

SHOWDAILY

DAY 4
11TH JANUARY 2021

COVER STORY

The Future of Diamond Jewellery Is Bright!

Diamonds are the most celebrated gemstones and are symbolic of everlasting bonds. In the midst of gloom comes a strong ray of hope -- the movement in diamond jewellery across India is adding a sparkle to people's lives.

Lightweight jewellery in the pret and couture segments is performing exceptionally well. Vikas Jain, Managing Director, Midas Diamonds Pvt. Ltd., Mumbai, comments, "Smaller jewellery set with diamonds under 1 carat is the most popular category across India, while bridal necklaces garnished with diamonds weighing under 10 carats are desired as the wedding season will go way past April. Sales in the southern



Solitario diamond cuff by Savio Jewellery

region have picked up well, while the northern areas are taking time to catch up."

According to Jain, geometric shapes in the daily wear segment are popular, and

5 Halls

250+ Exhibitors

8000+ Buyers

**VISITOR
LOGIN
LIVE NOW**

Login with your
Registered Mobile no.

consumers are preferring fancy-cut diamonds. Rose gold jewellery is in vogue, too. Jain believes that since diamond

GDK
JEWELS



GDK JEWELS Pvt Ltd
A Unit Of KOTAWALA GROUP

Fine Diamond and Coloured Stone Jewellery
(Manufacturer and Wholesaler)

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

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

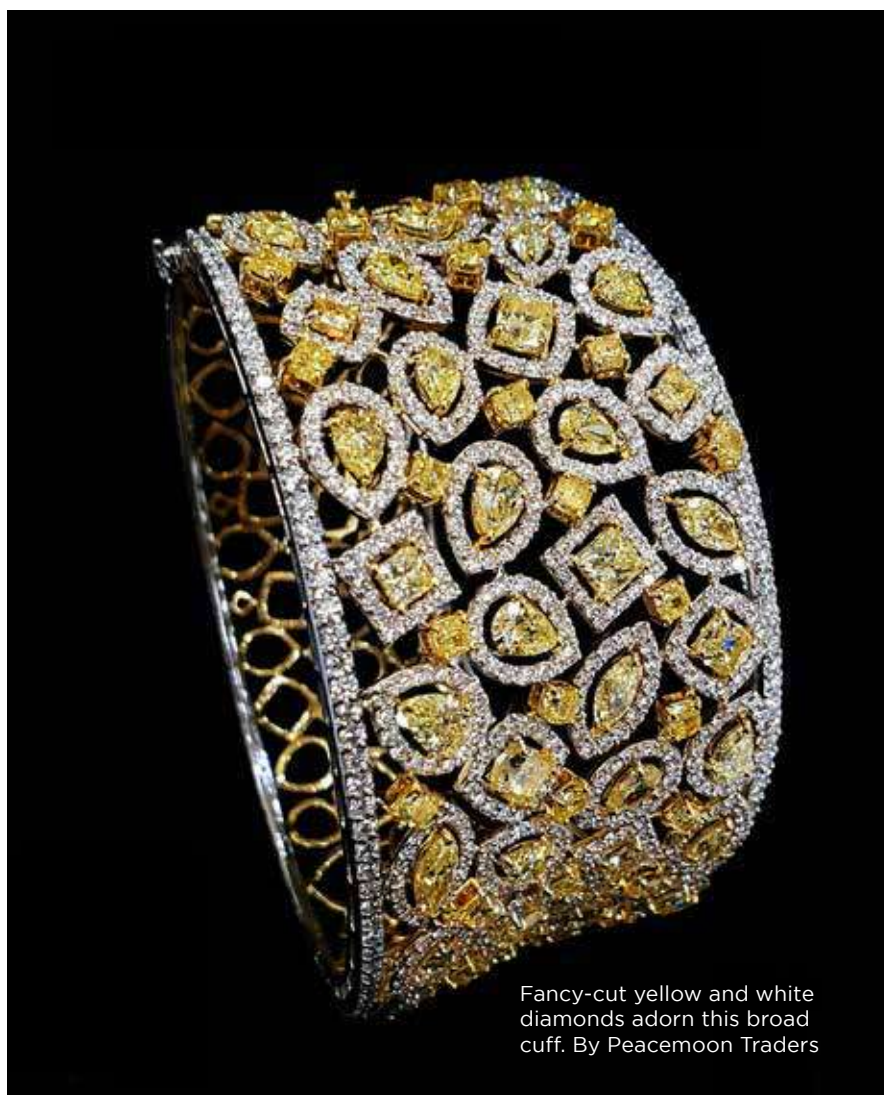


B R Designs

prices have remained stable, consumer confidence in the segment has bolstered.

There's good news coming from tier II and III towns as well. The number of first-time diamond buyers is growing exponentially. Remarks N. Ravichandran, Proprietor, CNB Diamonds, Mayiladuthurai, Tamil Nadu, "The last two years have seen a boom in sales for lightweight diamond-studded jewellery. The aspirational middle class is picking jewellery set with less than half a carat of diamonds in it." Ravichandran's family is into the jewellery business since 50 years and they have two retail showrooms as well. The company specialises in close setting of round brilliant diamonds in jewellery. "Earlier, jewellery with 5 to 10 cents of diamonds was acceptable, but now we are forced to innovate ways through casting and manually, to make jewellery set with 1 and 2 cent diamonds." He adds that in towns and villages of Tamil Nadu, consumers still prefer 22-karat gold jewellery with round brilliant-cut diamonds in close settings. There's not much awareness about fancy-shaped diamonds in those regions. However, he is confident that sales of diamond jewellery will continue to see a northward shift.

For Eon Jewellery Pvt. Ltd. sales in rose gold, lightweight diamond-set jewellery is picking up well across India, especially in the southern region. Nirav Katorawala, Sales Manager, reveals that star and melee diamond jewellery is gaining traction. The southern region



Fancy-cut yellow and white diamonds adorn this broad cuff. By Peacemoon Traders



A floral pendant with round brilliant-cut diamonds. By CNB Diamonds



A 22-karat cross over ring accented with diamonds in close setting. By CNB Diamonds

favours VVS clarity and EF colours, and consumers are opting for pret rings with diamonds under 25 cents, diamond earrings weighing up to 40 cents and slender necklaces featuring diamonds under 2 carats. The company makes handcrafted jewellery and supplies to some of the top retail chains and an online store in India. "Demand is picking up for diamond jewellery, and the future seems bright!"

Second-time IIJS Virtual participant Savio Jewellery, Jaipur, has enhanced the look and feel of jewellery displays in their office and put in place more cameras, engaged all its sales teams from across India -- and they have reaped good results. Abhishek Sand, Co-founder & Director of the company, states, "In the earlier show, we got orders for smaller jewellery, but this time big diamond sets for weddings and other related functions are in demand. Pret wear is being booked for showrooms, but demand for bridal sets solely in diamonds and diamonds complemented with precious gemstones, is high!" The future of diamonds is great, exclaims Sand, adding that with the guest list for weddings shrinking to 50 and 100, brides want to show off their diamond jewellery teamed with Western gowns for the reception.

It's the same refrain from Gurjar Gems Private Limited. The company is witnessing demand for bridal jewellery in rose, white and yellow gold set with diamonds weighing between 8 and 15 carats. Diamond jewellery sales are exceptional across India, but the southern markets are pulling in more demand. Rajesh Jain, Director of the company, says, "There's a huge market for natural diamonds and we are also happy that pret wear with less than 1 carat of diamonds is getting increasingly popular."

For Peacemoon Traders, though, classic couture diamond jewellery between Rs. 5 and Rs. 12 lakh is in demand. Bridal jewellery sales are subdued for now. As for their export markets in the US, Europe, and the Middle East, demand is picking up, even if volumes are not high. Kaywan Taswala, Partner in the company, says, "Most people have postponed their weddings to Q3 and Q4 this year -- they want to have a bigger splash and are waiting for the vaccination programme to roll out. I am confident that the bridal jewellery market will boom as we go along. In fact, the next five years will be the best for diamond jewellery sales in the country!"



You Are Multitasking So Should Be Your Jewellery

Ultra Light Weight | 100% Bifurcation of Stone*
Finest Finishing | Yellow, Rose, & Green Gold
18kt & 22kt



Minimal Jewellery For Millennial Generation

Light Weight | Class Above Finishing | Cubic Zirconia
from Swarovski | 100% Bifurcation of Stone*
Designs for Younger Generation | Yellow & Rose Gold



 **plain casting**

Fall In Love At First Glitter

Light Weight | Contemporary Design
Simple & Stylish



BUDGET RECOMMENDATIONS

Gem & Jewellery Industry Recommendations for the Union Budget 2021-21



In an online meeting convened by Hon'ble Finance Minister Smt. Nirmala Sitharaman for union budget recommendations last month, GJEPC represented the budget recommendations for the gem and jewellery sector for union budget 2021.

Thanking the Govt. for its constant support to the industry received during the pandemic and over the years to make the industry one of the renowned players in the global gem and jewellery industry, Colin Shah, Chairman, GJEPC said, "India is known for its Gems and jewellery and is

respected across the world for its skill and craftsmanship. Today, India is the 5th largest exporter of gem and jewellery and it has a huge potential to scale to new heights with the continued support from the Govt. To make the industry more competitive and generate more jobs in the sector, we urge the Govt. to take few immediate measures."

"Over the last few years, the import duty of cut and polished diamonds which has increased from 2.5% to 7.5%, is impacting our dream of manufacturing and trading centre, or being a serious alternative to Antwerp,

Hong Kong as lot of shift is happening specially in the last couple of years, leading to loss of business and jobs, and alternate manufacturing centres are being developed. We urge the Govt. to reduce the import duty from 7.5% to 2.5%."

"Reduction in import duty on Precious metals Gold/Silver/Platinum from 12.5% to 4% as this will help exports and help us to be globally competitive. Even large diaspora/NRI, go to Dubai or Hong Kong to buy jewellery which is affecting jobs in India as well as the business in India.

"The industry in Jaipur is impacted by high duty on cut and polished precious and semi-precious gemstones; and the 0.5% duty on rough colour gemstones. 0.5% is not much revenue impact but the time which goes in clearing parcels is impacting ease of doing business. The trade, nurtured over 30 years in Jaipur, is now gradually moving to Thailand.

"As the world is going digital, travel is still under restrictions and will continue for the two quarters of 2021, our manufacturers need miners to sell roughs directly, we would also request a clarification on Online Equalisation Levy of 2% for B2B International Diamond Auctions. Vide Section 165A inserted to Finance Act 2020, an "Equalisation Levy" of 2% is leviable on the consideration received by an 'e-commerce operator' from e-commerce supply of goods made or facilitated by it to an Indian resident. We think this was for B2C transaction and not for B2B, specially in the low margin business like ours, and hence we request a clarification on this."

"We are also looking for a Clarification regarding taxation provisions to allow sale of rough diamonds in Special Notified Zone in Mumbai. If sales is permitted at least 20% of the rough diamond trading will be shifted to SNZ and the Indian Government will be able to collect additional tax of USD 3.48 million (equivalent to Rs. 23.20 Crores). Currently only viewing of rough diamonds is permitted with direct tax waiver in SNZ and no waiver to

foreign miners under permanent establishment status is provided for doing the sale in SNZ. Till date 11 million carats of rough approximately valued at USD 1.97 billion have been sent to Mumbai SNZ on consignment/viewing basis and after bidding/tender, diamonds are shipped back to destinations like Antwerp, Dubai to be invoiced to the winner of the bids. So if the turnover tax is permitted, the miners would be able to sell rough in India itself."

E-commerce is the future. Till last year e-commerce used to be 5% to 10% of the jewellery sold has now gone as high as 25% in the western countries. The Indian manufacturers are not able to partake in the digital economy because of various reasons. Ecommerce needs speed and low-cost freight. We would request a dedicated fast track desk at all designated Customs Ports for Gems & Jewellery having value below US\$800 to avail of the de Minimis benefit of import duty free import at USA. The fast track clearance facility should also be extended to foreign post office, reputed and established Couriers under Notification 36/2010 of Customs. RBI should also simplify the procedures for paperwork/compliance under FEMA for payment received through credit card in advance for such B2C shipments online."

"Allowance of job work to SEZ units for DTA. During this global slowdown period, many gems and jewelry units have to remain idle in absence of any business order. These gems and jewelry units have expressed their interest in doing job work for the gems and jewelry units located in DTA units so that these units can continue working and livelihood of the karigars/workers employed there remains stable. As a result, this idle infrastructure can also be fully utilized. Permission to accept job work from DTA with duty paid materials supplied by DTA. Such supplies by DTA to SEZ will not entitle for any export benefit. Duty may be levied to the extent of value addition taking place in SEZ out of such DTA job work."



SUNIL JEWELLERS



IIJS Virtual 2.0

8th Jan – 12th Jan 2021

Hall no. 4, Premium
Category

INTERACTIVE KNOWLEDGE SESSIONS

AI Could Revolutionise India's G&J Industry Through Improved Efficiencies

The evening session on 10th January on the 'Use Of Artificial Intelligence (AI) In The Gems & Jewellery Industry' gave IIJS Virtual 2.0 participants a promising glimpse of a not-so-very-distant future. Moderated by Rajeev Garg, CEO of the Gem & Jewellery Skill Council of India (GJSCI), the exciting session featured Sanjay Kothari, Chairman, GJSCI; Dr. Anand Deshpande, Founder and Chairman of Persistent Systems; and Prof. Asim Tewari, Chair Professor, Dept. of Mechanical Engineering, IIT Bombay.

GJSCI was praised for its leadership role in helping the Indian gem and jewellery industry take a technological leap through the launch of its Jewellery Artificial Intelligence & Data-science Excellence (JADE) Centre of Excellence.

Sanjay Kothari informed that GJSCI is starting a pilot project in around a week's time to study the application of AI in jewellery casting with four companies - Diatrends, Jewalex, Uni-Design and Walking Tree. The project is being carried out in collaboration with IIT Bombay along with the external support

of tech majors such as IBM, Google and Microsoft.

The speakers noted that AI could be leveraged in manufacturing for creating complex, futuristic jewellery designs; solving problems in manufacturing; controlling gold quality, etc. AI also had innumerable opportunities

on the retail front such as enhancing sales techniques, improving hit ratios, personalising customer service, ensuring individualised customer care and so on. AI could also be used to create jewellery that was functional by incorporating medical technology for tracking health parameters like blood

pressure or concealing hearing aids, etc., they predicted.

The panellists affirmed that unlike automation - the third industrial revolution, AI - the fourth, would not lead to a loss of jobs, but instead it would drive employment growth, as better efficiency would lead to market expansion.



HPHT, CVD And NPD -- Identification of Lab-Grown Diamonds

Over the last five years, the industry has made several efforts to increase awareness of lab-grown diamonds. Today, there are affordable machines to detect natural from lab-grown diamonds, thus maintaining pipeline integrity for both products.

Moreover, Bharat Diamond Bourse, the largest diamond bourse in the world, has recently allowed the trading of lab-grown diamonds by placing strict guidelines so that the two pipelines - natural and lab-grown - stay separate through transparency in dealings and proper disclosures.

In a webinar titled "Overview of Laboratory-Grown Diamonds" at IIJS Virtual 2.0, Karan Kundra from GIA covered



all the aspects of identifying lab-grown diamonds.

Some of the topics covered in

detail were:

- How natural and lab-grown diamonds differ from each other?
- The atomic arrangement of natural vis-à-vis lab-grown diamonds
- How laboratories end up identifying lab-grown diamonds?
- What are the different diamond types and their characteristics?

Karan also discussed the three common methods through which we can replicate the natural diamond, i.e. HPHT, which is high pressure high temperature, CVD, which is chemical vapour deposition, and the third is NPD, which stands for nano polycrystalline diamond.

Increase customer's footfall & business profits, add **EAR PIERCING** services to your business



India's largest professional piercing supplier

- 14K & 18K gold ear piercing
- Baby ear piercing
- Manline ear piercing
- Nose piercing
- Belly piercing

KEYWORDS to reach us quickly in **IIJS VIRTUAL 2.0**

Piercing Supplies

Gunshot Piercing



All rights reserved.Studex® ©Copyright2021



Contact us: Mobile & Whatsapp No.: +91 96194 96090/84 | Toll free: 1800 123 3277(EARS)
Landline No: 022 4024 3611/2 | Email: sales@studex.in | Web: www.piercingsystemsindia.com

IN CONVERSATION

'IIJS Virtual Offers Maximum Market Exposure'

Shailesh Rathod, COO, KP Sanghvi, emphasises that the need to go digital is the only way forward in a changed world.

Tell us what prompted KP Sanghvi to participate in this 2nd edition of IIJS Virtual?

In this new, unprecedented age, going digital is the only way forward; and bearing this in mind, we felt it was prudent to participate in IIJS Virtual.

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

Through social media involvement, this platform can offer maximum market exposure.

What jewellery is currently in demand in the domestic and international markets? Which markets do you cater to (both in India and overseas)?

With the use of the latest technology, manufacturers are able to bring in innovative concepts in lightweight jewellery, which is the new trend.



We cater to all domestic markets across the nation and globally, we are present in the US, Europe, the Middle East markets with a majority of corporate clients and retail chains.

Exporters have reported

relatively strong Holiday sales. What was KP Sanghvi's experience? And how did the domestic market perform during the festive and wedding season?

Yes, we have seen strong sales and we had a relatively good manufacturing run. Although

it was a challenge, eventually things fell in place and there was a lot of support in every sense. The domestic market recovered around the festival period and it has been going well.

What is your Wish List for the Industry and Government?

- Stability in gold prices.
- There is a need to simplify the laws to provide ease of doing business.
- Banking support for growing revenue is essential.
- There is an immediate need to include the gems and jewellery
- In order to promote export of jewellery, Minimum Alternate Tax should be removed from SEZ
- The artisans and craftsmen should be given training under Government skill development programmes.

TECH TALK

High Performance Chain-Making Machines Launched



Modern Chain Machines is one of the oldest chain-making companies in India run by the fourth generation. The company is a leading manufacturer, supplier, distributor, wholesaler, trader of the finest range of chain- and wire-drawing machines, offering superior performance, longer service life and strength.

Rahul Sharma of Modern



Chain Machines, says, "We manufacture gold and silver chain-making machines indigenously with quality and performance similar to machines made in Italy. In fact, our quality is appreciated by a global clientele and we also export our machines to Italy, and the Gulf countries.

"We have recently launched two machines, Automatic



Talking about the IIJS Virtual, Rahul Sharma commented, "I think the virtual format of IIJS would be more successful than the physical show, as visitors can register and be part of the show from anywhere in the world. It is an opportunity to get maximum business as there is no travelling required; time can be used to connect and network with maximum visitors than we can in physical shows. I am happy that GJEPC has included a Machinery section this time."

Figaro and Curb Cuban link chain machine which can make chains out of wires from 1.5 mm to 4 mm. Other features of the

machine include automatic PLC system, automatic lubrication pump, and automatic cut off system."

Bariki
JEWELLERY

Look **Good,**
Feel **Good**



iijs
VIRTUAL 2.0

08th - 12th January, 2021

HaLL - 3 Diamond/Colour Gemstone Jewellery

To view this collection select: 1. Jewellery Diamond Studded Color Stone



JUNAGADH
JEWELLERY PVT. LTD.

Plot # 372, Shishu Mangal Road, Gandhigram, Junagadh - 362001, Gujarat, India.

Enquire Diamond Jewellery Call : +91 98252 20141 | email : contact@barikijewellery.com



www.barikistore.com

BRAND WATCH

For Brides Only

Rosentiques, manufacturer of high-end jewellery, brings a glittering designer collection for millennial brides. The captivating floral collections featured here are a diamond necklace suffused with emeralds; an enticing pair of dangles fashioned with diamonds, emeralds and grey pearls; diamond oval dangles with posts decorated with emeralds and tanzanites; and the tapered diamond earrings with pear-cut emerald posts. The grandeur adds to the costume drama on D-day!



Cool Vibes

A range of colours from pastels to bright gemstones in alluring shapes grace the gold creations by Gem Plaza, Jaipur. Light station lariat necklaces punctuated with motifs of gemstones and diamonds evoke an understated glamour, while fiery opals and diamonds are outfitted in rings, broad bracelets and earrings that are eye-catching.





VIJAY EXPORTS

MANUFACTURER & EXPORTERS
UNCUT & ROSECUT DIAMOND JEWELLERY

PRAKASH DHANAK

MUMBAI

+91 93079 16916



Fix a one-to-one meeting with us
**TO WITNESS OUR LIGHT WEIGHT
ETHEREAL COLLECTION**


VISIT US AT

2021
IIJS
VIRTUAL

HALL NO. 3

8th - 12th January

www.vijayexports.co.in

  **vijayexports**

BRAND WATCH

Fashionably Frosty

A collection of highly individualistic jewels is being presented by Sanskriti at IIJS Virtual 2.0. Shades of icy blues and minty greens blend with fuchsia pinks and icy cool diamonds – all the soft-hued coloured gems pay homage to nature by stylishly articulating florets, vines, buds and more. The vibrant jewels are contemporary and perfect in creating maximum drama.



Bling It On

Valentine Jewellery presents a collection of diamond-studded jewellery that has an understated elegance. Crafted in yellow gold, the collection is encrusted with fine quality diamonds and consists of earrings featuring intertwining swirls and curves; slim and broad bangles and delicate necklaces. The jewels are ideal for formal occasions.





S K SETH JEWELLERS®
MOHANLAL SETH

Stunning collection of bridal jewellery. crafted for your precious moments

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

BRAND WATCH

Modern-day Bounties

Minimal yet elegant collections by Lotus Jewels are at once striking. From simple geometric patterns to floral and heart-shaped forms, the collection of dainty rings, necklace chains and pendants, sleek bracelets – all clad in diamonds – are perfect for daily wear. The collection in gold and diamonds reveals the power of fine finish and quality.



Royal Touch

Parina International, a leading manufacturing and retail house from Jaipur, presents a range of stunning jadau jewellery embellished with mint green emeralds, ravishing rubies, tantalizing tanzanites, lustrous pearls and dazzling diamonds. The opulent jewels give a nod to the royal past of Rajasthan, but with a modern slant.



REACH THE INDIAN RETAIL JEWELLERY INDUSTRY

NEVER MISSES A BEAT

Daily news updates, news on the latest developments in the industry, news on various retail activities, special interviews, etc. – you know it first and you get it first at retailjewellerindia.com.

KNOWLEDGE AT THE FINGERTIP

Apart from news, retailjewellerindia.com also offers valuable industry knowledge and market insights through articles, knowledge-led pieces by experts, special interviews, etc. Developed by an expert team of journalists, the content helps the retailers stay ahead, always.

STRONG TRACTION

Retailjewellerindia.com enjoys strong traction in the industry especially the jewellery retail community. It has emerged as the most trusted destination for the progressive jewellers to track the industry developments. The site enjoys huge and quality traffic.



Imparting **KNOWLEDGE.**
Initiating **GROWTH.**

 **35.2k** followers

 **3.7k** followers

 **11.1k** followers

 **5.9k** followers

 **1.6k** followers

THE
Retail Jeweller
THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

For advertisement contact **BHAVESH PATEL (NSM): +91-9167 252 611 | SHAHRUKH: +91-99674 55548**

Suite 49 / 2333, Ground floor, Shree Sai Krupa Building, Opp. MIG Cricket Club,
Gandhi Nagar, Bandra (East), Mumbai (India)

samitbhatta@retailjewellerindia.com

www.retailjewellerindia.com

Secure Transactions

YOU Sell The Diamonds, WE Do The Rest

Quality Control

Rapaport verifies
all the diamonds
before sending

Shipping

Rapaport handles
shipping and
custom clearance

Payment

All payments are
conducted and
secured through
Rapaport

Specializing in transactions to The United States of America

Transaction Fee 3% of value of diamond (\$50 minimum)

This fee includes all services listed above. Additional shipping fee of * \$50 applied for goods being shipped beyond New York

All fees paid by buyer *up to \$30K value

Got a question?

Call: **Mumbai:** +91-22-6628-6500 | **Surat:** +91-261-672-3309 | **Israel:** +972-3-613-3300 | **New York:** +1-702-893-9400
Mobile: +91-97699-30061, +91-98206-80153 | Email: raptrade@diamonds.net

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.

[geetashyamjewel](#)

VISIT US AT:

IIJS
VIRTUAL 2.0
8th - 12th January, 2021
HALL# 4

*Handcrafted
Jadau Jewellery*

GEETA SHYAM
— JEWELLERS —

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



ARE YOU A RETAILER ?

Register your store on the Retailer Lookup to help
Diamond-shopping Customers find you.



Hall # 3



T 022 68493962 | labindia@gia.edu

MY **kyc** BANK[®]

KNOW YOUR CUSTOMER

Connect to Comply!

Do Your KYC Only Once

When everything is going Online, why not your KYC?

MyKYCBank is a unique centralized repository cum KYC exchange platform enabling you to seamlessly share your KYC

ADVANTAGES

- Reduce your compliance cost, time and effort
- Centralised system for completing KYC requirements
- **Easily connect & obtain KYC of your counterparties**
- Only verified details are made available
- Helps you fulfill your AML/KYC obligations

FEATURES

- Standardised global norms for gems and jewellery industry
- Full visibility on who has accessed your profile
- PMLA and GDPR compliant
- Immediate reflection of any changes/updates in profile
- Transparent document requirements in line with banking needs
- FULL CONTROL over whom to share the profile with
- Regularly audited secured website and access
- Banks and other financial intermediaries to have access very soon

If you think compliance is costly, try non-compliance

REGISTER NOW AT www.mykycbank.com

A Subsidiary of



G&J KYC Information Centre

G2-A Trade Centre, Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051, Maharashtra, India

Tel : + 9122 43541811 | Email: support@mykycbank.com

www.gjepc.org | [Twitter](https://twitter.com/GJEPCIndia) GJEPCIndia | [Instagram](https://www.instagram.com/gjepcindia) gjepcindia | [Facebook](https://www.facebook.com/GJEPCIndia) GJEPCIndia