



# COVER STORY

your wallet!

## Select Choices

At IIJS Tritiya, exhibitors from The Select Club received inquiries on Day 1, despite the backdrop of gold prices surpassing the \$3,000/oz mark. Kayvan Taswala, Partner at Peacemoon Traders, noted that while their company is renowned for bridal offerings embellished with gold and diamonds, there has been a noticeable shift towards natural fancy-coloured diamonds. To adapt to changing market trends, they have strategically diversified their inventory to include lightweight, single-line chains adorned with diamond- and gem-studded motifs, priced between Rs. 2 to Rs. 3 lakh. These have gained significant traction among the rapidly growing chain stores across India.

Demand for diamond jewellery in the bridal segment remains stable and continues to be need-based, typically starting from 10 lakh and above. “This time, most of our buyers came from the South,” Taswala observed.

Mukesh Rela, Partner at Valentine Jadau, noted that they got many visitors from Bengaluru recently visited their store, showing keen interest in polki-set jewellery. Bridal jewellery priced under Rs. 10 lakhs has been receiving more inquiries. The company has also introduced wearable polki and gem-studded necklace sets, ranging from Rs. 50,000 to Rs. 1.5 lakhs, to cater to the pret category demand. While Valentine Jadau serves customers across India, its primary export destination is Dubai.

Kamal Shah, Founder, Gold Strings Jewellery Pvt. Ltd., noted IIJS Tritiya show was exceptionally well organised, creating a seamless experience for exhibitors and visitors alike. “The dance-themed presentation beautifully highlighted our jewellery, adding a unique artistic touch. Additionally, the introduction of the Select Club provided an exclusive platform that enhanced our brand visibility and engagement with premium buyers. Overall, it has been a great opportunity to showcase our designs and build valuable



**Peacemoon Traders**



**Valentine Jadau**



**GNS Jewellery**

outfitted with diamonds under 10 cents. Not just the rings, even the marquise-shaped pendants could be stacked and set with diamonds in a variety of settings. The high point of their collections was a set of rings and hoops with sandblasted gold scattered with flush setting diamonds.

Vaibhav Dhadda of Jaipur Jewels has introduced skilfully carved gemstones, including tourmaline, amethyst, citrine, aquamarine and ametrine. These gemstones are set in gold complemented with diamonds consisting of pendants, brooches and rings—and one-of-a-kind perfume bottles. Zodiac pendants fashioned with agate and cameos are a big hit at the show.

## Faith in Natural Diamonds

Siddharth Sawansukha, MD of Sawansukha Jewellers, predicts a slight correction in natural diamond prices but remains committed to crafting natural diamond jewellery due to its rarity. “Now is the time to add more value to our collections by enhancing designs to attract buyers,” he stated. Sawansukha also highlighted that, beyond India, the UAE and the US remain their strongest markets.

Saurabh Hans of OPH Jewellers acknowledged that while the show was relatively slow, consumer confidence in natural diamonds remains

industry connections. Looking forward to the next edition!”

Rajat Singhal, Partner, Oriental Gemco, had highly stylish collections from bow-inspired jewels to tutti-fruity necklace sets. A special collection on display was ombre-shaded single-line necklaces featuring Sri Lankan blue sapphires and Burmese rubies, each paired with either hoops or needle-shaped linear earrings.

GNS Jewellery, known for its innovative, flexible chains and high finish, presented stackable rings weighing no more than 2 grams and





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## COVERSTORY



**Oriental Gemco**

strong, particularly among high-end buyers. “Despite industry shifts, luxury consumers are not likely to switch to lab-grown diamonds,” he affirmed.

### Start-Up Zone

Ajay Singh and Anjali Baid, Founders of AG Jewels, proudly

call themselves the “House of Earrings.” Specialising in top-quality, bespoke designs, they ensure that each piece is unique and never mass-produced. Among their standout creations at the show was a striking pair of Colombian emerald ear studs, weighing a total of 42



**Veraki Jewels**

carats. The vivid green gems were set in intricate white gold filigree, enhancing their brilliance. Other exquisite pieces included perfectly matched Burmese ruby earrings and a stunning selection of multi-coloured tourmalines. For Singh, participating in all the three editions of IIJS has offered numerous openings for good business deals.

Exhibiting in the Start-Up Zone at IIJS Tritiya, Nirag Bhimani of Veraki Jewels LLP, a Mumbai-based lab-grown diamond (LGD) jewellery firm, has taken an innovative approach to fine jewellery

via modular, versatile items that can shape-shift from ring to pendant, three-in-one expandable rings, and tremblor dancing diamonds. Bhimani highlights a key advantage of LGDs: the freedom to explore unique shapes and designs without the limitations of traditional diamond sourcing. “This flexibility lets us prioritise artistry, craftsmanship, and the story behind each piece,” he says. “For instance, it took us three to four tries to finish the temblor diamond ring. So, it is important to have a strong R&D facility.

## 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 Tritiya.

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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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.

1. ANS Jewelry

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.

15. Sumangali Jewellers Pvt. Ltd.

16. Titan Company Ltd.

17. Vummidi Bangaru Jewellers



GRT Jewellers (India) Pvt. Ltd.



Arabian Gold & Diamonds



Joyalukkas India Limited



ANS Jewelry



# IIJS ICON AWARDS



Manoj Vaibhav Gems N Jewellers Ltd.



Jos Alukkas



Kalyan Jewellers India Limited



C. Krishniah Chetty & Sons Pvt. Ltd.



Malabar Gold Pvt. Ltd.



Orra Fine Jewellery Pvt. Ltd.



Navrathan Jewellers (P) Ltd



Novel Jewels Limited



## IIJS ICON AWARDS



Titan Company Ltd.



Sumangali Jewellers Pvt. Ltd.



Vummidi Bangaru Jewellers



PMJ Gems & Jewellers Pvt. Ltd.

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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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SHOW HIGHLIGHTS





## 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."



## VIEWPOINT RETAIL



# Aditya Birla Jewellery's Sandeep Kohli on Reshaping India's Jewellery Future

As the Indian gems and jewellery sector sparkles with innovation and growth, **Manisha Gupta, Chief Commodities Editor - CNBC**, sits down with **Sandeep Kohli, CEO, Indriya, Aditya Birla Jewellery**, for the inaugural episode of the GJEPC Podcast - The Luxe Cut. With a fresh perspective from his transition from FMCG to jewellery, Sandeep shares his vision for the industry, Indriya's ambitious journey, and the evolving consumer landscape ahead of IIJS Tritiya. Here's a glimpse:



**The gem and jewellery industry contributes 7% to India's GDP and employs millions. How do you see it evolving, especially with shifting consumer mindsets?**

It's a powerhouse industry with massive potential as India's GDP grows. Traditionally, jewellery was an investment; now, it's an expression of beauty and identity. This shift spans all age groups—yes, younger consumers are into jewellery, though their design sensibilities differ. The market, currently at \$80-85 billion, could hit \$225 billion by 2035, driven by cultural roots like weddings and a move toward organised players like Indriya.

**Indriya brings Aditya Birla's credibility to this space. What's your strategy to capture this growth?**

We see consumers shifting from small, independent jewellers to trusted national chains for trust, experience, and design variety. The organised sector, now 35% of the market, is growing twice as fast as the unorganised one. Indriya aims to lead this shift by offering 16,000 fresh designs, exceptional store experiences—like bridal lounges—and a focus on consultancy over mere sales. We've opened 16 stores in just six months, with our latest in Hyderabad, and aspire to reach 100 soon.

**Online discovery and offline shopping dominate, but quick commerce is emerging. How does Indriya fit in?**



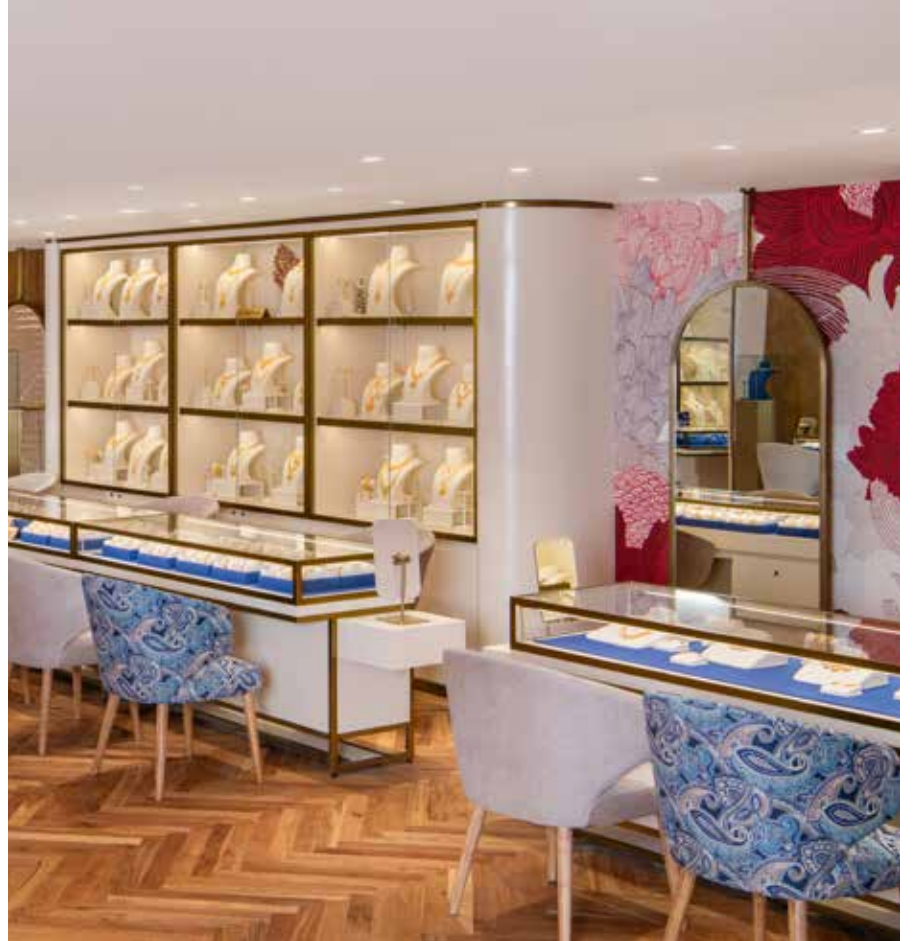
**Manisha: With your wealth of experience, what changes do you see needed in the jewellery sector?**

**Sandeep:** Moving from FMCG to jewellery has been fascinating. The consumer-centric focus and beauty aspect remain similar, but what's unique here is the artistry—every piece is distinct, reflecting India's rich craftsmanship. The ecosystem, especially the talent of artisans, is unparalleled. What needs to change? A deeper focus on consumer delight—better designs, shopping experiences, and tapping into evolving preferences.





## VIEWPOINT RETAIL



Quick commerce suits gold coins—more an investment play—but for jewellery, the tactile experience remains key. We'll leverage online discovery while ensuring our stores deliver that personal touch. Over the next five years, I see steady domestic growth, fuelled by occasions like weddings, with designs evolving to meet modern tastes.

### Artisans and sustainability are critical. How is Indriya contributing?

I've been impressed by the industry's strides in sustainable manufacturing and better working conditions. As Aditya Birla Jewellery, we uphold high standards, ensuring our pieces are crafted responsibly. We aim to amplify artisanship, the bedrock of Indian jewellery, by showcasing it through innovative designs.

### With competition heating up, what sets Indriya apart?

As a 2020s brand, we're unburdened by legacy, allowing us to innovate with the evolving

consumer in mind. Our competition isn't just other brands—it's capturing the consumer's imagination. We refresh designs every 40-45 days, blending tradition with contemporary flair, and our marketing celebrates the love for jewellery itself.

### Design seems to be your focus. What's the next big thing in jewellery?

Design is the differentiator. Trust and quality are givens, but consumers will increasingly seek unique, meaningful pieces. Premiumisation—through better designs and materials—will drive growth, benefiting artisans too.


### Finally, how do you see GJEPC's role in this dynamic landscape?

The GJEPC is vital in connecting the value chain—it is continuing to work with the Government, advocating for policies with transparency and sustainability, and promoting India's artisanship globally and within the country.




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
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Karnataka State Jewellers Federation

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


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
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# innov8

TALKS

IIJS TRITIYA 2025 - Innov8 Talks					
Sr. NO	Date	Time	Day	Speaker	Topic
1	23-Mar-25	14:00 - 15.00	Sunday	Mrugesh SONI, CEO - Loopclosers	The AI Goldmine: Scaling Jewellery Business with Technology.
2	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



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## IIJS TRENDS

# Power Rings

Crafted for those who love to stand out, these bold cocktail rings, designed by some of IIJS Tritiya exhibitors, showcase avant-garde designs and unmatched craftsmanship. Own your moment.



The stunning floral white gold ring features a bed of fancy-cut white diamond petals surrounding a rare fancy pink diamond, which is bordered by round pink diamonds. **BY HIRANI (P HIRANI EXPORTS LLP)**



The statement ring **BY JEWELS BY SEPHORA** is highlighted with a marquise motif in the centre, adorned with an emerald and diamonds. The shanks are decorated with black onyx and diamonds.



The two-tone, square-shaped gold geometric ring is accented with tiny diamond leaves. **BY TATVAM GOLD**



The well-polished gold ring, designed **BY AWESOME SPARKLERS**, shows off its graceful curves; its shank is partially adorned with a glittering array of diamonds, and is crowned with a magnificent smoky quartz, exuding a mysterious allure.



The Emerald Verde Luminance ring **BY MOHAR FINE JEWELS X GEMFIELDS** features 174 round-cut emeralds and a stunning 18.66-carat emerald cabochon, set in 18-karat gold.



**KOSHA FINE JEWELS** presents a rose gold midi finger ring showcasing two elegant crossover motifs adorned with shimmering round diamonds. The two patterns are topped with a pear-shaped and a rhombus-shaped diamond, adding a touch of sophistication and brilliance.



## 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:





## VIEWPOINT

# Saurabh Hans on Innovation, IIJS, and Market Trends

**OPH Jeweller** began as a loose diamond dealer in Surat, operating for over three years. Under the vision of **Founder & Director Saurabh Hans**, the company expanded to Delhi's Karol Bagh in 2009 as a jewellery manufacturer and wholesaler, with in-house design and production in Mumbai. A keen observer of fashion trends, Hans was the first to introduce Korean and Turkish diamond jewellery in Delhi. An IIJS exhibitor for the past five years across all three editions, he highlights the advantages of being part of this rewarding show.



**You come from a family with a strong legacy in jewellery manufacturing. What inspired you to enter this industry as a first-generation jeweller?**

My passion for craftsmanship and natural coloured gemstones led me to establish my journey in

jewellery manufacturing.

I enjoy the creative process, sourcing rare, natural stones globally, and transforming them into unique pieces.

**OPH started as a jewellery manufacturer. What has been the**

**driving force behind your design philosophy?**

Our deep understanding of natural coloured stones and artisanal craftsmanship shapes our creations.

We focus on design innovation, sourcing rare gemstones

worldwide, and creating timeless yet modern jewellery.

**Your jewellery is known for its exceptional use of coloured stones. How do you balance timeless elegance with contemporary appeal?**

The trend is shifting towards vibrant, statement-coloured gemstones, and we are at the forefront of this evolution.

We blend classic handcrafting techniques with contemporary silhouettes, ensuring every piece is relevant for today's luxury consumer.

**Could you share insights into your in-house manufacturing process?**

Every piece is handcrafted with precision, ensuring meticulous attention to detail from sourcing to final finish.

Our artisans combine traditional techniques with cutting-edge technology, keeping quality and exclusivity at the core.

**You've introduced Turkish and Korean jewellery techniques in your designs. How has technology influenced your creations?**

Thanks to the advancements in India's manufacturing sector, we are now at par with global benchmarks.

Many techniques once exclusive to Korean and Turkish jewellery are now well integrated into Indian craftsmanship.

The innovation gap has been bridged, and today, India leads in both design and manufacturing excellence.

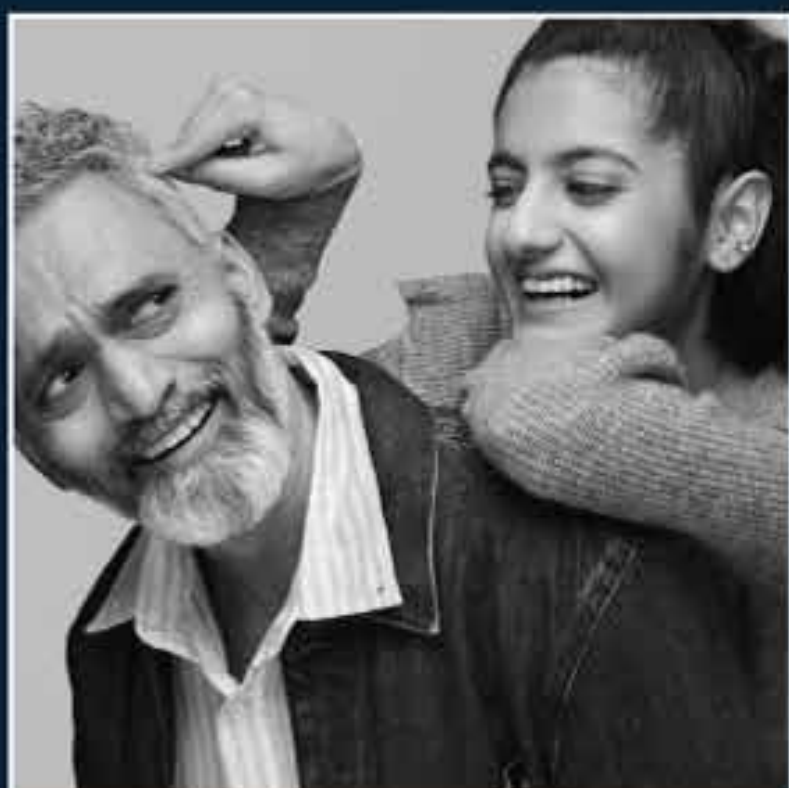
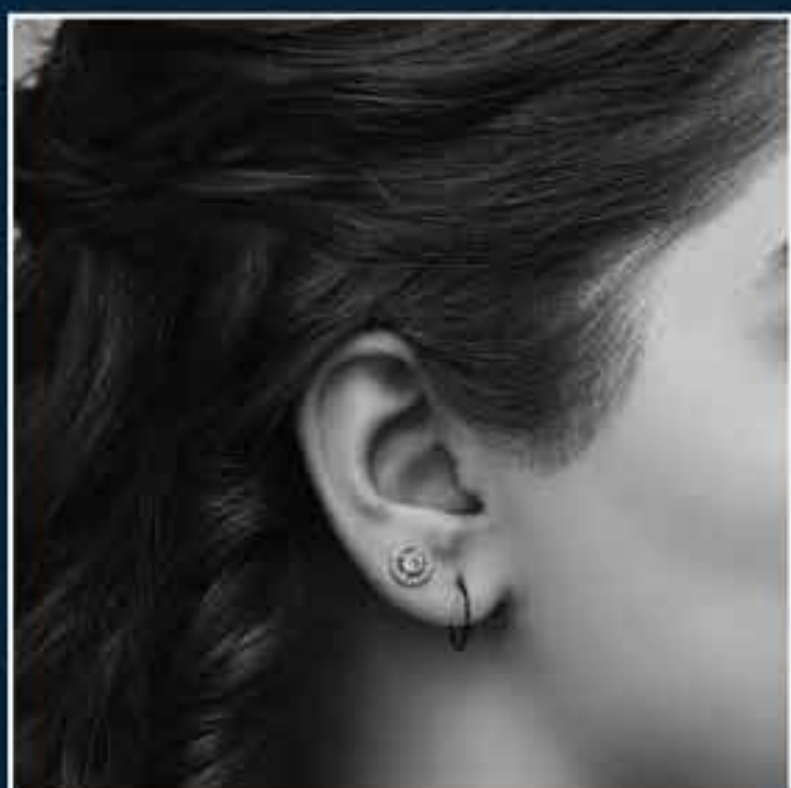
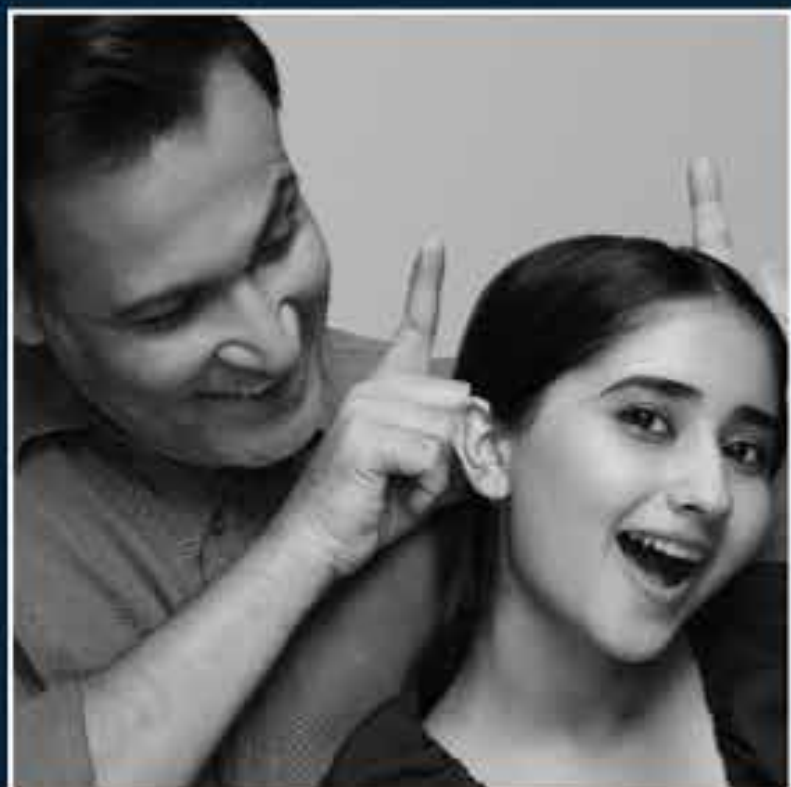
**Your brand emphasizes authenticity and quality. How do you ensure the highest standards?**

We use only ethically sourced, natural gemstones of the highest quality, ensuring transparency in every creation.

Rigorous quality control at every stage ensures that each piece is a true work of art.

**What trends do you see shaping the fine jewellery industry in India? How is OPH staying ahead?**





# INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

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# VIEWPOINT



The new wave of fashion is all about vibrant colour combinations, bold gem cuts, and personalised jewellery.

Statement coloured gemstones are defining modern luxury, blending artistic storytelling with contemporary wearability. We continuously innovate with natural stones and try to go for fresh, unconventional pairings to stay ahead of trends.

**Since when has OPH been participating in IIJS, and how has the response been?**

We have been part of all editions for the past five years.

IIJS Tritiya is a brilliant step for the South Indian market, aligning with the strong Akshaya Tritiya buying sentiment.

The platform has allowed us to strengthen our presence among retailers, jewellery houses, and international buyers.

**What's next for OPH? Any upcoming collections or expansions?**

Our new collection will be centered around nature—birds, butterflies, and animals—bringing an organic and artistic aesthetic to fine jewellery.

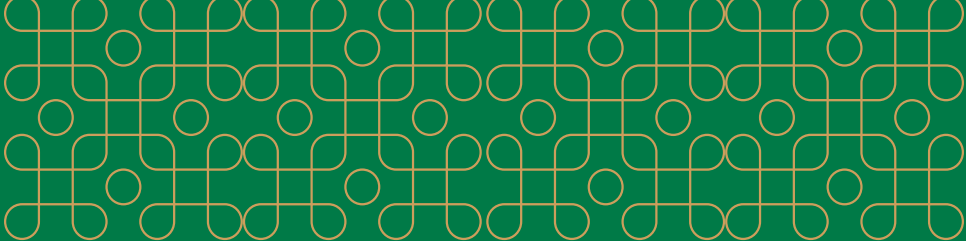
We are expanding our international footprint while

continuing to push the boundaries of design and innovation.

OPH is more than just a jewellery brand—it's a testament to passion, innovation, and craftsmanship.

The future is exciting, and we look forward to elevating the jewellery experience even further.





# The Select Club

EXCLUSIVE HIGH-END COUTURE JEWELLERY

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

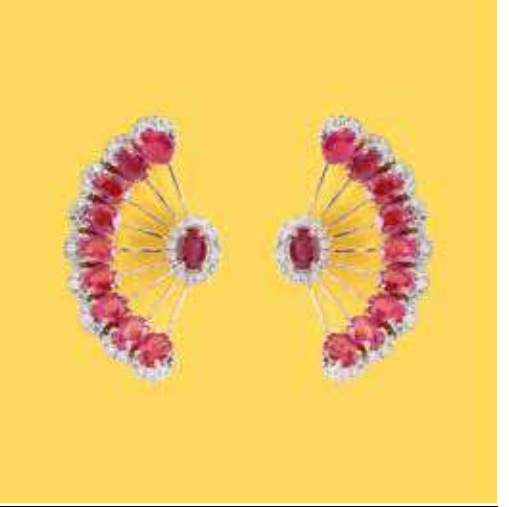
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- ZAYNA EXPORTS



## WHAT'S NEW

# Gem Dazzle

**A G Jewels** presents an eye-catching range of earrings crafted in gold and diamonds. The highlight, however, is the inclusion of coloured gemstones that add a vibrant spark to the designs. Carved emerald leaves, cabochon emeralds, and custom-cut tourmalines adorn double-drop and fan-shaped earrings, while an assortment of multicoloured fine gemstones is set in large, drop-shaped earrings. Adorn your ears with these statement jewels that combine the brilliance of diamonds and the allure of coloured gemstones.



# Polki Passion

**Dassani Brothers** unveils yet another mesmerising collection of grand necklace sets, complete with matching earrings, kadas and rings. The highlight of the line is the polki - understated yet radiant, lending a subtle charm to the jewels. Pearls, emeralds, and white diamonds enhance the regal allure of these royal pieces.





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## WHAT'S NEW

# Lustrous Treasures

**KGK Diamonds (I) Pvt. Ltd.** unveils a dazzling collection adorned with exquisite diamonds. Crafted in radiant yellow and white gold, the bridal rings and flared necklaces are timeless keepsakes. A stunning array of diamond-studded earrings, some accented with pastel-hued gemstones, offers versatile elegance—perfect for high-octane parties or grand wedding receptions.



# Golden Elegance

**Lotus Jewellery** unveils a stunningly curated collection, blending the precision of CNC and laser cutting. Crafted in 18- and 22-karat gold, this range features lightweight pendant sets, rings, kadli bracelets, tennis bracelets, long earrings, and necklace sets, each adorned with captivating florets to ensure you shine flawlessly at every event. For added versatility, select pieces offer a reversible design, enhanced by the exquisite artistry of Bikaneri glass enamel. Elevate your style with timeless elegance and modern innovation.





# EXPAND YOUR REACH IN THE INTERNATIONAL MARKETS

**Pre-fixed Meetings with International buyers**



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

**PRODUCT CATEGORY**  
**STUDED JEWELLERY**



For More Detail, please contact

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

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

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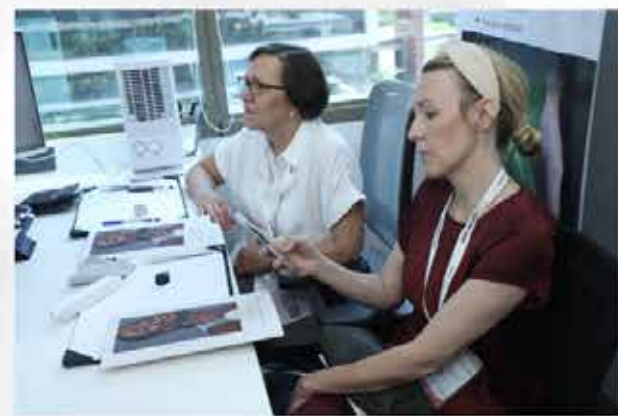
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## INTERACT WITH LEADING INTERNATIONAL BUYERS **Lab-Grown Diamond** **Buyer Seller Meet**

**10th & 11th April 2025 | Surat**



**Exhibit Product categories include:**

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

**For more details, please contact:**

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

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

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## WHAT'S NEW

# Sophisticated Shine

**Sawansukha Jewellers** has launched an exquisite collection of high-end two-tone gold necklaces, adorned with dazzling diamonds and vibrant precious gemstones. Designed to effortlessly transition from an elegant evening soiree to a grand wedding reception, these pieces blend sophistication with versatility. The display features crossover necklaces, pendant styles, and flared designs that rest on your neck like a second skin, each crafted to perfection. Explore this stunning range that promises to elevate any occasion with timeless glamour.



# Gold Artistry

**Sankalp Creations Pvt. Ltd.** is known its temple jewellery, designed with superior hand craftsmanship. The company presents plain Nakash and South Indian jewellery, incorporating semi-precious and precious gemstones. Catering to clients across India, they offer exclusive, high-quality jewellery at competitive rates. The evergreen gold necklace sets, haarams, and chokers are complemented with matching earrings, kadas and more.





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INTERNATIONAL  
GEM & JEWELLERY  
SHOW  
JAIPUR

03<sup>rd</sup> - 05<sup>th</sup> APRIL 2025



### Product Categories

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

### Focused Buyer Regions

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

Scan to Exhibit



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For further information, contact :-

Mugha Deshpande: [mugdha.deshpande@gjepcindia.com](mailto:mugdha.deshpande@gjepcindia.com) | +91 8657418860  
Ali Bharmal : [ali.bharmal@gjepcindia.com](mailto:ali.bharmal@gjepcindia.com) | +91 8879310457



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21<sup>st</sup> - 24<sup>th</sup> March 2025, Hall no. 5 at BIEC

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**Concurrent Show with IIJS Tritiya 2025**



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

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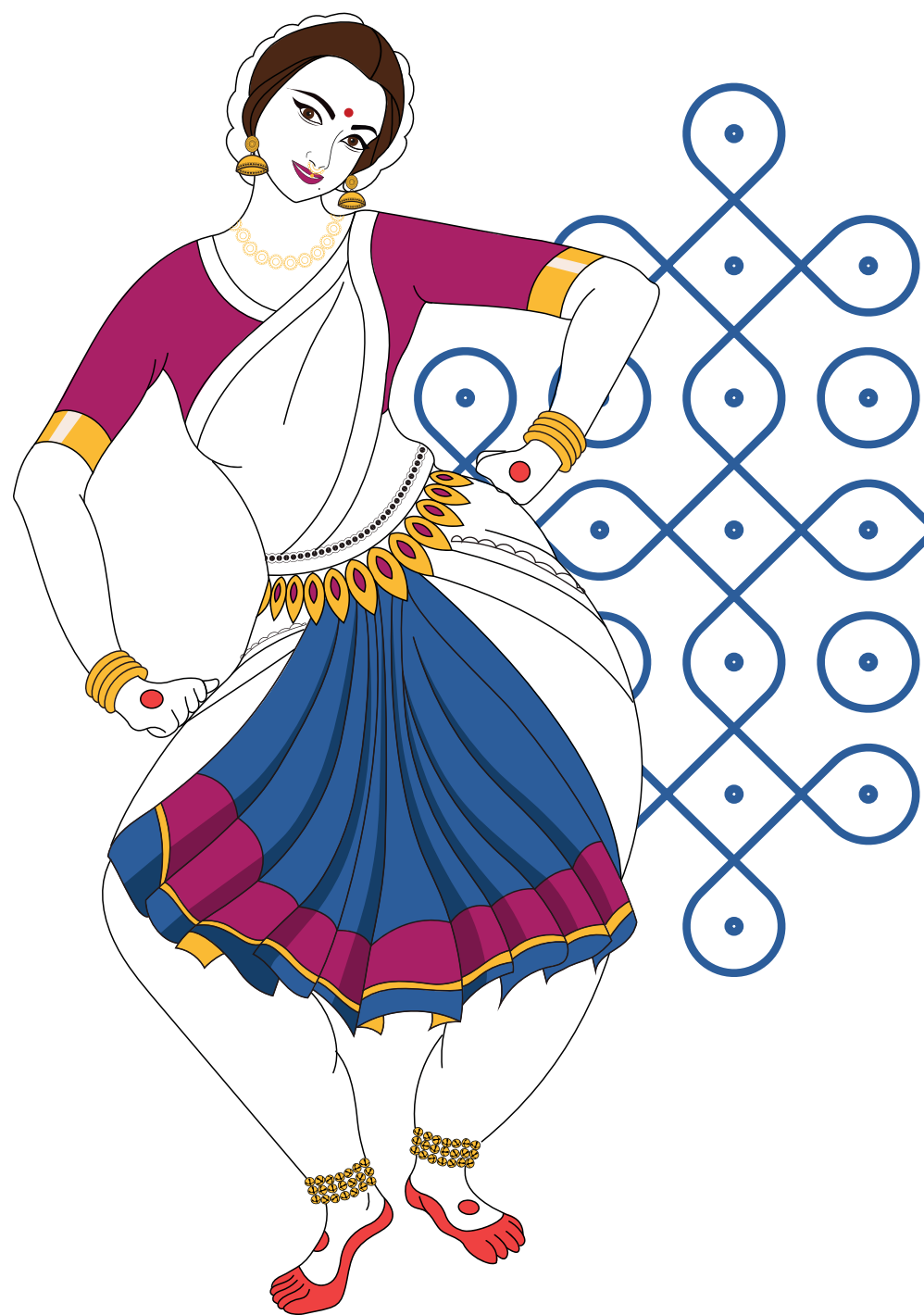
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- Use shuttle services available for your convenience.
- Take the metro near BIEC, New Madavara Metro Station to avoid traffic.



Scan Here to check the schedule

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