





DAY 4

15[™] OCTOBER 2020

COVER STORY

Bridal Jewellery

Orders Soar at IIJS Virtual

60% of sales are driven by the bridal segment. With the pandemic engulfing us in its shadow, the domestic market had shut down totally for a couple of months. As the lockdowns were gradually lifted in a phased manner across the states, jewellery sales started seeing some momentum.

capacity of jewellery manufacturers is contained at 60-70% due to the maintenance of safety protocols and an acute shortage of karigars, who fled to their hometowns during the pandemic.

Weddings and celebratory functions were cancelled and so were gatherings and parties. Life

t is estimated that in India, began to return to near-normal when the imposed lockdowns were eased. Jewellery retailers in general have begun reporting sales since the last one and a half months.

At IIJS Virtual, the bridal and the couture exhibitors have been very active in terms of sales. Bridal sets, bangles and bracelets, and earrings Unfortunately, the production in diamonds and jadtar are in demand. Exhibitors are meeting new clients, who are not shying from placing orders for the upcoming wedding season. There is demand for big ticket sets, and the realisation about the growing acceptance of the online medium for selling luxury items is slowly sinking it among the pleasantly surprised



Geeta Shyam Jewellers

exhibitors.

Dilip Dassani, Partner, Dassani Brothers, Mumbai, is enjoying the virtual experience. "The virtual format is less time**SCORE-**

EXHIBITORS

5 HALLS

BUYERS REGISTERED

MEETINGS

KNOWLEDGE **SEMINARS**

Rough Supply Partners







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









COVER STORY



consuming and extremely productive with one-on-one meetings and no diversions."

Dassani pointed out that when visitors select products and add them to their wish list, they easily come to know which categories or designs are getting more 'likes'. "This, in turn, is helping us to put in more efforts in a particular product segment." The most popular items are bridal necklaces (ranging from Rs. 8 - 12 lakh) with uncut polkis and gemstones. Dassani is pleased to receive new visitors from Guwahati, Chandigarh, Bangalore, and Chennai.

Hailing it as a superb initiative, Kayvan Taswala, Partner, Peacemoon Traders, Mumbai, noted that this show was helping them get new clientele from Qatar, Dubai and the remotest of regions in India. "Visitors had the time to browse through the displays of each exhibitor during the preview and the window shopping helped them zero in on the exhibitors they wanted to fix meetings with," says Taswala. Big, broad diamond-studded chokers, ranging from Rs.15-Rs.20 lakh were in demand. flexible bracelets Bangles, outfitted with diamonds up to Rs.5 lakh were preferred. "Sales conversions from new clients were unthinkable for us through the online platform. The show has exceeded our expectations."

Echoing these sentiments, Praveen Agarwal, Owner, Geeta Shyam Jewellers, Jaipur, added that IIJS Virtual was a pathbreaking initiative. Filtered visitor profiles, data, and the user-friendly site were some of the highlights of the show for Agarwal. The exhibitor observes that pent-up demand due to postponed weddings is driving sales in the bridal jewellery segment. Kundan-meena

Achal Jewels Dassani Brothers Peacemoon Traders

and polki sets embellished with Russian emeralds, pink tourmalines and pastel enamelling were selling well. "Some retailers, who had bought from us during the lifting of the lockdown, approached us again at the show to restock their inventory! This only indicates good tidings ahead for all of us."

Karan Garodia, Proprietor, Sanskriti Jewels, Mumbai, had held more than 20 meetings on the first three days. Garodia revealed that although their brand's strength lay in developing a range of earrings, they do make limited, but highend necklaces. "We have been getting multiple orders from across India for the heavy bridal neck pieces up to Rs. 15 lakh. According to the feedback from retailers, demand for budgeted party wear earrings and rings will pick up as we emerge from the pandemic. As of now, bridal sales are zooming."

Renowned for making exquisite jadtar bridal jewellery sets, Vikas Mehta, Proprietor, Achal Jewels, Jaipur, notes, "GJEPC has always helped us to move forward in adversities. Amidst the current situation, the virtual platform has motivated us to work harder and make the most of the opportunities offered by this show." Mehta states that the show has helped him connect with his regular buyers and learn more about the requirements. "Sales conversions will happen in time, but it is important to reconnect with everyone."

The show has pushed the industry out of inertia, according to Milan Chedda, owner, Tara Fine Jewels, Mumbai. He mentions that his one-off bridal sets ranging from Rs.8 to Rs. 15 lakh are in demand. "The sentiments are definitely upbeat!"







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





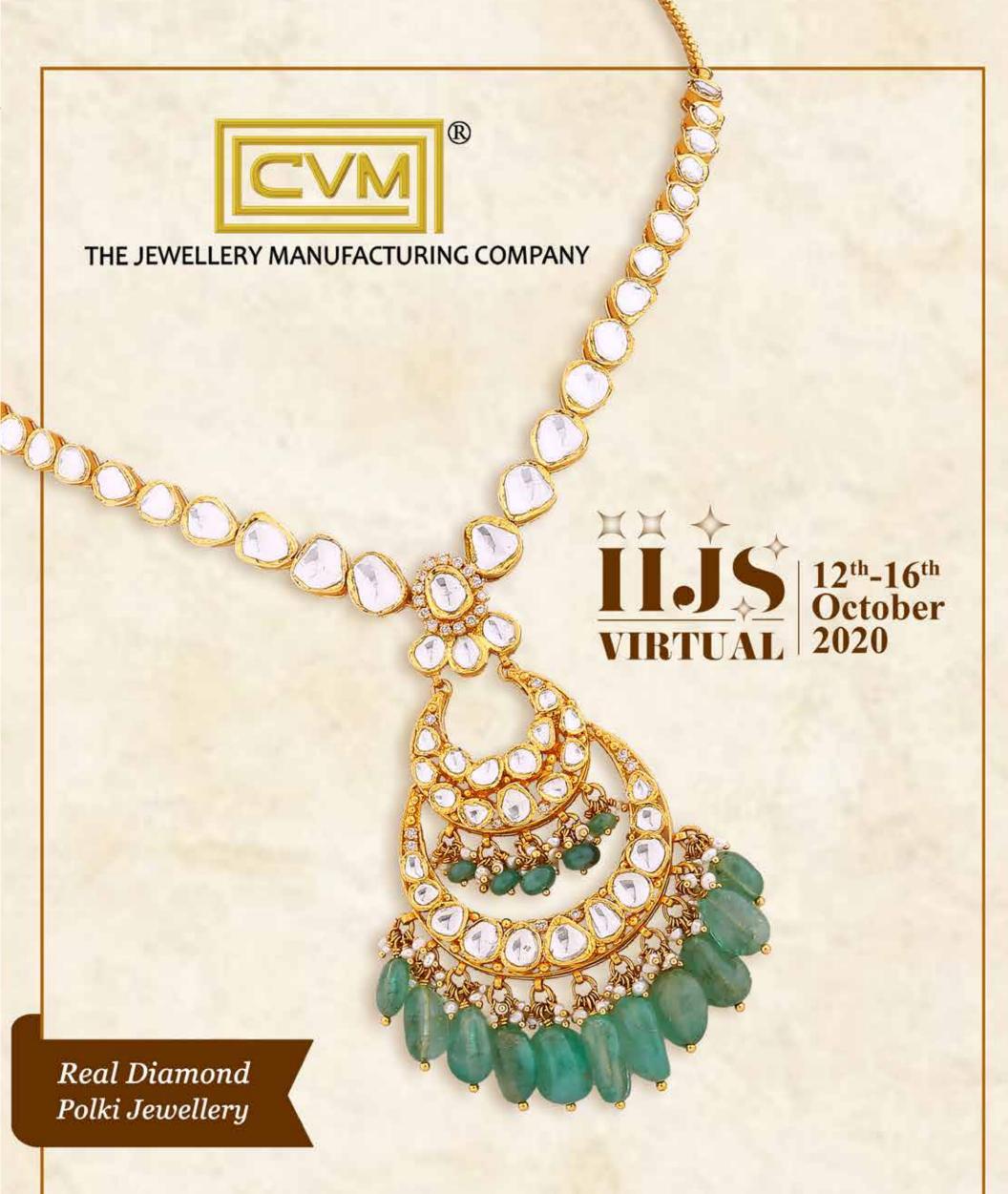


GJEPC° INDIA

DESIGN CORNER







Diamond/Coloured Gemstone Jewellery Hall - 2 Super Premium Section

To View this collection, Select: Jewellery Polki | Jadau.

CHOKSI VACHHARAJ MAKANJI & CO.

Plot No # 372, Shishu Mangal Road, Gandhigram, Junagadh - 362 001, Gujarat, India. T: +91 285 2651254, 2655980, M: +91 98252 20693, E: marketing@cvm-co.com Follow us on flo Website: www.cvmjewellery.com



PLATINUM DRIVES YOUNG, NEW CONSUMERS TO YOUR STORE

JOIN IN THE OPPORTUNITY TO CHANGE THE GAME WITH PLATINUM!



VISIT OUR PARTNER MANUFACTURERS

At IIJS Virtual 2020

























KNOWLEDGE WEBINAR



Online Presence Will Lead To Offline Sales

The webinar during IIJS Virtual on 'Virtual Transformation of Retail in Times of Pandemic' had on board three esteemed panellists Rajesh Kalyanaraman,

Executive Director, Kalyan Jewellers, Suvankar Executive Director, Senco Gold and Tawhid Abdullah, Managing Director, Jawhara Jewellery, who shared their insights with moderator Samit Bhatta, publisher, The Retail Jeweller magazine.

Here were some pointers shared by them:

• Buying habits of customers have changed -- from exploring and researching online for best designs and prices to closing the deals offline.



- The online and offline coexistence is here to stay, and customers will look for omnichannel experience.
- Stay constantly connected your customers
- pandemic or no pandemic. Better narratives about the collections or products will lead to higher offline sales.
- Gold has emerged a winner as a safe investment haven.

- Generic global promotion is the need of the hour.
- The need to invest in a strong IT team cannot be stressed more. It is vital for inventory planning across the chain stores.
- Innovative retail programmes are a win-win for the brand and its customer.
- Reaching out to the customer and offering good service - be it video shopping, home delivery, and more build confidence and trust in the brand.
- the UAE, there's considerable drop in spending on luxury items and people are tending to save more.
- Many start-ups in the UAE are adopting the digital route -it's an effective way to stay in tune with customer's needs.

Diamonds Resonating More Strongly With **Consumers Post Pandemic**

On day three of IIJS Virtual, David Kellie CEO of the Natural Diamond Council (NDC) engaged in an hour-long video chat with Milan Chokshi, Convener of the Promotion, Marketing & Business Development sub-committee at GJEPC, on the Category Promotion of Diamond Jewellery in the US, China and India.

Below are some of the salient points from the discussion:

- Around the time of the change in its identity from the Diamond Producers Association (DPA), the NDC leadership decide that it should be an authority, and a content publisher of the amazing storytelling within the diamond industry.
- NDC drives traffic to its website through its social media platforms. The NDC's India-based Instagram videos get around 250,000 views, and in some cases even get up to 1 million views. This is genuinely a huge engagement level for consumers in India. The NDC website currently gets around 40,000 visits a day.
- In the first phase of the launch of the NDC, its vision was to be a master on the digital platforms because that's where its audience is digesting this message. So far NDC has got a very positive response, and the fruition is even better than it had hoped.
- Earlier, for the Indian



market, NDC had a very localised campaign looking at insights specifically into Indian consumer behaviour. But actually this audience is much more inspired by internationalism, innovation and product newness, and they want to see new things that are happening in the world as opposed to being re-fed an idea or image that reminds of their parents.

- Sustainability, social values and ethics of what you stand for has been getting stronger particularly in luxury goods for the past five years, but that has accelerated in the midst of this ongoing health crisis. Everyone is much more respectful and concerned about our impact on the planet.
- The strength of what we're doing now allows NDC to present so many new stories to the consumer - the work done throughout the supply chain to support local communities

- and it's our job to communicate that to the consumer.
- NDC wanted the new campaign featuring Hollywood star Ana de Armas to be more synonymous with the luxury world. NDC wanted it to be about celebrating multiple moments in her whether it's on her own, her relationship with friends, family or a romantic relationship. NDC wanted it to celebrate diamonds and diamond jewellery in total rather than being a specific diamond piece.
- There's no other luxury good that has the meaning that diamond diamonds and jewellery has. NDC wanted to celebrate the special moments that diamonds stand for. The pandemic has made those moments more relevant in today's world and so diamonds are resonating more strongly with consumers.

- with such integrity is incredible The India holiday season coincides with campaign launch. NDC will be spending all of its annual budget through the festive season as it believes diamond jewellery will play a major part in festive gifting.
 - In the US, the campaign will be ramping up during the holiday season from mid to late December.
 - The jewellery industry is low traffic and high value, so we should be less worried about apprehensions consumer regarding touch-feel post the pandemic.
 - There is an opportunity for the diamond industry to double in size if we get it right and speak to the audience in the right way and do it collectively. This industry has the potential for innovation and uniqueness, storytelling, etc. and we must invest in building the brand of diamonds and diamond jewellery in general.









Designer, Heavy Gold Mangal Sutras.

Antique, Micro and Navrang MS Specialist.

> Antique Khokha Manufacturer.



Visit us at IIJS
VIRTUAL to Source
Royal Jewellery
Pieces from our
Exclusive Collection



Shree Devi Jewellers

56, Dagina Bazar, Mumbadevi Road, Mumbai **Contact:** 9768695656, 9869145687









KNOWLEDGE WEBINAR

2021-22 May Be A Watershed Year For the Industry

The UNCUT 2020 Knowledge Series at IIJS Virtual had a seminar on the 2021 Outlook on Diamonds, Gold and Platinum where distinguished members from the industry Sachin Jain of Forevermark, Somasundaram PR of WGC, and Vaishali Banerjee of Platinum Guild International were the panellists. The session was moderated by Samit Bhatta, publisher, *The Retail Jeweller* magazine.

Vaishali Banerjee started with a brief presentation on how PGI is going to rebuild demand starting this October.

Here are some of the pointers shared by them:

- There is likemindedness between different parts of the industry, right from miners to manufacturers, in terms of different kinds of operations. There is openness to work together and see that there is seamless supply in the coming times
- Supply for every part of the business is consistently growing or getting better.
- Technology is being used and it is giving the insight of what



is required on the floor. Everybody is looking at data in a different manner. The industry is looking at supply in a different manner

- Nobody wants to overburden the market, by oversupply for undersupply. Technology and data will drive it.
- While we shape up 2021, it is built on logic, and it's built in such a manner so there are not too many ups and downs.
- Hallmarking is something which the industry now should not find reasons to delay. Every time we delay hallmarking, it affects India's image.
- If you have to play a bigger role in gold, if you have to attract millennials for which hallmarking is important. Once hallmarking is made mandatory, we will find more people entering this segment.
- Fewer and better things... as an offering to consumers and the retail industry. We should be offering something keeping in mind that consumers might look at fewer but better quality items, something more meaningful.
- Meaningfulness it is not buying a piece of jewellery for the sake of it, not advertising an

item of jewellery for the sake of it. It has to hold some meaning... couples and relationships are getting reinvented. Store of value is an important aspect.

- The core role of a category should be to bring joy, a smile on somebody's face.Platinum consumers are buying because of an experience, because it has meaning. That has been the heart of platinum's success.
- The positive side effect of Covid is the industry has adapted to the digital platform in a strong manner. Technology will play an important role in sourcing and driving the business and consumer delight.
- Digital is going to democratise every part of this industry. Marketing has to play an important role in driving consumer demand.
- Looking at all the steps taken by the government, I think there is going to be a sharp jump in economic growth in the next two years and that is going to rub off very positively on gold jewellery. If the industry plays it well without having confrontational issues with the government, I think 2021-22 may be a watershed year.



Swasthya Ratna Policy

- · Enroll today and give your employees access to quality health care of choice
- Tailor-made for the Industry and cost-effective health Insurance policy
- · Available to all employees of GJEPC member companies across India
- · GJEPC also contributes towards the premium of the policy
- The policy currently in its 4th year has covered more than 5 lakh lives

Exclusive Benefits of the Swasthya Ratna Policy

- . Family floater policy covering entire family including parents up to the age of 80 years
- · No waiting period and per-existing diseases covered from Day One
- No medical check-up required even for Parents
- Maternity & new born baby coverage from Day one

Additional Health &Wellness Benefits

- · Pharmacy Discounts
- Diagnostic Tests Discounts
- · OPD & IPD Care Discounts

Transparent Disclosure

- · No Income tax benefits as it's a group policy
- Standard exclusions of a Mediclaim policy applicable





A unique Health Insurance Policy exclusively for GJEPC Members

To avail this policy, simply email us at: swasthya@giepcindia.com Or call Swasthya Ratha Team at: +91 9322860724 / +91 8879616090 / +91 9833958730

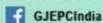


















"Stunning gold designs that are emblems of tradition"



MEHTA GOLD PVT. LTD.

#969, Sherkhan Lane, (Mehta Tower),
Near Dharmarya Swamy Temple street, Nagrathpet
Bangalore – 560 002. (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











Inspired to shine















IGHT TUDG OF W. is a trademark used under licence from De Beers group. The ALROSA ALLIANCE logo is a trademark used under license by PISC 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



The World's Foremost Authority in Gemology™









BRAND WATCH

Past Revisited

Hasmukh Parekh Jewellers unveil a range of delicate yellow gold jewellery that is brought to life by the finest craftsmanship of Bengal. Light in weight, with an almost gossamer feel, and big in form, the kadas, necklaces and earrings are ideal bridal wear accessories. The outstanding collection helps you channel your inner princess! Put a vintage stamp to your dressing style for the D-day.







A Joy To Behold

A medley of colours greets you when you lay your eyes on the assorted collection of Manoj Ornaments. A heady mix of fine and lustrous coloured gemstones, mother-of-pearl and diamonds grace each and every piece – be it prêt, party or bridal wear. The colour combinations are vivid and vibrant and add a vintage spirit to the collections of chokers, bibs, earrings, pendants and more.













BRAND WATCH







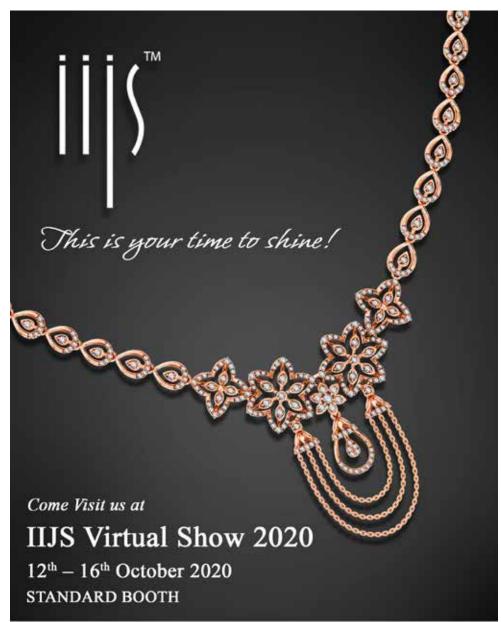
Golden Glory



Gorgeous statement kadas, layered necklaces and rings articulated in 22-karat gold by Shineshilpi Jewellers emphasize the confluence of traditional and modern aesthetic. Invoking the glory of the past, the collections are ideal for the woman who is rooted in tradition, yet modern in outlook.









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





IN FOCUS



Silver Demand Set to Boost Further

liver is one precious metal that has outperformed others during the ongoing Covid-19 pandemic. exports from April to August saw a growth of 74% to \$632.73 million as compared to same period last year.

Manufacturers of silver jewellery and artefacts expect that exports will grow further at the IIJS Virtual platform. Exhibitors in the silver segment have brought in a host of ethnic and contemporary jewellery designs and silver artefacts and objet d'art catering to different markets.

Rahul Mehta, Managing Director, Silver Emporium, said, "At the IIJS Virtual, we are focusing on gifting products for weddings. Customers look out for showpieces, dinner sets and more and we are expecting a good demand in this segment. I believe that if we are able to offer products with good designs at good price points, the demand is going to be huge. Gold prices are at an all-time high, and consumers are looking at alternatives silver jewellery and silver investment demand is better than gold currently."

Citing the reason for steady growth of silver jewellery and artefacts over the last three years, Rahul Mehta, explained,

"India has an edge in silver handcrafted jewellery. The silver market is growing year- on-year, and Indian manufacturers have started realising the importance of design, product, costing, quality, and using the right kind and quality of gemstones. This has been an ongoing process and we will continue to see growth in this category in the coming years, too."

Considering the situation, Ram Babu Gupta, from Silver **Mountain,** comments, Virtual will be beneficial for both the buyers and sellers equally. We are expecting good business from IIJS Virtual. Our company will be showcasing silver jewellery with different ethnic designs to cater to the domestic market and buyers from the USA, Europe. Earlier there was no demand for gold-plated silver jewellery but now we are witnessing demand for that category, too. This is because of the rising price of gold. In comparison, the rate of silver has not climbed much."

Anita Dhingra, Director, Manmohan Exports said, "We have come to the IIJS Virtual with great anticipation, and are presenting wedding jewellery in silver featuring the radiance of kundan-meena in our collections, which are inspired by the royal period of Rajasthan."



Hallmarking in silver jewellery is something that will add trust in the sil-





ufacturers may have to do distress sales of their inventories or melt goods or rework on their existing products, it will be a temporary hurdle. However, the longterm benefits of selling certified silver jewellery will be manifold. I am confident that two or three years down the line, the Government will implement hallmarking for silver jewellery too."

whether Talking about silver jewellery should be hallmarked, Ram Babu Gupta said, "Hallmarking is not easy. Sometimes the costing





silver. 925 is the purity stand-

ard that is accepted globally.

"I strongly recommend to

consumer

all the trade bodies that

there should be com-

pulsory hallmarking

for silver jewellery

itial phases of im-

plementation, and many

man-

Manmohan Exports

confidence,





Organised By GJEPC* INDIA

IN FOCUS

hallmarking equals the cost of a product, thus increasing the overall making cost of silver jewellery. For products weighing more than 30 grams, though, hallmarking should be made compulsory, and for products weighing less than 30 grams, hallmarking should not be compulsory; but such lightweight pieces should bear the mark of the percentage of silver content and the company name on it." Silver manufacturers expectation from the trade bodies and the

Silver Mountain





Silver Mountain



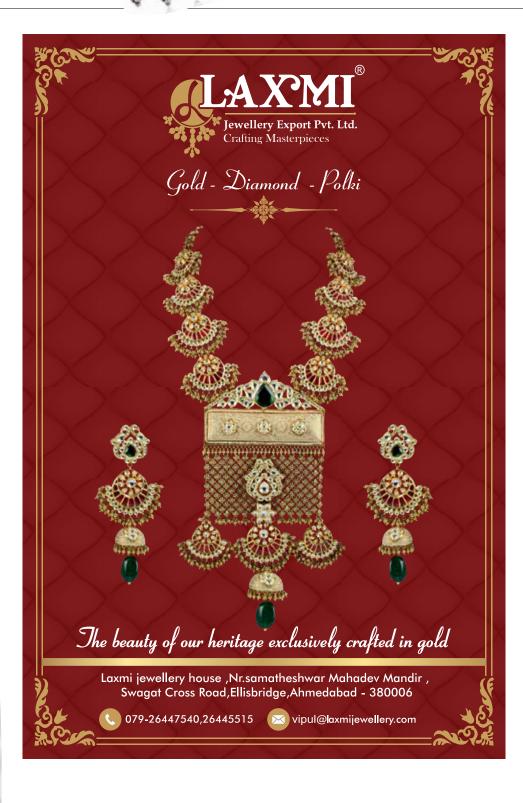
- Provide more market information about silver exports; countries that are buying more silver so that Indian manufacturers can promote silver handcrafted jewellery in those regions.
- Currently, getting duty-free silver in smaller quantities is very difficult. Manufacturers would like to procure duty-free silver without a cap on quantity from nominated agencies.
- Open up silver exports through e-commerce and courier

mode.

Silver manufacturers are of the view that the growth potential for the segment is huge, and opportunities are plenty. Manufacturers and retailers need to promote and sell fine quality hallmarked products. The sector will grow manifold, if we do the right thing at the right time, giving good price points and by educating buyers.



Silver Mountain









EVERY BEAUTIFUL CREATION BEGIN WITH AN EVEN MORE BEAUTIFUL STORY

THE 2021 THEME

REINVENTING VINTAGE

NOMINATION CATEGORIES FOR REINVENTING VINTAGE







Participate today at: www.theartisanawards.com



रत्न तथा आभूषण निर्यात संवर्धन परिषद THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL

PARICHAY CARD

for Gem & Jewellery workers

(Workers unattached to any company or contract workers)

GEM & JEWELLERY PARICHAY CARD NAME Person Name ID 000000000 D.O.B 00 April 0000 BLOOD G 0+ VALID FROM 00 May 0000 to 00 May 0000 Authorised Signatory Authorised Signatory

BENEFITS TO PARICHAY CARD HOLDERS

An exclusive social & health benefit initiative for Workers.

Can serve as an employment and identity proof.

Swasthya Ratna has covered almost 6 lacs lives and disbursed over Rs. 150 crore in claims.

Speedy dispensation of social benefits to all.

Better access to job opportunities.

Better healthcare services through a customised health insurance plan.

Note - Candidate should be working for Gem & Jewellery Sector.

ISSUED BY

THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL

Office No. AW 1010, Tower A, G Block, Bharat Diamond Bourse, Bandra - Kurla Complex, Bandra - East, Mumbai 400 051, India

Tel: +91 22 26544600 | Toll Free no.: 1800-103-4353 | Email: ho@giepcindia.com