

3 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

Supported by
Department of Commerce, Government of Karnataka
The Jewellers' Association, Bengaluru (JAB)
The Karnataka State Jewellers Federation (KJSF)

GJEPC INDIA
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7TH APRIL 2024

SHOW DAILY

COVER STORY

Market Shifts To Lightweight Jewellery

Amidst the recent surge in precious metal prices to all-time highs, there's a clear shift in market preferences towards lightweight gold jewellery and silver pieces weighing under 50 grams. This season, there's a notable inclination towards oxidised jewellery, preferably without heavy gemstone accents.

OPH Jewellers, Mumbai, showcased some one-off pieces draped in diamonds and emeralds, tanzanite, and tourmalines all custom cut to complement the designs. Saurabh Hans, Proprietor of the company noted that colour is dominating in designs, with cities like Chennai and Bengaluru embracing the incorporation of colour gemstones in high-end designer jewels. Hans revealed that given the high cost of the precious metal, just before the show, he had no expectations.



Priority Jewels

Despite initial concerns due to the soaring prices of precious metals, Hans expressed satisfaction with the response. Prior to the show, he had minimal expectations but was pleasantly surprised to attract new clients from Bengaluru, including both independent retailers and large chain stores, who placed orders with the company.

Suvankar Sen, MD & CEO, Senco Gold & Diamonds, informed, "The big takeaway in terms of design development is the increased use of technology being done by Indian manufacturers. So while we have always been known for handcrafted jewellery, the technology usage has gone up and that is only making jewellery lighter and more affordable. Then silver jewellery is also up in a big way and it will be critical for gifting and daily wear to the surging price of

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Rishabh Jewels

gold.”

Sandeep Singhi, Owner of Rishabh Jewels, said that demand for their jhumkis and ear pendants set with diamonds in open setting and accented with gemstones have a huge market in Chennai and Hyderabad. He emphasised the southern market’s preference for top-quality VVS fine natural diamonds, with retail prices often reaching up to Rs. 4 lakh or even higher per pair.

Jaipur’s Sarda Jewellers specialises in open setting Kundan and gemstone bridal jewellery. The company, with a 200-strong team, has come up with light weight necklace and earring sets adorned with polkis in less than 25 grams. The jewellery is getting good demand for its competitive price points.

In the gold segment, many exhibitors displayed jewellery under 3 grams with unique designs. Adastra had 22-karat gold chains under 2.5 grams, rings and earrings dominated with pearls and mother-of-pearl and accented with diamonds. Aditi Minda, Director of the brand, said that some of the collections were adorned with fireball pearls sourced from Hong Kong. “These are rare pearls and cost up to Rs. 200 per carat or more. We also have contemporary gold jewels that are perfect for the young generation.”

Aditi Sangani, Product Development Head at Priority Jewels, highlighted a significant trend where jewellery pieces that previously used 3 to 4 grams of gold and 30 cents of diamonds are now crafted with 1 to 2 grams of gold and 15 cents of diamonds, all the while maintaining the integrity of the design and aesthetic. She emphasised the necessity of employing innovative methods to reduce metal weight without sacrificing visual appeal. Sangani also noted a shift towards more personalised, need-based requirements from



Priority Jewels



Adastra Jewellery



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buyers, tailored to their specific target audience.

Silver Favoured

Abhishek Shah, from Nine Sil Jewellery, observed a strong demand for Italian silver chains and bracelets, including both chunky and mesh designs in two-tones. He highlighted the enduring appeal of silver, particularly among his clientele, who favour Italian chains for both men and women.

Dhiren Jain, Proprietor, Bhagwati Jewels, noted that gold-plated silver temple jewellery was in demand. However, from the company’s huge inventory, pieces that are under 50 grams in weight are getting booked. His clients are mainly from Andhra Pradesh, Chennai, Telangana, Karnataka, Tamil Nadu, and more.

Abhineet Boochra from Sangeeta Boochra highlighted the growing demand for oxidised silver jewellery, particularly from regions like Kerala, Andhra Pradesh, Trichy, Erode, and Coimbatore. He pointed out that studded silver jewellery is no longer fashionable, indicating a shift in consumer preferences towards oxidised pieces.



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DESIGN - TRENDS

From Tradition to Trend: The Evolution of Jewellery Styles this Year

SUMIT DASSANI, Partner, Dassani Brothers, talks about the evolution of changing jewellery trends and dives into the mind of today's consumer.

Each year unfolds the emergence of new trends, and the world of jewellery is no exception. In today's ever-evolving market, where traditional chunky pieces make way for sleek, designer jewellery, certain iconic pieces have become must-haves for every fashion enthusiast's collection. Whether one prefers delicate and understated pieces or bold and daring designs, the jewellery world offers something unique for everyone. With an array of stylish designer jewellery readily available, individuals can curate a personalised look, experimenting with different styles to express their individuality.

Embracing Modernity: The modern consumer, characterised by the millennial and Gen-Z cohorts, redefines the notion of jewellery ownership. Gone are the days of cumbersome, traditional pieces, as today's aficionados gravitate towards sleek and sophisticated adornments. This penchant for contemporary styles mirrors a desire for daily wear utility and trendy designs that seamlessly integrate into everyday life. For instance, this cocktail ring encapsulates this shift, also confirming that lightweight gold jewellery is becoming the new norm, reflecting a departure from the singular heavy pieces of yesteryears.

Cherishing Legacy: Amidst the flux of trends, one enduring facet of jewellery remains unchanged—the timeless allure of heirloom pieces. In 2024, statement jewellery that narrates a story continues to captivate hearts and minds. The cherished adornments serve as vessels of self-expression, offering a glimpse into the wearer's personality and heritage. With a nod to sustainability and versatility, enthusiasts are embracing the art of reimagining and repurposing heirloom pieces, transforming necklaces into bracelets and headpieces into renewed symbols of elegance. It exemplifies the artistry

and timelessness of heirloom jewellery, blending classic elegance with contemporary flair.

Redefining Utility: Multipurpose jewellery will emerge as a beacon of versatility and practicality in 2024. Length-adjustable chains, stackable pieces, hoops, and interchangeable adornments redefine the boundaries of accessorising, offering enthusiasts many styling options. This dynamic approach to jewellery design reflects a growing demand for versatility and adaptability in an ever-changing fashion landscape. For example, polki hoops epitomise this trend, helping the wearer to seamlessly transition from day to night and complement a range of outfits with effortless sophistication.

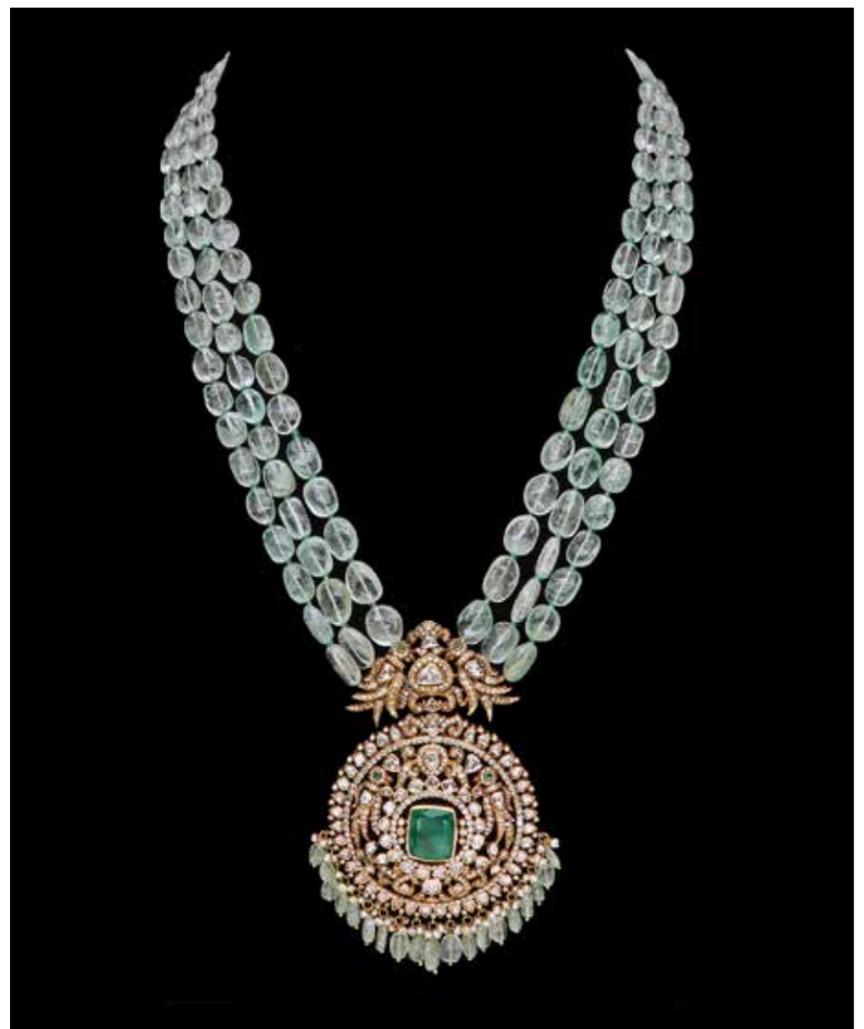
Apart from traditional jewellery, a new trend emerges—the convergence of technology and style in jewellery. For example, fine watch jewellery is more than mere timekeeping today; it integrates into contemporary lifestyles as coveted symbols of sophistication and functionality. This fusion of form and function embodies the spirit of innovation, offering enthusiasts a glimpse into the future of accessorising. The future of accessorising promises to be as innovative as it is elegant.



The 18-karat gold floral hoops are adorned with irregular shaped polkis with drop-shaped emerald leaves, lined with brilliant-cut diamonds. By Dassani Brothers



The sinuous 18-karat gold cocktail ring with stylish florets is studded with uncut diamonds, rubies and a drop-shaped emerald. By Dassani Brothers



The three-row necklace composed of Russian emeralds suspends a circular pendant that references the Victorian era. The antique finish 18-karat gold pendant is set with uncut diamonds, round brilliant-cut diamonds, freshwater pearls and fringed with emerald beads. By Dassani Brothers

INNOV8 TALKS

Coffee with Dr. Chetan Mehta Spotlights Leadership Lessons from Jewellery Industry Leaders

What makes an entrepreneur successful? What are the character-building traits that one imbibes from family or a role model that help one lead from the front? These, along with more interesting personal insights, came to light during the talk show 'Coffee with Dr. Chetan Mehta,' featuring two eminent figures of the jewelry industry - Vipul Shah, Chairman, GJEPC, and Nirav Bhansali, Convener, National Exhibitions, GJEPC.

Dr Mehta skillfully steered the conversation and asked both of them questions that revealed their journey into the industry and their strengths and likes and dislikes.

Vipul Shah spoke about the challenges he faced as he had to enter the industry early in life due to his father's untimely demise. Mentored by his uncle and later following the guidance of his brother in law, Shah learnt the ropes quickly. Nicknamed Jayasurya, the famous cricketer who was a run-getter, Shah is known to be a risk taker and a quick decision maker, two



attributes that have made him steer Asian Star to greater heights. Shah, an exercise enthusiast, had a word of advice to the young generation. He said that one should believe in oneself and never give up.

Nirav Bhansali gets charged when faced with challenges, because they are disguised as opportunities. Coming from a family that is committed to social causes, he believes that it's one's responsibility to give back to

society. A hard worker who is constantly thinking about ideas to improvise and grow, Bhansali advised that one should never be afraid of trying out new ideas. He emphasised on being committed and live an honest life.

Retail Reinvented Success Stories

Rajesh Kalyanaraman, Executive Director of Kalyan Jewellers, shared insights with Nirav Bhansali, Convener of National Exhibitions, GJEPC, on building a jewellery empire, in the Innov8 Talks session titled "The Kalyan Story".

Kalyanaraman captivated the audience with an emotional and humorous journey of how Kalyan Jewellers evolved from humble beginnings. He reflected on his family's textile background in Thrissur and Pallakad, highlighting the challenges faced when they ventured into Coimbatore in April 1993 with their first jewellery shop. Despite starting with only 33 kg of gold, significantly less than competitors, Kalyan Jewellers quickly became India's trusted jewellery brand, leveraging a century-old legacy.

He outlined key principles that contributed to their success:

Diverse Stock and Sales Approach: Instead of focusing solely on sales volume, they prioritised offering a variety of jewellery while maintaining margins.



Quality Standards: There was no compromise on quality, reflecting a deep respect for customers.
Value Relationships: Mr.

Kalyanaraman emphasised the importance of maintaining relationships, even with competitors, as they are crucial in the industry

He shared insights from interactions with industry stalwarts like Birla, encouraging confidence in one's product and values. Kalyanaraman stressed the significance of attention to detail in manufacturing, finishing, and delivery, highlighting the importance of staff training.

Despite managing multiple roles initially, he acknowledged the need to delegate as the business scaled. He underscored the enduring appeal of the jewellery industry, citing its stability, longevity of products, and the importance of relationships in sustaining success.

He left the audience with the insight that success in business is not about shortcuts but about perseverance and integrity.

HIGHLIGHT

Manushi Chhillar Bedazzles IIJS Tritiya

GJEPC Global Ambassador Manushi Chhillar graced IIJS Tritiya 2024, taking a moment to explore the exhibition. She stopped by the World of GJEPC display where she learned about the Council's many initiatives. The World of GJEPC encapsulates a vivid photo essay of GJEPC's role in unifying the industry's fragmented energy into a cohesive and potent force that has driven India to become the preferred gem and jewellery supplier of choice for the rest of the world. Manushi was enchanted by the stunning bejewelled fare on display across various exhibitor booths at the show.



INNOV8 TALKS

Successfully Navigating Unforeseen Challenges

Featuring insights from **Suvankar Sen, MD & CEO of Senco Gold & Diamonds Ltd.**, and **Navin Sadarangani, Founder of NYUZ.**

The seminar commenced with a reflection on the essence of passion, perseverance, and pride in achieving success, epitomized by Suvankar Sen, MD & CEO of Senco Gold & Diamonds. Sen commenced his address by recounting the origins of Senco Gold & Diamonds, tracing back to his great-grandfather's entrepreneurial journey in Dhaka. He emphasized the core values of integrity, trust, and transparency that have guided the company through generations.

Highlighting the transition from a traditional family business to a modern enterprise, Sen shared the pivotal decision to embrace the franchisee model in the early 2000s, emphasizing the importance of inclusivity and collaboration.

He narrated the ambitious growth trajectory of Senco, from a modest beginning to a listed company, underpinned



by strategic vision and prudent decision-making. Despite challenges such as the global financial crisis and the recent COVID-19 pandemic, Senco has consistently evolved, leveraging opportunities and staying attuned to changing consumer

preferences.

Reflecting on personal growth and resilience, Sen shared insights gleaned from spiritual exploration and the untimely loss of his father. He underscored the importance of positive thinking and optimism

in overcoming adversities.

In addressing the broader industry landscape, Sen stressed the need for strong leadership and a skilled workforce. He offered practical advice to companies considering an IPO, advocating for transparency and resilience in navigating the complexities of public markets.

In conclusion, Sen reiterated the imperative for business leaders to embrace spirituality and social responsibility, recognising their role as stewards of both economic prosperity and employee welfare. He called for collective action to address the leadership crisis and foster a culture of excellence within the industry.

The seminar concluded with a call to action, inspiring participants to adopt a holistic approach to success, driven by passion, perseverance, and a commitment to ethical leadership.

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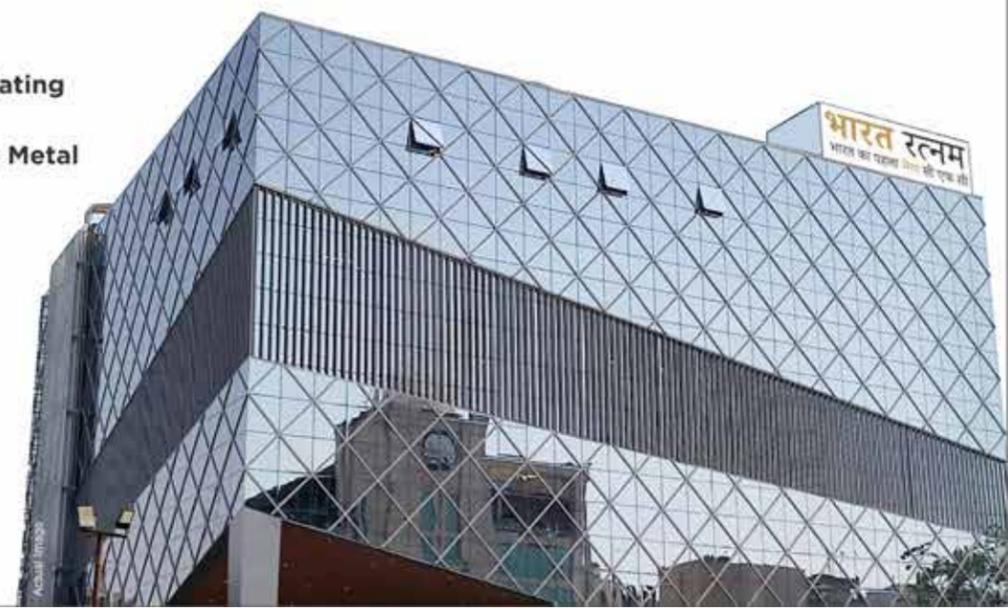
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INNOV8 TALKS

40 Under 40 Family Business Opportunity and Challenges SWOT

The Innov8 sessions at IIJS Tritiya 2024 provided valuable insights into the opportunities and challenges faced by family businesses, particularly those involving the younger generation.

Sumesh Wadhera, Publisher & Chief Editor of Art of Jeweller, emphasised the importance of maintaining cohesion between business and family as the enterprise expands.

Khushboo Ranavat, Director of Swarn Shilp, highlighted the transition from manufacturing to incorporating innovative and contemporary ideas while upholding traditional values. She stressed the significance of communication, community, and clarity in family meetings to align goals and foster adaptability.

Rahil Shah, the youngest director of Asian Star EOU, shared his experiences navigating the dynamics of a multi-generational boardroom. He underscored the value of effort, dedication, and open communication in resolving



conflicts and driving the business forward.

Chaitanya Cotha, Director of C Krishniah Chetty & Sons (CKC), discussed the importance of earning one's space within the family business and leveraging

generational insights to carve a unique identity. He emphasised the need for humility and proactive decision-making, exemplified by his initiative in launching a lab-grown diamond project. Overall, the seminar

highlighted the necessity of balancing tradition with innovation, fostering open communication, and embracing change to sustain and grow family businesses for future generations.

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VIEWPOINT

M A Jewellers Unveils Grand Bridal Sets

Mahavir Lodha, Proprietor, M A Jewellers, reveals that their new bridal collections are tailored to discerning tastes and crafted with passion and precision.

What will you be launching at IIJS Tritoia 2024?
We established our esteemed company in 1987. We are thrilled to announce the launch of our exquisite gold bridal sets, tailored to the discerning tastes of southern consumers. The timing couldn't be more perfect, coinciding with the approaching wedding season and the auspicious festival of Akshaya Tritiya. This festival traditionally spurs heightened demand for jewellery, as purchasing precious metals is believed to usher in prosperity and good fortune. In addition to our classic gold bridal sets, we are introducing an elegant collection crafted

from 18-karat gold adorned with moissanite stones.

Will high gold prices impact consumer demand?
Despite the volatile fluctuations in gold prices, consumer sentiment remains cautiously optimistic. While some may adopt a wait-and-see approach until prices stabilise, the enduring customs and traditions surrounding weddings ensure a consistent demand. Therefore, we maintain a steady inventory, to meet the needs of our clientele regardless of market fluctuations.
My extensive market research indicates that southern states



exhibit the highest demand for gold jewellery. In fact, I estimate that approximately two-thirds of all gold jewellery consumption

occurs in this region.

In what ways does your company engage with and support local artisans within the gold industry?
At M A Jewellers, we prioritise the well-being of our artisans who handcraft each piece of jewellery. They are integral members of our family, receiving comprehensive medical insurance and financial support during times of need. Our dedication to quality craftsmanship and customer satisfaction remains resolute as we continue to innovate and cater to the diverse preferences of our esteemed clientele.



innov8 TALKS

Retail Reinvented: Success Stories

SCHEDULE

Sr. No.	Speaker Details	Topic	Date	Time
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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BRAND WATCH

Pret Lines

Women can never have enough of jewels to wear on a daily basis and that's exactly what Adastra specialises in. Their lightweight 18-karat and 22-karat gold jewellery creations have a contemporary charm. A splatter of gemstones forms the centre of a pendant set while small diamonds add a hint of shimmer to open bangles in gold. Necklaces, bracelets, and ear studs influenced by trending geometric motifs are further accentuated with diamonds and gemstones. Most of their jewellery is under 15 grams. They also offer retailers the option of choosing between diamonds and AdStar CZ in their jewellery.



Golden Narratives



Mamraj Mussadilal Jewellers showcases elaborate jewellery that ranges from traditional temple designs to those with Victorian influences. Inspired by the Maharaja of Patiala's famous layered diamond necklace, the Patiala Set exudes an air of royalty. Crafted with high quality diamonds, the sparkling necklace is bound to make a lasting impression. The Ruby Hanging Set takes a cue from Victorian jewellery and is fashioned with diamonds, polkis and rubies. They have also launched new designs in their forte, 22-karat gold temple jewellery. One statement necklace depicts Lord Shiva and Parvathi symbolising divine union and harmony. Surrounding them is an intricately designed arrangement of Lord Ganesha. The necklace also features meticulously crafted elephants and peacocks. They are showcasing a gold clutch that seamlessly combines spiritual devotion, cultural celebration, and master craftsmanship.

BRAND WATCH

One-stop Shop

Mangaldeep Chains and Bangles has over three decades of expertise in bringing out unrivalled jewellery collections that define elegance. Crafted with the latest technologies, they have a vast collection of 18-karat and 22-karat hallmarked chains bracelets, bangles, and kadas, kids' jewellery, rings, jhumkis, malas, and temple jewellery. They offer a comprehensive selection catering to every aspect of retail needs, encompassing elegant designs as well as intricate wedding and special occasion attire that seamlessly blend traditional and modern aesthetics.



Timeless Appeal

RB Ornament is a hub of 916 plain and cubic zirconia-studded casting jewellery. The Ahmedabad-based brand is showcasing its new line of every day jewellery essentials. Lightweight solitaire pendant sets, signet rings for men as well as CZ-studded rings for men and women are some of the offerings that are on display at their booth at IIJS Tritiya. The designs have a timeless appeal and can effortlessly be paired with Indian as well as contemporary wear.



BRAND WATCH

Gold Artistry

RKR Surabi Jewells has four decades of expertise in crafting exquisite gold jewellery. They have an array of captivating additions to their inventory in time for IIJS Tritiya 2024. The Rudraksha collection, inspired by spirituality and crafted with precision, is a testament to their unwavering commitment to tradition and artistry. They also have Lakshmi necklaces that marry craftsmanship and technology and are meticulously designed using cutting-edge direct casting. The Coimbatore-based company also has exciting offerings for those looking for something more modern - chic infinity leather bracelets with gold clasps, the 3D Arunam leather kada bangle as well as light rings for gents.



Return To The Roots

The riveting gold collections presented by SMR Jewels Pvt. Ltd., evoked a mix of traditional and tribal vibes. The handcrafted jewels, including bridal necklace sets, bangles and adorned with pearls, polkis (uncut diamonds), and gemstones were a testimony to the skills of artisans, who have been the torchbearers of these crafts through generations.





BRAND WATCH

Everyday Elegance

Sundaram Chains proudly unveils its rich legacy and manufacturing expertise through an exquisite collection of chains, bangles, and bracelets, all crafted with precision in 18- and 22-karat gold. At the heart of everyday elegance lies the timeless charm of Mugappu chains, each piece a living testament to the brand's solid commitment to exquisite craftsmanship. They also have a collection of Swarovski pearl necklaces, carefully designed to inject a touch of glamour into every celebration. Their lightweight electrolight chains are perfect for those who want to embrace contemporary aesthetics fused with tradition.



Vintage Charm

TG Art India is a manufacturer of antique gold jewellery based out of Kolhapur. Their latest jewellery collection boasts of meticulous craftsmanship that has been honed and passed down through generations. The intricate detailing and use of different textures tells tales of India's glorious past while the gemstones replicate the vibrant culture of our country. The designs range from lighter sets for those who want something minimal to heavier sets for those that want bold drama. Many of their jewellery designs also features gods and goddesses envisioned in gold.



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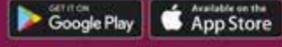
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IIJS TRITIYA 2024:
SHINING BRIGHT, GOING GREEN



BRAND WATCH

Nature's Odyssey



Vijay Raj & Sons immerses itself in translating the beauty of nature into gold and diamond creations. The delicacy and finery of flowers, petals and vines is replicated with skilled artistry, making each jewel a masterpiece. The finest diamonds and precious gemstones like emeralds, tanzanites and corals are used to breathe life and colour into the jewels articulated in 14- or 18-karat gold. At Vijay Raj & Sons, every piece is a handcrafted treasure that narrates stories of love and legacy. With them, explore a world where art and precision converge.



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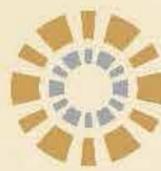
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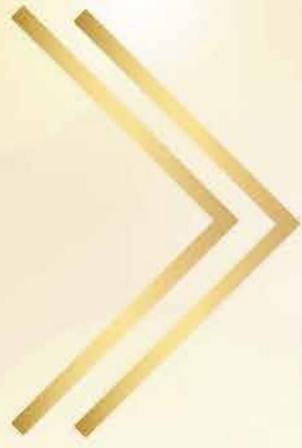


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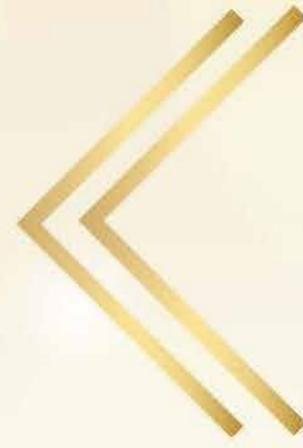


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