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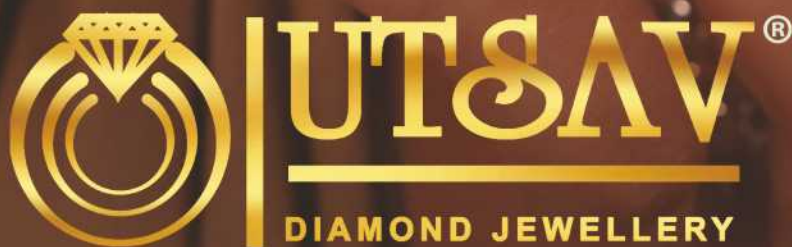
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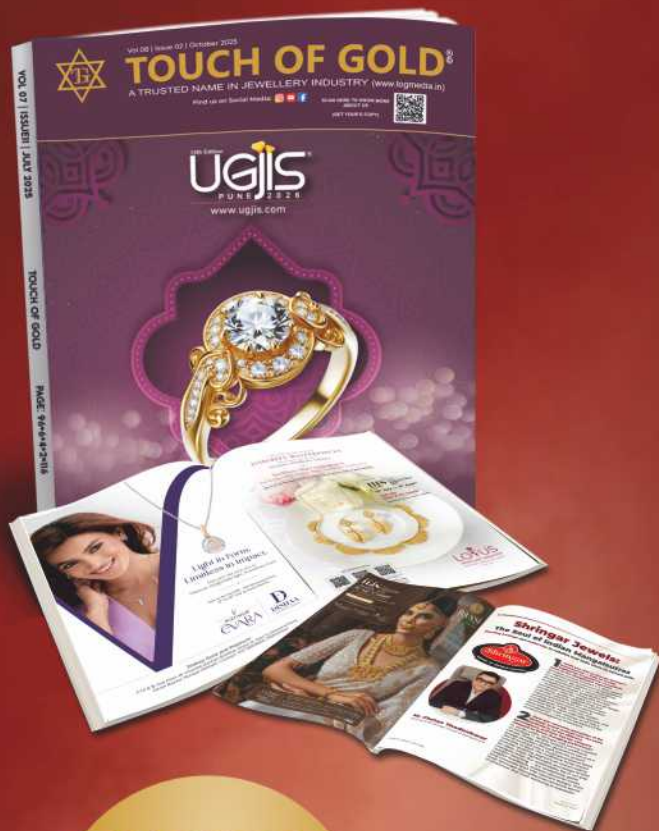
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Amarjeet Tiwari

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TOG Magazine



Glitter Amid Global Flux: India's Gem Trade Sparkles Again

India's gem and jewellery sector has quietly reclaimed its shine, recording a 3.66% growth to US\$ 14.09 billion in exports during the first half of FY2025-26. In an international environment riddled with inflationary tremors and subdued demand, this modest yet meaningful rebound signals not just market resilience, but also the underlying vitality of India's export engine.

This growth tells a story beyond numbers — one of adaptability and revival. The diamond polishing clusters of Surat, gold artisans across Tamil Nadu and Gujarat, and exporters in Mumbai are finding ways to balance volatile global orders with domestic cost pressures. As the rupee oscillates and global consumers shift preferences towards sustainable luxury, India's gem trade continues to leverage craftsmanship, credibility, and cost efficiency as its enduring strengths.

From a monetary lens, this improvement adds a glimmer to India's external account stability. Higher exports help cushion the impact of volatile crude prices and could offset part of the current account strain. Moreover, a steady inflow of foreign currency provides breathing room to the Reserve Bank of India in managing liquidity and regulating inflation. The modest rise in export revenue, while not transformative, reinforces the sector's role as a consistent contributor to India's forex reserves.

Yet, there are undercurrents that merit scrutiny. The global shift toward lab-grown diamonds, regulatory tightening in importing nations, and competitive pressures from countries like China and Thailand test India's edge in this craft-intensive domain. The question for policymakers is how to sustain this recovery — through technology adoption, policy incentives, and renewed brand positioning of "Made in India" jewellery as both aspirational and ethical.

In essence, this 3.66% growth isn't just an uptick; it's a testament to perseverance. The sparkle from India's gem and jewellery trade reminds us that even in a world of economic uncertainty, tradition woven with innovation can still turn stones into strength.

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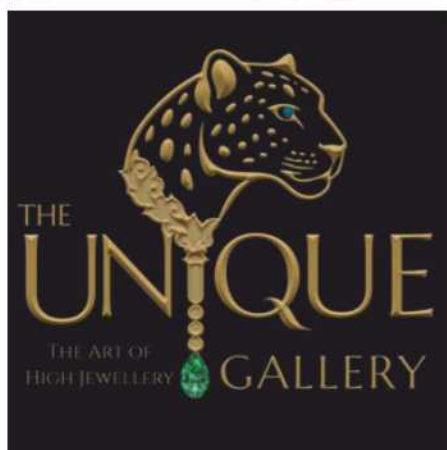
Dubai Welcomes The Unique Gallery:

A Landmark Destination for High Jewellery & Collectible Timepieces



On 27th September 2025, Dubai will celebrate the grand inauguration of The Unique Gallery — the city's first permanent venue exclusively dedicated to high jewellery and collectible watches. For the first time, over a dozen internationally acclaimed designers from more than 12 countries will come together under one roof at the prestigious Kempinski Palm Jumeirah.

After establishing its presence in Monte-Carlo, St. Moritz, Lake Como, London, and Milan, The Unique Group now brings its celebrated vision to the Middle East, turning Dubai into the stage for an exciting new cultural chapter. Conceived with the spirit of an art gallery, The Unique Gallery will showcase a rotating roster of master designers, ensuring a constant renewal of creativity. Visitors can look forward to discovering fresh voices, unique perspectives, and one-



of-a-kind creations with each season.

Dalila Daffara, Founder of The Unique Group, explains:

"Dubai represents excellence, innovation, and cultural ambition. Having curated high jewellery events across Europe's most iconic destinations, I knew this city was the perfect place to establish a permanent institution. The Unique Gallery will set new benchmarks — a space where rarity, artistry, and

timeless beauty are not just displayed but celebrated on a truly international scale."

Adding to this vision, Alberto Enrico Federico Ferrario, Co-Founder of The Unique Group and a specialist in finance and project management, notes:

"This launch is more than just an opening — it is a statement. The GCC jewellery market, valued at over USD 14 billion, is projected to approach USD 24 billion by 2033. In the UAE alone, jewellery sales are expected to rise from USD 4.6 billion in 2024 to over USD 7.6 billion in the next decade. With the country welcoming over 12,000 new millionaires in 2023 and 2024, Dubai has cemented itself as a global hub of wealth and luxury. By establishing The Unique Gallery here, we are creating a gateway for international designers to engage directly with one of the most dynamic and affluent luxury markets worldwide."



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AGDRT 2025 Kicks Off at Bharat Diamond Bourse, Mumbai



The second edition of **Advances in Gem and Diamond Research and Technology (AGDRT) 2025** commenced at the Bharat Diamond Bourse Convention Hall, Mumbai, bringing together distinguished researchers, scientists, and internationally acclaimed speakers.

Organized by the Gemmological Institute of India (GII)—a premier institution serving the gem and diamond industry in certification, grading, and advanced technology—the symposium is supported by **BDB, GIA, and IGI**. AGDRT has established itself as a globally significant platform where leading gemologists and research scientists present their latest findings and innovations.

In his welcome address, **Mehul Shah, Chairman of GII**, warmly greeted delegates and commended the GII team for successfully creating a platform of such importance for research, knowledge exchange, and innovation. He also highlighted GII's academic initiatives, particularly its collaboration with Sigma University, which will soon introduce a three-year degree program in diamonds and jewellery—aimed at empowering artisans with formal academic recognition and graduate-level qualifications.

Shah extended his gratitude to supporting institutions including **BDB, GJEPC, IGI, and GIA**, as well as to the global research leaders and eminent gemologists attending AGDRT 2025.

Notable participants included: **Anoopbhai Mehta (President, BDB)**, **Kirit Bhansali (Chairman, GJEPC)**, **Tom Moses (VP, GIA)**, **Prof. Ramchandra Rao (IIT Madras)**, **Anup Zaveri (Managing Trustee, GII)**, **Dr. AVR Reddy (CEO, GII)**, **Dr. Wuyi Wang (GIA)**, **Noora Jamsheer (Head, DANAT, Bahrain)**, **Dr. Alexander Bulatov (RAS, Moscow)**, **Janak Mistry (Lexus Softmac, Surat)**, **Sanjiv Mani (MED, BIS, New Delhi)**, **Dr. A. Sato (SSEF, Switzerland)**, **Mr. Thanong (GIT, Bangkok)**, **Mr. Gamini Zoysa (Gemologist, Sri Lanka)**, and **Shripal Desai (GII)**.

The two-day symposium runs from 22nd to 23rd September 2025, setting the stage for groundbreaking discussions on the future of gem and diamond research.





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Hari Krishna Exports Honoured with Environmental Stewardship Award at JWA Hong Kong 2025

HK shares sustainability insights and celebrates recognition at Jewellery & Gem WORLD Hong Kong. Hari Krishna Exports Pvt. Ltd. (HK), a global leader in natural diamond manufacturing and sustainability-driven innovation, proudly marked a milestone participation at Jewellery & Gem WORLD Hong Kong 2025. The company was awarded the Jewellery World Awards (JWA) 2025 – Environmental Stewardship for its impactful contributions to Life Below Water and Life On Land.

This recognition follows HK's success at JWA 2024, where it received the Jury's Special Recognition Award for Environmental Stewardship, reinforcing its consistent leadership in ecological restoration and sustainable development.

The accolade particularly highlights the efforts of the Dholakia Foundation, HK's philanthropic arm, renowned for its pioneering initiatives. Through Mission River, the foundation has rejuvenated over 164 lakes and rivers, conserving more than 36 billion liters of water, enhancing irrigation for farmers, and reviving biodiversity across drought-prone regions of Gujarat. Complementing this, Mission 102030 has already resulted in the plantation of 3.6 million trees, creating carbon sinks, micro-habitats, and green corridors.



Hari Krishna Exports Pvt. Ltd.

Freshwater ecosystem restoration projects such as Bharatmata Sarovar, Kalwa River, and Saraswati River have now become sanctuaries for migratory birds like Painted Storks and Herons. These efforts have boosted agricultural productivity, reversed migration trends in rural communities, and positively impacted

the lives of more than 250,000 farmers and villagers.

At the JWA Hong Kong ceremony, Ghanshyam Dholakia, Founder and Managing Director of Hari Krishna Exports, along with Hasu Dholakia (second generation) and Mukesh Dholakia (Head of H.K. Impex, Hong Kong – Distributor of Hari Krishna Exports), received the award. Rajesh Dholakia and Brijesh Dholakia from the second generation were also present.

“My father always said: keep two things in business—honesty and hard work. At Hari Krishna Exports, we live by that every day. From serving meals to our 9,000 family members to rejuvenating lakes and planting millions of trees, sustainability is at the heart of everything we do. When we care for the land, happiness shines through in every diamond we craft,” said Ghanshyam Dholakia, Founder and Managing Director, Hari Krishna Exports.

Photo Caption: From the right – Ms. Salin, Mr. Ghanshyam Dholakia, Mr. Hasu Dholakia, Mr. Mukesh Dholakia.





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Harit Zaveri Jewellers Unveils Navrang:

A Festive Jewellery Collection for Navratri 2025

This Navratri, Harit Zaveri Jewellers introduces Navrang — a collection that captures the spirit of festivity through rich maroon hues, the glow of diyas, the beat of dhol, and the joy of garba nights. It is a celebration of tradition, togetherness, and the timeless energy of the season.

Crafted in 22kt gold, Navrang brings together heritage artistry and modern elegance. The collection features exquisite meenakari, kundan, pearls, polki, and temple-inspired motifs, designed for the contemporary woman who values both versatility and grace. Whether adorning Navratri nights or becoming a cherished part of a bridal trousseau, Navrang resonates with jewellery that journeys with her.

From antique gold chokers with



delicate pearls and gemstones to layered necklaces radiating royal opulence, every piece in Navrang reflects meticulous craftsmanship.

Lightweight earrings with ghungroo-inspired accents promise effortless movement, while statement rings and kadas balance grandeur with wearability. Completing the curation, maang tikkas bring a delicate touch of tradition.

Drawing inspiration from floral patterns, peacocks, and divine icons—symbols of prosperity, beauty, and grace—Navrang embodies the rhythm of Navratri while holding timeless relevance for weddings, festive gatherings, and especially Dusshera, a day considered highly auspicious for jewellery purchases.

Navrang by Harit Zaveri Jewellers is more than adornment; it is artistry, heritage, and heirloom—shining with the spirit of festivity.

The House of Rose and Krésha Bajaj Present a Captivating Fusion of Couture and Fine Jewellery

The House of Rose, India's esteemed luxury jewellery maison, premiered Krésha Bajaj's celebrated collection, *The Archive of Hidden Things*, in India for the first time after its successful debut at Dubai Fashion Week. Hosted at Rose's flagship boutique in Ballard Estate, Mumbai, this collaboration was envisioned as a seamless dialogue between couture fashion and exquisite fine jewellery.

Since its founding in 1981, The House of Rose has reimagined Indian luxury, creating jewellery that transcends adornment to embody poetry in design and legacy in craftsmanship. Its Ballard Estate flagship offers an experiential space where heritage meets modernity, showcased in curated areas like *The MEZZ*, *The Treasure Chest*, and *The Watch Bar*.

The exhibition paired Bajaj's couture with Rose's masterful Vintage Trésors

and *Harmony of Shapes* collections, celebrating texture, form, and storytelling. Notable pieces included a stunning necklace featuring rose-cut and round natural diamonds, vivid tanzanite beads, an oval rubellite, and an 11.820-carat pink tourmaline, as well as a regal emerald necklace highlighted by eight striking octagonal emeralds and Russian emerald melon beads. The collection also featured an all-diamond piece composed of pear, round, and marquise cuts, embodying brilliance and wearable art.

Trisha Vaidya, Director of The House of Rose, noted, "This collaboration felt both inevitable and electrifying. Each jewel at Rose is crafted as an heirloom of emotion and artistry. Krésha's creations resonate with originality and narrative, and together, fashion and jewellery created a rare moment of beauty and intimacy."



Krésha Bajaj shared, "Bringing *The Archive of Hidden Things* to Mumbai, especially within *The House of Rose*—an institution that shares the spirit of storytelling and craft—made this presentation especially meaningful."

Together, they crafted an immersive retail experience where couture and fine jewellery converge, inviting viewers on a sensory journey that redefines luxury storytelling.

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GJEPC Unites Nation with Blood Donation Pledge on Jeweller's Day

The Gem & Jewellery Export Promotion Council (GJEPC) successfully mobilised thousands of citizens across India to take the Blood Donation Pledge on Jeweller's Day, 17th September 2025, and participate in blood donation drives organised in honour of the skilled craftsmen who are the backbone of India's gem and jewellery industry.

This landmark initiative highlighted the industry's deep commitment to social responsibility and the spirit of giving. By taking the pledge, participants reaffirmed their dedication to saving lives through the simple yet powerful act of donating blood — addressing India's ongoing challenge of blood shortages.

Following the pledge, blood donation drives were held nationwide across key hubs including Mumbai, Surat, Jaipur, Kolkata, Chennai, Hyderabad, and more, in collaboration with leading hospitals and blood banks. The initiative witnessed



overwhelming support from both the trade and the public, making it one of the most impactful social endeavours in the jewellery industry's history.

Kirit Bhansali, Chairman, GJEPC, said:

“17th September, which also marked Vishwakarma Jayanti and the 75th birthday of our Hon'ble Prime Minister, Shri Narendra Modi, became even more meaningful this year as thousands came forward to

take the pledge and donate blood. Together, we honoured our tradition of craftsmanship with an act of compassion that has the power to save countless lives.”

Through this effort, GJEPC united jewellers, karigars, and citizens in one of the largest collective pledges and blood donation initiatives ever, strengthening the legacy of Jeweller's Day as not only a celebration of artisanship but also of compassion and humanity.

Kalyan Jewellers Reports 30% Revenue Growth in Q2 FY2026, Driven by Strong India and International Performance

Kalyan Jewellers announced a gratifying performance for the second quarter of FY2026, achieving approximately 30% consolidated revenue growth compared to the same period last year. The growth in India operations, around 31%, was fueled by robust wedding jewellery demand and a strong start to the festive season, including Navratri sales which were absent in the base quarter. The quarter saw a healthy same-store sales growth of about 16%.

Internationally, the company recorded a 17% revenue growth, with the Middle East market contributing around 10%, driven entirely by same-store sales growth. Overall,

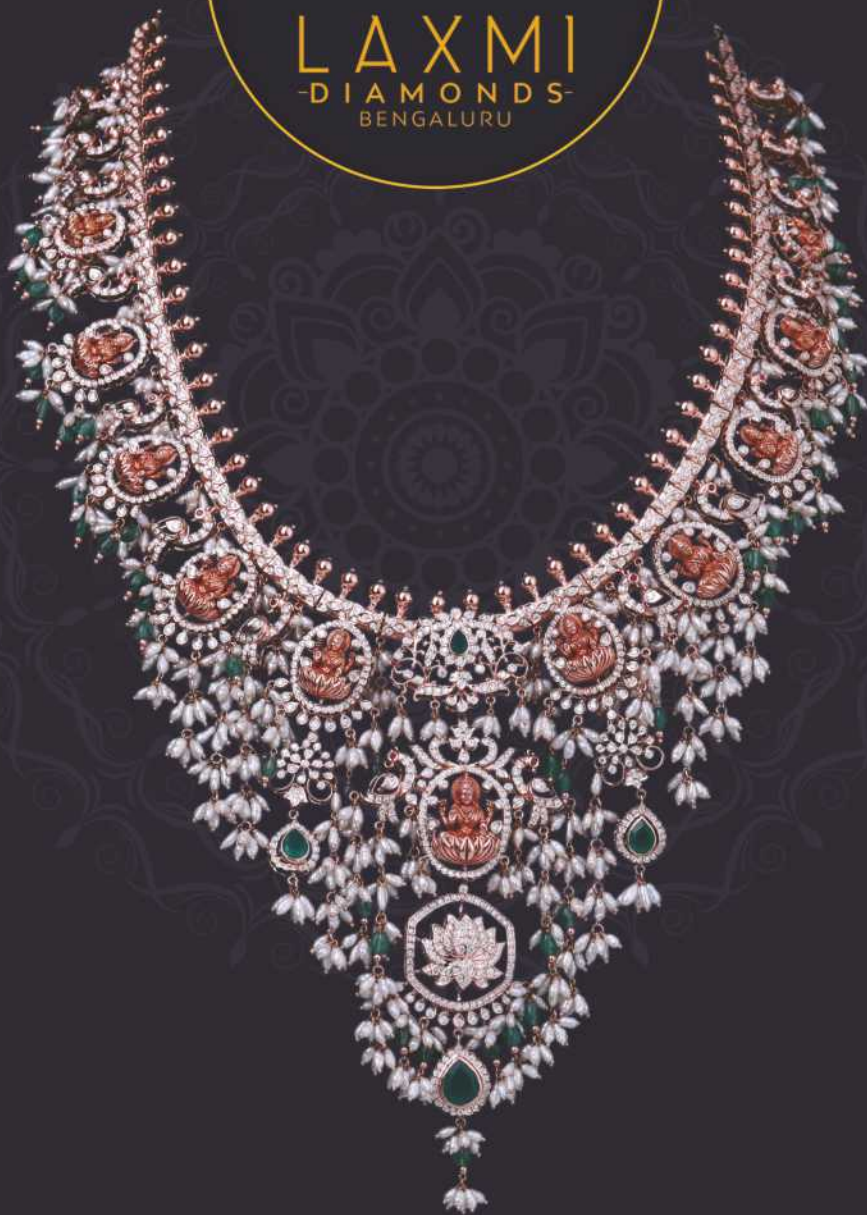


international operations made up about 12% of the consolidated revenue in this quarter.

A major highlight was Kalyan's digital-first jewellery platform, Candere, which posted an impressive 127% revenue increase over the

previous year, boosted by a significant rise in both online traffic and showroom visits. During Q2, Kalyan expanded its retail presence by opening 15 new showrooms in India, 2 in the Middle East, and 15 Candere outlets across India.

Additionally, the company secured approval from its lead bank for the release of real estate collateral tied to repaid debt, enabling the next phase of its ongoing debt reduction plan. With a positive start to the current festive quarter, Kalyan remains optimistic about sustained growth and plans to launch 15 more showrooms before Diwali.



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PP Jewellers by Pawan Gupta

Launches Navratri Hues – A Festive Gifting Collection



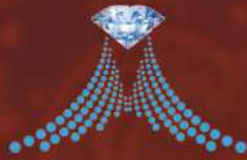
P.P. Jewellers
BY PAWAN GUPTA

This Navratri, PP Jewellers by Pawan Gupta presents Navratri Hues Gifting Options – a collection that celebrates devotion, tradition, and timeless elegance. Inspired by the nine vibrant colours of Navratri, each piece symbolizes power, prosperity, and grace. From bold statement chokers and layered rani haars to delicate jhumkas and versatile everyday wearables, the collection captures the joy and vibrancy of the season. Crafted in a harmonious blend of gold, diamonds, polki, and coloured gemstones, every jewel reflects the spirit of festivity while upholding the brand's legacy of fine artistry.

Whether chosen as a thoughtful gift for loved ones or as an indulgent addition to one's festive wardrobe, this Navratri-inspired curation seamlessly merges heritage with modern elegance.

"Our Navratri Hues Gifting Options are designed to honour the season of joy and devotion. Each jewel embraces tradition while offering timeless style for today's generation," says Piyush Gupta, Director, PP Jewellers by Pawan Gupta.





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Antique Radiance: Kushal's Dussehra Jewellery Edit Shines with Heritage and Modern Charm

Kushal's Fashion and Silver Jewellery presents a dazzling new Dussehra collection, blending antique artistry with contemporary design for the 2025 festive season. Intricate craftsmanship stands at the heart of this edition, which celebrates the spirit of triumph and festival energy through statement pieces that honor tradition while elevating modern festive style.



Featuring beaded motifs inspired by mor pankh (peacock feathers), floral elements, and bold geometric medallions, the collection combines time-honored elegance with a fresh perspective. BIS hallmarked 92.5 silver temple jewellery showcases intricate carvings and motifs drawn from temple architecture, including necklaces, bangles, earrings, and toe rings—each designed to merge cultural heritage with everyday

practicality.

The 2025 festive edit offers an array of essentials: jhumkas with vibrant red stones, ornate kadas, antique gold chaandbalis, liquid-metal-effect bead earrings, and versatile layered necklaces. Crafted with 22k gold-plated and antique-finish techniques, these pieces strike a fine balance between classic artistry and contemporary silhouettes, making them perfect for both traditional sarees and modern party wear.



Manish Gulechha, Co-Founder, notes, “This Dussehra, our collection is a tribute to festive grandeur and daily elegance. Antique-finish designs, intricate motifs, and unique shapes help women showcase their individual style for every celebration, both in stores and online.”

Signature highlights include statement necklaces strung with colorful micro beads, sculptural rings, bold nakashi jhumkas, and antique-finish kadas—each offering a standout look with a story rooted in tradition and renewed for today's woman. Meticulously designed temple jewellery brings devotional motifs and sacred carvings for true festive radiance and versatility.



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MS Dhoni Signature Platinum Collection Returns with Festive Season Exclusives

Platinum Guild International (PGI) India's Men of Platinum brand makes a striking comeback this festive season with the MS Dhoni Signature Edition — a jewellery line that reflects the enduring legacy of a modern icon. Crafted in 95% pure platinum, one of the highest grades of purity in precious jewellery, the metal's naturally white sheen never fades or tarnishes. Built to last, each piece embodies the values it represents — strength, rarity, and timelessness — qualities that have defined MS Dhoni's illustrious career, including resilience, composure, and quiet confidence.

The latest designs in this edition draw inspiration from Dhoni's journey and his distinctive style. From sculptural

link bracelets symbolising connection and strength, to dual-tone creations expressing precision and understated elegance, the pieces balance minimalism with bold presence. Clean lines, purposeful detailing, and Dhoni's signature engraving transform each piece into a mark of inner greatness. This collection is as much about meaningful symbolism as it is about refined aesthetics, serving as a personal reminder of the principles one lives by.

Adding to the exclusivity, Men of Platinum has introduced a unique festive activation. Customers purchasing from the MS Dhoni

Signature Edition between 18th September and 16th November 2025 will have the chance to win an extraordinary experience — a private meet-and-greet with MS Dhoni in Mumbai, slated for early 2026.



This initiative extends its recognition beyond consumers to the retail trade. Top-performing retail partners achieving the highest sales of the Signature Edition between 18th September and December 2025 will be invited to nominate representatives to attend the exclusive event with the cricketing legend — making it a cherished, once-in-a-lifetime moment for fans and partners alike.

PNG Jewellers Debuts in Kolhapur with Festive Navratri Store Launch

PNG Jewellers has marked its entry into Kolhapur with the inauguration of its first store in the city this Navratri, underscoring the brand's growth across Maharashtra. Strategically located on Station Road, the new store brings Kolhapur a vast selection of gold, diamond, silver, and platinum jewellery, ranging from classic bridal lines like Pratha, Katha, Eiina, and Saptam to modern lightweight creations — blending the brand's heritage with contemporary elegance.

During the opening ceremony, Bollywood actress Raveena Tandon praised Kolhapur's enduring culture and traditions, highlighting how PNG Jewellers' refined, meaningful jewellery perfectly complements the city's spirit. She emphasized the blend of heritage and modern



craftsmanship showcased by the brand.

Dr. Saurabh Gadgil, Chairman and Managing Director, expressed his excitement about this launch, calling Kolhapur a city close to the company's heart and a beacon of cultural heritage and progress. He remarked that opening the store during Navratri holds special significance, as PNG Jewellers seeks to serve Kolhapur's people by honoring their traditions while supporting their modern aspirations.





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GJEPC Urges Finance Minister

for Urgent Relief as U.S. Tariffs Continue to Strain Gem & Jewellery Sector

New Delhi, 24th September 2025:

The Gem & Jewellery Export Promotion Council (GJEPC) leadership, led by **Chairman Kirit Bhansali**, along with **Vice Chairman Shaunak Parikh** and Executive Director Sabyasachi Ray, met the Hon'ble Minister of Finance and Corporate Affairs Smt. Nirmala Sitharaman today to seek urgent relief measures for the gem and jewellery sector, which has been severely impacted by the recent 50% tariff imposed by the United States.

Speaking after the meeting, Mr. Bhansali said, "We are pleased that India-U.S. trade discussions have resumed, which is encouraging news. However, the process may take time, and until a resolution is achieved, it is essential to introduce relief measures to help the sector survive and sustain employment. We have requested allowing SEZ units to undertake reverse job work and DTA sales to keep factories and artisans engaged, extending export obligation periods for U.S. shipments, and providing an interest moratorium on packing credit and working capital loans to ease financial stress. These measures will



not only help safeguard jobs but also support the competitiveness of Indian exporters during this challenging period. We are grateful to the Hon'ble Finance Minister for giving a patient hearing to our concerns and assuring support."

During the meeting, Mr. Kirit Bhansali thanked the Finance Minister for the landmark GST reforms that have benefitted the sector.

The Council requested interventions to help the sector survive and sustain employment until the ongoing India-U.S. trade negotiations are concluded. These included measures such as allowing reverse job work and DTA sales by SEZ units, extending export obligation periods

for U.S. shipments, providing an interest moratorium on packing credit and working capital loans, and offering liquidity support to exporters.

The delegation also requested that the **India Jewellery Park be recognized as an industrial park and included in the Harmonised Master List of Infrastructure**, so it can avail all benefits applicable to industrial parks.

The Finance Minister gave a patient hearing to the industry's requests and assured full support to the sector, emphasizing the government's commitment to sustain exports, protect jobs, and maintain the competitiveness of Indian gem and jewellery companies during this challenging period.



Kirit Bhansali,
Chairman, GJEPC

GST Reforms to Boost Gems & Jewellery Sector

We welcome the Government's bold GST reforms that will stimulate demand, ease export pressures, and benefit Indian consumers. Reduced GST on key inputs like jewellery boxes, packaging, and handicrafts will lower costs, enhance affordability, and strengthen India's global position in design and exports. This move empowers consumers and supports sustained growth across the entire gem and jewellery value chain.



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PNG Jewellers Launches

LiteStyle Shop-in-Shop in Chhatrapati Sambhajinagar, Offering Modern Elegance for Everyday Wear

PNG Jewellers has introduced its LiteStyle shop-in-shop concept within their existing Chhatrapati Sambhajinagar store, unveiling a fresh range of lightweight, stylish fine jewellery designed for the city's modern, independent women. This new offering highlights versatile pieces perfect for daily wear, whether at work, casual outings, or festive celebrations.

The LiteStyle range aims to bridge tradition and contemporary retail innovation, delivering jewellery that combines elegance, comfort, and practicality for everyday use. Actress **Sonalee Kulkarni** expressed her enthusiasm for the launch, noting how the collection thoughtfully meets the needs of women seeking jewellery that is both beautiful and easy to wear daily, empowering their personal style aspirations.



PNG Jewellers Launches 10 New Locations This Navratri, Strengthening Presence Across Maharashtra and Central India

In a grand celebration of heritage, growth, and customer loyalty, PNG Jewellers — India's iconic 193-year-old brand renowned for purity and craftsmanship — is marking a significant milestone this Navratri with a bold expansion initiative. The company will unveil 6 standalone stores and 4 LiteStyle shop-in-shop counters within existing PNG outlets, boosting its footprint in Maharashtra and Central India.

The Navratri season, synonymous with devotion, prosperity, and fresh beginnings, serves as the perfect backdrop for this extensive expansion. New locations will open in major cities including Mumbai, Pune, Kolhapur, Lucknow, Kanpur,

and Nagpur, making this one of the fastest and most remarkable growth campaigns in the brand's history.



Dr. Saurabh Gadgil, Chairman and Managing Director of PNG Jewellers,

shared, "This Navratri, we're celebrating not only the festival but also the unwavering trust and love our customers have bestowed upon us for generations. Launching 10 locations at once is a landmark achievement that reflects our vision of enhancing accessibility while remaining true to our core values of purity, craftsmanship, and innovation. With the combination of elegant PNG Jewellers showrooms and dynamic LiteStyle shop-in-shop counters, we are curating a diverse retail experience for customers across all age groups. The LiteStyle counters, in particular, will serve as an engaging gateway for younger audiences, complementing our timeless collections and making PNG more inclusive than ever."

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Where Art Meets Ornament:

Kalyan Jewellers Unveils Its curated line of art nouveau-inspired jewellery

The latest collection from **Kalyan Jewellers**, which draws inspiration from the evocative Art Nouveau style, is a celebration of artistic resurgence and exquisite craftsmanship. The Art Nouveau era, which is renowned for its flowing grace, organic themes, and sinuous curves, discovered beauty in the natural. Kalyan Jewellers' has reinvented this philosophy in a line of wearable art that connects the past and present. Every item in this collection, from beautifully crafted pieces reminiscent of the Dancing Girl to elaborate chokers that resemble vines, is a dialogue between the past and present. While remaining faithful to Indian craftsmanship, the collections flowing gold structures, stylized flowers, and handcrafted details evoke the spirit of European design at the beginning of the century.

Whether worn for a festive celebration or a curated editorial shoot, these pieces bring with them a touch of old-world romance and modern-day elegance.



Echoes of Grace: Inspired by the Dancing Girl With flowing curves, delicate floral elements, and rhythmic drop details, this earring draws from the iconic stance and femininity of the Dancing Girl of Mohenjo-Daro. A tribute to movement and poise, it balances tradition with whimsy through vibrant pink and green accents. Perfect for fusion wear pair it with a draped saree-gown or a contemporary lehenga for a mehendi or sangeet night.

Art Deco Reimagined: A Statement in Structure and Sparkle A bold nod to Art Deco geometry, this necklace juxtaposes fluid gold links with structured emerald-cut stones and a delicate drop. The striking symmetry and vintage glamour capture the spirit of early 20th-century design with a modern Indian soul. Pair it with a plunging neckline, think structured gowns or tailored saris for maximum impact.



Anchored in Art Nouveau's organic beauty and the dance of nature.

A floral top in ruby and sapphire hues cascades into a teardrop of turquoise, finished with beaded blue and pearl drops that sway with every step. Perfect for mehendi or sangeet; wear with your hair up and let these earrings take centre stage alongside breezy sharara or fusion silhouettes.

Continued on Page...29

Kalyan Jewellers Unveils...

A tribute to the dynamism of the Dancing Girl, with every petal and gem in rhythmic motion.

Rich ruby-like and emerald-like stones spill down in layered floral clusters, framed by filigree gold that dances in light. Ideal for bridal or festive wear, pair with a sweetheart or plunging neckline and minimal complementary jewellery to balance elegance with drama.



Where sculptural goldwork meets the fluidity of Art.

A swirl of gold anchors a carved emerald like, complemented by lustrous polki stones and a finishing drop that captures Art Nouveau's poetic movement. For an editorial look, pair with a structured kurta or an elegant black dress.

lightness of the Dancing Girl's step.

This ornate jhumka is a poetic blend of heritage and glamour. With its intricate filigree top, soft pink accents, and dazzling polki drops, it captures the grandeur of royal Indian artistry in a modern silhouette. Pair it with a richly embroidered anarkali or a silk saree for wedding festivities.



A Symphony of Blooms:
Where Artistry in Gold Meets the Poetry of Floral Design
Floral clusters in vivid red and blue drop beads trace a dramatic Vshape, evoking the softness of petals in motion. This is made for embellished lehengas or rich-tone bridal gowns.

A Symphony in Pastels: Discover **Kalyan Jewellers'** Huescape

The world of fine jewellery is witnessing a refreshing shift from traditional all-gold pieces to vibrant designs adorned with coloured gemstones. More and more people, including today's modern-day brides, are embracing coloured jewellery as a way to express individuality and add personality to their look. With their soft yet striking appeal, coloured gemstones are redefining what heirloom-worthy jewellery can look like. **Kalyan Jewellers'** Huescape collection captures this very essence, where handcrafted gold meets a delicate palette of pastel-hued stones, creating pieces that are timeless yet contemporary.



Pastel Heritage Set

This gold choker and earring duo reimagines heritage craft with a playful pastel twist. Rounded gemstones in ametrine, aquamarine, morganite, prehnite, chrysoprase, and sunstone, sit like soft drops of colour against intricate gold.

The design balances ornate detailing with a light, whimsical mood, while echoing the growing trend of coloured gemstone jewellery that even today's modern brides are embracing. The earrings mirror the necklace with gentle movement and pastel charm. A statement of tradition made refreshingly modern, perfect for adding a pop of colour to everyday elegance.

Pastel Mosaic Necklace Set

A tapestry of design, this long necklace pairs intricate gold craft with pastel stones in aqua, blush, and amber tones featuring aquamarine, morganite, sunstone, and prehnite. The centrepiece glows with a mosaic of gemstones, framed by layered golden detailing. Delicate pearl strands soften the look, adding fluidity to the structured pendant. Matching earrings echo the pastel play, balancing tradition with a modern touch. An artistic statement that turns jewellery into a wearable design, reflecting the growing allure of coloured gemstones among contemporary connoisseurs and brides alike.



Pastel Harmony Necklace Set

Gold meets colour in perfect balance, with gemstones like morganite in blush pink, aquamarine in soft blue, and tiger's eye in earthy browns set against intricate detailing. The necklace flows with ornate motifs and dangling elements that add lightness and rhythm. A central green chrysoprase stone anchors the design, lending depth to the pastel palette. The matching earrings highlight soft pink morganite drops with a playful finish. A piece that blends tradition with a softer, more modern mood.

A Symphony in Pastels...



Pastel Radiance Necklace Set

A golden canvas lit up with gemstones in lilac ametrine, aqua aquamarine, blush morganite, and deep berry hessonite garnet. The necklace's centrepiece features a striking green chrysoprase framed by pastel accents and intricate gold dangles. Each gem along the neckline tells its own story, creating a spectrum of soft yet vivid hues. The earrings echo the bold palette with stacked colour and ornate goldwork. A radiant expression of how tradition can shine in softer shades.

Pastel Blossom Necklace Set

Teardrop green chrysoprase gemstones framed in delicate pearls form the heart of this gold necklace. Blush pink rhodochrosite stones add a soft contrast, creating a fresh pastel harmony. The ornate gold detailing flows around each gem, giving depth and texture to the design. Matching earrings mirror the teardrop motif, balancing boldness with grace. A piece that feels rooted in tradition yet painted in lighter, modern hues.



Pastel Prism Necklace Set

A radiant line-up of gemstones in lilac amethyst, rich emerald, deep ruby, and soft rose quartz, each framed in gold. The necklace forms a rhythmic pattern, where every pastel gem feels like a brushstroke of colour. Dangling gold motifs add light movement, enhancing the playful charm. Matching earrings pick up the same vibrant palette in a compact form. A piece that transforms gold into a kaleidoscope of soft, modern hues.

Global Central Banks Increased Gold Reserves by 15 Tonnes in August

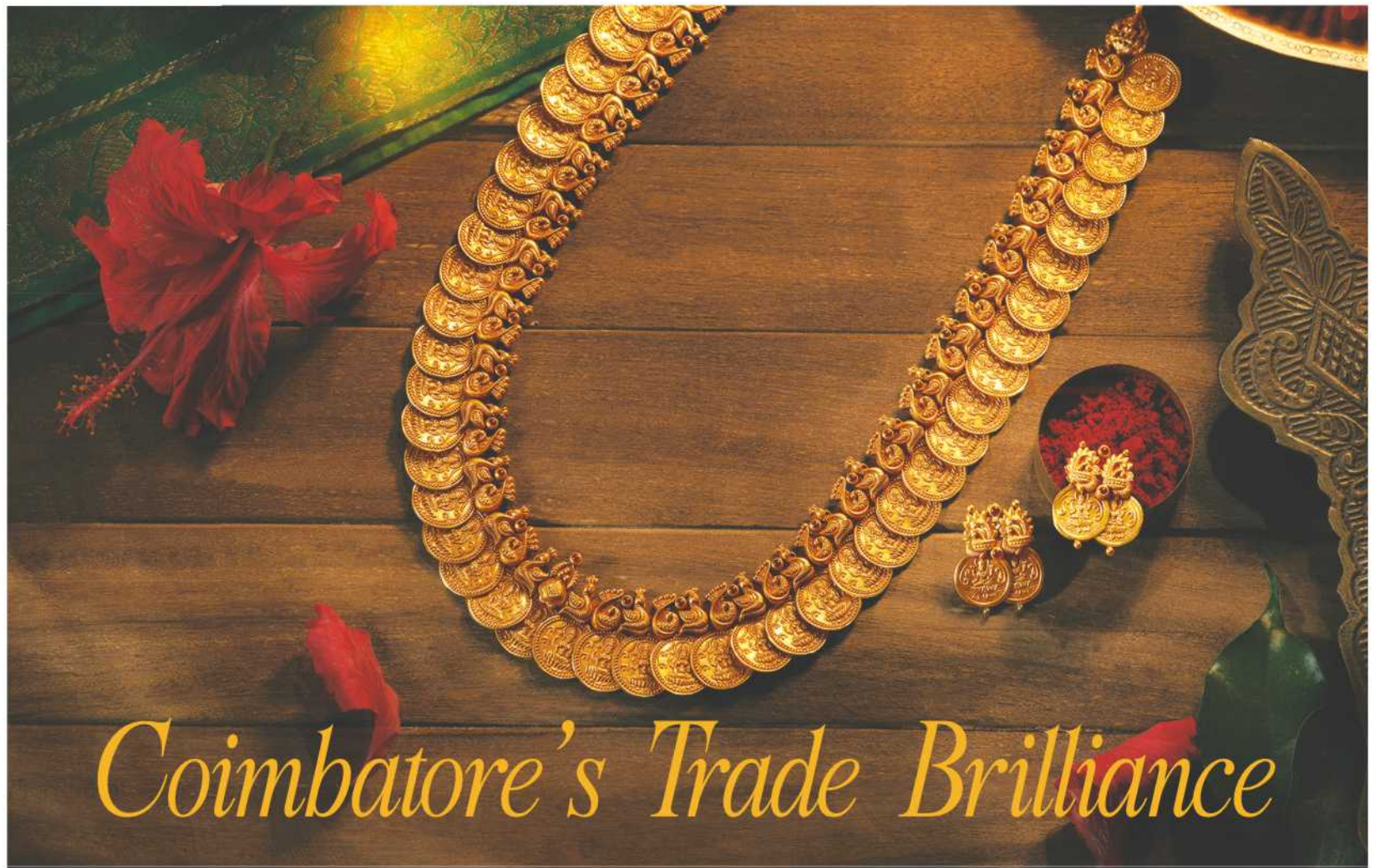
Central banks around the world added a total of 15 tonnes of gold to their reserves in August, marking the 27th purchase month in the past 28 months. The largest buyer was the National Bank of Kazakhstan, which increased its holdings by 8 tonnes. The Bulgarian National Bank and the Central Bank of Turkey each added 2 tonnes to their gold reserves during the month.

China's People's Bank continued its steady accumulation, acquiring 2 tonnes in August, making it the 10th consecutive month of increased gold reserves. As a result, China's official gold holdings have now exceeded 2,300 tonnes for the first time.

This sustained buying activity reflects ongoing strategic moves by central banks to diversify reserves and hedge against economic uncertainties



despite rising gold prices.



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Unique Chains and Jewels Limited Ushers in a New Era with the Grand Launch of Unigold 18 KT



Unique Chains and Jewels Limited, a pioneer in fine gold jewellery, successfully inaugurated its much-anticipated sub-brand, **Unigold 18 KT**, today, **10th September 2025**, at **12:00 PM** at **Bullion House, 3rd Floor, 115 Tambakatta Lane, Mumbadevi Road, Near Hotel Sharda, Mumbai – 400003.**

This landmark event marks a bold step forward for the company as it enters a new chapter in the world of **18 KT gold jewellery** — a blend of modern design sensibilities and timeless craftsmanship.

This landmark event marks a bold step forward for the company as it enters a new chapter in the world of **18 KT gold jewellery** — a blend of modern design sensibilities and timeless craftsmanship.

Visionary Leadership at the Helm
The launch was led by the dynamic leadership team of Unique Chains and Jewels Limited:

Mr. Prem Mehra – Executive Chairman

Mr. Saiyam Mehra – Chief Executive Officer

Mr. Ankit Mehra – Chief Operating Officer



Their collective vision continues to drive innovation and elevate standards within the jewellery industry. With Unigold 18 KT, the brand aims to set new benchmarks in quality, style, and accessibility in the 18 KT segment.

Unique Chains and Jewels...



An Honourable Gathering of Industry Leaders

The highlight of the day was the presence of **Mr. Rajesh Kalyanaraman, Executive Director of Kalyan Jewellers**, who graced the event as the Chief Guest. His esteemed presence underscored the importance of the occasion and reflected the respect Unique Chains and Jewels Limited holds across the industry.



Also in attendance were several distinguished Guests of Honour, whose support added prestige to the celebration:

Mr. Rajesh Rokde – Chairman GJC 2025-2026, Director, Rokde Jewellers, Nagpur

Mr. Prithviraj Kothari – National President IBJA, Managing Director, RSBL

Mr. Nitin Khandelwal – Former Chairman GJC (2018), Co-owner, Khandelwal Jewellers

Mr. Ashok Minawala – Past Chairman GJC, Founder, Urja Lab Grown Jewels; Partner, Danabhai Jewellers (Est. 1931)

Mr. Avinash Gupta – Vice Chairman GJC, Owner, Mamraj Mussadilal Jewellers, Hyderabad

Setting the Tone for the Future of 18 KT Jewellery

The launch of Unigold 18 KT is more than just a brand introduction — it's a visionary move toward redefining the 18 KT market. Through this sub-brand, Unique Chains and Jewels Limited offers retailers and consumers access to jewellery that embodies high standards of purity, contemporary aesthetics, and enduring value.

A Grand Celebration and a Warm Invitation to the Future

As the event concluded with great enthusiasm, Mr. Prem Mehra, Mr. Saiyam Mehra, and Mr. Ankit Mehra extended heartfelt thanks to all attendees and well-wishers.

Their message was clear:

Unigold 18 KT is not just a brand it is the beginning of a new era.

Tradition, Love & Radiance:

Jewellery that Captures the Spirit of Karwa Chauth

Karwa Chauth is more than a tradition; it's a celebration of love, commitment, and shared moments that become cherished memories. As homes light up with rituals and joy, jewellery takes centre stage, adding a touch of radiance to the festivities. This season, Kalyan Jewellers brings you a handpicked curation of exquisite pieces that beautifully blend heritage craftsmanship with contemporary elegance, designed to make every woman feel special on this auspicious day.

Bringing this spirit to life, Kalyan Jewellers' latest TVC follows a woman as she prepares for the festivities. From selecting her jewellery to getting ready for the rituals, the film captures her joy, anticipation, and grace, with each ornament reflecting her emotions and individuality. To make the celebrations even more memorable, Kalyan Jewellers is offering up to 50% off on making charges. Celebrate this Karwa Chauth with jewellery that mirrors your joy and the timeless sparkle of togetherness.



Ruby Dewdrop Necklace

This graceful diamond necklace draws the eye with its delicate V-shaped silhouette that elegantly flows into twin ruby drops. The sparkling diamonds trace a fluid, almost ethereal line across the neckline, capturing both brilliance and softness. The crimson rubies at the centre add a devotion, making it a perfect adornment for Karwa Chauth. Effortlessly balancing modern minimalism with timeless allure, this piece radiates understated sophistication.

Celestial Bloom Earrings

Intricately crafted in a teardrop silhouette, these diamond earrings exude a celestial charm. The centrepiece dazzles with floral-inspired diamond clusters, encircled by a delicate halo of orange sapphires that add a warm, sunlit glow. The contrast between the icy brilliance of diamonds and the vivid hues creates a striking yet balanced elegance. Perfect for festive evenings, this pair radiates confidence and grace, a luminous choice for the modern woman celebrating timeless traditions.



Continued on Page...37



Crimson Radiance Bangles

These exquisite gold bangles are adorned with a rhythmic pattern of deep red rubies and shimmering diamonds, creating a symphony of colour and sparkle. The alternating gem arrangement adds vibrancy while maintaining a sense of refined balance. Their timeless design makes them a perfect companion for Karwa Chauth, symbolising love, passion, and tradition. Worn alone or stacked together, they embody festive elegance with a modern, graceful allure.

Blooming Radiance Earring

Perfect for Karwa Chauth, these earrings bring together vibrant carved ruby tops, shimmering polki clusters, and soft green drops that sway with every movement. The floral motifs and pastel-meets-bold palette strike the right balance between tradition and modern glamour, ideal for a night of celebration and elegance.



Regal Glow Ring

A statement ring that channels timeless Mughal elegance this piece features a striking uncut stone at its heart, framed by a halo of white polki and a hint of lush green enamel. Its bold square silhouette and antique gold finish make it perfect for adding a royal touch to your Karwa Chauth look, whether paired with a saree or a classic lehenga.

Emerald Elegance

This choker captures timeless charm with its deep green gemstones set in a delicate lattice of gold and white polki. The layered design sits gracefully on the neckline, adding just the right touch of regality without overwhelming your look. Perfect for pairing with traditional reds or soft pastels, it's a versatile piece that speaks quiet luxury. A piece that transforms gold into a kaleidoscope of soft, modern hues.





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A Star-Studded Navaratri Evening at Kalyanaraman Residence in Thrissur

Akshay Kumar, Nagarjuna, Karishma Kapoor, Tabu, Malaika Arora, and more come together to light up the #KalyanNavaratri celebrations in style.

Thrissur, 30th September 2025: Marking a vibrant blend of cinema, tradition, and culture, the Kalyanaraman family's annual Navaratri celebration brought together prominent personalities from Bollywood and South Indian cinema to revel in the festive spirit.

This year's Naavratrri celebrations at the Kalyanaraman residence paid homage to the cosmic tale of Samudra Manthan, the legendary



churning of the ocean symbolising the eternal struggle between good and evil. At the heart of the theme was a majestic recreation of Kailash Parvat and a sacred Shivling, celebrating Lord Shiva's role as the cosmic force of balance, transformation, and divine consciousness.

Enhancing the spiritual narrative was a striking display of the Sapta Matrikas, honouring the Mother Goddess in her seven divine forms. These fierce and protective aspects, believed to have emerged to help defeat the

demon Andhakasura, are venerated for their powers of protection, prosperity, and spiritual upliftment. Together, these elements captured the essence of transformation, the triumph of virtue, and the sacred interplay between the divine masculine and feminine.

A key highlight of the celebration was the traditional Bommai Kolu, a vibrant, multi-tiered display of dolls and figurines carefully arranged to reflect both the divine and the everyday. A cherished Navaratri tradition in many southern Indian households, the Kolu at the Kalyanaraman residence portrayed mythological stories, scenes from daily life, and the divine presence of Goddesses Saraswati, Parvati, and Lakshmi. Guests were warmly welcomed and guided through the display, which symbolised the journey from the material to the spiritual, offering insights into the cultural and devotional significance embedded in each layer.



Continued on Page...42

A Star-Studded Navaratri....



The evening was graced by leading film personalities including Akshay Kumar, Nagarjuna Amala, Nag Chaitanya & Akhil Akkineni, Karishma Kapoor, Tabu, Genelia Deshmukh, Malaika Arora, Sreeleela, Kalyani Priyadarshan, Prabhu Ganesan, Vikram Prabhu, Suchitra Mohanlal, Jayaram & Parvathy, Kalidas Jayaram Tarini, Malavika Mohanan, Dir. Satyan Athikad with Akhil and Anoop Satyan, Jayasurya, Indraajith Poornima, Kavya Madhavan, Dileep, Kriti Shetty, Rejena Cassandra, Shriya Pilgaonkar, Sreeleela, Sayami Kher, Priya Varrier, Pearle Maaney, Navya Nair, Supriya Menon, Lakshmi Gopalaswami, Mamta Mohandas. Kalyan Jewellers' regional brand ambassadors, including Ritabhari Chakraborty (West Bengal), Pooja Sawant (Maharashtra) and Kinjal Rajpriya (Gujarat), further added to the grandeur of the evening, embodying the brand's ethos of uniting tradition with modernity.

The private celebration seamlessly wove together cinema, culture, and spirituality, with the Kalyanaraman family continuing its legacy of creating an event that is both intimate and spectacular.

GJS2025 Diwali Edition

Concludes with Grand Success, Celebrating Innovation, Legacy, and Industry Unity



Mumbai, September 19th 2025: The India Gem & Jewellery Show (GJS2025) – Diwali Edition concluded today at the Jio World Convention Centre, Mumbai, after four spectacular days of celebration, innovation, and industry collaboration. Organised by the All India Gem & Jewellery Domestic Council (GJC), the show witnessed an overwhelming response from across the country, with over **10,000 visitors, 2,000+ hosted buyers, and more than 700 booths** showcasing the finest in Indian jewellery craftsmanship. Following its grand inauguration by Hon'ble Chief Minister of Maharashtra **Shri Devendra Fadnavis Ji**, the event continued to build momentum with a series of impactful activities and engagements that reflected the vibrancy and resilience of the gem and jewellery sector.

Inauguration was also graced by the presence of **Shri Pankaj Bhoyar** (Honourable Minister of State for Home (Rural), Housing, School Education, Cooperation and Mining, Government of Maharashtra) and **Smt. Chitra Kishor Wagh** (Member of the Maharashtra Legislative



Council). The ceremony was further attended by key industry leaders including

Mr. Kirit Bhansali (Chairman, Gem & Jewellery Export Promotion Council – GJEPC), Dr. B. Govindan (Chairman, Bhima Jewellers), and Mr. Sandeep Kohli (CEO, Novel Jewels, Aditya Birla Group & Indriya – Aditya Birla Jewellery). Special guests included **Mr. Rajiv Jain (Secretary, Jaipur Jewellery Show) and Mr. Prithviraj Kothari (National President, IBJA – India Bullion and Jewellers Association).**

Addressing the gathering, the honourable Chief Minister of Maharashtra **Shri Devendra Fadnavis**

ji said, “The gems and jewellery industry is a vital sector for India as a whole, and for Maharashtra in particular. It is not only a significant contributor to our economy but also an important generator of employment. The tradition of gems and jewellery in our culture dates back to the Indus Valley Civilization and even earlier, with a history of over 10,000–12,000 years.” He further lauded “GJC’s efforts to bring more players into the organised sector are truly commendable. The Council invite to work with the government by presenting a comprehensive framework for certification and other key initiatives. GJC to enhance the availability of skilled manpower for the gems and jewellery industry through Skill universities”

Continued on Page...44

GJS2025 Diwali Edition...



The second day of GJS2025 was marked by a heartfelt gesture — a **Blood Donation camp** held in honour of Prime Minister Shri Narendra Modi Ji's birthday, reinforcing the industry's commitment to social responsibility.

The evening sparked with glamour and recognition as the **World Gold Council (WGC)** presented the prestigious **National Jewellery Awards (NJA '25)**, powered by IDT Gemological Laboratories Worldwide. Bollywood actress Mrunal Thakur graced the occasion and felicitated the winners, adding a touch of star power to the celebration of excellence in jewellery design and innovation.

Throughout the exhibition, a series of thought-provoking seminars and interactive sessions captivated attendees. Topics ranged from “Retailer's Illusion” and “Coffee with Chetan Kumar Mehta” to cutting-edge discussions on the use of artificial intelligence in jewellery, transformation of family businesses, and the evolving landscape of lab-grown diamonds. The sessions **“Reimagining Retail Using AI”** and **“Women of Vision”** highlighted the future-forward mindset of the industry, while the **“NextGen + Artisans Awards”** and **“Media Awards”** celebrated emerging talent and impactful storytelling within the jewellery ecosystem.

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GJS2025 Diwali Edition...



Reflecting on the success of GJS2025, **Mr. Rajesh Rokde, Chairman of GJC**, said, "This edition of GJS has truly been a landmark moment for our industry. The presence of our **Hon'ble Chief Minister Shri Devendra Fadnavis ji**, along with **Shri Pankaj Bhoyar (Honourable Minister of State for Home (Rural), Housing, School Education, Cooperation and Mining, Government of Maharashtra)** and **Smt. Chitra Kishor Wagh (Member of the Maharashtra Legislative Council)**, added immense pride and significance to the event. The enthusiastic participation of jewellers from every corner of India reaffirmed the strength and unity of our community. With sales reaching nearly 25 to 30 tonnes, GJS2025 has set a new benchmark of success. The timing of the show, just ahead of the festive season, infused fresh energy into the domestic industry and highlighted the vital role of the All India Gem & Jewellery Domestic Council (GJC) as the true representative of the sector—reinforcing why GJS is truly 'Humara Apna Show'. The blood donation drive and NJA'25 awards added both heart and heritage to the show. Exhibitors expressed immense satisfaction with the quality of visitors, the scale of business opportunities, and the seamless organisation. We now look forward with great excitement to the upcoming Lucky Lakshmi Festival, which will further bring prosperity and strengthen the bond between jewellers and customers."



Mr. Avinash Gupta, Vice Chairman of GJC, added:

"GJS2025 has exceeded all expectations. The seminars and awards sparked new conversations and inspired fresh thinking. We are proud to see such a strong turnout and engagement, and we remain committed to working closely with the government and stakeholders to drive growth, innovation, and skill development in the gems and jewellery sector. The WGC Presents National Jewellery Awards (NJA'25), powered by IDT, often regarded as the Oscars of the jewellery industry, added a prestigious and celebratory dimension to the show. We are also excited about the upcoming Lucky Lakshmi Festival, which will serve as a celebration of joy and prosperity for jewellery buyers and the industry alike."



Mr. Saiyam Mehra, Convenor of GJS, concluded, "The energy and enthusiasm at GJS2025 have been phenomenal. From the inauguration to the final day, every moment reinforced the spirit of #HumaraApnaShow. The exhibition floor buzzed with activity, bringing together over 750 booths under one roof and showcasing a stunning array of jewellery — from traditional masterpieces to contemporary innovations. The trading over the past four days was truly overwhelming, with thousands of buyers engaging in high-value transactions, discovering new collections, and building lasting business relationships. Exhibitors expressed immense satisfaction with the quality of footfall and the scale of opportunities, making GJS2025 a powerful platform that celebrates heritage, embraces technology, and drives the future of Indian jewellery."

Radiant Recognitions: A Golden Run for Mr. Amarjeet Tiwari

In a remarkable season of accolades, **Mr. Amarjeet Tiwari**, Chief Editor of **Touch of Gold** and **Touch of Silver**, has been honoured across the nation's premier jewellery trade platforms for his outstanding contribution to jewellery media and insightful editorial leadership.



The journey of recognition began at the IIJS Show (30th July – 4th August 2025), where Mr. Tiwari received a Media Felicitation Award, applauding his continued commitment to promoting India's gem and jewellery industry through impactful coverage and informed perspectives.

Following this, he was felicitated at the GJIIF (Gem & Jewellery India International Fair) held from 12th to 14th September 2025 in Chennai, where industry leaders acknowledged his dedication to showcasing emerging brands, design excellence, and innovation within the trade.



Radiant Recognitions...



Adding another feather to his glittering cap, he was also felicitated at the GJS (India Gem & Jewellery Show), further cementing his standing as one of the most respected voices in jewellery media.

Soon after, at the GGJS (Gujarat Gold Jewellery Show) from 15th to 17th September 2025, Mr. Tiwari was once again recognized for his integral role in connecting the industry through credible, creative journalism that highlights the artisans, designers, and market pioneers shaping India's jewellery landscape.



These consecutive honours reflect not only Mr. Tiwari's professional excellence but also the trust, respect, and admiration he commands across the jewellery fraternity. Touch of Gold and Touch of Silver take immense pride in celebrating his achievements and continued contributions to the brilliance of India's gem and jewellery industry.

Forevermark Launches

Its First Global Flagship Store in India, Elevating the Diamond Experience in New Delhi

De Beers Group's luxury diamond brand, Forevermark, has officially launched its first-ever flagship store in India, opening in **New Delhi** and marking a significant milestone in its global journey. The debut reflects the brand's commitment to combining its rich heritage, contemporary design, and philosophy of discreet luxury tailored to the modern Indian woman.

Located at South Extension 1, the new store offers an immersive luxury retail experience, blending international aesthetics with local sensibilities. The launch celebration included a series of high-profile events featuring performances, art, fashion, and storytelling components that highlighted Forevermark's core values of rarity, responsibility, and craftsmanship.

The brand's new campaign, 'This One's For Me,' was unveiled at the event, emphasizing women's empowerment, self-expression, and celebrating their unique journeys. Each diamond from Forevermark bears a distinctive inscription, symbolizing its rarity, beauty, and the story of care behind it.

Shweta Harit, CEO of Forevermark, shared, "India's deep-



rooted love for diamonds and the growing appetite for meaningful luxury make this the perfect moment to introduce Forevermark here. Our collections are designed to inspire women to find pieces that resonate with their individuality and mark their personal milestones."

Sandrine Conseiller, CEO of De Beers Brands & Diamond Desirability, added, "India has always been central to the global diamond narrative, and our launch signifies an exciting new chapter. Forevermark is about celebrating timeless beauty and

empowering women through authentic, modern craftsmanship."

Alongside the physical store, Forevermark also launched a redesigned e-commerce platform to offer a seamless omnichannel experience, allowing consumers to explore designs and make meaningful connections with the brand digitally. This launch sets the stage for long-term expansion plans, including up to 15 stores across India by 2025 and a broader vision of 100 stores by 2030, reinforcing India's importance in the global natural diamond market.



FOREVERMARK

A DIAMOND IS FOREVER

All India Gem & Jewellery Domestic Council (GJC)

Congratulates the Government of Maharashtra on Launching the Landmark Maharashtra Gem & Jewellery Policy 2025

A Visionary Step Towards Making India a \$5 Trillion Economy

Mumbai, 8th October 2025:

The All India Gem & Jewellery Domestic Council (GJC) wholeheartedly welcomes and congratulates the Government of Maharashtra for unveiling the **Maharashtra Gem & Jewellery Policy 2025**, a historic and forward-thinking initiative that marks a new chapter for the Indian jewellery industry.

Maharashtra has become the **first state in India to introduce a dedicated policy framework** for the gem and jewellery sector, reflecting the government's deep understanding of the industry's potential to drive employment, exports, investment, and innovation. The policy is expected to attract investments worth ₹1 lakh crore and generate over 5 lakh new jobs, further strengthening Maharashtra's economy and positioning it as a world-class jewellery hub.

The policy is designed to promote ease of doing business, support cluster development, and create large-scale employment opportunities across the state. By encouraging modernisation, technological upgradation, design innovation, and global market connectivity, it is set to transform Maharashtra into a globally competitive centre for jewellery manufacturing, trade, and design, contributing significantly to India's vision of becoming a \$5 trillion economy and the world's third-largest economy.

Acknowledging the Government's Vision,



Mr. Rajesh Rokade, Chairman, GJC, said:

"We deeply appreciate the visionary approach of the Government of Maharashtra in formulating India's first dedicated State Gem & Jewellery Policy. This policy reflects the government's confidence in our industry's contribution to employment, innovation, and inclusive economic growth. GJC stands united with the government in its mission to empower the domestic trade, strengthen infrastructure, and make India a global jewellery powerhouse."



Mr. Avinash Gupta, Vice Chairman, GJC, added:

"The Maharashtra Gem & Jewellery Policy 2025 will open new horizons for investment, design, and entrepreneurship. It is a forward-looking initiative that resonates perfectly with India's goal of becoming a \$5 trillion economy. GJC pledges full cooperation to the government and will work tirelessly to ensure the successful implementation of this visionary policy."



As the apex national body representing over 3,00,000 jewellers, artisans, manufacturers, wholesalers, and retailers across India, GJC applauds the Hon'ble Chief Minister **Shri Devendra Fadnavis**, the Department of Industries, and the Government of Maharashtra for their visionary leadership in launching this landmark policy. Believing that close collaboration between government and trade is essential to unlock the full potential of the Indian jewellery sector, GJC is committed to supporting the policy's implementation across multiple fronts — expanding skill development programs for artisans and newcomers through accredited training centres and industry partnerships; assisting in the establishment of modern



manufacturing clusters with advanced technology, infrastructure, and compliance support; simplifying licensing, hallmarking, and compliance processes to ensure transparency and growth; promoting Maharashtra as a premier destination for trade, exhibitions, and design excellence; encouraging women's participation in the workforce, entrepreneurship, and digital initiatives; and advancing ethical sourcing, recycling, and environmentally responsible business practices. Through these efforts, GJC aims to ensure that the **benefits of the policy reach jewellers at every level**, from small-town retailers to large manufacturers, fostering a more **inclusive, innovative, and globally competitive jewellery industry**.

Divine Solitaires Launches Iconic Signature Collection at GJS 2025

Divine Solitaires unveiled its much-anticipated Signature Collection at the GJS Exhibition 2025, held from 16th to 19th September at Mumbai's Jio World Convention Centre (JWCC). Central to this collection is the brand's iconic Trinity logo, elegantly integrated into each ring, pendant, and pair of earrings, featuring a single radiant solitaire at the heart — symbolizing rarity, excellence, and unmatched design.

As one of India's foremost natural diamond solitaire brands, Divine Solitaires offers a unique blend of artistry and meaning in this collection. The Trinity logo, representing strength, unity, and identity, forms the distinctive signature design, making each piece not just jewelry but a meaningful heirloom. Available in select designs from 0.15 carats set in 2.72 grams of gold, every piece celebrates milestones, memories, and personal stories with a timeless appeal.

"We've crafted a collection that embraces India's diverse cultural,



emotional, and commercial landscapes. The Signature Collection is a testament to both the power of design and the emotions it stirs.

Thoughtfully designed and responsibly sourced, it strikes a balance between minimalism and legacy, boldness and restraint, craftsmanship and innovation," said **Jignesh Mehta, MD and Founder of Divine Solitaires.**

Alongside the Signature Collection, the brand also introduced new additions to its popular Setu and Solus Collections, continuing its commitment to evolving design while preserving the emotional essence that defines Divine Solitaires.

Corneliani Elevates Festive Elegance with Its Exquisite Cufflink Collection

This festive season, Corneliani redefines sophistication cufflinks, bringing timeless Italian craftsmanship to for the modern gentleman, each piece precision, elegance, and refined style — understated luxury.

Part of the Corneliani Code formal menswear silver and gold-toned designs that add a tuxedos, and classic shirts alike. Perfect for gatherings to grand weddings and formal soirées, these cufflinks serve as the ideal finishing detail for the discerning man's festive wardrobe.

Rooted in Corneliani's philosophy of sartorial excellence, the collection seamlessly fuses Italian artistry with India's festive spirit, making every piece not only a mark of refined taste but also a meaningful gift that embodies grace and celebration.



with its exquisite collection of every celebration. Designed reflects the brand's legacy of making it an emblem of

line, the collection showcases touch of distinction to bandhgalas, occasions ranging from intimate Diwali

Men of Platinum Celebrates Fan Loyalty with #MomentWithMahi Campaign and Exclusive Meet-and-Greet with MS Dhoni

MEDIA BRIEF



As India prepares for a vibrant festive season, Men of Platinum has launched an innovative campaign, **#MomentWithMahi**, giving cricket lovers a once-in-a-lifetime chance to meet the legendary **MS Dhoni** in person. Building on the success of the MS Dhoni Signature Edition Collection launched in October 2024, this campaign elevates the brand's engagement by transforming admiration into a personal experience.

The initiative features a compelling film that captures the strength and resilience associated with Dhoni, depicting scenes from stadiums, murals, cityscapes, and everyday fans emulating his iconic helicopter shot, culminating in an intimate moment of face-to-face connection with the cricket icon.

Speaking about the campaign, Sujala Martis, Consumer Marketing Director of Platinum Guild International (PGI)-India, highlighted how it taps

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PLATINUM

into the deep emotional bonds fans forge with icons, transforming their devotion into a unique opportunity to meet Dhoni. She expressed, "Fans don't just follow celebrities—they quote, emulate, and live them. **#MomentWithMahi** offers supporters a rare chance to turn admiration into an unforgettable personal encounter, especially during the festive season."

Tenzin Wangdi, Executive Creative Director of Famous Innovations, added, "Dhoni embodies the rare values of inner strength and humility. **#MomentWithMahi** translates this into a fan journey—from distant admiration to a treasured, direct moment with their hero."

The campaign will roll out across digital platforms, television, print, outdoor, and retail outlets, amplified through social storytelling, influencer collaborations, and fan-driven content. The collection consists of finely crafted platinum pieces etched with Dhoni's signature, representing more than just jewelry; it symbolizes a connection to the values of resilience and legacy that Dhoni embodies.

Through this campaign, Men of Platinum deepens its bond with cricket fans nationwide, transforming a jewelry collection into an emotional experience that celebrates inspiration, aspiration, and the joy of new beginnings during the festive season.

Singapore International Jewelry Expo Marks 20th Year with Record-Breaking Showcase, Sets Stage for 2026 Global Diamond Gathering

The 20th edition of the Singapore International Jewelry Expo (SIJE) concluded in dazzling fashion on 13 July 2025 at Marina Bay Sands, celebrating two decades of shaping Singapore's reputation as a global jewellery hub. Over four days, the event attracted 18,690 attendees, ranging from discerning collectors and gem aficionados to industry leaders and regional trade buyers, all drawn to admire an exceptional display valued at over USD 250 million.

This milestone year also served as the launchpad for an even grander future — SIJE 2026. Scheduled for 16 July 2026, the 21st edition will share the stage with the prestigious World Diamond Congress, returning to Singapore after 37 years. Together, the Congress and SIJE will inaugurate the first-ever World Diamond & Jewellery Week, marking a defining moment for Singapore's prominence on the global jewellery landscape.

A Grand Opening to a Historic Edition

SIJE 2025 was inaugurated on 10 July 2025 by Guest-of-Honour Ms Low Yen Ling, Senior Minister of State for Trade and Industry, and Culture, Community and Youth. The ceremony was attended by ambassadors, trade officials, and international dignitaries, underlining the expo's position as both a prime marketplace and a platform for international economic exchange.

This year's Country Partner, Italy, was represented by Mr Fabio Conte, Deputy Head of Mission at the Embassy of Italy in Singapore, and Mr Giorgio Calveri, Trade Commissioner for Singapore and the Philippines, Italian Trade Agency (ITA). Their presence coincided with



SIJE's largest-ever Italian Pavilion, featuring 49 distinguished Italian brands, also commemorating 60 years of diplomatic relations between Singapore and Italy.

Global Premieres, Heritage Excellence, and Creative Innovation

The 2025 edition was the largest in SIJE's history, hosting 414 exhibitors from 26 countries. It showcased rare heritage craftsmanship, cutting-edge design powered by technology, and some of the most precious masterpieces ever unveiled in the



region.

Highlights included:

The global reveal of a USD 2.5 million, 100-carat natural diamond necklace by IVY Masterpiece.

The Asia-Pacific debut of Zevaher, a Dubai-based luxury jeweller blending Middle Eastern grandeur with contemporary global appeal.

Diverse national pavilions from China, Hong Kong, Japan, Singapore,



and Thailand, reinforcing SIJE's role as Southeast Asia's jewellery gateway.

“SIJE 2025 was more than a commemoration of our 20-year journey; it was a powerful preview of our future direction,” said Dr Ilaria Cicero, CEO of IEG Asia. “Witnessing SIJE evolve from a regional showcase into an international launchpad has been extraordinary. With the upcoming World Diamond Congress and our next edition in 2026, Singapore is set to be at the epicentre of the global jewellery conversation.”

P N Gadgil Jewellers Reports Record Rs 618 Crore Sales During Navratri and Dussehra Festive Season

P N Gadgil Jewellers Limited achieved record festive season sales totaling Rs 618 crore during Navratri and Dussehra 2025, marking a strong 65% year-on-year growth compared to the previous year. Navratri sales contributed Rs 428 crore, up 66% YoY, while Dussehra delivered the company's highest-ever single-day festive sales at Rs 190 crore, reflecting a 64% increase YoY.

The gold segment was the primary growth driver with revenue rising 64% YoY, supported by robust performance in the diamond segment (up 47%) and silver, which surged 133%. Despite gold prices rising over 50% YoY and 18% quarter-on-quarter, demand remained resilient



with gold volumes increasing 10% to 456 kg. Diamond and silver volumes also grew significantly by 53% and 64%, respectively.

Dr. Saurabh Gadgil, Chairman and Managing Director, said this

milestone reflects both the festive spirit and the strong bond shared with customers. He highlighted gold as the leader of growth, with significant contributions from diamond and silver as well. Leveraging last Navratri's successful 'Nine Days, Nine Stores' campaign, the company opened six exclusive PNG Jewellers showrooms and four LiteStyle shop-in-shop stores this festive season to enhance customer convenience and choice.

He added that the company's focus remains on offering contemporary designs, exceptional craftsmanship, and service, with confidence in sustaining the positive momentum as the festive quarter continues.

Joyalukkas Names Samantha Ruth Prabhu as New Global Brand Ambassador

Joyalukkas, the world's favourite jeweller, has proudly announced the appointment of acclaimed actress Samantha Ruth Prabhu as its new brand ambassador. Samantha will bring her unique charisma and elegance to represent Joyalukkas' timeless jewellery designs and rich craftsmanship legacy across international markets.

This collaboration unites two icons known for their authenticity, perfection, and grace. Samantha's charm and sophistication beautifully align with Joyalukkas' 30-year journey, built on artistry, trust, and a commitment to delight millions of customers worldwide.

Dr. Joy Alukkas, Chairman of Joyalukkas Group, expressed that Samantha perfectly embodies the spirit of the modern woman—confident, stylish, and distinctive—and resonates with the

brand's ethos of celebrating life's precious moments through fine jewellery.

Excited about the partnership, Samantha Ruth Prabhu shared, "Jewellery has always been a personal expression of who I am—a story of emotion, celebration, and strength behind every piece. Joyalukkas embodies all these aspects and more. I'm thrilled to collaborate with a brand that celebrates beauty with substance and inspires women



everywhere to shine with confidence."

The partnership will be showcased globally through an integrated campaign, with Samantha joining veteran actor Kajol as one of Joyalukkas' two global faces, further enhancing the brand's universal appeal.

This collaboration marks a new chapter as Joyalukkas continues to inspire and connect with jewellery lovers worldwide.





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