

SHOWDAILY

DAY 2

9TH JANUARY 2021

COVER STORY

IIJS Virtual 2.0 The Dream Run Continues



After the success of the first edition of India International Jewellery Show (IIJS) Virtual in October 2020, the Gem & Jewellery Export Promotion Council (GJEPC) yesterday inaugurated IIJS Virtual 2.0,

powered by GIA, in the presence of Colin Shah, Chairman, GJEPC; Vipul Shah, Vice Chairman, GJEPC; Shailesh Sangani, Convener, National Exhibitions; and Sabyasachi Ray, ED, GJEPC. In his keynote address, Colin

Shah, Chairman, GJEPC, said, "There was a demand for an encore and we are back within three months with an upgraded version of the virtual show. Trade demanded, and we delivered! At the same time, the Council wanted to keep the momentum going and power through the first half of 2021. In fact, I am happy to share that the exports of gem and jewellery are back to pre-Covid levels in November and December last year.

"The industry has begun to pick up and is already witnessing a surge in demand - especially in China and the US, which are the major jewellery consuming markets of the world.

"Jewellery was the highest selling luxury product in China in 2020 and the Thanksgiving Day spending in the US rose by nearly 22% year-over-year to \$5.1 billion,

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hitting a new record -- which goes to prove that jewellery is strongly linked to the emotional connect of buyers."

The second edition of IIJS Virtual is being held from 8th to 12th January 2021, and has 250

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Colin Shah
Chairman, GJEPC

exhibitors with an estimated 8,000 registered buyers from India as well as the US, UK, UAE, Singapore, Bangladesh, Nepal, Hong Kong, Belgium, Sri Lanka, Thailand, etc.

The show has dedicated five Halls for Traditional Gold Jewellery; Gold Jewellery (Mass); Diamond/Colour Gemstone Jewellery; Couture/ Bridal Jewellery; Loose colour Gemstone/Silver jewellery / Machinery & Allied.

The Chairman informed that the Indian domestic market has seen an unprecedented rise in bridal jewellery sales, and the second virtual show has been put up to cater to the summer wedding season demand.

Along with the Council's initiatives, the industry has been able to bounce back because of the quick relief measures undertaken by the Government to support the industry during the pandemic. "I take this opportunity to thank our Hon'ble Prime Minister, Shri. Narendra Modi for his visionary leadership and supporting the



Vipul Shah
Vice Chairman, GJEPC

industry, especially during the difficult times.

"It is our dream to make India the world's foremost destination for gems and jewellery, and to bring in the much-needed impetus and growth to the sector. The Council is in the process of forging ties with a large E-Commerce partner that would provide a 24 by 7 online retail platform exclusively for all GJEPC members commencing this January."

Vipul Shah, Vice Chairman, GJEPC, added, "The demand from members for a second edition in quick succession speaks volumes about the IIJS brand's popularity and influence among industry members. IIJS Virtual 2.0 will carry forward the positive vibe of the first edition, which transacted around Rs. 1,000 crore-worth of business."

The digital platform has set a benchmark for the industry and the expectations from the second edition are high.

Delivering the vote of thanks, Shailesh Sangani, Convener, Exhibition (National), GJEPC,



Shailesh Sangani
Convener,
National Exhibitions, GJEPC

noted, "IIJS Virtual removed all doubt about the success of a virtual trade show format for gems and jewellery. 'Touch and feel' have now been replaced by 'Tag and bag'. This time we have incorporated a host of new features in IIJS Virtual 2.0. Starting from the exotic walk-through feature, IIJS Virtual has a superior search engine,



Sabyasachi Ray
Executive
Director, GJEPC

on-booth chat facility, product catalogue with a magnifying feature, digital organiser which tracks your meetings and notes, interactive knowledge forums, daily notification on WhatsApp for your appointments, and much more. IIJS Virtual 2.0 is a complete show with the Machinery section added this time."

LIGHT WEIGHT JEWELLERY *at its finest*



Light weight jewellery is trend of the time. Millennial generation has a new taste in jewellery. As the lines of home and office continue to blur, new generation wants to be ready for work, party and leisure at any time. Highly influenced by fast-changing lifestyle, they want their jewellery also to be minimal, functional and versatile.

Finestee by VK Jewels is dynamic and ultra light weight jewellery collection that spectacularly captures the fancy of a generation that wants to look stylish and feel comfortable at the same time.



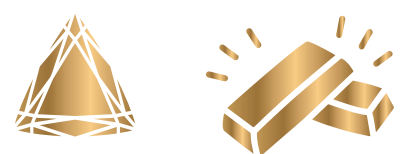
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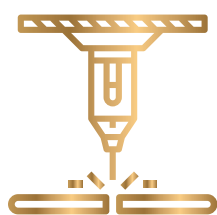
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EXHIBITOR VOICES



Sunil Agrawal Proprietor, Sunil Jewellers, Jaipur

I have been participating in IIJS since the last 20 years, and I didn't miss the first edition of IIJS Virtual either. Markets were shut throughout India and the October Virtual show revived the sentiments.

We got to meet our regular clients and the timing of the show was

just right, so many placed orders for our bridal jadau and diamond jewellery. There were some new clients, who had kept tabs on our work and designs in the past. They, too, approached us during the show.

December was a slow month and I am sure that visitors will want to stock up on inventory. We are already getting queries from buyers in the northern region. We supply jewellery across India, and we have some clients in the US and the Gulf region.

In terms of trends for coloured gemstones, I'd say Russian emeralds, pink sapphires, tanzanites ... in fact, pastel shaded gems, are in demand. Buyers are interested in bridal choker sets ranging from Rs.8 to Rs. 12 lakh.

Tejas Shah Director, RR Jewellers

With the increase of the gold price our prime focus has been to create lightweight jewellery with a bigger look. In the traditional jewellery segment, especially the famous Rajkot vertical bead necklaces normally weighing 21 grams, we have developed the same mala in 16 grams. Shaving off 6 grams per piece (or Rs. 30,000 approximately per piece) has made these malas more affordable for our clients. The fusion of handmade and technical expertise has helped us achieve this result.

In the prêt and high-end categories, we have employed CNC techniques wherein a 104 gram necklace set is now available in 74 grams. This is the only technology which can reduce the jewellery weight, but retain its hardness (strength) for wearability. Intricate openwork, bead work, filigree, enamel, has been used to enhance the design quotient.

Our company constantly keeps innovating and researching to cater to clients. For instance, we have made pendant sets as light as 500 mg to 600 mg costing only Rs. 5,000 at retail level. Normally these sets weighed 1 gram, but then the gold price touched Rs. 57,000 last year, we received some queries from our clients to make budgeted sets, especially for the gifting segment in kids' category.

Such gifting items under the Rs. 20,000 price range in the children's category sell well online, while the common price range for online lightweight jewellery is between Rs. 20,000 and Rs. 60,000.

It is important to have a presence in the digital formats as well because it is a new experience, new learning for all of us. However, I feel that with the kind of small jewellery that we sell, new customers generally prefer to see the sample physically. Our pieces are tiny and the work is intricate. However, we were happy to touch base and conduct business with our regular clients, who are familiar with our innovation and products.



Konal Doshi Director, Modern Impex, Mumbai

The virtual show format is still not that easily accepted by the gem and jewellery industry. Unlike international clients, domestic customers still want to feel the product. Virtual shows are a step in the right direction but there are too many of them being held in quick succession. As a result, regular buyers aren't

very keen on reconnecting so

often. The physical IIJS show was an event worth visiting, but the same commitment is lacking in virtual shows.

The gold import duty reduction to a healthy level of 4% will be the biggest factor with regard to the industry's performance this year. Also, there are many abrupt policy changes (like GST, Customs, Duty Remission, etc.) that make it hard to conduct business in a stable manner.

Shreyans Jain Proprietor, B.D. Bangles, Mumbai

We are participating in the virtual format of the IIJS for the first time, and we specialise in handcrafted traditional 22- and 18-karat bangles and kadas in yellow gold, antique finish, temple jewellery work and others. Owing to the high price of gold, we have reduced the weight of our regular pieces by 30% across all categories of our inventory. We make bangles and kadas weighing between 20 grams and 150 grams, but we are seeing demand for bangles between 40 and 80 grams. We are hopeful that we will get a good number of queries from IIJS Virtual 2.0.



Vineet Vasa Partner, Lotus Jewellery Creation, Rajkot

Most of us have learnt to live with the Corona outbreak, and manifold activities have resumed across India. IIJS Virtual 2.0 is rightly timed for the upcoming wedding season and a few auspicious festivals like Vasant Panchami (spring festival) that will optimise sales. Our performance at IIJS physical or virtual always exceeds our expectations. With gold prices staying on a constant high, we firmly believe that the focus on lightweight and designer jewellery will rise. Manufacturers generally tend to focus on either the mass or high-end segments leaving a huge vacuum in the mid-ticket segment that is a crossover between mass and premium. This is the niche which we are catering to with three new collections at IIJS Virtual 2.0. Once the physical show resumes, there will still be some unique benefits of holding concurrent virtual and physical exhibitions.





SUNIL JEWELLERS



IIJS Virtual 2.0

8th Jan - 12th Jan 2021

Hall no. 4, Premium
Category

DIAMOND JEWELLERY TRENDS

Super Cool Diamond Dazzlers

Airy, fluid and lightweight jewellery lines garnished with diamonds once again dominate **IIJS Virtual 2.0!** Perfect for fashion conscious women, the sparkling possessions in combination of white, rose or yellow gold take an uber chic route which is in sync with fashion diktats.



A fluid double shank open ring with each finial set with a pear-cut diamond. By Romil Jewelry



An openwork rose gold bangle topped with a diamond leafy motif. By Gehna



A sinuous rose gold ring held with a marquise diamond. By Gehna



The stylised, classic ear studs are suffused with fancy shape diamonds. By A'Star Jewellery



Waves of diamonds feature in this oval pendant necklace. By Romil Jewelry



Double finial gold ring with two florets set with fancy-cut diamonds. By A'Star Jewellery



An open white gold necklace with rose and white gold leaves encrusted with diamonds. By BR Designs



A floral whorl ring in gold and diamonds from the Solitario collection. By Savio Jewellery



Simple yet arresting geometric ear studs centred on polkis. By CVM



Irregular polkis adorn these linear gold earrings accented with round diamonds. By Kalajee Jewellery



Tapering chandelier earrings studded with fancy-cut diamonds from the Solitario collection. By Savio Jewellery



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IN CONVERSATION

“IIJS Virtual Enabled To Reconnect Buyer & Seller During The Toughest Period”

JAYMIN VORA, Managing Director, **Romil Jewelry**, talks about his experience of conducting business at the virtual show of IIJS, business expectations and diamond jewellery trends.

Tell us what drove you to participate in both the editions of IIJS Virtual.

Our expectations were modest in the first IIJS Virtual, even though business has been okay for us this year. We felt and witnessed a consolidation throughout the supply chain. All through the supply chain there is a search for responsible, stable partnerships and we were hoping to be one of them. It is a great attempt by GJEPC to enable and reconnect the buyer to the supplier once again. We want to support the Council in every attempt to bridge this gap between consumer and seller.

In terms of successfully completing transactions, how was the response at the first show?

The first IIJS Virtual seemed like a breath of fresh air after a long hiatus since the retailers were also curious to see our new collections without physically having to travel during the pandemic. We have had many successful deals and some were halfway through negotiations, which were later completed through sending of physical products to their stores.

Are you looking forward to any changes/enhancements at the 2nd edition?

We are hoping to see more buzz created by GJEPC and more awareness and educate retailers about the benefits of the show happening virtually. Since most sales personnel have started travelling these days, retailers might not proactively attend the show virtually, and instead request for a face-to-face meeting. It is important to inform them that IIJS Virtual will enable them to experience a state-of-the-art jewellery show, which is one of the biggest in the world, and enable them to view millions of designs across the country on one platform at the click of a button, and expect customisations and personalised attention sitting in the comfort of their offices and homes. The



risk is less, and the benefits are manifold – increase in number of meetings, improved and focused communication and quick decision making to close a deal.

Currently what type of jewellery is in demand in the domestic and international market? Which markets do you cater to (both in India and overseas)?

The trend directions in design that we are getting to hear from our buyers are lightweight jewellery, unique and stylised designs. So, I think modern wearable jewellery is the latest trend in domestic as well as international markets. The chain stores especially want newer concepts and modern variations for today's woman. So, lightweight is the next biggest trend in India as well as overseas markets.

We currently cater to the entire domestic market across India, we work closely with many retailers in the Middle Eastern markets, and export to the USA

as well.

Exporters have reported relatively strong Holiday sales. How did the domestic market perform during the festive and wedding season?

The festive season was a good opportunity to tailor the product and marketing / sales programmes to help target millennials, ethnic groups, etc. To our surprise the domestic market fared really well in the festive and wedding season. If there has been an industry that has remained resilient, it's the gem and jewellery industry. Famines, floods, and other natural disasters haven't really been able to affect it greatly, as the demand for jewellery has always existed, and the artisans and jewellers have always pushed themselves harder to meet the demand. The jewellery industry has always survived against all odds and proved to be like the phoenix rising from the ashes after any calamity.

The season was good, and my hunch is that the lockdown restrictions in terms of travel, gatherings and lifestyle spending, resulted in a lot of personal savings. So, consumers indulged themselves and bought jewellery instead. Consumers are now reconsidering the emotional as well as investment value that jewellery brings in their lives. Most of the weddings planned in Q1/Q2 have been deferred to Q3/Q4 and we are expecting the demand to rise further.

What is your Top 10 Wish List for the Industry and Government?

The gem and jewellery sector plays a significant role in the Indian economy, contributing to around 7% of the country's GDP and 15% of total merchandise exports. The segment employs over 4.64 million workers and is expected to add another 8.23 million by 2022. My Wish List would be:

1. Rethinking of Import duties
2. To realign the tax structure (including the import duty and tariff)
3. No tax dodging by industry players and clarity of business
4. Better after sales service
5. Better customer handling and experiences
6. Consolidation of the industry players
7. Overall organising the unorganised sector
8. Better digital shopping experiences by retailers and manufacturers
9. Digitisation of the jewellery industry, which the GJEPC is already doing, and willingness to change and accept the newer technologies
10. More emerging leaders in the sector

Any other comment you would like to share.

Technology will play a significant role in the future and we, at Romil, are all geared up to be a part of the new normal.



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Hall - 3

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IN CONVERSATION

It's Silver's Chance to Shine

Ms. Anita Dhingra, Director, Manmohan Exports speaks about the growing popularity of silver.



What are the products you are showcasing at IIJS Virtual2.0?

We are excited about participating in IIJS virtual this year and look forward to showcasing our new collections. We are working on the bridal collection in silver, and will feature the radiant glory of kundan chiselled together with moissanite polkis to create pieces inspired by the royal designs of Rajasthan. The inclusion of kundan and polkis will add a traditional touch to these handcrafted pieces. At Manmohan Exports, we are known for designing and creating premium jewellery in silver.

Which are the markets you cater to?

We are present in India, the USA, the UK, and the Middle East.

Do you think there should

be Hallmarking for Silver jewellery? If yes, how is it going to benefit the industry?

It will build trust among customers, and will also bring in transparency across the value chain and force those who sell low quality silver jewellery claiming higher purity to straighten up their act.

From August to December 2020, there is a growth of silver jewellery exports as compared to the last two quarters. What do you think is the reason for the same? And what is the future of silver jewellery?

Gold prices have soared in the recent past, and silver will be the next best option in the precious metal category. Currently, silver prices have risen to Rs. 70 per gram, but jewellery with a high design quotient will always find buyers.

SEMINAR

Decoding the Allure of the Big Three

The post-lunch session on Day One was presided over by GIA Instructor Jamsheed Dastoor, who gave IIJS participants a masterclass on the The Big Three gemstones -- Ruby, Sapphire and Emerald -- and explored the various factors such as rarity, colour, and quality, which contribute to their perceived value.

Dastoor reviewed the history and lore of these gemstones -- ruby is linked to intense emotions like love, anger, passion, fury and desire; sapphire is often connected to nobility, truth, sincerity and faithfulness; while emerald is associated with rebirth, fertility and warding off evil.

Dastoor deliberated over the synthetic counterparts of the Big Three and pointed out that features like inclusions were extremely helpful in differentiating them from natural stones. He spoke about



the various types of treatments that are used to enhance the look of these gemstones.

The country of origin was also an important factor in determining the value of a gemstone, he added.





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BRAND WATCH



High Art

BR Designs, Surat, is known for its range of lines from prêt to couture and bridal in diamonds and coloured stones. This year, the company spotlights on emeralds and tourmalines, with accents of enamelling in their lines. Baroque pearls find pride of place especially in high-end gold sets. Blending modernism with traditional motifs in diamond and coloured gemstone jewellery is an art that the design house has mastered.

Opulent Fare

Geeta Shyam Jewellers, Jaipur, unveils a rich, heritage-inspired collection of jadau jewellery – from magnificent chokers and long pendant necklaces, to chandelier earrings and broad kadas. Exploding with a profusion of kundan-set coloured gemstones and polkis, each piece is crafted with care and precision. An element of fusion features in the form of filigree and naqashi work in each of the pieces, bringing alive the traditional motifs aesthetically.



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BRAND WATCH

Chic Shine

Kalajee Jewellery, Jaipur, unveils its contemporary collection The White World. Articulated with irregular shapes of polkis and complemented with baguette and round diamonds, the line-up of classic to contemporary hoops (baalis), chand balis, linear ear drops, ear studs is a perfect choice for millennials.

Says Naman Kala, Owner, Kalajee Jewellery, "Polkis are generally associated with traditional jewellery, but we have tried to explore how best we can use polkis in a contemporary manner. Usually polkis are set with kundan (or 24-karat yellow gold). But we use them in open settings as this does not require wax or kundan. Our collections are crafted in 14- and 18-karat white gold."



Desirous Jewels

A flattering collection of sleek bangles, rings and hoops is being unveiled by Tanvirkumar & Co. at IIJS Virtual 2.0.

The series of lightweight jewels in gold are prettified with a medley of fancy-cut diamonds and seductive rubies, deep blue sapphires and verdant emeralds in various shapes. The distinctly sophisticated jewels are ideal for the modern, well-travelled and thinking consumer.



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TECH TALK

Easy Solutions To Set up Your Online Presence

Vikrant Rawa, Founder & CEO, Intriguity, talks about two new offerings at IIJS Virtual to bolster online sites.

With e-commerce taking centre stage, especially during the pandemic, the two requirements that are in high demand are jewellery rendering and product photography.

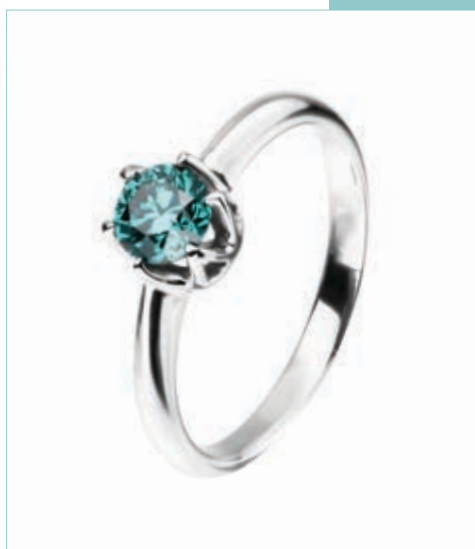
Everybody has realised that it is essential to have an online presence, along with physical stores. There are automated systems for jewellery photography and jewellery-rendering solutions that can be useful when you set an online platform for your products.

Vikrant Rawa from Intriguity, talking about the products that his company is showcasing at IIJS Virtual 2.0, said, "Intriguity is a technology company providing solutions to the jewellery industry since 2008. It has more than 350 customers pan India.



Primarily, we started with 3D printing and 3D CAD solutions, but now we have been focusing more on e-commerce solutions as well.

"For jewellery photography, we have a machine from Orbitvu, a Poland-based company that provides a 360-degree photography system. This is basically an automated photography system wherein you do not require any expertise to create studio-quality jewellery photographs. The machine does everything -- automated background removal, automated focus setting, and creates 360-degree videos. It also has in-built lighting, turntable, etc. So, it's a complete solution for any jeweller who needs an in-house photography solution."



Talking about the expectation from IIJS Virtual 2.0, Rawa said "We have been participating in IIJS since 2008. IIJS Virtual would be a new experience. If we could get similar kind of enquires that we get at the physical show, then this virtual format would be great. Then every year we would continue with the virtual format of IIJS along with the physical show."



The company also provides software and training for operating the KeyShot program, which is used for the creation of renderings that can be showcased on the website, especially diamond jewellery.

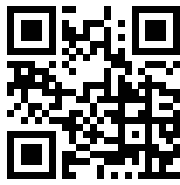


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