



SHOWDAILY

COVER STORY

IIJS Tritiya 2025: Bengaluru Dazzles as India's Jewellery Epicentre

The doors to IIJS Tritiya 2025 swung open today at the Bangalore International Exhibition Centre (BIEC), marking the grand kick-off of India's third-largest B2B jewellery extravaganza.

A Showcase of Scale & Sophistication

The numbers tell the story: 1,100+ jewellery companies command 1,900+ stalls, while the concurrent India Gem & Jewellery Machinery Expo (IGJME) brings 80+ companies with 100 stalls of cutting-edge technology.

Hall 3, a new addition this year, unveils The Select Club—an elite enclave of 53 companies presenting 120 stalls



A statement bridal necklace by ANAND SHAH

1100+
Exhibitors

15000+
Buyers

International
Buyers
40+
Countries

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of high-end couture jewellery in customised designer booths. The Select Club adds a layer of

(Continued on page 2)



A'STAR JEWELLERY

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



Enchanted



A stunning symmetry of the iconic cruciform flower. The equal distribution of petals adorned with diamonds and gemstones, reflects a sense of harmony and alignment in nature and relationships.

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COVER STORY



White gold pendant earrings set with diamonds, rose cut diamonds, emeralds and tanzanite by ANAND RANAWAT

exclusivity, catering to the rising appetite for luxury, while IGJME caters to the industry's technical edge—machinery, packaging, and allied products.

Halls 4 and 5, meanwhile, brim with a rich assortment: gold and CZ jewellery, diamond and studded pieces, silver artefacts, loose gemstones, lab-grown diamonds, and even international jewellery offerings.

This edition welcomes 500 new companies with 750+ stalls—a testament to the show's growing appeal.

"We've seen a 43% surge in diamond and studded jewellery participants and a 40% rise in gold and gemstone exhibitors since last year," shares Nirav Bhansali, Convener -

National Exhibitions, GJEPC, reflecting the industry's robust momentum.

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

Jewellers Federation (KJF), the event draws exhibitors from 40 cities across India, with Mumbai leading at 53% participation, followed by the South (17%), Gujarat (16%), and Rajasthan

(Continued on page 4)



The gold necklace adorned with lacy motifs of diamonds and gemstones by A'STAR JEWELLERY



IIJS
TRITIYA 2025
INDIA
INTERNATIONAL
JEWELLERY SHOW

21st to 24th
MARCH 2025
BIEC, BANGALORE

The Select Club

HALL: # 3 STALL NO # 3S 377B



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The stylish navratna bell-shaped earrings by KALAJEE JEWELLERY

(10%). This year, under the Brilliant Bharat theme, the IIJS Tritiya show will celebrate the “Classical Indian Dance Forms – Rhythms of India,” through jewellery. Exhibitors have crafted exclusive pieces that will be on display at the show. The creations are a confluence of the elegance of tradition with the dynamism of new-age ideas to highlight the various dance forms.

Diversity & Inclusion at the Core
Breaking down the exhibitor profile, 48% are MSMEs (506 companies, 816 stalls), showcasing the backbone of India’s jewellery sector, while 26% are exporters (276 companies, 625 stalls), underlining the show’s global reach.
“This mix of small businesses and international players is what



Rose gold C-hoops embellished with diamonds by KOSHA FINE JEWELS




A striking high-end white gold ring encrusted with diamonds and a large gemstone by SEPHORA JEWELS LLP

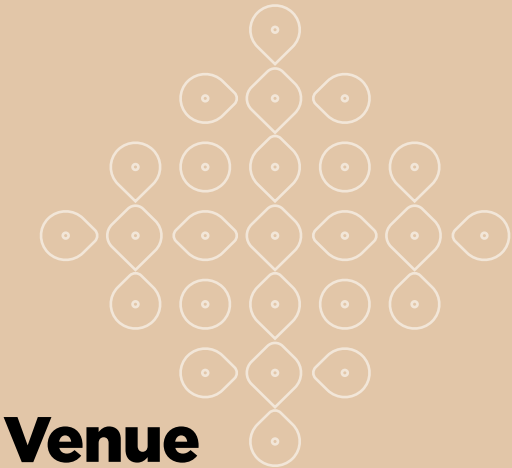
makes IIJS Tritiya unique,” notes Bhansali. “It’s a platform where every segment thrives.”

A Visitor’s Paradise
The 4-day show is expected to

receive over 15,000 retailers from 500 Indian cities and 1000+ international buyers, implying that the show’s pull is undeniable.
As the show unfolds today, the spotlight will shift to business deals, trendspotting, and networking.
For Bhansali, the vision is clear: “IIJS Tritiya isn’t just a trade show; it’s a celebration of India’s jewellery legacy and its future.”
With three halls pulsating with creativity and commerce, Bengaluru is poised to leave an indelible mark on the global jewellery map.

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



Flaunt your moves.
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INDIA



WORLD
GOLD
COUNCIL

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!



Shaunak Parikh
Vice Chairman, GJEPC

India's gem and jewellery industry holds immense potential to become a global leader, with an estimated export opportunity of US\$70 billion – nearly half of which remains untapped. Our sector's resilience and adaptability have consistently driven growth, and the journey ahead presents exciting opportunities.

The India-UAE CEPA, which recently completed three years, has been a transformative agreement for our industry. The UAE has emerged as one of the key export destinations, with India's gem and jewellery exports to the UAE surging by over 60%, from US\$4.95 billion in FY2022 to US\$8.04 billion in FY2024. Continued awareness about CEPA's benefits within the trade will help us leverage this agreement to its fullest potential. With several FTAs under negotiation with regions such as the UK, Europe, GCC, and Oman, we are optimistic about the promising avenues that lie ahead.

GJEPC's exhibitions and trade events play a pivotal role in strengthening India's exports. The IIJS Shows in Mumbai and Bengaluru, the India Jewellery Exposition (IJEX) Centre in Dubai, and International Gem & Jewellery Shows (IGJS) in Dubai and Jaipur provide vital platforms for showcasing India's artistry and craftsmanship to a global audience. India Pavilions at major trade fairs and curated Buyer-Seller Meets help unlock new business collaborations for our exporters.

Looking ahead, GJEPC will organize its first-ever international exhibition in Jeddah, Saudi Arabia, in September 2025, unlocking new business opportunities in this promising market.

As we embark on this transformative journey, collaboration, innovation, and a shared vision will be the driving forces behind our collective success. I wish all participants a highly successful IIJS Tritiya 2025, and I am confident that the show will open new avenues of growth and partnerships for everyone.

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INDIA
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JEWELLERY SHOW

TRITIYA 2025

21st - 24th March, 2025
BIEC, Bengaluru

STALL NO. : 5F 185

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SHOW PREVIEW

Nirav Bhansali's Vision for IIJS Tritiya

As the gem and jewellery industry gears up for another milestone event, IIJS Tritiya 2025 promises to be a vibrant showcase of innovation, growth, and opportunity. This third edition is rapidly evolving into a powerhouse on the national stage. **Nirav Bhansali, Convener - National Exhibitions Sub-committee, GJEPC**, reveals what's in store this year.

What unique aspects can we highlight for this edition?

IIJS Tritiya is growing significantly this year. Last year, we had around 1,200 booths across two halls—Halls 4 and 5. This year, we've expanded to 1,900 booths spread across three halls—Halls 3, 4, and 5. It's now bigger than the IIJS Signature show was two years ago, which had about 2,000 booths. What started as a "baby show" is steadily maturing into a key event in the industry calendar. One of the standout additions this year is the Select Club, a new feature showcasing high-end couture and luxury designer jewellery. Additionally, we're hosting 100 stalls from India Gem & Jewellery Machinery Expo (IGJME), which is gaining strong traction in the South. This blend of growth and innovation makes Tritiya a show to watch.

How is technology being integrated into IIJS Tritiya, especially given Bangalore's reputation as a tech hub?

Technology is a major focus for us moving forward. This year, we're seeing small but meaningful participation from tech-driven companies, including those offering AI and machine learning-based solutions—beyond just diamond and jewellery-related products. Bangalore's status as a tech hub aligns perfectly with our vision. Internally, we've decided to elevate the machinery and technology segment significantly in the coming years. Our goal is to position India as a global hub for jewellery machinery and innovation, attracting manufacturers worldwide—much like Vicenza or Turkey—rather than just sending Indian buyers abroad. It's an ambitious plan, and you'll see this emphasis grow with each show.

With gold prices rising, diamond challenges persisting, and mixed signals from the Hong Kong show, what's the current market sentiment?

The market sentiment is flattish and subdued right now, influenced by multiple factors. Gold prices have jumped from 67,000 last year to 89,000 this year, with the last 5,000-6,000 spike happening rapidly. This volatility slows down the market. Add to that the stock



market's recent dip over the past two months, which has reduced disposable income for discretionary purchases like jewellery. However, with Tritiya being the second-most important festival after Dhanteras—especially in the South—we've seen some positive demand signals in the last week as gold and stock markets stabilise. While IIJS Signature's euphoria didn't fully translate into orders due to post-show price movements, Tritiya offers a fresh opportunity for retailers sitting on the fence. That said, the sentiment isn't as buoyant as we'd like, but as GJEPC, we're doing everything to ensure a successful show, especially for MSMEs who get a chance to shine here unlike in larger shows like Premiere.

What opportunities does Tritiya offer for exhibitors and buyers?

Tritiya is a treasure trove of newness. Out of the 1,900 booths representing 1,100 companies, 500 are new exhibitors. This gives retailers a unique chance to explore fresh suppliers and opportunities—something they might not have time for at bigger shows dominated by established players. For MSMEs, it's a golden platform to connect with buyers. The Select Club also adds excitement, offering a curated space for high-end, luxury jewellery that appeals to discerning retailers. Even if business is subdued, the show provides a vital space for networking and discovery, laying the groundwork for future collaborations.

Are there any new initiatives or

programs being introduced to engage buyers and sellers?

We're not introducing major new features compared to IIJS Signature, but we're enhancing what we launched there and bringing it to Tritiya. On the backend, we're heavily investing in Artificial Intelligence (AI) to revolutionise buyer-seller engagement, product matching, design trends, and even the show setup itself. It's still evolving, and while you won't see one big AI-driven announcement, its influence will subtly enhance various aspects of the experience. Over the next 4-5 shows, expect technology to elevate Tritiya to a whole new level. For now, we're focused on delivering a seamless experience with the features rolled out at Signature.

Is Bangalore set to be the permanent home for IIJS Tritiya?

Tritiya is still a young show—it's only in its third year. Any show takes 8-10 years to truly establish itself, like IIJS Premiere or Signature did. Signature, for instance, struggled initially, moving between locations before finding its footing. Tritiya, however, is already the third-largest show in India with 1,900 booths, three pavilions, and features like the Select Club and IGJME. That's remarkable progress. While we're nurturing it in Bangalore for now, its future depends on how it evolves. What's clear is that it's already making its mark and drawing crowds—over 1,000 VVIP buyers have registered, and we expect 15,000 total buyers, including 1,000+ international

visitors from 40 countries. Our focus isn't just footfall; it's about generating meaningful business, which is steadily increasing year-on-year.

How are sustainability initiatives like One Earth progressing at IIJS?

Sustainability is a priority, and One Earth has exceeded our expectations. We aimed to plant 1 lakh trees, but we've already crossed 2 lakh—faster than anticipated. This initiative has brought the concept of sustainability to the forefront of the industry, inspiring companies to go 100% carbon-neutral. GJEPC is targeting full carbon neutrality by 2030-31 and has engaged consultants to guide us. We've nearly eliminated plastic usage at shows—only using it where alternatives aren't yet viable—and plan to go fully plastic-free by the next event. We've digitised badges, reduced paper usage, and are working on replacing the 20 lakh water bottles we use at shows with recyclable alternatives, likely debuting at IIJS Premiere. These efforts are delivering phenomenal returns for the environment and the underprivileged.

Any parting message for participants regarding the upcoming SAJEX show in Saudi Arabia and IIJS Tritiya?

For the Saudi market, I'm personally very excited. It's like Alibaba's cave—full of untapped potential. With immense wealth and a strong affinity for gold and jewellery, it's a massive opportunity as it opens to the world. There's scepticism about doing business there, but GJEPC is the perfect partner to bridge that gap—offering world-class shows, logistics support, and expertise in imports, exports, and duties. I urge participants to join us in Saudi Arabia consistently for the next 2-3 years. The first-mover advantage is real—relationships built now will pay off as the market matures. For IIJS Tritiya, don't miss it! It's the third-biggest show in India, featuring the Select Club, 1,900 booths, and a chance to explore new suppliers and luxury designs. Whether you're a visitor or exhibitor, this is an event you need to be part of.

21st - 24th March, 2025
BIEC, Bengaluru

GET READY TO GROOVE

With

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Join us For

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CELEBRATION
NIGHT

in association with



Date: 21st March 2025

Venue: Jacaranda, Convention Hall, BIEC

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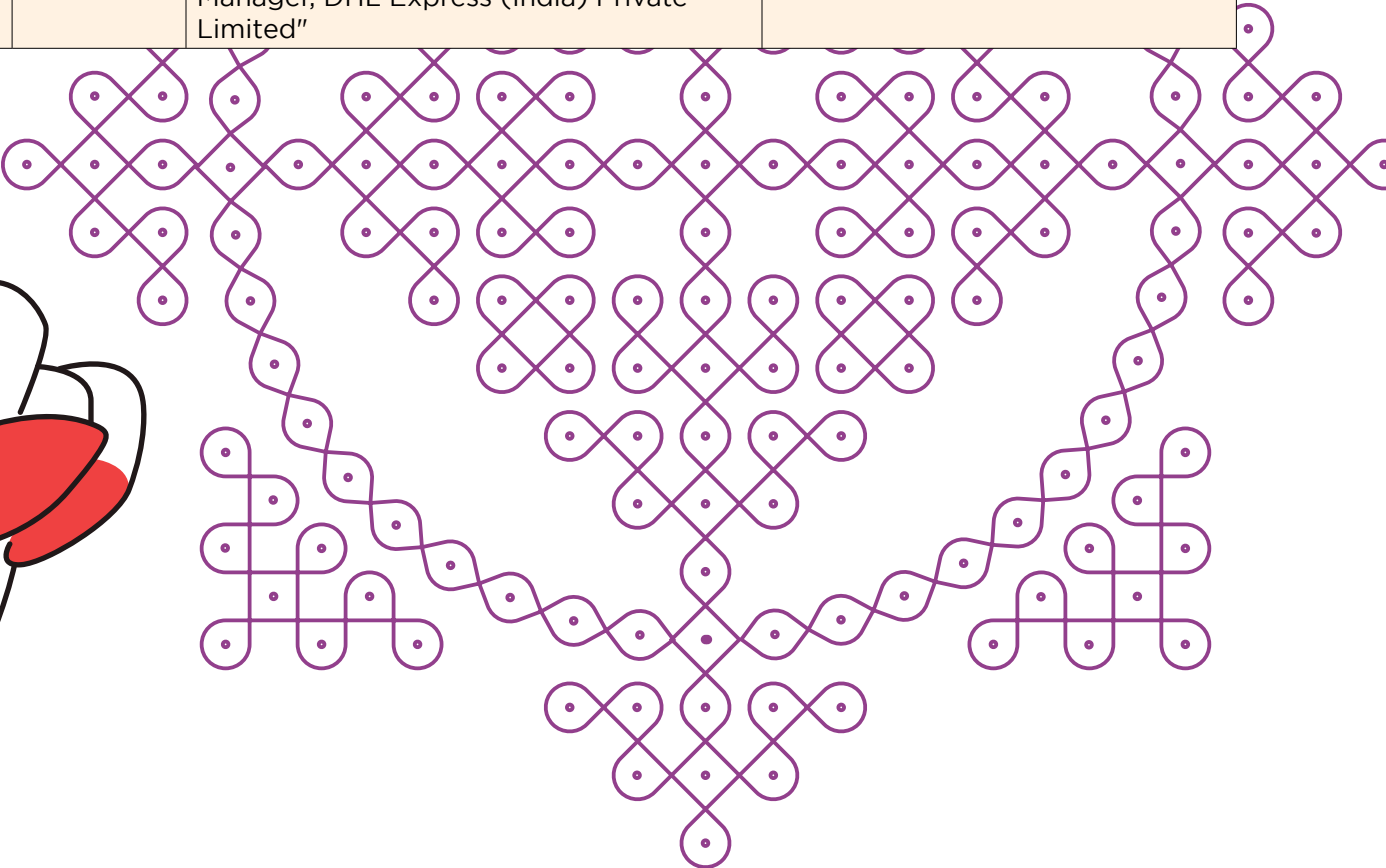
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TALKS

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 Wadhera, 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





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.

- AADEY JEWELS PRIVATE LIMITED
- AAROH JEWELS
- ABHAY NAVINCHANDRA
- ACHAL JEWELS PRIVATE LIMITED
- ANAND SHAH JEWELS LLP
- ANOKHA JEWELS PRIVATE LIMITED
- AQUA JEWELLERS
- BANSI JEWELLERS
- BHINDI JEWELLERS PRIVATE LIMITED
- CARAT COUTURE FINE JEWELLERY LLP
- CHOKSHI VACHHARAJ MAKANJI & COMPANY
- DASSANI BROTHERS
- DEEPAK JEWELLERS
- DEVI JEWELLERS
- DHANRUPJI DEVAJI CO
- GOLD STRINGS JEWELLERY PRIVATE LIMITED
- HEEDARIO GEMS AND JEWELS
- HOUSE OF SPARSH PVT LTD
- JAIPUR RATNA MANUFACTURING PVT. LTD.
- JEWELS BY SEPHORA LLP
- JEWELS OF RAJPUTAANA
- KINU BABA JEWELLERY (INDIA) PVT. LTD.
- KOSHA FINE JEWELS PVT LTD
- M. SASHI BADALIA & SONS PVT. LTD.
- MAA SATTI JEWELS
- MANISH BHINDI JEWELS
- MARQUISE JEWELS PRIVATE LIMITED
- MEHTA GOLD AND DIAMONDS
- MIDAS TOUCH INTERNATIONAL PVT. LTD.
- MODERN JEWELS PVT LTD
- NINE JEWELLERY
- OPH JEWELLER
- ORIENTAL GEMCO PVT. LTD.
- P HIRANI EXPORTS LLP
- PEACEMOON TRADERS
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- SHIVAM JEWELS AND ARTS LLP
- SHUBH JEWELLERY INDIA LLP
- SIPANI JADAU ANTIQUE PVT. LTD.
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- SRISHTI GOLD PVT. LTD.
- SSVAR LLP
- TIBARUMAL RAMNIVAS GEMS JEWELS & PEARLS
- V.K. JEWELLERS
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- VIJAYRAJ & SONS
- VIRAASAT JEWELS PVT. LTD.
- ZAYNA EXPORTS

VIEWPOINT – MANUFACTURING

Gold, Artistry, and Innovation Is Our Key to Global Expansion: Nikhil Parekh



NIKHIL PAREKH, Director, Hasmukh Parekh Jewellers (HPJ), Kolkata, discusses the importance of preserving handmade crafts and supporting artisans, with nearly 6,000 working directly or indirectly with the brand. With the majority of their jewellery—nearly 80%—reaching major global markets, HPJ combines traditional artistry with modern techniques. Parekh emphasizes that while the jewellery meets international standards, it stays true to its cultural roots..



Image Courtesy: HASMUKH PAREKH JEWELLERS

With 80% of your Kolkata jewellery being exported to major global markets like the US, Canada, and the UAE, what factors have contributed to your strong international presence, and how do you navigate the challenges of exporting gold jewellery?

Our strong international presence is rooted in HPJ's solid commitment to quality, innovative designs, and meticulous craftsmanship. All our jewellery is handcrafted by the supremely talented karigars

of Bengal, whose expertise and dedication bring each piece to life.

We carefully understand global market trends while maintaining the essence of traditional Kolkata artistry. Navigating challenges like fluctuating gold prices, international compliance, and logistics requires strategic planning, transparent operations, and strong partnerships with trusted suppliers and distributors. Our rigorous quality assurance

ensures that every piece resonates with international standards and customer satisfaction.

Has participation in IIJS shows helped the company to expand its reach globally as well as domestically?

Absolutely! Participation in IIJS shows has been instrumental in expanding HPJ's reach both globally and domestically. These prestigious platforms allow us to showcase our finest creations to a diverse audience

of buyers, industry experts, and enthusiasts. The exposure helps us connect with international clients, strengthen relationships with domestic partners, and stay updated on emerging trends, ensuring HPJ remains a leader in the jewellery industry.

What strategies have you implemented to scale operations while ensuring quality and efficiency?

At HPJ, our growth is driven by people — the passion and artistry of Bengal's karigars and

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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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VIEWPOINT – MANUFACTURING

the dedication of our entire team.

We believe in empowering our artisans, nurturing their skills, and creating an environment where creativity thrives.

Every piece crafted reflects their strong commitment to excellence.

While we embrace modern techniques, it's our people who bring soul to every design. Our rigorous quality assurance is not just a process but a promise to honour their craftsmanship and the trust of our customers.

This people-first approach has fuelled our journey of growth, allowing us to scale with purpose and deliver jewellery that inspires and enchants globally.

HPJ boasts an in-house R&D and design team. How do you balance innovation with traditional craftsmanship to cater to both domestic and international consumer preferences?

Innovation and tradition go hand in hand. Our R&D and design team collaborates closely with skilled artisans, many of whom come from families that have passed down their craft for generations, bringing inherent talent and unmatched expertise. This collaboration blends age-old craftsmanship with contemporary design sensibilities.

For domestic consumers, we create pieces that celebrate India's cultural heritage, while for international markets, we infuse global trends without losing the essence of traditional artistry. This balance is achieved through continuous research, creative brainstorming, and a deep respect for the artistry that defines HPJ. It's this seamless fusion that allows us to craft jewellery that resonates with diverse tastes while remaining timeless.

Given the volatility of gold prices and evolving consumer trends, what key market shifts do you foresee in the coming years, and how is HPJ preparing to adapt?

The jewellery market is constantly evolving with the volatility of gold prices and shifting consumer preferences. We foresee a growing demand for lightweight, versatile designs and a rising interest in sustainable and ethically crafted jewellery.

Additionally, digital engagement and online sales will continue to play a pivotal role.

At HPJ, we are preparing by embracing innovation while staying true to our roots. Our



Image Courtesy: HASMUKH PAREKH JEWELLERS

skilled artisans, many from generations of craftsmanship, are adapting to create contemporary pieces without compromising traditional values.

We are also investing in technology, enhancing our digital presence, and maintaining rigorous quality assurance to meet evolving consumer expectations and market dynamics.

With HPJ directly or indirectly employing nearly 6,000 artisans, what initiatives are you undertaking to preserve traditional craftsmanship, and how do you ensure their skills remain relevant in a changing market?

As I have mentioned earlier our artisans, many of whom carry the legacy of craftsmanship passed down through generations. We take immense pride in nurturing their artistry, knowing they are the soul of every piece we create. Beyond preserving traditional techniques, we empower them with opportunities to learn, innovate, and grow. We inspire them to reimagine their craft for a changing world. By honouring their heritage and investing in their future, we're not just creating jewellery, we're building a community where creativity, tradition, and progress thrive together.

How do you personally define success in the jewellery business, and what advice would you give to the next generation of jewellers?

For me success in creating pieces that connect deeply with people. Jewellery that tells stories, evokes emotions, and becomes cherished inheritance. It's about earning trust through uncompromising quality, ethical practices, and genuine relationships with customers. Success is not just measured by numbers but by the smiles and loyalty of those who wear our creations.

My advice to the next generation: stay passionate, embrace innovation, but honour tradition. Value your artisans — they are your greatest strength. Create with heart, stay true to your values, and success will follow.

Anything else you may wish to add.

Well, keep shining, keep hustling, and always remember: behind every dazzling design is an artisan who deserves a standing ovation — and probably a cup of chai!

SPOTLIGHT

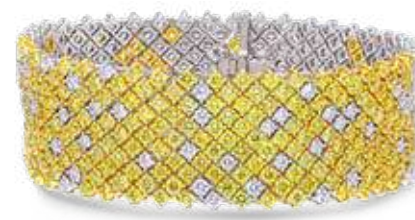
Hirani's Spellbinding Universe of Rare Diamonds!

Darshit Hirani, Founder of Hirani (P Hirani Exports LLP) has unveiled a new collection at IIJS Tritiya, showcasing their expertise in fancy colour diamonds and jewellery.

The USP of the brand is built around an exceptionally rare assortment of diamonds, representing just 0.01% of the world's mined diamonds. In today's market, where customers and retailers alike crave distinctive offerings, Hirani's products perfectly align with the demand for unique jewellery.

At IIJS Tritiya, retailers consistently seek out fresh discoveries beyond their usual orders, and these stunning, luxurious are keepsakes for ever.

Yellow diamonds dominate the collection that is inspired by



nature and architecture. Some of the necklaces, bracelets, and earrings feature a combination of rare blue, pink, and green diamonds, adding a touch of exclusivity.

In the Indian market, yellow remains the preferred choice due to its affordability and availability, though Darshit Hirani also caters to a discerning clientele for blue and pink diamonds. For those seeking larger diamonds at a more accessible price, brown diamonds are a popular option. This segment, well-informed about the category, readily invests in high-end jewellery.

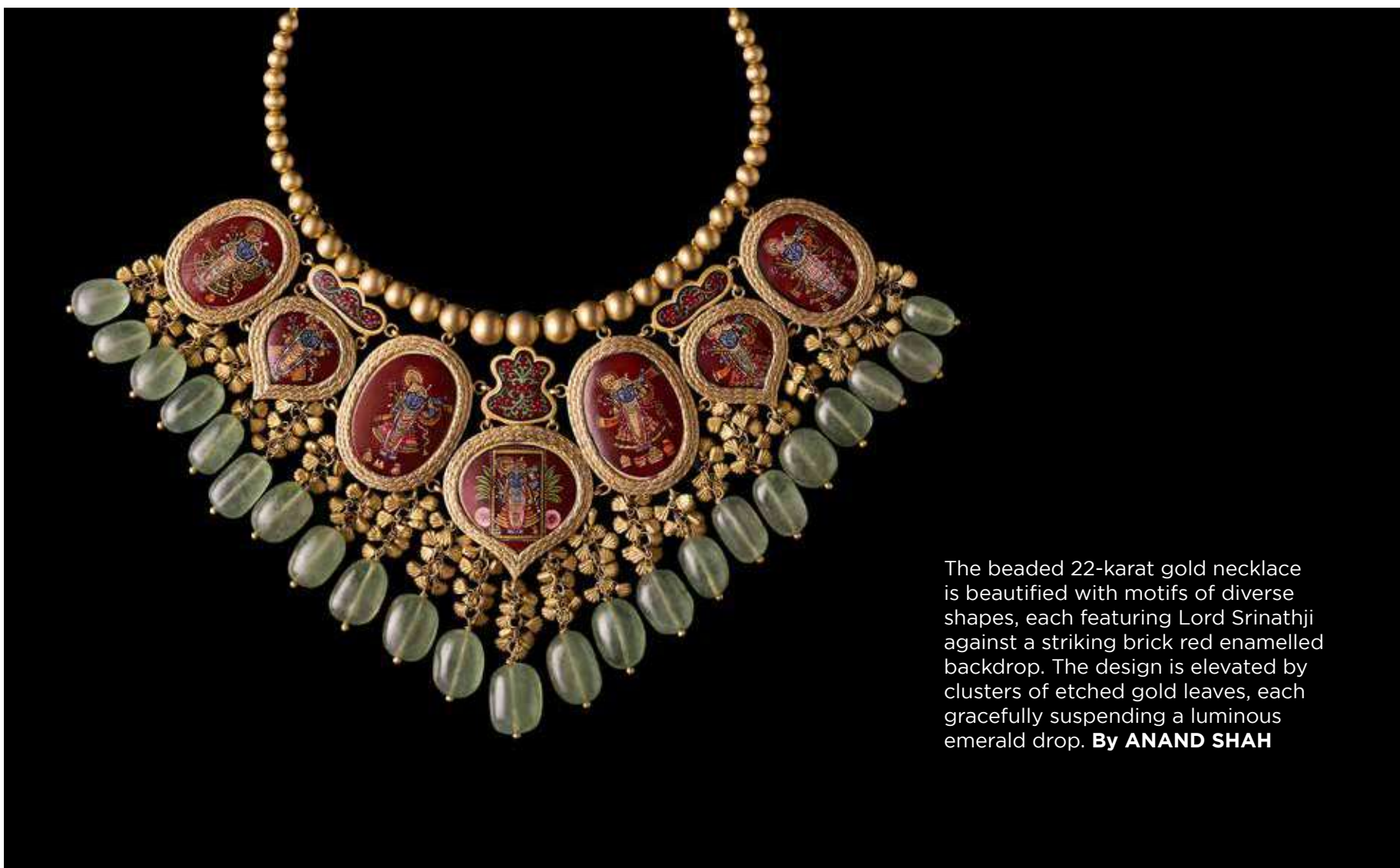
The launch at IIJS Tritiya promises to captivate with its blend of innovation, rarity, and timeless elegance, reinforcing Darshit Hirani's reputation as a trailblazer in the world of fancy colour diamonds.



IIJS TRENDS

Bridal Grandeur

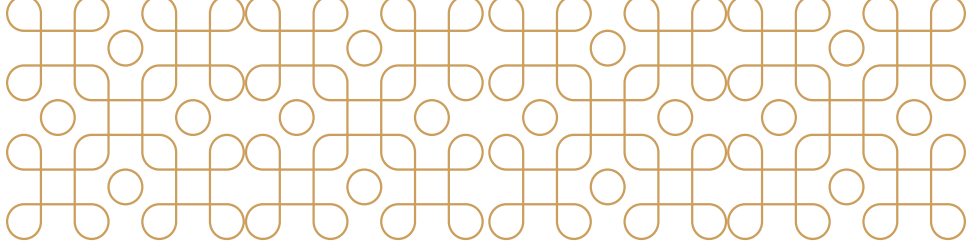
Necklaces and chokers are essential accessories for any bride-to-be. At IIJS Tritiya, exhibitors unveiled stunning creations crafted in gold, diamonds, and coloured gemstones. Drawing inspiration from the Victorian and Art Deco eras, as well as ancient Indian artistry, such as temple jewellery or jadau, the necklines showcase arresting designs. The resurgence of classic elegance is unmistakable.



The beaded 22-karat gold necklace is beautified with motifs of diverse shapes, each featuring Lord Srinathji against a striking brick red enamelled backdrop. The design is elevated by clusters of etched gold leaves, each gracefully suspending a luminous emerald drop. **By ANAND SHAH**



The gold necklace features a dense vine of carved ruby leaves, tanzanite buds and pearls topped with carved emerald leaves. **By GOLD STRINGS JEWELLERY PVT. LTD.**



IIJS TRENDS

The gold pendant necklace is adorned with a harmonious blend of pink sapphires, rubies, diamonds, polkis, and freshwater pearls. Its standout feature is the intricately crafted tiny elephants, elegantly studded with diamonds, adding a touch of charm and sophistication. **By HOUSE OF SPARSH**

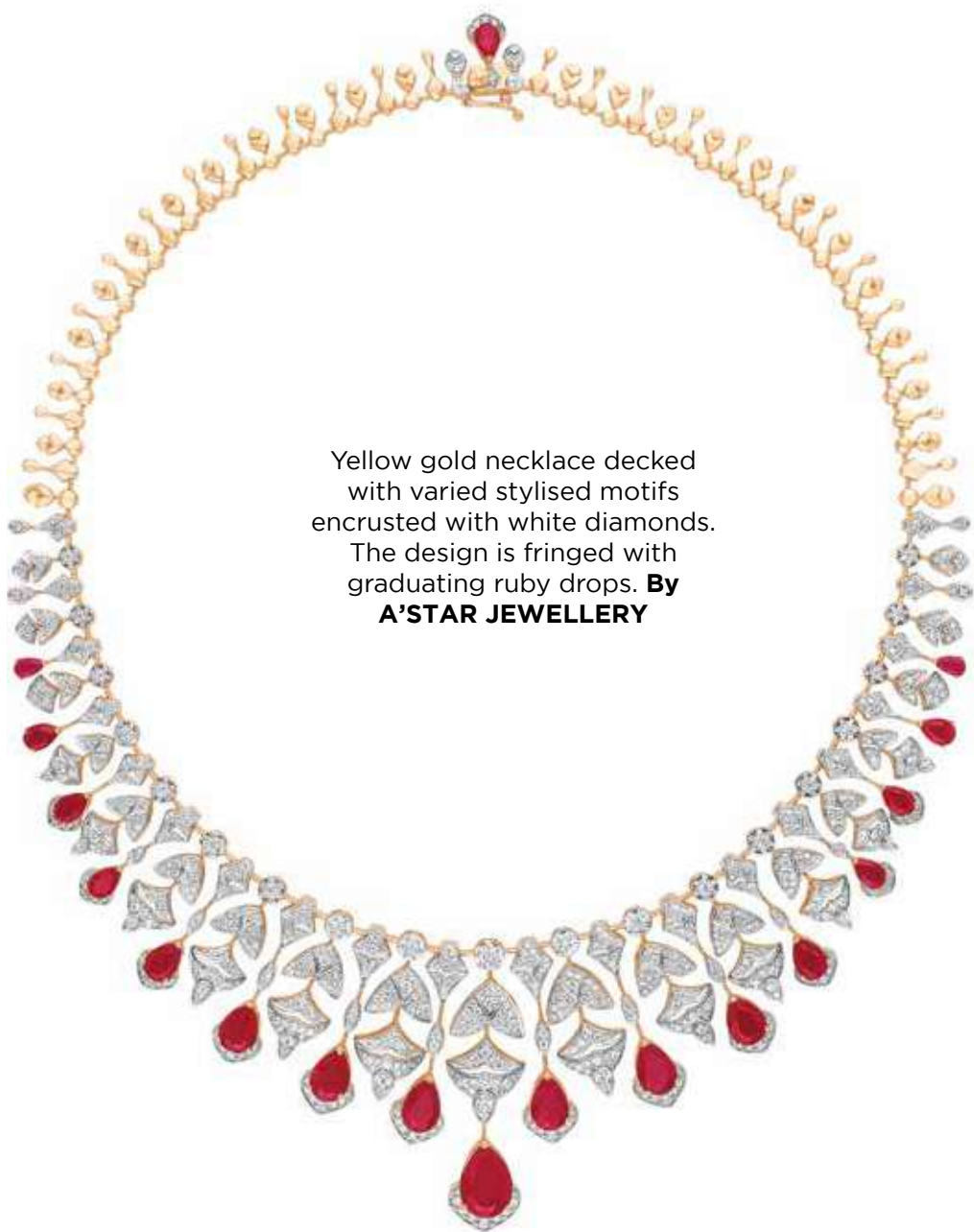


Giving a nod to the Victorian era, this white gold necklace adorned with diamonds, rose-cuts and drop-shaped and oval tanzanites culminates into a stunning pendant featuring an oval tanzanite with a surround of emeralds. The pendant is further embellished for five tanzanite drops. **By ANAND RANAWAT**

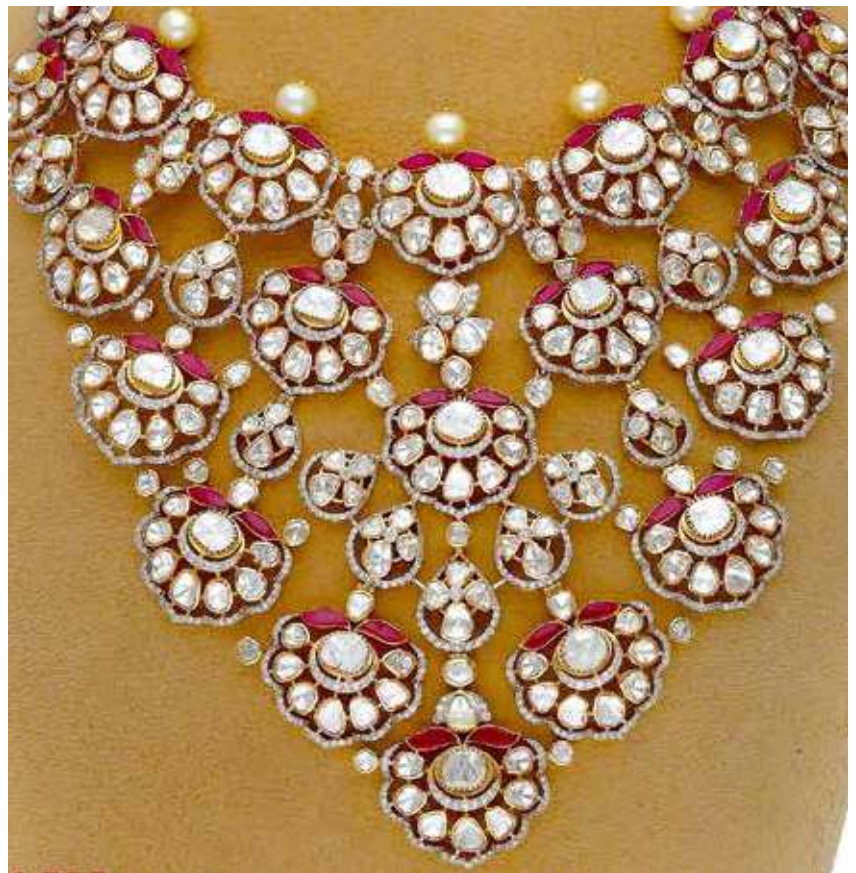


The gold choker bears a medley of varied florets decorated with uncut diamonds of assorted shapes and sizes. Adding colour to the necklace are custom-cut emerald beads. **By RANIWALA JEWELLERS**

IIJS TRENDS



Yellow gold necklace decked with varied stylised motifs encrusted with white diamonds. The design is fringed with graduating ruby drops. **By A'STAR JEWELLERY**



The stunning bridal bib necklace features a delicate lacework of kundan-set polkis, arranged into floral motifs and elegantly accented with ruby leaves. **By VALENTINE JADAU**



This pair of layered bridal necklaces in 22-karat gold celebrate the craftsmanship of India. The stylised temple jewellery pieces are carved minutely to feature idols framed by floral carvings. Adorned with pearls, rubies, and emeralds, these designs exude timeless elegance and cultural heritage. **By VARDHAMAN GOLD**



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VIEWPOINT - MANUFACTURING

Gold Strings: Heritage Strung In Every Bead

Kamal Shah, Founder of Gold Strings Jewellery Pvt. Ltd., highlights the company's USP—expertly crafted beaded necklaces in single and multi-row designs, versatile enough for daily wear and grand celebrations, from weddings to cocktail soirées. To enhance its artisanal expertise, the company plans to expand its team with skilled bead stringers and master craftsmen specialising in hand-carved details.



Tell us more about your company.

With a legacy spanning over three decades, we, at Gold Strings, have spent over 20 years perfecting the art of transforming nature's exquisite treasures—gold and gemstones—into magnificent jewellery that bridges heritage with contemporary elegance. Our design philosophy is centered on the belief that gold is not merely a precious metal; it is a canvas upon which we weave tradition, culture, and innovation.

Every piece produced in our company is a work of art. We take pride in preserving age-old craftsmanship, blending intricate gold filigree, natural gemstones, and avant-garde aesthetics to create jewellery that's timeless. Each collection



is exclusive and is a testimony to our authenticity and perfection.

Your company tagline is 'Gold is just a metal until it is strung into beautiful ornaments' ... Why did your company choose

to focus on malas (single-line necklaces) and multi-row necklaces?

A mala is more than an ornament—it is one of the first things that capture attention, second only to the wearer's face. Its design, elegance, and composition reflect the character of the person wearing it.

Malas and multi-row necklaces are cherished across generations as symbols of grace, tradition, and power.

Our journey into this niche was driven by a deep admiration for the art of hand-stringing. Each bead, gemstone, and gold element are carefully chosen, hand-strung, and meticulously placed, ensuring that every piece highlights craftsmanship and precision.

Your antique collection of malas and exclusive Victorian collection in 18-karat gold reflect deep artistry. What inspires these collections, and how do they cater to contemporary tastes?

Our Antique collection draws inspiration from royal heirlooms, sacred artistry, and intricate detailing of bygone eras, ensuring that each piece is grand. While rooted in tradition, these malas are crafted to pair with modern ensembles, making them perfect for both special occasions and daily wear. Our Victorian collection in



VIEWPOINT - MANUFACTURING



18-karat gold feature sacred motifs, idols, and delicate filigree work, evoking elegance and spirituality. By combining traditional elements with modern aesthetics, our collections appeal to those who seek luxurious yet meaningful jewellery.

Black Diamond strings are a rarity. How has the demand evolved in India and international markets?

Black diamonds have become increasingly popular among the modern generation, who seek jewellery that is unconventional and sophisticated.

The deep, mystical charm of black diamonds sets them apart from white diamonds, making them a preferred choice for those looking to make a

distinctive statement. Over the years, their demand has grown significantly, especially among collectors, modern brides, and young trendsetters who appreciate bold yet elegant designs.

At Gold Strings, we embrace this growing trend by creatively pairing black diamonds with a variety of coloured gemstones, enhancing their striking contrast and visual appeal. Whether combined with radiant rubies, vibrant emeralds, deep blue sapphires, or lustrous pearls, black diamonds add a sophistication to every piece.

Trust and transparency are central to your brand's philosophy. Can you elaborate on how your commitment to accurate weight details and 100% bead weight assurance sets you apart?

Every ornament is an investment and a legacy, which is why we ensure 100% accuracy in weight assurance. We account for the complete weight with precision, leaving no room for discrepancies. We believe "luxury is built on integrity and transparency".

Our transparent manufacturing process reflects our commitment to high ethics and quality. From selecting trustworthy vendors and skilled karigars to ensuring rigorous quality control, we uphold the highest standards. Every piece undergoes thorough checks, guaranteeing clients receive authentic, high-quality jewellery with accurate weights.

What are the most common gemstones used in your collections?

Our collections feature corals, emeralds, pearls, tanzanites, sapphires, tourmalines, rubies, spinels, black diamonds and Navratna gemstones which are valued for their spiritual significance.

How many artisans work for your company? How big is your team of karigars who string malas?

We currently have a highly skilled team of 35-40 master karigars, each bringing years of expertise and craftsmanship to every piece they create. Their artistry ensures that every design reflects the excellence

and legacy that define Gold Strings.

As we continue to grow, we are actively expanding our team by adding 10-15 more artisans, further strengthening our commitment to exceptional craftsmanship.

With a dedicated Bride and Groom wedding jewellery collection, how do you cater to modern preferences of today's couples?

Our Bride & Groom collection is designed for couples who honour tradition while embracing their personal style. We offer a selection of varied gemstone combinations, intricate gold detailing, and stringing techniques, ensuring that every ornament matches their wedding themes.

Understanding modern preferences, we craft lightweight yet grand designs, ensuring comfort without compromising on opulence. Our jewellery versatile, allowing it to be worn beyond the wedding day—for other celebrations or festive occasions.

At IIJS Tritiya, how are you positioning your collections to appeal to new buyers this year?

This year at IIJS Tritiya, our primary focus will be on stringing artistry, showcasing practical, lightweight jewellery that offers both versatility and elegance. We aim to cater to potential regular clientele, including those looking to build a niche or boutique around our exclusive designs.

WHAT'S NEW

Gem Glamour

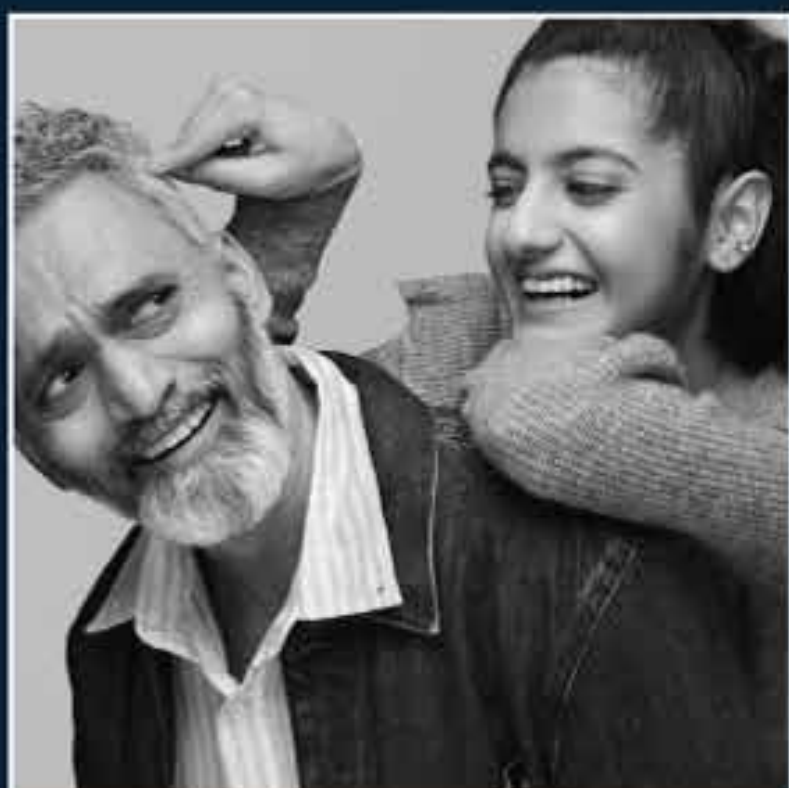
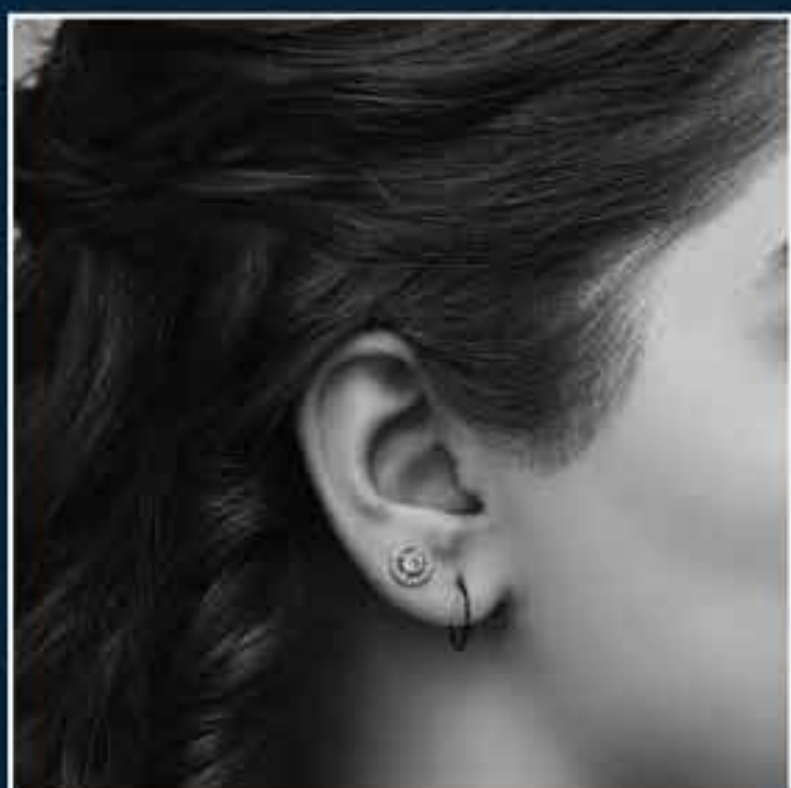
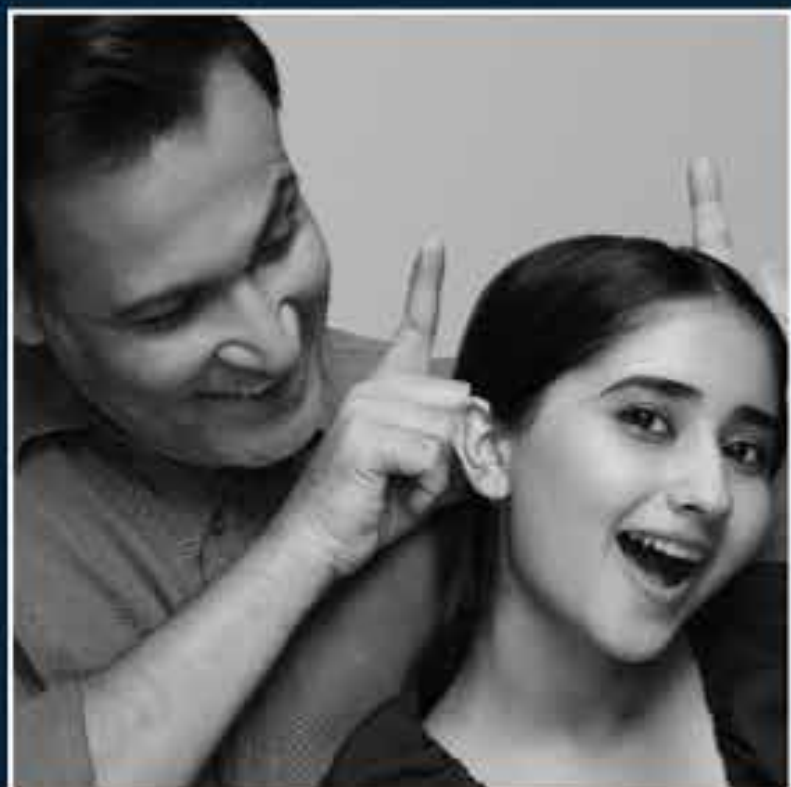
Anand Ranawat, known for his unique high-end pieces, presents a collection of diamond- and gem-studded jewels that are absolute conversation starters. Here is a selection of some of his rings and slim bracelets that take design cues from nature and structured and symmetrical motifs. The result is breathtaking – the pieces rendered in white gold are embellished with diamonds and rose cuts in varied shapes that offer an interesting play of light when paired with natural sparklers. Adding a surge of colours are emeralds and rubies, to add a touch of sophistication.



Dazzling Designs

A'Star Jewellery presents a high-end collection of full necklace sets that are encrusted with diamonds, and accented with top-quality rubies, tanzanites, and emeralds. The highlight of the collection is the lace-like patterns that are delicate and versatile, infusing geometric charm into each design. The one-off jewels consist of structured link pendant necklaces accented with diamonds, slim bracelets inspired by blooms, latticed chokers, and more.





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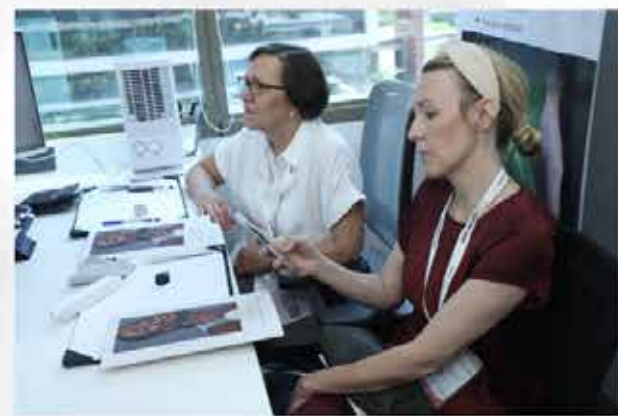


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WHAT'S NEW

Timeless Heritage

The latest jadau collection by **Raniwala 1881** is a beautiful amalgamation of emeralds and flat, irregular polkis. Well-defined chokers, ornate long multi-row pendant necklaces, sculptural kadas with flora and fauna-inspired finials cater to the modern bride who values tradition yet favours clean, structured designs without frills. These opulent jewels go beyond the bridal trousseau, making a statement on various occasions.



Bridal Majesty

Lacy bib necklaces, statement kadas, and alluring brooches—this is the essence of **Valentine Jadau**. Each piece is adorned with uncut diamonds in irregular shapes and sizes, accentuated by the rich hues of emeralds, rubies, and sparkling white round diamonds. The collection exudes an unmistakable royal elegance, perfect for brides who want to feel like a modern princess. Crafted with exquisite artistry, these jewels are designed to make every moment unforgettable.



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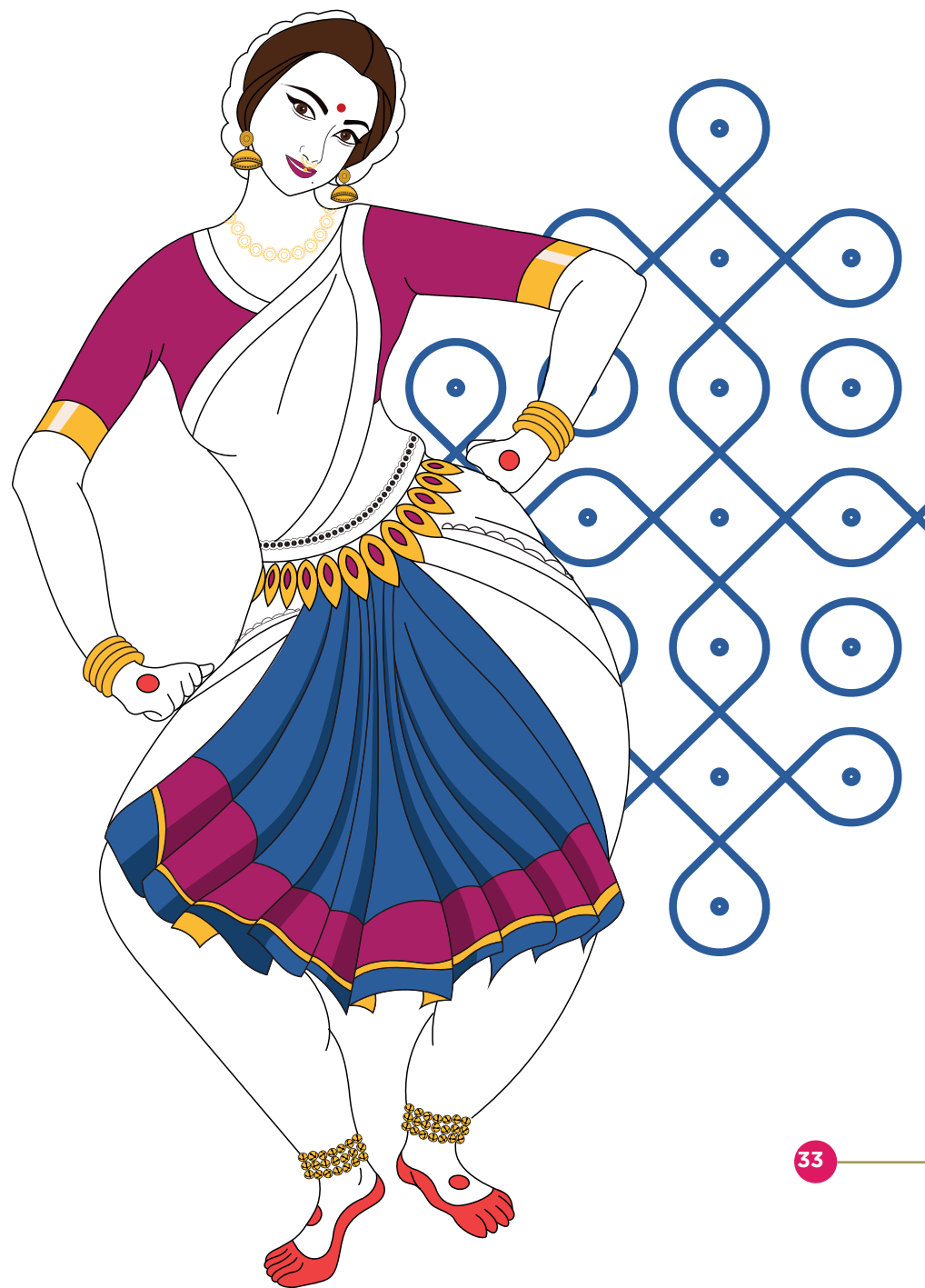
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