

SHOWDAILY

COVER STORY

IIJS Virtual 2020: A Triumph Over Adversity

IIJS Virtual, the digital avatar of IIJS Premiere, opens today. The show which is being held from 12th-16th October will break the shackles of social distancing and trade paralysis imposed by the pandemic.

It's time to do business again! The entire gem and jewellery industry was in hibernation mode for months on end as Covid-19 had the world under its vicious grip. Gradually, the industry tried to shake off the fear and slowly the wheels of business began to move once again.

Holding a physical trade show of the magnitude of IIJS Premiere was out of question as the safety norms had to be honoured.

As demand from various countries began to trickle in at first, and then return to near-normal, GJEPC decided to take the virtual route. Initially, two buyer-seller meets for diamonds

and gold were held successfully. Although the format was small, the success of these virtual shows emboldened the Council and it was time to take the big leap! Riding on the anticipation of

LOGIN NOW

- To witness the collections of India's Top 330 Manufactures & Wholesalers
- Shortlist Products
- Book an hour meeting with the Exhibitors of your choice

great business potential are 330+ exhibitors who are already fielding queries from trade visitors. They have been 'window shopping' products displayed on each exhibitor's dashboard, adding

items to their wish list, and pre-booking hour-long appointments with their prospective vendors. Registration for visitors is free and the procedure to enter is simple and user-friendly.

The preview days of IIJS Virtual saw some interesting numbers in terms of buyers taking virtual tours and booking appointments. The five-day virtual show will host a series of seminars featuring the industry's best professionals such as Sachin Jain of Forevermark, Vaishali Banerjee of PGI, Ajoy Chawla of Tanishq, and Tawhid Abdullah of Jawhara Jewellery, who will speak on a range of topics of vital importance to your business in the current scenario.

IIJS Virtual will be the guiding force in the post pandemic world -- bringing in a beacon of hope and perhaps chalking out the shape of things to come.

HIGHLIGHTS

330+

EXHIBITORS

5 HALLS

8000+

BUYERS REGISTERED

3500+

MEETINGS

KNOWLEDGE SEMINARS

Rough Supply Partners



Mumbai: +91 22 6702 0564
Chennai: +91 99625 99494
Hyderabad: +91 98851 52999
Ahmedabad: +91 99988 09388

A'Star Jewellery

BAGUETTES

& More

VISIT US: HALL 2

www.asianstargroup.com

MESSAGE



Smt Nirmala Sitharaman

Honorable Minister of Finance and Corporate Affairs
Government of India

निर्मला सीतारामन
वित्त एवं कॉर्पोरेट कार्य मंत्री
भारत सरकार



Nirmala Sitharaman
Minister of Finance and Corporate Affairs
Government of India

Dy. No. **1516503** FM/FMP/2020

09 OCT 2020

Message

Happy to note that GJEPC is organizing the virtual format of its flagship show IJS from 12th -16th October 2020. Congratulations to GJEPC team for taking this proactive step and making tremendous effort in hosting the meet with prevailing COVID-19 pandemic.

IJS Virtual is the first of its kind biggest platform. With the use of the latest technology, the platform is seamlessly integrated with physical aspects. It has well-equipped digital architecture and facilitates, one-on-one meetings between sellers and buyers. Both the buyer and exhibitors' experience will be enhanced with 2D and 3D stalls, dashboards, and an appealing meeting interface with live product profiling.

Over the years, the Indian gem and jewellery sector has contributed immensely to the economy of the country; and GJEPC continues to play a leadership role in taking the Indian gem and jewellery industry to greater heights.

Glad to know that the markets across the world have started reopening and there is demand for gems and jewellery coming from USA, Europe, Middle East & China. GJEPC is organizing IJS Virtual at an appropriate time, considering the upcoming holiday season in western countries and the festive season in India.

Wish all the buyers and exhibitors a successful IJS Virtual.

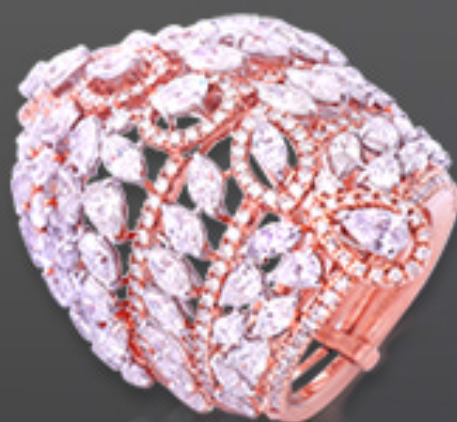
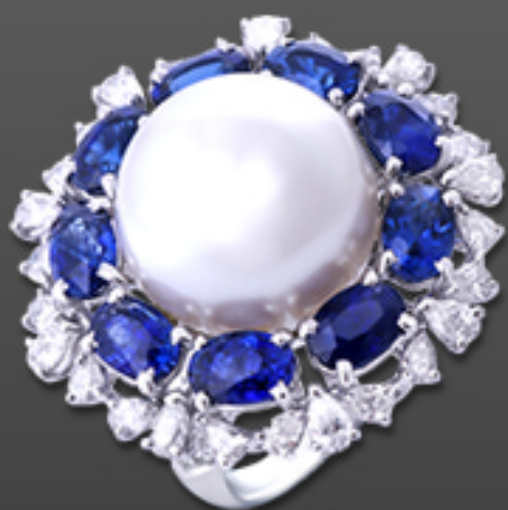
With regards,

Yours sincerely,

(Nirmala Sitharaman)

GDK

JEWELS



GDK JEWELS Pvt Ltd

Fine Diamond and Coloured Stone Jewellery
(Manufacturer and Wholesaler)
A Unit Of KOTAWALA GROUP

57 Ring Road, Lagpat Nagar-3, Delhi-110024

Email-ashish@kotawalagroup.com Ph no- 9999709709, 011-41007893

MESSAGES



Colin Shah

Chairman, GJEPC

Welcome to the first edition of IIJS Virtual. Although we missed out on the mega August show, which is a physical format, we couldn't let another opportunity go by. Bolstered by the midstream's confidence in a pick-up in festive and wedding demand, the Council went into high gear to organise IIJS Virtual in record time, to ensure that the IIJS lives up to its earned reputation as the backbone of the Indian industry's growth. IIJS Virtual has more than 330 exhibitors and more than 8,000 registered visitors.

The fight against Covid-19 is not yet over, but the industry has been able to bounce back even during this unprecedented crisis that we have been facing since the last six months. Manufacturing activities have started again by taking all the safety measures as per the guidelines set by the Government, and the good news is that migrant workers have started to resume work.

We are optimistic that the third and fourth quarters will turn out to be strong as orders are coming in from the US, Hong Kong and the Middle East and other parts of the world. Slowly and gradually, the industry is gaining momentum to revive exports to the pre-Covid level. The demand is further expected to increase due to the upcoming festive and holiday season in the Western countries.

I am sure that IIJS Virtual will fulfil domestic and international buyers' gem and jewellery requirements in the run-up to the festive and wedding season. Let's make the most of this opportunity. Good luck to all of you!



Vipul Shah

Vice Chairman, GJEPC

Covid-19 is an unprecedented situation that we have never faced before. But collectively, the gem and jewellery industry has exercised patience, adapted well to the situation, and has been quick on its feet to explore the digital medium to deal with day-to-day business. Overall, the industry has been fast to adapt to the new normal. Steps taken by the GJEPC and industry stakeholders have helped the industry to cope up with the current situation. The Government, too, introduced several relief and remedial measures to augment the growth of the Indian gem and jewellery sector.

India's decision to voluntarily suspend the import of rough helped stabilise prices of polished diamonds. Now, as markets are reopening, it's time to get back to business! The demand for gems and jewellery is gaining ground in global markets, and that is a good sign.

IIJS Virtual was the need of the hour as the industry didn't want to miss catering to the domestic demand. The first-of-its-kind large show is being held at a time when buyers need to stock up their inventory for the upcoming season.

I wish all exhibitors and buyers a successful IIJS Virtual.



Shailesh Sangani

Convener, Exhibitions
(National), GJEPC

With the launch of IIJS Virtual, we have started a new chapter in the history of GJEPC. Lot of effort and hard work has been put in by all of us to give you an experience that is 'almost like live'. With the use of the latest technology, the platform is seamlessly integrated with physical aspects. It has well-equipped digital architecture and facilitates one-on-one meetings between sellers and buyers. Both the buyer and exhibitor experience will be enhanced with 2D and 3D Stalls, Dashboards, and an appealing Meeting Interface with live product profiling.

The show will have dedicated 5 Halls for Traditional Gold Jewellery; Diamond & Coloured Gemstone Jewellery; Couture & Bridal Jewellery; Loose Diamonds, Colour Stones, Pearls & Silver Jewellery; and Gold Jewellery (Mass).

Thanks to the participants and visitors, who have made IIJS one of the biggest shows in the world with their continued support.

With the kind of faith reposed in brand IIJS, I hope that the show is a grand success for each one of you.



Sabyasachi Ray

Executive Director, GJEPC

The gem and jewellery industry in India and the world has always counted on the GJEPC in difficult times, and the Council has always made sure that it lives up to these expectations. Like many industries, the jewellery industry, too, has been impacted due to stoppage of business, movement of people, factories, shops and a long list of cancelled or postponed events, exhibitions, and social gatherings like weddings.

GJEPC has researched and is banking on technology to face the challenges and have come out with virtual solutions. Through its various virtual shows and events, GJEPC is making various endeavours to revive the B2B transactions in business. As a first step, the Council organised two Virtual Buyer-Seller Meets (VBSM) in September, one on Loose Diamonds and other on Plain Gold Jewellery, and I am happy to state that both the virtual initiatives saw great response from international buyers from across the world. In total we plan to do 8 to 9 VBSMs across all product categories including Studded Jewellery, Coloured Gemstones, Gold Studded Jewellery, Loose Diamond, Silver Jewellery and Platinum Jewellery. We also organised the first ever India Global Connect Meet with UK retailers recently, with a view to strengthen the business relationship between Indo-UK gem and jewellery trade. GJEPC will be organising more such meets with countries like Columbia, Switzerland, Saudi Arabia, Singapore, USA etc in the near future.

Markets are reopening and buyers and exhibitors are looking for ways to connect and do business. I believe that IIJS Virtual with 330 exhibitors and more than 8,000 registered buyers, including international buyers, will instil the much-required confidence in the Indian gem and jewellery industry.

The IIJS Virtual platform has all the features to give you a better experience – and conduct business transactions in the B2B space, almost like you have always done at the physical IIJS show. I wish everybody a successful transition to the 'Virtual Avatar' of IIJS - IIJS Virtual 2020.



GROUP OF COMPANY

Glad to present our various inhouse highend designer jewellery at India's first online mega gems and jewellery b2b trade show !

IIJS
VIRTUAL | **12th-16th**
October
2020



THE JEWELLERY MANUFACTURING COMPANY

Hall - 2

Diamond/Coloured Gemstone Jewellery
Super Premium Section , Room No : 1,2,3,4

- **Junagadh Uncut Diamond Jewellery**
CVM Signature Collection
- **Real Diamond Polki Jewellery**
Moon Collection
- **Modern Amritsary Jewellery**
Ajarakh Collection
- **Gold Bangles**
Plain / Machine Bangles
- **Accessories**
Purse, Beads
- **Silver Jewellery**
Cufflinks, Pen, Spects etc

JuD
JEWELLERY

Call on : +91 98252 20693
www.cvmjewellery.com



Hall - 2

Diamond/Coloured Gemstone Jewellery
Premium Section , Room No : 1,2

- **Bariki Gold Collection**
Handmade Gold Jewellery Studded with Precious and semi Precious Stones
- **Bariki Diamond Collection**
Regular Designs For Routine Use Dailyware Products
- **Bariki Signature Collection**
Highend Designer Products
- **Bariki Uncut Diamond Collection**
Unique Style of Evolved and Innovative Highend Traditional Jewellery
- **Bariki Artistic Collection**
22k Gold Jewellery Fusion with Kundan and Precious and semi Precious Stones

Bariki
JEWELLERY

Call on : +91 98252 20141
www.barikistore.com

Visit us on this Virtual business trip and don't miss this buying season.

PLATINUM THE GAME CHANGER

VISIT OUR PARTNER MANUFACTURERS

At IJJS Virtual 2020



JEWELERX



ORO
PLATINUM EVOLVED



priority
JEWELS PVT. LTD.



PLATINUM GUILD
INTERNATIONAL

IIJS
VIRTUAL

12th - 16th October, 2020

HALL 5

Premium section
(GOLD JEWELLERY MASS)



S K SETH JEWELLERS®
MOHANLAL SETH

📍 Zaveri Bazar, Mumbai-02 | ☎ +91 9322212220 / 022 22402405-07 | ✉ sksethjewellers@gmail.com

DESIGN CORNER



Singular Treasures Of Anand Shah



Ace jewellery designer Anand Shah unveils a 22-karat gold collection enhanced with textures. The nature-inspired pieces depict floral patterns and gem-set graceful peacocks perched on them. Known for his innovative use of alternative material juxtaposed with gold, Shah presents a collection of statement rings and earrings using glass and mother-of-pearl.

"I have been experimenting with coloured glass for a couple of years. The medium fascinated me and although my loyalty towards the sacred yellow metal remains steadfast, I like combining alternative material to lend an exciting design aesthetic, which may appeal to the woman of today," remarks Anand Shah. One of his latest collections also features mother-of-pearl articulated as petals and florets in his largely nature-inspired bridal suites.



A self-taught jewellery designer, Anand Shah creates one-off bridal jewellery pieces in antique-finish 22-karat gold. The creations are further enhanced with ancient craft techniques such as filigree, granulation, textures, and kundan-setting.



**Heavy
Mangal Sutras
Antique,
Micro and
Navrang MS
Specialist.
Antique Khokhas
Manufacturer**



**WE CORDIALLY INVITE YOU TO VIEW OUR EXCLUSIVE
JEWELLERY COLLECTION AT IIJS VIRTUAL**

Shree Devi Jewellers

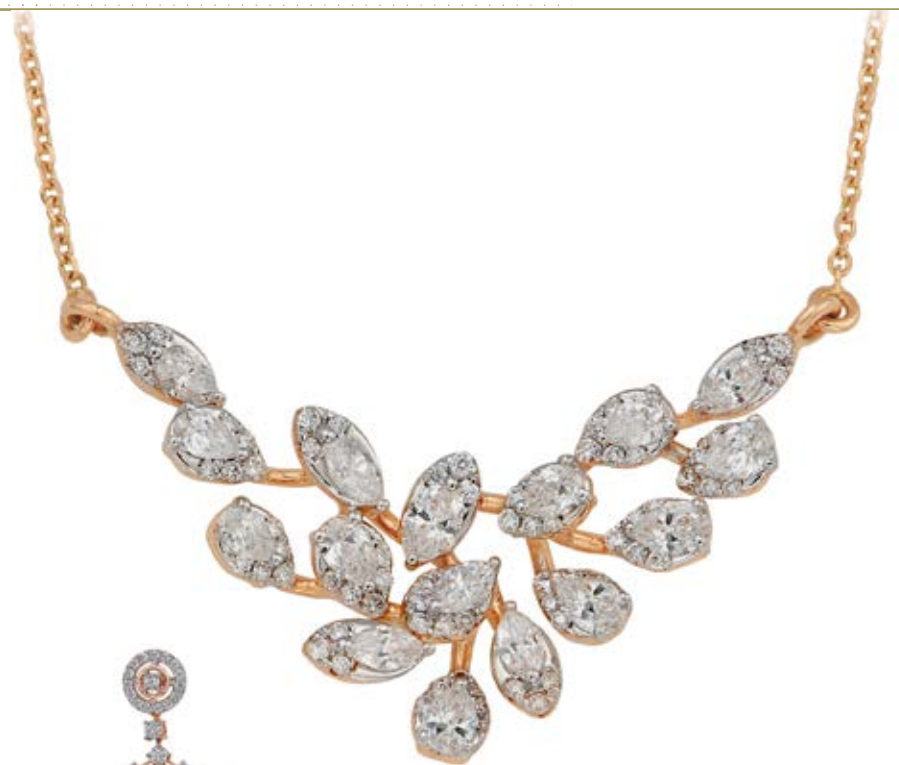
56, Dagina Bazar, Mumbadevi Road, Mumbai

Contact: 9768695656, 9869145687

BRAND WATCH

Wondrous Creations

A fusion of high fashion and regal touch underscores the various collections by A'Star Jewellery. Patterned with fancy-cut diamonds, the jewellery sure makes a statement! The exhibiting company is unveiling four versatile lines, namely, Nova, Belisama, Baguettes & More and Floral Expressions that are delicate and desirable.



Colour Crush

Rich and vibrant colour gemstones are at the heart of Gem Plaza's gold collection consisting of sleek neckpieces, broad cuffs and oversized ear studs that underline contemporariness. Teeming with pastel to dark hues gemstones like morganite, rubies, emeralds, tanzanites and onyx, these eye-catching lines give a whole new spin to modernity.



Luxury Personified

Fancy colour diamonds grace classic silhouettes of multicolour rings, Eternity bands and Tennis bracelets presented by P. Hirani. Classic meets modern diamond-studded forms in these pieces amplified with rare and zesty blue, green, yellow, and pink diamonds. Perfect for connoisseurs of jewellery, who like to possess well-curated collections.





mehta Gold

BANGALORE . CHENNAI . MUMBAI

iijs
VIRTUAL
12th- 16th October 2020

**“STEEPED IN CREATIVITY
AND CRAFTMANSHIP.”**



MEHTA GOLD PVT. LTD.

#969, Sherkhan Lane, (Mehta Tower), Near Dharmarya Swamy Temple street, Nagrahpeth
Bangalore – 560 002. Karnataka, India. (080-41663898, +91- 9964354544)

Chennai Branch : no.26/7, 2nd floor, Mangesh street , T Nagar Chennai – 600 017 (+91-9008301518)

Mumbai Branch : no.301, 3 floor, Glitz Mall, Vittalwadi, Mumbai – 400 002 (+91-9769343344)
infomehtagold@gmail.com, www.mehtagold.com

BRAND WATCH

Contemporary Grandeur

Looking for magnificent bridal jadau jewellery? Look no further. Raniwala 1881 unveils its handcrafted Princess collection that bears an aristocratic vibe. Bringing forth the elegance of an urban aristocrat with an air of independence, the 18-karat gold collection consists of enticing chokers, layered neckpieces, chandelier earrings, cocktail rings, bewitching bangles and alluring haath phools.



Star Attraction

Fan-shaped tiered earrings sprinkled with diamonds, playful diamond hoops and transformable two-in-one rings by Walking Tree Design Studios are high on originality and innovation. The scrumptious diamond-encrusted designer collection exudes a luxurious feel. Feast your eyes on these masterpieces.





SINCE 1905

Inspired to shine



Swirl
Collection

SIGHTHOLDER
DE BEERS GROUP



FOREVERMARK
A DIAMOND IS FOREVER

AUSTRALIAN
DIAMONDS

SIGHTHOLDER® is a trademark used under licence from De Beers group. The ALROSA ALLIANCE logo is a trademark used under license by PJSC ALROSA. Select Diamantaire is a trademark of Rio Tinto London Limited, used under licence

kgkgroup.com

Angola • Belgium • Botswana • Brazil • China • Hong Kong SAR • India • Japan • Namibia • Russia
South Africa • Chinese Taiwan • Thailand • UAE • USA



GIA®

GIA Melee Analysis Service for Round and Fancy-Shaped Melee Diamonds



Hall # 4



T 022 68493962 | labindia@gia.edu

Demand Resurgence for Handcrafted Gold Jewellery

As gold prices shoot up, demand for traditional jewellery in the bridal segment is reaching a new high. In the last six months or so, there have been no weddings and now with the lifting of the lockdown across several Indian states, weddings are taking place sans the regular grandeur. Wedding parties and the guest numbers have shrunk to align with the health and safety parameters, but the budget that was earlier spent on floral decorations, catering and more, is being diverted into jewellery. And that is good news for jewellery manufacturers.

Deepak Seth, Partner, SK Seth Jewellers, Mumbai,



reveals that demand is high these days for handcrafted gold jewellery in temple and traditional forms. Gold jewellery patterned with emerald and ruby beads is also popular as the younger generation prefers to accessorise it with the bridal lehengas.



SK Seth Jewellers

“Brides, who inherit heirloom pieces, are keen to add additional jewellery pieces of similar antique finish, workmanship and designs,” states Seth.

Transparency at the retail level is up since demonetisation. Seth says that most

parents who buy bridal jewellery for their daughters, prefer to receive proper bills and don't mind paying the extra 3% GST. “This is a very good sign for the industry, as the transactions are clean and clear.” Complete gold wedding sets between 700 gm and 2 kilos are in demand these days. In the months to come, demand will only increase according to Seth as production levels are at 30%, while demand will touch 500%. Although karigars have returned, their efficiency in delivering goods on time has taken a slight beating.



Anish Birawat, Director, Chain N Chains Jewels Ltd., Mumbai,

emphasises that gold has time and again proved that it is a safe investment haven. “It's obvious that consumers' demand for gold jewellery is positive, but it will increase gradually. Since July, when the jewellery industry slowly opened up, we have seen month-on-month increment in sales.” Challenges in the form of restricted travel, production due to karigarmigration and implementing safety norms, were faced by one and all. “There was a huge labour problem then, but now as demand is rising owing to festive and wedding sales, we are seeing karigars coming back to work,” comments Birawat. The timing of the IIJS Virtual show is perfect, agree gold jewellery manufacturers. “Mumbai is still not normal, as local trains, the

lifeline of the city, are still not functional,” says Birawat. “However, most other metros and cities across India have started working at near-normal levels, albeit under the shadow of Covid-19.”

The Virtual show will give the required impetus to business and get some traction in terms of sales, feels Birawat. IIJS is a huge brand and the virtual show will complement it.

“Exhibitors have already started selling even before the show has begun, and we, too, have booked meetings and fielded queries.”



Sandeep Mehta, Director, Mehta Gold, Bengaluru,

says that almost 80% of their business is back to normal. Demand for bridal gold jewellery is going to firm up as the extraneous expenditure on weddings is going to be curtailed due to social distancing. “Not just bridal, but traditional jewellery between 70gm to 150gm per piece is also in demand,” says Mehta.



SK Seth Jewellers



Mehta Gold is functioning at 100% capacity and is introducing a better spread of collections that are large in form. “We have tried to bring in new designs in bigger formats, while keeping a watch on the gold weight.”

He adds that although the company has not booked a larger space at IIJS Virtual, they have been getting decent queries – and 80% of their buyers are regulars while 20% are new.

“IIJS Virtual is one a new way of doing business for all of us – perhaps, in the future, we may have a mix of virtual and physical formats for the trade shows.”



Mehta Gold Pvt. Ltd.



Mehta Gold Pvt. Ltd.

VISITOR VOICES



ANIL TALWAR
Talwarsons

The alternative Virtual format of the acclaimed IIJS is one show which allows me to achieve my business objectives in a focused manner. The digital platform will only help further my goals. Kudos to GJEPC for its foresight.



M.P. AHAMMED
Malabar Group of Companies

IIJS Virtual is a great event where I can reinforce my existing relationships, meet new exhibitors and keep track of trends. I would recommend all jewellery buyers to visit the show.



T.S. KALYANARAMAN
Kalyan Jewellers

IIJS has been a one-stop show for all our gem and jewellery requirements. It showcases the widest selection of jewellery with latest designs. IIJS Virtual would be a completely different experience!



TANYA RASTOGI
Lala Jugal Kishore Jewellers

The lockdown has forced all of us to become proficient on digital platforms. I am expecting IIJS Virtual to be a great, productive event. Weddings have been delayed, and are expected to take place in the last quarter of the year, and we are seeing demand for bridal jewellery already. IIJS Virtual will be a must-attend show for us.



Handcrafted Jadau Jewellery




MEET US AT

IIJS
VIRTUAL
12th - 16th October, 2020

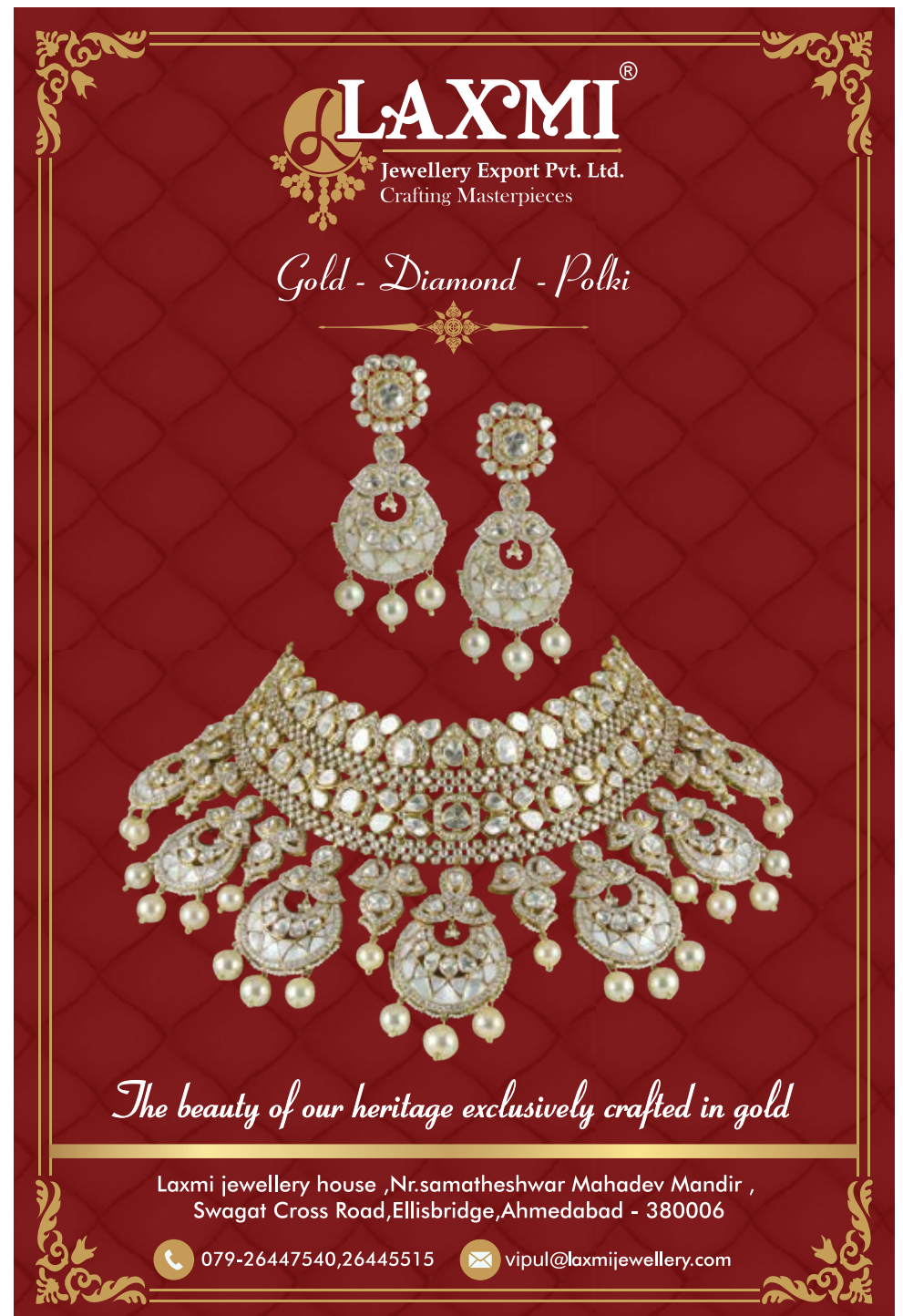
HALL# 3

1072, 1st Floor, Diamond Plaza, Ganga Mata ki Gali, Gopal Ji ka Rasta, Jaipur-302003
+91-141-2576800, 4011011 Mobile: +91-9929111114, 9610160000 Email: info@geetashyamjewellers.com
Web: www.geetashyamjewellers.com

f i geetashyamjewel



Gold - Diamond - Polki



The beauty of our heritage exclusively crafted in gold

Laxmi jewellery house ,Nr.samatheshwar Mahadev Mandir ,
Swagat Cross Road,Ellisbridge,Ahmedabad - 380006

079-26447540,26445515 vipul@laxmijewellery.com

VISITOR VOICES



HEMANT M. JHAVERI

Al Sulaiman Jewellers
Qatar

Sourcing new jewellery products has always been my main reason to attend IIJS shows. Year after year, exhibitors have enthralled and surprised us with design innovations that are in keeping with the market trends. I am confident that the Virtual Avatar of IIJS will bring its own value additions. I am eagerly looking forward to visit the show.



AJOY CHAWLA

Titan Company Ltd

The current challenging situation demands a new and collaborative approach from the jewellery industry. GJEPC has been a great forum which has over the years brought our industry together to drive growth in our category, this time through a promising new virtual format of IIJS 2020! I am confident that it will enable us to exchange ideas freely and think collaboratively to grow business. Wishing GJEPC all the very best and looking forward to meeting our partners through this virtual platform.



PRINCESON JOSE

Prince Jewellery

I have never missed an IIJS show. So this year, when GJEPC announced the Virtual Show, it came as a pleasant surprise. I was relieved that my visit to this prestigious show will not be interrupted. IIJS Virtual will offer a new way of doing business.



This is your time to shine!



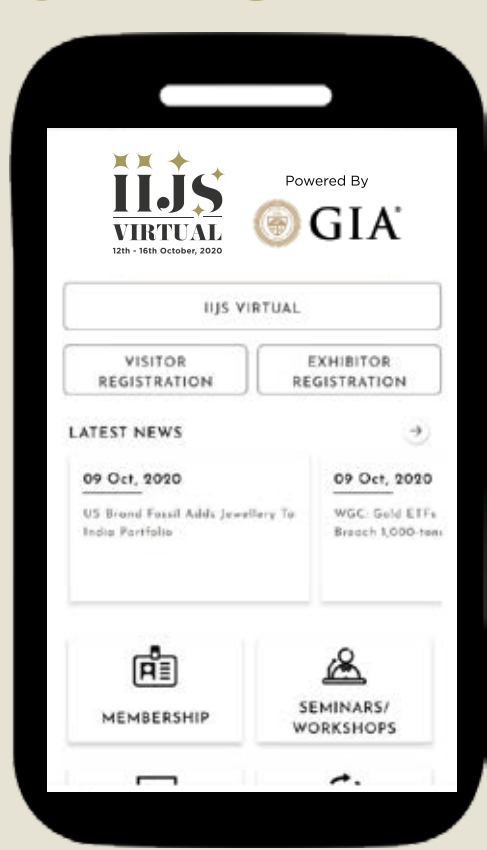
Come Visit us at
IIJS Virtual Show 2020
12th – 16th October 2020
STANDARD BOOTH



UNI-DESIGN
forward together

UNI DESIGN JEWELLERY INDIA PVT. LTD.
Uni Design House, Plot No. 3, Cepz-Wicel, Andheri (East),
Mumbai, Maharashtra 400093 • info@unidesignindia.com
Web: www.unidesign-jewel.com
Contact : Sagar Shah - +91 98194 32845

GJEPC APP



Updates on GJEPC's Trade Show

Latest Industry News

Visitor Registration

IIJS Show Daily & Newsletter

Seminars

Download the app from
Google or Apple App Store.

EXHIBITOR VOICES



KISHORE SHARMA

Kishore Motiwala

Even before the start of the show, we got 80 visitors during the IIJS Virtual Preview, and of those 50% were new clients. we provide 1,000 variety of pearls. South Sea pearls, especially peacock black colour, and Akoya and Keshi are popular. Freshwater pearls are in great demand – ranging from 0.5mm to 15mm in all shapes and colours. Basra pearls, which are circulating in the market, since no new production has taken place since the last 80 years, are gaining traction. We have a chain of traders who are into buying old jewellery from customers. We buy Basra from them and the cost – depending on the damaged ones to those in perfect condition – can range from Rs.500 to Rs.5,000 per gram. These are incomparable gems and are priceless.

We have been regularly exhibiting at IIJS since the last seven years, and we are happy to participate in the Virtual show. At physical shows, we get limited time to interact with all our visitors. In the virtual format, we approach all those who browsed through our digital gallery. This way we are getting an opportunity to establish new contacts. I am only seeing huge possibilities of growth through this format in the future.



MANGESH CHAUHAN

Sky Gold Pvt. Ltd.

I am mighty impressed by the IIJS Virtual format. Truth be told: I was reluctant at first to participate, but now I am an ardent convert of the digital expo. The reasons are very many. Almost 30 new visitors dropped by to window shop at our product gallery during the Visitor Preview, and once we received the list of names through the Council, my team members got in touch with them via emails and WhatsApp messages. Of the 30 visitors, five have already confirmed small jewellery orders totalling from 200 gm to 500 gm per lot. Most of these buyers are from tier III or IV towns.

We deal in plain gold jewellery and studded jewellery with cubic zirconia. Normally, we deal with big retail chains and during the physical show, and at times, are so busy catering to our regular clients, that we are unable to give attention to the new walk-ins. The virtual show has helped us to connect with small and medium-size buyer companies as well, and that is a good thing. New buyers have faith in exhibitors participating in IIJS because it is a brand in itself. Also, since the 'touch and feel' factor in buying jewellery is missing in virtual shows, newcomers are booking smaller orders to test the waters. At our end, we also have allowed them freedom to return the goods, in case they are not satisfied. Payments are already happening through bank transfers, and we have no reason to worry.

A big plus of virtual shows is that the overheads are considerably less and we don't have any limitations in exhibiting our products on the gallery. At shows, we limit brining our inventory, but if we realise the customer is serious, we can digitally show him more products. I hope that such shows are held every quarter, to drive business.



ASHWIN SHANKAR

Shivam Jewels

We, at Shivam Jewels, are known diamond manufacturing and we have markets across the globe, including our top markets such as the USA, Hong Kong, China and Israel being the top markets. The Visitor Preview conducted prior to the opening of the show has been a fruitful exercise and we were visited by more than 60 buyers, who went through our product display. This helps us capture the data of our prospective buyers and reach out to them.

We have about 5,000 natural diamonds ranging from 30 cents to 25 carats and they are certified by labs like GIA and HRD. We also have non-certified goods. IIJS Virtual should work out in everybody's favour as this is the first mega show of the digital world.

My optimism stems from the fact that there is shortage of goods currently -- factories were working at 50% capacity; India had voluntarily halted the import of rough, miners had slowed down operations. This helped stabilise prices of polished goods, but as we are observing now, prices of certain goods have risen three-fold.

I think the shortage will help drive the demand at least till the end of the year.



KALPESH VAGHANI

Kapu Gems

At IIJS Virtual, we would like to forge new business relationships and contacts. In these days of pandemic, the distance between buyers and sellers has increased, and the Virtual show has offered an excellent opportunity to bring all of us together. Due to the lockdowns, initially, it was felt that diamond consumption would go down drastically, as supply was high and demand was low. But with the opening of lockdown in different countries, the demand for diamonds has only risen. Demand has picked up in certain goods, mainly in certified diamonds ranging from 0.30 to 0.89 carats, and mostly, below 2 carats. There is some demand for 2 to 3 carats. However, we have noticed that 3 carats and up have been moving slowly. Since the order was limited and demand was low, fulfilling these orders was manageable.

We are looking forward to a good opening of IIJS Virtual and hope it brings new business relationships and opportunities from newer regions.

THE Artisan

— JEWELLERY DESIGN AWARDS 2021 —

THE *4th* EDITION OF INDIA'S MOST COVETED
JEWELLERY DESIGN AWARDS IS HERE!

THE 2021 THEME

REINVENTING
VINTAGE

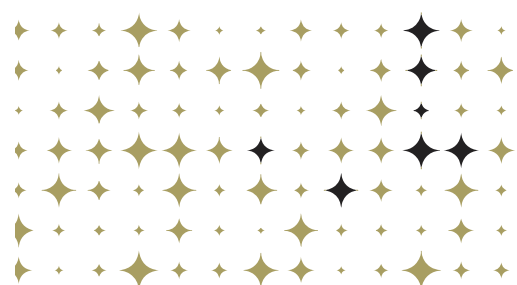
NOMINATION CATEGORIES FOR
REINVENTING VINTAGE

VICTORIAN
Jewellery

TEMPLE
Jewellery

JAPANESE
Jewellery

Participate today at: www.theartisanawards.com



Participate in the ✨
**1st Diamond Studded
Jewellery VBSM**

19th - 22nd October, 2020 ✨

**Exhibitor
Profile
Target Buyer
Regions
For Exhibitor
Registration**

Manufacturers of Diamond Studded Jewellery
USA, Europe, Australia, New Zealand, Russia

Mugdha Deshpande  +91 86574 18860
mugdha.deshpande@gjepcindia.com

Neha Sawant  +91 91520 97690 ✨
neha.sawant@gjepcindia.com

www.gjepc.org
 GJEPCIndia
 GJEPCIndia
 GJEPCIndia

For more Information, visit www.gjepc.org/vbsm