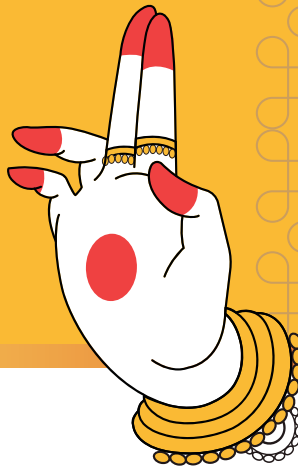




WRAP UP



COVER STORY

IIJS Tritiya 2025: A Potential Platform for Crafting the Future of the Jewellery Industry

IIJS Tritiya 2025, the third-largest and most comprehensive B2B jewellery show in India, took place at the Bangalore International Exhibition Centre (BIEC), Bengaluru. This edition marked a significant milestone in the making at Bangalore. The event unfolded with ambition, as exhibitor participants showcased collections that seamlessly blended legacy and innovation.

Gold's soaring rates breaching the \$3,000 mark did impact business to some extent. As a result, lightweight jewellery emerged as a focal point, with delicate, budget-friendly designs priced up to Rs. 2.5 lakhs gaining attention.

Adorned with diamonds and gemstones, these pieces blended affordability with sophistication, targeting modern buyers. These inventories saw interest from chain stores.

The doors to IIJS Tritiya 2025 opened on 21st March 2025, at the (BIEC), launching India's third-largest B2B jewellery trade event. With over 1,100 companies occupying 1,900+ stalls, and the concurrent India Gem & Jewellery Machinery Expo (IGJME) featuring 80+ firms across 100 stalls, the show aimed to impress. However, the event's outcome evoked mixed reactions among participants and attendees.

This year's edition introduced



Hall 3, home to The Select Club—an exclusive zone with 53 companies showcasing 120 stalls of high-end couture jewellery. Halls 4 and 5 displayed a diverse mix, from gold and CZ pieces to diamond-studded designs, silver

artefacts, loose gemstones, and lab-grown diamonds. With 500 new exhibitors contributing 750+ stalls, organisers highlighted a 43% increase in diamond and studded jewellery participants and a 40% rise in gold and gemstone exhibitors



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COVER STORY



Scenes from the show floor: Buyers actively exploring stalls, meticulously inspecting the inventory.

compared to last year. Yet, despite the scale, footfall and business traction appeared tempered.

The exhibitor breakdown—48% MSMEs (506 companies, 816 stalls) and 26% exporters (276 companies, 625 stalls)—reflected the industry’s diversity. Supported by groups like the Jewellers Association Bangalore (JAB), the event drew participants from 40 cities, with Mumbai leading at

Sushil Solanki of Sangam Jewels N Gold LLP noted, “In the context of today’s market, the show performed moderately, achieving about 35% of what we hoped. However, given the high gold prices, it exceeded our expectations and turned out to be a decent event.”

Viraj Thadeshwar, Executive Director & CEO of Shringar House of Mangalsutra Limited, noted, “We experienced a



Dignitaries ceremoniously unveiled the Show Pocket Guide, a thoughtfully designed companion that empowered visitors to effortlessly navigate the expansive show floor with confidence and ease.

53%. **Nirav Bhansali**, Convener – National Exhibitions, GJEPC, emphasized the show’s role as a platform for all segments.

Deepak Seth, Partner, S K Seth Jewellers, “The rise in gold prices has not discouraged consumers. In fact, the bridal segment has seen an increase in value, driven by confidence in gold as an investment. However, for us, the show had middling success.”

successful IIJS Tritoia. The first two days drew significant footfall, with promising orders for our lightweight mangalsutra collections and mid-range traditional designs. Despite jewellery retailers’ caution due to escalating gold prices, the mood remains upbeat, particularly with Akshaya Tritoia approaching. We’re optimistic about a strong season ahead.”

Vikas Mehta from Achal

Jewels Pvt. Ltd. observed, “The Council’s decision to host IIJS Tritoia in the southern region is a commendable move, given the substantial consumer demand in this market.”

Silver jewellery exhibitor **Abhineet Boochra of Sangeeta Boochra** said, “The first day of the show had low footfalls, but the visitors who came were serious. The second day picked up a bit. Buyers are clearly

favouring lightweight jewellery right now. With silver prices crossing Rs. 1 lakh/kg, they are avoiding heavier pieces and focusing on items in the 10-to-30-gram range. Lightweight rings, earrings, and bracelets are selling well, while necklaces are less popular. Interestingly, the volume of sales has increased with these lighter pieces. Anticipating this trend, we’ve developed a lot of new



IIJS TRAVEL IN THE CITY MADE CONVENIENT

METRO CONNECTIVITY FROM HOTELS TO BIEC



The newly launched metro connectivity to BIEC provided seamless access for visitors and exhibitors, enhancing convenience and accessibility.



The renowned Rameshwaram Cafe captivated both visitors and exhibitors alike, offering an irresistible taste of its signature delicacies at the show.

lightweight styles for this show.”

IGJME

Shiva Raj, General Manager (South Region), Cascadestar, said, “At IIJS Tritoia, the show has been decent, though footfall is lower than expected. However, the organisation and support have been excellent. At Cascadestar, we manufacture and distribute jewellery-making machinery, offering everything from software to end-product solutions. We’re focused on new technologies, especially for

lightweight jewellery, providing machinery, materials, technical support, and end-to-end consultancy. Some customers struggle to reach the final product due to insufficient information, so we bridge that gap with comprehensive guidance. Based in Mumbai, with a US branch and presence in Surat, Jaipur, and Bengaluru, we’re committed to driving innovation in manufacturing.”

IGJME participant **Rahul Thakare, Founder & CEO, Loyal String International**

Pvt. Ltd., said, “Loyal String International Pvt. Ltd. offers RFID systems for jewellers, solving stock counting issues with 100% accuracy. Backed by a decade of research, we enable fast inventory counting, lost item tracking, and quick order processing, plus an integrated billing and e-commerce solution to help the industry grow.”

Jaydeep Nathvani of Shapet Induction Company, had a good experience at the show. The company, established in 1995, deals in induction melting machines. They supply these machines to 85 jewellery corporate firms throughout India. The machines can melt precious metal from 250 grams to 100 kilos. At IIJS Tritoia, the company introduced its Mini Plus machine that melts gold ranging from 250 grams to 1 kilo. The company also supplies casting machines.

Nirav Bhansali, Convener - National Exhibitions, GJEPC, noted that while IIJS Tritoia is still in its infancy, it has already become the third-largest B2B jewellery trade show in the country, attracting over 10,000

visitors in this edition. With insightful Innov8 Talks and an engaging networking night, the event continues to grow. “It will take a few more years for this show to reach the stature of IIJS Signature, but year after year, we will strengthen it by increasing footfall. In time, IIJS Tritoia will carve out its own place in the Indian gems and jewellery industry.”

SPOTLIGHT

Saju Thomas, Managing Director, Cammilli Diamond & Gold



Camille is not an exclusive, by-appointment-only boutique; it’s a store built on a simple yet beautiful concept: less investment, more beauty.

We opened the first store of its kind in Kerala, one that

doesn’t focus on traditional Kerala jewellery. Instead, we source our pieces from across India and abroad, designing them specifically for jewelry lovers who appreciate creativity and elegance. I bring 25 years of experience from the Middle East to this venture—I worked with Graff UK in Bahrain for a couple of years, managing a branch there. In 2015, I returned to Calicut with a vision to share beauty through jewellery. In my own words, I always say I want to keep variety in my stores—‘menus,’ as I call them—so customers have options to choose from. My focus is on good quality, thoughtful design, and simplicity. And diamonds—I

absolutely love diamonds. There’s a sentimentality to natural diamonds that I cherish, something I don’t find in lab-grown ones.

I’m a first-generation jeweller, and what sets Camille apart is that we source unique, high-quality pieces through IIJS where I have strong connections—over 100 friends and contacts in the industry—and I personally ensure the selection reflects what I’d call ‘good stuff.’ It’s all about the eye; even in a big store, you might not find treasures unless you know what to look for.

While the younger generation craves lightweight, brand-conscious designs, my main

clientele is above 40. They’re the ones driving demand for our diamond pieces. We currently have three stores, with our Calicut location thriving in its own unique way.

Soon, we’ll open another store there, alongside a wholesale unit focused on affordable luxury. The demand for diamond jewellery is undeniable, especially among those who want something wearable, not just big and showy. It’s a shift toward elegance and individuality, and because we specialize in diamonds, we’re proud to lead that movement.

Varghese Alukka, Managing Director, Jos Alukkas

The importance of IIJS for corporate players plays a significant role, particularly because it ties up with jewellery-buying festivals like Akshaya Tritoia.

With gold prices skyrocketing, the whole scenario has shifted. Manufacturing has had to adapt by focusing on lighter products, which opens up interesting opportunities for us retailers.



There are these new vendors stepping in with lightweight options, and it’s a chance for us to stay current.

Especially now, as we’re coming off the busy season and things are slowing down a bit, it’s the perfect time to meet manufacturers, network, dive into the present situation, and get ready for what’s ahead.

It’s a collaborative effort to

manage costs and keep the industry moving forward while meeting customer needs. That’s how we lift each other up and grow together.



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FELICITATION

GJEPC Honours Leading Trade Associations at IIJS Tiritiya 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	HJMA	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

INNOV8 TALKS



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 AI.

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.

Surge in Jewellery Demand from Tier-2 & Tier-3 Cities

An Innov8 Talks panel discussion on 22nd March shed light on the burgeoning jewellery demand from India's tier-2 and tier-3 cities. The session, moderated by **Sumesh Wadhwa, Managing Director & Chief Editor of The Art of Jewellery**, featured insights from industry stalwarts: **BA Ramesh, Joint Managing Director of Thangamayil Jewellery Ltd**; Varghese Alukka, Managing Director of Jos Alukkas; **Srikanth Kari, Chairman of Karnataka State Jewellers Federation**; and **Adarsh K. Murthy, President of Mysore Jewellers Association**.

Alukka highlighted the unique dynamics of these markets, noting that customers in smaller towns often have a closer connection with jewellers. "They know what they want, and we ensure a 100% buyback value," he stated. However, he expressed concern over the



PAN card limitations that hinder transactions in metro cities, leading to a shift in business towards smaller towns.

Ramesh shared the success story of Thangamayil Jewellery, which began in Madurai and gradually expanded to tier-2 and tier-3 cities. "Our approach has always been customer-centric. We focus on providing quality products at competitive prices, ensuring

value for money," he remarked. He added that their strategy of operating on minimal margins has solidified their reputation, making them one of the top five jewellers today, with over 60 stores across the region.

According to Kari, the traditional jewellery market is gradually evolving as customers increasingly seek modernity. "While 70% of jewellers have adapted to these changing

preferences, there's still a 30% that lags behind," he noted. He further emphasised that gold and land are seen as the safest investment options in these regions.

Murthy drew a contrast between the preferences of older and younger generations. Highlighting the necessity for jewellers to embrace technology and transparency, he urged traditional businesses to learn from corporate models and meet customers' evolving expectations.

The panel discussion underscored the need for jewellers to adapt to the changing dynamics of these developing markets. As smaller towns continue to grow in purchasing power, the jewellery industry must embrace innovation, transparency, and a deeper understanding of consumer needs to thrive.

VIP VISITORS

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ESTD 2003

IICME
INTERNATIONAL INSTITUTE OF COSTUME JEWELLERY
ESTD 2003

Government of Karnataka
KARNATAKA
Min. Industries, Government of Karnataka
(Bengaluru-2025)

Government of Karnataka
KARNATAKA
Min. Industries, Government of Karnataka
(Bengaluru-2025)

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INDIA
Government for promotion of gemstones & jewelry

Thanks for Visiting

Mr. Varghese Alukka
Managing Director- Jos Alukkas

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INTERNATIONAL JEWELLERY JOURNAL SHOW
21st - 24th March, 2025
BIEC, Bengaluru

IJME
INTERNATIONAL JEWELLERY MEETING
21st - 24th March, 2025
BIEC, Bengaluru

IJAF
INTERNATIONAL JEWELLERY AWARDS FORUM
21st - 24th March, 2025
BIEC, Bengaluru

GJEPC INDIA
GOLD JEWELLERY EXPORT PROMOTION COUNCIL

Thanks for Visiting



Mr. Badal Roy
General Secretary - Bangladesh Jewelers Association
&
MD - Jarwa House,
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- Lab Grown Diamond Jewellery
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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:

- 1. 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 Tanishq.

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.

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IN CONVERSATION

Coffee with Chetan: Kirit Bhansali on Unity, Exports, and the Future of Jewellery

The latest edition of Coffee with Chetan brought together Dr. Chetan Mehta, President of the Jewellers Association Bangalore, and Kirit Bhansali, Chairman of the Gem & Jewellery Export Promotion Council (GJEPC), for an inspiring and insightful conversation. Held as part of the IIJS Tritiya event, this engaging dialogue offered a deep dive into Bhansali's remarkable journey, his vision for the jewellery industry, and the personal philosophies that have shaped his life and leadership. Below is a summary of the key highlights from their discussion.

A Journey of Resilience and Inspiration

The conversation kicked off with Dr. Chetan Mehta praising Kirit Bhansali as one of the most humble and inspiring leaders he has encountered. Bhansali, who has been closely associated with Maharashtra politics and the jewellery industry for decades, shared his life story, beginning with his modest roots in a small town in Gujarat. Born into a simple family, Bhansali completed his education up to the 10th standard in a Gujarati medium school before moving to Mumbai at the age of 15 with little more than determination.

Recalling his early days, Bhansali described arriving in Mumbai in 1973 with no resources or connections. He started by learning the diamond trade from 9 AM to 2 PM and later took up selling zip fasteners to tailors, earning a modest 1% margin per sale. "That was the beginning of my journey from the ground up," he said, reflecting on how his hunger to succeed and willingness to work hard paved the way for his future achievements.

The Secret Behind the Ever-Smiling Chairman

Dr. Mehta couldn't resist asking about Bhansali's signature smile, a trait that remains constant regardless of circumstances. Bhansali attributed it to a single quality: helping others. "If we develop the habit of helping people, it brings joy," he explained. As a committee member of various organizations, including the BJP and GJEPC, Bhansali spends his days assisting individuals and institutions. He even maintains a dedicated staff to follow up on tasks assigned to him, ensuring



no one's needs go unmet. "The happiness I feel at the end of the day is the reason I smile," he added, earning a round of applause from the audience.

Leadership Born from Humble Beginnings

Bhansali's leadership qualities, Dr. Mehta noted, stem from his childhood experiences and an innate desire to uplift others. Recounting a pivotal moment, Bhansali shared how his uncle discouraged him from pursuing further studies after 10th grade, urging him instead to seek work in Mumbai. This decision thrust him into a world of challenges, but it also ignited his entrepreneurial spirit. Bhansali's journey is a testament to hard work, integrity, and the support of good friends.

His foray into politics was equally organic. Inspired by the Emergency period in 1975 and influenced by leaders like Atal Bihari Vajpayee and Pramod Mahajan, Bhansali began contributing to the BJP, arranging logistics for leaders and building connections that would later define his political career. "I never asked for any position; whatever I received was given willingly by the party," he said.

Vision for the Jewellery Industry

As GJEPC Chairman, Bhansali outlined an ambitious agenda to elevate the gem and jewellery sector over the next two years. He acknowledged the recent decline in exports—down 13-15% due to geopolitical tensions and reduced demand from markets like China and the US. However, he

emphasized the need to explore new markets, citing the success of the UAE Free Trade Agreement, which has boosted gold jewellery exports by 60% in three years. Upcoming international shows in Vietnam and Latin America are also part of his strategy to diversify export destinations.

Bhansali stressed the importance of unity within the industry. "Diamonds, gold, silver, platinum—we are one family. Unless we work together as a united front, we cannot uplift our sector," he urged, calling for collaboration to address challenges and seize opportunities. One of his flagship initiatives is the upcoming India Jewellery Park in Navi Mumbai, set to be the country's largest. Spanning 21 acres, the park will house factories, offices, training centres, and customs facilities under one roof. The first phase is expected to be operational by 2027, promising to revolutionise gold and diamond jewellery manufacturing in Maharashtra.

Government Support and Industry Outlook

Bhansali highlighted the proactive support from both central and state governments. The Maharashtra government has offered incentives like 50% GST refunds for five years and subsidised electricity for the Jewellery Park, while the central government backed the 100-crore Bharat Ratnam facility in Mumbai, completed in just 14 months. "The government sees our sector as vital to making India the world's third-largest economy," he said, citing regular interactions with leaders like Prime Minister Narendra Modi and

Piyush Goyal.

To boost exports, Bhansali is optimistic about reviving the diamond market and leveraging new trade routes, especially as China's dominance wanes. "The next 10 years will be exceptional for our industry," he predicted confidently.

A Day in the Life

When asked about his daily routine, Bhansali credited meticulous planning for his ability to juggle business, politics, and GJEPC responsibilities. "Time is never a constraint if you organise it well," he said. A light eater who enjoys Gujarati dishes like ras puri and dhokla, Bhansali also finds inspiration in parliamentary speeches by leaders like Shri Atal Bihari Vajpayee and Smt Sushma Swaraj during his travels.

A Message to the Industry

Closing the session, Bhansali left the audience with a powerful piece of advice: "Be content with what you have, learn from others, and focus on giving back. If we stay united and work for the collective good, our industry will thrive." His philosophy of love, service, and humility resonated deeply, earning thunderous applause.

Dr. Mehta summed it up perfectly: "Kirit Bhai teaches us that true leadership is about creating leaders, not followers. His journey—from a village boy to GJEPC Chairman—is a lesson in resilience, faith, and the power of helping others."



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IIJS ICON AWARDS

GJEPC Felicitates IIJS Icons 2025



IIJS Tritiya 2025 was proud to honour a distinguished group of industry pioneers and visionaries who have significantly contributed to the growth and excellence of the jewellery sector. These IIJS Icons represent the epitome of innovation, craftsmanship, and dedication, having built legacies that continue to inspire and shape the future of the industry. This year, we celebrate their remarkable achievements which have earned them a place of honour at IIJS Tritiya 2025.

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2. Arabian Gold & Diamonds
3. C. Krishniah Chetty & Sons Pvt. Ltd.
4. GRT Jewellers (India) Pvt. Ltd.
5. Jos Alukkas
6. Joyalukkas India Limited
7. Kalyan Jewellers India Limited
8. KGD Kavita Gold and Diamonds Pvt. Ltd.
9. Malabar Gold Pvt. Ltd.

10. Manoj Vaibhav Gems N Jewellers Ltd.
11. Navrathan Jewellers (P) Ltd
12. Novel Jewels Limited
13. Orra Fine Jewellery Pvt. Ltd.
14. PMJ Gems & Jewellers Pvt. Ltd.
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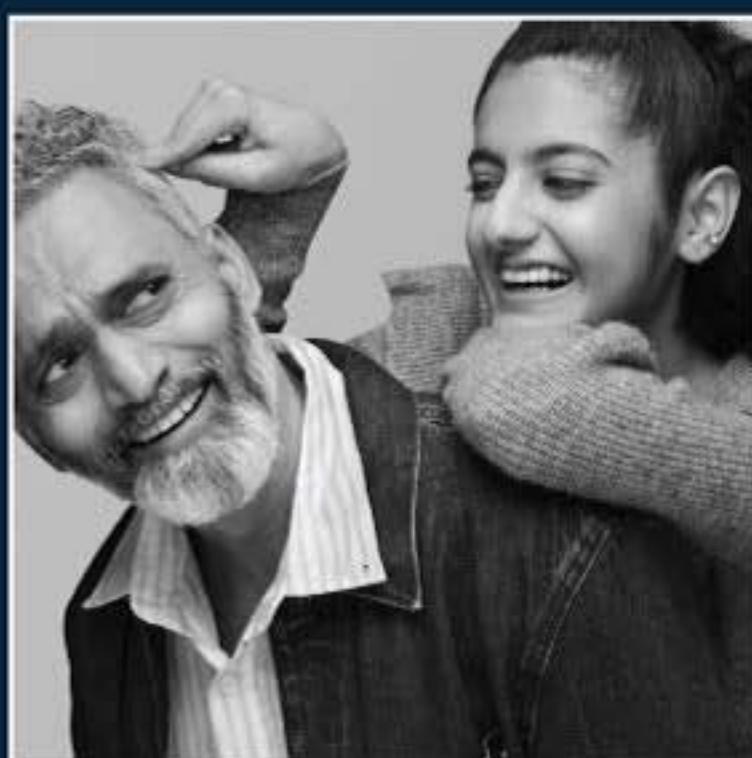
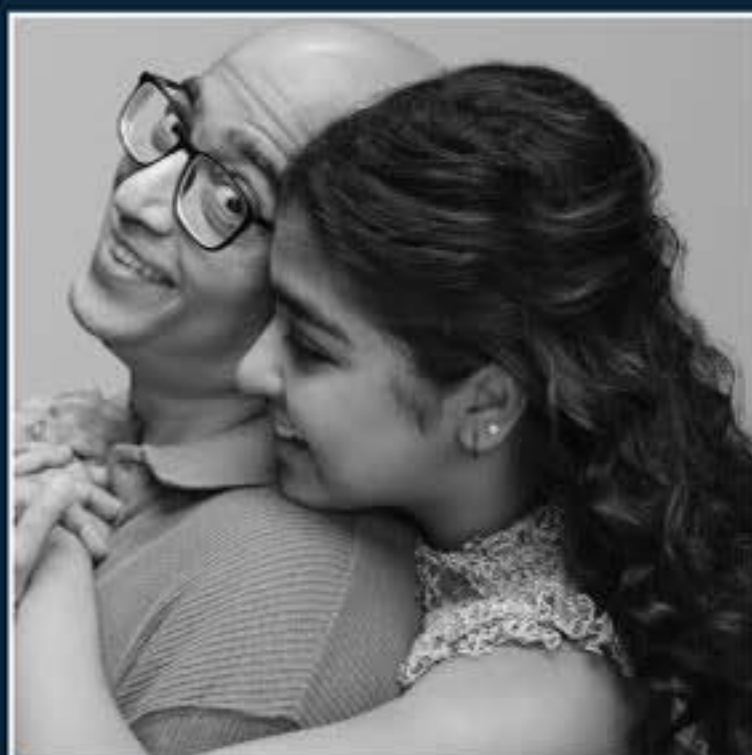
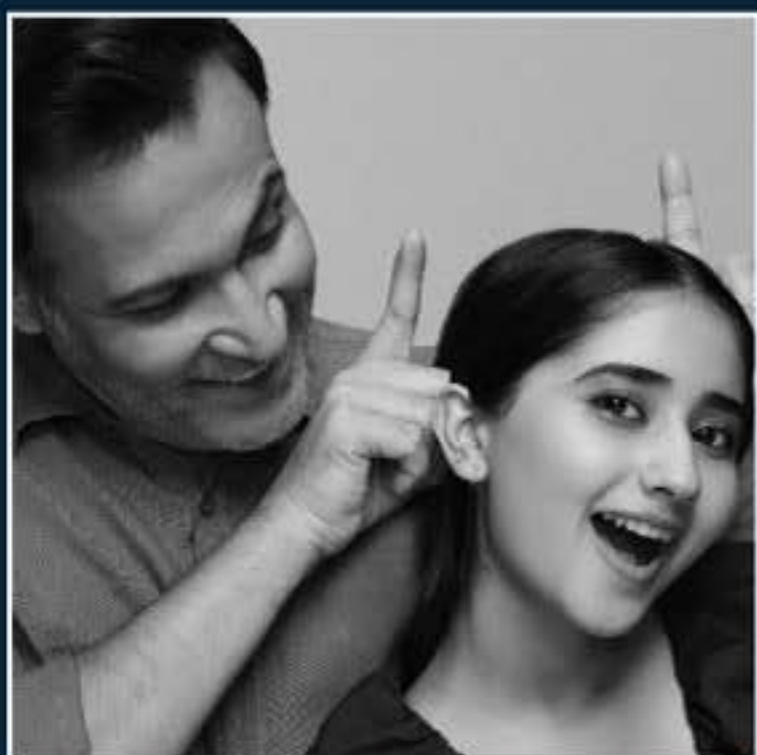
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SHOW HIGHLIGHT

Nakash Aziz Rocks the Stage with High-Energy Hits!

Foot-tapping numbers belted by singer and composer Nakash Aziz had the audience on their feet, swaying to vibrant native rhythms during the IIJS Tritiya night on Day 1. From peppy, energetic songs to melodious ditties, he cast a mesmerising spell over the crowd. Here are some highlights:





SHOW HIGHLIGHT

Rhythms of India

Under the Brilliant Bharat theme, the third edition of IIJS Tritiya celebrated “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 had crafted jewellery using traditional techniques like filigree, repoussé, granulation, and enamelling, which was displayed at a special gallery at IIJS Tritiya in Hall 3. This showcase of time-honoured craftsmanship bridged the jewellery industry with dance heritage, and depicted narratives and incorporating symbols, deities, and elements from Indian mythology.



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