



**State Bank of India**  
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*Presents*

# DIAMOND, GEM & JEWELLERY BANKING SUMMIT 2014

28th June, 2014

Hotel Taj Palace, Apollo Bunder, Mumbai



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## CHAIRMAN'S MESSAGE



Guest of Honor

## S. S. Mundra

*Chairman & Managing Director, Bank of Baroda*



**S**hri S. S. Mundra began his career as a Probationary Officer in Bank of Baroda on 21st March 1977. He holds a Masters Degree in Commerce and CAIIB. During the course of his career, he held several challenging positions in the Bank. He was promoted to the rank of General Manager of the Bank in June 2007 and took over European Operations (UK) before assuming the charge of Executive Director of Union Bank of India in September 2010.

Shri Mundra, took over charge as Chairman and Managing Director of Bank of Baroda, the second largest bank of the country on 21st January, 2013.

Shri Mundra has wide ranging Board experience, serving as Director on the Board of various companies. He served as a member on Reserve Bank of India's Committee on Fair Value Accountancy, on Indian Banks' Association's Sub-committee on Retail Banking, on Governing Board of National Institute of Bank Management (NIBM), on the Managing Committee of Indian Banks Association and Chairman of the Committee on Financial Inclusion, as well as other industry bodies.

His overseas experience includes being on the Board of India International Bank Malaysia Bhd., Chief Executive (European Operations) London, of Bank of Baroda for a period of three years. He has traveled to various overseas countries like UK, Belgium, France, USA, Japan, China, Hong Kong, Singapore, etc. and some African countries for various official assignments.

Recently, Shri Mundra was included in the list of India Inc's Top 100 CEOs as per CD-ET Survey. He has been conferred as Best Public Sector Banker – HR by The Sunday Standard Best Banks' Awards 2013.



Guest of Honor

## Smt. Arundhati Bhattacharya

*Chairman State Bank of India*



**S**mt. Arundhati Bhattacharya assumed the office as Chairman of State Bank of India on 7th October, 2013. She is the first woman Chairman of the country's largest Bank. She also has the distinction of being the first woman Managing Director of the Bank.

A Post Graduate alumna from the Jadavpur University, West Bengal, Mrs. Bhattacharya joined SBI in the year 1977 and since then has held various important portfolios. Before taking charge as Managing Director, she was MD & CEO of SBI's investment banking arm, SBI Capital Markets. Earlier, as Dy. Managing Director in SBI, she headed the largest Human Resources Department of the Banking industry consisting of a work force of over two lakh employees, which includes 65,000 officers.

In her extensive service in the Bank, she has had the opportunity of working in Metro, Urban and Rural areas across the length and breadth of the country. She has handled forex, treasury, retail operations, HR and investment banking portfolios and large Corporate Credit. As Chief General Manager (New Businesses), Mrs. Bhattacharya was involved in setting up several new companies / initiatives of the Bank including SBI General Insurance, SBI Macquarie Infrastructure Fund, SBI SG Securities Ltd, etc., as well as the launch of new IT platforms such as Mobile Banking and Financial Planning in the Bank. As Chief General Manager, Bengaluru Circle, she took keen interest in promoting Financial Inclusion and financing of Self Help Groups. She also had a stint in the Bank's New York office where she was in charge of monitoring branch performance, overseeing External Audit and Correspondent Relations.

Her interests include reading and travel. She is also associated with various initiatives for empowering the challenged and differently-abled with the aim of integrating them in the society.



Chief Guest

## Dr. Gurdial Singh Sandhu

*Secretary, Banking & Financial Services, Ministry of Finance, Government of India*



**D**r. Gurdial Singh Sandhu is a Post Graduate in Commerce and of the 1980 batch Indian Administrative Services (IAS) Officer of the Rajasthan cadre.

In his career span of more than 33 years, he has a vast experience of various key positions in both Central and State Government of India. He has been instrumental in the functioning of Jaipur Metro Rail Corporation. In the state of Rajasthan, he has dealt with sectors such as Vigilance, Finance, Housing & Urban Development, Home Guards & Civil Defence, etc.

In the late 90s, he served as the Managing Director of Rajasthan State Industrial Development and Investment Corporation (RICCO). He has also worked as Joint Secretary in the Ministry of Chemicals and Fertilizers from 2003-2008.

Currently he is acting as the Secretary - Banking & Financial Services in the Ministry of Finance wherein he has been dealing with the challenging banking and financial scenario of the country.





Venue: Hotel Taj Palace, Crystal Room Mumbai

Date: Saturday, 28th June, 2014

Time: 10:00am to 4:30pm



## SUMMIT OVERVIEW

### **Anup Zaveri, *Convenor, BITC***

This is the second Banking Summit, which is part of GJEPC's vision for ensuring a regular and fruitful dialogue with Banks and the regulatory bodies, who are also stakeholders in the success of the Gems and Jewellery Industry. Finance has been and continues to be a vital component of the dynamic gems and jewellery industry worldwide.

The industry has been nurtured over the last 50 years by support from Government policies, like designating the sector as a priority sector for bank finance. India transformed from a country which merely provided mere cheap labour to the leading global centre. India's current dominance in the industry is also a direct result of the support provided by the government and the financial bodies in the aftermath of the 2008 financial crisis, which enabled the Indian industry to cross over US\$ 41 billion in exports.

The last one year, since the first Summit, has been stressful for both the industry and the banks. The industry had to grapple with a widely fluctuating rupee, low margins, demand slowdown and drying up of liquidity. Banks have also seen a few large NPA's in a sector which was once known for low defaults, leading to a breakdown of trust between the Industry, our bankers and our regulators.

This second Banking Summit, aims to enable both the industry and its bankers better understand each other's concerns and to identify areas where we can work together. This mutual confidence, which has been shaken by the actions of a few unscrupulous companies who have exploited loopholes, can only be rebuilt by continuous dialogue and joint actions.

Our common vision is to grow the exports from India and generate employment opportunities within the country. This Summit will discuss the critical issues between the gems and jewellery industry, the government and the banking sector and look to identify actionable steps to strengthen the mutual trust.



## BANKING SUMMIT SCHEDULE

| Sr No. | Inaugural Session I   | Schedule             |
|--------|---|----------------------|
| 1      | Registration  | 9:30am-10.00am       |
| 2      | Welcome and Introductory Remarks by Shri. Vipul Shah, Chairman, GJEPC                             | 10:00am to 10:15 am  |
| 3      | Felicitation of the Guests  | 10:15am to 10:25 am  |
| 4      | Overview Presentation by Mr. Pranay Narvekar  | 10:25am to 10:40 am  |
| 5      | Address by Shri. Anup Zaveri, Convener, Banking Insurance and Taxation Committee                  | 10:40am to 10:50 am  |
| 6      | Address by Guests of Honor  | 10.50am to 11.00 am  |
| 6.1    | Shri S.S. Mundra, Chairman, Bank of Baroda  | 11.00am to 11.10 am  |
| 6.2    | Smt. Arundhati Bhattacharya, Chairman, SBI  | 11.10 am to 11.20 am |
| 7      | Keynote Address by Chief Guest  | 11.20am to 11:35 am  |
| 7.1    | Dr. Gurdial Singh Sandhu, Secretary, Financial Service, Ministry of Finance, GOI                  |                      |
| 7.2    | Q & A Session   | 11:35am to 11:45 am  |
| 8      | Vote of Thanks by Shri Pankaj Parekh, Vice Chairman, GJEPC  | 11.45am to 11.55 am  |
|        | <b>TEA BREAK</b>  | 11:55am to 12.15 am  |
| 9.     | <b>Session II : Aspects and Present Issues on Financing for the Gem &amp; Jewellery Sector</b>    | 12:15am to 1:15pm    |
|        | Introduction by Shri Praveen Shankar Pandya, Former Chairman, GJEPC who will moderate the session |                      |



|      |   |  |   |
|------|---|--|---|
| 9.1  | <b>Trade</b>  | <b>Banker</b>  |   |
|      | 1. Shri Konal Doshi, Co-Convener, JPC<br>2. Shri Russell Mehta, MD, Rosy Blue (India)<br>3. Shri Mavji Bhai Patel, MD, Kiran Gems   | 1. Shri N.K. Chari, DMD & GE (Mid Corporate), SBI<br>2. Shri Biju Patnaik, CE (Designate), ABN Amro Bank |   |
| 10   | Q & A session   |  | 1.15pm to 1.30pm  |
|      | <b>L U N C H</b>  |  | 1.30pm to 2.30 pm   |
| 11   | <b>Session III : The Current Scenario of ECIB and Credit Guarantee in Gem &amp; Jewellery industry</b>  |  | 2:30pm-3:30pm   |
|      | Introduction by Shri Suresh Khairwar who will moderate the session  |  |   |
| 11.1 | <b>Government</b>   | <b>Banker</b>  | <b>Trade</b>  |
|      | 1. Shri. Siddharth, Joint Secretary, MoC &I, GOI<br>2. Shri Anup Wadhawan, Joint Secretary (BO-II and P&I), Department of Financial Services, GOI<br>3. Shri N. Shankar, CMD, .ECGC | 1. Shri N.S. Kujur, CGM (Mid Corporate), SBI   | 1. Shri Praveen S. Pandya, Former Chairman, GJEPC<br>2. Shri Parag Parekh, Senior Manager, Rosyblue |
| 11.2 | Q & A Session   |  | 3.30pm to 3.45pm  |
| 12   | <b>Summing Up</b> by Shri Saunak Parekh, Co-Convener, Banking Insurance and taxation Committee  |  | 3.45pm to 4:00pm  |
| 12   | <b>HIGH TEA</b>   |  | 4.00pm to 4.30pm  |



## SESSION I INAUGURAL SESSION

### Welcome & Introductory

#### **Vipul Shah**

##### **Chairman, GJEPC**

Shri Vipul P Shah, CEO & Managing Director of Asian Star Co. Ltd., is a visionary with enriched experience in the diamond industry. He is well traveled and has thorough knowledge of current business trends prevailing worldwide as well as deep insight of future needs of the diamond market. His expertise in financial matters remains undisputed.

His broad strategic vision, business acumen and professional conduct have contributed significantly in transforming a manufacturer Company to a value-added, vertically integrated business partner. He has been instrumental in establishing the Company's jewellery business and global distribution network, currently one of the best in the industry. Under his dynamic leadership and able guidance, the Company has attained the status of being one of India's leading diamantaires.

He has been an active spokesperson and an ardent supporter of all activities to promote the Indian Diamond Industry.

He has been the Convener of BITC (Banking, Insurance & Taxation) Committee of GJEPC.

He is a Member of the Committee of Administration since the last two years and taking active part in various matters of GJEPC.



### Address

#### **Anup Zaveri**

##### **Convenor, Banking, Insurance & Taxation Committee, GJEPC**

Shri Anup Zaveri is a partner of Polar Star which manufactures, imports & exports diamonds. The firm is recognized by the Government of India as a "Star Export House". It has bagged two export awards from GJEPC in 1993-94 and 1997-98. Mr.





Zaveri is also a partner of Polar Jewellery which manufactures 18k gold diamond studded jewellery for domestic sale. He was Co-Convenor of GJEPC's Diamond Panel for the last two years and is now Convener – Banking, Insurance & Taxation Committee.

Vote of Thanks

**Pankaj Parekh**

**Vice Chairman, GJEPC**

Shri Pankaj Parekh, a Bachelor of Engineering (Mechanical), belongs to a family of jewelers of several generations. He switched from an Engineering profession to the parental business in Jewellery since 1988. But instead of venturing into local business he started his business of jewellery in exports only.



Shri Parekh is the first person to be elected from Eastern India in the year 1997 in the Central Managing Committee of The Gem & Jewellery Export Promotion Council. Since then, he had held several posts in the Central and Regional Committees of the Council, and is the current Chairman of the Eastern Region.

Shri Parekh was a member of the delegation led by the then Chief Minister of West Bengal, Shri Jyoti Basu and Shri Somnath Chatterjee, MP and Chairman, West Bengal Industrial Development Corporation Ltd.(WBIDC) in June 2000 to Israel where the seeds of “Manikanchan”, the Gems & Jewellery Park were sown by him. He was subsequently inducted as a member in the Board of “Manikanchan” and played a key role in its creation.

Shri Parekh has also led, or been member of various Gems & Jewellery Industry delegations, organized by the Council to countries e.g. Italy, Latin America, Bangladesh, Myanmar, Middle-East, etc. He was a trade nominee in the Board of BIS MTD 10 (Bureau of Indian Standards) for Hall Marking of precious metal jewellery under the Ministry of Consumer Affairs, Govt. of India. He is Chairman, Eastern Region, of the Indo-Italian Chamber of Commerce and Industry, amongst others philanthropic activities.



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## SESSION II

# Aspects and Present Issues on Financing for the Gem & Jewellery Sector



Moderator

## Praveen Shankar Pandya

**Past Chairman & Member, Committee of Administration, GJEPC**

Praveen Shankar Pandya is a Director of the Shankar Group of Industries which includes Revashankar Gems Ltd; Shankar Jewels Ltd; Shan Gold Ltd; Naqsh; Shankar Packaging Ltd and Shankar Realty Pvt. Ltd.

Shri Pandya is the Chairman of Diamond India Ltd., a company formed by 60 leading diamantaries in India. He has played an active and leading role in industry bodies and social activities. He was the elected Chairman of The Gem & Jewellery Export Promotion Council for the period 1996 – 2000. Currently he is a Director of the Indian Institute of Gems & Jewellery set up by the Council. He was also a Member of the National Board of Trade set up by the Ministry of Commerce & Industry, Govt. of India from 1997 to 2002.

Shri Pandya is Chairman of The Gem & Jewellery National Relief Foundation. He is also a Trustee of Ekal Foundation, a leading organization set up for the education of tribal children.

Shri Pandya completed his B.Com Honours in 1969 and studied Chartered Accountancy.



Speaker – Trade Member

## Konal Doshi

**Co-convener, Jewellery Panel, GJEPC**

Mr. Doshi began his career in 1982 joining his family business which, through his hard work and continuous efforts, is amongst the top 10 companies exporting Plain Gold Jewellery in DTA. He is a Partner, Modern Impex.

Konal Doshi is a member of GJEPC's Committee for almost eight years and is considered a formidable force within the Indian gems and jewellery industry. He has been the Convener of the Jewellery Panel of the Council and presently holds the







position of Co-convenor. He has represented GJEPC in several international delegations, namely, trade delegation in 2012 for Balance of Trade with China and the OECD conference in Paris to discuss Conflict Gold.

Mr. Doshi completed his graduation in Commerce and his forte lies in Accountancy and Mathematics.

*Speaker – Trade Member*

## **Russell Mehta**

***Managing Director, Rosy Blue (India) Pvt. Ltd.***

Russell Mehta is a commerce graduate from Mumbai University with a diploma in Diamonds from Gemological Institute of America. With his expertise he has transformed his family-run business into a professionally managed organization. He has extensive experience in various areas of business management at local and international levels – from strategic planning to tactical execution.



*Speaker – Trade Member*

## **Mavjibhai Patel**

***Managing Director, Kiran Gems***

Shri Mavjibhai Patel brings more than three decades of knowledge in the spheres of finance, marketing strategies and distribution of loose diamonds and diamond jewellery in the international market. He drives the Group Business Development of the company, taking personal interest in managing customer relations and services.

Shri Patel started his career in the family owned business, erstwhile known as Kiran Exports, in 1985. He was groomed across all major functions of the business from understanding rough and its manufacturing, assortment of polished diamonds and sales in domestic and international markets to serve the position as head of global marketing, sales and distribution of loose polished diamonds.





Under the leadership of Shri Patel, Kiran has been transformed and emerged as a true global corporation. His major initiatives are expansion of business activities across various geographies; expanding the product portfolio to diamond jewellery and driving up the company's revenues; IT integration in all major functions of the company resulting in higher functional efficiency of various departments; Bringing in branding and marketing philosophies for the group; and planning and implementation of CRM techniques for the company.

*Speaker – Banker*

### **Mr. N. K. Chari**

Mr. N. K. Chari joined SBI on 1st September, 1978. His experience has been in Credit & Branch Operations. He was Managing Director of the subsidiary of SBI in Nepal called Nepal SBI Bank Limited, headquartered in Kathmandu, from 2007 to 2011. His last assignment was in SBI, Chandigarh Circle as Chief General Manager, covering the four States of Jammu and Kashmir, Himachal Pradesh, Punjab, Haryana and Union Territory of Chandigarh with over 1000 branches and business in excess of Rs.1 lac crore. Currently, Mr. Chari heads the Mid Corporate vertical of SBI covering 62 branches spread over the country with business close to Rs. 2,50,000 crores.



He is a Post Graduate in Commerce from Delhi University.

*Speaker – Banker*

### **Mr. Biju Patnaik**

Mr. Biju Patnaik is a Career Banker for 30 years. He started with State Bank Group and moved to ABN AMRO Bank N.V. in 1997 and currently in RBS N.V. He has worked in multiple leadership positions spanning Branch Head, Head of Business in India and Asia respectively. Currently he is designated Country Executive for the ABN AMRO Bank N.V., proposed to open office in India.





## SESSION III

# The Current Scenario of ECIB and Credit Guarantee in Gem & Jewellery industry



*Moderator*

## **Suresh Khairwar**

***Promoter & Managing Director, India and International Credit Brokers Alliance - India***

Shri Suresh Khairwar represents one of the best underwriting brains in credit insurance space in India. He has been directly involved with every phase of the credit insurance movement starting from the product's introduction in India; to its restrictions and now he is leading the initiatives with the authorities to liberalize credit insurance in Indian market.

He set up the Credit Reinsurance department during his tenor with GIC Re. He also set up Euler Hermes in India, which is a global leader in credit insurance business.

Now he is the promoter and managing director of International Risk consultants - India and International Credit Brokers Alliance- India, which is engaged in providing best-in-class credit insurance management capabilities for Indian corporate clients through his offices in India and around 30 other countries.

Suresh is also associated with GJEPC as a consultant and has acquired strong domain knowledge of the G&J industry over the past two years. His assignment is to work together with ECGC to come up with best possible policies for the G&J industry.



*Speaker – Government*

## **Siddharth**

***Director General of Supplies & Disposals, Ministry of Commerce & Industry, Government of India.***

Shri Siddharth is a Post Graduate in Development Economics from University of Glassgow, UK. He is of the 1983 batch Indian Administrative Service (IAS) Officer of the West Bengal cadre.

During his career in the IAS of more than 30 years, he has held various key posts in the State as well Central Government of India as





Principal Secretary, District Magistrate, Executive Director-Wood Development Board, Principal Secretary (IT & Technology).

He was deputed as an Advisor (Agriculture and Marine Products) and Commercial Counsellor in the Indian Mission to the European Union, Brussels from 2002 to 2006. He has been instrumental in promoting trade with the European Union and projecting the Indian economy to facilitate foreign direct investments.

From the four last years, Shri Siddharth has been serving as Joint Secretary in Ministry of Commerce & Industry wherein he has been looking after ASEAN Foreign Territory Division, ESCAP and has been instrumental in promoting gems and jewellery globally. He has actively represented Government of India in international forums like Kimberley Process Certification Scheme (KPCS) in South Africa & China.

Currently he is acting as the Director General of Supplies & Disposals and holding additional charge of Gems and Jewellery Division in Ministry of Commerce & Industry.

*Speaker – Government*

## **N. Shankar**

**CMD, ECGC of India Ltd.**

Mr. N. Shankar is the Chairman-cum-Managing Director of Export Credit Guarantee Corporation of India Ltd. (ECGC) for the last 32 months. Prior to his joining ECGC, Mr. Shankar was the Executive Director of Export-Import Bank of India (Exim Bank).

Mr. Shankar has over 38 years of varied experience in the financial sector, comprising six years in Indian Public sector banks and 29 years in Exim Bank of India. Mr. Shankar's specialization and experience encompass export credit insurance, corporate credit, SME credit, raising funds in domestic/international markets, integrated treasury, risk management, MIS, IT and corporate accounts regulatory compliances.

A Mathematics rank holder, he is a Certified Associate of Indian Institute of Bankers and a Chartered Financial Analyst from ICFAI.

Mr. Shankar has top level experience in both international trade financing and export credit insurance. He has been involved in institution





building in challenging times. Mr. Shankar is known for his negotiation skills in fund management. He is also proficient in framing policies and procedures and implementation of robust systems and controls. He has been instrumental in shaping and implementing new initiatives especially in Brand Building, Human Resources Management, Information Technology and expanding the network of offices in India and abroad.

*Speaker – Banker*

## **N. S. Kujur**

**Chief General Manager (Mid Corporate Group), State Bank of India**

N. S. Kujur is a graduate in Physics from Ranchi University. He joined Bank as a Probationary Officer in 1976 and has served the Bank in several important capacities which includes assignments in Corporate Accounts Group, Mumbai, assignment at the Bank's Antwerp office as Chief Executive Officer and General Manager (Private Equity) at Corporate Centre, Mumbai.



*Speaker – Trade Member*

## **Parag Parekh**

**Senior Manager, Rosy Blue**

Shri Parag Parekh has been with Rosy Blue since 2006 managing the company's global credit and enterprise MIS. His knowledge and deep understanding of the Credit Insurance Industry and its functioning combined with domain knowledge of the gems & jewellery industry has helped Rosy Blue and GJEPC in understanding and addressing the subtle aspects of Credit Insurance. As a member of a sub-committee on ECGC within the GJEPC, Parag has played a vital role in compiling GJEPC's Report on Industry's Credit Insurance needs.





*Summing Up*

**Saunak Parikh**

**Co-convenor, BITC**

Saunak Parikh is a third generation entrepreneur, directing a company established in the year 1960 to new heights. Post a degree from GIA Santa Monica, he successfully established a state-of-the-art jewellery factory in Seepz and headed the jewellery manufacturing and marketing for 13 years. With experience of over two decades in the gems and jewellery industry and having completed the Executive Finance & Accounting programme from London Business School, Mr. Parikh currently heads Strategy, Policy Formulation, Finance & Accounting at the company Mahendra Brothers. It is regarded as the pioneer of diamond manufacturing in India and was one of the first DTC manufacturing Sightholders. Though a modern day entrepreneur, Mr. Parikh strongly holds on to the principles, values and ethical standards set by founders of the company and believes in team work.



## SPECIAL INVITEES

**Shri R Athmaram** *Executive Director, Bank of Maharashtra*

**Shri S. R. Bansal** *Chairman & Managing Director*

**M. Narendra** *Chairman & Managing Director, Indian Overseas Bank*



# GEMS & JEWELLERY FOR THE WORLD

## An Indian Success Story

Historically famous as the land of kings and princes wearing the rarest of the rare gems, today India is pitched as a roaring tiger on the world stage. The country's ability to supply the range of multihued gemstones, sparkling diamonds and finely crafted jewellery has pegged it as a preferred source for jewellers the world over. During F.Y. 2013-14, India's total exports of gem & jewellery were US\$ 34.75 bn from US\$ 39.13 bn during the same period last year.



## A Spectrum of Diamonds and Gemstones

The gem and jewellery export industry employs a workforce of 1.3 million. The export sales of cut & polished diamonds were recorded at US\$ 19.63 bn in F.Y. 2013-14 in comparison to US\$ 17.43 bn in the previous year.

A complete spectrum of coloured gemstones is also cut and polished, shaped and carved right here in India. India is also a leading supplier of emeralds and tanzanites. The Indian coloured gemstone industry has expanded enormously from its traditional roots and most exporters in Jaipur, the Indian coloured gemstone hub, have equipped their set ups with the latest polishing machines and state-of-the-art technology. In F.Y. 2013-14, exports of colour gemstones were US\$ 519 mn from US\$ 653 mn during the same period last year.







## Jewellery – the Way Forward

Most recently, it is in the jewellery sector that India has made a brilliant impact, emerging as the fastest growing jewellery exporter in the world. Jewellery exports (including gold medallions) were US\$ 11.04 bn in F.Y. 2013-14 as compared to US\$ 18.27 bn during the previous year. The jewellery industry has made rapid strides on the design front, powered by young and professionally trained, tech-savvy designers. Closely tracking international trends, they have added a new

dimension to Indian jewellery fusing technology and creativity to conjure

up amazing creations. India's jewellery manufacturing facilities are at

par with the world's best, equipped with the latest CAD/CAM and other

advanced computerised systems to ensure products that meet

both international quality standards and timely deliveries.

Thus, they provide a perfect blend between modern machines and the traditional centuries-old skills of the Indian artisan. The Indian gem and jewellery industry is committed to the highest

levels of business ethics and is compliant with the Kimberley Process. Firms have adopted programmes like the Best Practice Principles and the Business Excellence Model.





# THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL



Established in 1966, the GJEPC has over the years effectively molded the scattered efforts of individual exporters to make the gem and jewellery sector a powerful engine driving India's export-led growth. With more than 5,300 members spread all over the country, the Council is primarily involved in introducing Indian gem & jewellery products to the international markets and leveraging their international relationships to promote exports. To achieve this, the Council provides market information to its members regarding foreign trade enquiries, trade and tariff regulations, rates of import duties, and information about jewellery fairs and exhibitions. This apex body of the gem & jewellery industry continuously works towards creating and retaining a pool of artisans and designers that are trained as per international standards so as to consolidate the Indian jewellery industry and establish it as a prominent global player in the jewellery segment.



GJEPC represents the industry in the following capacities:

## Trade Facilitator

The Council undertakes direct promotional activities like organizing joint participation in international jewellery shows, sending and hosting trade delegations, and sustained image-building exercises through advertisements abroad, publications and audio-visuals.

GJEPC invites countries to explore areas of co-operation in supply of rough diamonds and rough coloured



stones as well as offers co-operation in sourcing of finished jewellery or Indian manufactured jewellery. To this end, the Council regularly communicates with Indian embassies, trade bodies and associations in various countries to identify potential partners and buyers in the respective markets through advertising and PR activities. It also organizes buyer-seller meets in international and domestic target markets, especially in USA, Middle East, Asia, Europe and CIS nations.

## Trade Shows

7th edition of Signature 2014 in Mumbai, the gem & jewellery capital of India, from 21st to 24th February, 2014. An exclusive jewellery event, it showcased

India's finest in top-of-the-line jewellery design and manufacturing.

GJEPC's flagship jewellery trade event India International Jewellery Show 2014 will be held from July 17th to

21st, 2014, at which the industry is expected to once again converge in large numbers (upwards of 30,000 trade visitors). Country pavilions, networking events and informative education seminars form a part of the event with the view to attract thousands of industry





professionals and retailers. This platform provides an unparalleled opportunity to discover the various facets of the Indian gem and jewellery industry today – especially the surge in its business and economic growth.

GJEPC also organizes 'India Pavilion' at major international trade exhibitions such as Basel World, Hong Kong Show, JCK Las Vegas and Jewelry Arabia amongst others to boost trade relations in these countries.

## India International Jewellery Week

The Gem & Jewellery Export Promotion Council, in its endeavor to promote India as the “Innovation & Design Destination” for jewellery,



proudly presents the fifth edition of India International Jewellery Week (IIJW) from 13-17 July, 2014.

IIJW is a five-day extravaganza of 32 shows bringing together major jewellery designers of India.

In 2013, 31 firms and brands participated, including many known and upcoming designers from across India, showcasing their exquisite jewellery collections at this show. India with its ability to create most inspired jewellery has made bold statements across the globe with its designers winning different international design awards of repute.

IIJW is an attempt to provide an international platform to India's leading designers and design houses and budding talent to unveil their fascinating jewellery collections, classic and contemporary, to the world jewellery market thereby establishing India as the most sought after destination for quality gems & jewellery which stands out in terms of design & innovation quotient.



## Global Gem & Jewellery Fair

DMCC, the ME region's global gateway for commodity trade and enterprise, and GJEPC hosted the Global Gem & Jewellery Fair (GGJF) for the first time in Dubai, Atlantis, The Palm, from 20-22 March, 2014.

Spread over 3,100 sq/m and with over 170 booths and around 130 exhibitors, GGJF presented a great opportunity to consolidate India's exemplary gem and jewellery manufacturing expertise with Dubai's status as the premier gold, diamond and precious stones jewellery hub to foster and further promote global trade. Being an exclusive invitation-only international trade fair, some 500 select buyers from across the globe connected with top manufacturers and established promising business opportunities

with the participants who showcased the very best in diamond, gold and colour stones.

The GGJF is one of the few shows in the region with a business-to-business format and the first edition was very successful in meeting the expectations of both buyers and exhibitors.

## India Gem & Jewellery Machinery Expo

India Gem & Jewellery Machinery Expo (IGJME) is presented by the Gem & Jewellery Export Promotion Council in affiliation with the Surat Diamond Association. It showcases the latest and the best national and international machinery, equipment and tools for the mammoth Indian gem & jewellery industry. The objective of this fair is to present the recent technological advances made in machinery pertaining to the gem & jewellery







sector, with a view to upgrading the jewellery manufacturing industry.

The second edition of IGJME will be held in Surat from 28-30 November, 2014.

In its first edition, IGJME 2013 was attended by over 3000+ business heads & decision makers, from around the country and overseas. They gained an opportunity to interact with around 100 leading Indian and international machinery manufacturers.

## The Artisan Jewellery Awards

GJEPC announces the first edition of The Artisan Jewellery Design Awards which celebrates the highest levels of artistry, innovation and individuality, elevating jewellery designers to their rightful status of artists.



The Artisan Jewellery Design Awards 2014 invites India's finest jewellery designers to push their design boundaries and reveal their utmost creativity and skill by showcasing world-class pieces. A jury comprising of eminent personalities from the world of jewellery, film and fashion will evaluate the entries.

The theme for The Artisan Jewellery Design Awards 2014 is 'Celebrating 100 Years of Indian Cinema'. Indian Cinema, more popularly referred to as 'Bollywood', is one of the pervading symbols of Indian life and culture. Perhaps no one institution has so much influence on how we think, dress and act.

Receiving The Artisan will catapult the winning designers' status within the jewellery industry and with discerning jewellery buyers.

## Advisory Role

A critical area of activity of the Council has been aiding better interaction and understanding between the trade and the Government. The Council takes up relevant issues with Government and agencies connected with exports and submit documents for consideration and inclusion in the Exim Policy.



The Council also grants membership, registration certificates and performs other roles as per the Exim Policy

## **Nodal Agency for Kimberly Process Certification Scheme**

GJEPC works closely with the Government of India and the industry to implement and oversee the Kimberly Process Certification Scheme. To that effect, the Council has been appointed as the Nodal Agency in India under the Kimberly Process Certification Scheme.

## **Training and Research**

The Gems & Jewellery Export Promotion Council runs a number of institutes that provide training in all aspects of manufacture and design in Mumbai, Delhi, Surat and Jaipur. These training programs are being conducted to ensure that the Indian industry achieves the highest levels of technical excellence. Expanding its role and taking on the onus of improving skill sets for the industry, GJEPC has entered into MoUs with the Government of Gujarat and the Gemological Institute of America to set up and run gem & jewellery institutes.



## **Information Dissemination**

The Council publishes a number of brochures, statistical booklets, trade directories and a bi-monthly magazine. 'Solitaire International' is one of India's best and most informed publications on the gem and jewellery industry and is produced by GJEPC; it is distributed internationally as well as to its members. The Council has also developed its own promotional audiovisual film- 'India – Your First Choice', which is dubbed in various international languages as well as screened at various trade shows.











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