

COVER STORY

Karnataka Minister Proposes Land for Jewellery Park Near Intl. Airport at IIJS Tritiya

Shri M.B. Patil, Hon'ble Karnataka Minister inaugurated the 3rd edition of IIJS Tritiya

he Gem & Jewellery Export Promotion Council (GJEPC) marked a glittering milestone with the grand inauguration of the India International Jewellery Show (IIJS) Tritiya 2025, alongside the concurrent IGJME (India Gem & Jewellery Machinery Expo) Tritiya, at BIEC in Bengaluru.

Day one buzzed with excitement as attendees explored the sprawling exhibition, which features



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an impressive array of jewellery designs, from intricate traditional pieces to contemporary creations, alongside cutting-edge machinery showcased at IGJME Tritiya.

Being held from March 21st to 24th, this event, dubbed the third-largest and most comprehensive B2B jewellery show in India, brought together industry leaders, innovators, and enthusiasts in a celebration of craftsmanship, technology, and business synergy.

Shri M.B. Patil, Hon'ble
Minister of Large & Medium
Industries and Infrastructure
Development, Government of
Karnataka, graced the event as
the Chief Guest. The Guests of
Honour were Shri A.B.S. Sanjjay,
Managing Director, AVR Swarna
Mahal Jewelry Ltd., and Shri
B.A. Ramesh, Joint Managing
Director, Thangamayil Jewellery
Limited.

Shri M.B. Patil said, "Karnataka is proud to host IIJS Tritiya 2025, showcasing India's exceptional craftsmanship and creativity in the gem and jewellery sector. We remain committed to creating a

supportive ecosystem and I invite the industry to explore the opportunities Karnataka offers. I'm pleased to propose allocating land near Bengaluru's international airport for a dedicated mega Jewellery Park. This strategic location, combined with Karnataka's progressive policies and world-class infrastructure, aims to create a vibrant hub for the gem and jewellery industry."

In his welcome address, Shri Kirit Bhansali, Chairman, GJEPC, said, "IIJS Tritiya's rapid growth reflects the industry's drive and the strong demand for innovative, high-quality jewellery. Despite global challenges like geopolitical uncertainties and tariff issues, India's gem and jewellery sector has shown remarkable resilience. With expanding FTAs and proactive government support, we're confident of reaching our ambitious export target of \$70 billion by 2030. As Indian retailers go global, they carry forward our rich craftsmanship, solidifying India's position in the global jewellery trade. Let's make the most of this moment and work towards a Viksit Bharat."

Shri A.B.S. Sanjjay, MD, AVR Swarna Mahal Jewelry Ltd., noted, "IIJS has always been a significant platform for collaboration, innovation, and showcasing the craftsmanship of our artisans. With each edition, it grows stronger, attracting more participants and inspiring the next generation of jewellery entrepreneurs. I believe this year's event will be a resounding success, opening up new opportunities and sparking fresh innovation."

Shri B.A. Ramesh, Joint MD, Thangamayil Jewellery Ltd., said, "I have been attending the IIJS exhibition for the past 30-40 years, though it's only been in Bengaluru for three years. I'm here primarily for purchasing gold, diamond, silver jewellery,







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etc., and I'm thrilled to see the growth and opportunities it brings."

Shri Nirav Bhansali, Convener - National Exhibitions, GJEPC, who played a key role in orchestrating the event, remarked, "It is truly a moment of pride to witness how IIJS Tritiya has grown over the past three years, thanks to the trust and support of our exhibitors

and buyers. This year's phenomenal response reflects the industry's confidence in this growing platform. Looking ahead, we aim to make IIJS Tritiya even bigger and better, strengthening its role as a premier export-focused platform connecting Indian jewellers with the world, driving innovation, and unlocking new opportunities."

GJEPC also felicitated Dr.
Chetan Kumar Mehta, President,
Jewellers' Association
Bengaluru (JAB) and Shri
Shrikant Kari, President, The
Karnataka State Jewellers
Federation, in recognition of
their support for IIJS Tritiya
since its inception.

Speaking at the opening ceremony, Dr. Chetan Mehta, President, JAB, stated, "All Karnataka-based associations are proud to support this growing show IIJS Tritiya.

Despite rising gold prices, I urge everyone to keep buying — prices will likely rise further.

With the new financial year and lakhs of weddings approaching, there will be strong demand for gold, silver, and diamond jewellery. GJEPC's efforts to uplift our industry are commendable, and we stand with them in making our sector bigger and better."

IIJS Tritiya 2025 is expected to attract 15,000 trade visitors, including retailers, wholesalers, and international buyers. Over the four days, the event will facilitate countless business deals, networking opportunities, and knowledgesharing sessions, solidifying its reputation as a must-attend event in the global jewellery calendar.

As day one drew to a close, the industry looked forward to three more days of innovation and collaboration, with IIJS Tritiya 2025 setting a new benchmark for excellence in India's gem and jewellery sector.













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VIEWPOINT MANUFACTURING

Mohar Fine Jewels: Where Heritage Meets Haute Couture

Nakul Jain, Partner, Mohar Fine Jewels, unveils the essence of a brand born from a passion for exceptional gemstones and timeless craftsmanship. Established in 2012 and rebranded in 2020, Mohar Fine Jewels blends India's rich heritage with modern elegance. With a legacy rooted in three generations through parent company RP International, the brand crafts unique pieces that resonate emotionally and visually, spotlighting precious stones like Zambian emeralds and rubies in a celebration of art and culture.

Genesis of the company

Our company, Mohar Fine Jewels, was established with a passion for creating one-of-a-kind pieces that highlight the beauty of precious gemstones. Our design philosophy is deeply rooted in the rich cultural heritage of India, while also embracing modern sensibilities and trends. The company was incorporated in 2012 and was rebranded as Mohar Fine Jewels in 2020. Our parent company RP International goes back three generations.

Design Inspiration and Collections

Our exclusive collection featuring Zambian emeralds, rubies, and tanzanite, complemented by diamonds are designed to achieve a perfect balance between contemporary style and classic elegance. We draw inspiration from architecture and art, things around us that inspire and align with our aesthetic sensibilities, which enables us to craft pieces that are both visually stunning and emotionally resonant.

Market Demand

The market demand for high-quality gemstones, particularly emeralds and rubies, continues to be strong. Consumers are increasingly seeking unique and responsibly sourced gemstones that not only make a statement but also tell a story. In terms of price, the demand for high-end luxury pieces remains robust, while there is also a growing interest in more affordable, fashion-forward jewellery.

Collaboration with Gemfields

We recently collaborated with Gemfields, to create a limited-



edition collection featuring their exquisite Zambian emeralds. Working with Gemfields was an incredible experience, as their commitment to responsible mining practices and transparency aligns with our values. From a design perspective, it was thrilling to work with such exceptional gemstones and to push the boundaries of creativity.

Design Head and Team

My wife, Priyanka, is the design



Mohar Fine Jewels

head of our company. She is a third-generation jeweller who has honed her craft through extensive training and experience.

Priyanka's designs are inspired by her love of rare gemstones and diversified cultures.

Priyanka's design philosophy revolves around crafting elegant, and wearable ornaments that offer our discerning clients a curated collection. She and her team of three designers carefully craft each piece keeping in mind the design sensibilities and ensuring optimum usage of the gemstones and diamonds. In all our pieces the hero is always the gemstone.

Our goal is to build a treasured collection that not only exudes style but also provides value for money. Our talented design team, who share Priyanka's passion for creating one-of-a-kind masterpieces, support her



Mohar Fine Jewels

vision.

Artisans and Manufacturing Process

We have a team of skilled artisans who are dedicated to crafting each piece by hand. While we do employ innovative technology to enhance our manufacturing process, we remain committed to the art of handmade jewellery. We believe that the human touch is essential to creating pieces that are truly special.

Domestic and Export Regions

Our strong domestic regions include Mumbai, Hyderabad, Bengaluru, Chennai, and Pune. In international markets Dubai has been a promising market for us.

Retail Trends

In terms of retail trends, we are seeing a growing demand for online shopping and personalised jewellery. Consumers are increasingly seeking unique, exclusive pieces that reflect their individuality. They also prefer retailers who follow sustainable practices.

Participation in IIJS Tritiya

At IIJS Tritiya, we are positioning our collections to appeal to new buyers by showcasing our



Mohar Fine Jewels X Gemfields



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most exquisite, one-of-a-kind pieces. We are also highlighting

our commitment to responsible sourcing and sustainability.



Mohar Fine Jewels X Gemfields



Mohar Fine Jewels X Gemfields





Participating in the show has been instrumental in connecting us with buyers.

We're proud to be a part of the jewellery industry, which not just upholds human craftsmanship but also a celebration of beauty, love, and tradition. We look forward to continuing to push the boundaries of creativity and innovation while remaining true to our values of quality, integrity, and sustainability.



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FELICITATION

GJEPC Honours Leading Trade Associations at IIJS Tritiya 2025

GJEPC honoured several prominent retail associations from across India at IIJS Tritiya 2025 on day one. From Coimbatore to Chennai, Hyderabad to Ahmedabad, these associations, representing diverse cities and states, were felicitated for their outstanding contributions to the trade.



Sr. No.	Name of the Association	City	State
1	Coimbatore Jewellers Association & Tamil Nadu Jewellers Federation	Coimbatore	Tamil Nadu
2	Tumkur Jewellers Association	Tumkur	Karnataka
3	Coimbatore Jewellers Manufacturer Association	Coimbatore	Tamil Nadu
4	Thanjavur Nagai Kadai Sangam	Thanjavur	Tamil Nadu
5	НЈМА	Hyderabad	Telangana
6	The Proddatur Shroff Merchants Association	Proddatur	Andhra Pradesh
7	Jewellers & Diamond Traders Association Madras	Chennai	Tamil Nadu
8	Kollegel Jewellers Associations	Kollegel	Karnataka
9	Karnataka Jewellers Federation	Hubli	Karnataka
10	The Nellore Arya Bullion Merchants Associations	Nellore	Andhra Pradesh
11	Jewellers Association Ahmedabad (JAA)	Ahmedabad	Gujarat
12	Shroff Varthakara Sangha	Mysuru	Karnataka
13	Jewellers Association of Bengaluru	Bengaluru	Karnataka
14	Udupi Jewellers Association	Udupi	Karnataka

TRITIYA Benga

BIEC, Bengaluru



SPOTLIGHT

BA Ramesh, Joint MD, Thangamayil Jewellery Ltd.



BA Ramesh, Joint Managing Director, Thangamayil Jewellery Limited, and a Guest of Honour at IIJS Tritiya show, attributes his company's growth to IIJS shows.

"I have been visiting IIJS since its inception since 40 years, and I believe it is a great sourcing hub for all kinds of jewellery.

Thangamayil Jewellery Limited is based in Tamil Nadu, and operates 60 showrooms, with two new showrooms set to open in Chennai.

"I have come to IIJS Tritiya to place heavy orders across all categories of gold jewellery, diamond jewellery, silver jewellery and accessories. Despite skyrocketing gold prices, we continue to see strong demand for gold jewellery even in Tier-III and Tier-III towns. As for natural diamond jewellery, our sales have improved by more than 70% over the last few years.

"We anticipate a strong buying season for the upcoming Akshaya Tritiya and wedding season. My 40-member strong team is already at the show for sourcing quality inventory.

Krishna Behari Goyal, Co-Convener of National Exhibitions, GJEPC



Goyal emphasized the growing importance of silver in the global market, calling it the "new gold." He highlighted how silver presents immense investment opportunities despite economic challenges such as rising gas prices and lower disposable income. According to him, silver will play a crucial role in supporting the country's economy in ways that are yet to be fully realised.

At IIJS Tritiya, he pointed out that "India ranks among the top five silver-importing

countries, yet the sector has been overlooked as low-value. There's a need to support silver manufacturers by helping them tap into international markets, particularly where countries like Thailand dominate. Additionally, there's the possibility of silver hallmarking - while it boosts consumer confidence, India's current infrastructure may not yet support it for the domestic market. However, exporters already maintain high-quality standards to meet global hallmarking requirements."

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IN FOCUS - SILVER

Crafting Silver, Empowering Lives: The Sangeeta Boochra Way

Sangeeta Boochra, a renowned jewellery designer, joined her father-in-law's business and founded her eponymous label in 1994. A strong advocate for preserving arts and crafts of traditional jewellery, she leads a team of 2,000 skilled artisans, handpicked to create distinctive silver jewellery collections.



Sangeeta Boochra's silver jewellery brand is driven by a mission to skill, upskill, and empower artisans, enriching their lives. Rooted in a legacy dating back to 1897, the parent company was founded by Seth Kistoor Chand Boochra as a bullion trading firm in Jaipur. In 1960, his son, Seth Lalit Kumar Boochra, expanded into jewellery making. Sangeeta, his daughter-in-law, later joined the business, spearheading a large-scale community development program to support and sustain artisans.

Managing a team of 2,000 artisans while ensuring they continuously upskill to keep pace with evolving trends is no small feat. Could you share insights into this journey?

I make it a point to constantly interact with traditional jewellery artisans, giving them the right direction, to help create designs that blend traditional and modern sensibilities to make it more versatile.

My aim is to showcase the brilliance of Indian jewellery to the world through my creative vision.

To handpick craftsmen, I have travelled extensively into the interiors of India, worked along with them, understood their ancient craftsmanship, and, in turn, with the help of master craftsmen around Jaipur to put it into practice.

Are they all concentrated in Jaipur, or spread out across India?

We work with artisans from states like Gujarat, Madhya Pradesh, Assam, Tamil Nadu, Rajasthan, Uttar Pradesh, Jammu & Kashmir, and Odisha, among others. Each region contributes its distinct techniques, patterns, and traditions





that have been perfected over generations. Whether it's the intricate metalwork from Gujarat, the vibrant motifs from Madhya Pradesh, or the delicate filigree from Odisha, every artisan adds their own touch to the process.

Once these diverse elements are crafted, the pieces are brought together and unified in our Jaipur factory, where the final designs are carefully completed. This fusion of regional artistry results in unique jewellery pieces that reflect India's rich cultural heritage, making every creation from Sangeeta Boochra a

one-of-a-kind piece.

Is all your jewellery made by hand?

Every piece of jewellery made by us is a labour of love, handcrafted by master artisans who possess generations of expertise. Our artisans work from the heart of India's villages, as well as from their homes in Jaipur, where we have our factory. Each creation is an embodiment of their skill, passion, and cultural heritage, bringing together the finest craftsmanship from both rural and urban India.

Whether they are working in the peaceful interiors of a village or the bustling streets of Jaipur, our artisans pour their dedication into each design, making every piece totally unique.

What crafts do you generally use?

We celebrate the rich diversity of Indian craftsmanship, and our jewellery is a beautiful fusion of various artistic traditions that have been perfected over centuries.

One such form is engraving detailed patterns or motifs directly onto the surface of the jewellery. It requires great precision and skill, with artisans using fine tools to create texture, depth, and unique designs that tell a story.

Another important technique we use is filigree, a delicate form of art using fine threads of gold or silver. This ancient technique requires remarkable patience and attention to detail, as the artisans carefully weave, twist, and solder the metal to create beautiful, airy designs that feel both lightweight and luxurious. The filigree work in our jewellery adds a timeless elegance to each piece.

Tell us more about your Community Development Programme.

In 1998, I along with my father-in-law Seth Lalit Kumar Boochra jointly launched the Community Development Programme to empower unskilled rural artisans through skill training and fair employment. This initiative provides doorstep training, ensures fair wages, and upholds ethical practices like no child labour or exploitation. Beyond livelihood, it supports artisans with healthcare, education, sanitation, and even financial aid for a daughter's marriage per artisan's family.

The program connects artisans to global markets, enabling them to showcase their work internationally. By employing craftsmen from India's remotest regions, the model eliminates commuting challenges by delivering raw materials to artisans' homes and collecting finished pieces for quality checks and further processing.

This grassroots network spans 400 villages and supports 25,000 artisans, promoting financial independence, especially for women who traditionally lack work opportunities. Artisans set their









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- Gold jewellery in 18-kt, 21-kt & 22-kt
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- Lab Grown Diamond Jewellery
- Loose Diamonds
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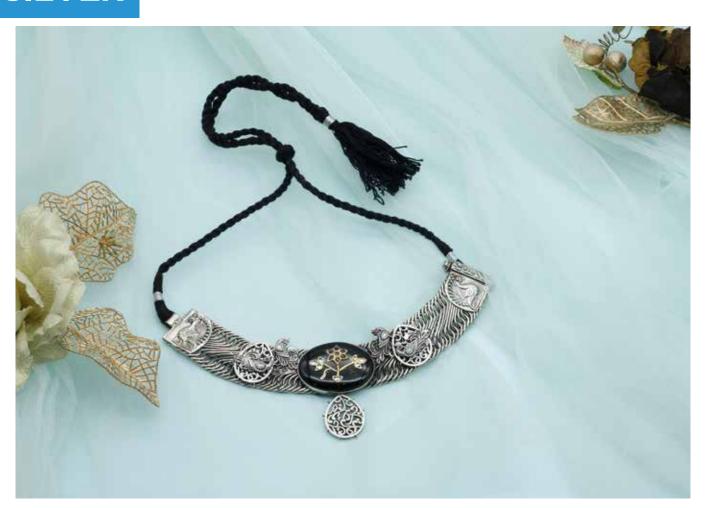
own schedules, ensuring worklife balance while maximising productivity.

How important is sustainability for your enterprise?

Sustainability is deeply woven into the fabric of our brand philosophy. We believe that beauty should not come at the cost of the environment or future generations.

We source our materials responsibly, ensuring that our metals and gemstones are ethically mined and obtained from trusted suppliers who adhere to fair practices. We also focus on using recycled metals, reducing the need for new mining, and minimising environmental impact.

Our jewellery is handcrafted by master artisans, and we help preserve traditional craftsmanship while providing fair wages and supporting local communities. Many of our artisans come from rural areas, where we create sustainable livelihoods that











empower them to continue their craft in their own homes or within their local surroundings.

We're committed to both the art of jewellery-making and preserving the world we live in.

Is silver jewellery making attracting newer generation or is it still run by old guard?

We've seen a remarkable shift in the silver jewellery landscape. While traditional artisanship remains at the core of what we do, we're witnessing a growing interest from the newer generation in silver jewellery.

The younger demographic values craftsmanship, and they're more inclined to embrace silver jewellery that blends traditional techniques with contemporary designs. This fusion of old and new has given silver jewellery a fresh, vibrant appeal, and it's exciting to see how the younger generation is shaping the future of this craft.

At the same time, the mastery and expertise of the older generation of artisans continue to play a crucial role in preserving the traditions and techniques that have been passed down through centuries. So, while silver jewellery is attracting a new wave of admirers, it's the combination of experience and innovation that keeps it thriving.







Every Jewellery Retailer Should Remember The Three Cs: Sandeep Kohli, CEO, Indriya

Every jewellery retailer should remember the Three Cs --- Customer, Cost Consciousness and Care --- while engaging in their business. These were some of the pearls of wisdom shared by Sandeep Kohli, CEO, Indriya Aditya Birla Jewellery during a free-wheeling conversation with Nirav Bhansali, Convener - National Exhibitions, GJEPC during the IIJS Tritiya being held at BIEC Bengaluru.

Kohli spoke about how being immersed in work is the best way to excel. He said that he learnt to cook during his Hindustan Unilever days and makes very good parathas today. He approached jewellery with the same mindset and constantly reading and engaging with established jewellers.

When I tell my friends and associates that I have switched



to jewellery, I can see their eyes lighting up. The best part of being in the jewellery business is to get a first-hand experience of the love that people have for jewellery. People have a passion for jewellery,

which is an interesting combination of fashion and investment.

Sometimes I wonder with amazement as to how the Indian jewellery trade has unravelled the jigsaw puzzle of the three Ts ---

Trends, Tech and Trust while doing their business, said Kohli. India's global leadership comes from the way they deployed tech including Al.

When asked about his advice to youngsters, Kohli said "Work outside India to get a holistic perspective of personal and professional life. Fall in love with whatever you are doing."

GJEPC has brought scale and process build trust in an industry that has easily mistrusted, he said. He said that IIJS shows are world-class.

Kohli mentioned that he admires Kumar Mangalam Birla. When asked about 'Gold' he said 'Dil abhi bhara nahi' and when asked about 'Diamond' he said that he associated diamonds with sparkle.

IIJS TRITIYA 2025 - Innov8 Talks							
Sr. NO	Date	Time	Day	Speaker	Topic		
1	22-Mar-25	12:00 - 13:00	Saturday	Mr. Arjun Pansari, Sr. Manager - Instruction, Education, GIA India	Unlocking Retail Potential: Skills & Practices by GIA		
2	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		
3	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		
4	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		
5	23-Mar-25	14:00 - 15.00	Sunday	Mrugesh SONI, CEO - Loopclosers	The AI Goldmine: Scaling Jewellery Business with Technology.		
6	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

Style Your Ears

This IIJS Tritiya, statement earrings take centre stage as exhibitors showcase unconventional designs set with custom-cut diamonds and gemstones, creating striking pieces that elevate any look. Whether it's geometric chandeliers or nature-inspired forms, these earrings add a touch of refinement, making them the perfect choice to upgrade your style with a distinctive edge.



A magnificent pair of white gold earrings, set with tapering patterns of white diamonds, encasing large fancy-colour yellow diamonds. **BY HIRANI (P HIRANI EXPORTS LLP)**



Nature-inspired butterfly earrings articulated with carved blue agate and embellished with bezel-set diamonds and dense scattering of blue topaz. The gracefully curved, diamond-studded antennae culminate in drop-shaped aquamarines. By JAIPUR JEWELS BY VAIBHAV DHADDA



Stylised white gold pendant earrings inspired by peacock feathers, adorned with icy white diamonds and rose-cut accents. Each earring features an oval emerald at its centre. **BY ANAND RANAWAT (SANGHVI DHANRUPJI DEVJI & CO.)**



These white gold hoops, topped with diamond frames featuring marquise-cut emeralds, are adorned with diamond-accented birds highlighted with black enamel. **By SAWANSUKHA JEWELLERS**



The gold girandole earrings feature crossover motifs set with rare fancy yellow drop diamonds, surrounded by diamond spokes. The earrings further extend into triple bell-shaped drops teeming with diamonds. **By PEACEMOON TRADERS**







IIJS TRENDS



Dressy gold hoops begin with geometric motifs filled with diamonds, featuring two rows set with oval emeralds and tanzanites. **By MOHAR FINE JEWELS**



The rose gold navette earrings are lined with round sparkling diamonds. Adding a modern edge to the pair are the two posts set with baguette diamonds. **By KOSHA FINE JEWELS**



The striking rose gold earrings that take inspiration from floral and fauna feature birds, buds, blooms fashioned with Freshwater pearls, aquamarine, opal and tourmaline beads, morganite, emeralds, blue and pink sapphires. **By HOUSE OF SPARSH**



The crossover ear studs, laced with white round diamonds, gain a vibrant touch with the addition of channel-set custom-cut rubies. **By ADASTRA JEWELRY**

SOUTHERN DELIGHT

Experience Authentic Flavours at Rameshwaram Cafe!



Join us at IIJS Tritiya 2025 for a taste of South India at the iconic Rameshwaram Cafe! Savour traditional delicacies that promise to tantalise your taste buds.

Location: Outside Hall No. 5 Entrance Date: 24th March Time: 11 AM to 5 PM

Don't miss out on this delicious experience! See you there!



IN FOCUS - DIAMONDS



INDRA: A Groundbreaking Initiative for India's Growing Jewellery Sector

AMIT PRATIHARI, Managing Director, De Beers - India, shares how INDRA, the recent collaboration between De Beers and GJEPC, is set to transform the domestic retail landscape by strengthening the natural diamond narrative for end consumers.

India's economy is on an extraordinary growth trajectory. In 2022, the country reached a \$3.1 trillion economy, and today, it is estimated to be close to \$3.5 trillion. Projections indicate that by 2030, India will achieve a remarkable \$7.9 trillion economy.

This economic expansion means a doubling of income within the next five to six years, leading to increased disposable income and higher consumer spending.

A booming economy translates into unprecedented opportunities across sectors, including infrastructure, real estate, and most notably, the jewellery industry.

The organised jewellery retail sector currently comprises just 40% of the market, leaving a vast potential for growth and transformation.

India remains the second-largest jewellery market in the world after China, with a projected domestic jewellery consumption between \$235 billion and \$250 billion by 2035.

A New Era for the Jewellery Industry

India's jewellery sector is undergoing a significant change, with organised retailers expanding aggressively, with plans to open numerous stores in the coming years. The recent entrant is the Aditya Birla Group that plans to invest \$5,000 crore into the industry. This surge in organised retail signals lucrative opportunities for both retailers and manufacturers, and creates a substantial demand for manufacturing infrastructure, calling for a concerted effort to develop a robust backend to support this growth.

Despite its vast size, the Indian jewellery market still has significant untapped potential, particularly in diamond jewellery. Currently, diamond jewellery accounts for less than 10% of the total market, with natural diamonds contributing approximately \$8.5 billion.

The opportunity for growth in this segment is immense, requiring strategic initiatives to enhance its visibility and desirability among consumers.

De Beers' Commitment to





India's jewellery sector is undergoing a significant change, with organised retailers expanding aggressively, with plans to open numerous stores in the coming years.

Category Growth

At De Beers, our focus is on four key pillars to drive the jewellery sector forward:

- Category Marketing: Creating awareness and desirability for natural diamonds among consumers.
- 2.Confidence Building: Through initiatives like the De Beers Institute of Diamonds, verification technology, and ensuring transparency.
- 3.Brand Development:

Strengthening our iconic brands like De Beers London and Forevermark.

4. Retail and Consumer
Engagement: Enhancing
consumer experience through
category marketing and
partnerships with leading retailers
like Tanishg.

Introducing INDRA: A Game

Changing Initiative

INDRA is an ambitious initiative designed to educate, empower, and promote the natural diamond category. It is a collaborative effort between the Gem & Jewellery Export Promotion Council (GJEPC) and De Beers to address the evolving needs of the retail jewellery sector.

The jewellery retail landscape is changing rapidly, and retailers, especially in Tier 2 and Tier 3 cities, face unique challenges. Many jewellers in these regions maintain deep-rooted relationships with customers, akin to family doctors or lawyers. However, the complexities of buying and selling diamond jewellery can be overwhelming. INDRA aims to bridge this knowledge gap by offering retailers:

- Business Intelligence: Insights on future industry trends and how to stay competitive.
- Consumer Education: Helping end customers understand the authenticity and value of natural diamonds.
- Training and Support:
 Empowering retailers with the confidence to market and sell diamonds effectively.
- Technology Integration:
 Providing tools for verification and merchandising intelligence.

INDRA is more than just an initiative; it is a movement to create an ecosystem that ensures sustainable growth for retailers, manufacturers, and the entire jewellery industry. By equipping

retailers with the right knowledge and resources, we are paving the way for a brighter future for the natural diamond sector.

One of our most significant recent collaborations is with Tanishq, where we are working on vertical integration from rough diamonds to polished stones, ensuring traceability and authenticity.

Additionally, in partnership with Tanishq, we launched the "Soulmate Diamond Pair" collection, a luxury jewellery range to promote natural diamonds in India. The collection has couple bands featuring diamonds cut from the same rough stone, symbolising unity and connection.

The Road Ahead

The Indian jewellery industry is at an inflection point. As disposable incomes rise and consumer preferences evolve, the demand for premium, organized, and transparent jewellery shopping experiences will only grow. INDRA represents a proactive step in this direction, ensuring that all stakeholders in the jewellery sector can thrive in this rapidly changing landscape.

With a strong economic foundation and a forward-thinking approach, India is poised to become a global leader in the jewellery industry. The journey ahead is filled with immense possibilities, and through strategic initiatives like Indra, we can shape a future that is both prosperous and sustainable.







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 ZAYNA EXPORTS

- 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
- PRAGYA JEWELS PRIVATE LIMITED
- RAJ JEWELLERS
- RANIWALA JEWELLERS PVT. LTD.
- RVJ JEWELLERS PRIVATE LIMITED
- S K SETH JEWELLERS
- S.K. SETH CO. JEWELLERS
- SAWANSUKHA JEWELLERS PVT.LTD.
- SHIVAM JEWELS AND ARTS LLP
- SHUBH JEWELLERY INDIA LLP
- SIPANI JADAU ANTIQUE PVT. LTD.
- SPLURGE JEWELS LLP
- SRISHTI GOLD PVT. LTD.
- TIBARUMAL RAMNIVAS GEMS JEWELS & PEARLS
- V.K. JEWELLERS
- VALENTINE JADAU
- VIJAYRAJ & SONS
- VIRAASAT JEWELS PVT. LTD.



WHAT'S NEW

Pastel Glam

Glowing with pastel-coloured gemstones, these statement jewels are high on design quotient. **House of Sparsh** unveils a collection that is fit for catwalks. The well-coordinated broad cuffs or curvaceous broad bangles featuring blooms, the standout broad necklaces and chokers, and one-off earrings – the jewels speak to the woman of today.



The fringed choker features a bird motif enhanced with a pear-cut morganite and diamonds. The piece is studded with triangle-cut iolites, rose-cut blue sapphires, tanzanite and freshwater pearls.



The lacy fashionable necklace is adorned with multicoloured tourmalines and freshwater pearls.



The one-off neck piece is embellished with softhued gems such as tanzanite, cabochon rose quartz, freshwater pearls, blue sapphires, aquamarine and morganite.



The broad gold geometric cuff is patterned with Burmese tourmalines and blue sapphires.









Carved Beauties

Jaipur Jewels by Vaibhav Dhadda presents an exquisite range of natural gemstone carvings, cameos, and gem composites at IIJS Tritiya, perfect for jewellery designers or manufacturers to work around them. Expertly carved into intricate designs, the pieces range from floral and fauna motifs to abstract art and portrait carvings, each a testament to masterful craftsmanship. The collection also features ultra-modern, ready-to-wear jewellery, showcasing a stunning array of tourmalines, topaz, citrine, amethyst, turquoise, and agate that are precisely channel-set in ombre shading, a distinctive feature of the brand. The second-generation jewellery house also presents striking perfume bottles made of finely carved gemstones. Explore this

wonderful world of gems and jewels.



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WHAT'S NEW

Geometric Glamour

Jewels By Sephora LLP unveils a stunning collection of gem-encrusted treasures inspired by the opulence of the Art Deco era. Featuring long, structured sautoirs, bold cocktail rings, and eye-catching earrings, each piece is meticulously crafted with custom-cut gemstones, including rose quartz, vibrant emeralds, rich tanzanite, rare spinels, and dazzling diamonds. This collection blends timeless elegance with modern sophistication, celebrating the geometric precision and luxurious spirit of the iconic design movement.





Modern-day Heirlooms

Diamonds are central to the exquisite, high-end collection by **Peacemoon Traders**. Necklace sets, striking statement rings, and elegant earrings are adorned with white and rare fancy colour diamonds, artfully complemented by fine gemstones. These timeless keepsakes are the go-to choice for connoisseurs of jewellery who cherish pieces that blend unparalleled craftsmanship with enduring beauty, destined to be treasured for generations.





GJEPC

WHAT'S NEW

Ornate Splendour

SK Seth Co. presents an exquisite bridal collection in 22-karat gold, crafted using traditional techniques like filigree, chitrai (repoussé), and granulation. Some necklace sets capture the elegance of nature with floral and fauna motifs, while others beautifully depict the Dashavataras of Lord Krishna. Adorned with gemstones, diamonds, polkis, and pearls, this collection embodies timeless luxury and divine artistry.













Lightweight Luxury

The SiC Collection by **Sundaram Chains** is a perfect blend of daintiness and modern elegance, designed for everyday wear. This exquisite collection features moissanite (silicon carbide) stones delicately set in bangles and chains, offering a radiant yet understated charm. Crafted to be super lightweight, these pieces ensure effortless wearability while adding a touch of sophistication. Ideal for women of all ages, the SiC Collection represents timeless beauty with a contemporary twist.

























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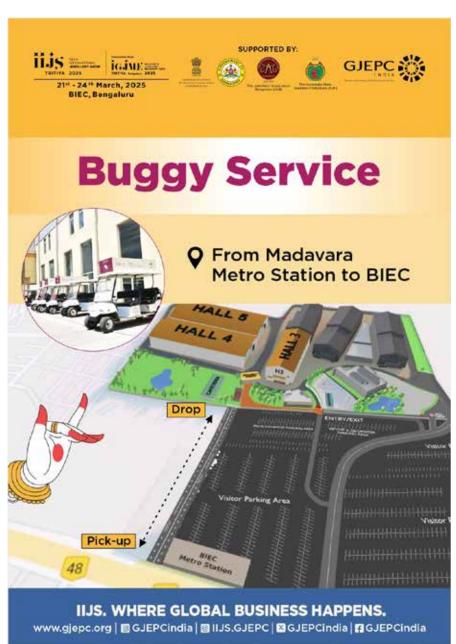
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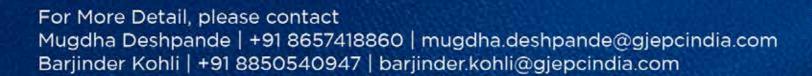
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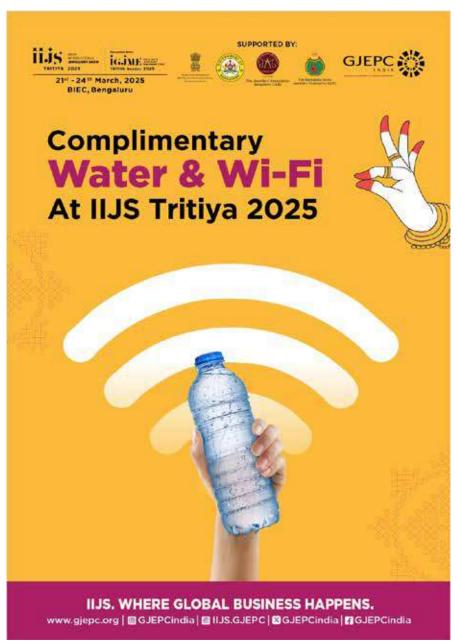


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