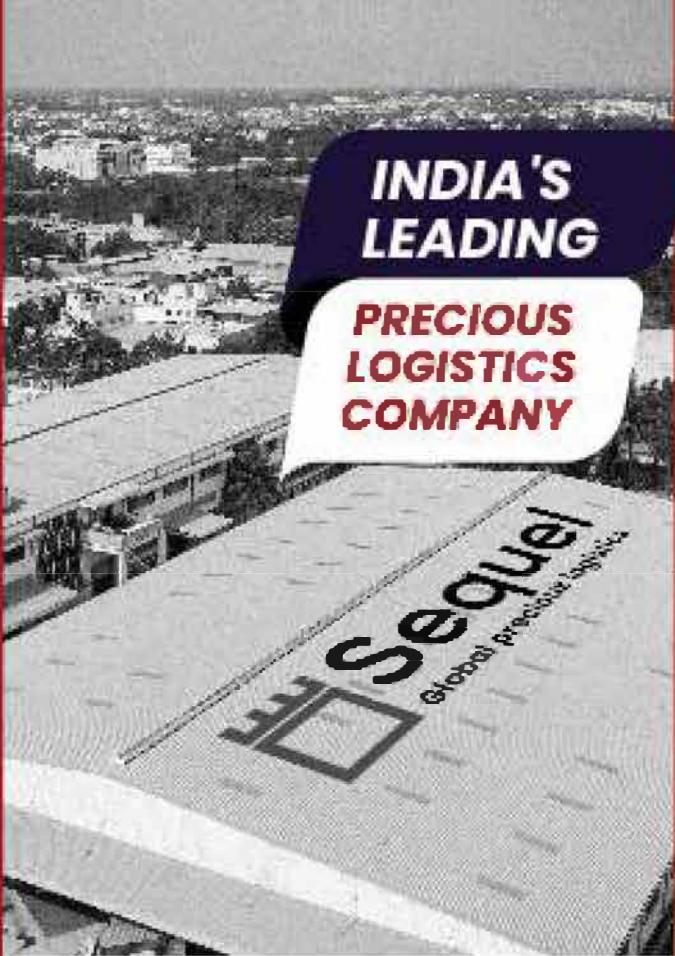
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BRAND WATCH

Matchless Heirlooms

Crafted with time-honoured handmade techniques, Anmol Swarn India Pvt. Ltd., presents a collection of intricately designed bridal suites in 22-karat gold with antique finish. Evoking the splendours of the past, the heritage jewellery line is available in simple, elaborate and modern formats. It's intricate designs and attention to detail make it a truly unique piece of art. The exquisite range is available under Rs. 500,000.

While the temple jewellery collection depicts gods and goddesses adorned with a backdrop of detailed motifs by using filigree, granulation, naqashi work. The necklace featuring Lord Krishna showcases his power displayed during his childhood. The other necklace is centred on Goddess Lakshmi along with elephants. The spiritual connotation of wearing this necklace during weddings adds a different dimension to the adornment.

The elaborate gold lines exude a regal aura that commands attention.



Formed in Harmony

A'Star Jewellery unveils its latest treasure, a collection inspired by the intricate and impressive architecture of the honeycomb. The designs are a unique showcase where nature meets geometry, as irregularly placed hollow and solid diamond-encrusted hexagonal shapes blend to create a serene balance. This abstract geometric form brings stunning detail and simplicity to the forefront.

Crafted in 18-karat gold, the diamond-studded rings, earrings, bracelets, and pendants boldly articulate the amazing dynamics of the bee community working in harmony. Each exquisite piece of jewellery is striking enough to be worn solo and flows in perfect balance with a woman's sense of poise and style.



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BRAND WATCH

Trendsetting Jewels

Hunnar Gold, presents an array of rings, couple bands, and slim bangles using white, rose and yellow gold. Some of the lines are articulated with a blend of all three colours of gold to lend it a new-age feel. Owner Tejas Soni explains, “We use sophisticated European technologies and specialise in CNC, laser, 3D printing, casting and assembling to create high-end jewellery. We have pioneered the tri-gold bands, watches among others.” Effortlessly elevate any outfit with these sophisticated and refined slim bangles and rings.

A Colourful Feast



Jaipur Jewels by Vaibhav Dhadda presents a lively array of jewels based on various themes.

Inspired by the vibrant hues of the rainbow, the collection by the same name consists of pendants, necklaces, earrings, bracelets and rings illuminating the

“everyday chic” that woman truly desires. Tourmalines, aquamarines, citrines, amethysts, rhodolites, garnets, peridots and many more, have been meticulously handpicked, calibre cut to meet the design specification in various sizes of tapered baguettes and then set



enhancing the fire in each gemstone to achieve the perfect rainbow colour gradation.

The Pop Cameo collection offers the finest agate cameos enhanced with coloured enamels. Made in sterling silver and 14-karat gold, the collection offers over a 1000 cameo

design and enamel options for customisation.

The signature Zodiac Chic collection of agate pendants, charms and cufflinks is set in 18-karat gold, with one side featuring a carving of the zodiac signs and the other side unites the symbols in gold and diamonds.



BRAND WATCH

Dazzling Brilliance

T J Impex presents a mesmerising range of diamond- and gem-studded jewellery that is luxurious. The openwork designs are studded with fancy-shaped diamonds and often complemented with subtle coloured gemstones and pearls. The diamonds are set in a way to maximise their brilliance and fire. Consisting of necklaces, chandeliers, dangles and rings, the sophisticated and graceful designs draw the eye. Each piece is singular and can be worn as a statement piece for a special occasion.



High On Style

Shubh Diamonds, an established manufacturer of South Indian jewellery presents a blend of traditional and modern concepts in its varied collections that match the aesthetics of today's young consumer. Each product is designed and manufactured with care to ensure that it has top finish and quality. The company is renowned for Chillai work, navgraha range and special South Indian 22-karat lines with diamonds and gems in close setting. Feast your eyes on feather light bracelets with fancy designs, classic bangles studded with diamonds, and designer diamond and gem-studded bridal necklaces and pendant necklaces. Elevate your style with these dazzling collections.



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