

1 DAY

IIJS INDIA INTERNATIONAL JEWELLERY SHOW TRITIYA 2024

5th - 8th April, 2024 BIEC, Bengaluru

Concurrent Show IGJME INDIA GEM & JEWELLERY MACHINERY EXPO TRITIYA, Bengaluru 2024



5TH APRIL 2024

SHOW DAILY

COVER STORY

IIJS Tritiya Raises Optimism for Brighter H1

At the opening of IIJS Tritiya, the jewellery industry is abuzz with anticipation for this grand affair, scheduled from 5th to 8th April 2024 at the Bengaluru International Exhibition Centre (BIEC). Bengaluru, nestled in the south, is the chosen venue, given its thriving jewellery market and strategic location.

Vipul Shah, Chairman of GJEPC, expressed his delight, stating, "We are thrilled to present the second edition of IIJS Tritiya, providing a unique platform for the gem and jewellery industry to showcase their latest offerings to an under-explored market brimming with promise. This show will help domestic and international buyers to tap into the vast potential of the South Indian market, facilitating



growth and collaboration. We invite all industry stakeholders to join us and seize the opportunities presented by this event."

This edition of IIJS Tritiya introduces the India Gem &

Jewellery Machinery Expo (IGJME), highlighting GJEPC's dedication to innovation and technological progress. With over 900 exhibitors occupying 1900 stalls across 40,000 sqm of exhibition space, IIJS

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Tritiya promises a dynamic display of the latest trends and innovations in the jewellery sector.

A standout feature is the “World of GJEPC” zone, showcasing the Council’s diverse support to the industry beyond IIJS exhibitions.

The southern region holds strategic importance, accounting for over half of India’s jewellery market demand. With major retailers and chain stores headquartered here, IIJS Tritiya emerges as a pivotal event for the South, facilitating networking and business expansion opportunities.

Nirav Bhansali, Convener of National Exhibitions at GJEPC, remarked, “IIJS Tritiya, now in its second edition, serves as a gateway to new opportunities. We’re thrilled with the overwhelming response from exhibitors and visitors alike. We are expecting a number of buyer delegations from abroad as well. With the rapid growth of India’s jewellery market, the need for an additional IIJS show in a new city became evident, and Bengaluru stood out as the ideal choice. We’re incredibly excited about IIJS Tritiya!”

Highlighting GJEPC’s environmental efforts, Bhansali noted the success of the One Earth initiative, which has seen over 100,000 trees planted. Sustainability efforts extend to the exhibition itself, with measures to reduce paper usage and utilise green electricity from renewable sources.

Addressing concerns about



the upcoming elections, Bhansali assured stakeholders of GJEPC’s proactive engagement with regulatory bodies to ensure a seamless event. With clear Standard

Operating Procedures (SOPs) in place, the show is poised to navigate potential challenges and provide a positive experience for all involved. Bhansali added, “As IIJS

Tritiya is organised by GJEPC, the apex body of the Commerce Ministry, we have established clear SOPs and are actively engaging with various ministerial departments to ensure a smooth event.”

As India progresses towards becoming the world’s third-largest economy, the jewellery sector holds immense growth potential. With IIJS shows meeting 95% of yearly business requirements, the industry anticipates significant growth opportunities and collaborations.

All eyes are on Bengaluru as IIJS Tritiya prepares to elevate the jewellery landscape to new heights.

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MESSAGES



VIPUL SHAH
Chairman, GJEPC



As we commence the second edition of IIJS Tritiya, it is with great pleasure and anticipation that I extend my warmest greetings to you all. IIJS Tritiya 2024 promises to be a landmark event, set to unfold from 5th to 8th April 2024 at the Bengaluru International Exhibition Centre (BIEC) in Bengaluru. With over 900 exhibitors and 1900 stalls spanning 40,000sqm of exhibition area, this edition promises to be a vibrant showcase of the latest trends and technologies in the jewellery sector.

As an industry with a global perspective, we consistently prioritise exploring business opportunities beyond our borders. The slew of Free Trade Agreement (FTA) negotiations with significant potential markets has given a boost to our exports. The inked pacts with the UAE and Australia, have provided Indian gem and jewellery exporters with a competitive advantage in their respective markets. Following the commencement of the India-UAE CEPA agreement on May 1, 2022, we have already observed remarkable growth in gold jewellery exports of 52% to UAE.

I invite each one of you to join us in this momentous journey towards embracing innovation and opportunity.
I wish all participants a successful IIJS Tritiya!



KIRIT BHANSALI
Vice Chairman, GJEPC



The second edition with over 900 exhibitors and 1,900 stalls, is a testament to our industry's vibrancy. It provides a platform for jewellers from over 500 cities to connect, share insights, and explore new opportunities, encouraging a spirit of collaboration that is the hallmark of our community.

The economic impact of IIJS Tritiya cannot be overstated. It acts as a catalyst, propelling the Indian jewellery market to new heights.

As we look forward to the event, let us remember that it is our unity and shared vision that will continue to drive our success. IIJS Tritiya is more than an exhibition; it is a reflection of our commitment to excellence and our unwavering belief in the potential of the IIJS shows that help push exports.

I invite you all to join us in celebrating this momentous occasion and to contribute to the legacy that we are building together.



NIRAV BHANSALI
Convener,
National Exhibitions, GJEPC



IIJS Tritiya 2024 returns for its second edition to Bengaluru and we're happy to inform that the response from both exhibitors and visitors has been phenomenal. This edition introduces the IGJME Tritiya, a machinery show showcasing the latest innovations in jewellery manufacturing technology. We're also proud to present the 'World of GJEPC', highlighting our diverse offerings beyond IIJS, including the India Jewellery Park Mumbai and more. Among other added attractions is the jewellery fashion show featuring creations from some of our exhibitors. Our commitment to sustainability through the One Earth initiative remains resolute, with over 100,000 trees planted and more to come.

As India's economy flourishes, the jewellery market reflects immense potential.
We eagerly await your presence at IIJS Tritiya!



IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
TRITIYA 2024
5th - 8th April, 2024
BIEC, Bengaluru

Concurrent Show
IGJME INDIA GEM &
JEWELLERY
MANUFACTURER EXPO
TRITIYA, Bengaluru 2024

Vipul Shah, Chairman

along with the Committee of Administration & National
Exhibition Sub-Committee,

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cordially invites you to the

INAUGURATION CEREMONY OF IIJS TRITIYA 2024

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Principal Secretary to Government,
Commerce & Industries Department
Government of Karnataka

CHIEF GUESTS

Dr. B. Govindan

Chairman
Bhima Jewellery

Mr. Vinod Hayagriv

MD & Director
C. Krishniah Chetty Group

FRIDAY, 5TH APRIL 2024 | 11:00 AM

VENUE

Innov8 Launchpad, Exhibition Hall 4,
Bengaluru International Exhibition Centre (BIEC),
10th Mile, Tumkur Road, Bengaluru 562 123, INDIA

Kirit Bhansali

Vice Chairman
GJEPC

Nirav Bhansali

Convener
National Exhibition
GJEPC

RSVP: Gaurang Vora at gaurang.vora@gjepcindia.com

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VIEWPOINT

Inside IIJS Tritiya 2024: Exclusive Insights from Nirav Bhansali

NIRAV BHANSALI, the Convener of National Exhibitions at GJEPC, offers insider insights into the second edition of IIJS Tritiya, taking place at the Bengaluru International Exhibition Centre (BIEC) from 5th to 8th April 2024.



Nirav Bhansali, Convener, National Exhibitions, GJEPC.

Could you share what's in store for us at IIJS Tritiya 2024 and what are the unique aspects of this edition?

IIJS Tritiya, now in its second edition, is being hosted yet again in Bengaluru. We are delighted with the overwhelming response from both exhibitors and visitors. Given the rapid growth of the Indian jewellery market, there arose a necessity for an additional IIJS show in a different city, and Bengaluru in the Southern region stands out as an ideal choice. Hence, we are tremendously excited about IIJS Tritiya.

What are the highlights of the show that the exhibitors and visitors should look forward to?

At GJEPC, we constantly strive for innovation, and this edition will introduce IGJME Tritiya, the machinery show, following the success of our endeavours with IIJS Signature and IIJS Premiere. Machinery constitutes a crucial vertical within the jewellery market, and over the years, we have diligently worked to fortify this platform by connecting with top-tier manufacturers and embracing cutting-edge technologies from across the globe. Moving forward, IGJME will play a pivotal role in all IIJS editions.

IIJS Tritiya is set to feature over 900 exhibitors, occupying

more than 1900 stalls. Additionally, the IGJME will host around 100 exhibitors spread across 100 stalls.

We will be curating a distinct zone called the "World of GJEPC," which will comprehensively highlight every facility that the Council offers to its members - from the India Jewellery Park Mumbai (IJPM) to The India Jewellery

Exposition (IJEX), IIGJ, laboratories, MSME benefits, Swasthya Ratna, Swasthya Kosh, and much more. This underscores the fact that GJEPC is not solely focused on IIJS; rather, it encompasses a myriad of facilities and initiatives from which the industry can derive significant benefits. The World of GJEPC will be highlighted in all our IIJS shows.

On the evening of the 5th, we will also host a spectacular jewellery fashion show featuring creations from some of the exhibitors.

Could you provide more details about the venue in Bengaluru, given that this is the second edition considering the success of the previous edition?

The southern region holds significant importance for the jewellery sector, constituting more than 50% of the total market. Additionally, many major retailers and chain stores are headquartered in this area. While retailers and buyers are accustomed to visiting Mumbai,

we recognise the importance of expanding our reach, and Bengaluru offers an excellent location for the show.

What is the update on the One Earth initiative?

The entire GJEPC, along with all our members, participants, exhibitors, visitors, and vendors, are wholeheartedly supporting it. Our initial target was to plant 50,000 trees, but we've already surpassed 100,000 trees. This year, we aim to plant 150,000 trees, a significant leap due to the remarkable contributions from our members.

All our shows are powered by green electricity, and we have substantially reduced paper usage by gradually transitioning to digital platforms.

The elections are going to happen around mid-April. Will this impact the IIJS Tritiya show?

Yes, but luckily the elections will be conducted post the 15th of the month or later, and Achar Sanhita (code of conduct) is



An aerial perspective of BIEC during IIJS Tritiya 2023.

VIEWPOINT



The aisles at IIJS Tiritiya 2023 buzzed with activity as buyers explored the offerings.

going to be applicable. But since IIJS Tiritiya is going to be held by GJEPC, the apex body of the Commerce Ministry, we have established clear Standard Operating Procedures (SOPs) and are actively engaging with various ministerial departments, including GST, IT, the Election Commissioner, and the Ministry

of Commerce (MOC). GJEPC is committed to ensuring a seamless process. Despite the challenges faced at individual levels by retailers and manufacturers, business in the country will continue. When goods are sent through our official couriers like Sequel and BVC for exhibitions, which are

solely for order-taking purposes and not for direct sales, GST applicability does not apply. We are in constant communication with government bodies, explaining the intricacies of our exhibitions, and we anticipate a smooth process. GJEPC's strong recognition and governmental support

will ensure official sanctioning. The government has granted us permission to host the exhibition, and we are confident in our ability to navigate these matters effectively. We are ensuring that the upcoming show will be a positive experience for both exhibitors and visitors alike.

What is the market sentiment?
India is in a covetable position right now, and based on the economic data available, we will soon become the world's 3rd largest economy in the next couple of years. Between the three IIJS shows, visitors can address approximately 95% of their yearly business requirements. We anticipate a business worth of Rs. 1,50,000 crore across the three IIJS shows, and this figure is expected to rise in the future. Therefore, we encourage you to place your trust in GJEPC and leverage all the benefits that we offer. Join us and make the most of the opportunities presented at all three shows. We are excited about the upcoming show and welcome everyone at IIJS Tiritiya 2024.



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**Dear Exhibitors,
Team Sequel wishes
you all the best for
IIJS Tiritiya 2024.**

IIJS TRENDS

Bewitching Beauties

Earrings possess an enchanting power to elevate your style. Whether it's ear studs, hoops, c-clips, chandeliers, or gem-studded cascades, each type exudes its own charm. Here are some ear adornments for every mood and occasion.



The white and yellow gold starburst sparklers are fashioned with marquis-shaped diamonds patterned as dainty florets. The large emeralds held with yellow gold prongs steal the show. **By Manoj Ornaments**



The arresting rose gold earrings are patterned with openwork spokes framed with diamond swirls. The earrings are further dotted with solitaires. **By A'Star Jewellery**



The summery yellow gold semi-hoops are set with rows of ombre-shaded, carefully calibrated gemstones separated with diamonds. **By Jaipur Jewels by Vaibhav Dhadda**



The elegant drop earrings give a nod to the Art Deco era. The centre of attraction are two drop-shaped morganites framed with diamonds and onyx. **By A G Jewels**



Resembling stylized dreamcatchers, the yellow gold tasselled earrings are adorned with filigreed gold drops, rubies, spinels, rose quartz and turquoise. **By CVM**



The pendant earrings encrusted with diamonds in openwork motifs are fringed with gold beads. **By Laxmi Diamonds**



The double-drop earrings in gold create a new language of symmetry. Emeralds, diamonds and rose quartz lend elegance to these visually powerful earrings. **By Kaamya Jewels**

JEWELS ON THE RAMP



We are thrilled to give an exclusive invitation to grace your presence in a dazzling **Jewellery Fashion Show**.

This event promises to be an exquisite showcase of the fusion of jewellery and fashion, by select exhibitors of IJJS Tiritiya amidst an audience of esteemed industry professionals and enthusiasts.

Prepare to be dazzled as **five retail jewellery personalities** will grace the glamorous ramp, culminating in a showstopping finale by the gorgeous Miss World 2017 and GJEPC Brand Ambassador, **Manushi Chhillar**.

5TH APRIL 2024 | 07:30 pm onwards

followed by cocktails and dinner served for you

**LOCATION: JACARANDA,
Bengaluru International Exhibition Centre (BIEC),
Bengaluru, Karnataka, India**

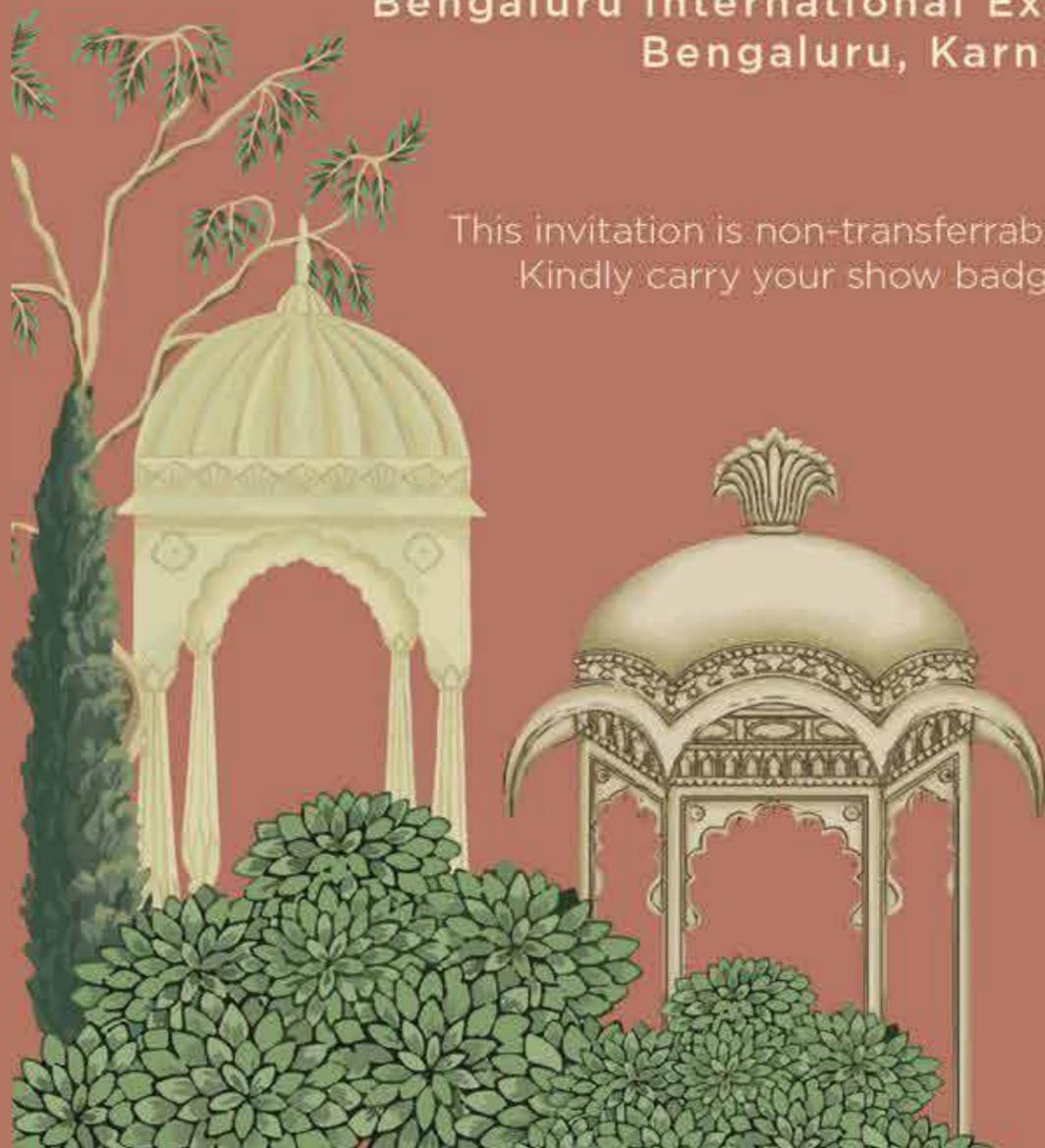
This invitation is non-transferrable and limited to one guest.
Kindly carry your show badge along with this invite.

BEST REGARDS

Vipul Shah
Chairman

Kirit Bhansali
Vice Chairman

Nirav Bhansali
Convener
National Exhibitions



INTERNATIONAL VISITOR VOICES



Mr. Rajesh Ganeriwal
Partner- Diamond World FZC, Dubai

The competitive pricing structure and skilled craftsmanship of Indian jewellery manufacturers is well-known. Attending IIJS Tritiya allows us to explore a vast array of suppliers and negotiate bulk deals, potentially securing cost-effective inventory that strengthens our profit margins and bolsters our competitive edge in the GCC market.



Ms. Sura Rashid
CEO - Sura Rashid Jewellery, Kuwait

As GCC jewellery buyers, IIJS Tritiya in Bengaluru is a treasure trove for sourcing a variety of gems and jewellery. The event's professionalism and attention to detail make it an essential stop on our sourcing journey.



Mr. SREEJITH KV
MD - SKV Jewellery, Dubai

The craftsmanship and intricate details of Indian jewellery are highly sought-after in the Middle East region. IIJS Tritiya allows us to source unique pieces directly from established and reputed exporters, offering an exclusive selection to our discerning customers and strengthening our brand's reputation for premium quality.



Mr. Ravi Parekh
CEO - Jumbo Jewellery, Bahrain

As an enthusiast of exquisite craftsmanship and innovation in the jewellery industry, I eagerly anticipate my visit to IIJS Tritiya in Bengaluru. It's not just a sourcing event; it's a journey of discovery, where trends meet tradition and excellence shines through. I look forward to being inspired and enriched by this unparalleled experience.



Ms. Nourah Al-Rashidi
CEO & Founder of Nina Jewellery

IIJS Tritiya 2024 presents a unique opportunity for our retail chain in the Middle East. We're excited to source exquisite and intricately crafted Indian jewellery that caters to the discerning tastes of our clientele, diversifying our offerings and potentially driving significant sales growth during upcoming jewellery-buying occasions.



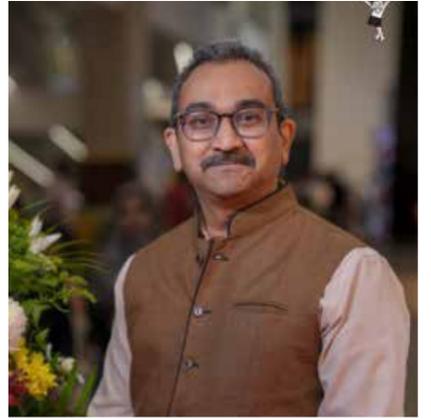
Abhishek Devji
Director of Devji, Bahrain

IIJS Tritiya in Bengaluru has become our go-to destination for sourcing exquisite gold jewellery for our diaspora. The event's diversity and quality offerings never cease to amaze us. Additionally, its focus on high-end diamond jewellery ensures we find the perfect pieces for our clientele.



Hardik Vijay Shah
Executive Director, AL Hashimi Pearls, Bahrain

IIJS Tritiya 2024 promises to be a game-changer for Middle Eastern retailers. With over 1,900 booths and 900 exhibitors, I'm eager to connect with a vast pool of reputed Indian manufacturers and establish partnerships to source top-quality pieces at competitive prices. The appeal lies not only in the craftsmanship but also in the competitive pricing, thanks to tax-friendly policies like the India-UAE CEPA.



U Nagaraja Rau
Director - Strategic Operations, Bhima Jewellers LLC, UAE

The India-UAE CEPA presents a significant economic advantage for Middle Eastern retailers attending IIJS Tritiya 2024. The duty reductions on Indian-made jewellery allow us to source distinct pieces with enhanced profitability. This, combined with India's rich heritage in jewellery design, ensures we can offer our customers a unique selection that embodies both tradition and contemporary elegance. We are confident that this event will be a catalyst for fruitful partnerships and the discovery of exceptional collections.



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IGJME EXHIBITOR

Aczet Brings Machinery Innovations To IIJS Tritiya

Anoop Saxena, General Manager, Aczet Pvt. Ltd., shares his excitement about participating in IGJME at IIJS Tritiya, Bengaluru. Read on to learn more about his insights and experience in the machinery industry.

What are you bringing to IIJS Tritiya this time?

We are very excited to be a part of IIJS Tritiya, which has always been a premium show for us. We think that IIJS attracts the best crowd and offers great business opportunities – that’s why we are interested in participating, even though it is held in South India and it is mainly a jewellery show. We appreciate that they have reserved a section for machinery, which is our specialty. We are looking forward to showcasing our products and services at this show and hope to get a good response from the visitors

And what new innovations are you introducing?

Aczet has always been a leader in innovation, and we have some new products to offer this time. For example, we have developed a machine that can detect 22 metals at a time. We also have some new features in laser technology, such as laser markers and automatic machines. We have a lot of things to offer in weighing balances as well. So I would urge all the companies who are into manufacturing to visit our stall and give us a chance to demonstrate our new products.



Fundwisor Financials: How A Jewellery Consultancy Is Tapping Into The South India Market

Shailesh Vani from Fundwisor Financials LLP, a financial consultancy specialising in the jewellery sector, has his hopes pinned on a stellar IIJS Tritiya 2024.

Why did you choose to participate in IIJS Tritiya?

We have been participating in various shows organised by GJEPC since the last two years, and we have had an amazing experience in terms of business and quality of customers we met.

Why are you going towards the South India market?

South India is one of the biggest and fastest-growing jewellery markets in the country. People in South India have a strong affinity for gold and traditional jewellery, and we expect to find good clients who appreciate our expertise and offerings. We are optimistic about the potential of this market and look forward to exploring new opportunities.



5th - 8th April, 2024
BIEC, Bengaluru

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TALKS

Retail Reinvented: Success Stories

SCHEDULE

Sr. No.	Speaker Details	Topic	Date	Time
1.	A.B.S. Sanjay - Managing Director AVR Swarnamahal Jewelry Pvt Ltd	Turning Dreams into Destinations: 19 Stores on the Map - The AVR Story	5th April 2024	14:00 - 15:00
2.	Mr. Rajeev Singh - VP & Business Head SAP India Pvt Ltd	Rise with SAP - Shine with SAP	5th April 2024	15:15 - 16:30
3.	Mr. Rajesh Kalyanaraman - Executive Director Kalyan Jewellers India Limited	How to build a Jewellery empire brick by brick 1 to 250 - The Kalyan Story	6th April 2024	14:00 - 14:40
4.	Mr. Suvankar Sen - Executive Director Senco Gold Limited	Successfully preparing for and navigating unforeseen challenges - The Senco story	6th April 2024	14:45 - 15:30
5.	Mrs. Khushboo Ranawat - Director, SwarnShilp Chains and Jewellers, Mr. Rahul Shah - Director, Asian Star, Mr. Chaitanya Cotha - Director, C. Krishniah Chetty & Sons Pvt Ltd	40 Under 40 - Family business- opportunity and challenges- SWOT analysis	6th April 2024	15:45 - 17:00
6.	Dr. Chetan Kumar Mehta - President Jewellers Association Bangalore Laxmi Diamonds	Coffee with Dr. Chetan Mehta featuring GJEPC Chairman, Mr. Vipul Shah & Convener, National Exhibitions - Mr. Nirav Bhansali	6th April 2024	18:00 - 19:00
7.	Mr. Vinod Hayagriv - Managing Director C. Krishniah Chetty & Sons Pvt Ltd.	How to build a successful 100 Year legacy - CKC story	7th April 2024	14:00 - 14:40
8.	Mr Varghese Alukkas - Managing Director Alukkas Jewellery	Pioneer of Gold Super Markets in Kerala and over 50 showrooms across India, how have they revolutionised the gold market.	7th April 2024	14:45 - 15:30

Join us at IIJS Tritoia 2024 for insightful seminars Innov8 Talks featuring top retailers and distinguished personalities from our Industry. Discover trends, innovations, and expertise to elevate your jewellery experience. Don't miss out on this power-packed opportunity!

Register Today at: <https://forms.office.com/r/AMn9Rav1Rf>

IIJS.WHERE BUSINESS HAPPENS

IGJME EXHIBITOR

Nikunj Mehta Hails Buyer Quality at IIJS Shows

Nikunj Mehta, Owner, J R Labelwala, speaks about the importance of being present at all three IIJS shows because he believes that the quality of buyers matters for the growth of their company.

Tell us more about your company.

Our company was established in 1960 by my grandfather, and I'm a third-generation jeweller. We have factories in Kandivali and Mira Road. We manufacture designer jewellery boxes, display items, jewellery pouches, paper carry bags, customised coin cards, and more.

Why did you decide to participate in IIJS Tritiya?

We have been participating in IIJS since the last 12 years, and each year has been exciting for us. It's not just about the footfalls, but the quality of buyers is more impressive. In fact, because of the response we received at IIJS Signature, we requested the Council to include the packaging and machinery section in IIJS Tritiya.

What are your expectations for the IIJS show in Bengaluru?

Immense! The southern market is huge, and it is predominantly a gold market. We hope to meet independent retailers from different tier I, II and tier III cities of the South.

What kind of preparation have



you done for the Tritiya show?

We are making newer samples of jewellery boxes that will appeal to the South market. It will be region-specific, primarily because the jewellery worn by women there is large - oddiyansams or cummerbunds, hair ornaments, layered bridal

necklaces and more. So the size of the jewellery boxes and pouches will be different. We will be carrying those samples, which we usually don't carry display at IIJS Premiere and IIJS Signature.

What kind of material do you

use for the products?

We use biodegradable material, and we are quite aligned with the concept of saving the environment and being ecofriendly. For that purpose, we have heavily invested in modern machines.

Handcrafted To High-Tech: Shree Rapid Technologies Revolutionises Traditional Jewellery With CAD/CAM

Purval Kaur, from Shree Rapid Technologies is delighted to be a part of IGJME and IIJS Tritiya.

Why have you chosen to take part in IIJS Tritiya this year?

The South Market is very well known for the intricate jewellery pieces and they are largely relying on the handcrafted jewellery. By using our CAD/CAM solutions, we can help our artisans craft traditional jewellery faster and more efficiently, while maintaining the highest quality and craftsmanship. This also means that you, as our valued

customers, can enjoy more variety, customisation, and productivity.

So what new innovations and machinery are you bringing to IIJS Tritiya?

One of our latest innovations is the new version of the real wax printing machines, 300 W, which is an upgrade from the previous 250 W model. The new version being launched at IIJS Tritiya 2024 offers several

improvements for creating complex and delicate jewellery designs. We have prepared some stunning samples for you to see, all made with the new real wax printing machines.

Any message for visitors coming to IIJS Tritiya?

We are very excited to welcome you to IIJS Tritiya. This is a great opportunity for you to interact with our application and see specialists, who will

be happy to answer your questions and demonstrate our products. You will also get to see a lot of samples that showcase the amazing output of our printers. Don't miss this chance to discover the latest trends and technologies in the jewellery industry. Please come down and visit us at our booth. We look forward to seeing you soon.

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IGJME EXHIBITOR

Western Equipments & Allied: Unveiling High-End Jewellery Machinery at IIJS Tiritiya

Rajesh Singh, Branch Manager, Western Equipments & Allied Pvt. Ltd., a supplier of high-end German and Italian machinery and consumables for the jewellery industry,

Why have you chosen to take part in IIJS Tiritiya this year? Why are you participating in IIJS Tiritiya?

This is the first time we are participating in IIJS Tiritiya in Bengaluru. This is an auspicious occasion and a great opportunity to showcase our products. IIJS and IGJME have a big name in attracting crowds of jewellery manufacturers. We hope to get more exposure and generate more business in the future, especially in the South India market.

What innovation are you bringing to IGJME?

We are into automatic machines that help jewellery manufacturers to produce high-quality jewellery with higher efficiency. We offer high-end jewellery making

solutions with automation and advanced technology. We specialise in casting machines from Germany. We cater to the needs of the industry.

Any message for the visitors that are attending?

IIJS Tiritiya is a good show and I urge the visitors to attend it in Bengaluru. They will get to know more about the topend technology and the latest trends in the jewellery sector. They will also see new designs, concepts, and creativity from the exhibitors.



VIEWPOINT

KIRA Diam Redefining Standards in LGD Industry

Shanay Parekh, Partner at KIRA Diam, is a trailblazing figure in the LGD industry. Shanay's aims to redefine luxury while prioritising ethical practices and customer satisfaction. He talks about KIRA Diam's journey, its cutting-edge manufacturing processes, and its commitment to shaping a sustainable future for the LGD segment.



Tell us a bit about when was KIRA Diam established.

KIRA Diam was established in early 2023, marking the beginning of a transformative journey in the lab-grown diamond industry. KIRA quickly rose to prominence, as the **world's largest grower of CVD lab-grown diamonds**, driven by a passion for innovation, sustainability, and excellence. Since its inception, KIRA has remained committed to redefining the standards of brilliance and ethics, shaping a brighter and more sustainable future for the diamond industry.

Can you elaborate on KIRA Diam's innovative manufacturing processes that set it apart in the lab-grown diamond industry?

At KIRA, we have **all under one roof, from growing loose diamonds to manufacturing exquisite jewellery**. One key aspect of our innovative manufacturing process lies in our **7,00,000 sq ft state-of-the-art facilities** located in Surat, which serve as the heart of our operations.

Here, we employ advanced machinery and proprietary techniques to cultivate lab-grown diamonds of exceptional quality and purity ranging from **0.15 ct to 10 cts+**.

Moreover, our integrated approach to manufacturing allows us to maintain complete control over every stage of the production process, from diamond synthesis to jewellery fabrication. This vertical integration ensures that each KIRA diamond meets the highest standards of quality and ethical



sourcing, giving our customers confidence in the authenticity and integrity of their purchase.

In addition to technological innovation, sustainability is a cornerstone of our manufacturing processes at KIRA Diam. Our commitment to environmental stewardship is evident in our use of renewable energy sources, such as our **25 MW solar plant**, which powers our operations with clean and sustainable energy. Furthermore, we prioritise the efficient use of resources and the reduction of waste throughout our manufacturing process, minimising our environmental impact while maximising the longevity and sustainability of our operations.

Overall, our dedication to innovation and excellence sets us apart in the lab-grown diamond industry, allowing us to shape the future of brilliance and redefine the standards of ethical luxury.

What are some of the unique design elements or trends that KIRA Diam is showcasing at IIJS Tritiya this year?

We're thrilled to showcase a blend of timeless elegance and modern versatility at IIJS Tritiya this year. Our collection features classic necklaces exquisitely crafted to capture the essence of sophistication. Additionally, our flexi bangles and movable bracelets offer a contemporary twist, allowing for effortless wearability and style.

And for those celebrating life's most cherished moments, our bridal rings embody the epitome of love and commitment, with designs that radiate everlasting beauty and grace. We're excited to unveil these unique design elements that marry tradition with innovation, reflecting KIRA's commitment to redefining luxury in the lab-grown diamond industry.

Tell us more about consumer acceptance of LGDs. In what ways does KIRA Diam prioritise customer satisfaction and quality assurance in its products?

Consumer acceptance of lab-grown diamonds (LGDs) has been steadily increasing. We've witnessed a growing trend towards ethical and sustainable alternatives in the diamond industry, and our customers appreciate the brilliance and beauty of our LGDs. To prioritise customer satisfaction and ensure quality assurance in our products, KIRA Diam implements rigorous measures at every stage of production. From sourcing the highest quality materials to employing **4000+ skilled artisans** and utilising cutting-edge technology, we uphold stringent standards to deliver excellence in every diamond.

Additionally, we place a strong emphasis on transparency and education, empowering our customers to make informed choices. Our commitment to ethical practices, sustainability, and superior craftsmanship resonates with today's conscious consumers, fostering trust and loyalty in the KIRA Diam brand.

How does KIRA Diam ensure competitive pricing while maintaining the high quality of its lab-grown diamonds and jewellery?

We ensure competitive pricing without compromising on quality through a combination of strategic sourcing, efficient manufacturing processes, and a commitment to sustainability.

Our vertically integrated operations, from diamond cultivation to jewellery production, allow us to control costs effectively while maintaining the highest standards of craftsmanship. Additionally, our investment in renewable energy and ethical sourcing practices enables us to reduce overheads and pass on the savings to our customers. By prioritising efficiency, sustainability, and excellence at every step, we can offer competitive pricing without sacrificing the superior quality that defines KIRA Diam.

BRAND WATCH

High on Colour



Jaipur Jewels by Vaibhav Dhadha brings a range of vibrant, design-centric jewellery collections that are apt for retailers seeking designs with a difference. Their signature line embodies an array of tapered baguette gemstones in a variety of hues, cut and colour, graded to perfection to enhance their fiery brilliance and channel-set for a flawless fit.

The Butterfly collection celebrates the winged beauties in all their grandeur. From realistic to abstract interpretations, each butterfly is intricately carved on natural agate, symbolising transformation and grace.

They are also presenting tennis bracelets, ear studs and hoops, rings and pendants set ablaze with vivid gemstones arranged in ombre shadings. For those who want an amalgamation of art, history, and beauty, they have over 1000-plus designs of cameos that are a testament to skilled craftsmanship.



Architectural Splendour

Awesome Sparklers presents an array of dramatic rings festooned with diamonds. The designs take cues from architecture and geometry. Spheres, domes, spirals and elevated crowns are carpeted with baguettes, rounds and other diamonds, while solitaires and vivid gemstones command the spotlight in the centre. Even the shoulders and shanks of the rings are embellished with decorative elements giving the rings an impressive look. The detailed rings are statements in their own right. The line of necklaces, defined by sparkling diamonds, too, boasts of skilled artistry and deft craftsmanship.



BRAND WATCH

Dainty Offerings

Aureza Jewels, a Sangam initiative, is launching two collections at IIJS Tritoia.

The Hueniq collection embraces colour in all its hues through vibrant shades of enamel combined with the sparkle of diamonds. The minimalistic jewellery creations are perfect to jazz up everyday ensembles.

The Pebblo collection features string necklaces with gemstone beads and pearls interspaced with gold. These dainty necklaces are apt for layering or adding a hint of colour to any outfit.



Contemporary Heirlooms

Dassani Brothers brings a bevy of polki jewellery designs for IIJS Tritoia. The collection encompasses bold chokers, flamboyant earrings and statement rings dressed in syndicate quality uncut diamonds, rubies, emeralds and freshwater and culture pearls in 18-karat gold. The designs bring contemporary twist to polki jewellery, an art form that is synonymous with India's royal legacy.

While retaining the glamour and splendour of the past, the jewels bring forth an air of lightness and modernity without compromising on the overall appeal of the piece. The up-to-date jewels will effortlessly carry forward to the future with ease, making them modern heirlooms.





BRAND WATCH

Shimmering Cascades

A'Star Jewellery presents a delicate collection of daily wear rose gold jewellery studded with diamonds. The collection exudes the enigmatic allure of cascading beauty. Each piece embodies the pure serenity and grace of the mystical waterfall, captivating in its allure, inviting wearers to experience the fluidity of design that mirrors the tranquil descent of water. Reflecting the soothing lotus petals afloat and delicately adorning the surrounding structure, this collection captures the mesmerising essence and fluid grace of these ethereal cascades.



Modern Twist

SwarnShilp Chains & Jewellers Pvt. Ltd. has geared up for IJS Tiritiya with a range of new offerings in white, yellow, and rose gold. This includes stylised long chains that harness the power of dual and triple tone gold with floral and geometric motifs as accents, devotional pendants studded with a hint of diamonds and gemstones as well as multiple variations of plain gold chains. They also have modern mangalsutras that imbibe trendy pendants like gem-studded flowers, paisleys and more into the traditional layout of a mangalsutra. The pieces are lightweight and can be layered for a heavier look.



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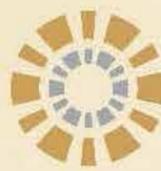
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