

# 2 DAY

## IIJS TRITIYA 2024

5th - 8th April, 2024  
BIEC, Bengaluru

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



6TH APRIL 2024

# SHOW DAILY

## COVER STORY

# IIJS Tiritiya Sparkles Amid Flourishing Initiatives

The 2nd edition of IIJS Tiritiya was inaugurated yesterday by Principal Chief Guest Dr. Selvakumar, IAS, Principal Secretary, Industries & Commerce, Govt. of Karnataka along with Chief Guests Dr. B. Govindan, Chairman, Bhima Jewellery and Mr. Vinod Hayagriv, MD & Director, C. Krishniah Chetty Group.

Also gracing the opening ceremony were dignitaries such as Dr. Chetan Kumar Mehta, President, Jewellery Association Bangalore; Mr. Vipul Shah, Chairman, GJEPC; Mr. Kirit Bhansali, Vice Chairman, GJEPC; Mr. Nirav Bhansali, Convener, National Exhibitions, GJEPC; and Mr. Sabyasachi Ray, Executive Director, GJEPC. Dr. Selvakumar, the Principal



Secretary of Industries & Commerce for the Karnataka Government, set the tone for the event's inauguration. "The

success of the first edition of IIJS Tiritiya provided a solid foundation for showcasing Bangalore's potential as a

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## COVER STORY



Echoing Dr. Govindan's sentiments, Mr. Vinod Hayagriv, Managing Director & Director of C. Krishniah Chetty Group, expressed his optimism for the future of the jewellery sector. "IIJS Tritiya will soon become the landmark show for the whole of India. The show has not only got bigger, but it's got smarter - similar to Bangalore's reputation as a smart city. We look forward to a very smart industry in the coming decade. I think \$70 billion is a very doable target and with GJEPC being there at the helm, I think we could easily achieve that much earlier than 2030."

Kirit Bhansali, Vice Chairman, GJEPC said, "The Council is focused on empowering MSMEs through initiatives like Common Facility Centres, Mega CFCs, Jewellery Park in Mumbai, Gem Bourse in Jaipur alongside digital platforms for enhanced marketing and sales. These efforts not only contribute to the industry's expansion in the global market but also ensure its alignment with the principles of Viksit Bharat."

Dr. Chetan Kumar Mehta, President, Jewellers Association Bengaluru (JAB) noted, "We pledge unwavering support from the JAB to ensure the industry's continual growth and prosperity. With GJEPC's commendable efforts and initiatives, our industry is on a path to greater organisation and success. As President of JAB, I extend our full support to GJEPC and all industry stakeholders. Thank you to everyone for joining this celebration, and here's to the success of the second edition of IIJS Tritiya."

Mr. Nirav Bhansali, Convener, National Exhibitions, GJEPC, said, "IIJS is India's leading platform to facilitate gems and jewellery business. Between 3 shows and 9000 booths IIJS is the gateway for Indian gems and jewels to the world. IIJS gives opportunities to MSME companies to meet customers from across the world."

"IIJS Tritiya has also become smarter, bigger and better than last year. It serves as a vast marketplace, providing invaluable opportunities for industry players to connect, collaborate, and thrive. IIJS Tritiya platform is an opportunity for MSME manufacturers to meet global buyers to reach international markets.

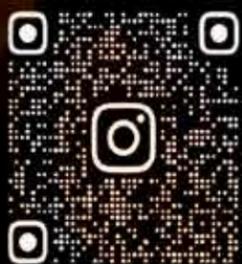
"IIJS Tritiya offers various features and amenities aimed at enhancing the experience including Innov8

vibrant hub. For the gem and jewellery industry this year, I'm glad to see the organisers building upon that success, expanding horizons and setting new benchmarks for excellence and innovation new industry."

Mr. Vipul Shah, Chairman, GJEPC, said, "We are a \$40 billion export industry today, but the scope and potential for further growth is immense, with the ever-increasing demand in the global gem and jewellery market. GJEPC is working closely with government to secure favourable policies in the upcoming trade pacts for our sector including FTAs with GCC, Canada, UK and EU. Additionally, GJEPC has successfully pursued the government to introduce measures to facilitate ease of doing business in the e-commerce for retail exports of jewellery from the country, enabling Indian sellers to seamlessly deliver their products to global buyers."

Adding to the fervour, Dr. B. Govindan, Chairman of Bhima Jewellery, shared his views on the industry's role in the country's economic success. "Investing in the jewellery industry not only creates jobs but also contributes significantly to the economy. It's essential for every citizen to recognise its potential and participate in its growth. With proper support and industry knowledge, this sector can thrive, providing employment opportunities and driving economic development."

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## COVER STORY



Talks providing insights and perspectives. Furthermore, we have introduced several initiatives to embrace digitalization and sustainability. Features such as digital badges, face recognition processes, and the IIJS App streamline operations while minimising paper usage. Under the One Earth Initiative for IIJS shows, we have already planted 150,000 trees exceeding expectations and our goal is to achieve the goal of 2 lakh trees this year.” adds Nirav Bhansali. Now in its second year, IIJS Tritiya continues to elevate the standards of the Indian jewellery industry, cementing its position as a beacon of inspiration and innovation for artisans, designers, and enthusiasts alike.

# India Jewellery Park Mumbai Opens Bookings For Iconic Customers



Vipul Shah, Chairman, GJEPC and Kirit Bhansali, Vice Chairman, GJEPC along with GJEPC Committee Members opened bookings for Iconic Customers at the ambitious and highly anticipated India Jewellery Park Mumbai (IJPM) that will change the landscape of the jewellery industry. IJPM is a landmark project of GJEPC aimed at boosting India's gems and jewellery industry. It is a one-stop destination for all stakeholders in the gems and jewellery industry, and will house manufacturing units, design studios, trading centres, and other essential facilities. The project is expected to attract

investments of over Rs. 50,000 crores and create employment opportunities for over 1 lakh people. In his speech, Sabyasachi Ray, Executive Director, GJEPC, said, “Our journey towards opening bookings for this landmark project has been monumental. From feasibility studies with Ernst and Young to project management consultants like Deloitte, every step has been meticulously planned. This initiative wouldn't be possible without the backing of the Maharashtra Government, who have provided invaluable support and resources. As we embark on this journey, our goal is clear: to create a



manufacturing hub that propels us towards our \$75 billion target. The park offers a self-sufficient ecosystem, ensuring a conducive environment for growth. Today, as we open bookings for large-scale investors, we're excited about the prospects that lie ahead. With competitive pricing and attractive discounts, we aim to make this project accessible to all. Our payment plans are designed to ease the burden on investors, with flexibility and transparency at the forefront. As we move forward, we're committed to transparency and timely delivery. Together, with the unwavering support of our stakeholders, we're

confident in the success of this transformative project.” The Maharashtra government has been actively supporting the development of the IJPM project through several subsidy incentives, recognising its potential to contribute significantly to the state's economy. The allocation of land by MIDC is a testament to this commitment. With the acquisition of the land, the IJPM project is now poised to enter its next phase of development. Construction is expected to begin soon, and the project is on track for completion in a few years.

## COVER STORY

# IIJS Prime Assure Unveiled



Nirav Bhansali, Convener, National Exhibitions, GJEPC, unveiled the IIJS Prime Assure initiative at the opening day of IIJS Tritiya at BIEC. The initiative offers a multitude of benefits to exhibitors who will enrol for 6 IIJS shows. Bhansali said, "We're proud to introduce our Prime Assure program, offering guaranteed booth space and size for all six IIJS shows. Amidst ongoing renovations at NESCO grounds, securing space is crucial. Our program ensures exhibitor confidence and provides additional benefits tailored to their needs. With no inflation for participants in all six shows, we're committed to supporting our members' growth and success in the industry."

The six-show combo deal will offer 6 major advantages, namely:

**Guaranteed Participation** and securing the spot at IIJS Premiere 2024 & 2025, and IIJS Signature in 2025 & 2026!

**Assured Booth area** Your stall at IIJS Premiere 2024 & 2025, and IIJS Signature in 2025 & 2026!

**Room Accommodation** for 4 Nights during IIJS Tritiya in 2025 & 2026

**Food Coupons** up to Rs. 30,000 at IIJS Tritiya in 2025 & 2026

**Exclusive Access** to the Prime Plus Lounge at each show.

**No Security Deposit**

The launch of the advance booking will begin in April end and will be open for a month.

# GJEPC Honours IIJS Pillars



Mahesh Bhoir, Sr. Manager,  
Information Technology



Ajay Kumar Pathak, Sr. Manager, Events



Shivang Chaturvedi, Executive,  
National Events



Hrishikesh Tiwari, Executive, National  
Events

Each year, GJEPC highlights the dedicated efforts of a handful of noteworthy employees whose exceptional performance during the year-round IIJS shows elevates the events, while exemplifying the highest spirit of professionalism.

The awardees included: Shivang Chaturvedi, Executive, National Events; Ajay Kumar Pathak, Sr. Manager, Events; Mahesh Bhoir, Sr. Manager, Information Technology; and Hrishikesh Tiwari, Executive, National Events

## IIJS TRENDS

# Opulent Head Turners On The IIJS Tritiya Runway

Jewels On The Ramp, the jewellery fashion show held on the opening day of the IIJS Tritiya was a glamorous nite of wonder and spectacle. Luxurious bejewelled showstoppers blended elegance with innovation, as the design houses pushed the boundaries of creativity. The runway was a symphony of sparkle and glamour, highlighted by the presence of GJEPC Global Ambassador Manushi Chhillar, who stole the spotlight looking radiant in a white gown paired with a diamond and Colombian emerald suite. From resplendent gold bibs to eye-catching diamond and gem-studded creations including cascading earrings, ear climbers, bracelets, brooches, statement rings and more, all commanded attention.



*Manushi Chhillar flanked by Vipul Shah and Kirit Bhansali.*



## IIJS TRENDS





**IIJS TRENDS**

# CVM Gold Rush

Chokshi Vachharaj Makanji & Co. is renowned for its captivating 22-karat gold jewels encrusted with uncut diamonds and gems - Junagadh Uncut Diamond (JUD) jewellery, exquisite fine diamond jewellery, vintage gold lines, and open setting polki jewels. The models sashayed the ramp adorned with these majestic treasures, embodying the essence of modern-day royalty. Each hand made piece wrought carefully in gold tells a story of timeless elegance and unparalleled craftsmanship, capturing the imagination of the audience.



*Nirav Bhansali, Convener, National Exhibitions, GJEPC, along with Suvankar Sen of Senco Gold & Diamonds joined Jugal Chokshi of CVM on the runway.*



## IIJS TRENDS



IIJS TRENDS

# Kaamyaa Jewels Colour Splash

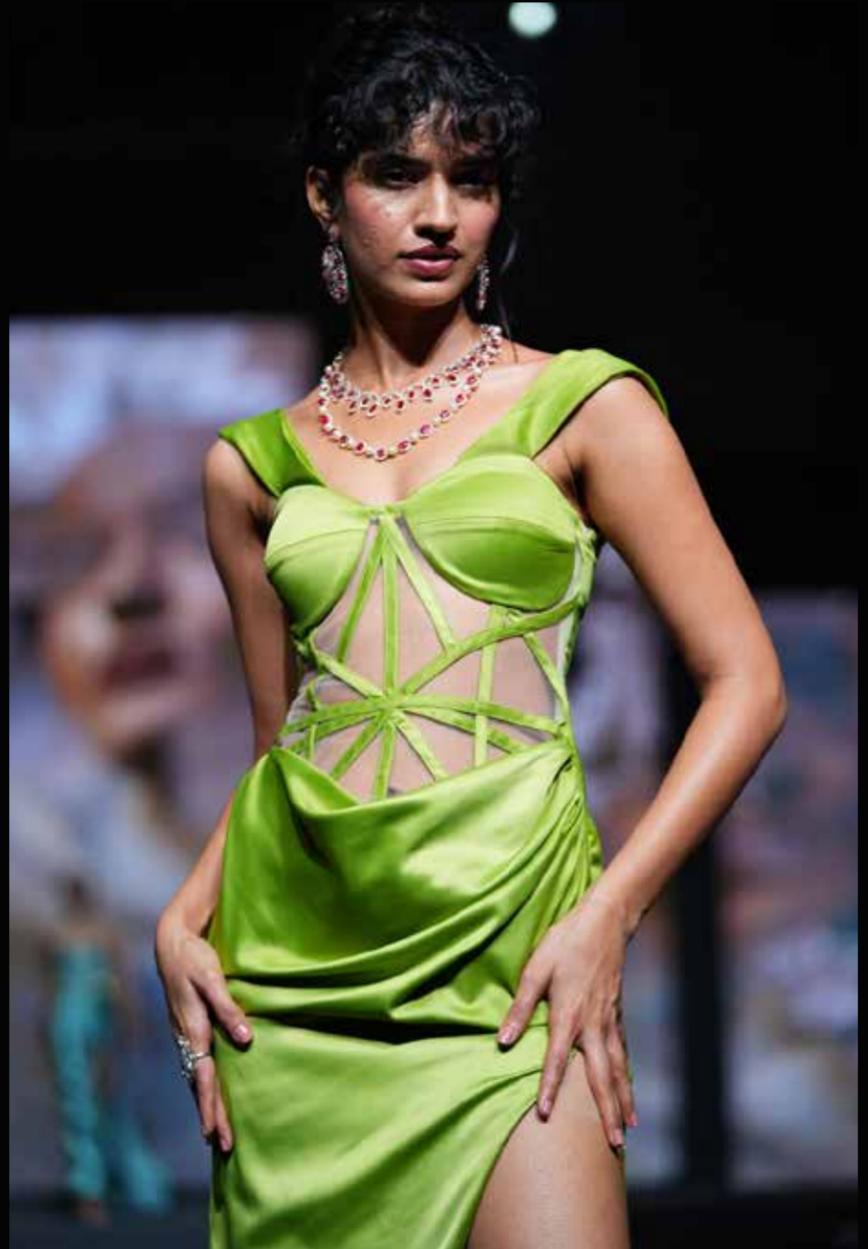
Kaamyaa presented a dazzling array of modern-age collections, immersed in colour, and evoking the spirit of the Art Deco and Victorian eras. What caught one's eye were the ear climbers embellished with diamonds, pearls, and gemstones, each a unique expression of grace and style. Additionally, cocktail rings crowned with emeralds, rubies and tanzanites, set amidst a sea of white diamonds, as well as linear and structured earrings embellished with carved gems and diamonds, along with nature-inspired brooches and more, transformed the showcase into a visual spectacle, delighting all who beheld it.



*Dr Pratap Madhukar Kamath, MD, Abaran Timeless Jewellery, Bengaluru, took a bow with Jinesh Mehta, Founder, Kaamyaa Jewels*



## IIJS TRENDS





## IIJS TRENDS

# Dravya Diamonds Opulent Charm

The spectacular showing of Dravya Diamonds underscored the power of elegance in the most breathtaking manner! The viewers witnessed a stunning array of earrings, necklaces, bracelets, and rings, carefully crafted to capture hearts and turn heads alike. Dravya's jewellery offered a promise of unparalleled allure without compromise. The showcase of brilliant innovation and responsible luxury can easily help elevate your style to new heights.



Showstopper Rambhai of Neelkanth Jewellers, Bengaluru with owner Atishay Jain of Dravya Lab Grown Diamonds.



## IIJS TRENDS



## IIJS TRENDS

# Manoj Ornaments Modern Luxury

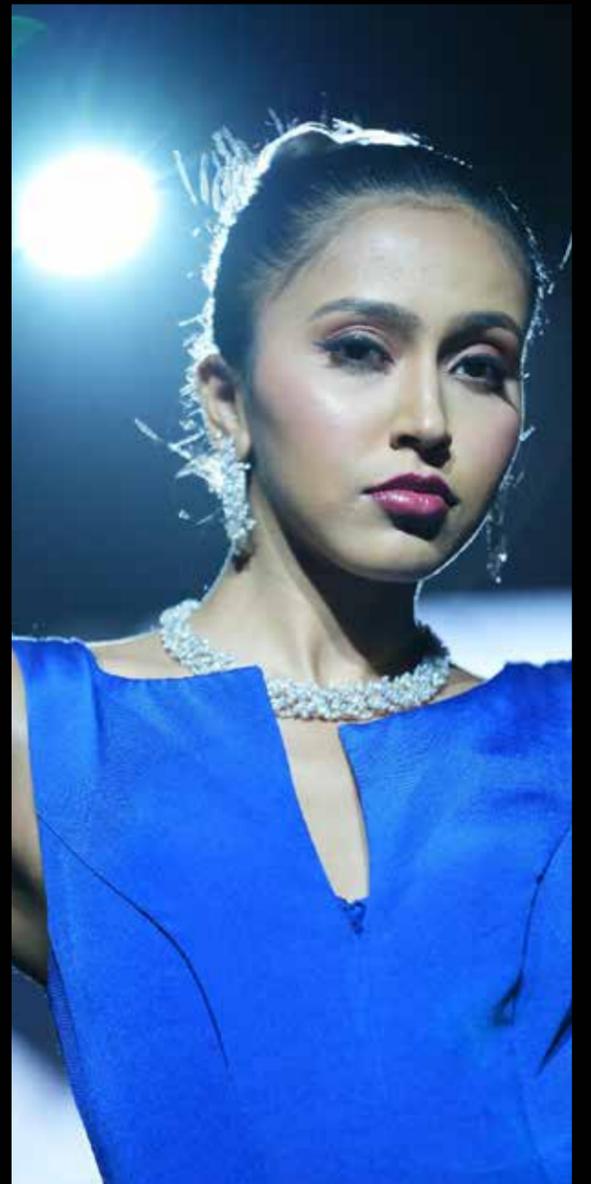
Honouring the family tradition while keeping an eye on the latest trends is a skill Manoj Ornaments is adept at. Among their iconic offerings were statement necklaces and opulent navratna suites, adorned with charming motifs, featuring fancy-cut diamonds and accentuated with precious gemstones in a spectrum of rich hues including vibrant reds, lush greens, deep blues and more. The jewels that graced the runway spanned from bridal essentials to high couture, were designed distinctly. As they shimmered under the spotlight, the bejewelled creations epitomised sophistication, capturing the essence of timeless beauty and modern refinement.



*Vinod Hayagriv, MD & Chairman, C. Krishniah Chetty Group shimmied down the ramp with a childlike joie de vivre, taking a bow as the showstopper for Sanjay Jain of Manoj Ornaments.*



## IIJS TRENDS



**IIJS TRENDS**

# Laxmi Diamonds A Sparkling Finale

It was a fitting end to the fashion jewellery show by Laxmi Diamonds - Lavish bridal suites, finely in white and antique-finish gold, adorned with a profusion of diamonds, took centre stage on the runway. Each exquisite piece, evocative of bygone eras yet infused with a contemporary flair, showcased its own distinctive design.

Some pieces were accented with precious-coloured gemstones, ingeniously juxtaposed with the radiant white diamonds, while others featured intricate motifs of flora and fauna, adding natural grace to the collections.

These pieces exuded a timeless allure, possessing both the sentimental charm of heirlooms and the chic sophistication of modernity.



*Manushi Chhillar graced the runway alongside Nirav Bhansali, Convener, National Exhibitions and Rajesh Kalyan of Kalyan Jewellers during the Laxmi Diamonds segment.*



## IIJS TRENDS



## FELICITATION

# GJEPC Lauds Leading Jewellery Figures as 'IIJS Icons'

At an evening filled with glamour, haute couture and high jewellery over dinner and cocktails, GJEPC felicitated several South India-based jewellery retailers and associations as "IIJS Icons" at a special function held on the sidelines of IIJS Tritiya on day one.



The IIJS Icons announced were:

ASSOCIATIONS		
Dr. Chetan Kumar Mehta	President	The Jewellers Association Bengaluru (JAB)
Mr. Shrikant Kari	President	The Karnataka State Jewellers Federation
Mr. Sushil Mondal	President	Karnataka Bengali Swarna Shilpi Association, Bangalore
Mr. Madhusudhan	President	Vishwakarma Seva Samithi, Bangalore
Mr. Kiran Pravin Mehta	President	Diamond Association Bangalore
Mr. Ashok Kumar Suri	General Secretary	East Delhi Jewellers Welfare Association
RETAILERS		
Mr. Gurmukh Singh	Director	Neelkanth Gold and Diamonds Private Limited
Mr. Sharath Kumar S. N.	Partner	Prathibha Jewellery House
Dr. Pratap Madhukar Kamath	Managing Director	Abaran Timeless Jewellery (P) Ltd
Mr. Goutham Chand M.	Managing Director	Navrathan Jewellers
Mr. Prasad S. P.	Partner	Creations Jewellery
Mr. Sanjay Kumar	Director	M.P. Swarna Mahal
Dr. T.A. Sharavana	Partner	Shree Sai Gold Palace
Mr. Kushal Kumar Kankaria	Chairman	PMJ Jewels
Mr. Sanjjay A. B. S.	Partner	AVR Swarnamahal Jewelry Pvt Ltd
Mr. Mahaveer Bohra	Managing Partner	Aabushan Jewellers
Mr. Balram Acharya	Managing Director	G L Acharya Jewellers
Mr. T. A. Harshanandana	Partner	Tholasi Jewellers
Mr. Adarsh K. Murthy	Managing Director	A. Shankar Shetty and Sons
Mr. Deepak Nayak	Managing Director	Gujjadi Swarna Jewellers Private Limited
Mr. Subhash Kamat	Managing Director	Abharan Jewellers Private Limited
Mr. Mallikarjun V. Sheelvant	Managing Director	Sheelavant and Sons Jewels Pvt. Ltd
Mr. Rajath R.	Director	SRS Jewellers
Mr. Amarnath C.S.	Partner	Lalitha Jewellery Mart



5<sup>th</sup> - 8<sup>th</sup> April, 2024  
BIEC, Bengaluru

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# innov8 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 Allukas - 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!

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INTERNATIONAL  
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5<sup>th</sup> - 8<sup>th</sup> April, 2024  
BIEC, Bengaluru

Concurrent Show  
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*Coffee* with 

**Dr. Chetan Kumar Mehta**  
featuring

GJEPC Chairman, **Mr. Vipul Shah** &  
Convener, National Exhibitions - **Mr. Nirav Bhansali**

innov8 Launch Pad, BIEC, Bengaluru  
6<sup>th</sup> April 2024 | 06:00 pm - 07:00 pm

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



**BRAND WATCH**

# Contemporary Classics



A G Jewels (a native of Angel Gems) presents an array of contemporary gem-laden jewels enhanced with meenakari work. Inspired by the growing demand for gemstone jewellery, the brand has designed arresting pieces that embrace the beauty of vivid colour stones with a hint of diamonds set in 18-karat gold.

Taking a cue from Victorian and Art Deco aesthetics, the sleek jewels are crafted with eternal favourites like emeralds and rubies, ensuring that the pieces will be treasured forever. Keeping the surge in gold and diamond rates in mind, the pieces pack a punch while being affordable.



## Diamond Symmetry

Ekta Diamond LLP is a manufacturer of lightweight diamond jewellery. They will showcase a range of diamond necklaces that pack a punch but are still light on the pocket thanks to the openwork designs festooned with diamonds and a hint of coloured gemstones for a dash of colour. The symmetrical patterns take their cues from nature – floral elements, leaves, and vines as well as geometric motifs to create captivating designs that sparkle from afar. The stunning jewels can enhance any outfit, be it Indian or Western.



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## BRAND WATCH

# Colour Infusion

Classic Ornaments brings colour to beloved Turkish designs. Their latest collection called Noor is a fusion of Turkish designs and colourful stones. Long necklaces, chokers, earrings and pendant sets crafted with typical openwork patterns inspired by geometry and foliage are beautifully rendered in white, rose and yellow gold. The format offers a big look while being lighter on the pocket in terms of weight. The multiple miniscule elements in the jewellery bring forth a lot of drama, ensuring that each piece is captivating to the eye and soul. Continuing their legacy of transparency, they deduct 100% weight of stones.

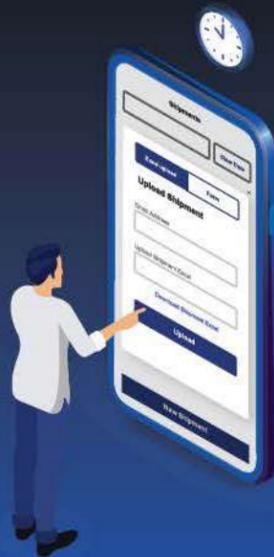


# Triple-tone Wonders

Shakti Gold is all set to unveil its new range of exquisite jewellery products at IJS Tritiya 2024. They specialise in rhodium fancy jewellery, Bombay jewellery and antique jewellery. Their latest collection features versatile triple-tone gold necklaces that blend modern aesthetics with Indian elements. Flowers and geometric motifs are concurrent themes in the designs, and the stylised pieces have the power to glam up any outfit, be it Indian or Western.



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**BRAND WATCH**

# Royal Allure

Rubies, emeralds, and diamonds have been favoured by kings and queens through the ages. Valentine Jadau brings a touch of royalty to important festivities by showcasing resplendent bridal chokers and layered haars studded with vivid gemstones and sparkling diamonds. The designs combine polkis, an integral part of India's rich heritage of India with modern aesthetics, ensuring each piece retains an element of timeless allure. The meticulously crafted jewels perfectly balance form and style, effortlessly infusing glamour into any ensemble.



# Royal Finery

Vasupati Jewellers presents a stellar line of jadau jewellery woven with the intricacies of heritage, culture, and artistic craftsmanship. The collection called Saubhagya embodies the essence of opulence and draws inspiration from the majestic allure of jewels once adorned and owned by Indian royalty. Inundated with precious gemstones, pearls and polkis, each piece is a testament to the rich traditions and history of India. Step into the future with grace and style while adorning jewels immersed in the allure of the past.





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A new feature for IIJS Tritoia 2024 visitors!



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  - Comfortable Space
- (For International Visitors too)



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At BIEC, Bengaluru



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- + Innov8 Talks (Seminars) Schedule & Registration
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Our show is equipped with provisions for those with special needs.

Kindly inform us in advance so we can make necessary arrangements for you



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Raise ticket for grievances during setup & show days effortlessly



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FOR ALL THE VISITORS & EXHIBITORS AT IIJS TRITIYA 2024

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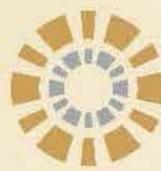
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**IIJS TRITIYA 2024: SHINING BRIGHT, GOING GREEN**



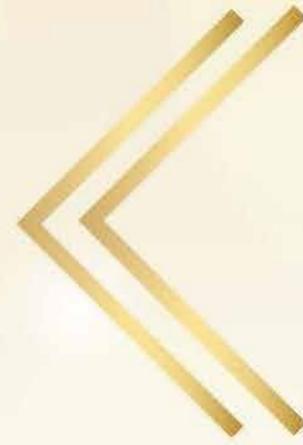


# INDIA'S INNOVATION AT THE FOREFRONT



2024  
**IGJS** INTERNATIONAL  
GEM & JEWELLERY  
SHOW  
**DUBAI**

08<sup>th</sup> -10<sup>th</sup> October, 2024



### Exhibit Product Category

- ◆ Diamond & Gemstone Studded Jewellery
- ◆ Gold Jewellery



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For further information, contact :-

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