






3rd Edition


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INDIA
INTERNATIONAL
JEWELLERY SHOW
TRITIYA 2025


Concurrent Show



INDIA GEM &
JEWELLERY
MACHINERY EXPO
TRITIYA Bengaluru 2025

GJEPC
INDIA

Sponsored by Ministry of Commerce & Industry



CURTAIN
RAISER

IIJS. Where Global Business Happens.

1100
Exhibitors

1900
Stalls

60000+
Sq. mtrs of
Exhibition Area

15000+
Expected
Visitors

Visitors from
500+
Cities in India

COVER STORY

IIJS Tritiya 2025: A Grand Stage Awaits in Bengaluru

India's third-largest B2B jewellery show, IIJS Tritiya 2025, is set to dazzle Bengaluru from 21st to 24th March at the Bangalore International Exhibition Centre (BIEC). With over 1,100 exhibitors showcasing their finest merchandise across 1,900 stalls, this edition promises to be a vibrant celebration of craftsmanship, innovation, and business opportunities.

Of these a remarkable lineup of 1,100+ companies spread 1,900+ stalls will be displaying varied jewellery collections, while 80+ companies with 100 stalls at the concurrent India


Gem & Jewellery Machinery Expo (IGJME). This year, the show expands into three halls (3, 4, and 5), with the newly added Hall 3 introducing an exclusive highlight: The Select Club, a premium showcase of high-end

couture jewellery. Visitors can look forward to customised designer booths, a nod to the growing demand for bespoke luxury.

The theme, “Classical Indian Dance Forms – Rhythms of India,” will weave a cultural thread through the event, blending tradition with contemporary flair. The theme invites exhibitors to display special pieces related to various dance forms.


Visitors will get to browse through a diverse product mix—gold and CZ jewellery will dominate with over 50% of the showcase, followed by

(Continued on page 2)




A'STAR JEWELLERY

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IIJS Tritiya, 21st to 24th March 2025, Hall 4, Booth #4C 97A



Like the graceful arches of a jharokha, each piece is a window to a world of elegance and grace.

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diamond and studded pieces, loose diamonds and gemstones, silver artefacts, and lab-grown diamonds.

With 500 new companies joining this year, bringing 750+ fresh stalls, the show reflects a 40%-43% growth in key categories like gold, diamonds, and gemstones compared to 2024.

Supported by the Jewellers Association Bangalore (JAB) and Karnataka Jewellers

Federation (KJF), among others, IIJS Tritiya expects over 15,000 retailers from 500 Indian cities and 1000+ international buyers.

Enhanced facilities like the operational Madvara Metro station outside BIEC, facial recognition entry, and a 3D interactive floor plan promise a seamless experience for show attendees. Whether you're a retailer, exporter, or jewellery wholesaler, this is one

comprehensive show you won't want to miss.

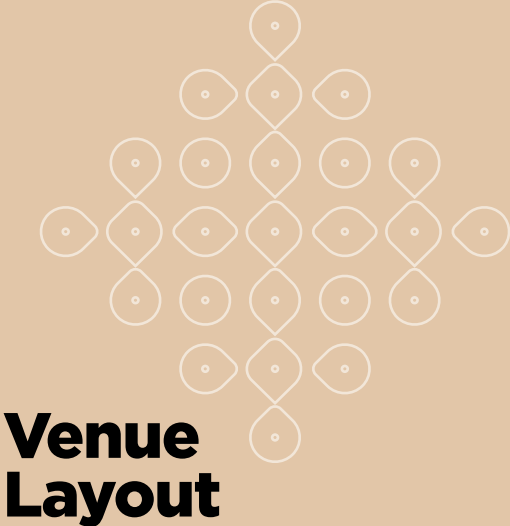
Retailers benefit from thoughtful perks: the IIJS Prime Pack for bulk registrations, a Value Visitor Pack for the last two days at 50% off, and a Rs. 500 discount for Karnataka-based retailers. "We've designed this edition to be retailer-friendly, from pre-registration to on-ground navigation," Nirav Bhansali, Convener, National Exhibitions,

GJEPC emphasises.

Add to that face recognition and digital badges for swift entry, a 3D interactive floor plan, and the revamped IIJS app with notification alerts—visitors and exhibitors alike are in for a smooth, tech-savvy experience. Hotel bookings are live, ensuring out-of-town attendees feel right at home.

Hall-Wise Product Profiles

Hall 3	Hall 4	Hall 5
The Select Club - High End Couture Jewellery	Diamond, Gemstone, and Other Studded Jewellery	Gold and Gold CZ Studded Jewellery
Diamond, Gemstone, and Other Studded Jewellery	Gold and Gold CZ Studded Jewellery	Loose Stones - Natural Diamond
Gold and Gold CZ Studded Jewellery	Silver Jewellery, Artefacts & gifting Items	Loose Stones - Gems Stones
International Jewellery		Lab Grown Diamonds - Loose & Jewellery
		Concurrent Show IGJME (India Gem & Jewellery Machinery Expo) for Machinery, Allied & packaging Products
		International Jewellery
		Laboratory & Education



**Venue
Layout**

21st - 24th March, 2025
BIEC, Bengaluru

GET READY TO GROOVE

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IIJS
CELEBRATION
NIGHT

in association with



Date: 21st March 2025

Venue: Jacaranda, Convention Hall, BIEC

PASS CHARGES

FOR NON PRIME MEMBERS	FOR PRIME MEMBERS
Rs. 5,000/- per pass	Rs.4,500 per pass
Rs. 15,000/-for 4 passes (Buy 3 Get 1 Free)	Rs. 13,500/-for 4 passes (Buy 3 Get 1 Free)
Rs.50,000/- for 14 passes (Buy 10 Get 4 Free)	Rs.45,000/- for 14 passes (Buy 10 Get 4 Free)



MESSAGES

Kirit Bhansali, Chairman, GJEPC

The 3rd edition of IIJS Tritiya marks yet another milestone in India's dynamic gem and jewellery industry. In a short span, this show has emerged as the third-largest B2B jewellery exhibition in the country, reflecting the industry's strength, resilience, and commitment to innovation. As we continue to grow, IIJS Tritiya remains a crucial platform for manufacturers, retailers, and traders to connect, collaborate, and explore new business opportunities.

On the global front, the past two years have been challenging. Geopolitical uncertainties, sanctions, and sluggish demand in key export markets like the USA and Hong Kong have tested our resilience. Now, the recent reciprocal tariff announced by the USA, our largest export market, presents another major challenge.

However, I firmly believe that every challenge brings an opportunity. Our Hon'ble Prime Minister Shri. Narendra Modi ji and Hon'ble Minister of Commerce & Industry Shri Piyush Goyal ji have acted swiftly, engaging in high-level discussions to resolve these tariff concerns. GJEPC has already presented the industry's concerns to the government, and we are confident that, under Shri Narendra Modi ji's leadership, this challenge will be transformed into an opportunity.

As we set our sights on achieving \$70 billion in exports, collaboration and adaptability will be key. IIJS Tritiya is a testament to the spirit of our industry, and I encourage all stakeholders to leverage this platform to forge new partnerships and drive growth. Let us work together towards a stronger, more prosperous future for India's gem and jewellery sector.

Wishing you all a successful and rewarding IIJS Tritiya 2025!



Nirav Bhansali Convener - National Exhibitions Sub-committee, GJEPC

I'm thrilled to present what's in store for IIJS Tritiya 2025. This third edition is fast becoming a powerhouse on the national stage, and as the gem and jewellery industry prepares for this milestone event, I can confidently say it's set to be a vibrant showcase of innovation, growth, and opportunity.

This year, IIJS Tritiya is growing by leaps and bounds. Last year, we had 1,200 booths across Halls 4 and 5. Now, we've expanded to 1,900 booths spanning Halls 3, 4, and 5—almost the size of IIJS Signature from two years ago. IIJS Tritiya is fast maturing into a cornerstone of the industry calendar. One exciting highlight this year is the introduction of the Select Club, a curated space showcasing high-end couture and luxury designer jewellery. We're also hosting 100 stalls from the India Gem & Jewellery Machinery Expo (IGJME), which is gaining incredible momentum in the South. Technology is a big part of our vision, especially in Bangalore—the tech hub of India.

Although the market sentiment is slightly subdued right now, I am hopeful about IIJS Tritiya as it aligns with South India's second-most important jewellery-buying festival after Dhanteras. In recent days I have noticed demand picking up as gold and the stock markets stabilise. IIJS Tritiya offers a fresh chance for retailers to source the latest inventory. GJEPC is pulling out all the stops to make it a success.

For exhibitors and buyers, IIJS Tritiya is a wellspring of opportunity, with 500 brand-new exhibitors. I see this as a unique opportunity for retailers to connect with fresh suppliers. MSMEs, in particular, get a platform to shine in the spotlight and link up with buyers.

For now, our priority is ensuring a seamless experience with the features we've already introduced. IIJS Tritiya is already India's third-largest show. My focus isn't just footfall; it's about driving meaningful business, which is steadily rising each year. Sustainability remains close to my heart, and I'm proud to say our One Earth initiative has crossed 2 lakh trees, double the target.

Whether you're an exhibitor or visitor, IIJS Tritiya is an event you need to experience. See you at the show!



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VISITOR VOICES

Justin Palathra

AKGSMA State President &
Managing Partner of Palathra
Fashion Jewellers



IIJS Tritiya marks a significant milestone for the Southern jewellery market. Over the last two editions, I have observed that IIJS Tritiya not only bridges the gap between manufacturers, retailers, and exporters but also creates fresh business opportunities in one of India's most dynamic markets. As consumers in the South become increasingly adventurous with high-design jewellery, shows like IIJS Tritiya, which offer a diverse range of gems and jewellery, enable retailers to cater to this ever-evolving demand.

Prida Tiasuwan

Chairman, Pranda Group



IIJS shows are more than just trade events—each edition offers a distinct experience, and IIJS Tritiya is no exception. The energy, creativity, and passion for jewellery are truly infectious. What captivates me most is the exquisite handcrafted inventory, proving the industry's dedication to preserving artisanry. I always leave inspired and excited for the future of our trade.

Varghese Alukkas

Managing Director, Jos Alukkas



IIJS Tritiya is more than just a sourcing platform—it's where business relationships are built, and we get a pulse on where the industry is headed. The Bengaluru edition makes it even more convenient for us to attend and make strategic buying decisions.

Antony Prince

Director, Prince Gold and
Diamonds India



Wishing the organisers of IIJS Tritiya 2025 the very best for yet another spectacular edition! As a premier platform, IIJS Tritiya 2025 is where excellence, innovation, and opportunity converge, this event is a must-attend for industry leaders, buyers, and visionaries looking to shape the future of gems and jewellery. Besides it is a window to world of opportunities and learnings for everyone of us who are part of the gem and jewellery industry. Here's to a dazzling success!

Yousaf Sahl

Partner, Kinathiyil Gold &
Diamonds, Malappuram



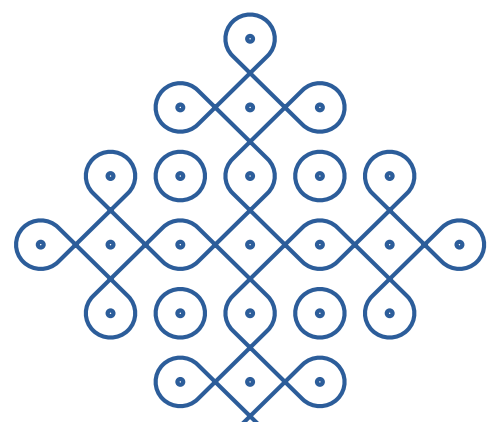
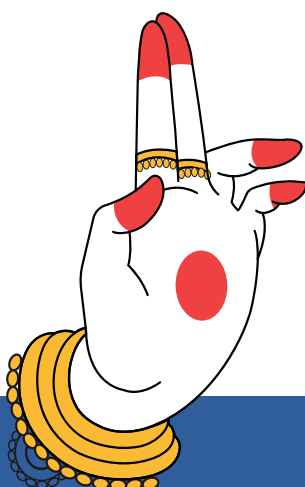
As a retailer based in South India, I find IIJS Tritiya in Bengaluru particularly beneficial. It saves me time and travel costs compared to visiting shows in other parts of the country. Plus, the focus on regional craftsmanship is a major draw.

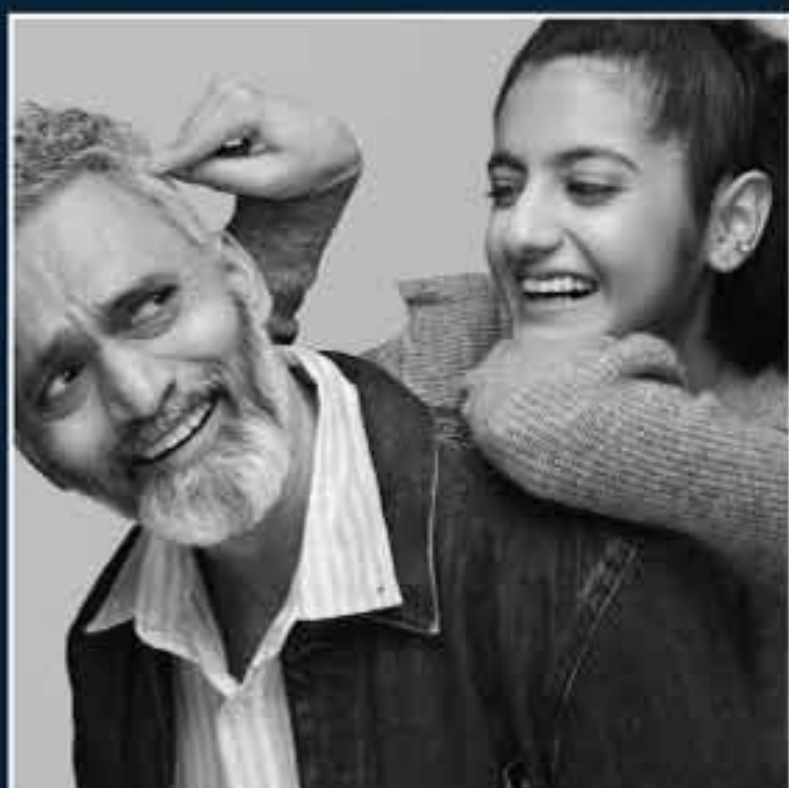
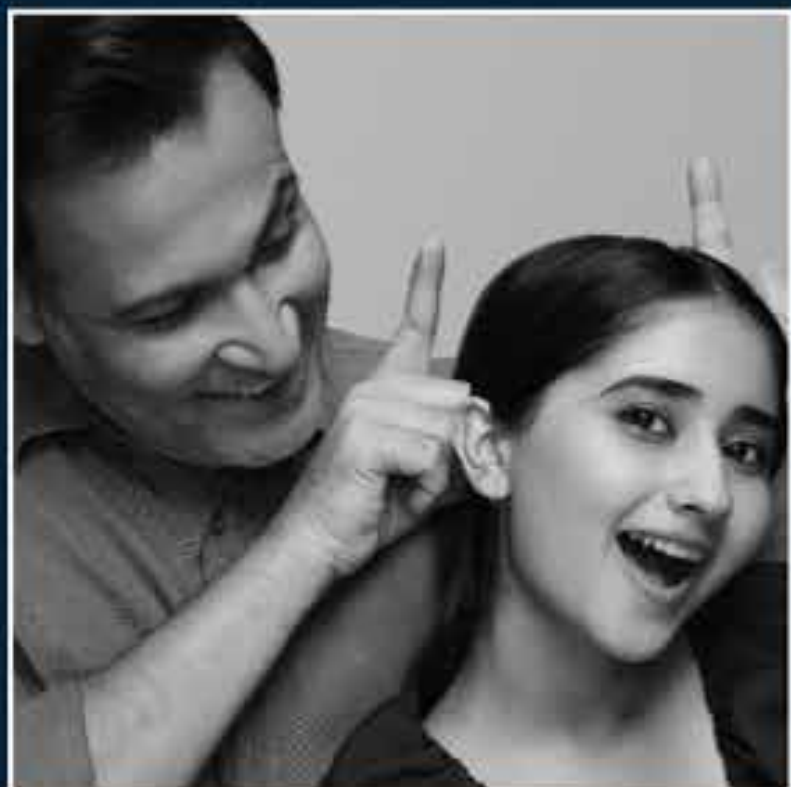
Kishorkumar Jindatta Shah

Chairman, Chandukaka Saraf Pvt.
Ltd.



I have been attending IIJS Tritiya since its first edition, and it has never disappointed. The organisers do a fantastic job of curating a diverse range of exhibitors, ensuring there's something for everyone. It's a great place to network and build relationships with suppliers and buyers.





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VISITOR VOICES

Srikanth Kari

Chairman - KJF



IIJS Tritiya is bringing exhibitors from 40 cities to Bengaluru, showcasing studded gold, diamond and silver jewellery, lab-grown pieces, loose gems, and more. Alongside the IGJME machinery show, it's your one-stop destination to explore diverse merchandise right at your doorstep. From trends to tools, it's all here for you. Expect the extraordinary, source standout pieces, and build an inventory that delights your consumers. This third largest show is a must-visit event!

Dr. B Govindan

Chairman - Bhima Jewellers



IIJS Tritiya is an ideal platform for the Akshaya Tritiya purchases with 2,000 stalls and exhibitors from 40 cities. Wishing the entire IIJS Tritiya team all the best.



Vastupal Ranka

Proprietor, Ranka Jewellers

I'm absolutely thrilled to be a part of the upcoming IIJS Tritiya 2025. This show always brings together the best in innovative designs and craftsmanship, and this year, I am especially excited to see the amazing designs our vendors will present. One of the highlights I am looking forward to is the prêt collection—lightweight designer lines that beautifully blend creativity and practicality, serving as a true testament to how our jewellery industry is evolving to meet the needs of today's stylish and dynamic young consumers. I'm also eager to explore the men's collections, including brooches and buttons. I can't wait to discover the new products and connect with industry leaders!

SHOW FEEDBACK

GJEPC to Hold Comprehensive Survey at IIJS Tritiya



GJEPC plans to conduct an extensive survey during the IIJS Tritiya exhibition at the Bangalore International Exhibition Centre (BIEC), from 21st to 24th March. The survey aims to gather valuable insights from participants across four distinct categories: *Domestic Exhibitors, Domestic Visitors, Foreign Visitors, and Sponsors*. The initiative is designed to assess key aspects of the event, aligning with GJEPC's commitment

to enhancing the experience and business outcomes for all stakeholders involved in IIJS Tritiya, one of the prominent jewellery trade shows in India. The survey will focus on three primary parameters to evaluate the event's impact and identify areas for improvement: *Expectations Mapping, Business Generation, and Experience Mapping*. The survey will explore participants' expectations from

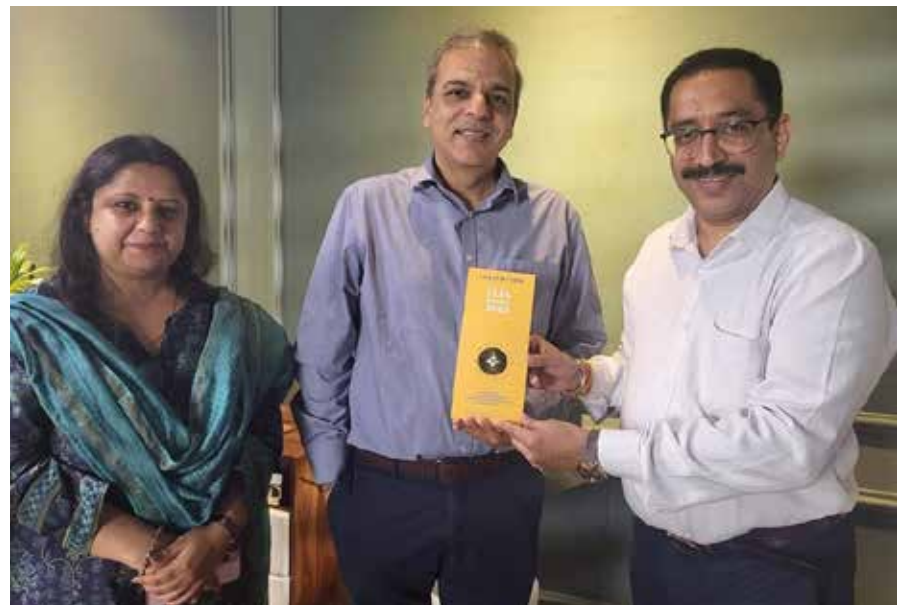
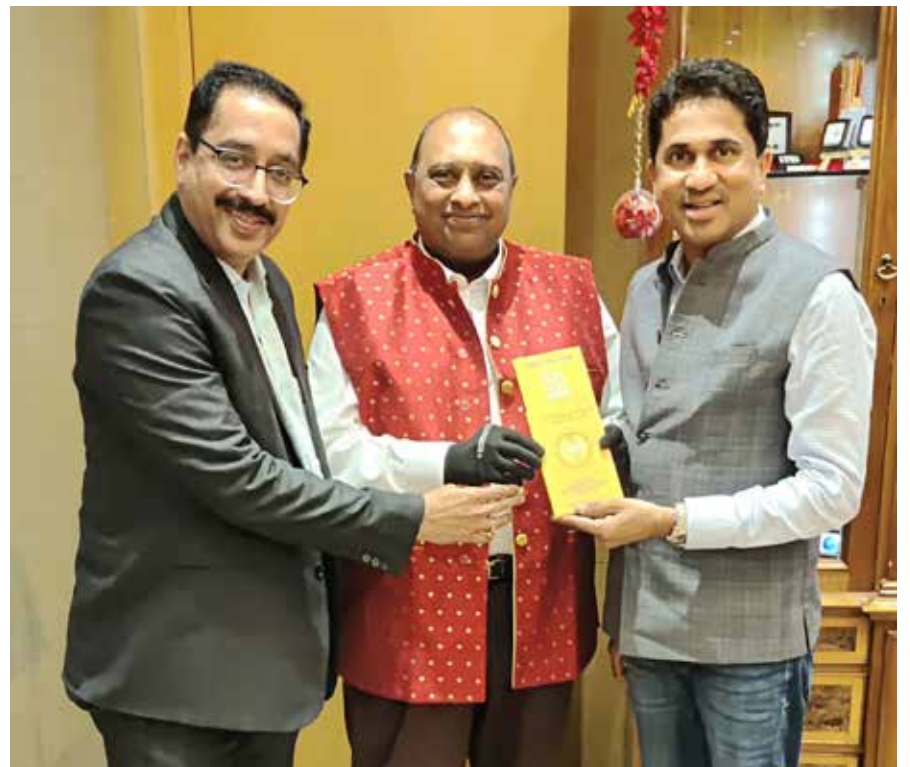
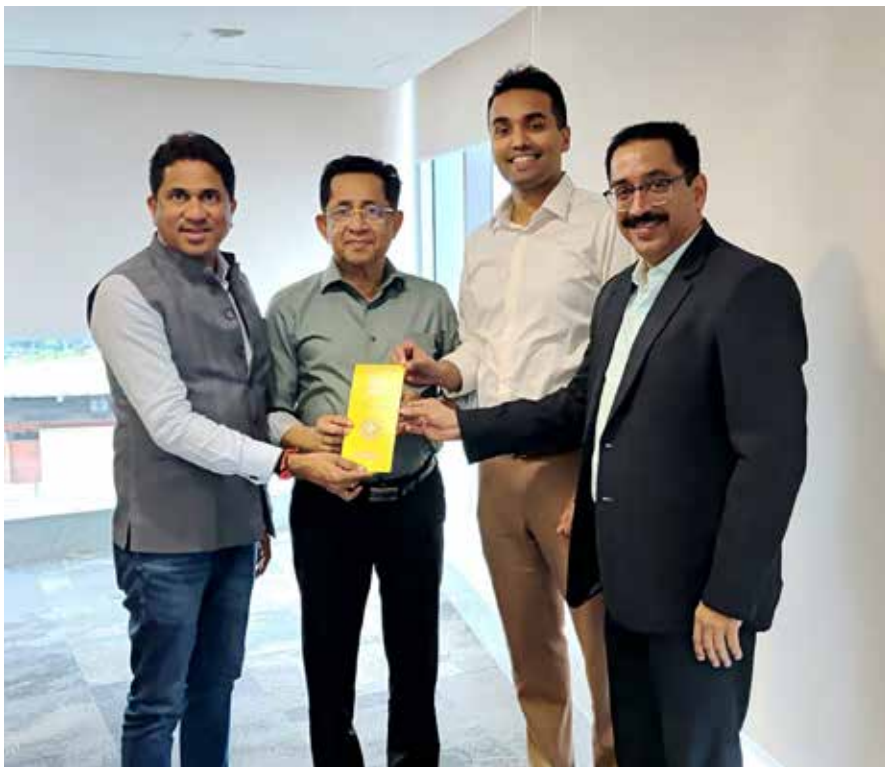
the exhibition, pinpointing gaps between anticipated and actual experiences to refine future editions. A significant focus will be on understanding the business generated for exhibitors during IIJS Tritiya and evaluating the event's contribution to their overall business figures. The poll will also assess the satisfaction levels of exhibitors and visitors, identifying opportunities to enhance their experience and delight them

further. It will also gauge the likelihood of participants returning to the exhibition in the following year while highlighting areas for improvement. The survey aims to cover approximately 20% of the total participants, with specific sample sizes for visitors and exhibitors.

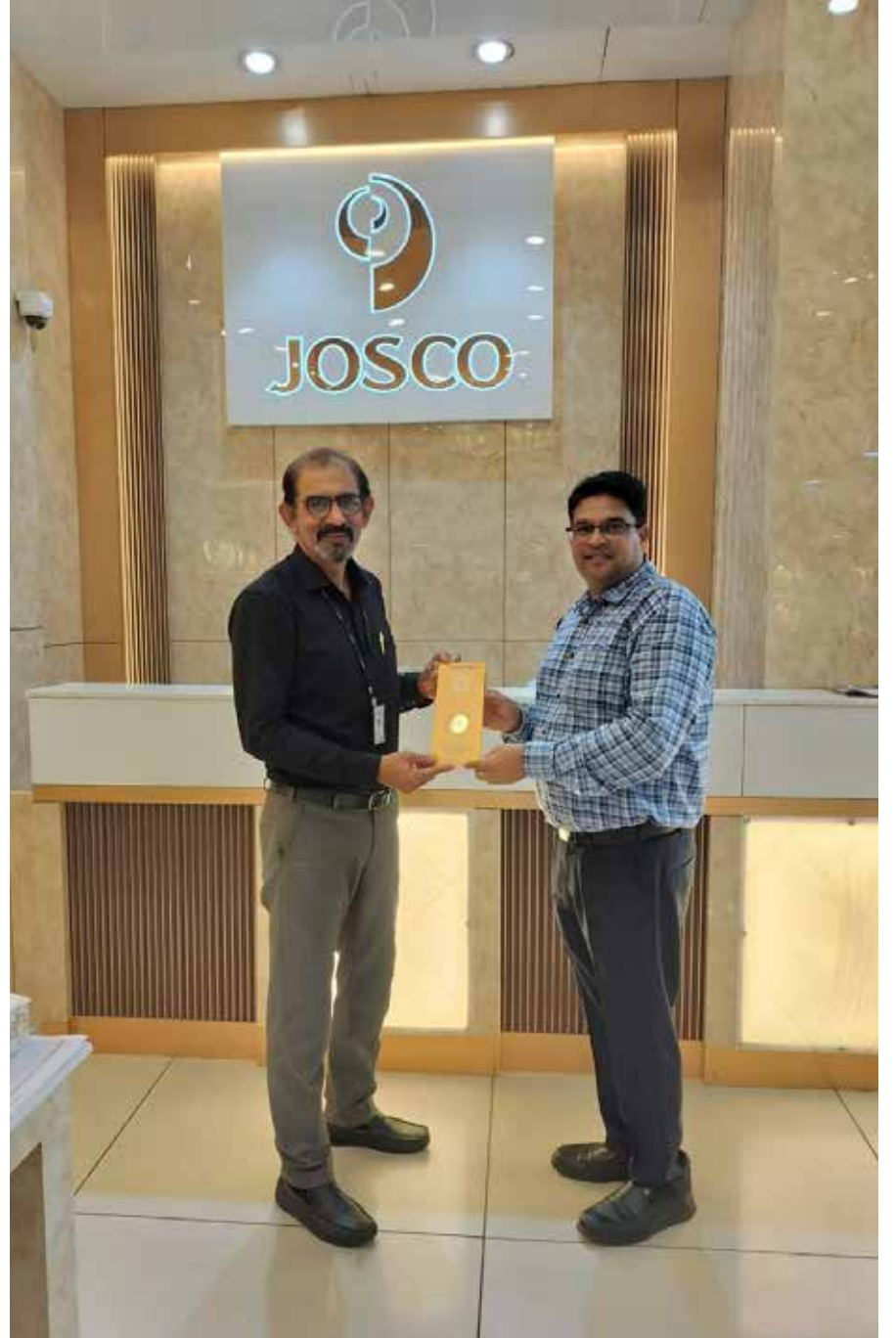
PROMOTIONS

IIJS Tritiya Conducts Extensive Promotional Drive

IIJS Tritiya 2025 demonstrated its nationwide reach and unifying power with a **promotional campaign spanning 500+ cities throughout India**. The campaign particularly resonated in the South, with successful stops in key cities like Kozhikode, Cochin, Thrissur, Udupi, Mangalore, Belgaum, Hubli, Hyderabad, and Bengaluru. This effective strategy is empowering a truly global event, that is expected to welcome attendees from **40+ countries**.



PROMOTIONS

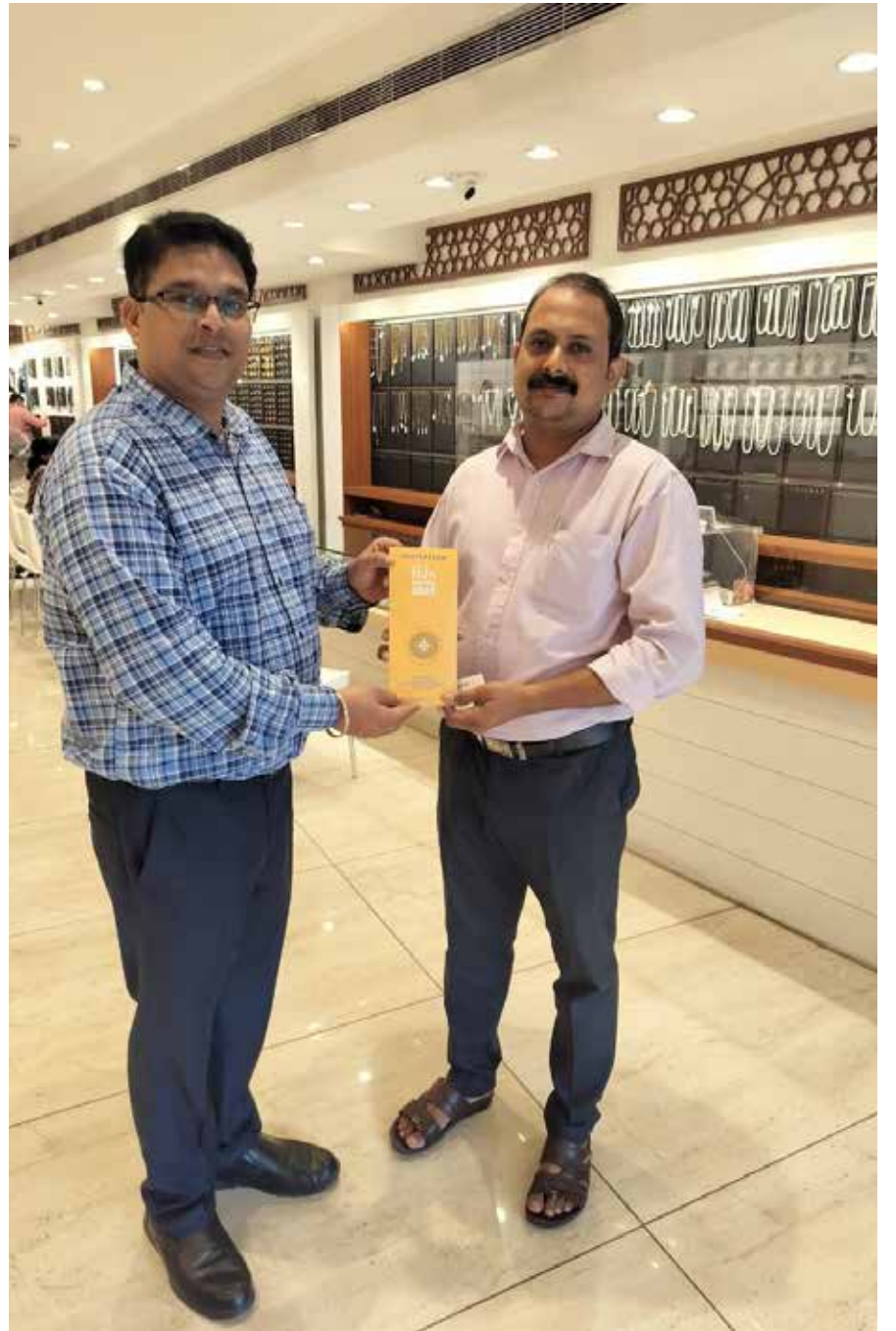


21st - 24th March, 2025
BIEC, Bengaluru

PROMOTIONS



PROMOTIONS



PROMOTIONS



INTERNATIONAL PROMOTIONS



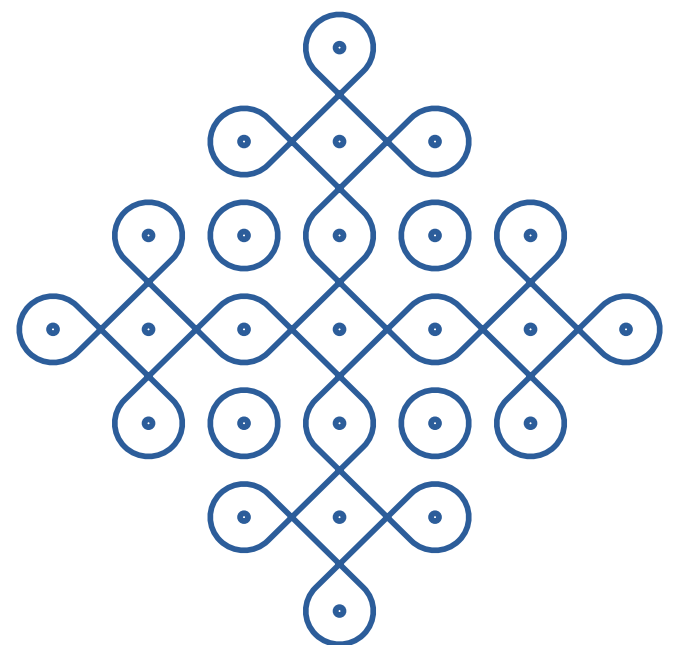
INHORGENTA GERMANY 2025



VINCENZAORO ITALY 2025



HONG KONG JEWELLERY SHOW 2025



The Select Club

EXCLUSIVE HIGH-END COUTURE JEWELLERY

The first ever Select Club at IIJS Tritiya will host 54 couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery.

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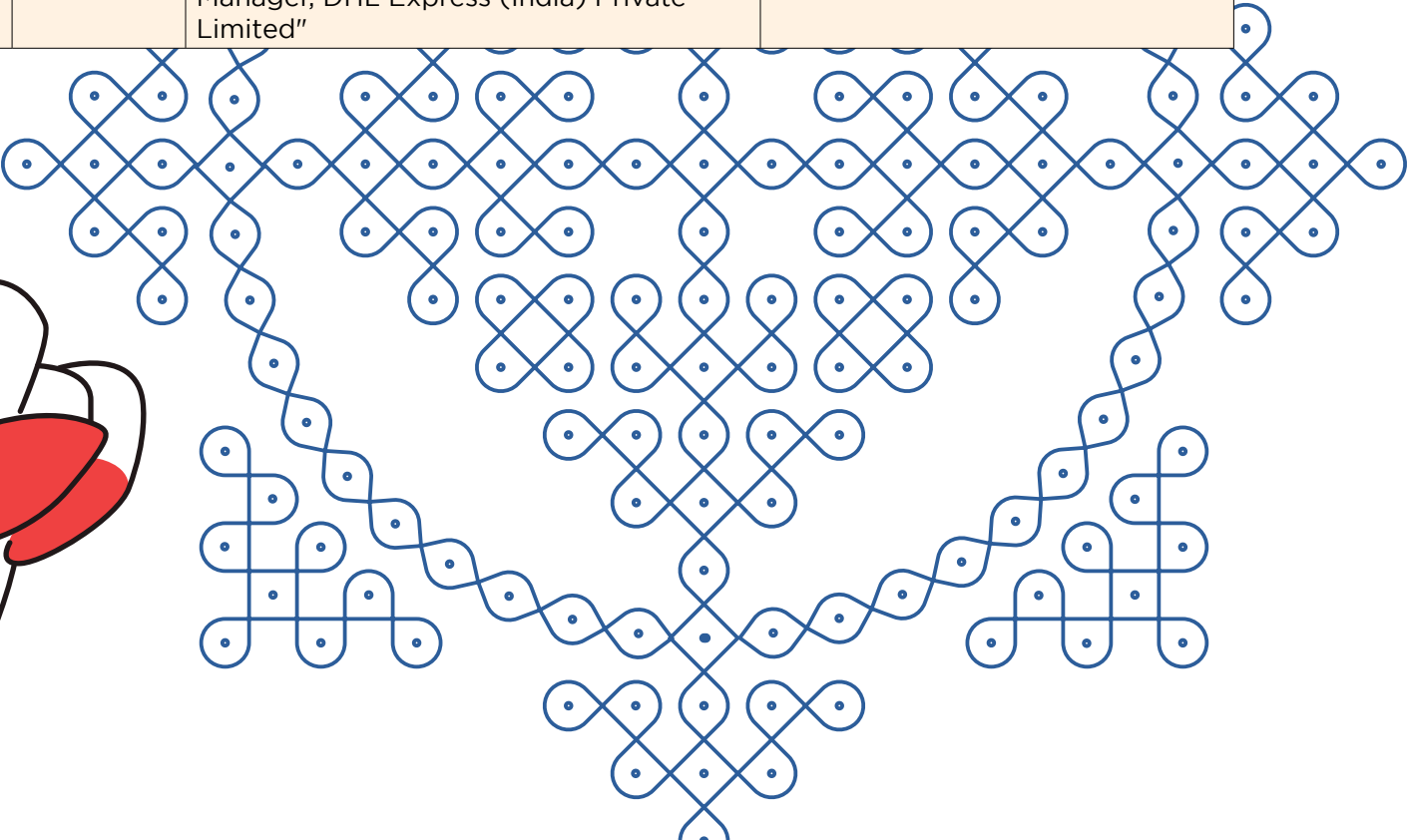
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BIEC, Bengaluru

innov8
TALKS

IIJS TRITIYA 2025 - Innov8 Talks					
Sr. NO	Date	Time	Day	Speaker	Topic
1	21-Mar-25	11:00 - 12:00	Friday	Inauguration	Inauguration
2	21-Mar-25	14:15 - 15:30	Friday	Sandeep Kohli, CEO - Indriya (Aditya Birla Jewellery)	"The Retail leap with Sandeep Kohli CEO - Indriya (Aditya Birla Group)"
3	21-Mar-25	15:30 - 16:30	Friday	AMIT PRATIHARI, MD - De Beers	Empowering Retailers with Indra's Diamond Growth Strategy
4	21-Mar-25	16:30 - 17:30	Friday	Association Felicitation	
5	22-Mar-25	12:00 - 13:00	Saturday	Mr. Arjun Pansari, Sr. Manager - Instruction, Education, GIA India	Unlocking Retail Potential: Skills & Practices by GIA
6	22-Mar-25	14:00 - 15:00	Saturday	"Moderator - Mr Sumesh Wadhwa, Managing Director & Chief Editor , The Art of Jewellery 1. Mr Ba Ramesh, Jt Managing Director Thangamayil Jewellery Ltd 2. Mr. Varghese Alukkas, Managing Director - Jos Alukkas 3. Mr Srikanth Kari Chairman , Karnataka State Jewellers Federation 4. Mr Adarsh K Murthy President, Mysore Jewellers Association"	Growing Jewellery Demand from tier-2&3 cites
7	22-Mar-25	15:00 - 16:00	Saturday	"Moderator - Mr Anil Prabhakar 1. Bijou Kurien. 2. Ishendra Agarwal - GIVA. 3. Pooja Madhavan : Founder Limelight. 4. Parag Agarwal : Founder - Fiona Diamonds."	Exploring alternative funding options such as Venture Capital and Private Equity for jewellery startups
8	22-Mar-25	16:00 - 17:00	Saturday	"Coffee with Chetan Mehta Dr. Chetan Mehta Featuring - GJEPC Chairman, Mr. Kirit Bhansali"	Coffee with Chetan Mehta
9	23-Mar-25	14:00 - 15:00	Sunday	Mrugesh SONI, CEO - Loopclosers	The AI Goldmine: Scaling Jewellery Business with Technology.
10	23-Mar-25	15:00 - 16.00	Sunday	"Moderator - Nitin khandelwal Mr. Saurabh Wadhwa - Manager-Business Development, eBay Mr. Tej Desai - Business Development Manager, DHL Express (India) Private Limited"	Retail Exports Through Ecommerce Session



IIJS TRENDS

Rhythms Of India

Under the Brilliant Bharat theme, the third edition of IIJS Tritoia will celebrate “Rhythms of India” which include classical dance forms—such as Bharatanatyam, Kathak, and Odissi—through the art of jewellery! Just as these dances weave tales through expressive movements and gestures, jewellery can narrate stories through designs that reflect the cultural and spiritual essence of these traditions.

Inspired by India’s rich dance heritage, some exhibitors have crafted jewellery using traditional techniques like filigree, repoussé, granulation, and enamelling. This showcase of time-honoured craftsmanship bridges the jewellery industry with dance heritage, depicting narratives and incorporating symbols, deities, and elements from Indian mythology.



This magnificently carved 22-karat gold gem-studded necklace set, a masterpiece of traditional Indian artistry, is finely carved and depicts Lord Radha and Krishna in the pendant. The rejoicing apsaras perform classical dance against the backdrop of the dense gardens that also feature stylised elephants. **By Mamraj Mussadilal Jewellers**



This striking 22-karat gold necklace, embellished with Swarovski crystals and semi-precious gemstones, features a circular pendant showcasing a Bharatanatyam dancer gracefully striking a pose with intricate mudras. **By Shri Akshar Gold Ornaments Ltd.**

IIJS TRENDS



The multi-row necklace of emerald and pearl beads culminates in a finely enamelled pendant of a Kathakali dancer, complete with a traditional mask and flared attire. **By Nelkt Creation**



The sketch shows a beautiful four-sectioned symmetrical pendant, adorned with a central floral lattice, intricate filigree, and miniature temple figurines symbolising prosperity. It's finished with elegant gold and green gemstone drops for a timeless touch. **By Ashapuri Gold Ornament Ltd.**



The pair of 22-karat dual-tone gold earrings features masks of expressive Kathakali dancer, rendered with intricate enamelling. The dancer's costume is articulated through a tapered gold spring that sways gracefully with the wearer's movements. **By Anand Shah**



The beautifully carved gold pendant, with an antique-finish, features a Bharatnatyam dancer on stage, with a surround of delicate filigreed motifs featuring Goddess Lakshmi. The pendant is elegantly fringed with gold orbs. **By Shankesh Jewellers Pvt. Ltd.**



Stylish earrings and two bracelets rendered in gold and accented with diamonds, emeralds, and rubies portray mudras (hand gestures) used for storytelling, illustrating characters, emotions, and deities in classical Indian dances. The elegant gold mudras serve as striking finials on the two bracelets and as distinctive posts in the crossover earrings. **By Ashok Jewels**

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Booths

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PRODUCT PREFERENCES:

- Gold jewellery in 18-kt, 21-kt & 22-kt
- Jewellery studded with diamonds, emeralds, rubies & sapphires
- Lab Grown Diamond Jewellery
- Loose Diamonds
- Bridal & Gifting Jewellery



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**STATE-OF-THE-ART
EVENT VENUES**



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2. 3D Printing - Metal & Ceramic
3. 3D Printing - Resin & Wax
4. Casting (Gold, Platinum & Silver)
5. CNC
6. Refining (Gold, Platinum & Silver)
7. Mass Finishing
8. LGD Testing
9. LAB Testing Services
10. Micron Plating / Rhodium Plating
11. Enamelling / Coating
12. Hallmarking
13. Gemological Services
14. Exhibition Hall & Auditorium
15. Photography & Video
16. Training & Skilling School

Training and Skilling

1. Computer Aided Design (CAD)
2. Filling & Assembly
3. Metal Setting
4. Polishing
5. Wax Setting
6. Diamond Assortment
7. Filling & Assembly

State-of-the-art Event Venues

1. Auditorium - Multi-Purpose Hall 1 - 350 Seater
2. Multi-Purpose Hall 2 - 80 Seater
3. Grand Exhibition Hall - 10,000 sq. ft
4. Diamond Conference Room - Capacity 25
5. Exhibition Centre Hall 1 & 2 (Ground Floor)
Hall 1 - 1100 sq. ft | Hall 2 - 2000 sq. ft

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21st - 24th March, 2025
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FACILITIES



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IIJS - Setting a new standard in gem & jewellery exhibition with Digital India

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21st - 24th March 2025, Hall no. 5 at BIEC

IGJME TRITIYA Bengaluru 2025

ON DISPLAY:
Jewellery Packaging, Ultrasonic Cleaning Machine, 3D Printing & Scanner, Gold Test Machine, Fuse Wire Automatic Machine, Holo Pipes Machines, Jewellery Software, Diamond Jewellery tools, Gold Felting Machines, Digital Gold, Laser Welding & Marking, Casting Machine, Rolling Machine & Many more...

Concurrent Show with IIJS Tritiya 2025



Checkout the Exhibitor List
<https://gjepc.org/iijs-tritiya/exhibitor-list.php>

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CONNECT WITH A GLOBAL AUDIENCE



INTERNATIONAL
GEM & JEWELLERY
SHOW
JAIPUR

03rd - 05th APRIL 2025



Product Categories

- ◆ Loose Stones (Colour Gemstones and Diamonds)
- ◆ Gemstone & Diamond Studded Jewellery
- ◆ Silver Jewellery

Focused Buyer Regions

USA, Europe, UK, Latin America, Oceania,
Middle East, Russia and CIS countries.

Scan to Exhibit



Scan to Visit



For further information, contact :-

Mugha Deshpande: mugdha.deshpande@gjepcindia.com | +91 8657418860
Ali Bharmal : ali.bharmal@gjepcindia.com | +91 8879310457

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Observing Ramadan during IIJS Tritiya 2025?

Facilities at Show

- Dedicated Prayer Room
- Iftar Facility
- Comfortable space

Have you registered yet?



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 From Official Hotels to BIEC

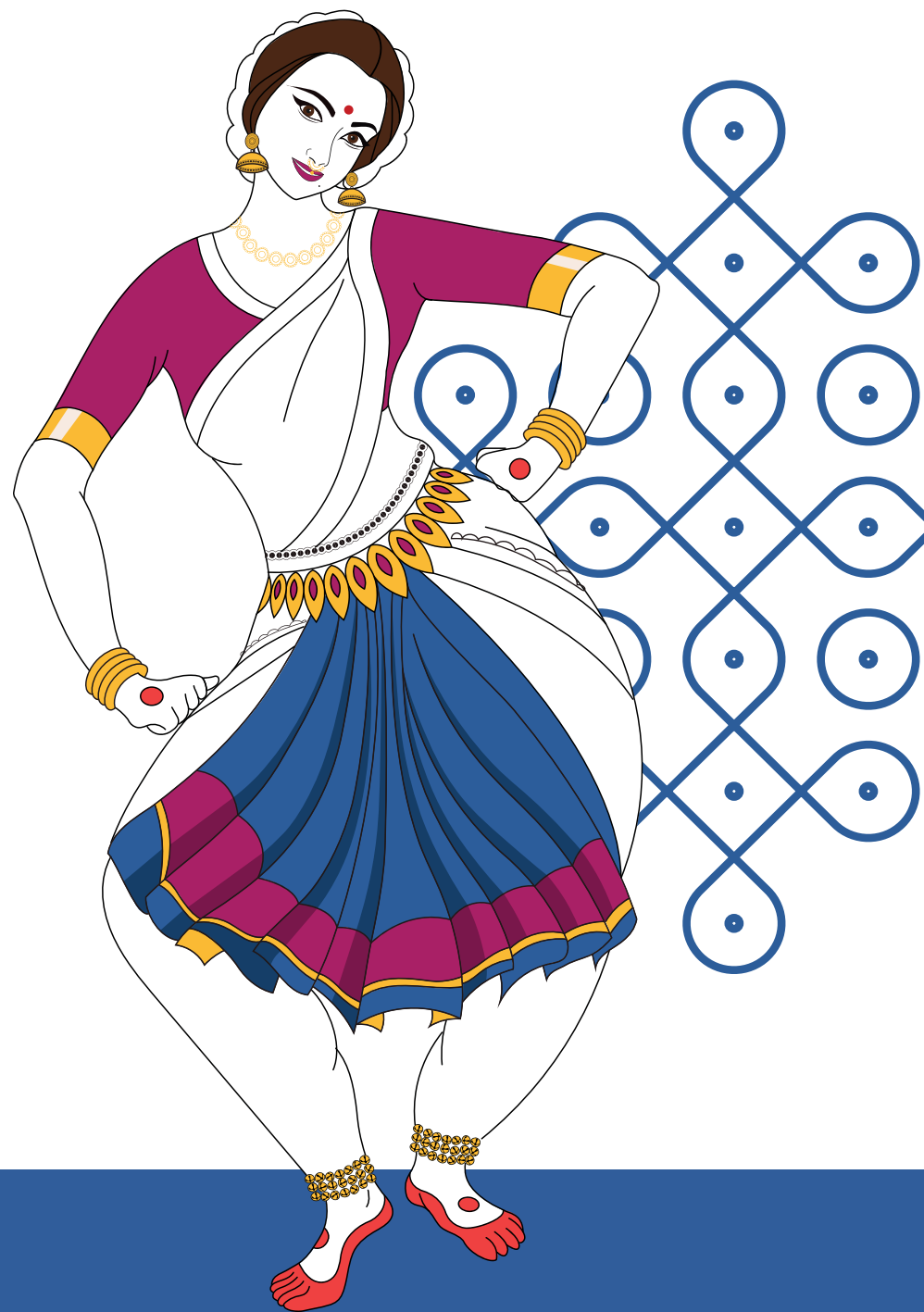


Advisory for Visitors & Exhibitors

- Avoid taking private vehicles.
- Use shuttle services available for your convenience.
- Take the metro near BIEC, New Madavara Metro Station to avoid traffic.


Scan Here to check the schedule

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EXPAND YOUR REACH IN THE INTERNATIONAL MARKETS

Pre-fixed Meetings with International buyers



7th - 8th APRIL 2025
BHARAT RATNAM MEGA CFC MUMBAI

PRODUCT CATEGORY
STUDED JEWELLERY



For More Detail, please contact

Mugdha Deshpande | +91 8657418860 | mugdha.deshpande@gjepcindia.com

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

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INTERACT WITH LEADING INTERNATIONAL BUYERS **Lab-Grown Diamond** **Buyer Seller Meet**

10th & 11th April 2025 | Surat

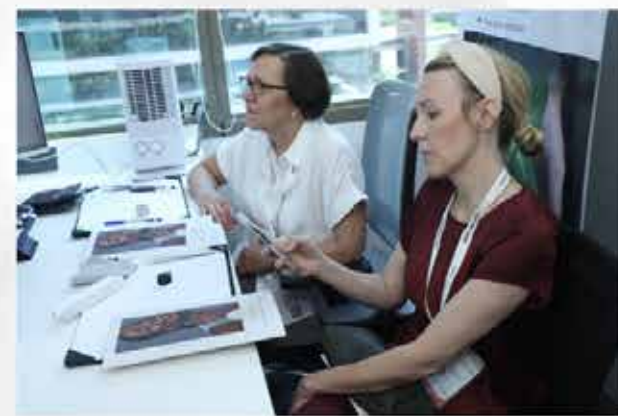


Exhibit Product categories include:

- **Lab Grown Diamond**
- **Lab Grown Diamond Studded Jewellery**

For more details, please contact:

Mugdha Deshpande : +91 8657418860 | mugdha.deshpande@gjepcindia.com

Rohan Shetye : +91 7875700867 | rohan.shetye@gjepcindia.com

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