



# SHOWDAILY

COVER STORY

## IIJS Tritiya 2023 Leaves a Trail of Business Opportunities for South India’s Jewellers

IIJS Tritiya, the debut show held by GJEPC, has received good reviews from exhibitors. Despite the all-time high gold prices, the event continued to attract a large number of visitors from the five southern states of India.

The event has demonstrated that despite the current market conditions, there is still a strong appetite for new and exciting products in the industry, and it is clear that the future of for the gems and jewellery industry is bright!

Ashish Sand, Partner, Savio Jewellery, Jaipur, “IIJS Tritiya in Bengaluru is a gateway to southern India. Yes, the footfalls are less, but all the buyers are serious and the sales conversion ratio is high. All the



Buyers visit IIJS Tritiya

big players from chain stores and independent retailers are present at the show.”

Hardik Shah, Director, A & H Jewels, Surat, commented that IIJS Tritiya is a welcome

step by GJEPC. We have had a tremendous turn out from the southern region. We also received some buyers from other parts of the country. The show has been well organised

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and the facilities are great. Buyers are eager to check out new collections and it is good to see the buzz around the debut show.”  
Anil Punjabi, Partner, Tahilram Tirthdas Jewellers said that the



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first day of the show was good for them. We expect buyers from the nearby states to visit on the weekend. We also got good number of queries from Bengaluru and Coimbatore buyers. Currently, emeralds and pink sapphires are in demand across the country. The GJEPC has done a great job, the facilities provided are very good. Overall, we are satisfied with the show.” Manish Jain, Director, Royal Chains, Mumbai, noted that despite

gold jumping to an all-time high, they did get good number of orders. “The buyers are all from the five southern states, and that almost constitutes half of India! The Council has been doing a commendable job and recommend do more promotions of the interiors of tier VI as well as that is a good potential market. I feel that this show is the best platform to tap the demand for the Akshaya Tritiya, but it should have been held in early April, closer to



the date of the festival. We just wrapped up IIJS Signature in January and we need some time for preparation.”

Bhavik Shah, Owner, R P Ornaments, Rajkot, echoes the sentiments. “The timing of the show seems to be a bit of a concern and many exhibitors feel that IIJS Tritiya should have been held 20 days prior to the jewellery buying festival.”

Devdutt Chaurasia, General Manager, Sales, Tanvi Gold Cast LLP, Mumbai, said, “We need to have a proper gap between the two major shows as sometimes fatigue sets in. We have seen retailers from Bengaluru.”

With its focus on innovation and quality, IIJS Tritiya has become a key event in the gems and jewellery industry, and its success is a testament to the resilience and creativity of the sector.

## INNOV8

# Kaizen: Enhance Processes for Progress

The first Innov8 Masterclass session of IIJS Tritiya 2023 was apt for gem & jewellery exporters. Jayanth Murthy, Kaizen, JMD, South Asia and Africa, Kaizen Institute, gave an insightful session on Operational Excellence for Business Excellence, while mentioning that even the Prime Minister is advocating Kaizen as India marches towards being a superpower. Murthy touched upon leveraging Kaizen to improve profits by being on time in full and error-free in business.

Murthy mentioned that Efficient, Lean & Agile were the key buzzwords for all enterprises and firms. Hard work is not enough - you need smart work, he averred. Inventory can be a huge burden. When bosses ask ‘Why are we not progressing or reaching our destination’, the team members keep giving excuses. We don’t have enough people or trained people is the most common response. Other team members blame it on lack of resources such as software, hardware, etc., and still others on resorting to ads & promotions.

Murthy said that many teams are just not lubricating the wheel. Unless a firm improves processes, there will be no progress. If People and Processes



are broken, strategy, pulling and pushing will not help. Operational/Executional Excellence can help achieve vision, advised Murthy.

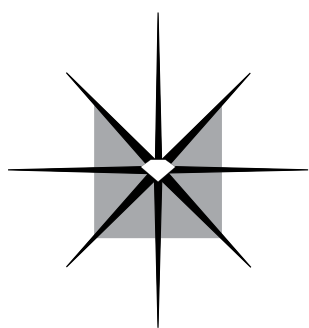
However, he pointed out that all solutions are within the company. People are not square wheels, Work processes become square wheels, he added.

Murthy alluded to Four Rules for Transformation that included Focus on removing all the square wheels obstruction across the value chain; Improvements across the market (Designing, Manufacturing, Sales, Support);

Connecting business goals and improvement goals; put in place

Universal business goals like becoming faster and achieving more, eliminate obstruction, etc; and Continuous culture of improvement Kaizen --- Everyday Everyway Everytime Everywhere

Murthy advocated Rapid Skill Development and Job Break-down Sheet by using TWI-JI and other tools.



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Fair Date :- 17th to 20th March 2023 (Fri - Mon)  
Booth No. :- 5H 229B, Hall No.5  
Venue :- BIEC, BENGALURU

### INDIA

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## SPOTLIGHT

# GJEPC Honours Pillars of IIJS

IIJS owes much of its success to the Pillars Of The Show working tirelessly behind the scenes. Continuing with the tradition of recognising the unstinting efforts of GJEPCians, Vipul Shah, Chairman, GJEPC, honoured seven heroes with a token of appreciation at the show on Day 1 of IIJS Tritiya.



Fondly called Dabang's Chulbul Pandey, **Mr. Mithilesh Pandey** has been in charge of keeping the gems and jewellery exhibition safer than the Bank of England! He's been the driving force behind the ironclad security at IIJS Show, coordinating with the police, security, and CISF to ensure that business is conducted in utmost safety and comfort.



**Mr. Surya Narayan** is the shining sun of the south! He is a superstar, who is the go-to guy for all exhibitors and retailers.



**Mr. P Anand**, nicknamed the Rajnikant of the Chennai team has been instrumental in taking care of the exhibitors from the south. He is known to offer superfast services like Rajni sir.



The Bahubali of the GJEPC team, **Mr Mukesh Panwar**, has been taking care of the exhibitors like a champ, all on his own.



His work speaks volumes and leaves an indelible mark on those around him. **Mr. Dipesh Thakkar** prefers to work quietly.



**Mr. Koushik S V** has been the driving force behind securing large number of new visitors for this show.



The rising star, **Ms. Jessica Anthony**, has already demonstrated exceptional talent and work ethics, and is quickly becoming a cornerstone of the team.





**TRITIYA 2023**

**17<sup>th</sup> - 20<sup>th</sup> March**

**BIEC, BENGALURU**

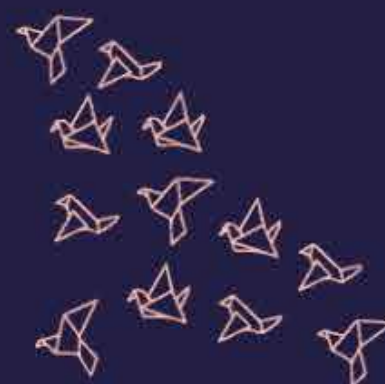
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## SHOWSTOPPER

# Shiv Narayan Jewellers' Ram Pendant: The Perfect Blend of Tradition and Opulence

Shiv Narayan Jewellers presents a stunning masterpiece, the Ram pendant, inspired by the visionary dream of Indian Prime Minister Narendra Modi to construct a temple in Ayodhya. Unveiled at IJS Tritoia by Nirav Bhansali, Convener, National Exhibitions, GJEPC, the pendant is expertly crafted using 1.8 kilograms of pure gold and adorned with 50,000 sparkling diamonds. This exquisite piece of jewellery captures the essence of the Ram parivar, showcasing the beloved deities Ram, Sita, Laxman, and Hanuman in detail. This pendant is a true work of art and a symbol of devotion to Lord Ram.

Shiv Narayan Jewellers' Ram Pendant is a potential Guinness World Record Holder for the heaviest pendant and most diamonds studded on a pendant, and is the epitome of beauty and grandeur.

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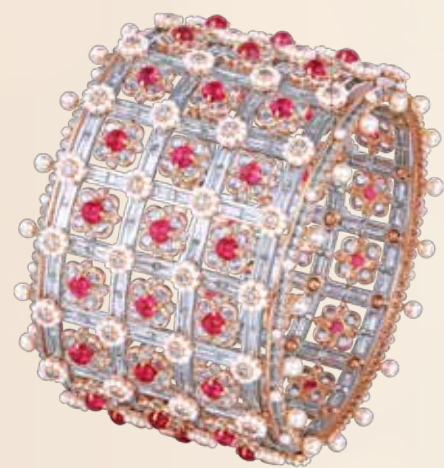


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## VIEWPOINT - MANUFACTURING

# We've Unveiled Exclusive Platinum Lines For IIJS Tritiya: Kamlesh Pokharna

**Kamlesh Pokharna, Director & Founder, Dishaa -The Platinum Hub,** talks about the exponential rise in platinum jewellery sales, especially in the men's segment.



### Tell us about your company and area of specialisation.

We are manufacturers and wholesalers of exclusive platinum jewellery. We are one of the most preferred B2B platinum and gold jewellery companies, and cater to over 1,000 retailers across India and abroad.

### What are your expectations for IIJS Tritiya 2023?

We are ready for the much awaited IIJS Tritiya 2023 to set a benchmark in the southern region with our expertise and exclusive collections in platinum jewellery.

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

Our current product line-up for the show consists of a wide range and variety for all age groups. Jewellery for the

newborn babies, teenagers and exclusive delicate lightweight platinum jewellery for women and smart and trendy designs for men.

At Dishaa, we have an exclusive range of mangalsutras under the sub-brand Bandhan, for working women that blends traditions to uphold the Indian culture yet makes a style statement.

Regarding the southern region, it is always ready to adopt new jewellery designs and ideas and the region is known for the highest consumption of gold and platinum jewellery.

**Have the prices of platinum remained stable in the last year? Are you witnessing a rise in platinum jewellery sales? If yes, from which regions of India? What are the common price points that consumers are opting for?**

Platinum prices were not fluctuating due to its increase in demand and the geopolitical affairs on the global stage.

We are witnessing the rise of platinum jewellery sales mostly in the southern and western regions of India.

Customers are also aware that even if platinum prices rise, they are still lower than gold rates. So, we are seeing good conversions in our category, and generally the average price points of jewellery that's selling is between Rs. 8000 and Rs. 25000. However, we are also seeing a lot of traction in the high-end platinum jewellery segment.

**Are you also into men's jewellery? If yes, tell us about the growth trajectory in this category? Have you made any innovative products, too, like smart jewellery with platinum for men?**

We have seen fantastic growth in the men's platinum jewellery segment. We have a wide range for today's modern man, and the inventory consists of rings, chains, kadas, bracelets or accessories like frames, cufflinks, tie pins or collar bars, etc. Single button in platinum jewellery for men was the innovation of Dishaa along with collar bars & brooches.

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

As per the world economy, India is a shining star and we may see a gradual growth ahead for gold & platinum jewellery during the year. As for the international scenario, the recently concluded Hong Kong Jewellery show offered all of us a ray of hope that we are heading towards good times.



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## VIEWPOINT - MANUFACTURING

# “IJS Tiritiya is a Big Stage to Promote Our HPHT-Grown LGDs”

**Chetan Prabhu, CEO, Trilokesh Exports, Bengaluru, is confident that Indian consumers will soon embrace HPHT grown diamonds as a cost-effective, high quality counterparts to natural diamonds.**

**Tell us more about your company.**

Trilokesh Exports was established in September 2022, and has collaborated with the world's largest producers of HPHT Type 11 lab-grown rough diamonds who are pioneers in this field. These best quality assorted lab-grown diamond roughs are directly imported to India for manufacturing. The rough lab-grown diamonds are further cut and polished at our state-of-the-art manufacturing facility by experienced artisans to get excellent cut and polish grade of finished diamonds. These diamonds are then assorted and the best among them are offered in D, E, F colours & VVS1, VSS2 and VSI Clarity to jewellery manufacturers and jewellers, in an array of sizes and shapes.

Trilokesh Exports deals in all sizes of loose lab-grown HPHT diamonds from +000 sieve size and above, which are further sorted and packed into 0.25 sieve sizes. We supply stunning solitaire diamonds in sizes of 1 carat and above, and deal in a wide range of fancy shapes of lab-grown diamonds which come with the IGI certification.

We also have 6000+ pieces of readymade jewellery crafted in 18-karat and 22-karat yellow, white and rose gold and we sell luxurious solitaire-studded jewellery like solitaire rings, earrings, bracelets, bangles and necklaces.

We also deal with exclusive items like nose pin, baby ear studs, earrings and Tanmaniya sets.

**India is known for growing CVDs. We would like to know your trajectory and diverting to HPHT.**

High pressure high temperature (HPHT) is comparatively an expensive process and these diamonds grow in a cuboctahedron shape and have 14 different growth directions, while a CVD diamond has a cubic shape and only one



growth direction and this can sometimes cause a CVD diamond to show evidence of strains. HPHT treated diamonds offer excellent value as they are of high colour and clarity.

**What are some of the challenges that you face when producing HPHT lab-grown diamonds, and how do you overcome them?**

High Pressure High Temperature method replicates the natural process of diamond formation under the Earth's crust like a giant pressure cooker. HPHT process is a cutting-edge technology that offers consumers a more sustainable and environmentally responsible option for acquiring high-quality diamonds. With the increasing demand for sustainable options in the diamond industry, the HPHT process is poised to play a significant role in shaping the future of industry.

Typical growth conditions are 1400° to 1600°C and 50 to 60 kbar, and such conditions are within the field of temperatures and pressures where a diamond is the stable phase of carbon. With this type of equipment and these conditions, diamond crystals are produced by the “temperature gradient” or “reconstitution” technique and best colour like D,E,F is possible only in HPHT process.

**What are some of the common misconceptions that people have about lab-grown diamonds, and how do you address them?**

LGDs are gem quality diamonds that are the same elementary structure and the same physical, chemical, and optical properties as their natural counterparts. There are many misconceptions regarding the quality and also durability of the diamonds, and all we have to explain to people is that LGDs are the same as natural, and above all, we also have a buy back policy to give confidence to our customers.

**How do you see the lab-grown diamond industry evolving in the next few years?**

A diamond is a diamond whether it's grown in a lab or taken from the Earth, but the fear amongst many is that lab-grown diamonds may overtake market share of natural diamonds in the same way that cultured pearls did. It plummeted the price of pearls altogether and brought on the demise of the industry.

In the next few years, I am expecting a lot of Indian consumers to accept LGDs as they are far more affordable, especially for those who couldn't afford natural diamonds.

**Can you share any interesting**

**or innovative research that you are currently working on in the lab-grown diamond space?**

The technology behind lab-grown diamonds has made crucial advances in the recent years, allowing companies to grow higher quality diamonds more rapidly.

**How do you work with retailers and consumers to educate them about the benefits of lab-grown diamonds?**

We are closely working with the retailers to educate them and also in India where the consumers give more value to the purity of the diamonds where we, from Trilokesh exports, are working hard to give the best of best quality diamonds and also encouraging the retailers to educate the consumer about this exciting new line of diamonds.

**Which are your main export markets? And what are your expectations from IJS Tiritiya?**

North America and Europe being our biggest export markets, and our expectations from IJS Tiritiya show is huge as we all know that this is a big stage where we can introduce our quality lab-grown diamonds to the world market. With IJS Tiritiya happening in our own city, we are excited and looking forward to it.

**How do you see the demand for lab-grown diamonds changing in the coming years, and how are you preparing to meet that demand?**

Lab-grown diamonds are becoming increasingly popular. A report from Allied Market Research stated that the global LGD market size is projected to reach \$49.9 billion by 2030, registering a CAGR of 9.4% from 2021 to 2030. Trilokesh Exports have worked hard in the backward integration and we are prepared to satisfy the market demand with our promise to offer the highest quality of HPHT diamonds.



## SHOWSTOPPER

# Krishna Leela

The silver and gold frame at Silver Emporium, Mumbai, captures Lord Krishna's important milestones from his childhood days to adulthood. The life events realised with Chitrai (chasing) work are captured in a large frame measuring 70 inches by 54 inches. The artwork was made using 47 kilos of

silver, and it took 21 skilled artisans about 9.5 months to create this detailed piece.

Rahul Mehta, Managing Director, Silver Emporium, notes, "This massive artwork is inspired by the famous tales of Lord Krishna. It took us three months to research on the subject and then put the design

on paper. We also consulted a Vaastu expert to figure which elements should not be included in the artwork; for example, in the kaalia mardan scene, we eliminated the snake as it is not favourable to keep artworks of snakes at home. After that, we commenced work on the creation which took us another 6.5

months.

"We, at Silver Emporium, strive to uphold the traditional artistry of India and have a number of small and large artefacts in silver and gold that are popular among our customers in India as well as abroad."



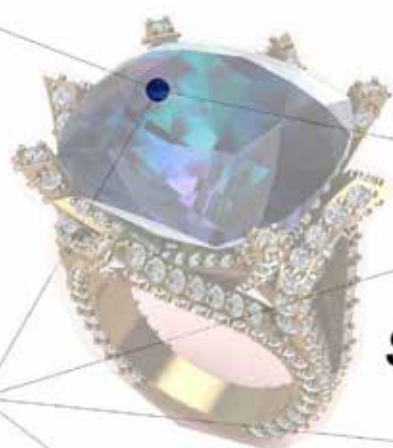
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*\*Ranked 12th among Indian universities*



**BRAND WATCH**

# Magic of Jadau

Raniwala 1881 presents yet another range of timeless jadau classics but with a contemporary slant. From the understated yet impactful broad gemmy bracelets to oversized earrings replete with a combination of subtle coloured gemstones, singular chokers and elaborate detailed bridal necklaces shimmering with large polkis –there is a variety to choose from. Indulge in luxury with these bold and beautiful pieces that can take you from formal occasions to weddings.



# Astro Gems In Demand

Ratnawali has been supplying top quality gemstones directly from mines to market, to jewellers and customers who require to turn around their fortunes or health by wearing birth stones. Other than jewellery, sales of gemstones is also driven by astrology. It is believed that gems, representing the nine planets, have curative

properties for those wearing them. Anugrah Tatiwala of Ratnawali, Jaipur, states that demand for good quality birth stones has always been high. “We have come prepared to offer a wide range of gemstones in all carat sizes at best prices for southern customers, who are very particular about the gem quality and grade.”



# Refined Opulence

Here’s a collection that will add more depth and colour to the bridal trousseau. Dassani Brothers unveil a collection of necklace sets saturated with emeralds, rubies, carved corals, polkis and pearls. Taking cues from Mother Nature, the collection features stylised florets and vines in organic or symmetrical forms that are arranged in a way to make each piece contemporary yet classic. The line-up of dressy jewels effortlessly blends old-world sophistication with a fresh, modern edge.





## BRAND WATCH

# Wiry Wonders

Arham Jewellers from Mumbai is known for its Calcutta jewellery, Bombay jewellery and casting jewellery. Arham's distinct designs are crafted in yellow gold and the collections are mostly filigreed. The company's aim is to uphold the traditional crafts and they use the delicate metalwork in gold to create intricate and ornate pieces bearing a range of contrasting textures. The lines consist of bridal suites, long haars that can be layered and captivating bangles and broad cuffs and more.



# Jewels For All

Hemratna Jewellers, is one of the largest wholesaling companies in the country, and is recognised for its cubic zirconia jewellery designs, seamless finish, premium quality and timely service, to over 450+ jewellery businesses across the country. The company offers different types of ornaments such as Swar (CZ jewellery), Sparsh (lab-grown diamond jewellery) and Kadli (lightweight gold bangles). The company also makes gold and diamond jewellery using high technology, and the creations with a global appeal have a flawless finish. Here are some eye-catching pieces that will turn heads for sure.





## BRAND WATCH

# Nature's Charms

Flora and fauna have been an eternal source of inspiration for jewellery designers. For IIJS Tiritiya, House of Sparsh presents a colourful array of grand and elaborate multirow necklaces, brooches, rings and more, creatively embellished with contrasting gemstones, pearls and diamonds. The pastel hues of gems add elegance to the delicate petals, stems, leaves and blooms. These jewels are for the bold and beautiful.



# Jewels For Gen Next

R P Ornaments presents a variety of collections that combine CNC and laser technology blended with handcrafted skills of top artisans. The light as feather gold collections are heavy on design and can cater to a variety of customers as they come in affordable and different price points. The collections, keeping the young consumer's demand, consist of stylish hoops, double-drop earrings, pendant sets, and slim bracelets, featuring jaali work or shades of enamel accented with gold floral scrolls and polkis.







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## BRAND WATCH



## Golden Baubles

Good things come in small packages! Sunbera Exports presents a variety of statement rings, designer slim gold malas and kadas, necklaces, pendants and more. Known for their high quality and design quotient, the collections are crafted by experienced professionals. With a blend of global vision, local craftsmanship, and value for money, the company has an ultramodern infrastructure furnished with high-technology to attain maximum possible operational efficiency, and undertake bulk orders for its varied clients.



## Crush On Gold

Vijay Jewellers of Ahmedabad unveil exclusive designer antique gold jewellery collections crafted in 22-karat gold. The grand chokers, harams, pendant necklaces all bear the stamp of exclusivity. Using handcrafted techniques such as nakashi, etching, granulation and more, each piece is adorned with either deities set against the backdrop of flora and fauna or ornaments patterned with symmetrical motifs enhanced with details that are simply breathtaking. In the days of customisation, the brand offers its vendors to fill in gemstones of their choice in each of its pieces.










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## IN FOCUS

# Union Budget 2023 Aims For 'Atmanirbhar' Lab-Grown Diamond Value Chain

The French author Victor Hugo had rightly said, "You cannot resist an idea whose time has come." And that maxim fits the rising sector of lab-grown diamonds.

Though a current favourite, LGDs were, until recently, surviving under the shadows of their counterpart – natural diamonds. However, during the period when imports of rough natural diamonds slowed down considerably, it was the LGD sector that stood up to the test of time.

Let's substantiate it with numbers to get a better perspective of the rapid rise of the LGD segment in the country: polished LGD exports grew 106% in 2021-2022 totalling \$1.3 billion year-on-year. There are over 3000 LGD units in India, and nearly 30% of the diamond polishing units in Surat process LGDs.

This year's Union Budget, too, aims to bolster the newly emerging sector by announcing sops that will make the country more self-reliant across the entire diamond value chain.

Reduction in import duty of LGD seeds was one of the key recommendations from the Gem & Jewellery Export Promotion Council (GJEPC) to the Govt. to promote indigenous manufacturing in the emerging LGD sector.

Lab-grown diamonds or LGDs have been identified as a major growth area by the Government of India in the latest Union Budget 2023-24. The policy thrust given to LGDs is consistent with the Government's vision of driving the country and its citizens towards self-reliance in all areas, now including the sunrise sector of diamonds grown in a lab.

Smt. Nirmala Sitharaman flanked by Ministers of State for Finance, Shri Pankaj Chaudhary and Dr. Bhagwat Kishanrao Karad at Parliament House prior to presenting the Union Budget 2023-24, in New Delhi on 1st February, 2023.

In her speech delivered to Parliament on 1st February, Smt Nirmala Sitharaman, Minister of Finance, called LGDs "a technology-and innovation-driven emerging sector with high employment potential."

The Minister noted that



these "environment-friendly diamonds" have optically and chemically the same properties as natural diamonds.

To encourage indigenous production of LGD seeds and machines and to reduce import dependency, a research and development grant will be provided to an Indian Institute of Technology (IIT) for five years, she noted.

Thanking the Govt. for accepting the Council's recommendations, Vipul Shah, Chairman GJEPC said, "Lab-Grown Diamonds is an emerging sector and holds high potential and Govt. has realised at an early stage and have taken steps by providing Research Grants to IIT for 5 years and by reducing Customs Duty on LGD seeds to zero from 5%. It will ensure India's end-to-end world leadership in rough to finished lab-grown diamond and jewellery manufacturing. These measures will help make the LGD manufacturing sector in India a leader in the same manner as diamantaires rein natural diamond processing sector. In addition to that Govt. has also accepted to have clear segregation Customs (IT HS) codes for Silver and Platinum studded Lab-grown jewellery for better differentiation and identification at consumer level."

Smit Patel, Convener, Lab-Grown Diamond panel, GJEPC, told Solitaire, "The Indian Govt. is a role model to all countries and diamond industries of the world. Our Union Budget touches several sectors with the new policy in the lab-grown diamond industry. It upgrades the industry along with the Export-Employment-Infrastructural Development of the nation. The lab-grown diamond sector is one of the major focuses in export

promotion and a 5% reduction in import duty (on seeds) is the biggest encouragement to Indian growers."

In order to reduce the cost of production, the Customs duty rate on LGD seeds used in manufacturing of rough LGDs has been reduced from 5% to nil – which aligns with a pre-budget recommendation made by GJEPC. The Customs duty reduction is subject to the Import of Goods at Concessional Rate of Duty (IGCR) condition for a period of two years.

The reasoning behind the added focus on LGDs is that India is already the world's no. 1 cutting and polishing centre of natural diamonds, contributing about three-fourths of the global turnover by value. With the depletion in deposits of natural diamonds, the industry is moving towards LGDs as it holds huge promise, the Minister noted.

Patel added, "India is already a leading player in diamond processing over the world. Now our new Union budget is highly industry-friendly which can make the diamond cultivators of India a global juggernaut in the lab-grown diamond industry."

In the April-November 2022 period, India's polished LGD exports grew 60.08% (in rupee terms) and imports of rough LGDs rose 23.8%. "Among the gems and jewellery sector, the lab-grown diamond division alone contributes a sharp rise in the export sector," Patel noted.

According to a budget note by consulting law firm Economic Laws Practice (ELP), the 7104 entry has been further sub-classified to bifurcate rough/polished LGDs into industrial/non-industrial LGDs.

India has also proposed to insert specific entries for classification of lab-grown

diamonds under sub-heading 7104 21 under the Customs Tariff. A supplementary note has been inserted into Chapter 71 to define LGDs so as to crystallise the meaning of what constitutes LGDs. Such diamonds will now include:

- Chemically produced stones which have essentially the same chemical composition and crystal structure as a particular natural diamond and are produced using various methods including High Pressure High Temperature method (HPHT) and Chemical Vapour Deposition method (CVD)
- Stones obtained artificially by various means, e.g., agglomerating, pressing or fusing together (usually with the aid of a blow pipe) fragments of natural diamonds which have generally been reduced to a powder.

Given that the industry was looking towards obtaining avenues to boost the growth and development of LGD manufacturing in the country, the measures announced today have the potential to make India atmanirbhar in the entire value chain of diamonds, and not be dependent on foreign imports, ELP noted.

"Apart from considering LGD as a luxury symbol, it is emerging as a high research area with market value. In association with IIT, the technical infrastructure of LGD manufacturing will develop with an upsurge in high employment. I am sure this year our industry can contribute more to the Indian economy. However, it can be a remarkable contribution to the Make In India initiative. So this Union Budget is purely growth-oriented," Patel concluded.





# INTRODUCING FOR THE FIRST TIME

## Lab-Grown Diamond Buyer Seller Meet

5<sup>th</sup> - 7<sup>th</sup> April 2023 | Surat



To exhibit, contact

Malcom Sarkari: +91 9427100648 | [malcom@gjepcindia.com](mailto:malcom@gjepcindia.com)

Utsav Ansurkar: +91 9099086383 | [utsav.ansurkar@gjepcindia.com](mailto:utsav.ansurkar@gjepcindia.com)

Mugdha Deshpande: +91 8657418860 | [mugdha.deshpande@gjepcindia.com](mailto:mugdha.deshpande@gjepcindia.com)

To visit, contact

Barjinder Kohli : +91 86526 34499

[barjinder.kohli@gjepcindia.com](mailto:barjinder.kohli@gjepcindia.com)



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## NEWS

# IIG Coming to Surat Soon

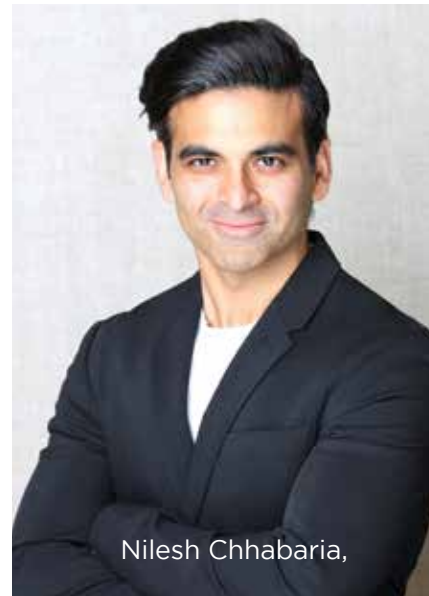
The International Institute of Gemology (IIG Surat), the renowned educational institution in the gems and jewellery industry since 1965, is collaborating with Finestar Educational Institute. Also, Rahul Desai, CEO of IIG, has been appointed as the Executive Director of Education for Finestar Educational Institute (Division of Santoktara Jain Charitable Trust).

IIG has decided to open up one more branch in the heart of the diamond hub in the city – Gujarat Hira Bourse, Icchapore spread across 10,000 sq. ft. It is equipped with state-of-the-art modern equipment and amenities, providing a full-fledged educational training centre for learners of diamonds, gemstones and

jewellery. Learners will find courses in diamond manufacturing and jewellery manufacturing, to name a couple. Each course is designed to go hand-in-hand with the prevalent standards in the industry to ensure real-world skills. IIG's certificates are globally recognised and are perfect for entrepreneurs as well as anyone looking to start a flourishing career in the gems and jewellery industry.

Rahul Desai noted, "I am delighted and humbled to accept the position as Executive Director of Finestar Educational Institute.

I'm grateful to Shri. Vinodkumar



Nilesch Chhabaria,

Jain and the entire Finestar team for this golden opportunity to prove myself as an educator

for the gems & jewellery industry."

Nilesch Chhabaria, COO, Finestar Diamonds stated, "With pride and joy, we are fulfilling yet another dream of Shri. Vinod Jain. Having always been passionate about education, his long-term goal was to have a diamond education institute that provides opportunities to those deserving free of cost and creates a platform to uplift our society. As Finestar is growing, so is the desire to give back to society and create a lasting positive impact. I am honoured to announce the establishment of Finestar Educational Institute which will be managed and operated by Santoktara Jain Charitable Trust."



Rahul Desai

## THE CURATED GEM & JEWELLERY SHOW

2023  
**IGJS** INTERNATIONAL GEM & JEWELLERY SHOW  
**DUBAI**

10<sup>th</sup> - 12<sup>th</sup> October, 2023



### EXHIBIT PRODUCT CATEGORIES

Plain Gold Jewellery

Diamond and Gemstones Studded Jewellery

#### Contact for more detail:

Mugdha Deshpande : +8657418860 | mugdha.deshpande@gjepcindia.com

Daphne Dcosta : +91 9987753810 | daphne.dcosta@gjepcindia.com

Neha Sawant: +91 9152097690 | neha.sawant@gjepcindia.com

Barjinder Kohli : +91 8850540947 | barjinder.kohli@gjepcindia.com

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