



Vol 07 | Issue 11 | July 2025

TOUCH OF GOLD[®]

A TRUSTED NAME IN JEWELLERY INDUSTRY (www.togmedia.in)

Find us on Social Media:   

SCAN HERE TO KNOW MORE ABOUT US

(GET YOUR E-COPY)



THE
DIWALI
EDITION

त्योहार **BHARAT** के,
SHOW हमारा अपना



GJS

INDIA GEM &
JEWELLERY SHOW
A GRAND BUSINESS TO BUSINESS EXPO

#HumaraApnaShow

16TH TO 19TH SEPTEMBER 2025

JIO WORLD CONVENTION CENTRE, MUMBAI

Supported by



WORLD
GOLD
COUNCIL



An Initiative by



THE SHOW HIGHLIGHTS



400+
EXHIBITORS



700+
BOOTHs



15,000+
VISITORS



2,000+
HOSTED
BUYERS



NETWORKING
NIGHTS



AMPLE CAR
PARKING SPACE



INTERACTIVE
SEMINARS



COMPLIMENTARY
LUNCH

For Visitor
Registration
Scan the QR Code



OR

Visit : www.gjsindia.org

BE A PART OF

त्योहार **BHARAT** के,
SHOW हमारा अपना

Download the
GJS app now



Give a missed call on : +91 84339 17919

For any queries contact: Shristi Dagar: 93400 31608 | Karan Rawat: 98678 99697

 @AIGJC  gjc_india  @GJCIndia  gjc_india

A TANVI PRODUCT

FLORAL GREEN
FOR THE
**Royal
Queen**


YUG
AN AGE OF LUXURY

ZIRCONIA
FROM
SVAR
Adorning your Dreams...

iijs VISIT US AT
HALL 01 | STALL 1E.101A
PREMIERE 2025 31 JULY - 04 AUG. 2025 | BEC, MUMBAI

TANVI EXPORTS INDIA LTD., Plot No. 345/1, Aji G.I.D.C. Estate, G.I.D.C. Main Road, Rajkot, Gujarat - 360003.

Distributor enquiries are Solicited for Italian Machine chains & Jewellery: 98987 33763 | 97277 56562

Mail us on: sales@tanviexports.com

Visit us at: www.tanviexports.com



A TANVI PRODUCT


YUG
AN AGE OF LUXURY

AN AGE OF
LUXURY



iijs VISIT US AT
HALL 01 | STALL 1E.101A
PREMIERE 2025 31 JULY - 04 AUG. 2025 | BEC, MUMBAI

TANVI EXPORTS INDIA LTD., Plot No. 345/1, Aji G.I.D.C. Estate, G.I.D.C. Main Road, Rajkot, Gujarat - 360003.

Distributor enquiries are Solicited for Italian Machine chains & Jewellery: 98987 33763 | 97277 56562

Mail us on: sales@tanviexports.com

Visit us at: www.tanviexports.com



Let Your
DREAMS
Fly



Follow us on:



 **UTSAV**[®]
DIAMOND JEWELLERY



Scan here to Download for
ios / android app

📍 1, Mirbahar Ghat Street, 1st Floor, Sonapatty, Barabazar, Kolkata-700007

☎ 033 2258 0543/2856 | 📠 70038 70906 | 93317 40485

🌐 utsavdiajewel.com

✉ info@utsavdiajewel.com



Vol 07 | Issue 11 | July 2025

TOUCH OF GOLD[®]

A TRUSTED NAME IN JEWELLERY INDUSTRY (www.togmedia.in)

Find us on Social Media:   

SCAN HERE TO KNOW MORE
ABOUT US

(GET YOUR E-COPY)



This IIJS
EXPLORE WHAT IS NEVER BEEN TOLD,
A Golden Revolution About To Unfold !

Meet us at
IIJS
PREMIERE 2025

HALL NO.

STALL NO

01 1F_128

BOMBAY EXHIBITION CENTRE
(MUMBAI)



WE DON'T JUST EXHIBIT, We Make HISTORY !

FOLLOW US



SHRINGAR HOUSE OF MANGALSUTRA LIMITED

Head Office: B1, Jewel World, Cotton Exchange Building, Kalbadevi Road,
Mumbai - 400 002. Tel - 022-43111222

Delhi Office: Shop No. 301/302, 3rd Floor, Building No. 1149, Kucha Mahajani,
Chandni Chowk, Delhi 110006. Tel - 011 - 46526696 Int. 6696

FOR READY STOCK SELECTION PLEASE VISIT

www.shringarms.com

Since 1983


SHILPI[®]
JEWELS

PRESENTS

RHYTHMIC JEWEL

Your Partner of
POWER & INNOVATION

IIJS
PREMIERE 2025

Zone: **3A** Hall No.: **3-BEC**
Stall No: 3M 371A

31st JUL. - 04th AUG. 2025

 **Bombay Exhibition Center - Mumbai**





RAMNIKLAL

— ◯ & SONS ◯ —
legacy since 1951
A H M E D A B A D

Cordially Invite you to Visit us At:

IIJS

INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2025

31ST JULY - 4TH AUGUST 2025

HALL NO.- 4
STALL NO.

4T 487A

BOMBAY EXHIBITION CENTRE, GOREGAON, MUMBAI



22-FF., Pariseema, C.G.Road, Ahmedabad-380006 (Guj.) ph.: +91 78-26400999 | 26402886

Mob.: +91 98257 27925 (mihir soni)

Email : mihir_ramniklal@yahoo.co.in



JKS

JKS Jewels Pvt Ltd®

Manufacturers & Wholesalers
Exporters & Importers

Kolkata | Bangalore | Mumbai | Chennai | Dubai

Cordially Invite you
to Visit us At:

IIJS
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW

2025

31ST JULY - 4TH AUGUST 2025

BOMBAY EXHIBITION CENTRE
GOREGAON, NESCO, MUMBAI

HALL NO.-4

STALL NO.

4T 491A

JKS JEWELS PVT LTD

📍 B.O.: #934, 1st Floor, Purandara Bhavan, R.J. Associates,
Nagarathpet Main Road, Bengaluru - 560 002.

☎ 080-4372 0916 / 1916 / 2916 / 3916

✉ jks_916@yahoo.co.in | jksjewels@gmail.com

🌐 www.jksjewels.com

JKS HOUSE OF JEWELS JEWELLERY TRADING LLC

📍 Gold Centre, 4th Zone, 3rd Floor Suite 77
Diera, Dubai - UAE

☎ +971 4 250 0572

✉ +91 9535 130 916

🌐 prsd.jr@gmail.com



"घूंघट के पीछे, हर गहना एक कहानी है।"

घूंघट

Collection

Launching at

iijs INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025

The Select Club
EXPERIENCE THE LUXURY

STALL NO.
CLUB 38A

30th JULY – 3rd AUGUST, 2025

JIO WORLD CONVENTION CENTRE - MUMBAI.

Bhindi[®]
JEWELLERS PVT LTD

‘श्रेष्ठ गुणवत्ता अर्थात् व्यवहार द्वारा राष्ट्रसेवा’

Dhaval J. Bhindi +91 94274 23425 | JUNAGADH.



SHILP
GOLD

**Wholesalers in
Gold Ornaments**



103 - 1st floor, Golden Palace Building,
7/17 Prahlad Plot Corner, Palace Road, RAJKOT 360001.

94087 29443 - 91058 37000

TIMELESS
GOLD
JEWELLERY
with a MODERN
TWIST



EMERALD



VISIT US AT

iijs

PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW

2025

30th July - 3rd August, 2025

Jio World Convention Centre - Mumbai

THE SELECT CLUB : CLUB 6A

31st July - 4th August, 2025

Bombay Exhibition Centre - Mumbai

HALL 1 : 1F 129

HALL 1 : 1E 103B

40
YEARS OF
LEGACY
& TRUST
EMERALD

EMERALD JEWEL INDUSTRY INDIA LIMITED

230, T.V. Swamy Road (E), R.S. Puram, Coimbatore, Tamil Nadu 641002

South - 9952199942 | UP - 9560033564 | North - 9810371714 | East - 7596098662

Corp - 8056966640 | West - 9820306567/ 9820054118

www.ejindia.com | info@ejindia.com | Please follow us on :   

KINDLY VISIT US AT:

iijs

INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2025

31ST JULY - 4TH AUGUST 2025

BOMBAY EXHIBITION CENTRE
GOREGAON, MUMBAI-400 063

HALL NO.

3

STALL NO.

3L 358B

**iijs PRIME
ASSURE**

JP

J. P. GOLD

HOUSE OF GOLD JEWELLERY



130/132, CHANDRA MAHAL BLDG, SHOP NO.1-A, 2ND FLR, TRIMURTI ESTATE,
SHEIKH MEMON STREET, ZAVERI BAZAR, MUMBAI - 400 002.

TEL.: 22400977 / I.COM : 3493/4704

NITIN: 98921 06219 | DINESH: 98213 81600

EMAIL : jpgold106219@gmail.com | ORDER NO.: 90297 40819



IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025

31 to **04**
JULY 2025 AUG.

Stall No.: **1E-96A**
Hall No.: **1**

BEC NESCO, GOREGAON - MUMBAI

TIMELESS
BEAUTY



RM PRECIOUS JEWELLERY INDIA LIMITED

R. M. House, 10/21, Shakti Co-op. Society,
B/H. Sardar School, Sant Kabir Road,
Rajkot (GUJ.) INDIA.

CONTACT: 98795 39911 | 75740 90901

**FOR ORDER
PLEASE SCAN
THIS CODE**





Light in Form. Limitless in Impact.

Discover the new era of
Platinum delightfully light, beautifully bold.



Join us for the PRE - IIJS Showcase from
21st to 28th July at Zaveri Bazaar.



Dishaa Gold and Platinum

F7A & B, 2nd Floor, 81, Chandra Darshan Building, Dhanji St, Next to Diamond Plaza,
Zaveri Bazaar, Mumbai 400003 | Contact: 022-68936666, 8169120942



Pathik Sales Pvt Ltd

CORPORATE OFFICE

Chennai-Sowcarpet

☎ 916 916 2225 ☎ +91 44 4295 2225, ✉ pathiksalespl@gmail.com



GET IT ON
Google Play

Download on the
App Store

For Account Activation Call

+91 916 916 2225

Booking Available All Days

Timing : 09.05 am to 11.25 pm

For Live Rates visit www.kjbullion.com

BRANCHES

COIMBATORE

(Big Bazaar Street)

☎ 916 916 0225 ☎ +91 422 351 3647

✉ pathikcoimbatore@gmail.com

BANGALORE

(JM Road)

☎ 916 916 9510 ☎ +91 804 146 5229

✉ pathikbangalore@gmail.com

SECUNDRABAD

(Pot Market)

☎ 916 916 0221,

✉ pathikhyderabad@gmail.com

MUMBAI

(Kalbadevi)

☎ 916 916 1400 ☎ 022 6183 4215

✉ pathikmumbai@gmail.com



TOUCH OF GOLD®

A TRUSTED NAME IN JEWELLERY INDUSTRY (Monthly Magazine)

Contd. Issue : 83
Vol: 07 Issue : 11
JULY 2025



Publisher & Editor:

Amarjeet Tiwari

Consulting Editor:

Nayan Jani

Graphic Designer:

Manish Gurav

Hiral Shah

Reporters:

Sparsh Desai

Rajesh Kothari

Zak Chunawala

Photographers:

Paresh Mistry

Atul Desai

Mahendra Gupta

Marketing Team:

Kamlesh Chourasiya

Shubham Singh

Social Media Marketing

& Content Writing

Shraddha Giri

Legal Advisor:

Zamila Khan (High Court)

Administrative Office:

TOUCH OF GOLD

Shop No-8, Sec B Wing,

Upasna Building, Jain Mandir Road,

Jesal Park, Bhayandar (E) -401105

Dist.Thane. (Maharashtra)

Mob.: 9594469787 | 9004002474

Email: togmedia17@gmail.com

touchofgoldmagazine@gmail.com

Website: togmedia.in

Branch Office:

Gupta Book Centre

45/47, Shop No. C/3, Adheshwar Market,

Silver Mansion, Dhanji Street,

Zaveri Bazar, Mumbai -400 003.

Tel.: +91 22 2345 0307

Printed At:

ESS-2 ENTERPRISE

Regd. Office:

B-08, Bldg, No, Sangeet Complex,

Near Kapoor Tower, Jesal Park,

Bhayandar (E) - 401105

Dist. Thane. (Maharashtra)

LIFE MEMBER



JULY 2025

Amarjeet Tiwari

Editor-In-Chief

TOG Magazine



A Season of Shift and Shine

As we step into the second half of 2025, the Indian jewellery industry finds itself at a pivotal moment — where tradition meets transformation, and opportunity gleams brighter than ever.

One of the most striking developments this season has been the sharp drop in the Gold-Silver Ratio, which has plunged nearly 20% in recent months. While gold has always reigned supreme in Indian households and bridal collections, silver's unprecedented rally — both in price and perception — is reshaping conversations across workshops, showrooms, and trade floors.

Silver, once viewed primarily as the "common cousin" to gold, is now asserting itself with new-age design innovations, especially in fusion jewellery, temple wear, and artisanal pieces. Its dual identity as both a precious and industrial metal is adding depth to its demand, bolstered by global trends in EVs, electronics, and green energy.

That said, gold isn't losing its glow. Instead, it is evolving — becoming lighter, smarter, and more design-focused. This trend was evident at the recently concluded IJJS Preview and is set to shine brighter at IJJS 2025, where jewellers across India are ready with CNC-crafted lightweight gold jewellery, fusion collections, and regional festive edits.

Jewellery today is no longer just about karats and carats. It's about emotion, adaptability, and experience. With the festive and wedding season around the corner, the industry is seeing revived consumer sentiment, stronger footfalls, and a keen interest in both traditional and contemporary designs.

At Touch of Gold, we believe this is the season to embrace innovation, while staying rooted in legacy. Whether it's gold's timeless appeal or silver's rising status, the opportunity lies in how we tell our story, design with intent, and connect with today's discerning consumer.

To all our partners, artisans, retailers, and readers — this season is yours to shine.

Let the gold speak. Let the silver sing. And let our industry grow, thrive, and reach new heights of success."

Warm regards,

Amarjeet Tiwari

Chief Editor

Touch of Gold Magazine

For Editorial Enquires

togmedia17@gmail.com

For Advertisers Enquires

Email - togmedia17@gmail.com

Call - +91 98674 99787

Find us on Social Media



Subscriptions

www.togmedia.in

SCAN HERE TO KNOW MORE ABOUT US



(GET YOUR E-COPY)

mangaldeep
 CHAINS
BANGALORE



July - August 2025

31 1 2 3 4

STALL NO 365E

iijs

INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2025

Bombay Exhibition Centre - Mumbai



Scan & download our app for
latest updates and collection

- CHAINS
- BANGLES
- BRACELTS
- MALAS
- KADAS
- TEMPLE JEWELLERY
- VIHAA COLLECTION
- ROSE GOLD 18CT
- RAJWADI COLLECTION
- KIDS JEWELLERY
- WATCHES
- RINGS & JHUMKIS
- CASTING ITEMS

Manufacturer and Wholesaler of Gold Chains & Jewellery (22K & 18k)

For more information contact

MANGALDEEP CHAINS

☎ 080-22211440, 41511088, 42030001 📞 9448457580, 8660680548



www.mangaldeepchains.com



mangaldeepchains@gmail.com

PMI Goa 2025 Kicks Off with Strong Industry Momentum and Record-Breaking Participation

The 7th edition of the Preferred Manufacturers of India (PMI) Buyer-Seller Networking Meet officially commenced at the **Grand Hyatt, Goa**, marking a significant moment for India's jewellery industry. As the **second PMI show hosted in Goa**, this edition is shaping up to be one of the most impactful yet.

The grand opening was led by **Chief Guest Rohan Khaunte**, Minister for Tourism, IT, and Electronics for the Government of Goa, and **Guest of Honour Bipin Kumar Upadhyay**,



Commissioner – CGST. The ceremonial lamp lighting was conducted by the leadership of the **All-India Gem and Jewellery Domestic Council (GJC)**, including **Chairman Rajesh Rokde**, **Vice Chairman Avinash Gupta**, and PMI conveners **Chetan Thadeshwar**, **Saiyam Mehra**, **Madan Kothari**, and **Salim Daginawala**.

This year's event saw participation from **over 45 elite manufacturers** and **more than 210 premium retailers** from across the country, reflecting the industry's vibrant spirit of collaboration and innovation. A standout feature of **PMI Goa 2025** is the **debut of the exclusive Diamond Pavilion**, which hosts **15 leading diamond manufacturers** showcasing premium craftsmanship. The **Gold Pavilion** also impressed with an array of **antique, couture, and modern designs**, including **18-carat gold, rose gold, and diamond**

jewellery.

Organizers estimate that more than **2,000 kilograms of business** will be generated over the three-day event. A key announcement during the event was the **launch of the 14th edition of the National Jewellery Awards (NJA)** by Convener **Sunil Poddar**. The awards aim to spotlight excellence in design and innovation, with **Ernst & Young** onboard to ensure a fair and transparent evaluation process.

Industry leaders shared their optimism:

Rajesh Rokde, GJC Chairman, noted: "PMI Goa 2025 reflects the maturity and momentum of India's jewellery industry. It's a platform built on trust, quality, and long-term relationships."

Avinash Gupta, Vice Chairman of GJC, added: "Goa's vibrant spirit mirrors the energy at PMI. This event

is more than a showcase—it's a business accelerator."

Chetan Thadeshwar, PMI Convener, said: "The enthusiasm from over 210 premium retailers is overwhelming. The Diamond Pavilion has added a fresh dimension to the event."

Saiyam Mehra, Joint Convener, commented: "This is exactly the boost the industry needed. With a powerful mix of buyers and sellers, PMI Goa is setting new benchmarks."

Madan Kothari, Joint Convener, shared: "PMI Goa has emerged as a high-impact networking hub. Day 1 has already delivered exceptional engagement and results."

With a strong start, **PMI Goa 2025** is reaffirming its status as a key business enabler in India's gems and jewellery sector, driving **innovation, growth, and strategic collaboration** across the value chain.



Kindly Visit Us At:

IIJS
PREMIERE 2025

WORLD'S 2ND LARGEST MOST COMPREHENSIVE
GEM & JEWELLERY B2B SHOW

INDIA
INTERNATIONAL
JEWELLERY SHOW

30th July - 3rd
August, 2025

JIO
N-23i

31st July - 4th
August, 2025

NESCO
3L-345



Scan here to Download for
android app

SRAGHAV
JEWELS PVT.LTD.

Manufacturer Of CZ & Plain Gold Jewellery

" SRAGHAV ", Shri Sadguru Ranchhod Nagar Society Part-1,
Sant Kabir Road, Rajkot -360003. (Gujarat) INDIA

Follow us:      /sraghavjewels.in  +91 7575891915

CaratLane to Expand with 40+ New Stores as Young Indians Embrace Affordable Jewellery

Titan Company's jewellery brand **CaratLane** is set to open over **40 new stores** this fiscal year, driven by rising demand among younger consumers for more affordable, lower-carat gold jewellery. The expansion will primarily focus on **tier-2 and tier-3 cities**, according to **Managing Director Saumen Bhaumik** in an interview with Reuters.

As Indian millennials and Gen Z shift their jewellery preferences from traditional 22-carat gold to more budget-friendly options, brands like **CaratLane** and **Kalyan Jewellers' Candere** are capitalizing on this growing trend. Around **Valentine's Day 2025**, CaratLane introduced **9-carat jewellery**, aligning with the changing tastes of modern consumers

who see jewellery more as fashion than investment.

With **322 stores as of March-end**, CaratLane is the **second-largest jewellery brand by store count**



within the Tata Group and currently contributes about **6% to Titan's overall revenue**.

"In FY26, our overall growth will be no less than what we achieved last year," Bhaumik stated, referring to the company's **24% revenue growth in FY25**, which brought CaratLane's topline to **₹35.83 billion (\$418.96 million)**. The brand also posted its highest-ever EBIT of **₹2.96 billion**, marking its most successful year to date.

Despite rising gold prices, CaratLane's **average bill value has increased by 10%**, boosted by the success of new product lines.

Looking beyond India, the brand is also expanding globally. It plans to launch a **second U.S. store in Dallas** by **Deepavali**, and open **two new outlets in Dubai** within the next **eight months**, as part of its international growth strategy.

D2C Jewellery Brand GIVA to Raise ₹450 Cr in Series C Round Led by Creaegis

Direct-to-consumer jewellery startup **GIVA** is set to raise **₹450 crore (approximately \$53 million)** in a new funding round, pushing its valuation to **\$374 million** — a **47% increase** from its previous \$254 million valuation in 2024, according to regulatory filings reviewed by *Inc42*.

As per the board resolution dated **May 26**, GIVA will issue **1.73 lakh Series C compulsorily convertible preference shares (CCPS)** at a price of **₹25,947 per share**. The round is being led by **Creaegis**, which is investing **₹235 crore** through its CIF II Scheme I fund.

The round also includes participation from existing investors: **Premji Invest: ₹125 crore**, **Epiq Capital: ₹45 crore**, **Edelweiss Discovery Fund** and **Usha Dalmia Trust** will contribute the remaining capital. GIVA declined to comment on the funding news, and co-founder **Ishendra Agarwal** did not respond to queries at the time of publishing.



Founded in 2019 by **Ishendra Agarwal, Nikita Prasad, and Sachin Shetty**, GIVA started by offering **925 fine silver jewellery** and has since expanded into **14K and 18K gold**, as well as **lab-grown diamonds**. It retails through its **website**, exclusive **offline stores**, and a **shop-in-shop model** with retail chains like **Shoppers Stop**.

Currently, GIVA operates **199 stores** across Tier I and Tier II cities including **Bengaluru, Pune, Hyderabad, Mumbai, Delhi NCR, Ahmedabad, Dehradun, Surat, and Indore**.

In **March 2025**, the startup raised **₹102 crore** in a combination of equity and debt from **Alteria Capital and Northern Arc**, aimed at expanding retail operations. Prior to that, GIVA secured **₹255 crore** in an extended **Series B round** in **October 2024**, led by **Premji Invest, Epiq Capital, and Edelweiss Discovery Fund**.

On the financial front, GIVA reported a **66% year-over-year growth** in operating revenue to **₹273.6 crore in FY24**, though its **net loss widened** to **₹58.7 crore**, up from **₹45.2 crore** in FY23. The increase in losses was largely attributed to **rising metal procurement costs**.

GIVA competes in the online jewellery space with players like **CaratLane (Titan Group)**, **Kushal's**, **Palmonas**, **Voylla**, and newer entrants like **Jar's jewellery brand Nek**. Meanwhile, competitor **BlueStone**, backed by **Prosus**, is preparing for an **IPO in 2025** after receiving approval from **SEBI** for a **₹1,000+ crore public offering**.



**CHAINS[®]
CORNER**
JEWELLERY (I) PVT. LTD.

PURE
grace

VISIT US AT

IIJS

PREMIERE 2025

**31ST JULY - 04TH AUGUST
2025**

HALL NO

3

STALL NO

3M_384D

**BOMBAY EXHIBITION
CENTRE - MUMBAI**

(P)+91 - 022 - 2341 5650, 2344 0637 (M)+91 - 99872 20006 / 90048 20006 / 99871 20006

Bracelet | Chains | Malas | Rings | Frames | Gents Kada | Pendants | Straps | Lifestyle Products

Mia by Tanishq Launches 'Trees for Leopards'

Initiative to Champion Sustainability and Wildlife Conservation

In celebration of World Environment Day, *Mia by Tanishq*, one of India's leading contemporary fine jewellery brands, has unveiled a meaningful new initiative as part of its ongoing commitment to sustainability. Under its #GoldForGood campaign, Mia has introduced the 'Trees for Leopards' program—an effort aimed at supporting wildlife conservation and restoring leopard habitats in Uttarakhand.

From May 27 to June 8, every jewellery purchase made at a Mia store will contribute to planting a tree in the customer's name. These trees will be planted in partnership with Grow-Trees in Uttarakhand, helping to rejuvenate green cover and protect vital leopard ecosystems. This campaign allows customers to combine their love for jewellery with a greater environmental purpose, making each purchase a step toward

positive change.

Mia by Tanishq continues to weave sustainability into the fabric of its brand. A significant portion of Mia's jewellery is crafted from recycled gold, reducing the environmental footprint associated with traditional gold mining and promoting ethical sourcing and responsible manufacturing.

Further reinforcing its green mission, Titan Company's jewellery division—including Mia—has adopted ambitious sustainability targets such as becoming carbon neutral and water positive in its production processes. The company also follows a structured 4-P sustainability framework—People, Place, Process, and Planet—to ensure high standards across its entire supply chain.

Shyamala Ramanan, Business Head



of Mia by Tanishq, remarked, “At Mia, we believe jewellery should not only be beautiful but also meaningful. Our 'Trees for Leopards' initiative reflects our promise to give back—to protect what's truly precious. With every piece purchased, customers help restore green spaces and safeguard wildlife. For us, sustainability isn't just a value; it's a responsibility.”

With this thoughtful initiative, Mia by Tanishq continues to lead the way in responsible luxury, proving that style can coexist with sustainability.

True Diamond Secures ₹26 Crore in Pre-Series A to Boost Omnichannel Growth

Lab-grown diamond jewellery brand **True Diamond** has raised ₹26 crore in a Pre-Series A funding round led by **India Quotient**, with continued backing from existing investors **Titan Capital Winners Fund** and **Huddle Ventures**.

Founded in early 2024 by **Darayus Mehta** and **Parin Shah**, True Diamond is carving a niche in the luxury jewellery market with a focus on **sustainability, innovation, and premium craftsmanship**. The brand offers an extensive catalogue of over **5,000 designs**, including rings, earrings, pendants, necklaces, bracelets, tennis bracelets,



mangalsutras, and men's jewellery. Personalized and made-to-order options are also a key part of its offering.

Commenting on the investment, **Sahil Makkar** of India Quotient said, “We see massive potential in the combination of lab-grown diamonds

and gold, especially for today's value-conscious and design-savvy consumers. True Diamond, under Darayus and Parin's leadership, is emerging as an aspirational omnichannel player in this space.”

Shiv Kapoor, Vice President at Titan Capital Winners Fund, added, “As one of the company's early backers, we're excited to continue our support. Lab-grown diamonds have the potential to democratize luxury. True Diamond is well-positioned to be the go-to brand—offering exceptional design, personalized service, and a strong brand identity that customers are proud to associate with.”

—* Presenting one of our *—
EVERGREEN MASTERPIECES

loved *then*, loved *now*.
Our journey of brilliance continues...

♦ ♦ ♦
You'll love what's coming next.
New designs. New stories. Same signature brilliance.

Join us at IIJS Premiere 2025 for a first look at what's next in gold artistry.

Meet us at:

IIJS
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

31st July to 4th Aug '25

Hall #5
Stall # 5V 544D

Bombay Exhibition Centre - Mumbai

Stay connected with us



Like us on **Facebook**



Follow us on **Instagram**



Scan here to Download for
ios / android

RAJKOT, GUJARAT, India

M: +91 98242 95859 (Vineet N. Vasa) E: sales@lotusjewellery.com

www.lotusjewellery.com

LOTUS
JEWELLERY CREATION
CRAFTING JEWELS OF TRUST

— SINCE 1943 —

Swarovski Unveils Octagon Collection

Featuring Patented Lab-Grown Diamond Cut

Swarovski has launched its latest fine jewellery line—the Octagon Collection, a new range of lab-grown diamond jewellery centered around a proprietary octagon-shaped cut, created under the direction of global creative director Giovanna Engelbert.

At the heart of the collection is the patented Octagon cut, inspired by Swarovski's iconic logo. This unique cut features 57 meticulously designed facets—32 on the pavilion, 24 on the crown, and one on the table—delivering significantly greater

brilliance than traditional emerald or baguette cuts.

The Octagon Collection consists of ten refined pieces, each highlighting the new cut in bezel-set lab-grown

and including a horizontal setting. A band ring offered in both white and yellow gold.

In a statement, Swarovski described the collection as:

“A new chapter in Swarovski savoir-faire, the Octagon cut and its namesake collection blend the timeless elegance of laboratory-grown diamonds with bold, modern design. It's a celebration of life's defining moments—whether milestones, personal triumphs, or commitments of forever.”

The launch underscores Swarovski's continued innovation in diamond craftsmanship, combining design-forward aesthetics with sustainable luxury.



diamonds paired with precious metals. The lineup includes:

A pendant in white or yellow gold

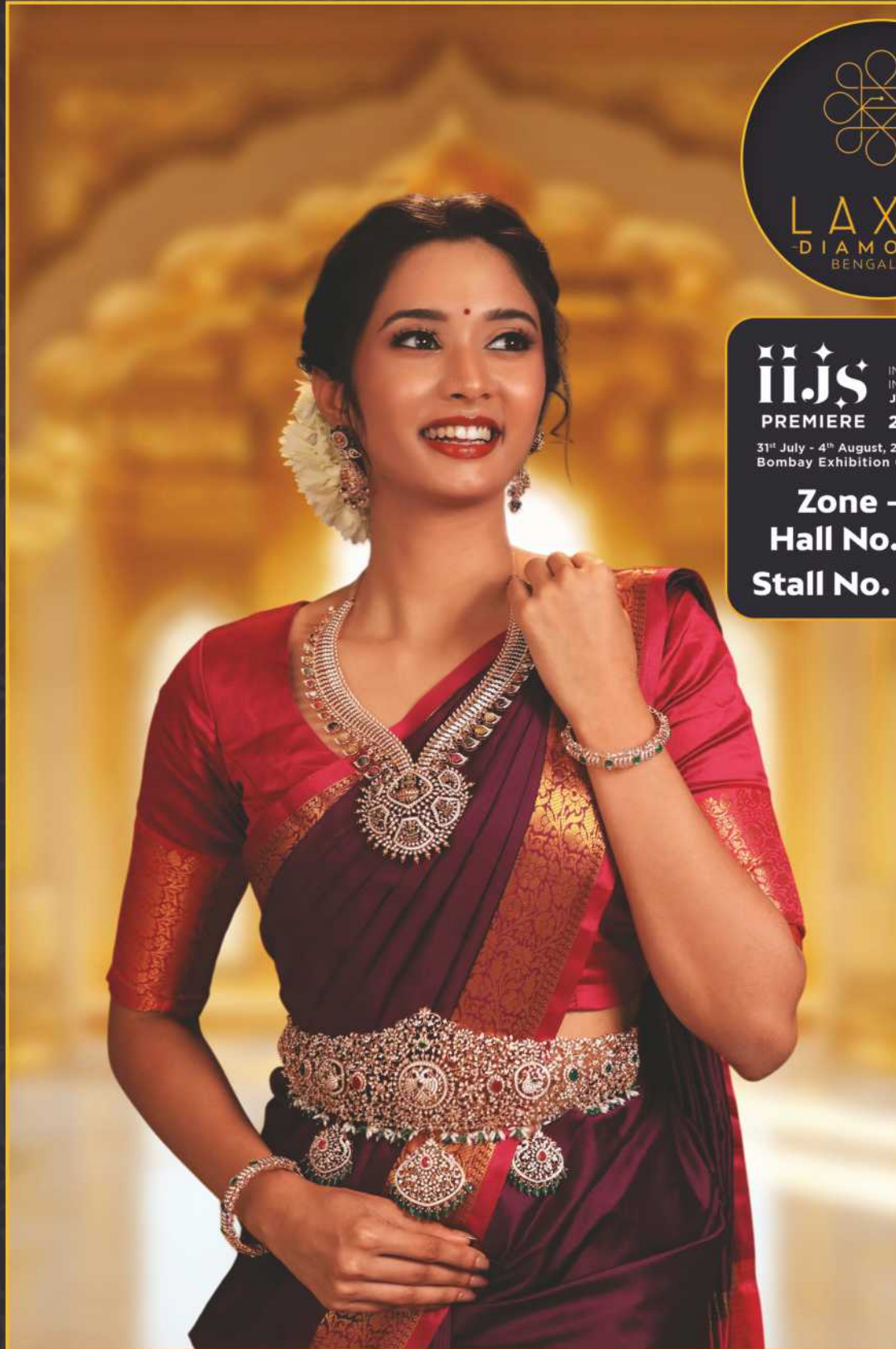
Mini hoop earrings in yellow gold

White gold stud earrings

A yellow gold bracelet

Solitaire rings in both white and yellow gold, available in two sizes





iijs INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025
31st July - 4th August, 2025
Bombay Exhibition Centre- Mumbai

Zone - 1 C
Hall No. 1 BEC
Stall No. 1A 32G



**For Any Business
Enquiry Call
Mr.Laxman
+91 9380888030**

CORPORATE OFFICE

Laxmi Arcade
5th Cross Malleshwaram
Bengaluru - 560 003

080 41140211 / 23314211

BRANCHES

MUMBAI
+91 9380888030

HYDERABAD
+91 9380880065

CHENNAI
+91 8660554353

LAXMI IMPERIAL PVT LTD

A leading manufacturer of closed setting diamond jewellery

www.laxmidiamonds.com

For Any Business Enquiry Call Mr.Laxman +91 9380888030



iijs INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025
31st July - 4th August, 2025
Bombay Exhibition Centre- Mumbai

Zone - 1 C
Hall No. 1 BEC
Stall No. 1A 32G



**For Any Business
Enquiry Call
Mr.Laxman
+91 9380888030**

CORPORATE OFFICE

Laxmi Arcade
5th Cross Malleshwaram
Bengaluru - 560 003

080 41140211 / 23314211

BRANCHES

MUMBAI
+91 9380888030

HYDERABAD
+91 9380880065

CHENNAI
+91 8660554353

LAXMI IMPERIAL PVT LTD

A leading manufacturer of closed setting diamond jewellery

www.laxmidiamonds.com

For Any Business Enquiry Call Mr.Laxman +91 9380888030



LUXURY FOR EVERYONE

From The House of **MUKTI**



MUKTI®
GOLD | DIAMONDS

STALL NO JIO - V 39A

30th July- 3rd Aug 2025

JIO World Convention Centre
Bandra, Mumbai

iijs
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

STALL NO 4S - 482B

31st July- 4th Aug 2025

Bombay Exhibition Centre,
Goregaon, Mumbai

FOLLOW US
f i n



**Franchise & Shop in Shop
Enquiries Solicited**

Anant Jain (CEO) +91 85919 11960

Vinnod Ostwal +91 85919 11930

(Business Development Head)

Mahendra Jain +91 93212 83716
e : muktigold@gmail.com

Gautam Jain +91 98212 37189
e : muktiamonds@gmail.com

Shreyans Jain +91 99307 06262
e : muktiplatinum950@gmail.com

IGI Appoints

Anoop Mehta as Chairman and Independent Director, Strengthening Global Leadership

The International Gemological Institute (IGI), a leading global authority in diamond and gemstone certification, has announced the appointment of **Anoop Vrajlal Mehta** as **Chairman and Independent Director** of its Board, effective **June 6, 2025**, pending shareholder approval.

A distinguished figure in the global diamond industry, **Mehta** brings with him over **50 years of experience** shaping both the Indian and international gems and jewellery sectors. He currently serves as the **Chairman and Managing Director of Mohit Diamonds Pvt. Ltd.** and **President of the Bharat Diamond Bourse (BDB)**. He also holds key roles in influential bodies such as the **World Federation of Diamond Bourses** and the **Gem & Jewellery Export Promotion Council (GJEPC)**.

This strategic appointment marks a significant step in IGI's continued commitment to **governance, transparency, and industry leadership**.

Tehmasp Printer, Global CEO of IGI, expressed his enthusiasm: "We are privileged to welcome Anoop Mehta to IGI's Board. As a stalwart of the diamond world, his insights, industry acumen, and visionary leadership will be pivotal in steering IGI's future. His presence reinforces our mission to set global benchmarks in gemological science and certification." Printer also emphasized that this move reflects IGI's ongoing efforts to strengthen **corporate governance**, enhance **stakeholder value**, and support the broader evolution of the diamond and jewellery industry worldwide.



IGI

In response to his appointment, **Anoop Mehta** stated:



"IGI has established itself as a global standard-bearer for trust and precision in gem certification. I am honored to join the Board and contribute to its legacy, especially at a time when authenticity, consumer confidence, and sustainable practices are more critical than ever."

Mehta's industry contributions are far-reaching. He was instrumental in the development of the **Bharat Diamond Bourse**, which officially opened in **2010** and has since become a key hub for the global diamond trade. Over the years, his leadership has been recognized with numerous **Lifetime Achievement Awards**, including from the **GJEPC**, for his lasting impact on the industry.

His appointment signals IGI's intent to remain at the forefront of the evolving jewellery landscape, combining **technical excellence** with **ethical leadership** to meet the demands of today's conscious consumer.





Nirmal Jewellers

Specialist in Mangalsutra

Stockist in

14, 18, 20 & 22 Carat
New Arrival

Cordially Invite you
to Visit us At:

IIJS
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

31ST JULY - 4TH AUGUST 2025

**BOMBAY EXHIBITION CENTRE
GOREGAON, NESCO, MUMBAI**

HALL NO.

STALL NO.

3 | 3L 361



Nitesh Bhansali
98212 70888

Kamlesh Bhansali
90299 11109

NJ's
Atarva
tradition with trend

Specialist in Mangalsutra, Plain & Cz Casting

Tel.: 022 2345 2001 / 6183 2322 | Email : nirmaljewellers2322@gmail.com

Order : 022 2345 2001 | WhatsApp: 86577 72322 | I.com : 2322/2002

D.D.Plaza, Shop No. 10 & 11, (Nasta Galli), 7/9, 3rd Ajiary Lane,
Zaveri Bazar, Mumbai - 400 003.

Hazoorilal Legacy Unveils 'Summer of Zoori' – Effortless Jewellery for Every Day

Hazoorilal Legacy's contemporary line **Zoori** has launched its latest collection, "**Summer of Zoori**," capturing the carefree, easygoing spirit of the season. Designed for warm, sun-drenched days and spontaneous getaways, the collection offers **lightweight, versatile jewellery** meant to complement every mood and moment.

The collection features a range of **rings, bracelets, necklaces, and earrings**, thoughtfully crafted for **everyday wear**. Each piece is effortlessly chic—minimal yet stylish, perfect for wearing solo or layering together. Whether you're grabbing a coffee, heading to brunch, or packing light for a weekend escape, the **Summer of Zoori** pieces are made to move with you—**uncomplicated, comfortable, and always in style**.



Gold Surges as Middle East Tensions Escalate Following Israeli Strikes on Iran

Gold prices climbed sharply after **Israel launched airstrikes on Iran's nuclear facilities**, intensifying fears of a broader conflict in the Middle East. The **precious metal rose as much as 1.3%**, reflecting heightened demand for safe-haven assets amid rising geopolitical uncertainty.

Explosions were reported in Tehran, according to local media and videos circulating online. Israeli Defence Minister **Israel Katz** confirmed the strikes and warned of an expected retaliatory response from Iran. The **U.S. distanced itself** from the operation, stating it was "not involved."

This latest jump in bullion extends a two-day rally, which had already gained momentum on the back of **soft**



U.S. inflation and labor market data, reinforcing expectations that the **Federal Reserve may cut interest rates** later this year. Recent reports showed **muted producer price inflation** in May and a rise in **unemployment benefit claims** to their highest levels since late 2021.

Gold is up 30% in 2025, driven by a combination of **geopolitical tensions**, including those in **Ukraine and the Middle East**, and **strong demand from central banks and sovereign**

institutions. Concerns over former President **Donald Trump's trade policy stance** have also fueled investor interest in safe assets.

The strikes by Israel came after repeated threats from **Prime Minister Benjamin Netanyahu**, who has vowed to disrupt Iran's nuclear ambitions. Meanwhile, **U.S. and Iranian officials** are set to meet in Oman for nuclear talks on Sunday, though Trump has expressed doubts about the potential for a breakthrough.

As of **9:25 a.m. in Singapore**, **spot gold was up 1.1% at \$3,424.59 an ounce**. The **Bloomberg Dollar Spot Index** rose 0.2%, while **silver was flat, platinum fell, and palladium declined**.



MAYAN DIAMONDS™

We Stud Trust Along With Diamonds

An ISO 9001-2008 Certified Company



+91-8042017149



mayandiamonds1@gmail.com



mayandiamonds.com

#86/16, 1st floor, Devikrupa Building, Avenue Road Cross, CT Street, Bangalore - 560002

Govind Dholakia Honoured with Lifetime Achievement Award by Global NGO 'Diamonds Do Good' at JCK Las Vegas

In a proud moment for India and the diamond hub of Surat, Govind Dholakia, the visionary founder of Shree Ramkrishna Exports (SRK), was honoured with the prestigious Lifetime Achievement Award by Diamonds Do Good, a globally recognised non-profit organisation. The award was presented during their annual gala at JCK Las Vegas 2025, one of the world's most prominent jewellery trade shows.

Accepting the award on behalf of his father, Shreyans Dholakia—Entrepreneur and Brand Custodian of SRK—expressed deep pride and emotion, saying it made him “ten times prouder” to represent his father and the values that built the foundation of the company.

As he reflected on his father's legacy, Shreyans quoted Govind Dholakia's guiding belief:

“Legacy and history are not built by preserving wealth, they are built by



giving and sharing.”

In his speech at the gala, Shreyans said,

“Thank you, Diamonds Do Good.

This honour goes beyond our family. It belongs to every artisan in Surat, to every life touched by our foundation, and to a philosophy we live by: that business is not just about success, but about significance.”

This marks the second time Govind Dholakia has been recognised in the

United States. Previously, he received the USGBC Leadership Award from the U.S. Green Building Council in Boston, in recognition of his visionary approach to sustainable development.

The SRK Knowledge Foundation (SRKKF), the philanthropic arm of SRK, also celebrates its 10th anniversary this month. Founded to consolidate decades of charitable initiatives started by Govind Dholakia over 40 years ago, SRKKF has positively impacted millions of lives through its work in education, healthcare, rural development, and girl child empowerment.

Govind Dholakia's recognition not only celebrates his achievements in the diamond industry but also reinforces his lasting impact on society through compassion-driven leadership and philanthropy.

GRT Jewellers Shines in Theni with Grand Opening of 65th Showroom

Theni witnessed a dazzling new addition to its retail landscape as GRT Jewellers inaugurated its 65th showroom on June 5. Strategically located on Madurai Main Road near Canara Bank, the newly launched showroom offers an exquisite array of gold, diamond, platinum, silver, and gemstone jewellery, showcasing GRT's hallmark of timeless elegance and superior craftsmanship.

G.R. 'Anand' Ananthapadmanabhan, Managing Director of GRT Jewellers, expressed his pride at the milestone: “Opening our 65th showroom in Theni is a proud moment for us. It's a reflection of the trust our customers continue to place in us. Our 'Golden

Eleven Flexi' plan is designed to make jewellery ownership more accessible and affordable. We invite everyone to make the most of this opportunity to bring home their dream jewellery.”

Echoing the sentiment, fellow Managing Director G.R. Radhakrishnan said,

“Each new showroom represents a renewed commitment to excellence in both craftsmanship and customer service. Our arrival in Theni is a celebration of that promise, and we warmly welcome the community to experience our latest collections and enjoy exclusive launch benefits.”



With this launch, GRT Jewellers continues to strengthen its legacy across South India, bringing fine jewellery and customer-centric services to yet another vibrant city.



SAMRUDDHI JEWELCRAFT

Crafting Happiness

"The sparkle of Gold,
the Magic of Jewellery."

IIJS
PREMIERE
INDIA
INTERNATIONAL
JEWELLERY SHOW

31st JULY, 2025 04th AUG, 2025

BOMBAY EXHIBITION CENTER MUMBAI - (NESCO)

HALL NO - 04 | STALL NO - 4T_492A

✉ samruddhijewelcraft@gmail.com

Dinesh Jain +91 9320670627 |

Nikhil Jain +91 9819603187

📍 A/1402, Aaditya Pearl, Ramwadi,
Kalbadevi Road, Mumbai- 400002

Hari Krishna Exports Celebrates Unity and Wellbeing with a Grand Employee Outing at Wet'nJoy Water Park

Hari Krishna Exports, renowned for its excellence in the diamond sector and its strong commitment to people and purpose, recently hosted a **vibrant picnic for its 1,535 employees**. The scenic Wet'nJoy Water Park in Lonavala, set amidst lush green hills, served as the perfect backdrop for a day filled with fun, relaxation, and togetherness.

This event was a heartfelt demonstration of the company's dedication to employee welfare and fostering a harmonious workplace.

With over 30 years of steady growth and success, Hari Krishna Exports firmly believes that its employees are the backbone of its achievements. Whether involved in manufacturing or marketing, every team member plays a vital role in advancing the company's vision. This picnic was more than just leisure—it was a celebration of shared efforts, an opportunity to unwind, reconnect,



Hari Krishna
Exports Pvt. Ltd.

and strengthen the bonds formed through years of collaboration.

This initiative reflects Hari Krishna Exports' ongoing commitment to cultivating a positive and engaged work culture. The company has consistently introduced welfare programs focused on health, nutrition, skill development, and employee recognition—guided by the belief that when people feel valued, they perform with greater passion and purpose.

The success of this outing underscores the importance of work-life balance—not as a luxury, but as an essential ingredient for stronger teamwork and productivity.

Hari Krishna Exports extends its heartfelt thanks to every employee for their dedication and enthusiasm. As the company continues to scale new heights, it remains committed to building not just a successful business, but a workplace where



everyone feels they truly belong.

At Hari Krishna Exports, success is a shared journey—made meaningful by the people who walk it together.



Cordially Invite you to Visit us At:

IIJS
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

31ST JULY - 4TH
AUGUST 2025

BOMBAY EXHIBITION CENTRE
GOREGAON, NESCO, MUMBAI

HALL NO.-

4

STALL NO.

4S 485B



JVS Jewellers

Shop No. 132-133, 1st Floor, "Super Mall", C.G. Road.
Near Lal Banglow, Ahmedabad - 380009
Ph.: 079-2644 9100, 4800 9955 | Mob.: 98982 49100
Email : jvsjewellers@gmail.com

Nebula by Titan Unveils “JALSA” Tourbillon:

A Majestic Celebration of Indian Heritage and Horological Mastery

A Tribute to the Power, Passion, and Presence Within

In a landmark moment for Indian luxury, Nebula by Titan proudly presents JALSA — an extraordinary tourbillon timepiece from its prestigious 18K gold watchmaking collection. Created to commemorate 225 years of the iconic Hawa Mahal and to mark India's bold entrance into the world of haute horlogerie, JALSA transcends being just a watch. It is a powerful statement of culture, craftsmanship, and the quiet grandeur that defines us.

With JALSA, Nebula raises the bar — both literally and symbolically — positioning Indian design on the global luxury stage. This exceptional watch will represent Titan at the Grand Prix d'Horlogerie de Genève (GPHG) 2025, the most esteemed event in fine watchmaking, heralding India's emergence as a formidable presence where tradition and innovation unite.

The essence of JALSA is a vision to embody the spirit of India through exquisite craftsmanship — allowing time itself to honor beauty and celebrating a legacy found not only in magnificent palaces but also within its people. The dial is a masterpiece of miniature art, hand-painted on marble by the acclaimed Padma Shri Shakir Ali. Using natural gemstone pigments and age-old techniques, it portrays a royal procession in front of the Hawa Mahal — each stroke capturing Jaipur's majestic heritage and India's rich history.

Encased in 18K rose gold and adorned with a radiant red agate, JALSA shines with profound symbolism. Its heart is a Titan-made flying tourbillon movement, crafted from 144 precision components and 14 jewels. Architectural bridges inlaid with red agate frame the movement, complemented by a sapphire magnifier counterpoise on the minute



hand — a design innovation that transforms the experience of time from mere measurement to an emotional journey. The sapphire crystal caseback reveals the movement's sculptural beauty, reflecting the watch's essence: India's intricate, timeless, and vibrant soul.

C K Venkataraman, Managing Director of Titan Company Ltd, remarked, “JALSA is more than a timepiece — it is a cultural masterpiece. It represents the magnificent fusion of India's artistic heritage and horological expertise, crafted with relentless passion by our

teams. Presenting JALSA at the GPHG fills us with pride — pride in India, in Titan, and in the spirit we carry within.”

Revathi Kant, Chief Design Officer at Titan, added, “JALSA embodies conviction, legacy, and artistry, woven into an extraordinary creation. It is our strongest declaration yet to place Indian luxury and craftsmanship on the world map. This watch honors our heritage and boldly embraces the future.”

Actor and icon Sushmita Sen shared, “Being part of Nebula's milestone with JALSA is a true honor. This timepiece celebrates India's artistic and craft legacy through horological brilliance. Titan's commitment to innovation and design shines through, bringing India's rich culture to the global stage. Our entry at the Grand Prix d'Horlogerie de Genève is a proud moment, showcasing world-class Indian artistry.”

JALSA is more than a luxury watch — it is a narrative in gold, a canvas of history, and a triumph of innovation. A masterpiece that defines a generation and marks a new era for the brand, the nation, and every individual who carries their legacy forward.

LOVE
IN
YOUR
HEART



J.P. Exports (Rajkot)

Palace Road, Rajkot(Gujarat)
+91 966 241 4999

HALL NO : 04

STALL NO : 4S 485B



✦ ✦ ✦
IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2025

31th July - 4th Aug. 2025

**BOMBAY EXHIBITION CENTER (BEC),
MUMBAI**



**BANGLES
COUPLES RINGS
BRACELETES**



Titan's Tanishq Eyes Aggressive US Expansion but Rules Out Lab-Grown Diamonds

Titan-owned jewellery brand Tanishq is gearing up for a major expansion across North America, targeting the substantial Indian diaspora as well as native US consumers.

Amrit Pal Singh, Titan's business head for North America, told Rapaport News on Monday that the company plans to open more than 15 new stores across the US within the next 12 to 18 months. This marks the beginning of a broader growth strategy that will include entering the Canadian market by next year. Since launching in the US in late 2022, Tanishq has already established seven locations in states like New Jersey, Illinois, California, and Texas.

"Customer response over the past two-and-a-half years has exceeded expectations, which is evident in our rapid expansion across the US," Singh shared. "We're optimistic about our growth prospects, initially focusing on the Indian diaspora and gradually expanding to reach the wider American consumer base." Tanishq's expansion strategy is



planned in two phases. The immediate focus is on the more than five million-strong Indian diaspora, who traditionally value gold jewellery as part of their cultural heritage. Store locations are being chosen based on areas with high concentrations of Indian expatriates. The next phase targets first-generation Indian-Americans—those born and raised in the US—who blend Indian traditions with American tastes, acting as a bridge to the broader market.

"They embody a blend of both Indian and American identities," Singh explained. "They appreciate both traditional and contemporary designs, and understanding their preferences will help us connect with a wider

audience."

Currently, Tanishq operates standalone stores in prime high-street locations, showcasing collections of 4,000 to 5,000 pieces. The brand is also exploring new retail formats and is set to open its first mall-based store in Florida soon.

Despite the growing popularity of lab-grown diamonds globally, Tanishq has observed steady demand for its natural diamond jewellery in the US. Singh emphasized the brand's firm commitment to natural diamonds, noting that the Indian market has shown limited interest in lab-grown alternatives. While the US market is more receptive to synthetic diamonds, Tanishq has no plans to include them in its North American offerings.

"As a luxury brand, we believe natural diamonds, with their rarity and timeless appeal, align perfectly with Tanishq's identity," Singh stated. "Our focus remains on natural diamonds, and we do not anticipate this changing anytime soon."

GIA Phases Out 4Cs Grading for Lab-Grown Diamonds in Major Industry Shift

In a significant move set to reshape the diamond industry, the Gemological Institute of America (GIA) has announced that it will discontinue the use of its iconic 4Cs grading system—cut, color, clarity, and carat—for laboratory-grown diamonds. Instead, starting later this year, GIA will adopt a simplified classification system, labeling lab-grown diamonds as either "premium" or "standard." Diamonds that fall below these quality thresholds may not receive a grade at all.

This change represents more than just a shift in terminology—it signals a

formal and growing distinction between natural and lab-grown diamonds. By moving away from the universally recognized 4Cs framework for synthetics, GIA is reinforcing the message that lab-grown diamonds should not be equated with their natural counterparts.



GIA®



The decision underscores the institute's intent to reflect the intrinsic differences between mined and man-made diamonds, both in value and origin, and is expected to have far-reaching implications for how lab-grown diamonds are perceived, sold, and valued within the global market.



Jai Gulab Dev
JEWELLERS

CORDIALLY INVITED TO
VISIT US AT

iijs INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025

31st July - 4th August, 2025

Bombay Exhibition Centre - Mumbai

HALL NO	STALL NO
5	5V 574

BLACK ANT - +91 98200 97289

Head Office - Old No - 14, New No. - 24, Coats Road, T. Nagar, Chennai - 600017.

Landline - 044 - 48543132/34 **Branches**- Bangalore / Kerala

Senco Gold Posts Robust Q4 Performance with Net Profit Doubling to ₹62 Cr; FY25 Revenue Rises Despite Annual Profit Dip

Senco Gold reported a strong performance in the fourth quarter of FY25, with its net profit nearly doubling year-on-year to ₹62 crore, according to a recent exchange filing. The company's revenue from operations for the quarter climbed to ₹1,377.71 crore, up from ₹1,137.28 crore in Q4FY24.

On a full-year basis, revenue rose significantly to ₹6,328.07 crore in FY25 compared to ₹5,241.44 crore in FY24. However, net profit for the year declined slightly to ₹159.31 crore from ₹181 crore in the previous fiscal.

The company's EBITDA for the quarter stood at ₹127.01 crore, a notable increase from ₹87.73 crore in Q4FY24. The EBITDA margin

improved to 9.2% in Q4FY25, up from 7.7% in the same quarter last year.

Commenting on the results, Managing Director and CEO Suvankar Sen said, "The strong wedding and Valentine's season significantly boosted Q4 sales, with footfalls increasing by 21% and invoices by 6%. Notably, diamond jewellery sales surged by 38%, driven by the younger generation and Gen Z celebrating the love season."

To enhance its design portfolio, the company introduced over 32,400 new gold jewellery designs and around 25,000 new diamond jewellery designs in FY25. It also expanded its retail footprint by opening 16 new



showrooms during the year, including six franchise outlets.

Despite global economic uncertainties and fluctuations in gold prices, Senco Gold reported a positive start to FY26, with an 18% increase in value so far in Q1. The company has already launched six new showrooms in the current quarter and aims to open 18 to 20 new outlets over the course of the year.

Deccan Gold Mines Shares Surge Over 10x in 5 Years Despite No Domestic Production

Deccan Gold Mines Ltd. (DGML) has seen its share price soar over 10-fold in the past five years, climbing from ₹14.04 to ₹144.90 as of Friday's close. This remarkable rally comes despite the company not yet commencing gold exploration or production within India.

Established in 2003, DGML is India's first and only gold exploration company listed on the Bombay Stock Exchange (BSE). Founded by industry veterans with a strong background in mining and exploration, the company has been actively involved in identifying and assessing gold resources, particularly within India.

DGML's most notable exploration efforts have been in Karnataka, where it discovered open-pit mineable gold

deposits in the Archaean greenstone belts of the Dharwar Craton, specifically in the Hutti and Dharwar-Shimoga belts. The company has also completed a JORC-compliant feasibility study for the Ganajur gold deposit in Karnataka.



In a move to diversify and strengthen its global presence, Deccan Gold recently acquired a 60% stake in Avelum Partners LLC in Kyrgyzstan and a 31.52% stake in Kalevala Gold Oy in Finland. These international ventures are expected to contribute an estimated 10 tonnes of gold resources

Deccan Gold Mines Ltd

BOM: 512068

144.90 INR +144.44 (31,400.00%) + all time
30 May, 3:51pm IST • Disclaimer



to the company's portfolio.

The stock's sharp rise, driven largely by investor optimism and the company's strategic global acquisitions, underscores strong market sentiment despite the lack of domestic gold production so far.



Innovative Designs,
Unmatched Craftsmanship

iijs
PREMIERE 2025

HALL 01
STALL :
1G 146A

31 JULY - 04 AUGUST | BEC, MUMBAI.



NITMAN GOLD EXPORTS LLP

Mfg. & Exporter of CZ | Plain | Solitaire Gold Jewellery

106/107, Shiv Arced,
Opp. Ram-Aur-Shyam Golawala,
Palace Rd., Rajkot, Gujarat-360001.

sales@nitmangoldexports.com

CONTACT FOR ORDER
& DISTRIBUTORSHIP
+91 9624 56 28 56 | 99099 67846

www.nitmangoldexports.com



SCAN THIS QR CODE & DOWNLOAD
OUR ORDER APP NOW



For Apple Device



For Android Device

PGI India's 8th Platinum Buyer-Seller Meet Set to Drive Innovation, Growth & Strategic Alliances



Platinum Guild International (PGI) – India is gearing up for the 8th edition of its Platinum Buyer-Seller Meet, taking place on **June 26–27, 2025, in Kochi**. The premier industry gathering will unite 14 top platinum jewellery manufacturers and 60 leading retailers from PGI's national network, aiming to accelerate platinum's growth in India's evolving jewellery market.

This year's theme—**“Success, Innovation, and Growth”**—focuses on elevating platinum as the preferred metal for India's modern consumers. The event will spotlight bold design innovations, strategic collaborations, and consumer-focused marketing that position platinum as a symbol of rarity, style, and meaning.

Key branded categories including Platinum Love Bands, Platinum Evara, and Men of Platinum will take centre stage, with new collections tailored for milestone gifting, self-purchase, and everyday wear. Vaishali Banerjee, Managing Director of PGI India & Middle East, said:

“This meet is a catalyst for industry-wide transformation. With consumer preferences shifting and platinum gaining momentum, we're focusing on design-led storytelling and innovation to fuel the next wave of demand.”

Key Industry Voices Weigh In:

Dr. Joy Alukkas, Chairman, Joyalukkas Group:

“The meet is a springboard for aligning our festive and wedding collections with fresh platinum trends.”

Dr. Saurabh Gadgil, CMD, PNG Jewellers:

“Platinum is becoming a key choice for modern consumers, especially in self-purchase and milestone gifting.”

Suvankar Sen, MD & CEO, Senco Gold & Diamonds:

“With pricing and purity on its side, platinum's appeal is growing—this meet is perfectly timed.”

Nirav Bhansali, CEO, Prism Jewellery:

“We're showcasing bold, studded designs that redefine platinum's visual language.”

Avinash Pahuja, Director, ORO Precious Metals:

“Our latest engineered platinum collection blends craftsmanship and technology to meet evolving tastes.”

Nirmal Rawal, MD, BN Jewellers:

“We're unveiling bi-metal and modular platinum concepts that could reshape consumer preferences.”

K Srinivasan, MD, Emerald Jewel Industry:

“The meet is a platform to highlight how tech innovation can enhance platinum design.”

Madhu Jethwani Dhabuwala, CEO – Jewellery, Jewelix India:

“We're bringing customisable platinum pieces to a broader consumer base, including Tier 2 and 3 cities.”

Colin Shah, MD, Kama Jewellery:

“Men's platinum jewellery continues to thrive, and we're ready to showcase bold, modern designs.”

The 2024 edition featured the debut of Inoveo Platinum, a breakthrough alloy, and the MS Dhoni Signature Edition Collection—both of which received strong retail uptake. With platinum's footprint expanding across urban and semi-urban India, the Buyer-Seller Meet remains a cornerstone for strategic growth, innovation sharing, and cementing platinum's position in the hearts—and jewellery boxes—of Indian consumers.



SHREE GURU GOLD PVT LTD

By Subrato Majumdar

SINCE 1986



iijs

PREMIER 2025

WORLD'S 2 LARGEST GEM AND
JEWELLERY B2B SHOW

JIO WORLD CONVENTION
CENTRE MUMBAI

JULY **30-03** AUG

Hall NO: JWCC

Stall No. Jio-S 33A

817/818 Budhwar peth, Sonya Maruti Chowk, Pune 411002

www.shreegurugold 9422081170/9923729013

shree Guru Gold shreeguru_gold



SHREE GURU GOLD PVT LTD

By Subrato Majumdar

SINCE 1986

SHREE GURU GOLD
By Subrato Majumdar
SINCE 1986

iijs

PREMIER 2025

WORLD'S 2 LARGEST GEM AND
JEWELLERY B2B SHOW

JULY **30-03** AUG

JIO WORLD CONVENTION
CENTRE MUMBAI

Hall NO: JWCC

Stall No. Jio-S 33A

817/818 Budhwar peth, Sonya Maruti Chowk, Pune 411002

 [www.shreegurugold](http://www.shreegurugold.com)  9422081170/9923729013

 shree Guru Gold  shreeguru_gold

www.
rrjewellersonline.com

Delicut™
GOLD JEWELS



Creator of Distinguish

Bada bhi. Light bhi

CNC Gold Jewellery



31st July to 4th August , 2025

Stall No : **3N 378A** | Hall No : **03**

Bombay Exhibition Centre - Mumbai

Contact : **+91 84880 69880** | Email : **rrjrajkot@gmail.com**

3rd Floor, Panna Manek Complex, Opp. Maa Ashapura Temple, Palace Road, Rajkot.



R.R. Jewellers

Distinguished Jewellery Creator

Gold Demand Expected to Recover by Mid-August Despite Elevated Prices: World Gold Council

According to a recent report by the World Gold Council (WGC), gold demand is projected to rebound from mid-August, driven by the onset of India's festive and auspicious buying season—even as prices remain historically high. Investment demand for both physical gold and gold-backed financial products is expected to stay resilient, supported by ongoing investor confidence.

Gold prices paused in May after a four-month rally, closing the month nearly unchanged at just under US\$3,300 per ounce. The market remained range-bound, constrained by outflows from global gold ETFs and profit-taking following April's strong gains. However, concerns over tariffs, a weakening U.S. dollar, and rising inflation expectations provided underlying support. In June, gold regained momentum, climbing 5% month-to-date to reach US\$3,435 per ounce, fueled by renewed geopolitical tensions following the Israel-Iran conflict and a resurgence in ETF demand. Year-to-date, gold remains one of the best-performing assets, with gains of 32% in U.S. dollar terms.

In India, domestic gold prices have generally mirrored international trends. May saw a modest 1% rise, with prices ranging between ₹92,000 and ₹97,000 per 10 grams. In June, prices rose further to ₹98,732 per 10g, up 4% for the month. Despite this, Indian gold prices have continued to trade at a discount to global rates (after factoring in exchange rates and taxes), reflecting muted jewellery demand. This discount widened notably—from US\$12/oz in mid-March to over US\$38/oz by June 13.

WGC noted that jewellery demand

remained weak following the peak April–May wedding season. Although softer prices in May improved store foot traffic—especially at large retailers running promotional campaigns—purchases were largely limited to essential or planned buying.

In contrast, physical investment in gold bars and coins, which comprise nearly 30% of India's consumer demand, has stayed robust. The trend has been underpinned by price momentum and comparatively lower fabrication costs. Demand is particularly strong for smaller denomination coins, especially those weighing less than 10 grams.



There is also growing evidence that consumers are monetising their existing gold holdings—by exchanging old jewellery for new, liquidating assets, or leveraging them for loans. The Reserve Bank of India's recent easing of norms for gold-backed loans is expected to further support this activity. By the end of April, commercial bank lending against gold had surged 120% year-on-year to ₹2.23 trillion (US\$26 billion).

Indian gold ETFs also regained traction in May, attracting net inflows of ₹2.9 billion (US\$34 million) after two months of outflows. Although lower than the 10-month average of ₹15.3 billion (US\$181 million) up to

February, the inflows exceeded WGC's earlier estimates and reflected renewed safe-haven interest amid continued market volatility. Preliminary data shows that this trend persisted into the first half of June.

Data from the Association of Mutual Funds in India (AMFI) showed that assets under management (AUM) across 20 gold ETFs reached ₹624 billion (US\$7.3 billion)—a 97% year-on-year and 2% month-on-month increase. Total gold holdings rose slightly to 64.65 tonnes, with 0.2 tonnes added in the month. Investor participation also grew, with 220,000 new folios opened in May, bringing the total to 7.3 million—a 38% increase year-on-year.

Meanwhile, the RBI has largely stayed on the sidelines of gold purchasing in 2025, acquiring only 3.4 tonnes so far—down significantly from 30.6 tonnes during the same period last year. This slowdown mirrors a broader trend among central banks reacting to elevated gold prices.

Still, India's total gold reserves reached a record high of 879.6 tonnes, now representing 12.3% of total foreign exchange reserves—up from 8.7% a year ago. This marks the highest proportion of gold in the reserve mix to date, reflecting its rising strategic value.

On the trade front, gold imports fell to US\$2.5 billion in May—a 13% year-on-year drop and an 18% decline from April. This marks the second consecutive monthly decrease and aligns with softer domestic demand. Import volumes were estimated between 27 to 32 tonnes, down from 35 tonnes in April and well below the 41 tonnes imported in May 2024.

BE

DIFFERENT.

iijs

PREMIERE 2025

INDIA
INTERNATIONAL
JEWELLERY SHOW

31st July to
4th August

Hall - 2
Stall 2k-280

BOMBAY EXHIBITION CENTRE (BEC),
GOREGAON, MUMBAI.



Zaverat

Premium - Cz-Gold Jewels



Rushit Kansara +91 98254 21499 | +91 99249 21499 | zaveratjewels.97@gmail.com
Rajkot (Guj.) INDIA.

Mirari Launches 'Empire State Collection' – A Luxe Ode to Metropolitan Elegance

Mirari, the globally renowned luxury jewellery house, has unveiled its latest high jewellery line — *The Empire State Collection* — a stunning tribute to the energy and elegance of urban life. Inspired by the majestic skylines, radiant city lights, and the pulsating rhythm of modern metropolises, the collection redefines contemporary sophistication.

Designed to honour the strength and spirit of today's modern woman, each piece in the collection exudes confidence, elegance, and individuality. Among the collection's key highlights are the dazzling *City Glitz Green Enamel Band*, the intricately crafted *5th Avenue Spire Lapis Choker Necklace*, and the bold *City Icon Red Coral Ring*.

Other eye-catching designs include the *City Aspirations Blue Enamel Necklace*, *City Gleam Lapis Bracelet*, the sleek and sculptural *Empire State Hoops*, and the dramatic *Majestic Spire Black Onyx Necklace*. The collection also features the stackable *Urban Stack* rings and the standout *City Lights Bracelet*, all showcasing Mirari's signature craftsmanship and meticulous attention to detail.

Crafted from the finest gemstones, enamel accents, and precious metals, each piece is available in a range of



colours to cater to diverse personal styles. Designed to make a statement, the collection effortlessly transitions from daytime elegance to evening glamour — perfect for boardrooms, galas, and everything in between. Mira Gulati, founder and lead designer of Mirari, brings a refined design sensibility to the collection, blending global contemporary aesthetics with exceptional Indian artistry. The result is a high jewellery line that is both empowering and luxurious, capturing the essence of urban sophistication with timeless appeal.

ORIGEM, Backed by Goldiam, to Launch 200 Stores Nationwide for Lab-Grown Diamond Jewellery

ORIGEM, a contemporary lab-grown diamond jewellery brand supported by NSE and BSE-listed Goldiam International Ltd., is set to accelerate its presence in India's fast-evolving diamond retail market. With a mission to make statement solitaire jewellery more accessible, the brand is disrupting traditional industry models by offering globally inspired designs at competitive prices.

Founded under the guidance of **Anmol Bhansali, Managing Director of Goldiam International Ltd.**, ORIGEM draws on Goldiam's four decades of expertise in the international diamond trade. The brand is being spearheaded by Abhinav Kumar, President of ORIGEM, whose leadership experience spans across retail giants such as Titan, U.S. Polo Assn., and ALDO. His role focuses on scaling ORIGEM into a consumer-centric retail brand.

Positioned at the crossroads of innovation, sustainability, and design, ORIGEM uses IGI-certified lab-grown diamonds set in BIS Hallmarked 18kt and 14kt gold. This approach caters to a growing segment of consumers seeking ethically



sourced, environmentally friendly, and affordable luxury. The brand's collections are influenced by Goldiam's global bestsellers, reinterpreted for Indian tastes with an emphasis on modern design and precision craftsmanship.

Goldiam's strategic pivot toward lab-

grown diamonds is already evident, with these diamonds now accounting for over 70% of its B2B revenue—a dramatic rise from just 5% previously. ORIGEM aims to build on this momentum, establishing a strong retail identity focused exclusively on lab-grown diamond jewellery for Indian consumers. The brand currently operates a flagship store on Turner Road in Bandra, Mumbai, with additional outlets in Borivali, Andheri, Kharghar, Mulund, and within the Fairmont Hotel. These initial locations have helped ORIGEM engage with India's urban, aspirational clientele and validate its market positioning.

Looking ahead, ORIGEM plans to open 200 exclusive stores across India over the next three years, underscoring its strong belief in the long-term potential of the lab-grown diamond jewellery segment.



Fabulous Innovative Luxurious Ornaments



Forever
RADIANT

VISIT US AT
IIJS
PREMIERE 2025

31ST / 4TH
JULY / AUGUST 2025

Hall No. **4**
Booth No.
4R_452B

BOMBAY EXHIBITION CENTRE, MUMBAI

📍 OFFICE ADDRESS 📍

OFFICE NO. 5/5A, 130 KANSARA CHAWL, 2ND FLOOR, KALBADEVI ROAD, MUMBAI-400002

LOKESH BAPNA
+91 9870080080

PARAS PAMECHA
+91 9987757799

PANKAJ CHOUDHARI
+91 9323619739

Sky Gold and Diamonds Projects 156% Net Profit Surge by FY27 — A Jewellery Stock to Watch

Sky Gold and Diamonds Limited, a small-cap player specializing in designing, manufacturing, and exporting premium gold and diamond jewellery for domestic and international markets, is drawing investor attention after announcing ambitious growth targets for FY27. The company aims to achieve Rs. 7,600 crore in revenue and Rs. 340 crore in net profit (PAT) by FY27.

With a market cap of Rs. 4,661.35 crore, Sky Gold's shares are currently trading at Rs. 317.75, up 1.34% from the previous close of Rs. 313.55.

Growth Outlook:

The company has outlined strong business guidance, projecting revenue growth from Rs. 3,548 crore in FY25 to Rs. 5,400 crore in FY26, and further up to Rs. 7,600 crore in FY27 — exceeding its earlier forecast of Rs. 7,200 crore. This represents a nearly 114% increase compared to FY25 figures.

Diamonds currently contribute only 1% of total revenue, but Sky Gold aims to increase this share to 4% by FY27. Additionally, the advanced gold segment is expected to expand to 10% of revenue by FY27 and reach 30% by FY29-30.



The company targets a net profit of Rs. 340 crore in FY27, marking a 156% increase over FY25, with PAT margins rising to 4% in FY26, 4.5% in FY27, and a long-term goal of 5%. EBITDA margins are anticipated to reach 6.2–6.3% by FY27.

Export volumes are forecasted to account for 20% of total sales by FY27. Sky Gold is also working to optimize its working capital cycle to under 55 days and aims to achieve positive operating cash flow by FY27.

Company Overview:

Founded in 2005, Sky Gold and Diamonds operates primarily on a B2B model, supplying mid-range jewellers and boutique stores both online and offline. The company offers an extensive range of high-end fashion jewellery, predominantly crafted in 22 KT gold, including necklaces, earrings, bracelets, and rings.

Sky Gold has established a strong international footprint, exporting to markets across Asia, the Middle East, Europe, the UK, the US, and Australia, blending craftsmanship with innovation.

With a manufacturing capacity of 12.6 tonnes per year, its products are available in over 2,000 retail outlets across India and more than 500 outlets worldwide, ensuring extensive market reach.

Financial Performance:

Sky Gold's revenue surged from Rs. 513 crore in Q4 FY24 to Rs. 1,058 crore in Q4 FY25, a 106.24% increase. Net profit grew even more sharply, jumping 171.43% from Rs. 14 crore to Rs. 38 crore over the same period. Over the past three years, revenue and net profit have grown at CAGRs of 65.27% and 98.52%, respectively.

Return ratios remain strong, with ROCE at 23.4% and ROE at 28.6%. The company's earnings per share stand at Rs. 9.04, supported by a debt-to-equity ratio of 0.92x.

Sky Gold and Diamonds Limited looks set for robust growth, backed by strategic expansion and solid financial metrics, making it a key jewellery stock to watch in the coming years.

Kolkata Airport Marks Milestone with First-Ever Hand-Carried Gems & Jewellery Export

Kolkata International Airport successfully executed its inaugural hand-carried export of gems and jewellery in the early hours of June 16, signaling a significant advancement in streamlining trade and reinforcing India's position as a global gems and jewellery hub.

This historic achievement was made possible through the collaborative efforts of Customs authorities, the Gem & Jewellery Export Promotion



Council (GJEPC), AAI Cargo Logistics and Allied Services Company Ltd. (AAICLAS), and

BVC Logistics. The initiative was led by Mr. Shivaji H. Dange, IRS, Principal Commissioner of Customs, Kolkata, and Mr. Pankaj Parekh, Regional Chairman (Eastern Region), GJEPC.

The first-ever hand-carried export shipment was transported as personal baggage by Shri S. Sen, Managing Director of Senco Gold Ltd., as he traveled to Milan, Italy, for an exhibition, accompanied by Ms. Joyita Sen, CEO of Senco Gold Ltd.



DESIGNER MANGALSUTRAS

Trident Jewels Pvt Ltd.

Crafting the black
bead legacy.

IIJS
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

31st July- 4th August 2025
10:00 AM - 07:00 PM

Nesco Exhibition Centre
Hall 1 (1F112)



China Enhances Anti-Money Laundering Regulations for Gold and Jewelry Retailers

China is set to tighten its anti-money laundering (AML) regulations starting August 1, focusing on traders dealing in precious metals like gold and silver, as well as gemstones including diamonds and jade, according to a recent announcement by the People's Bank of China (PBOC).

Under the new rules, merchants conducting daily transactions of CNY 100,000 (approximately USD 13,960) or more must rigorously fulfill their AML obligations. This update follows the revised Anti-Money Laundering Law, which came into force in January and expanded regulatory coverage to include retailers of gems and precious metals. Experts view the new directive as closing a longstanding regulatory gap and enhancing supervision of this high-risk sector.

The regulation raises the reporting threshold from the previous CNY 50,000 (around USD 6,980) to CNY 100,000. Institutions must report large transactions to the China Anti-Money Laundering Monitoring and Analysis Center within five working



days. Additionally, merchants are required to retain transaction records and customer identity details for a minimum of 10 years.

Dong Ximiao, chief researcher at Merchants Union Consumer Finance, explained that the trade in precious metals and gemstones is inherently vulnerable to money laundering and terrorist financing due to factors such as high value density, liquidity, complex pricing, prevalence of cash deals, cross-border transactions, and anonymity.

Senior analyst Wang Pengbo from Botong Analysys noted that criminal groups often exploit this sector to disguise illicit funds. Bringing these businesses under AML regulations will help close loopholes, mitigate financial risks, and bolster market

integrity.

This move aligns with China's broader initiative to curb the flow of illicit funds. The Financial Action Task Force (FATF) had previously pointed out China's insufficient regulation of designated non-financial businesses and professions (DNFBPs), a category now explicitly including dealers of precious metals and gemstones under the revised law.

Dong highlighted that dealers involved in spot trading of precious metals and gemstones above the specified threshold are now legally classified as DNFBPs, making them subject to AML compliance requirements.

Wang added that the new rules clarify institutional responsibilities, standardize reporting protocols, and make China's AML enforcement more effective and actionable. However, he also urged regulators to be mindful of the compliance challenges faced by small and medium-sized enterprises and to allocate supervisory resources efficiently.

David Kellie to Step Down as CEO of Natural Diamond Council

David Kellie has announced that he will be stepping down as CEO of the Natural Diamond Council (NDC) by the end of this year.

In a LinkedIn post on Sunday, Kellie informed the NDC board of directors about his decision to retire. He assumed leadership of the organization in 2019, when it was still known as the Diamond Producers Association (DPA), following Jean-Marc Lieberherr's departure. During his tenure, Kellie guided the rebranding effort that aimed to boost the appeal of natural diamonds to younger consumers and emphasize their value and



significance.

Kellie also steered the council through a challenging period marked by budget constraints after Alrosa, one of the NDC's major financial supporters, withdrew following Russia's invasion of Ukraine.

His exit comes on the heels of the Luanda Accord, a significant

agreement between various African diamond-producing nations and industry bodies to establish a joint marketing fund for natural diamonds, which the NDC will oversee. Kellie stated, "I remain dedicated to NDC's mission for the rest of the year, including welcoming new members and launching a new campaign in Q4. As for my future plans, I look forward to retirement—spending quality time with family and friends and traveling—unless an exciting opportunity arises."

The NDC has yet to comment on Kellie's departure or announce his successor.



MANGAL MANI JEWELLERS LTD.

You are invited to Join

HALL NO. 3
STALL NO. 3M 368A

IIJS

INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2025

31st July - 4th August, 2025
Bombay Exhibition Centre- Mumbai

FOR ORDERS

+91 70450 70100 - 18 & 20 CT
+91 77100 57874 - 22 CT
+91 93218 33945 - Bangle



ARABIC

BOMBAY

TURKISH

MANGALSUTRA

ROSEGOLD

PAPER CASTING

BANGLES

Shop No. 3, Ground Floor, Motiwala Building No. 45, Third Agiary Lane (Nasta Gali), Behind Bank Of India, Zaveri Bazar, Mumbai - 400 003, Maharashtra
mangalmani.jewellers@rediffmail.com | mangalmanijewellers

PGI India's 2025 Buyer-Seller Meet Sparks New Growth Wave for Platinum in Indian Jewellery Market

Platinum Guild International (PGI) India wrapped up its highly successful 2025 edition of the annual Platinum Buyer-Seller Meet (BSM) in Kochi, uniting key industry players—from top manufacturers to leading jewellery retailers nationwide. The event reaffirmed its role as a vital platform for collaboration, aimed at unlocking platinum's full business potential, creating lucrative opportunities, and emphasizing its value to consumers ahead of the festive and wedding seasons.

Held at the Grand Hyatt, Kochi, this year's meet saw a strong turnout with 60 retailers and 14 manufacturers participating, marking it as one of the most dynamic editions yet. The gathering allowed PGI's extensive network of partners to align on strategies for the upcoming year, showcase fresh collections, innovative designs, and cutting-edge technology, while sharing best practices to drive growth.

Retailers had the opportunity to place orders for collections from PGI's flagship brands—Platinum Love Bands, Platinum Evara, and Men of Platinum—in preparation for the busy season. These collections will be launched across partner outlets and supported by integrated marketing campaigns, designed to boost consumer interest and accelerate platinum jewellery sales among an increasingly aspirational audience.

Against the backdrop of shifting global trends and growing interest from younger, trend-savvy consumers, the 2025 BSM emphasized innovation, success, and expansion. PGI India aims to position platinum as the preferred choice for modern Indian consumers by delivering bold designs, differentiated products, and data-driven marketing

strategies. The enthusiastic response from retailers and strong order volumes highlight both the event's impact in driving business and the optimistic market outlook for platinum, further strengthened by its attractive pricing in current market conditions.



Strategic sessions led by PGI India's leadership explored the evolving platinum story in India's jewellery sector. Discussions ranged from innovative marketing and compelling brand narratives to retailer-exclusive collections and bi-metal design concepts, all focused on sustained category growth and long-term profitability.

Tim Schlick, CEO of Platinum Guild International, reflected on the event, saying, "The 2025 Buyer-Seller Meet marks a pivotal moment for platinum in India. We are witnessing a convergence of favorable factors—growing consumer aspirations, product innovation, and strong retailer engagement. This platform exemplifies our commitment to building a future-ready platinum category that resonates with India's changing design tastes and generational shifts. The enthusiasm at

this year's meet confirms that platinum's growth journey in India is just beginning."

Vaishali Banerjee, Head of Global Market Development and Managing Director - India & ME at PGI, added, "Each year, the Buyer-Seller Meet strengthens our industry relationships and underscores platinum's strategic importance in the Indian jewellery market. It's inspiring to witness the passion, dedication, and innovation from our partners. This event is a cornerstone of PGI's mission to foster modern jewellery for modern India, catering to the evolving preferences of today's consumers."

Pallavi Sharma, Deputy Country Manager - India & ME at PGI, noted, "This year, we focused heavily on leveraging platinum's competitive market pricing to attract new consumer segments. We anticipate welcoming fresh audiences into the platinum jewellery space, driven by shifting consumer trends. Our priority remains empowering partners to succeed in a competitive environment by delivering genuine consumer value through platinum."

The 2025 Buyer-Seller Meet underscored PGI India's dedication to unleashing platinum jewellery's full potential through innovation, partnership, and consumer-centric strategies. It acted as a powerful catalyst to boost confidence across PGI's network of retailers and manufacturers. With the festive and wedding seasons approaching, the event set a positive and energetic tone for the upcoming quarter, inspiring partners with renewed focus on design excellence and profitability. With an energized partner ecosystem, platinum is poised for robust growth within India's evolving jewellery market.

iijs INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2025

30th July - 3rd AUGUST

Jio World Convention Centre - Mumbai

The Select Club | Jasmine Hall

Stall No : CLUB 6C

New Collections Launching

Antara
BOOK OF NATURE
COLLECTION

Brahmi
COLLECTION
Dailywear Antique Jewellery

Megha
PERIODS OF GRACE
collection



BANSITM

— JEWELLERS PRIVATE LIMITED —

WE BELIEVE IN PERFECTION

Gehno
Ki Kahani
Bansi
Ki Zubani

Bansi Jewellers Private Limited

"Heera Palace", 25/43, Prahlad Plot, Opp. Haveli, Rajkot, Gujarat - 360001

+91 90330 39161 | Info@bansijewellers.in

Sanjay Dhakan: 98251 25916 | bansijewellers.in | Follow Us



Diamond Task Force Launched to Revitalize Surat's Gems and Jewellery Industry

In response to the ongoing slowdown in the global diamond market, the Southern Gujarat Chamber of Commerce and Industry (SGCCI) announced the creation of a **Diamond Task Force (DTF)** on Friday to boost Surat's gems and jewellery sector.

Dinesh Navadiya, chairman of the Indian Diamond Institute, has been appointed as the chairman of the newly formed task force.

The recent meeting focused on strategies to strengthen Surat's diamond and jewellery industry, outlining key initiatives the DTF will undertake to drive growth.

SGCCI president Nikhil Madrasi shared, "The DTF will concentrate on vendor development, hosting foreign delegations, organizing exhibitions, and conducting conclaves to fuel the city's diamond and jewellery industry growth. Large-scale events such as the India Jewellery Show, along with two fashion shows and award ceremonies, are planned throughout the year." The task force aims to conduct at least 10 major events.

Madrasi added that the DTF's mission includes comprehensive development of Surat's diamond and jewellery sector, embracing technology upgrades, easing import-export processes, expanding into new



markets, and boosting international demand.

Ashok Jirawala, SGCCI vice-president, emphasized that buyer-seller meets and global roadshows will be organized to promote the industry internationally.

Chairman Dinesh Navadiya outlined the task force's priorities: "We will focus on branding and marketing strategies to elevate the demand for Surat's diamonds both domestically and globally, while also supporting skill development, innovation, and smart manufacturing practices."

Diamond manufacturer Pintu Dholakia highlighted the importance of facilitating delegations of industry leaders to major diamond mining regions. He also stressed the need for training youth in diamond cutting, polishing, designing, gemology, and

finishing techniques, especially through short-term courses and workshops aimed at introducing new technical processes to strengthen the industry.

Jagdish Khunte, president of the Surat Diamond Association (SDA), expressed confidence that the DTF will help increase global demand for Surat's diamonds. Meanwhile, Babu Vaghani, president of the Lab-Grown Diamond Association (LGDA), noted Surat's reputation for producing some of the world's finest jewellery with minimal wastage and emphasized the potential to promote Surat's lab-grown diamond initiatives on a global scale.

The meeting included representatives from key industry bodies, including the **Surat Diamond Association (SDA)**, **Lab-Grown Diamond Association (LGDA)**, **Gem & Jewellery Export Promotion Council (GJEPC)**, **Surat Jewellery Manufacturers Association**, **Surat Diamond Bourse**, **Surat Diamond Brokers Association**, **Surat Diamond Traders Association**, **India Bullion and Jewellers Association**, **Varachha-Katargam Jewellers Association**, **Surat Jewellers Association**, and **Surat Jewellery Association**.





RAJ GEMS N JEWELS

SP. In : CZ Studded Jewellery
75 & 92 & Rose Gold
Ready Stock Available

KINDLY VISIT US AT:

IIJS

INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2025

31ST JULY - 4TH AUGUST 2025

BOMBAY EXHIBITION CENTRE
GOREGAON, MUMBAI-400 063

HALL NO.

4

STALL NO.

4T 500A

Ketan Jain:
+91 98198 44305

Kunal Jain:
+91 98678 58976

Hitesh Jain:
+91 98196 27891

7/9, DD Plaza, Shop No.108, 3rd Agiary Lane, Khau Galli, Zaveri Bazaar, Mumbai - 400 003.

Limelight Lab Grown Diamonds

Strengthens South India Presence with Second Exclusive Chennai Store

Limelight Lab Grown Diamonds, India's leading brand in lab-created diamond jewellery, has expanded its footprint in South India with the grand opening of its second exclusive store in Chennai, located on the prestigious Cathedral Road.



The launch event was attended by Mr. Karam Singh Chawla, Director of Limelight Diamonds, and Mr. Bhupendra Sethi, Regional Partner, who marked this milestone as a significant step in the brand's rapid national growth journey.

This new store reaffirms Limelight's commitment to offering sustainable and luxurious jewellery options to the Indian consumer. With a focus on blending innovation, elegance, and environmental responsibility, the Cathedral Road outlet promises an elevated and conscious shopping experience for lab-grown diamond enthusiasts in the region.

"We're incredibly excited to deepen our presence in South India with a second store in Chennai," said Mr. Karam Singh Chawla. "The positive response to our first Chennai outlet clearly reflected the growing demand for lab-grown diamonds. Chennai's evolving luxury market and eco-aware consumer base make it a perfect fit for our mission to bring timeless beauty with a responsible edge."

Echoing the sentiment, Mr. Bhupendra Sethi added, "Lab-grown diamonds represent a new era of

responsible luxury. Chennai, with its discerning and increasingly sustainability-focused audience, is poised to embrace Limelight's ethically crafted and premium designs. We're proud to offer a smarter, planet-friendly way to shine."

With over 40 exclusive stores and 40 shop-in-shop locations across 40+ cities—including major metros like Mumbai, Delhi, Hyderabad, and Kolkata—Limelight continues to lead the charge in lab-grown solitaire jewellery across India.

Customers can expect a premium, transparent, and personalized shopping experience at every Limelight outlet, complemented by benefits such as 80% lifetime buyback, 100% exchange, design customization, and value-protected insurance—setting new standards in trust and service in the fine jewellery space.

GJEPC to Represent India at Global Diamond Summit in Angola

The **Gem & Jewellery Export Promotion Council (GJEPC)** will represent India at the upcoming **Ministerial RoundTable on Natural Diamond Promotion**, taking place on **18 June 2025** in **Luanda, Angola**. Attending on behalf of India are **Shaunak Parikh**, Vice Chairman of GJEPC, and **Sabyasachi Ray**, Executive Director of GJEPC. Their participation highlights India's active commitment to a sustainable, transparent, and resilient natural diamond industry.

Organized by Angola's **Ministry of Mineral Resources, Petroleum and Gas (MIREMPET)**, the high-level gathering will bring together ministers and senior representatives from major diamond-producing

countries such as **Botswana, Namibia, South Africa, Sierra Leone, and the Democratic Republic of Congo**, alongside global industry stakeholders.

The RoundTable, chaired by **His Excellency Diamantino Azevedo**, Angola's Minister of Mineral Resources, Petroleum and Gas, will focus on addressing key industry challenges and exploring collaborative strategies to promote natural diamonds through unified messaging around their rarity, beauty, and socio-economic value.

A major outcome of the summit will be the signing of the **Luanda Agreement**—a joint declaration reaffirming the collective



commitment of governments and industry leaders to elevate the global presence of natural diamonds and support the long-term development of producing nations and communities. GJEPC's involvement reinforces **India's vital role in the global diamond value chain** and its dedication to shaping the future of the natural diamond industry through international cooperation and dialogue.



Om Ganesh Jewellers P.v.t. L.t.d



*Om Ganesh Jewellers Private Limited, 303, 3rd Floor,
226/230 Giriraj Building, Shaikh Memon Street, Zaveri Bazar, Marine Lines,
Mumbai, Maharashtra - 400002, India | Office No. A/57, 5th Floor, Pariseema,
C. G. Road, Ahmedabad, Gujarat - 380 006*

Gold Poised for Major Rally Amid Escalating Geopolitical Tensions

Gold prices are set for a significant surge as rising geopolitical tensions—sparked by reports of a U.S. airstrike on Iranian nuclear facilities—drive global investors toward safe-haven assets. Analysts now expect gold to trade between \$3,500 and \$3,700 per ounce in the near term, as markets react to a combination of military risks and persistent inflation concerns.

Initially, gold prices dipped on Friday as markets speculated that President Trump might seek a diplomatic path. However, the metal quickly rebounded, closing higher in New York. The long lower shadow on the day's candlestick chart signaled that traders were already factoring in a potential escalation over the weekend.

Akshay Chinchalkar of Axis Securities observed, "If spot gold holds above \$3,314, we see the potential for an advance toward \$3,770. Interim resistance lies

between \$3,450 and \$3,520. Bullish options positioning across one-week to three-month contracts supports the



case for further upside."

Silver is also expected to benefit from the precious metals rally, though likely at a slower pace. Analysts are targeting \$40 per ounce for silver, with strong support at \$33.68. "Gold and silver have shown a consistent 60-day rolling correlation over the past decade, so silver should follow gold's lead—though its industrial exposure could limit gains," Chinchalkar added.

"Gold is the world's second-largest

reserve asset, anchoring more than \$21 trillion in global holdings," noted a market expert. "In the current climate, its safe-haven appeal is driving unprecedented momentum." However, silver's price may be more sensitive to economic cycles, given that roughly 60% of its demand comes from industrial and renewable energy sectors. Analysts warn that if geopolitical strife triggers a recession, silver could face headwinds.

Goldman Sachs remains firmly bullish on gold, citing sustained central bank buying as a key driver. The bank expects gold to outperform silver over the long term, with its base scenario calling for gold to reach \$3,700 per ounce by the end of 2025 and \$4,000 by mid-2026. In a recession scenario, gold could climb as high as \$3,880. Under extreme market stress—such as concerns over the Federal Reserve's independence or changes in U.S. reserve policy—prices could spike to \$4,500.

Rare 35.09-Carat Kashmir Sapphire 'The Regent Kashmir'

Fetches US\$9.5 Million at Christie's Hong Kong

A rare 35.09-carat Kashmir sapphire, known as *The Regent Kashmir*, was sold for nearly HK\$74.8 million (approximately US\$9.5 million) during Christie's luxury auction in Hong Kong on May 27. The sale came after an intense bidding war between two determined collectors, making it the highlight of the season's auctions.

This vivid blue gemstone last appeared at auction in 2015 at Christie's Geneva, where it sold for CHF 6.9 million (around US\$7.4 million at the time). That sale set a record for Kashmir sapphires, with an average price of US\$209,689 per carat.

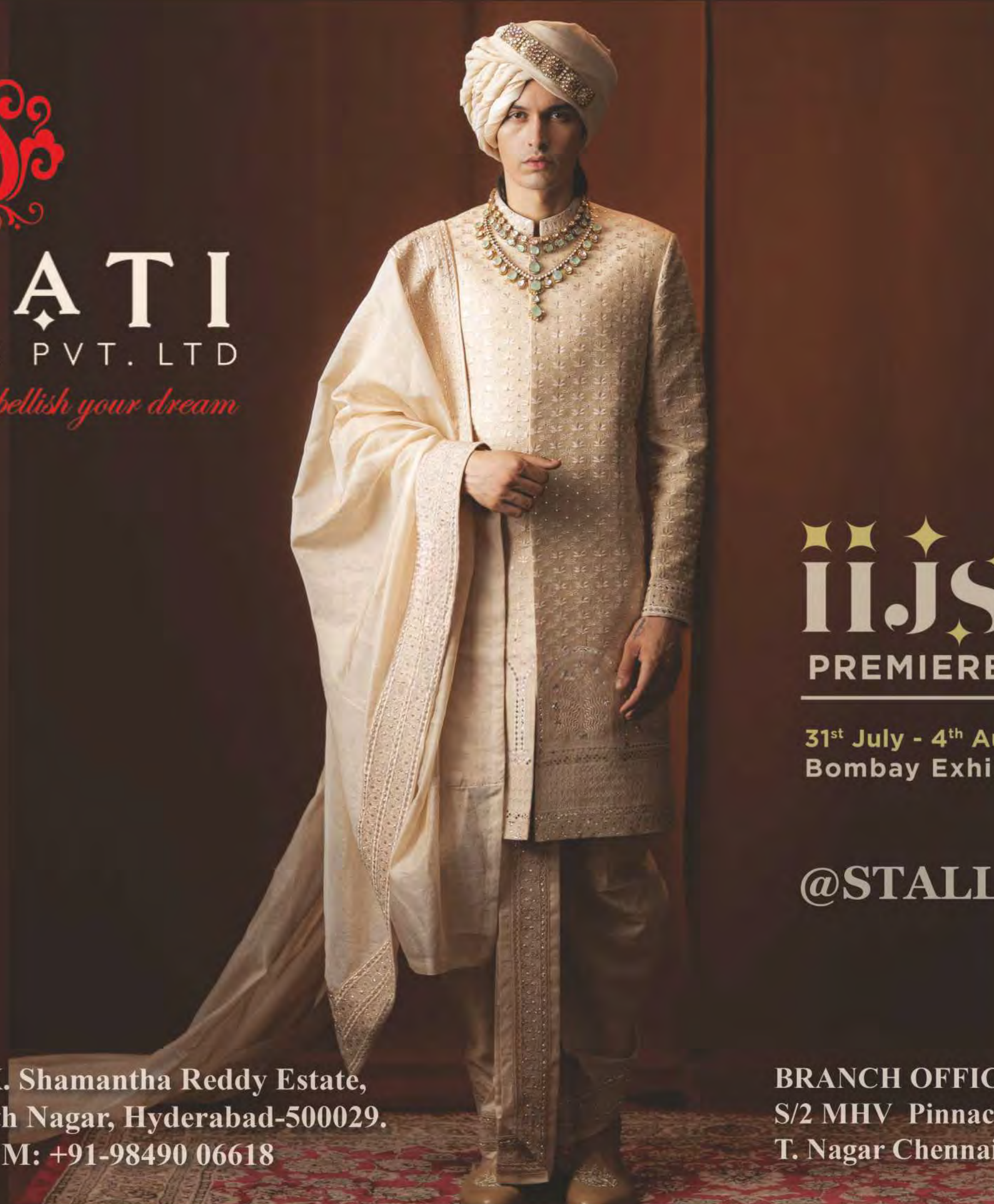


The stone's exceptional color, clarity,

and rarity continue to position it as one of the most coveted gems in the global auction market.



VINATI
JEWELLERS PVT. LTD
Embellish your dream



PROUD MEMBER OF



GJEPC
INDIA



iijs
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW

2025

31st July - 4th August, 2025
Bombay Exhibition Centre- Mumbai

@STALL NO. 1D 97C

**HEAD OFFICE: K. Shamantha Reddy Estate,
3rd Floor, Himayath Nagar, Hyderabad-500029.
+91-40-6666 9916, M: +91-98490 06618**

**BRANCH OFFICE : 27 Govindhu street ,
S/2 MHV Pinnacle, Off. GN Chitty Road,
T. Nagar Chennai , M. +91 95026 45432**



TOUCH OF GOLD®

A TRUSTED NAME IN JEWELLERY INDUSTRY



1 YEAR
12 ISSUES

COVER PRICE
₹ 3,000/-

YOU PAY
₹ 1,500/-

YOU SAVE
₹ 1,500/-

3 YEARS
36 ISSUES

COVER PRICE
₹ 9,000/-

YOU PAY
₹ 4,000/-

YOU SAVE
₹ 5,000/-

5 YEARS
60 ISSUES

COVER PRICE
₹ 15,000/-

YOU PAY
₹ 6000/-

YOU SAVE
₹ 9000/-

SCAN HERE TO KNOW MORE ABOUT US



(GET YOUR E-COPY)

SUBSCRIBE TODAY & GET SPECIAL DISCOUNT

YOU CAN REACH US AT:

95944 69787 | 9867499787



India's 1st Silver Metal Specific Trade Media

TOUCH OF SILVER®

A TRUSTED NAME IN SILVER INDUSTRY (BI-MONTHLY MAGAZINE)



1 YEAR
6 ISSUES

COVER PRICE
₹ 1,500/-

YOU PAY
₹ 1,000/-

YOU SAVE
₹ 500/-

3 YEARS
18 ISSUES

COVER PRICE
₹ 4,500/-

YOU PAY
₹ 2,700/-

YOU SAVE
₹ 1,800/-

5 YEARS
30 ISSUES

COVER PRICE
₹ 7,500/-

YOU PAY
₹ 4,000/-

YOU SAVE
₹ 3,500/-

Shop No.8, Sec B Wing, Upasana Building, Swgatam Complex,
Jain Mandir Road, Jesal Park, Bhayandar (E), 401105, Dist Thane, Maharashtra
Email: togmedia17@gmail.com | tosmedia21@gmail.com
Web.: togmedia.in

BM DESIGNS

PHOTOGRAPHY • DESIGN • PRINT



Various Packages Offered :

- BASIC PLAN : Rs.2,75,000/- per annum
- ADVANCE CUSTOMIZED PLAN : Rs.4,00,000/- per annum
- PREMIUM PLAN : Rs.8,00,000/- per annum
- EXHIBITIONS PLAN : Rs.5,099/- (4,099/-) per vinyl (with quality printing)

We have now shifted to the heart of Zaveri Bazar to serve you better and faster. Conveniently located at Vithalwadi, we bring you a design and photography studio with state of the art equipment and loads of accessories to give you great creative work.

Our various attractive packages are tailored to suit your needs or we can even quote according to your unique specific requirements.

Address : 8/10 Telwadi Monogram Bldg,
Room no 17 3rd Floor, Vithalwadi Kalbadevi Road,
Mumbai 400002.

Contact No : 97736 66105 | 98201 78765

bmdesigns4519@gmail.com


KANAK RATNA
18KT EXCLUSIVE GOLD JEWELLERY

*Pioneers In
18kt Exclusive
Gold Jewellery
Designs*

iijs INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025

HALL No : 3
Stall No : 3M-372A

31st JUL - 04th AUG 2025

BOMBAY EXHIBITION CENTRE.
(NESCO) MUMBAI

KANAKRATNA EXIM PVT. LTD.

OPP MUMBADEVI TEMPLE, 267, MUMBADEVI ROAD, GROUND FLOOR, MUMBAI - 400002

TEL. : +91 - 22 - 23453438

CONNECT : +91-9833823501 - +91-9821523600

EMAIL : kanakratna@hotmail.com

Follow Us On



Download on the
App Store

GET IT ON
Google Play



Gold Slides as Iran-Israel Ceasefire Dampens Safe-Haven Demand

Gold prices dropped 2% on Tuesday, hitting their lowest level in over two weeks, as a ceasefire between Iran and Israel reduced the metal's appeal as a safe-haven asset.

Spot gold declined 1.4% to \$3,319.96 per ounce by 1:46 p.m. EDT (1746 GMT), after earlier falling more than 2%—its weakest level since June 9. U.S. gold futures settled 1.8% lower at \$3,333.90.

“The easing of geopolitical tensions in the Middle East is the main factor dragging gold lower,” said Peter Grant, Vice President and Senior Metals Strategist at Zaner Metals. “As the safe-haven demand fades, market sentiment has shifted toward a risk-on mode.”

Grant noted that technical support levels remain firm, with immediate support around \$3,300 and stronger support likely near \$3,250.

The ceasefire announcement boosted global equity markets and weakened the U.S. dollar, as investors welcomed a temporary de-escalation



in the region. However, doubts lingered. Israeli Defense Minister Israel Katz earlier stated that he had ordered new strikes on Tehran, citing Iranian missile fire that he described as a “blatant violation” of the ceasefire.

“There's still uncertainty over the

durability of this ceasefire. Until there's more clarity, gold's downside may be somewhat limited,” Grant added.

Meanwhile, in U.S. monetary policy developments, Federal Reserve Chair Jerome Powell, in prepared remarks for a congressional hearing, said the Fed needs more time to evaluate the impact of rising tariffs on inflation before making decisions on rate cuts. Markets currently expect the Fed to deliver a total of 50 basis points in rate cuts by the end of the year, with the first 25-basis-point reduction anticipated in October.

Gold tends to perform well in a low-interest-rate environment, as it does not yield interest or dividends. In other precious metals, spot silver dropped 0.8% to \$35.83 per ounce, marking its lowest level since June 5. Platinum rose 1.6% to \$1,314.91, while palladium slipped 1.5% to \$1,061.90.

Malabar Gold & Diamonds to Invest ₹5,000 Crore for Global Expansion and Revenue Growth

Malabar Gold & Diamonds announced plans on Monday to invest ₹5,000 crore as part of an ambitious global expansion strategy aimed at accelerating business growth and increasing its footprint across key markets.

The jewellery retail giant is targeting revenue of ₹78,000 crore for the current financial year, up from ₹63,000 crore last year. To support this growth, the company plans to open 60 new showrooms across 15 regions, including several in India. “Our strategic roadmap includes the launch of 60 new showrooms and manufacturing facilities. This aligns with our goal of reaching ₹78,000 crore in turnover for the year, backed by a ₹5,000 crore investment to

support long-term growth,” said M.P. Ahammed, Chairman of Malabar Group.

Asher O, Managing Director – India Operations, emphasized India's central role in the company's expansion plans. “India continues to be our most significant market. We're focused on strengthening our footprint across existing and new states and union territories, aiming to operate in 22 states and 3 union territories by the end of this fiscal year,” he stated.

Malabar Gold & Diamonds, which currently operates in 13 countries, will further expand its international presence by entering New Zealand and Ireland during this financial year, according to Shamlal Ahamed, Managing Director – International



Operations.

This expansion reflects the company's commitment to growing both domestically and globally, while reinforcing its position as one of the world's leading jewellery retailers.



VARDHAMAN Jewellers

Exporters / Manufacturer / Wholesale



Visit Us At


Jewel Trendz
Gems & Jewellery Show

27-28-29-30 JULY 2025

SAHARA STAR
Near Domestic Airport, Mumbai

Stall No.

47

VIKESH JAIN
9320112829

Shop No.97, Ground Floor, 2nd Lane, L. K. Market,
156, Sheikh Memon Street, Zaveri Bazar, Mumbai - 400002.

Tel.: +91-22 4978 2829  +91-86550 82829

 vardhman_jewellers2829

PNG Jewellers Launches 'Lifestyle' to Capture Growing Lightweight Jewellery Market

PNG Jewellers has introduced its new contemporary sub-brand, Lifestyle by PNG, in Pune, marking a strategic move to engage the evolving preferences of younger jewellery buyers with lightweight, stylish fine jewellery designed for daily wear.

Crafted from 18K and 22K gold, Lifestyle caters to the modern, fashion-forward woman aged 25 to 40 who views jewellery not just as a tradition or gift, but as an essential part of her personal style. The collection offers versatile, minimalist designs suitable for everything from work meetings and casual outings to festive gatherings and intimate celebrations. Two Lifestyle stores will open on June 22, 2025, at Kharadi and Wakad in Pune, with the inauguration by acclaimed actress Sai



Tamhankar.

Dr. Saurabh Gadgil, Chairman and Managing Director of PNG Jewellers, said, "Lifestyle is our response to a clear shift in how younger consumers approach jewellery. Lightweight, versatile pieces have moved beyond niche demand to become a mainstream segment driven by women who consider jewellery an everyday expression of identity rather

than just for special occasions. This space holds tremendous potential, particularly in urban and semi-urban India, where gold-buying habits are rapidly evolving. Our goal is to establish Lifestyle as a trusted brand that blends authenticity, design, and daily relevance."

Hemant Chavaan, Head of Marketing, E-commerce, CRM, and CSR at PNG and Lifestyle, added, "Though lightweight, our designs are thoughtfully crafted. We aim to bridge the gap between traditional ceremonial jewellery and everyday elegance by making premium gold and diamond pieces more accessible and relevant. Each Lifestyle creation is designed to complement your lifestyle—effortlessly stylish, confident, and comfortable."

Senco Gold Eyes 20% Revenue Growth in FY26, Bets Big on Diamond and Non-Gold Portfolio

Senco Gold Ltd. is aiming for a robust revenue growth of 18% to 20% in FY26, largely driven by rising demand for diamond jewellery, according to CEO Suvankar Sen. The company is targeting revenues of around ₹7,500 crore in the current fiscal.

"With gold prices on the rise, achieving this growth is quite realistic," Sen said in an interview with NDTV Profit. While the company has set slightly lower margin expectations for FY26 compared to Q4 FY25, Sen projected an EBITDA margin between 6.8% and 7.2% after accounting for import duty effects, which he emphasized is still strong.

As part of its growth strategy, Senco Gold plans to open 18–20 new showrooms this year, with nearly half of them being franchise-led, focusing particularly on Tier 2, 3, and 4 towns and cities.



Over the next 4–5 years, the company aims to significantly diversify its product mix. It expects non-gold products to contribute 20% to total sales, with diamonds making up 15%, lab-grown diamonds 1–2%, and silver and platinum together accounting for 2–3%. "Gold will still comprise 80% of our portfolio," Sen noted.

To cater to younger customers—especially Gen Z and

millennials aged 25 to 35—Senco is pushing brands like 'Everlite' for everyday wear and 'Senness' for lab-grown diamond collections. The company's 'Gossip' brand, offering affordable silver and fashion jewellery priced below ₹10,000, is also gaining popularity in malls and department stores.

Last year alone, Senco Gold introduced 30,000 new gold jewellery designs and 25,000 diamond designs, reflecting its emphasis on modern, wearable collections.

Amid global economic uncertainty, the company has also tweaked its hedging strategy, reducing its hedging ratio from 90% to between 65% and 80% to better manage gold price fluctuations. "The next two months could be highly volatile," Sen warned, citing factors such as a weakening dollar, potential Fed rate cuts, and investor movement toward gold and silver as safe-haven assets.



B.D. BANGLES

mfr. of kada & bangles



IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025

STALL
3M 364F
HALL 03

31st July - 4th August, 2025
Bombay Exhibition Centre - Mumbai

Office No. 109, 1st Floor, 33/37, Chandra Bhavan, Dhanji
Street, Zaveri Bazar, Mumbai - 400003
Office: 022-2240 5552, I.Com.: 4458/8691,
Whats App: +91 83690 18965

Central Banks Remain Bullish on Gold,

Expect Increased Reserves Over Next Year: WGC Survey

The 2025 survey conducted by the World Gold Council (WGC) reveals that central banks worldwide continue to hold a positive outlook on gold, anticipating an increase in their gold reserves over the next 12 months.

According to the WGC's 2025 Central Bank Gold Reserves Survey, 95% of the 73 respondents expect global central bank gold holdings to rise, up from 81% in the previous year's survey. This reflects ongoing confidence in gold's strategic importance amid shifting geopolitical and economic landscapes.

Notably, 43% of central banks surveyed—up from 29% in 2024—believe their own gold reserves will grow, with none forecasting a decline. The key drivers behind this trend include gold's reliable performance during crises, its effectiveness for portfolio diversification, and its role as an inflation hedge. These factors remain central to why central banks maintain significant gold allocations.

Central bank buying has contributed to gold's impressive gains of over 30% in 2024 and about 30% so far in 2025. As of Tuesday, spot gold was trading at \$3,386.50 per ounce, while in India, domestic spot prices stood at ₹99,150 per 10 grams.



The survey also highlights a broader trend: 76% of respondents expect gold to constitute a larger share of their total reserves within five years, up from 69% last year. This consensus spans both advanced economies and emerging markets.

Conversely, central banks appear less optimistic about the US dollar's future share in global reserves. Data from the IMF shows a gradual decline in the dollar's dominance, a view echoed by 73% of survey respondents who expect its share to fall further in the next five years.

Key concerns shaping reserve strategies include interest rate levels—cited by 93% of respondents—as well as inflation and geopolitical instability. These concerns are especially pronounced among central banks in emerging and

developing economies.

Trade tensions also influence reserve decisions, with 59% of participants noting potential conflicts or tariffs as relevant, particularly those from emerging markets.

Gold's crisis resilience remains a major factor, with 85% of respondents rating this highly or somewhat relevant. Additionally, 81% see gold's portfolio diversification benefits as important, and 80% value it as a store of value.

While these findings mirror last year's survey, gold's perceived role as a long-term store of value was more emphasized in 2024 amid heightened inflation concerns. The consistent top factors underscore gold's enduring strategic value for central banks worldwide.

Kalyan Jewellers Strengthens Presence in Delhi NCR with New Showroom Launch in Noida

Kalyan Jewellers has expanded its presence in the Delhi NCR region with the grand opening of a new showroom in Noida. **Bollywood superstar Ajay Devgn** inaugurated the store, marking a significant milestone for the brand in this key market. The showroom seamlessly blends tradition with contemporary trends, providing



customers with an extensive collection of exquisite jewellery. Shoppers can explore popular in-house brands including Muhurat (Wedding Jewellery), Mudhra (Handcrafted Antique Jewellery), Nimah (Temple Jewellery), and several other exclusive lines, offering a diverse range to suit every style and occasion.

KINDLY VISIT US AT

iijs
PREMIERE 2025

INDIA
INTERNATIONAL
JEWELLERY SHOW

BOMBAY EXHIBITION CENTRE (NESCO),
GOREGAON - MUMBAI

31st July - 4th August, 2025

Hall No.1

Stall No. 1G 153A



GOKUL

Gems & Jewels pvt.ltd.

THE HOUSE KIMTEES

—HYDERABAD—



GJEPC
INDIA

FOLLOW US ON



D-6, MAYUR KUSHAL COMPLEX, GUNFOUNDRY, HYDERABAD - 500001

99899 66664 | 99498 88882 | 70130 34198

Orders Department : 98490 95755

www.gokulgemsandjewels.com Social ID: gokulgemsandjewels

Shringar Jewels: The Soul of Indian Mangalsutras

Blending heritage and modernity to redefine how India wears its cultural pride.



Mr. Chetan Thadeshwar

Chairman & MD Shringar House of Mangalsutra

1. Could you take us through Shringar's brand journey — from its humble beginnings to becoming a household name in the mangalsutra segment?

Shringar's journey is rooted in a deep respect for tradition and an unwavering commitment to innovation. We started as a small family-driven enterprise with a vision to craft mangalsutras that go beyond ornamentation — symbolizing love, culture, and timeless connection. Over the years, our focus on design excellence, quality craftsmanship, and customer-centricity helped us scale from regional prominence to becoming India's Leading and most trusted name in mangalsutras. Today, with over 10,000+ exclusive SKUs, a pan-India B2B network, and deep industry trust, Shringar is not just a manufacturer — we're the backbone of the modern mangalsutra movement.

2. How has consumer perception of the Shringar brand evolved over the years, particularly across different generations, and how has the company adapted to these changing preferences?

In earlier years, Shringar was seen as a symbol of heritage — deeply rooted in traditional values. Today, younger generations see us as a bridge between the past and the present. We've evolved into a multi-generational brand, catering to both the traditional bridal market and the growing segment of women looking for daily-wear, lightweight, and design-forward mangalsutras. Our adaptability lies in our deep market listening — we consistently gather retailer feedback, analyze consumer trends, and translate that into relevant designs. That's how Shringar Mangalsutras remained eternal in essence, but ever-evolving in expression.

Continued on Page...57

TOUCH OF GOLD |

3 . Can you share some insights into the design philosophy behind Shringar's collections, and how tradition and modernity are balanced in your offerings? As younger consumers lean towards minimalist and contemporary jewellery, how is Shringar innovating to stay relevant while honoring its traditional roots?

Our design philosophy is simple yet profound: Respect tradition, embrace evolution. Every Shringar mangalsutra carries a story — whether it's inspired by temple architecture, kundan art, or modern geometry. We now offer collections that range from bold bridal sets to sleek, minimal designs that today's women can wear with western wear, workwear, or casual looks. Innovation for us is not just about design aesthetics but also about comfort, weight optimization, and wearability. We've launched over 15+ Mangalsutra Collections to appeal to a variety of customer tastes — all while preserving the sacred essence of the thread.



Continued on Page...58



4. What role has regional culture and consumer sentiment played in shaping Shringar's product strategy over the years?

What digital strategies has Shringar adopted to connect with today's tech-savvy customers, and how has e-commerce impacted your growth trajectory?

India is a diverse country, and mangalsutra traditions vary from region to region — be it Maharashtrian tanmaniyas, Tamil thalis, or North Indian black-bead styles. We've built region-specific collections, often co-creating with local retailers who understand their customer best. That localized thinking has helped us scale nationally.

Digitally, Shringar has embraced social media marketing and video-led B2B campaigns to engage our partners and their end consumers. As we are primarily a B2B brand, our b2b e-commerce presence is growing, especially for lightweight and fashion-forward designs. We are also working on tech integration and catalogue digitization to empower our retailers and improve customer experience.

5. With the IPO on the horizon, how does Shringar plan to use the raised capital — will it be focused on product development, tech infrastructure, market expansion, or all of the above? How does the company envision its position in the broader Indian

jewellery market five years from now, and what will success look like post-IPO?

Our IPO marks a milestone in Shringar's journey — a moment of transformation and scale. The capital raised will be strategically deployed across three verticals:



- ▲ **Product Development** to deepen our design leadership
- ▲ **Technology & Digital Infrastructure** to support smart manufacturing and B2B commerce
- ▲ **Market Expansion** — both across Tier 2–3 cities in India and in global NRI markets where demand for Indian cultural jewellery is rising.

In five years, we envision Shringar as India's most valuable cultural jewellery brand. Success for us post-IPO will be defined by value creation for our b2b partners, innovation-led growth, and staying rooted in our mission: to celebrate Indian womanhood through jewellery.

Shringar - House of Mangalsutra gets SEBI Nod for IPO



INDIA'S LEADING MANGALSUTRA MANUFACTURER

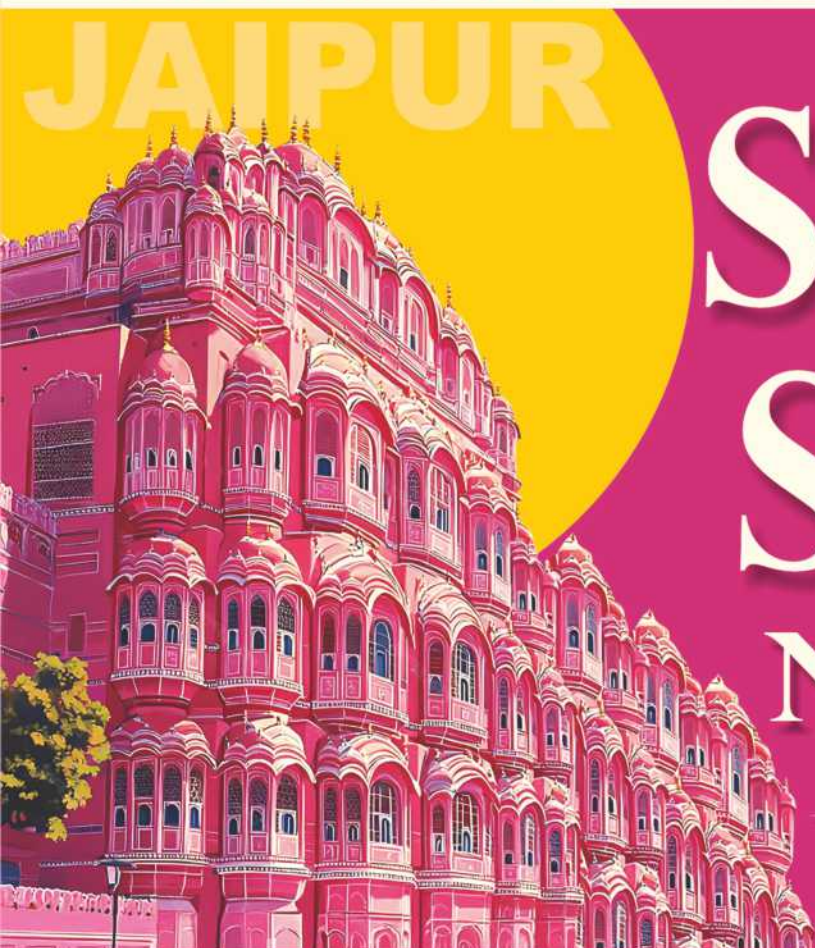
Shringar House of Mangalsutra has taken the next step toward its public offer by filing its Draft Red Herring Prospectus (**DRHP**) with the capital markets regulator on February 5, 2025. The company is aiming to raise **₹250 crore** through a fresh issue of 2.43 crore equity shares. Notably, the **IPO** will not include any offer-for-sale (OFS) component. The funds raised will be primarily used to meet working capital requirements and support general corporate initiatives.

DESH KI PEHCHAN



08-09-10 NOV. 2025
JECC, SITAPURA, JAIPUR

SILVER SHOW IN PINK CITY JAIPUR



SILVER SHOW NOVEMBER — 2025 —

For Stall Booking & Enquiries Contact :

Manish Singh : +91 999 0488 666 || Sunil Kumar : +91 967 2607 607

SILVER SHOW *in* PINK CITY
JAIPUR

A GRAND INAUGURATION



The Inaugural show of the 1st Edition of ISJS held at the Pink City, Jaipur has become a massive success. The B2B Silver Show attracted over 9,000+ footfalls in the dome was organised by ADIKAASH INTERNATIONAL.



200+
EXHIBITORS



500+
VIPs & DELEGATES



750+
BRANDS



9000+
VISITORS

- * Special Invites Elite Trader Buyers.
- * 1 Lakh+ Silver Jewellery Designs.

PRODUCT CATEGORY

- *Oxidised silver Jewellery
- *Silver Articles
- *Silver 925 Sterling Jewellery
- *Cut Stone Silver Jewellery
- *Silver Artifact's
- *Silver Temple Jewellery
- *Silver Payal, Chain, Bracelets & Others related silver Products



Any Queries +91 999 0488 666, +91 967 2607 607

GJEPC Targets Saudi Arabia, a \$1.1 Trillion Economy to Expand Gems & Jewellery Exports

- ✧ Launches The World Gem & Jewellery Fair in Saudi Arabia
- ✧ First-ever dedicated B2B Gem & Jewellery Show in the Kingdom of Saudi Arabia

Jeddah/Riyadh 12th July 2025: The Gem & Jewellery Export Promotion Council (GJEPC), the apex body of the gem and jewellery trade in India, with the support of the Ministry of Commerce & Industry, Government of India; the Embassy of India in Riyadh; the Consulate General of India in Jeddah; and the Dubai Jewellery Group, successfully launched SAJEX – The Saudi Arabia Jewellery Exposition through two curtain-raiser events in Jeddah on 6th July and Riyadh on 8th July 2025. The twin events witnessed an overwhelming response from over 280 key Saudi stakeholders — including top retailers, wholesalers, and manufacturers.

As part of its ongoing efforts to diversify export markets and explore untapped opportunities, GJEPC is unlocking the growing potential of Saudi Arabia — the Gulf's largest economy, with a GDP of USD 1.1 trillion. With its jewellery market projected to nearly double from USD 4.56 billion in 2024 to USD 8.34 billion by 2030, Saudi Arabia is fast emerging as a key destination for contemporary and luxury jewellery. A young, urban population and a dynamic retail environment are driving demand for 18K and 21K plain gold, diamond-studded jewellery, and premium design-led products. Against this backdrop, SAJEX becomes an important strategic step to strengthen India-Saudi Arabia ties and expand India's jewellery footprint in the Middle East and beyond.

SAJEX 2025 will take place from 11th to 13th September 2025 at the iconic Jeddah Superdome.

SAJEX, positioned as "The World Gem and Jewellery Fair," marks the beginning of a long-term partnership



between India and Saudi Arabia in the jewellery sector. India, as the global hub for jewellery manufacturing, will proudly showcase its exceptional craftsmanship, cutting-edge design, and manufacturing expertise at this platform which will feature over 200 leading exhibitors across 250+ booths



from India, Saudi Arabia, UAE, Turkey, Hong Kong, and Lebanon. The event will witness over 2,000 international buyers, and the product showcase will span diamond and coloured gemstone-studded jewellery, 18kt, 21kt, and 22kt plain gold jewellery, platinum jewellery, lab-grown diamond jewellery, in both pret and bridal, gifting collections, along with cutting-edge jewellery technology.

What makes SAJEX truly unique is its long-term vision — to foster enduring partnerships between international manufacturers and Saudi retailers through a focused B2B platform tailored to the Kingdom's evolving market. At the heart of this effort is the World Jewellery Investment Forum, co-hosted by

GJEPC and the Ministry of Investment of Saudi Arabia. This high-level forum will bring together government leaders, global brands, investors, and industry experts to explore strategic opportunities across the jewellery value chain — positioning Saudi Arabia as a future hub for jewellery design, innovation, and investment.

SAJEX curtain raiser at Jeddah was graced by Mr. Fahad Ahmed Khan Suri, Consul General of India in Jeddah; Eng. Raed Ibrahim Almudaiheem, First Vice Chairman, Jeddah Chamber of Commerce; and Mr. Sheikh Ali Batarfi Al Kindi, President, Jeddah Jewellery Association, along with the GJEPC leadership team.

The Riyadh event witnessed the presence of His Excellency Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia; His Excellency Mr. Ajlan Saad Alajlan, Second Vice Chairman, Riyadh Chamber; Mr. Faleh G. Almutairi, Director of International Relations with Asian Countries; and Ms. Manusmriti, Counsellor (Economic & Commerce), joined by Mr. Kirit Bhansali, Chairman, GJEPC; Mr. Nirav Bhansali, Convener – National Exhibitions; and Mr. Sabyasachi Ray, Executive Director, GJEPC.

Continued on Page...63

TOUCH OF GOLD

GJEPC Targets Saudi Arabia...

Speaking about this new GJEPC initiative, Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia said, "India and Saudi Arabia share a strategic and deep-rooted relationship, and SAJEX reflects this evolving bond. It's not only a celebration of India's design excellence but also a gateway to deeper commercial cooperation in the luxury segment. This initiative opens new avenues for bilateral partnerships, drives cultural exchange through craftsmanship, and contributes meaningfully to Saudi Arabia's Vision 2030 goals. It is heartening to see such focused efforts towards strengthening economic ties in high-value sectors like jewellery."

Mr. Fahad Ahmed Khan Suri, Consul General of India in Jeddah said, "SAJEX 2025 is more than just an exhibition — it is a symbol of the growing partnership between India and Saudi Arabia. With India's legacy of jewellery craftsmanship and Saudi Arabia's rising global influence in luxury retail, this platform sets the



stage for a vibrant and collaborative jewellery ecosystem. The Consulate is proud to support this initiative that not only deepens bilateral trade but also showcases the power of cultural and commercial synergy."

Kirit Bhansali, Chairman, GJEPC, said, "Amidst a dynamic global trade environment, SAJEX is a proactive step towards expanding India's

jewellery exports to high-potential markets like Saudi Arabia. The Kingdom, with its evolving luxury retail ecosystem, young consumers, and strong appetite for design-led gold and diamond jewellery, presents an exciting frontier for Indian manufacturers. SAJEX marks the beginning of a shared journey between India and Saudi Arabia — positioning the two nations as a formidable force. With India as a leading global supplier of gems and jewellery, exporting USD 32 billion annually, and Saudi Arabia's jewellery market projected to nearly double to USD 8.34 billion by 2030, this partnership is set to reshape the industry and set new benchmarks for collaboration, innovation, and growth across the region and beyond."



SAJEX 2025 Highlights:

- Date & Venue: 11th to 13th September 2025, Jeddah Superdome
- Participants: Over 200 leading exhibitors across 250+ booths
- Representation: Saudi Arabia, India, UAE, Turkey, Hong Kong, Lebanon
- Buyers: More than 2,000 international trade buyers expected
- Product Range: Diamond and coloured gemstone-studded jewellery, 18kt, 21kt, and 22kt plain gold jewellery, platinum jewellery, lab-grown diamond jewellery, in both pret and bridal, gifting collections, and jewellery technology
- Features: Knowledge Talks, Design Atelier, Curated Networking, Strategic Tie-ups, World Jewellery Investment Forum
- SAJEX is expected to be a game-changer — not just as a trade platform, but as a catalyst for transforming the Kingdom's gem and jewellery industry through global collaboration, innovation, and investment.

AIJGF National Conference in Nagpur Focuses on Jewellers' Challenges and Reforms

Nagpur: The All India Jewellers and Goldsmith Federation (AIJGF) successfully hosted the National Jewellers Conference at Rajwada Palace, Nagpur. The conference brought together jewellers from across India to discuss industry challenges and propose practical solutions.

AIJGF National President Pankaj Arora addressed the core issues faced by jewellers, while National General Secretary Nitin Kedia provided a detailed analysis of the gold and silver markets. National Media In-charge Sagar Keserwani highlighted AIJGF's ongoing efforts for the trade. Rakesh Surana (Mumbai) elaborated on IPC 411, raising concerns about police actions against jewellers without proper investigation.

Key Objectives and Discussions:

- ▲ The primary aim of the conference was to:
- ▲ Inform traders about policy changes and their impact,
- ▲ Address ground-level issues on a national platform,
- ▲ Develop collective strategies for trade safety and dignity,
- ▲ Provide a voice to every jeweller without hesitation.

Major issues discussed included: BIS Hallmarking (HUID



ALL INDIA JEWELLERS & GOLDSMITH FEDERATION

System):

- ▲ Participants raised concerns about:
- ▲ Technical glitches in the HUID process,
- ▲ Delays in hallmarking,
- ▲ Inactive local BIS offices.

IPC 411 and Legal Protection:

Jewellers shared personal experiences of being wrongfully arrested under IPC 411. AIJGF assured that a standard protocol is being developed, and a memorandum has been submitted to the Central Government demanding bail protection and legal



clarity in trade transactions.

Silver Hallmarking:

- ▲ Lack of hallmarking centers,
- ▲ Confusion regarding old stock,
- ▲ Low consumer awareness.
- ▲ AIJGF will demand a grace period for small traders and clear guidelines for existing stock.

Bank Account Freezing:

Many jewellers reported that their accounts were frozen without notice, causing business disruption. The demand was made for:

- ▲ Mandatory pre-notice,
- ▲ A 10-day response period,
- ▲ Clear and trader-friendly RBI guidelines.



AIJGF National Conference

Export-Import Challenges & IIJS Participation:

Discussions included:

- ▲ Limited MSME jeweller participation in IIJS, India's largest jewellery expo.
- ▲ Suggestions for dedicated MSME pavilions, regional exhibitions, and subsidies for jewellers from small towns.
- ▲ Trade barriers like lack of transparency in DGFT/customs, delayed GST refunds, and poor MSME scheme awareness were also addressed. AIJGF will launch an Export Guide and request DGFT-led awareness workshops.

Support &

Acknowledgments:

- ▲ The event was sponsored by Mithlesh Pandey of GJEPC, whose support was crucial in its success. Nitin Pandey delivered an insightful session on the importance of jewellers' insurance.
- ▲ AIJGF office-bearers from across the country marked their presence. The event was dynamically anchored by Shyamji Shukla, AIJGF Vidarbha Co-Convener, who bridged speakers and audience in a refreshingly engaging style.

Organizing Team & Contributions:

The conference was made successful by the efforts of:

Sarang Dabhade (President), Kishore Siddpara (Secretary), Devendra Gupta (Treasurer), Sujeet Soni, Neeraj Dharashivkar, Manoj Lunawat, Surendra Kothari, Amol Gurav, Atul Vaidya, Ashwin Rajai, Nitesh Kurani and several dedicated volunteers.

The event showcased AIJGF's strong commitment to the welfare of the jeweller community. With outstanding coordination and energy, the youth team turned this ambitious event into a memorable success in a short time.

Special appreciation was given to Shyamji Shukla for his enthusiastic presentation style and to Kishore Dharashivkar for his contributions. The in-depth discussions and collaborative spirit benefited all attendees, reaffirming AIJGF's role as a united voice for jewellers across India.



Kalyan Jewellers Unveils

New Showroom at Nexus Seawoods, Inaugurated by Bollywood Star Tabu

Kalyan Jewellers has opened its newest showroom at Nexus Seawoods Mall in Nerul, Navi Mumbai, marking another milestone in the brand's retail expansion. The grand launch was graced by Bollywood actress Tabu, who officially inaugurated the showroom, which showcases an extensive selection of jewellery across Kalyan Jewellers' signature collections.

Speaking at the event, Tabu expressed her delight, stating, "I'm thrilled to be part of this special occasion. It's an honour to represent a brand like Kalyan Jewellers that stands for trust, transparency, and customer-centric



values. I'm confident customers here will truly appreciate the wide variety and exceptional service offered at this beautiful new showroom."

Ramesh Kalyanaraman, Executive

Director at Kalyan Jewellers, also shared his thoughts on the launch: "With our new showroom in Navi Mumbai, we aim to deliver a well-rounded shopping experience tailored to our customers' needs. Our commitment remains focused on providing high-quality, unique designs and delivering top-tier service."

The inauguration attracted a lively crowd, adding to the celebratory atmosphere and highlighting the excitement surrounding Kalyan Jewellers' latest retail offering in the region.



7th Edition

**BIGGEST
B2B
JEWELLERY
SHOW OF
EAST
INDIA**

 **BENGAL
INTERNATIONAL
JEWELLERY
SHOW**

Real Essence of Handcrafted
Calcutta Jewellery



**28-29-30
NOVEMBER
2025**

**HALL B, BISWA BANGLA,
MELA PRANGAN.
(MILAN MELA
EXHIBITION COMPLEX),
KOLKATA**

FOR SPACE BOOKING CALL : TAPAN : 98743 28484 / ROHIT : 70446 99003

SUPPORTED BY



FOR VISITOR REGISTRATION CALL :

SURAJIT : 81006 55755



WITH PRIDE **KNC** PRESENTS **3RD EDITION** OF THE
FIRST B2B SHOW IN THE KINGDOM OF SAUDI ARABIA.

3rd Edition
Jewel of
السعودية
جوهرة السعودية

Jeddah, KSA

15th TO 17th
Dec 2025



**Jeddah International
Exhibition &
Convention Center.**

Explore
exquisite jewellery
from around the world at
Jewel Of Saudi

Book Your Space Now



RESPONSIBLE
JEWELLERY
COUNCIL



AFEMO

PRATIKSHA : +91 81083 54833 (pratiksha@kncservices.in)
SHRUTI : +91 98205 46512 (shruti@kncservices.in)
SAGAR : +91 98209 68790 (sagar@kncservices.in)
SNEHA : +91 99303 25715 (sneha@kncservices.in)

Purple Jewels Unveils Luxurious New Collections at SSI 3rd Edition in Mumbai

In a grand showcase celebrating artistry, heritage, and design excellence, Purple Jewels Private Limited launched its latest jewellery collections at the 3rd Edition of the SSI (Silver Show India) in Mumbai. The unveiling ceremony was led by Mr. Rajesh Kalyanaraman, Executive Director of Kalyan Jewellers, alongside Shri Sanjay Upadhyay, MLA from Borivali, and the distinguished directors of Purple Jewels—**Mr. Rajesh Jain, Mr. Nitesh Jain, Mr. Vishal Jain, and Mr. Sanjay Jain.**

The newly introduced collections are a testament to refined craftsmanship, blending timeless regal elegance with a contemporary flair. Featuring intricate chokers, sculptural bangles, and finely detailed rings, each piece pays homage to India's rich artisanal legacy while appealing to today's modern, style-conscious consumers. "These collections are more than just



designs—they are emotions sculpted in silver. We are honoured to have Mr. Rajesh Kalyanaraman inaugurate this milestone launch, reflecting the shared values of sophistication and

value exclusivity, the collection marks a new era in luxury silver jewellery.

With a blend of premium retail presence and a curated online platform—www.purplejewels.in—Purple Jewels continues to bring the essence of fine silver artistry to customers across India and internationally.



quality between Purple Jewels and Kalyan Jewellers," said Nitesh Jain, Managing Director of Purple Jewels. As the centerpiece of this year's SSI event, the launch reinforces Purple Jewels' dedication to originality, craftsmanship, and cultural storytelling. Tailored for those who





VISIT INDIA'S LARGEST B2B EXHIBITION FOR SOUTH INDIAN JEWELLERY

THE RUSH IS ON! PRE-REGISTER NOW!



Register online visiting
<https://visitor.gjiif.in>



WhatsApp "GJIIF 2025"
to 8056 119 111

GEM & JEWELLERY INDIA INTERNATIONAL FAIR



GJIIF

BY THE INDUSTRY. FOR THE INDUSTRY

12 13 14 SEP. 2025

CHENNAI TRADE CENTRE COMPLEX, CHENNAI



Pre-Registration Fee:

Phase 1: till 31st Aug 2025 - Rs. 300

Phase 2: 1st Sep. to 10th Sep. 2025 - Rs. 500

On-Spot Registration Fee:

12th Sep. to 14th Sep. 2025 - Rs. 1,500

ENTRY ONLY TO JEWELLERY RETAILERS

ORGANISED BY



THE JEWELLERS &
DIAMOND TRADERS
ASSOCIATION - MADRAS

CO ORGANISED BY



TAMILNADU
JEWELLERS
FEDERATION

SHOW MANAGER



For Registration Assistance Call Our

Helpline # +91-99 3504 3504

FOR STALL BOOKINGS CONTACT: 7397534447, 8754468238, 8754509995, 7338982288

**PARTICIPATE AT
ANDHRA PRADESH'S LARGEST
B2B JEWELLERY EXHIBITION
STALL BOOKINGS OPEN NOW**

**ANDHRA PRADESH -
INDIA'S MOST
PROFITABLE
JEWELLERY MARKET**



ANDHRA PRADESH GEM & JEWELLERY FAIR

21 22 23 NOV. 2025

SS CONVENTION CENTRE, VIJAYAWADA

Visit: www.apgjf.com

JOINTLY ORGANISED BY



**The AP Bullion
Gold Silver & Diamonds
Merchants Association**



**UNITED
EXHIBITIONS**

FOR STALL BOOKINGS CONTACT:

7397534447, 8754468238, 8754509995, 7338982288



75,000+ sq. ft.
of exhibition area



20,000+
trade visitors are expected



300+
stalls from across India



150+
renowned and leading
companies exhibiting

PARTICIPATE AT LARGEST B2B EXHIBITION FOR
COIMBATORE JEWELLERY



10th Edition

**COIMBATORE JEWELLERY
SHOW 2025**

13 14 DEC. 2025 Hall D

CODISSIA Trade Centre, Coimbatore

**MANCHESTER OF
SOUTH INDIA
WELCOMES YOU !!**



60,000+ sq. ft.
of exhibition area



8,000+
trade visitors are expected



300+
stalls from across India



200+
renowned and leading
companies exhibiting

ORGANIZED BY



The Coimbatore
Jewellers Association

ASSOCIATE PARTNER



Visit: www.coimbatorejewelleryshow.com

FOR STALL BOOKINGS CONTACT:

8754468238, 7397534447, 8754509995, 7338982288

Kerala Emerges as Jewellery Trade Powerhouse as KJIF 2025 Breaks All Records

- ▲ *KJIF 2025 Concludes with Massive Trade Volumes, Policy Dialogues, and Industry Accolades*
- ▲ *Historic Milestones and Glittering Celebrations Mark the Grand Success of KJIF 2025*
- ▲ *Kerala Leads the Nation with 100% Hallmarking as Industry Gathers for Record-Breaking B2B Expo*

The Kerala Jewellery International Fair (KJIF) 2025, held from 25th to 27th June at the Adlux Convention Centre, Kochi, came to a grand and successful end, reaffirming its position as Kerala's most prestigious B2B jewellery exhibition. Jointly organised by the Kerala Gold & Silver Merchants Association (KGSMA) and United Exhibitions, the event saw record-breaking footfall, overwhelming trade response, and three days of exceptional business and networking opportunities.

The exhibition was inaugurated in a vibrant ceremony by Shri Kirit Bhansali, Chairman of the Gem & Jewellery Export Promotion Council (GJEPC). Joining him on the dais were several esteemed dignitaries from across the jewellery trade spectrum — including Shri Avinash Gupta, Vice Chairman of the All India Gem & Jewellery Domestic Council (GJC), Shri Sabarinath, State President of the Tamil Nadu Jewellers Federation, Shri Vijay Kumar, State President of the Andhra Pradesh Jewellers Association, Shri Muthu Venkatraman, President of the Coimbatore Jewellery Manufacturers



Association (CJMA), and Shri Shantilal Jain representing the AP Jewellers Association along with Shri K Surendran, State President, KGSMA Adv S Abdul Nazar, State General Secretary, KGSMA and Shri CV Krishna Das, State Treasurer, KGSMA and other leaders of KGSMA and other regional

associations who had been the backbone for the success of the show. Their collective presence and support lent remarkable stature to the fair's inauguration, reflecting the unifying spirit of India's jewellery fraternity.

From the very first hour, the exhibition halls experienced a massive influx of trade visitors, with packed aisles and buzzing booths. All previous records for B2B shows in Kerala were surpassed — both in terms of visitor footfall and business transactions. Exhibitors reported brisk trade, with high-quality buyers placing orders across all product segments. The energy and enthusiasm on the show floor remained consistent throughout all three days.



Continued on Page...73

KJIF 2025 Breaks All Records....

A defining feature of KJIF 2025 was its **robust knowledge-sharing platform**. Several curated seminars and expert panel discussions were held to educate jewellers on emerging **compliance norms, legal frameworks, hallmarking standards, and modern business strategies**. These sessions were enriched by the participation of key representatives from relevant government departments and influential industry voices, offering actionable insights for retailers, wholesalers, and manufacturers alike.

On the second day, a special felicitation ceremony was organised to mark a historic milestone: **Kerala becoming India's first state to achieve 100% hallmarking compliance with HUID process**. The event was honoured by the



Jewellery Awards', held to recognise outstanding achievers within Kerala's jewellery industry. The glittering ceremony was graced by **Shri Benny Behanan**, Hon'ble Member of Parliament, whose encouraging words reinforced the importance of excellence and innovation in the sector. The dazzling presence of Malayalam film actress **Miss Honey**



presence of **Shri G. R. Anil**, Hon'ble Minister for Food, Civil Supplies, and Legal Metrology, Government of Kerala, who addressed the gathering and lauded the exemplary coordination between jewellers and regulatory bodies in achieving this national distinction.

The celebratory mood continued into the evening with the highly



anticipated **'SVAR Presents Kerala**

Rose added a cinematic sparkle to the night. The evening concluded with a **power-packed live performance by Shri Anoop Shankar and his band**, whose electrifying musical act kept the audience thoroughly enthralled.

The final day of KJIF 2025 featured the much-awaited **Grand Kerala State Jewellers Conference**, which witnessed the attendance of over **5000 jewellers and traders** from every corner of Kerala. The conference served as a dynamic forum for deliberating on **industry challenges, trade opportunities, taxation, hallmarking updates, and future vision for the sector**. The scale and seriousness of this conclave positioned Kerala at the national forefront of industry leadership, with visuals and takeaways from the event gaining wide attention across the country.





Shreyans Kothari, Director of BD Bangles said- "IIJS Is Not Just a Trade Show, It's Our Industry's Diwali"



Mr. Shreyans Kothari,
Director of BD Bangles

Q1: What does IIJS mean for BD Bangles, and how are you preparing for it this year?

Shreyans Kothari:

For us, IIJS is not just an exhibition — it's the biggest festival of the year, just like Diwali. The kind of energy, planning, and innovation that goes into this event is unmatched. Every year, over 50,000+ visitors from across India and abroad attend, making it the second-largest jewellery show globally, right after Vegas.

At BD Bangles, we go all in. This year, we're showcasing over 10,000+ fresh designs, covering daily wear, bridal, temple-inspired, and heritage bangles. The show is crucial because retailers pre-book their festive and wedding season stock here — Ganpati, Raksha Bandhan, Diwali, and wedding season all follow closely. And IIJS becomes their sourcing ground, giving them better pricing, exclusive designs, and guaranteed quality.

Q2: Tell us about BD Bangles' journey and what makes your brand stand out.

Shreyans Kothari:

We started 23 years ago, and chose to focus exclusively on bangles — a strategic decision. In Zaveri Bazaar, where 4,000–5,000 wholesalers operate, only a handful specialize in bangles. We saw that gap and turned it into an

opportunity.

Since then, we've built a strong product base with multiple bangle categories — from heritage hand-crafted bangles and temple-themed collections, to lightweight daily wear and modern CNC designs. One of our highlights this year is a bracelet-cum-kada, also called 'Gajara', inspired by Rajasthani bridal styles, featuring kundan, meenakari, and Swarovski work.

Each of our products is hallmarked with a 6-digit HUID, giving retailers and customers complete confidence in quality.

Q3: How has the business landscape changed post-Covid, especially with online trends?

Shreyans Kothari:

Covid changed everything. Earlier, customers — especially in gold — needed to touch and feel the product. But with travel restrictions, the shift to online business was inevitable. Photography became a game-changer. Better photos led to better sales.

Now, social media is driving demand. A single Instagram reel can make a product go viral. End consumers see it, take a screenshot, and ask their local retailers for that exact piece. This has pushed retailers and wholesalers to be active online, boosting their visibility and sales.

Also, the new generation prefers digital engagement. They want full stock visibility on their phones, easy access, and fast service. Technology has streamlined the entire supply chain, and we've adapted to that shift.

Even in rural India, awareness around gold purity is rising thanks to government hallmarking campaigns and the BIS HUID system. People are now more open to 24-carat gold and lightweight design trends.

Looking ahead, I believe gold prices will stay strong. While short-term dips of ₹2,000–₹3,000 are possible, the long-term trend points to ₹1.10 lakh per 10gms in the next few months.

BD Bangles' commitment to innovation, quality, and technology makes them a brand to watch at IIJS 2025. With a sharp understanding of market needs and a deep respect for tradition, they continue to redefine the bangle category in India and beyond.



Mr. Mahendra Jain

Director, Mukti Gold & Diamond

Mukti Gold & Diamond

Showcasing Timeless Craftsmanship & Innovative Jewellery Collections

1) What are your expectations from iijs this year

The India International Jewellery Show (IIJS) Premiere 2025 is expected to generate significant business this year. According to Vipul Shah, Chairman of the Gem & Jewellery Export Promotion Council (GJEPC),

Business Generation: The show is expected to attract international & Domestic buyers from around countries and feature stalls with over exhibitors.

- **Government Support:** Industry leaders are hoping for government support, particularly in terms of budgetary allocations, which could positively impact the jewellery trade.

Impact of Reduced Duties: The government's decision to reduce duty fees on gold and silver is expected to boost retail business in the next couple of years.

Industry Trends: IIJS Premiere 2025 is considered a trendsetter for the industry, with new innovative ideas and themes being showcased.

Global Engagement: The show is expected to enhance global engagement and potentially mark a turning point in India's jewellery trade landscape.

Overall, IIJS 2025 seems poised to be a significant event for the gem and jewellery industry, with high expectations for business generation and industry growth.

2) How are you preparing for iijs and the upcoming festive seasons

Preparing for IIJS (India International Jewellery Show) and the upcoming festive seasons involves several strategies. Here's how industry leaders are gearing up:

Preparing for IIJS Latest Trends and Designs: IIJS provides a platform for exhibitors to showcase new design philosophies, techniques, and latest jewellery trends, inspiring businesses to stay ahead.

Networking Opportunities: IIJS offers a chance to connect with international & domestic buyers, explore new suppliers, and expand business networks ...

Preparing for Festive Seasons- Positive Outlook: A positive festive season with strong jewellery demand, driven by increased household income.

Festive Season Dates: Key festivals in 2025 include :

August: Raksha Bandhan, Independence Day, Krishna Janmashtami, Ganesh Chaturthi, Dussehra, Karva Chauth, Diwali, Govardhan Puja ..

IIJS Show Details- IIJS Premiere 2025: Scheduled from July 30 to August 3, 2025, at Jio World Convention Centre (JWCC), BKC, Mumbai, and August 31 July to August 4, 2025, at Bombay Exhibition Centre (Nesco), Goregaon, Mumbai .

By attending IIJS and staying informed about upcoming festivals, businesses can capitalize on the demand surge and stay competitive in the jewellery market.

3) What mukti gold key collections or product lines will you be showcasing at iijs

Mukti Gold is showcasing several exciting collections at IIJS, including Exquisite Gold Jewellery..

Specializing in Premium Studded Gold jewellery:

CZ jewellery: Renowned for shaded Jhumkis, intricate Peacock motifs, and classic Nakshi designs. Brilliant sparkle, accessible luxury.

Natural Diamond Jewellery: Masterfully crafted Handmade Haaram, elegant Chokers, traditional Odiyanams, and all South Indian bridal essentials. Timeless elegance, enduring value...

Lab-grown Diamond Jewellery: Modern designs featuring vibrant Colorstones and unique fancy-cut diamonds with a South Indian touch. Beautiful Uncut Lab-grown open-set Polki jewellery. Sustainable sparkle, contemporary style.

A Legacy of Craftsmanship, Modern Innovation, and Timeless Tradition.

Personalized Pendants: Dainty and sleek gold pendants with diamonds, perfect for Gen Z customers who love adding personal touches to their jewelry...

Rose Gold Bridal Jewellery: Latticed patterns with high-quality cz stone , catering to the demand for clean and neat designs...

Turkey cz jewellery : Turkey cz jewellery offers affordable luxury with high -quality,sparkling stones that mimic diamonds... These collections reflect Mukti Gold's focus on innovative designs, quality craftsmanship, and catering to diverse customer preferences.

"Rhythmic Innovation in Craftsmanship: Shilpi Jewels Gears Up for IIJS 2025 with Exclusive Collections"



Mr. Piyush Padamkumar Soni
Partner at Shilpi Jewels

1. What are your expectations from IIJS this year?

At IIJS this year, we're looking forward to creating deeper connections with our valued clients and expanding our B2B network. Our theme, "Rhythmic Jewel", celebrates innovation, trust, and timeless craftsmanship, and we hope to reflect that spirit across our entire showcase. We're also excited to receive direct feedback from retailers and industry partners, helping us fine-tune our offerings ahead of the festive season. Ultimately, we expect to leave a strong impression with our exclusive, high-inventory-ready collections and drive significant order bookings during the show.

2. How are you preparing for IIJS and the upcoming festive season?

Our preparation began well ahead of time with a curated Pre-IIJS campaign (25th–29th July) to introduce select clients to our newest innovations. From design innovation to booth experience, every detail is being thoughtfully planned to reflect the spirit of Rhythmic Jewel. We've focused on creating collections that balance tradition with trend, from lightweight classics to Turkish-inspired designs, all ready to cater to the increased festive demand. Internally, we've ramped up production and inventory to ensure timely fulfilment, while our team is geared to offer a seamless experience to every visitor at Booth 3M 371A, Hall 3BEC.

3. What key collections or product lines will you be showcasing at IIJS this year?

Under our "Rhythmic Jewel" theme, we're proud to unveil a thoughtfully curated selection of collections that celebrate cultural richness, regional artistry, and contemporary preferences. Here's a glimpse of what visitors can expect at Booth 3M 371A, Hall 3BEC:

- **Antique Collection:** Timeless pieces inspired by India's heritage, intricate craftsmanship with a regal finish, perfect for traditional occasions.
- **Bombay Collection:** A bold, trend-forward line reflecting the modern, fast-paced lifestyle of Mumbai, a fusion of statement-making and wearability.
- **Kolkata Collection:** Rooted in the elegance of Bengal's design language, detailed filigree, soft gold tones, and cultural motifs that speak of legacy.
- **Mangalsutra Collection:** A fresh take on the sacred thread, classic and contemporary mangalsutras that meet regional and modern preferences alike.
- **Emerald Collection:** Featuring vibrant emerald-accented jewellery that blends natural beauty with luxurious aesthetics, ideal for standout displays.
- **Lightweight Collection:** Perfectly designed for today's practical and style-conscious customers, minimal yet impactful pieces for daily and festive wear.
- **Fancy Collection:** Bold, elaborate designs crafted to catch the eye, high-appeal selections ideal for festive and wedding season displays.
- **Fusion Collection:** A creative blend of traditional motifs with modern design elements, crafted for those seeking uniqueness and innovation in jewellery.

Emerald Jewel Industry India Ltd

Showcasing Engineering-Led Elegance and Global Innovation at IIJS 2025



EMERALD



Mr. K. Srinivasan
Managing Director
Emerald Jewel Industry
India Ltd.

1. What are your expectations from IIJS this year?

At Emerald, IIJS remains a cornerstone for strengthening our dealer network, understanding emerging consumer trends, and launching innovation-led collections. This year, we anticipate strong interest in lightweight, value-driven jewelry infused with technology and design finesse. We are particularly excited to engage with next-generation buyers and forge impactful collaborations that will shape Emerald's domestic and international growth journey.

2. How are you preparing for IIJS and the upcoming festive season?

We're approaching IIJS 2025 with a sharp focus on design innovation, market resonance, and strategic clarity. Our teams have worked across functions to ensure that every product we unveil is not just aesthetically refined but aligned with what today's buyer seeks—relevance, emotion, and modernity. For the festive season, we're showcasing collections that celebrate wearable elegance—lightweight, trend-aware, and rooted in Indian design sensibilities. From fluid silhouettes to culturally inspired details, every piece is built to inspire festive expression across generations.

This season, our goal is to spark meaningful conversations through design—equipping our partners with distinctive collections that help them stand out in an increasingly style-savvy and experience-driven marketplace.

3. What key collections or product lines will you be showcasing at IIJS this year?

At IIJS 2025, we're proud to unveil a dynamic portfolio designed to resonate with today's discerning buyer—where design, innovation, and engineering converge.

Headlining our showcase are ultra-lightweight machine-made chains, including air-light chains starting at just 300 mg, super-flexible snake chains, puzzle block construction chains, and exclusive fancy-cut Italian chains, making their India debut. The Chiara Collection, featuring breakthrough revolutionary texturing techniques, and our 3D laser-cut and 2.5D engraved collections, push the boundaries of surface design.

In diamonds, we're introducing a budget-sensitive open-setting range, alongside a comprehensive CVD diamond collection, and traditional closed-setting styles tailored for the modern wearer.

Our Platinum Evara range, CNC-crafted bangles, fusion men's jewellery, and handmade 18Kt pieces under 4 grams—including bangles, pendants, and earrings—reflect our commitment to versatility and style across every price point.

On the silver front, we're launching tarnish-resistant designs, multi-colour plated utensils, a 5-year long-lasting gold-plated silver line, and machine-made 24Kt chains—raising the bar in both aesthetic and functional silver offerings.

Every product line is crafted to help our partners access cutting-edge design, global trends, and dependable innovation—all under one roof at IIJS.

Raj Jewellers

(**Reet** Cz Jewellery, **Reti** Mounting Jewellery, **Revaj** Antique Jewellery) Eyes Revival at IIJS with Fresh Designs and Festive Optimism

1. What are your expectations from IIJS this year?

This year, IIJS Premier holds even greater significance for us. The market has been quite slow, and like many others in the industry, manufacturing companies have been facing a tough year. We are really looking forward to IIJS Premier as an opportunity to reconnect with buyers, generate new business, and bring some much-needed momentum back into the industry. Our expectation is that IIJS will help re-energize the trade and open up new opportunities for growth and collaboration.

2. How are you preparing for IIJS and the upcoming festive season?

We are preparing for IIJS Premiere with a lot of focus and energy. Despite the challenges in the market, we have worked hard to curate new designs and collections that reflect current trends and customer preferences. Our team is ensuring that every detail—from product development to booth presentation—is aligned to create the best possible experience for our clients. IIJS will play a crucial role in setting the tone for the festive season, so our preparations are closely tied to both. The feedback and response we receive at IIJS will help us gauge market sentiment and plan more effectively for the months ahead.

3. What key collections or product lines will you be showcasing at IIJS this year?

This year at IIJS Premiere, we're excited to showcase several new collections that have been designed keeping in mind the evolving tastes of today's customers. Our focus is on lightweight, wearable designs that offer both elegance and practicality—perfect for daily wear as well as festive occasions. We'll be highlighting our signature Lucia CZ collection, Mounting and Antique collections, along with some fresh lines that incorporate modern aesthetics with traditional craftsmanship. With the market leaning towards value-driven purchases, we've also worked on offering more competitive price points without compromising on design or quality. We look forward to introducing these collections to our clients and receiving their feedback.



Mr. Kiran Khater,
Proprietor – Raj Jewellers





Mr. Nitesh Bhansali
Owner, Nirmal Jewellers



Mr. Kamlesh Bhansali
Owner, Nirmal Jewellers

Nirmal Jewellers

Showcasing Innovation with Lightweight and 14-Carat Jewellery

What key collections or product lines will you be showcasing at IIJS this year?

This year at IIJS, we are focusing on introducing new trends and designs, particularly in response to the sharp rise in gold prices, which have significantly impacted retail customer buying patterns. To cater to this shift, we are launching a new range of *paper casting* and ultra-lightweight jewellery under **brand Tatva - a label that has been gaining strong recognition for its innovation in casting Jewellery**. With Tatva, we aim to offer premium design recognition for its innovation in casting jewellery. With Tatva, we aim to offer premium design and quality while being budget - friendly, aligning with the needs of today's discerning buyers.

While Nirmal Jewellers continues to be widely known for its craftsmanship in mangalsutras, Tatva represents our creative leap into the casting jewellery segment — bringing lightweight elegance and affordability together in one collection.

We recognize that IIJS is the biggest platform that attracts both national and international buyers with great expectations, and we're proud to be part of this movement. One of our major launches this year is our **14-carat jewellery collection**, designed to ease the financial burden on customers while delivering stylish, high-quality pieces at more accessible price points.

How are you preparing for IIJS and the upcoming festive season?

The gold market has seen a flat phase over the past 3–4 months, which gave us valuable time to prepare thoroughly for the festive season. Based on past trends, there's been strong demand for lightweight jewellery during festivals, and we're aligning our production to meet this expectation. We anticipate a positive sentiment during the festive period — assuming gold prices stabilize — and we're fully prepared with collections that suit the evolving market needs.

What will be the highlight of your showcase?

Our standout offerings at IIJS will be lightweight paper casting jewellery ranging from 1 gram to 2.5 grams, and mangalsutras between 4 to 6 grams. These pieces are designed to be elegant yet simple, aligning with market demand for affordable luxury.

In addition, our new 14-carat lightweight jewellery collection will be a major highlight. This concept is already gaining attention, as it brings down gold rates significantly — making jewellery more affordable without compromising on design. We believe the introduction of 14-carat products will spark increased customer interest and drive more accessible buying behavior.

At Nirmal Jewellers, our focus remains on delivering high-quality, innovative products that resonate with today's price-conscious yet style-savvy consumers.





Mr. Anand Jain

Director, Vinati Jewellers Pvt Ltd



Mr. Arvind Jain

Director, Vinati Jewellers Pvt Ltd

AHALYA by Arvind & Anand Jain - Director Vinati Jewellers Pvt Ltd : Redefining High-End Couture Jewellery at IIJS 2025.

Q1. What are expectations from iijs

We look forward to IIJS as a platform for discovering new trends, building strong business networks, and exploring innovative designs and technology in jewellery manufacturing. It's an incredible opportunity to connect with retailers, wholesalers, and exporters from across India and abroad. We expect to gain insights into consumer preferences, upcoming market shifts, and forge meaningful collaborations that drive growth. We are looking positively for this edition

Q2. How are you preparing for this iijs

We are preparing for IIJS with a focused and strategic approach. Our design and product development teams are curating exclusive collections that align with current trends and buyer preferences. We're ensuring our booth reflects our brand ethos—modern, elegant, and engaging.

Our sales and marketing teams are actively reaching out to clients and prospects to schedule meetings in advance. We're also training our staff for effective customer engagement, product storytelling, and live demonstrations.

Logistics, inventory planning, pricing, and promotional material are all being streamlined to ensure a smooth and impactful presence at the show. Overall, we're ready to make the most of IIJS—both in showcasing innovation and building meaningful relationships.

Q3. What key collection or product are you showcasing in this iijs?

We are mainly focusing High-End Couture Jewellery With High-End gem stones with the brand name "AHALYA"



Mr. Vikram Jain
Director, Kanakratna

Kanakratna Launching

Exclusive Lightweight & Semi-Bridal
CZ Gold Jewellery Collections

1. What are your expectations from IIJS this year?

iijs premiere 2025 is going to be good show, as since last few months gold jewelry buying has been slow due to price fluctuations, and now gold price has been stable at 100000/- per 10 grams, also this is time around the year retailers do plan their purchasing for upcoming seasons, also iijs has been an platform where new designs are launched, we are launching our new designs in light weight 18karat gold jewelry and our florinia collection for 18kt cz gold jewellery.

2. How are you preparing for IIJS and the upcoming festive season?

we have been exciting for iijs premiere as it is a biggest show for our company, we are prepared to showcase our latest launch for the show, where retailers will find new collection for upcoming festive season and marriage season

3. What key collections or product lines will you be showcasing at IIJS this year?

for this iijs 2025 we have been coming up with light weight 18kt exclusive gold jewelry and our semi bridal cz gold jewelry also in light weight range starts from 25 grams which are fusion of stiff chains in beautiful motifs, pieces inspired by heritage of india and colours which are more likely in domestic market, also florinia collection of cz necklace set is being launched with various colour stones and cz.

Filo Diamond

Showcasing Exclusive Temple Bridal Diamond Jewellery
& Lightweight Elegance



Mr. Paras Pamecha
Director, Filo Diamonds

1. What are your expectations from IIJS this year?

Ans: Expecting a positive response from iijs, because since 2006 we are participating and iijs is always a turning point for upcoming festival season.

2. How are you preparing for IIJS and the upcoming festive season?

Ans: we are known for our bridal heavy jewellery, so with that bridal sets we have more focused on light weight jewellery this year as the gold prices have gone so much since January 25, and because of this buyers budget also changed.

3. What key collections or product lines will you be showcasing at IIJS.

Ans: this year we are launching exclusive temple bridal diamonds jewellery 1st time in its class. With this we are also launching our light weight product range which includes rings, earrings, pendant sets, mangalsutra pendant and bracelets. Our exclusive jewellery made up of VVS /EF quality diamonds ready stock will definitely steal heart of everyone. Note: Please Submit Your Picture & 1 product image if Possible.

Chains Corner

Focusing on Lightweight, Trendy Jewellery & Exclusive Men's Collections



Mr. Prakash Jain
Director, Chains Corner

What are expectations from iijs?

Answer-iijs 2025 should be a good show as the last quarter was not as good as everyone expected because of escalated rates but going forward sales are going to pick up because of upcoming festive season and the wedding season to follow

How are you preparing for this iijs?

Answer- as you see the prices of gold has risen considerably we have focus on bringing the weight down and are looking for light weight jewellery that are trendy yet traditional look with a blend of fusion look together with a eye on customer budget and aesthetic look

Also we have come up a full gold jewellery collection in 18 CT yellow gold so that in the same budget customer can have the same weight of gold as it was looking previously

What key collection or product are you showcasing in this iijs?

Answer- This time we are showing full range in mens collection with customisation and quality improvement as under brand name CHAINORY to identify and separate from regular market products and get the best for every men out there.



Mr. Kushal Sakaria
Partner-Mangaldeep Chains

Mangaldeep Chains & Bangles

Showcases Lightweight Impactful Jewellery at IIJS 2025

1.What are your expectations from IIJS this year?

iijs premiere 2025 is going to be good show, as since last few months gold jewelry buying has been slow due to price fluctuations , and now gold price has been stable at 100000/- per 10 grams , also this is time around the year retailers do plan their purchasing for upcoming seasons, also iijs has been a platform where new designs are launched , we do are launching our new designs in light weight 18karat gold jewelry and our florinia collection for 18kt cz gold jewellery.

2.How are you preparing for IIJS and the upcoming festive season?

we have been exciting for iijs premiere as it as an biggest show for our company , we are prepared to showcase our latest launch for the show, were retailers will find new collection for upcoming festive season and marriage season

3.What key collections or product lines will you be showcasing at IIJS this year?

for this iijs 2025 we have been coming up with light weight 18kt exclusive gold jewelry and our semi bridal cz gold jewelry also in light weight weight range starts from 25 grams which are fusion of stiff chains in beautiful motifs, pieces inspired by heritage of india and colours which are more likely in domestic market, also florinia collection of cz necklace set is being launched with various colour stones and cz.



Mr. Tejas Shah

Sales & Marketing Director,
RR Jewellers

RR Jewellers Rajkot:

Set to Shine at IIJS with Festive-Ready Collections.

1. What are your expectations from IIJS this year?

We expect strong footfall from both domestic and international buyers, especially in light of the upcoming festive and wedding season. We look forward to building new B2B relationships and receiving real-time feedback on our latest collections.

2. How are you preparing for IIJS and the upcoming festive season?

We've ramped up production and curated fresh collections tailored for regional and festive tastes. Our team is also focusing on personalized client engagement, streamlining order fulfillment, and strengthening our digital catalog for smoother interactions during and after the show.

3. What key collections or product lines will you be showcasing at IIJS this year?

We will be showcasing our signature CNC-crafted lightweight gold jewellery that offers a grand look with minimal weight—ideal for today's price-conscious buyer. In addition, we're introducing new lines blending 22kt & 18kt gold with ceramic and enamel detailing, designed to meet evolving tastes in contemporary ethnic wear.

Trident Jewels:

Setting the Tone for 2025 with Exclusive Mangalsutra Innovations and Strategic Focus at IIJS



Mr. Aayod Jain,
Managing Director –
Trident Jewels:

1. What are your expectations from IIJS this year?

At Trident Jewels, we believe the gold industry is currently undergoing a pivotal transformation. While the first half of the year was relatively slow due to price fluctuations, we are confident that the momentum we all have been anticipating in 2025 is finally here. We believe IIJS 2025, will be a defining moment, a turning point for wholesalers and a trendsetter for the remainder of the year.

2. How are you preparing for IIJS and the upcoming festive season?

This year, our preparations have been both thoughtful and strategic. With pricing volatility influencing buying patterns, we have focused on offering a curated range that balances design excellence with commercial weight range. At Trident, we have always stood firmly with our retail partners, and this year is no different. Our collections feature exclusive, lightweight designs tailored to diverse regional markets across India ensuring innovation without compromising on accessibility.

3. What key collections or product lines will you be showcasing at IIJS this year?

This year, we introduced **Trident Trends 2025**, "This is a Pre-IIJS exclusive collection that has not been available at our counters and will be revealed for the first time at IIJS." It represents a perfect confluence of **innovation, exclusivity, and lightweight craftsmanship** reaffirming Trident Jewels' position as a trendsetter in the Mangalsutra segment.

"Tradition Reimagined:

Mr. Chetan Kumar Mehta, Chairman & Managing Director,
Showcases Festive Innovation at IIJS Premiere"



Mr. Chetan Mehta

Chairman & Managing Director,
Laxmi Diamonds, Bengaluru



What are your expectations from IIJS PREMIERE 2025?

My expectations from IIJS PREMIERE 2025 are to see innovative jewellery designs that reflect current trends and consumer preferences. I hope to connect with industry leaders, gain insights into market dynamics, and explore new technologies that enhance craftsmanship and customer experience. Additionally, I'm looking forward to networking with potential partners and discovering sustainable practices that can be integrated into the jewellery business. Overall, I'm eager for inspiration and collaboration opportunities that can drive growth and success in the industry.

How are you preparing for for IIJS and the upcoming festive Season?

We are preparing for IIJS and the festive season by focusing on a few key areas. First, I'm reviewing our inventory to ensure we have a wide range of products ready for the event and the holiday shopping rush. Additionally, I'm coordinating with the marketing team to develop promotional strategies that highlight our offerings during this busy time. Networking with industry contacts at IIJS is also a priority, as building relationships can drive future business opportunities. Finally, I'm keeping an eye on market trends to adapt our approach and ensure we meet customer needs effectively.

Are you planning new collections launch at IIJS PREMIERE 2025?

We are excited to announce the upcoming launch of our new collections at IIJS PREMIERE 2025. The first is the Navaratnam collection, and the second is inspired by Laxmi. These collections will creatively blend traditional elements with contemporary trends, allowing us to offer a unique and appealing selection to our customers.



Salt and Pepper Diamonds Make a Stylish Comeback with a Focus on Uniqueness

Jewellers are increasingly turning to salt and pepper diamonds — stones with natural inclusions — as consumers seek individuality and unconventional beauty in fine jewellery.

Often described with terms like “dusty” or “Dalmatian,” these diamonds feature natural internal markings and are celebrated more for their distinct visual appeal than affordability. Designers and buyers alike are embracing their non-traditional charm over the classic “four Cs” — cut, colour, clarity, and carat.

“There’s a growing appreciation for these distinctive natural diamonds,” says Lisa Levinson, UK head of the Natural Diamond Council. “Pioneering designers are showcasing them more often, and consumers are responding positively to their character and uniqueness.” She notes that while prices have increased, salt and pepper diamonds remain more accessible than flawless stones.

Levinson also points out that such inclusions carry geological significance, as they often preserve ancient materials from Earth’s mantle, offering insights into our planet’s history.

Athens-based designer Lito Karakostanoglou recently worked with salt and pepper diamonds for the first time in her “Protection” ring. “The smoky tones add a cool, contemporary edge, and the ring looks fantastic on everyone,” she said.

The trend has re-emerged after a lull, according to London jeweller Bear Brooksbank, who believes the arrival of lab-grown diamonds initially overshadowed this niche market. “But with minimalism and clean aesthetics dominating,

consumers are once again drawn to the raw, moody elegance of included diamonds.”

Designers like Lauren Wolf and Rebecca Overmann, founders of US-based showcase Melee The Show, echo this sentiment. “We first saw the trend over a decade ago. What we’re witnessing now feels like its second wave,” says Wolf.



Scottish jeweller Ellis Mhairi Cameron values the wide tonal variety salt and pepper diamonds offer. Her clients are drawn to their visual depth rather than their price. She has incorporated these stones into solitaire and cocktail rings, trilogy settings, engagement bands, and even a bespoke sgian-dubh — a traditional Scottish knife.

“No two stones are the same — that uniqueness resonates with our clients,” Cameron explains. “They’re not just buying jewellery; they’re buying something deeply personal.”

Retailers like Liberty London and Gleneagles Hotel’s boutique, 1924, are helping shift perceptions by embracing these unconventional gems. “Their natural flaws are their beauty,” says Cameron. Jeweller Elliot Andre, founder of EX-A Studio, sees particular interest from male clients who

prefer understated, imperfect stones over traditional sparkle. Meanwhile, Sophie Keegan, who bought her first salt and pepper diamond in 2009, continues to craft bold pieces, including a 6ct statement ring.

Rachel Boston, known for her art deco-inspired designs, has worked with “imperfect diamonds” since launching her brand. “Back then, I couldn’t afford white diamonds,” she says. Today, Boston sources many of her stones from Misfit Diamonds, a Canada-based wholesaler known for traceable, non-traditional stones. “Misfit offers beautifully cut, unique diamonds with transparency around origin — which is rare in our industry,” she adds.

Despite the enthusiasm, some gem purists remain unconvinced, arguing that diamonds should be prized for their brilliance and clarity — characteristics diminished by heavy inclusions.

Gem historian Rui Galopim de Carvalho reflects on this modern preference as a cultural shift. “Historically, only gem-quality stones were used in jewellery because there was no middle class to cater to,” he explains. “The embrace of included diamonds is very much a 21st-century development — much like the popularity of natural wines.” Still, for today’s design-driven, authenticity-seeking clientele, salt and pepper diamonds offer a compelling alternative: beauty in imperfection, individuality over uniformity, and a timeless story embedded in every flaw.

CARATS 2025 Glitters with Glamour, Grandeur, and Global Appeal

The 6th edition of CARATS – Surat Diamond Expo, organized by Surat Diamond Association (SDA) from July 11 to 13, 2025, at the prestigious Avadh Utopia, concluded on an exceptionally high note. The event witnessed remarkable participation and enthusiasm from industry stakeholders, culminating in trade transactions surpassing INR 100 crore. This impressive milestone reaffirmed the expo's growing stature as a premier B2B platform for



diamonds in India.

Amid a challenging international market environment, the event stood out for its robust participation and vibrant energy. A total of **73 exhibitors**, mainly from **Surat** and **Mumbai**, presented an extensive range of offerings, from **loose polished diamonds** (both **natural** and **lab-grown**) to **diamond-studded jewellery** and the latest in **gem-cutting technology**.

The event drew a **global audience**, with overseas visitors flying in from the **USA, Russia, Ukraine, Dubai**, and other regions, while domestic buyers came from key cities including **Jaipur, Mumbai, Kolkata, Chandigarh, Amritsar, Delhi, Ahmedabad, Bengaluru, Thrissur, Telangana, Chennai, Hyderabad** and **Kochi**. The expo welcomed **more than 30 foreign buyers** and saw footfalls cross **6500 visitors over a period of the 3 days**, setting a new benchmark for B2B engagement in the sector.

The exhibition was inaugurated by the **Hon'ble Mayor of Surat, Shri Daxesh Mavani**, in the esteemed

presence of **Chairman of Surat Diamond Bourse, Shri Govindbhai Dholakia**. Both dignitaries commended Surat's pivotal role in the global diamond trade and lauded its immense potential to emerge as an international hub for the diamond industry. They deeply appreciated the thoughtfully designed booth, taking keen interest in the wide array of diamonds showcased.

The following two days witnessed the esteemed presence of **Hon'ble Home Minister of Gujarat, Shri Harsh Sanghavi**, along with prominent diamantaires **Shri Nagjibhai Sakariya, Vice President of Surat Diamond Bourse**, and **Shri Laljibhai Patel, Vice Chairman of Surat Diamond Bourse** along with **Shri Ghanshyambhai Shankar, owner of Shivam Jewels and the esteemed title sponsor of the event**. The quality, craftsmanship, and presentation left a lasting impression on them, and they commended the exhibitors for their dedication to excellence and innovation in the diamond industry. Their encouraging words served as a great motivation for all participants, further validating



the efforts put into curating a world-class display.

Continued on Page...87

TOUCH OF GOLD |

CARATS 2025 Glitters...

Surat City Police Commissioner, **Shri Anupam Singh Gehlot**, and District Collector, **Dr. Sourabh Pardhi**, graced the event with their esteemed presence, lending prestige and importance to the occasion. Their visit not only reflected the administration's strong support for the diamond industry but also underscored Surat's progressive approach to fostering collaboration between governance and trade. It highlighted a shared commitment to economic growth, ethical practices, and strengthening the city's global standing in the diamond sector.

Also in attendance was **Shri Arvindbhai Dhanera**, Director of

Tejani, Mr. Jayesh Patel, Mr. Damjibhai Mavani and Mr. Natubhai Jasani also shared their pride and joy, stating that the months of hard work, planning, and coordination had culminated in a highly impactful and well-received exhibition.

Mr. Jagdish Khunt, President of SDA, Vice-President **Mr. Gourav Sethi**, Secretary **Mr. Dhirubhai Savani**, Treasurer **Mr. Shantibhai Dhanani**, and Joint Secretary **Mr. Jasmatbhai Vaghani** expressed their satisfaction with the event's turnout and commercial success. They shared that exhibitor response was overwhelmingly positive and hinted

experience, reinforcing its status as a premier platform for the diamond trade.

Established in **1988**, SDA was founded with a clear vision: to unite, empower, and advance Surat's diamond industry. Today, it proudly represents a strong network of **over 6,000 members** and serves as a cornerstone of innovation, excellence, and sustainable growth within the global diamond landscape.

Beyond shaping Surat's international reputation in diamonds, SDA remains deeply committed to community welfare. The association regularly organizes **seminars, blood donation**



Dhanera Diamonds India Private Limited, a distinguished and influential figure in the diamond sector. With decades of contribution to the trade, particularly in Surat and Mumbai, his presence underscored the exhibition's credibility and its relevance to industry leaders.

The Convener of the show, **Mr. Vinod Dabhi**, expressed immense happiness and satisfaction over the resounding success of the event, acknowledging the overwhelming response from exhibitors, buyers, and dignitaries alike. He emphasized that the collective efforts of the team had truly borne fruit.

Co-Conveners, **Mr. Chandrakant**

at the possibility of **expanding the event to a biannual format**, driven by strong demand and industry enthusiasm.

With over **700,000 skilled artisans** employed across **5,000+ units**, Surat continues to reinforce its stature as the world's foremost hub for **diamond cutting and polishing**. As market dynamics shift and evolve events like **CARATS** remain crucial in **fostering trade relationships, encouraging innovation, and supporting industry resilience**.

Since its inception in 2018, **CARATS** has consistently elevated industry standards under the capable leadership of the SDA. Each edition has delivered an exceptional

drives, and medical camps to support public health and awareness. It also runs the **SDA Hospital and SDA Girls School**, reflecting its enduring dedication to education, healthcare, and charitable outreach.

CARATS 2025 stands as a shining reflection of SDA's unwavering commitment to excellence, collaboration, and community. As the association continues to lead the industry forward, it does so with a vision that blends brilliance in diamonds with a deep sense of responsibility toward society making **both CARATS and SDA true gems of Surat**.

ICRA Forecasts 7%-10% Drop in Indian Cut & Polished Diamond Exports for Fy2026

Rating agency ICRA projects that Indian cut and polished diamond (CPD) exports will decline further by 7% to 10% year-on-year in FY2026, reaching approximately \$12 billion. This follows a 20-year low in exports recorded in FY2025 and is primarily driven by weakened demand in the US market amid ongoing uncertainties over potential US tariff impositions. Consequently, ICRA has maintained a Negative outlook for the sector.

In FY2025, Indian CPD exports fell 17% to \$13 billion, impacted by challenging global macroeconomic conditions and rising competition from lab-grown diamonds (LGD) and fancy-coloured diamonds (FCD). These alternatives have gained traction due to shifting consumer preferences favoring more affordable options and the ethical appeal of LGDs, whose market share rose to



8% of polished diamond exports in FY2025 compared to just 1% in FY2019.

Although rough diamond prices dropped 8% in FY2025 as miners reduced prices to stimulate demand, a significant correction in prices is not expected soon. Production cuts by miners are anticipated in FY2026, which should keep rough diamond prices stable.

Polished diamond prices hit record lows in the second half of FY2025

amid subdued demand, falling 7% year-on-year after a 17% decline in FY2024. With Q1 typically being a slow period and ongoing tariff uncertainties, polished diamond prices are likely to remain range-bound in the first half of Fy2026.

The operating profit margins (OPM) of ICRA's sample CPD companies shrank by about 400 basis points to 4% in FY2025 due to negative operating leverage. ICRA expects margins to contract further to around 3.6%-3.7% in FY2026, as the ability to pass on price increases stemming from US tariffs remains limited amid weak demand.

The credit health of Indian CPD firms is expected to stay under pressure in FY2026 due to lower earnings and extended working capital cycles. Effective inventory management will be crucial from a credit perspective moving forward.

RBI Reveals Gold Reserves for the First Time in Documentary Series

For the first time ever, the Reserve Bank of India (RBI) is unveiling its gold reserves, offering the public a rare glimpse into the gold that underpins the nation's financial stability. The documentary series, *RBI Unlocked: Beyond the Rupee*, showcases gold bricks weighing 12.5 kg each, stored in the RBI's vaults in Mumbai and Nagpur.

India's total gold reserves, estimated at around 854 tonnes, are featured prominently in the series. Of this, approximately 510 tonnes are held domestically, while 324 tonnes are stored overseas. The documentary, produced by Chalkboard Entertainment in partnership with JioHotstar, aims to demystify the RBI's work and present its key functions in an accessible manner to a



broad audience.

An RBI official is quoted in the film saying, "Countries will rise and fall. Economies will have ups and downs. But gold will always maintain its

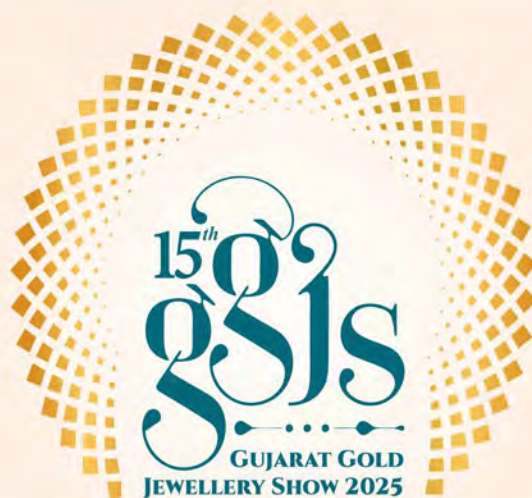
value," underscoring gold's enduring importance.

The series traces the RBI's 90-year history, highlighting its evolution into a comprehensive monetary authority. This marks a new chapter for the central bank, moving away from its traditionally secretive image toward greater transparency by showcasing India's wealth and financial strength.

Beyond gold reserves, the documentary also explores the RBI's wide-ranging responsibilities, including currency management, monetary policy, banking regulation, and oversight of financial markets and payment systems. Through this series, the RBI aims to build greater public trust by shedding light on its crucial role in India's economy.

Ultimate, Unique, Unmatched

The Gold Show of India



15 **16** **17**
MON TUE WED

SEPTEMBER 2025

Helipad Exhibition Centre,
Gandhinagar, Gujarat

KEY FEATURES

1000+
STALLS

600+
EXHIBITORS FROM
ACROSS INDIA

200+
PREMIUM
PAVILIONS

25000+
PAN INDIA VISITORS
EXPECTED

1500+
HOSTED BUYERS

**2.5
LAKH+**
SQ. FT. SPREAD
EXHIBITION AREA

10 LAKH+
UNIQUE DESIGNS

**KNOWLEDGE SEMINAR
FOR GEMS &
JEWELLERY INDUSTRY**

**FACE RECOGNITION
TECHNOLOGY**

**15 YEARS,
20 SHOWS**
B2B EXHIBITION
EXPERIENCE

For online visitor registration, log on www.ggjs.co.in

Jointly Organized By

GGJS
GUJARAT GOLD JEWELLERY SHOW



GOLD ORNAMENTS WHOLESALE
JEWELLERS ASSOCIATION

Supported



Main Sponsor

astmangal
CHAINS PRIVATE LIMITED

Co-Sponsor

SHREE HARI
ORNAMENTS

VENZORA
By GOVINDJI ORNAMENTS

alpha-e
EASCODE SOLUTIONS PVT. LTD.

Badges Sponsor

IMAGE
ORNAMENTS

Directory Sponsor

Do it
Doit Industries Limited

Zen Diamond Plans Aggressive India Expansion with 100 Stores Over Next Five Years

Zen Diamond is gearing up for a major retail push in India, with plans to open 100 stores across the country over the next five years. The initial phase will focus on major metro cities, followed by expansion into tier-II markets, according to Neil Sonawala, Managing Director of Zen Diamond India.

The company currently operates two stores in Mumbai and has secured locations for three more — two in southern India and one in the north — bringing the total to five stores by the end of the calendar year.

“We’re committed to growing our presence in India, and the goal is to have 100 stores over five years. Initially, we’re targeting key metropolitan areas and then expanding to smaller cities,” Sonawala said in a statement to PTL.

The stores will be strategically located in premium malls that already house international brands and attract significant foot traffic.

Zen Diamond has already invested ₹100 crore into its Indian operations, financed entirely through internal accruals. Sonawala stated that the company aims to fund the first 10 to 15 stores internally, but for the



broader 100-store rollout, it will explore additional funding options, including franchising or other strategic partnerships.

“We’re still in the early stages of evaluating funding models for long-term expansion, so it’s too soon to confirm the final structure,” he added.

Globally, Zen Diamond operates over 450 stores across 20 countries. To support its India plans, the company has established a

manufacturing unit in Mumbai with an annual production capacity of approximately 500,000 jewellery pieces. “We manufacture everything locally in India, with monthly production at about 35,000 to 40,000 pieces,” Sonawala said.

The company is also expanding into digital retail, with the launch of its own e-commerce platform and shop-in-shop presence at 4 to 5 Pernia’s Pop-Up outlets by year-end.

Regarding product offerings, Sonawala noted that 75–80% of the jewellery designs in Indian stores will be curated from Zen Diamond’s international collections. The remaining 20% will be locally crafted, incorporating Indo-Western aesthetics to align with Indian tastes. Prices will range from ₹20,000 to ₹15 lakh, with a focus on everyday wear, evening wear, and gifting.

“We aim to blend modern, trendy international designs with local preferences to cater to a wide audience,” he concluded.

HRD Antwerp to Halt Certification of Lab-Grown Diamonds Starting 2026

In a global first, HRD Antwerp has announced that it will stop issuing quality certificates for synthetic diamonds starting in 2026. The decision marks a strategic move to reinforce Antwerp’s status as a leading global hub for natural diamonds and to restore clarity and trust among consumers.

Since its establishment in 1973, HRD Antwerp has been a trusted name in certifying the authenticity and quality of diamonds. Over ten years ago, the organisation expanded its services to include lab-grown diamonds—man-made gems created by exposing pure carbon to extreme heat and pressure,

making them visually identical to natural diamonds without advanced testing.

While synthetic diamonds have grown in popularity, HRD Antwerp believes many consumers still struggle to differentiate them from natural ones. This lack of clarity, the company says, undermines confidence in the diamond industry.

To address this, HRD Antwerp will no longer provide certificates for loose synthetic diamonds intended for commercial use. According to CEO Ellen Joncheere, this move aims to strengthen the position of natural



diamonds in the global market and support long-term industry sustainability.

However, the organisation will continue to analyse synthetic diamonds for research purposes, and jewellery pieces containing lab-grown stones will still be eligible for certification.

13th Edition
UGJIS[®]
PUNE 2026

www.ugjis.com

Organized By
STYLUSINDIA
Designing Dreams...

The Jewellery & Machinery Show!

Features:

- 400+ Stalls
- 100+ Premium Buyers (Hosted)
- Buyer-Seller Meets | 1L+ Designs
- Exclusive To Markets in Maharashtra, North Karnataka, North Telangana & Goa
- New Design Launches
- Networking Platforms
- Ease of Business
- Trendy Festive Offers
- Exclusive Machinery Section

*Market Se Connect Karo,
Apna Business Grow Karo!*

February 14, 15 & 16, 2026

Auto Cluster, PCMC, Pune - 411019

For Details
Contact

9307306123





 9 years of goodwill trust and credibility	 100+ Stalls Showcasing their design	 Over 3000+ serious buyers across North India	 Strategically placed During Diwali Season
 5000+ unique designs and collection displayed	 Detailed 360 promotion & marketing across North India.	 3 days at the best 5 star venue ensuring superb infrastructure	

INFOSEL TECHNOLOGIES LLP

515, OPTIONS PRIMO, 21st Rd, Midc Nr. Passport Office, Andheri East, Mumbai-93



Diwali Edition

*1th
edition*

The Rise of
Ancient Glory

B2B Jewellery Show


JewelNet EXPO

23 SAT 24 SUN 25 MON AUG 2025

**AKM Resort,
Chandigarh**

(Zirakpur - Patiala Road, Punjab Jurisdiction)

Supported By:-



FOR TRADE ENQUIRIES

PRAKASH JOISHER | **ARJUN GAJRA**
9820307550 | 8169028604



VIKAS CHUDASAMA
Founder & Ceo
Infosel Technologies LLP
9324254765
Vikaschudasama@gmail.com



647-Carat Diamond Unearthed in Brazil Becomes Nation's Second Largest

A massive 647-carat diamond recently discovered in southeastern Brazil has become the second-largest ever found in the country, with an estimated value of just over \$3 million. The brown-colored gemstone was uncovered in late June in the Douradinho riverbed, located in the rural mining region of Coromandel. This area is known for both industrial operations and artisanal miners, locally referred to as *garimpeiros*.

The rare find has sparked excitement throughout Coromandel, a town steeped in mining history. "The entire



community was euphoric — it's been a long time since a diamond of this size was found," said a representative from the Coromandel municipality.

The only larger diamond ever found in Brazil remains the famed 726.6-carat President Vargas diamond,

discovered in the same region in 1938.

Once the world's leading diamond producer from 1730 to 1870, Brazil now accounts for less than 1% of global diamond output, primarily from alluvial sources. Significant discoveries like this one are increasingly rare and reignite interest in the country's diamond potential.

According to Brazilian news outlet Click Petróleo e Gás, the diamond has already been sold, although the buyer's identity remains undisclosed.

Aukera Strengthens National Footprint with New Stores in Bangalore and Greater Noida

Aukera, a leading name in India's lab-grown diamond jewellery segment, is accelerating its retail expansion with the launch of two new stores in Greater Noida and Bangalore. This strategic move underscores the brand's ambition to solidify its position in the rapidly growing lab-grown diamond market.

With these latest additions, Aukera's brick-and-mortar presence now totals 13 stores across major metro cities including Bengaluru, Hyderabad, and the National Capital Region (NCR). This growth mirrors the wider industry trend — lab-grown diamonds now account for nearly 60% of certification revenue at IGI India, highlighting a clear shift in consumer preferences toward sustainable luxury.

The new stores are located in prime urban hubs, designed to boost foot traffic and elevate brand visibility. In Greater Noida, the 1,100 sq. ft. store



is nestled in the bustling Gaur City Mall, a popular retail destination within the Gaur City Township. In Bangalore, the brand has opened a spacious 1,500 sq. ft. showroom on Sarjapur Road, one of the city's fastest-developing residential and commercial areas, especially popular among millennials.

Adding to the excitement is the launch of Aukera's annual **Big Rock Fest**, which includes the debut of the **Champagne Diamond Collection** — a carefully curated line showcasing

the warm, alluring tones of champagne diamonds in sizes ranging from 1 to 20 carats. The collection features a variety of cuts including cushion, emerald, heart, oval, radiant, and pear, among others.

Commenting on the expansion, Lisa Mukhedkar, Founder and CEO of Aukera, shared:

"We're incredibly grateful for the phenomenal response to our retail stores across the country. The growing demand for lab-grown diamond jewellery reflects a shift toward conscious, ethical luxury. Our entry into Bangalore and Greater Noida marks an important milestone, especially as we unveil our Champagne Diamond collection — a collection very close to our hearts. Every piece is a tribute to precision, elegance, and design excellence, and we're confident it will resonate deeply with jewellery lovers in both regions."

SONI SHIVLAL BROS.
JEWELLERS



RKR JEWELLERS

CHENNAI | DELHI | MUMBAI



RKR JEWELLERS

Cordially Invites you to come & see our
Exclusive unique Jewellery Collection
at

IIJS
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

31ST JULY - 4TH AUGUST 2025

BOMBAY EXHIBITION CENTRE
GOREGAON, MUMBAI-400 063

HALL NO.-

STALL NO.

1 1E 98A

HEAD OFFICE:

Office No.: 20, 3rd Floor, Bldg. No.51/55, Dhanji Street,
Zaveri Bazar, Mumbai - 400003.

BRANCH OFFICE:

A-Flat, 2nd Floor, 3/2, Badriveerasw, Amy Lane, Near S.R.Sale,
NSC Bose Rd, Sowearpet, Chennai - 600 079.
Email Id.: info@rkrjewellers.in | rkrjewellers@gmail.com

SANJAY ROY

+91 98926 97890

+91 93218 18554

UTTAM ROY

+91 77180 15130

+91 97692 06210

HALL NO.1





DEREWALA®
WORLD JEWELLERY

IIJS
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

31st July - 4th August, 2025
Bombay Exhibition Centre- Mumbai

Hall No. 1

Stall No. - 1F-114A

A dorning

the

Golden

Legacy



Derewala Industries Limited

E-72 & 73, EPIP, Sitapura Industrial Area, Tonk Road, Jaipur - 302 022, Rajasthan, India

Tel: +91-141-5151444- | Fax: +91-141-5151400 | Mob. - 9782099914, 9755554709

Web: www.derewala.com



HALL NO
04

IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025
31st July - 4th August, 2025
Bombay Exhibition Centre- Mumbai

STALL NO
4T 484A

RETI
MOUNTING JEWELLERY

NILESH: 8291279021



IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2025

31st July - 4th August, 2025
Bombay Exhibition Centre- Mumbai

HALL NO: 04

STALL NO: 4T 492H



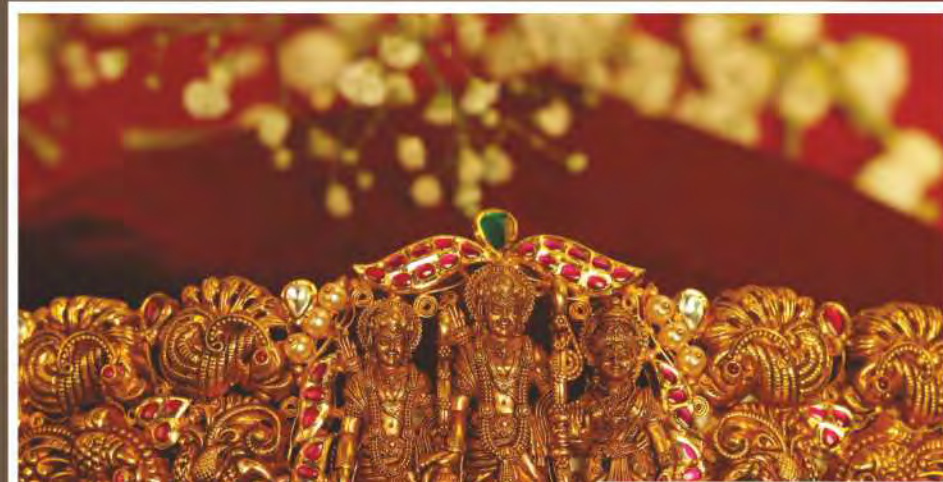
ENZA
ETERNAL ELEGANCE
BY RAJYASH

NILESH: 8291279021

NEEL: 8291279996

Tarini™

BY S K SETH CO, MUMBAI



iijs
PREMIERE

INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

30th July - 3rd August, 2025
Jio World Convention Centre

The Select Club
EXCLUSIVE HIGH-END COUTURE JEWELLERY

Club 18 D



S K SETH CO
JEWELLERS
NARAYAN SETH

Tarini
BY S K SETH CO, MUMBAI

Office no.101/103, 1st Floor, 28 D.D. Jewels, 1st Agyari Lane, Khau Gali, Zaveri Bazar, Mumbai- 400002

[tarinijewellers.in](https://www.tarinijewellers.in)

[tarinijewellers.in](https://www.tarinijewellers.in)

9930603365