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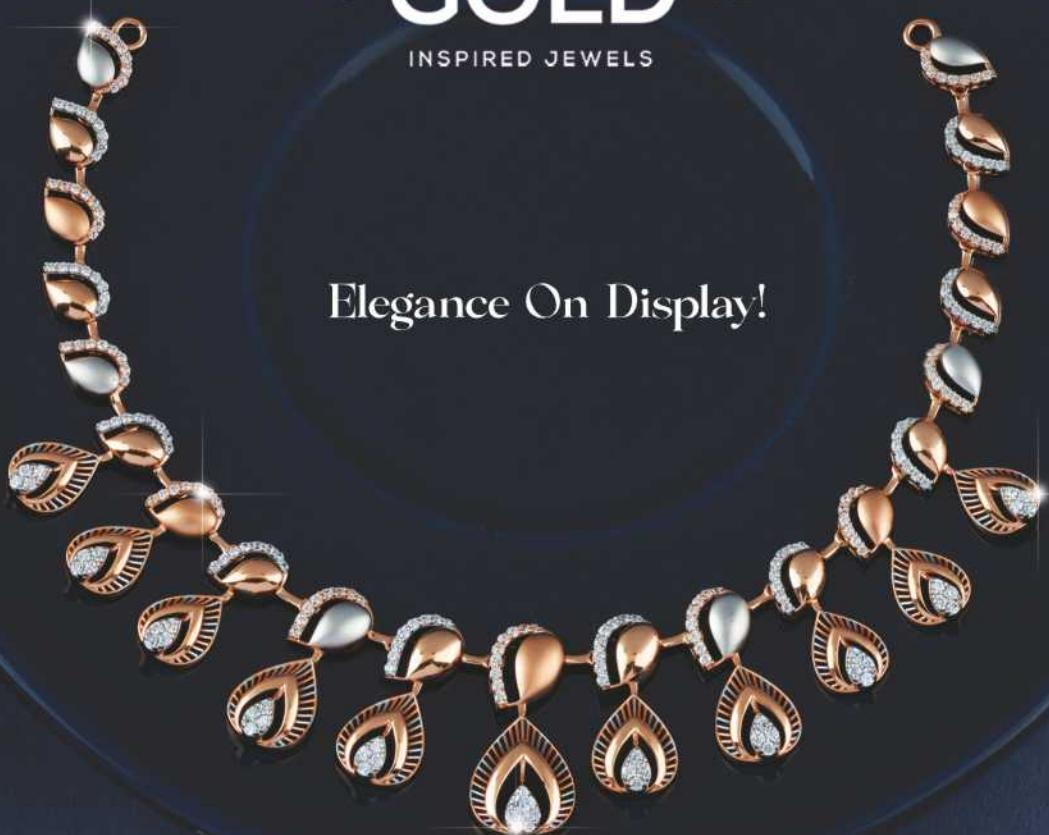
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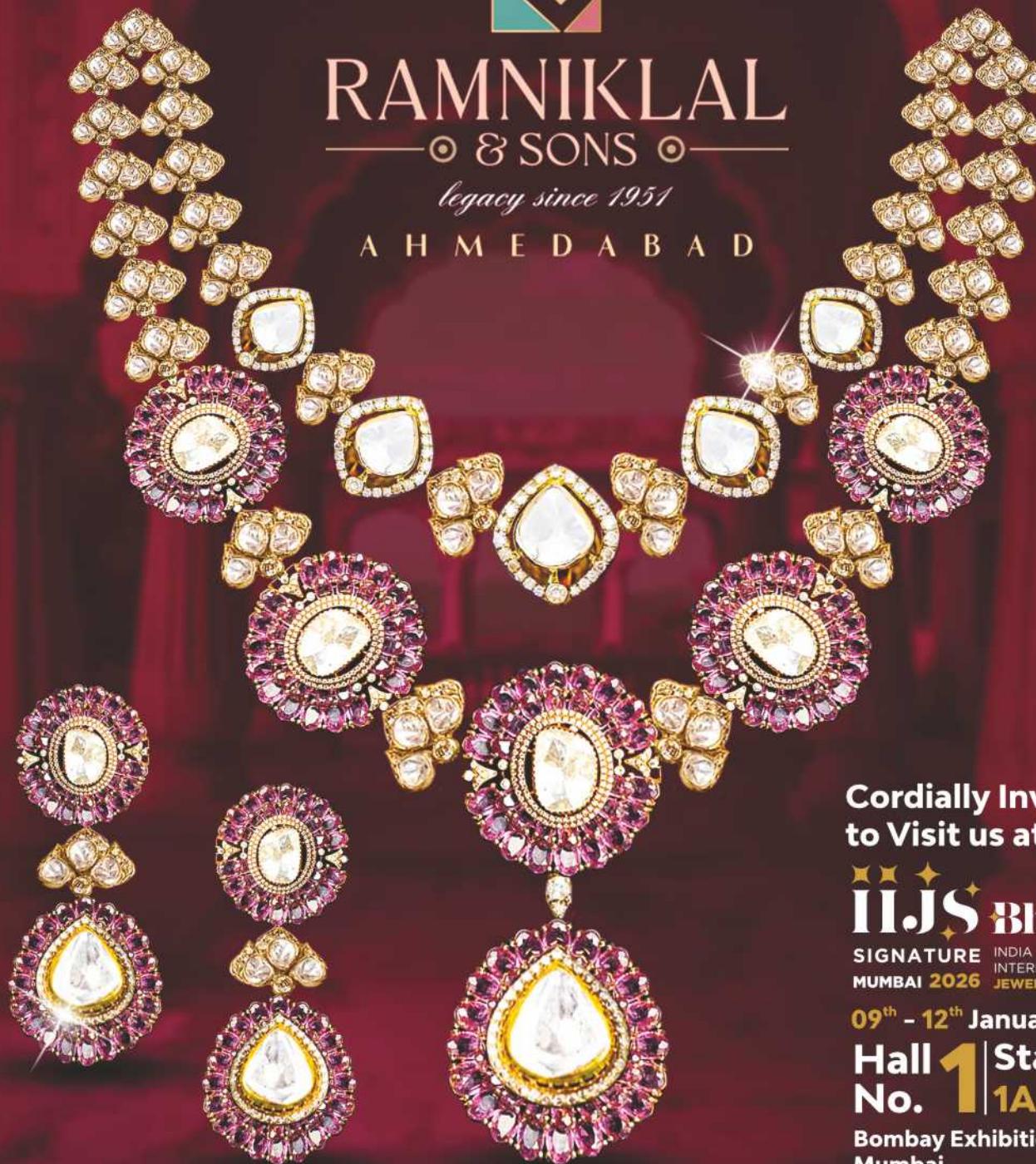


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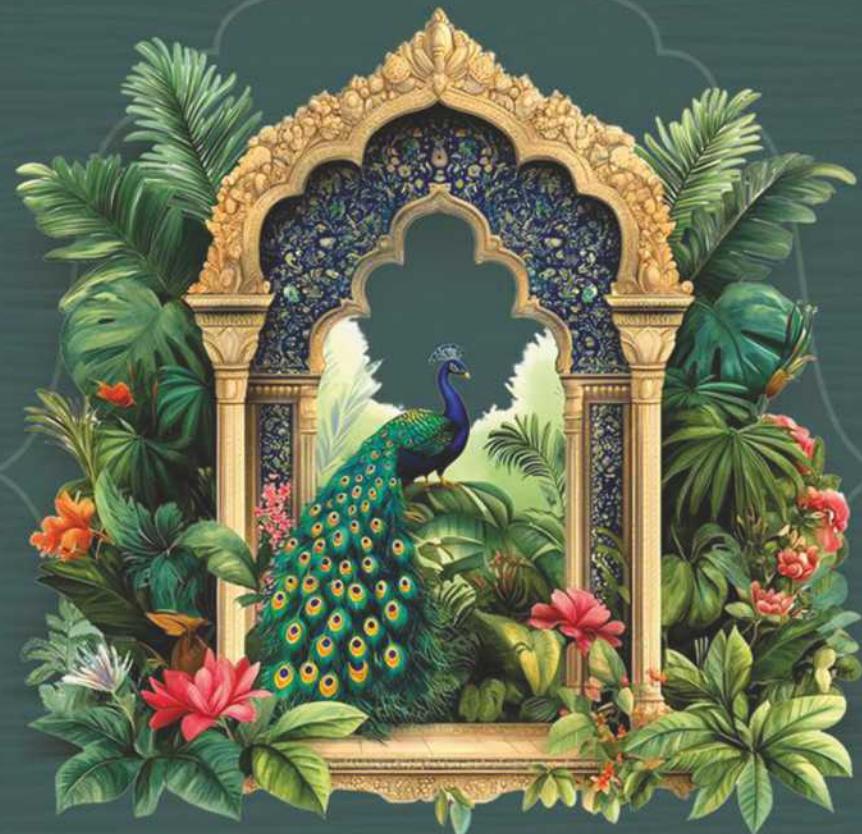
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## A Golden Dawn for Indian Jewellers

*Dear Esteemed Readers,*

*As 2025 draws to a close, gold gleams brighter than ever, with prices surpassing \$3,600 per ounce driven by relentless central bank purchases and safe-haven buying. In India, our jewellery artisans stand poised at this historic juncture, where tradition meets tomorrow's trends. From AI-enhanced mining efficiencies to sustainable recycled gold, the industry evolves rapidly, offering fresh avenues for creativity and profitability.*

*This issue spotlights upcoming trade shows, visionary designers, and strategies to navigate volatility—empowering you to craft pieces that captivate global markets. Embrace ethical sourcing and bold innovations; your gold will not just shine, but define legacies.*

*Warm regards,  
Amarjeet Tiwari  
Editor, Touch of Gold*

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# Mumbai Customs Zone-III Hosts Collaborative Open House Meeting to Enhance Trade Facilitation at PCCCC

**Mumbai Customs Zone-III** held a successful Open House Meeting on December 4, 2025, chaired by **Prachi Saroop, Principal Chief Commissioner of Customs**.

The session focused on discussing various operational and policy matters related to customs activities at **PCCCC**. It brought together trade members, industry representatives, exporters/importers, **GJEPC** officials, and senior customs officers, fostering a spirit of transparency and collaboration.

The meeting aimed to engage directly with the trade community, address their concerns, and collect constructive feedback to improve customs processes. Attendees raised issues including documentation challenges, clearance delays, and procedural bottlenecks, which were acknowledged and discussed by customs officials.

A key topic was the fluctuating diamond prices affecting compliance, valuation, and financial planning for the sector. The trade sought clearer guidelines and support measures to manage these variations during imports and exports.

Senior customs officers such as **Santosh Mishra (Commissioner)**, **Roopesh Sukumaran** (Additional



Commissioner), and Harsh Singh (Joint Commissioner) actively engaged with participants, clarifying doubts and sharing updates on digital reforms and workflow enhancements at PCCCC.

Principal Chief Commissioner **Prachi Saroop** commented, "We are committed to creating a transparent, predictable, and facilitative customs environment. The feedback from the trade is invaluable, and we will work diligently to address their concerns. Such interactions build mutual trust and improve ease of doing business."

Prominent trade leaders like **Anoop Mehta (President, Bharat Diamond Bourse)**, **Kirit Bhansali (Chairman,**

**GJEPC**), **Mehul Shah (Vice President, BDB)**, and **Shaunak Parikh (Vice Chairman)** joined the meeting.

Anoop Mehta praised the customs department's progress, saying, "Under Prachi Saroop's leadership, customs operations at PCCCC have shown significant improvement. We appreciate the department's openness and support."

Mehul Shah added, "We thank the Principal Chief Commissioner and her team for this important engagement. We hope such meetings continue regularly to further improve trade facilitation."





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# India-Oman CEPA to Provide Zero Duty Access for Gems & Jewellery; GJEPC Sees Exports Rising to USD 150 Million

**18<sup>th</sup> December 2026, Mumbai:** The India–Oman Comprehensive Economic Partnership Agreement (CEPA), which abolishes customs duty on imports of gems and jewellery in Oman from India, is expected to significantly boost India's exports to Oman and strengthen direct trade linkages between the two countries, according to the Gem & Jewellery Export Promotion Council (GJEPC).

India's gem and jewellery exports to Oman currently stand at USD 35 million (2024). With duty-free access under the CEPA, GJEPC estimates exports could rise to USD 150 million over the next three years, driven by improved price competitiveness, expanded product offerings, and deeper industry collaboration.



**Kirit Bhansali, Chairman, GJEPC**, said, “The India–Oman CEPA is a key enabler for strengthening direct trade ties and expanding India's gem and jewellery exports to Oman. Zero duty access will significantly improve competitiveness for Indian exporters and encourage direct sourcing. We see strong growth opportunities for polished diamonds and gold jewellery, along with emerging demand for silver, platinum and imitation jewellery. With this framework, exports to Oman can scale from USD 35 million to around USD 150 million over the next three years.”



India is already Oman's largest supplier of gold jewellery, particularly 22-carat wedding and traditional designs, with exports recording a strong growth of 80.11% in 2024–25, reflecting deep trust in Indian craftsmanship.

The CEPA is also expected to support Make in India by encouraging manufacturing, design collaboration, and investment partnerships. Oman's strengths in traditional silver jewellery, combined with India's scale, technology, and skilled workforce, present opportunities for joint product development and value-added manufacturing.

With Oman's strategic location and stable business environment, the CEPA also positions the country as a potential gateway for Indian jewellery exports to the GCC, Africa and neighbouring regions, enhancing trade efficiency and regional market access.



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# IIG Unveils 'Diamond Fundamentals': A Collaboration Blending Diamond Education with the Power of Storytelling

In an industry defined by precision, expertise, and technical mastery, the **International Institute of Gemology (IIG)** introduces Diamond Fundamentals, a pioneering resource that brings together two worlds seldom combined: structured diamond education and the age-old tradition of storytelling. This collaboration marks one of the most unique initiatives in the diamond sector, positioning learning not only as informative but deeply memorable.

Conceived and authored by **Rahul Desai, CEO & MD of IIG**, the book adopts an unconventional approach. Instead of writing from the vantage point of an industry expert, Desai chose to re-explore the subject as a learner, rediscovering diamonds with fresh eyes, simplifying complex ideas, and presenting them through the lens of storytelling. This perspective, rooted in curiosity and



environmental sustainability has inspired the global industry. The official launch was conducted by Shri Tulsibhai Dholakia, in the presence of Brijesh Dholakia, whose gracious involvement lent the occasion a distinctive significance.

stories shared between friends and the narratives we grew up reading in school. Its power lies in retention; a concept told as a story lingers in the mind far more than a concept told as plain information. In a world of shrinking attention spans, where younger generations tire quickly of textbook-style learning, we must constantly innovate. Diamond Fundamentals is our effort to bring that timeless art into diamond education, creating meaningful formats and dialogue that capture attention, build understanding, and stay with the learner long after the lesson ends."



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clarity, is what makes Diamond Fundamentals stand apart in the realm of gemological education.

## A Landmark Launch at Hari Krishna Exports

The official launch took place at the Hari Krishna Exports premises in Icchapore, a fitting location known for its global stature and values-driven leadership. The book features a heartfelt foreword by **Padma Shri Savji Dholakia**, the visionary diamond tycoon and philanthropist whose work in employee welfare and

**A short glimpse of foreword by Padma Shri Savji Dholakia** "The world today is moving towards storytelling, it's the new language of learning, connection, and inspiration. In an era where data and definitions often overwhelm young minds, this book stands out for bringing back the art of narrative learning."

**Speaking about the initiative, Mr. Rahul Desai said,** "Storytelling has never been a modern fad; it is a cultural inheritance, from heirloom tales passed down generations to the

Building on this philosophy, IIG has ensured that Diamond Fundamentals is not confined to a single medium. The resource is available in both physical and audio formats, with a bite-sized podcast series and a self-paced course soon to follow. True to IIG's mission, the initiative focuses on the belief that learning should be accessible, flexible, and tailored to how today's learners prefer to consume knowledge.



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# Chandubhai's Diamond Store Unveils Exclusive Seven-Piece Bridal Heirloom with 22,000 Natural Diamonds and Navrathna Gems

Hyderabad's The Diamond Store by **Chandubhai** has introduced a stunning bridal collection featuring a heritage-inspired seven-part masterpiece. Drawing from ancient Indian royal customs, this modern take on the historic '**Edu Vaarala Nagalu**' tradition incorporates 22,000 natural diamonds and genuine Navrathna gemstones. Worn by a prominent Hyderabad bride at her Goa wedding, the piece stole the spotlight, earning rave reviews in design communities.

Rooted in the age-old noble practice of seven daily jewelry sets—one for each day of the week—this creation offers versatility: wear the pieces separately or unite them into one majestic ensemble, fusing timeless rituals with spiritual depth and sleek artistry.

Symbolic motifs like elephants, lions, swans, vines, and florals evoke strength, bravery, purity, abundance, fertility, and transformation. The craftsmanship echoes temple carvings, miniature paintings, and royal adornments from India's past.

At its heart lies the Navrathna formation, aligned in the exact astrological sequence from ancient scriptures: ruby, pearl, coral, emerald, yellow sapphire, diamond, blue sapphire, hessonite, and cat's eye. These gems are said to channel cosmic forces for balance, safeguarding, and wealth—a rare



feature in today's designs that amplifies its sacred allure.

Hand-selected natural diamonds accentuate the motifs without dominating the narrative. Each of the seven segments boasts unique textures, stones, and tales, shining solo or together.

From a respected South Indian lineage, the bride selected this bespoke heirloom to celebrate her roots, embodying purity, wealth, and legacy. Crafted as a one-off treasure for generational inheritance, it stands apart from trendy bridal wear, honoring India's regal heritage through artistry and pride. Its exclusivity ensures it remains a unique family icon.

Kotti Srikanth, owner and mastermind behind The Diamond Store by Chandubhai, shares: "This is our homage to India's vibrant culture.



Reviving Edu Vaarala Nagalu lets us safeguard traditions of power, fortune, and celestial unity. We've invested our passion and years of expertise here, and the acclaim has been incredible."

In 2020, Srikanth set a Guinness World Record for the ring with the Most Diamonds Set in One Ring (7,801 natural diamonds), a first in South India. His credentials include diplomas in manual and computer-aided jewelry design from the Indian Institute of Jewellery, Mumbai; an MBA from Osmania University; and Certified Diamond Graduate status from the Gemological Institute of America (GIA).

## Estele's Christmas Sparkle: Festive Fashion Jewels for Joyful Gifting

With Christmas and New Year vibes bringing cheer and coziness, Estele launches a delightful fashion jewelry collection tailored for perfect gifts. Renowned for sleek, modern designs that fit seamless into daily life, Estele offers pieces for every taste and event.

The Christmas Edit bursts with festive flair—ideal for spoiling loved ones or indulging yourself. Ranging from dainty, subtle accents to bold statement makers, these designs elevate holiday looks and craft lasting, merry moments.





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# Joyalukkas Presents 'Brilliance Diamond Jewellery Show' in Coimbatore

Joyalukkas, the world's favourite jeweller, is bringing the dazzling Brilliance Diamond Jewellery Show to Tamil Nadu, starting December 5th at its flagship showroom on Crosscut Road, Coimbatore. This highly anticipated event celebrates the finest in diamond craftsmanship, blending elegance and innovation.

The exhibition showcases a stunning range of designs, from elegant bridal sets to stylish everyday pieces, combining timeless traditions with contemporary flair. Each creation is a limited-edition masterpiece available only during the show.

**Dr. Joy Alukkas, Chairman of Joyalukkas Group**, shared, "The Brilliance Diamond Jewellery Show celebrates the timeless beauty of diamonds and our commitment to exceptional jewellery design. Coimbatore is dear to us, and this festive season event offers customers



 **Joyalukkas**

a unique chance to find pieces that embody artistry, individuality, and elegance."

As a special treat, customers purchasing diamond jewellery worth

₹1 lakh or more will receive a complimentary gold coin, adding extra sparkle to their shopping experience.

The Brilliance Diamond Jewellery Show runs exclusively at the Joyalukkas Crosscut Road showroom in Coimbatore until December 21, 2025. Visitors are invited to explore a magnificent collection where every diamond piece tells a story of luxury, love, and timeless beauty.

## IAGES Launches #PehlaCheckIAGES to Promote Trust and Transparency in Gold Buying

The Indian Association for Gold Excellence and Standards (IAGES), a self-regulatory body created by and for the Indian gold industry, has launched the **#PehlaCheckIAGES** campaign to raise gold industry standards nationwide.

IAGES's accreditation framework aims to uphold the highest standards of integrity and quality throughout the entire gold supply chain—from refining and bullion trading to manufacturing, assaying, hallmarking, retail, and digital gold sales. The organisation focuses on building credibility, compliance, trust, as well as enhancing capacity and market growth across the sector.

IAGES Launches #PehlaCheckIAGES Campaign



Since millions of Indians buy gold during celebrations and festivals, this campaign encourages consumers to verify sellers by '#PehlaCheckIAGES' using the accredited partner directory, official website, or toll-free helpline before making purchases.

**Kaushlendra Sinha**, CEO of IAGES, states, "#PehlaCheckIAGES ensures consumers can confidently buy gold from accredited jewellers. While BIS Hallmark guarantees

metal purity, IAGES approval assures the seller's integrity and ethical practices."

For gold jewellers, accreditation signifies verified ethical conduct, operational excellence, and consumer trust. For buyers, it provides assurance, transparency, and confidence. Leading Maharashtra jewellers like **Waman Hari Pethe, Anmol Jewellers, Antara Gold & Diamonds, and Om Jewellers** are among the first accredited, with many others joining nationwide.

#PehlaCheckIAGES before purchasing gold. Discover more at [www.ages.com](http://www.ages.com) or call 1800 309 2424.

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# VBJ Since 1900 Launches MS Dhoni's "Lucky 7" Platinum Bracelet - A Men of Platinum Masterpiece

**VBJ Since 1900 (Vummidi Bangaru Jewellers)**, India's revered legacy jewellery house, introduces the "Lucky 7 Bracelet" – an exclusive MS Dhoni Signature Edition. Part of Platinum Guild International's (PGI) Men of Platinum initiative, this recent launch merges cricketing icon status with exceptional artisanal skill.

**PGI's Take on Platinum's Rise**  
 Vaishali Banerjee, Head of Global Market Development and Managing Director – India & Middle East at PGI, notes: "Platinum's surge in India, especially men's jewellery, stems from its strength, rarity, and sleek vibe—perfect for savvy buyers. Our VBJ collaboration on this Dhoni edition channels that momentum. The Lucky 7 Bracelet embodies the boldness driving this category, with vast potential as consumers embrace platinum's true worth."

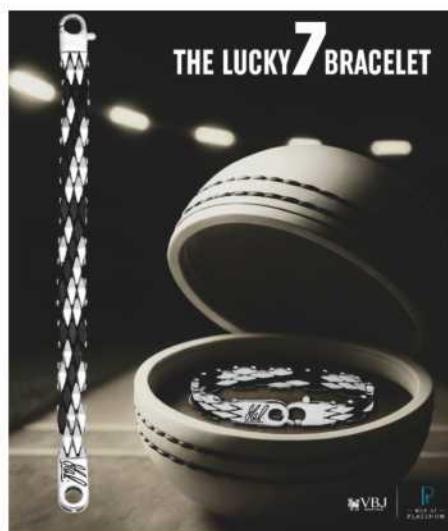
**Drawing from Dhoni's Lucky 7**  
 The iconic number 7 shapes Dhoni's persona—his birthdate (July 7), jersey, and destiny. This bracelet captures it through platinum and zirconium ceramic, forming a striking "7" with rhythmic geometry that subtly honors his path.

#### VBJ's Artisanal Excellence

Fully conceived, designed, and crafted in-house by VBJ artisans, the bracelet fuses precision, purity, and heritage. It mirrors Dhoni's poised leadership alongside the brand's masterful touch.

#### VBJ Leadership on the Vision

Amarendran Vummidi, Managing Partner at VBJ Since 1900, shares: "This goes beyond design—it's discipline and calm forged into metal. Dhoni's serenity inspires every curve and gleam, honoring his leadership essence."



Partner, reflects: "Every VBJ piece narrates a tale. The Lucky 7 unites modern legends with ageless craft—a fresh take on legacy, ideal for gifting to today's connoisseurs."



#### PGI Highlights Synergy and Style

Pallavi Sharma, Deputy Country Manager – India & Middle East at PGI, adds: "Our VBJ partnership excels on trust, innovation, and collaboration for top-tier products. The Men of Platinum Dhoni edition reflects Indian men's shifting tastes. Dhoni's character and flair pair perfectly with platinum's enduring elegance. In 95% pure platinum, the Lucky 7 Bracelet blends symbolism, design, and VBJ's disciplined artistry."

#### Heritage Meets Modernity at VBJ

Jithendra Vummidi, Managing

#### VBJ's National Legacy

As a fifth-generation enterprise, VBJ cherishes its role in crafting the historic Sengol sceptre, symbol of India's democracy. Rediscovered after 72 years through VBJ's research, it now graces the new Parliament beside the Speaker's chair—echoing the integrity in every creation.

#### Where to Find It

The MS Dhoni Signature Lucky 7 Platinum Bracelet is available exclusively at VBJ stores in Anna Salai and Anna Nagar, where tradition meets flawless execution.



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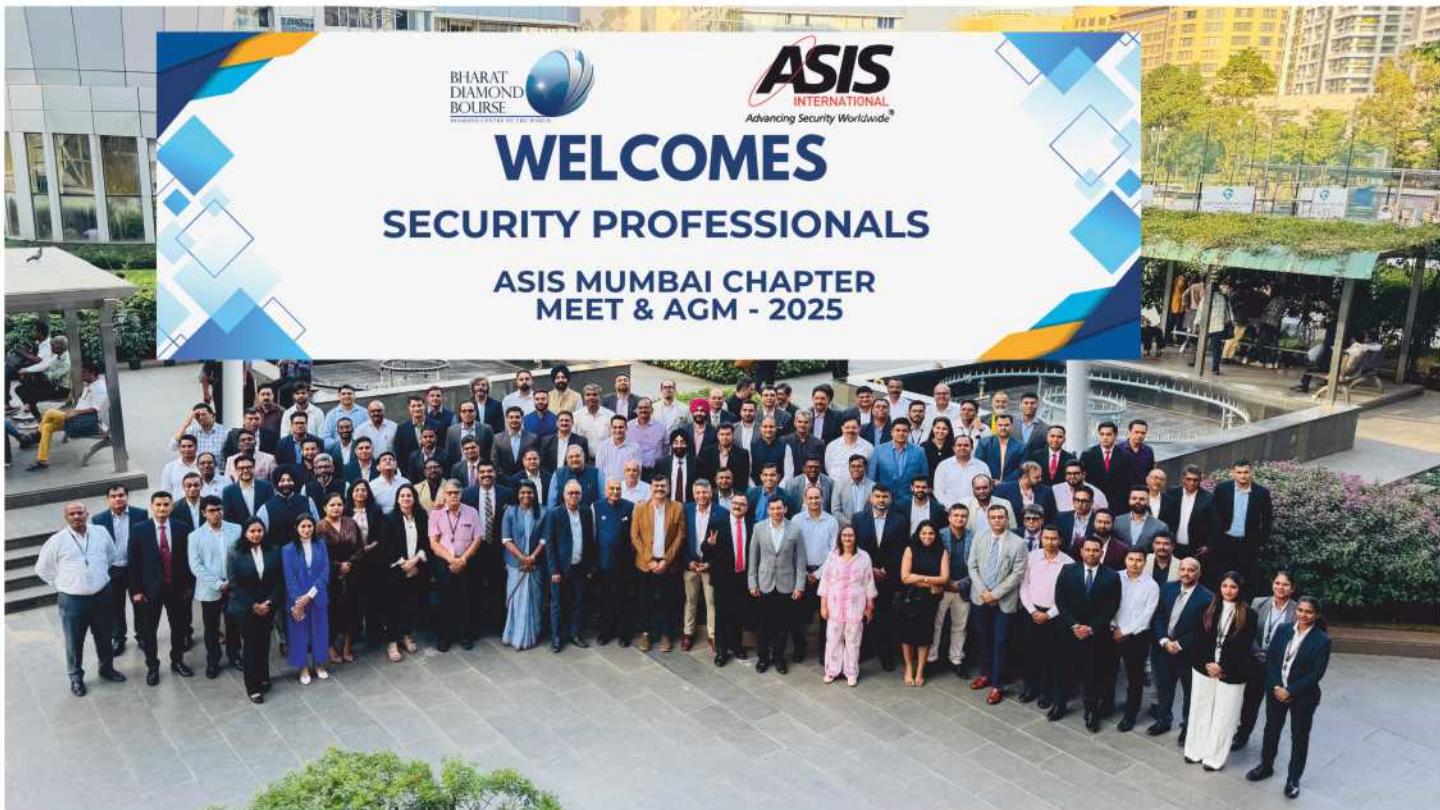
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# Bharat Diamond Bourse Hosts ASIS Mumbai Chapter's AGM and Security Summit 2025



**ASIS International Mumbai Chapter organized its Annual General Meeting (AGM) and Chapter Meet 2025 at the Bharat Diamond Bourse (BDB) in Mumbai, drawing nearly 130 experts in security, cyber defense, and risk management. The gathering united industry leaders to evaluate chapter progress, tackle rising threats, and handle key governance tasks, all hosted at BDB's Mumbai facility.**

**D. Sivanandhan, ex-Commissioner of Police Mumbai and former DGP Maharashtra**—also founder of the ROTI BANK—delivered the keynote on “Public-Police Partnership: A Strategic Imperative for Crisis Management & Business Continuity.” Drawing from his new book, he stressed joint strategies for crisis readiness and operational continuity.



The event featured the launch of *The Brahmastra Unleashed*, a key addition to security and risk management literature, unveiled by community members. Mehul Shah from BDB and Gemmological Institute of India honored Sivanandhan and greeted attendees, underscoring collaboration amid global instability. A dynamic panel on “Building Resilience & Business Continuity in an Unpredictable World,” led by Col.

Sam, included Col. Manjit Singh, Usha Suryavanshi, Rajesh Shekhawat, and Capt. Shantanu Krishna, offering real-world tips on disruption handling.

The chapter paid tribute to Sampat Suryavanshi for his heroism during the 26/11 attacks, followed by elections naming **Rakesh Kherwa as 2026 Chapter Chair, Marsh Miranda as Secretary, and Aabid Khan as Treasurer.**



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## Zen Diamond Teams Up with Francorp to Launch 20+ Franchise Stores Across India by 2026

**Zen Diamond** has forged a key alliance with **Francorp**, the franchise consulting division of Franchise India Brands Limited, to fast-track its retail growth in India via a robust franchise network. This move targets over 20 outlets by 2026 in prime Tier 1 and Tier 2 cities, riding the wave of demand for trusted branded diamond jewelry.



Originating in Istanbul in 2000 with roots tracing back to 1890 craftsmanship, Zen Diamond boasts 450+ stores in 22 countries. Its Indian footprint includes five stores in Mumbai, Bengaluru, and Chandigarh, with plans to expand into high-end malls and bustling high streets. The brand specializes in certified diamonds for bridal, engagement, and daily wear, syncing with India's shift from unorganized to branded retail fueled by urban consumer tastes. The diamond jewelry sector hit \$8.7



billion early in 2025, eyeing 9%+ CAGR to 2030, with branded sales dominating 40% in Tier 1 cities and Tier 2 adding 20% growth.

**Neil Sonawala** of **Zen Diamonds India** noted, “We’re hitting a prime expansion moment as shoppers chase reliable diamond specialists. Our global scale and fresh designs suit Tier 1-2 markets perfectly—Francorp will help us roll out top-tier franchises upholding innovation, service, and clarity.”

**Gaurav Marya** from **Francorp** and **Franchise India** added, “Brands like Zen blend worldwide appeal with India’s luxury evolution. Tier 1-2 buyers now prioritize branded, stylish, dependable jewelry journeys.”

## Kapil Sharma Films Diamond Ring Scene at DP Abhushan for 'Kis Kis Ko Pyar Karoon 2'

**A**ctor Kapil Sharma shot a pivotal sequence at a DP Abhushan jewelry store in Madhya Pradesh for the upcoming Hindi film *Kis Kis Ko Pyar Karoon 2*. In the scene, his character browses and selects a diamond ring for his on-screen girlfriend, with filmmakers picking the store as the ideal backdrop.

The outlet stayed open to regular customers throughout the shoot, blending everyday shoppers into the lively filming process. **Vikas Kataria** of **DP Abhushan Ltd.** shared, “Hosting Kapil and the crew was a thrill. Such moments deepen our bond with Madhya Pradesh families who’ve chosen us for generations during weddings and celebrations. Our edge lies in genuine authenticity, expert craftsmanship, and family-like service.”



Kapil was seen examining diamond designs under staff guidance, interacting naturally with employees and patrons. Shoppers buzzed with excitement, crowding around as the actor chatted about his film and connected with the crowd during breaks.



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# DMCC Launches FinX Platform at DPMC 2025 Close, Boosting Dubai's Precious Metals Dominance

The 13th Dubai Precious Metals Conference (DMCC) wrapped up triumphantly with DMCC unveiling FinX, a cutting-edge platform linking commodities, capital markets, and fintech to cement Dubai's stature in physical and digital precious metals trading. Over 1,000 top executives from precious metals, finance, and tech sectors attended, underscoring the emirate's pivotal role in global commodity flows.

Held at Atlantis The Palm on November 25, the event revolved around **"The Future of Precious Metals: Tariffs, Tokenisation and Trade Flows."** Experts delved into new trade routes, tokenisation's rapid rise, digital asset regulations, and evolving standards in the precious metals landscape.

Keynote highlights came from H.E. Thani bin Ahmed Al Zeyoudi, UAE Minister of State for Foreign Trade, who spotlighted the UAE's lead in bullion trade with \$186 billion in gold throughput last year; LBMA



CEO Ruth Crowell; and analyst Grant Williams. Voices from World Gold Council, Shanghai Gold Exchange, CME Group, UAE Ministry of Economy, and LBMA tackled trade shifts, ethical sourcing, and international benchmarks. DMCC Executive Chairman Ahmed Bin Sulayem announced FinX as a game-changer, fusing real-world assets with capital markets and

fintech via DGCX, DCCC, DMCC Crypto Centre, and Tradeflow. Designed to speed up tokenized markets, it positions Dubai at the forefront of modern trade innovation.

Home to 1,500+ firms in its gold and precious metals network, DMCC leveraged DPMC to highlight Dubai's surging clout in bullion dynamics and digital breakthroughs.

# GIA Rolls Out Redesigned Colored Stone Reports and Broader Origin Testing from January 2026

The Gemological Institute of America (GIA) will launch updated colored stone reports and enhanced origin-determination services starting January 1, 2026, featuring refined formats, new gem categories, adjusted fees, and expanded geographic data. Announced December 10, 2025, from Carlsbad, California, these changes aim to deliver sharper insights for traders and buyers alike.

The revamped reports reorganize gemological details to spotlight essential traits, making information more accessible and actionable. GIA extends origin services to opal, peridot, and demantoid garnet, joining alexandrite, emerald, Paraiba tourmaline, red spinel, ruby, sapphire, plus untreated jadeite and omphacite jade from Myanmar and Guatemala.

Shane McClure, Global Director of Colored Stone Services, credits GIA's 32,000-sample research archive—built by field gemologists over 75 years of lab



expertise—for enabling these advances. Updated weight categories and fees take effect for submissions from January 1, with full details on GIA.edu.



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# Shineshilpi Opens 'The Shine House' as Premier B2B Jewelry Center in Zaveri Bazaar

**S**hineshilpi unveils The Shine House, a dedicated B2B jewelry sourcing hub in Mumbai's bustling Zaveri Bazaar, enhancing its operations to streamline support for retailers and manufacturers through unified facilities.

With over three decades rooted in Zaveri Bazaar, Shineshilpi has evolved into a key B2B player, delivering jewelry to Indian and international retailers via reliable systems, artisan partnerships, and trade-centric solutions.

The hub showcases a diverse lineup across nine Shine Collections,

covering gold, platinum, and silver pieces crafted with manufacturers nationwide—tailored for solo jewelers, chains, and bulk buyers. The Shine House serves as a one-stop



corporate base, boosting product variety, efficient sourcing, and



seamless trade interactions all under one roof in the heart of India's jewelry district. This expansion bolsters Shineshilpi's domestic reach and global ties, solidifying its edge for organized and emerging retail sectors.

## PC Jeweller Empowers 1,000 Goldsmiths in Uttar Pradesh to Become Entrepreneurs

**PC Jeweller Ltd** announced on Saturday its initiative to support 1,000 certified goldsmiths in Uttar Pradesh to become successful entrepreneurs by offering assistance in branding, design, and marketing.

The Delhi-based company has partnered with the 'CM Yuva Udyami Yojana' to empower **PM Vishwakarma-certified goldsmiths (Sunars)**, helping transform them into organised jewellery entrepreneurs and retail partners. In the first phase, PC Jeweller will collaborate with the CM Yuva Udyami framework and its partners to guide and upgrade 1,000 certified goldsmiths in rural and semi-urban areas of Uttar Pradesh, with plans to extend support to over 5,000 artisans nationwide.

The company plans to provide these artisans with access to branding, design innovation, modern retail techniques, digital skills, and organised market networks.

With over 85,000 PM Vishwakarma-certified goldsmiths across India, PC Jeweller's Managing Director, Balram Garg, said, "**The PM Vishwakarma and CM Yuva Udyami Yojana** create a unique opportunity to acknowledge and uplift traditional artisans. We are proud to support goldsmiths in transitioning from informal setups to organised, high-value businesses featuring modern designs, improved technology, and income stability."



The collaboration will also focus on connecting eligible goldsmiths with credit schemes like CM Yuva Udyami Yojana for working capital and business growth.

Additionally, PC Jeweller will offer training in contemporary jewellery design, hallmarking, quality standards, customer service, and digital tools. It will assist these artisans in branding and market access, helping traditional goldsmith families establish legally compliant, digitally equipped, and formally recognised jewellery enterprises.



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# Record Jewellery Exchanges Soar Amid Rising Gold Prices This Festive Season

With gold prices reaching unprecedented levels this festive season, Indian consumers are changing their jewellery purchasing habits by increasingly opting to exchange and recycle old gold instead of making fresh buys. This surge in exchange-driven sales has broken records for top jewellery brands, reflecting a significant shift in festive buying behavior amid the soaring market rates.

The trend, which began during Navratri and gained momentum through Dhanteras, sees more consumers trading existing gold ornaments for new designs. For many leading brands, exchanges now represent a substantial share of total sales. Tanishq anticipates nearly half of its Dhanteras sales this year to come from gold exchanges, up from about 35 percent last year. Reliance Retail's exchange sales have risen to one-third of overall gold jewellery sales, up from 22 percent previously,

while Senco Gold reports an increase from 35 to 45 percent.

This robust exchange activity is fueled by gold prices reaching Rs.1.34 lakh per 10 grams (including GST) during Dhanteras, a nearly 69 percent rise from Rs.80,469 last year. Faced with steep price hikes, many consumers prefer to recycle their old gold to upgrade to contemporary designs or cushion the impact of higher costs.

Industry reports indicate Indian households collectively possess more than 22,000 tonnes of idle gold, a vast reservoir now partially unlocked through this exchange boom, allowing consumers to honour traditions without overstretching budgets.

Although average bill values have increased due to price inflation, overall purchase volumes have declined. Retailers expect volumes to rebound once gold prices stabilize,



driven by ongoing interest in modern styles and festive shopping enthusiasm.

This growing trend underscores a new acceptance of gold recycling and exchange as a savvy financial choice. Consumers are increasingly viewing gold not just as a store of value but as a resource for both fashion and savings—potentially transforming India's festive gold buying habits for years ahead.

## Belgium Streamlines Hiring to Enhance Antwerp's Diamond Polishing and Sorting Workforce

The Flemish Government has approved a new policy, effective January 1, 2026, allowing Antwerp diamond companies to recruit foreign polishers and sorters through a faster, simplified permit process. This move aims to boost the city's capacity amid rising demand fueled by the US duty exemption on Antwerp-polished diamonds.

Formally designating diamond polishing and sorting as medium-skilled shortage occupations, the policy enables employers to apply for a single work permit for non-EU specialists without the need for a labour market test. This change is expected to reduce administrative delays and address long-standing skill



shortages in Antwerp's diamond industry.

**Karen Rentmeesters** of the **Antwerp World Diamond Centre (AWDC)** highlighted the importance of recruiting trained professionals from outside Europe to uphold Antwerp's competitiveness as a global diamond trading and manufacturing hub. The zero-tariff

advantage in the US has increased demand for local polishing services, encouraging companies to route more rough diamonds through Antwerp, contingent on available polishing capacity.

Rentmeesters noted that the policy acknowledges the limited supply of skilled polishers and sorters in Belgium and creates a more supportive business environment for diamond operations. AWDC welcomed the government's decision, emphasizing its role in reinforcing Antwerp's position amid shifting global trade dynamics and regulatory conditions.

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# Zen Diamond Teams Up with Francorp for Ambitious Franchise Expansion in India

In a bold move to dominate India's burgeoning diamond jewellery market, **Zen Diamond**—a trailblazing brand originating from Istanbul in 2000, rooted in a storied jewellery craftsmanship legacy that stretches back to 1890—has forged a powerhouse strategic alliance with Francorp, the elite franchise consulting division of Franchise India Brands Limited. This partnership is set to turbocharge Zen Diamond's growth trajectory in the world's fastest-growing luxury jewellery hub through a meticulously crafted franchise model, targeting explosive expansion across key urban and emerging markets.



Boasting an impressive global network of more than 450 stores spread across 22 diverse countries, Zen Diamond already maintains a foothold in India with five flagship operational outlets in high-profile cities like Mumbai, Bengaluru, and Chandigarh. Looking ahead, the brand has set an aggressive milestone: scaling up to over 20 franchise-driven stores by the end of 2026. This expansion blueprint zeroes in on prime real estate in premium shopping malls and bustling high-street destinations, perfectly aligned with the evolving tastes of savvy Indian consumers who are swiftly shifting from fragmented, unorganised retailers to polished, trustworthy branded experiences.

What sets Zen Diamond apart is its seamless fusion of world-class international design flair, cutting-edge manufacturing prowess, and an

intimate grasp of local market nuances. The brand curates certified diamond jewellery collections spanning timeless bridal masterpieces, romantic engagement pieces, and sophisticated everyday luxury staples—each piece embodying innovation, elegance, and unwavering quality. As India's diamond jewellery sector surges past the USD 8.7 billion mark in early 2025, analysts forecast a robust compound annual growth rate (CAGR) exceeding 9% right through 2030. This boom is propelled by soaring disposable incomes, rapid urbanisation, and a cultural pivot toward organised retail. Notably, branded diamond sales already command over 40% market share in Tier 1 metros, with Tier 2 cities—fueled by improved infrastructure and aspirational lifestyles—accounting for nearly 20% and growing at an even faster clip. "Zen Diamond stands at the cusp of a transformative growth chapter in India, where discerning buyers are hunting for diamond specialists they can truly rely on," declared Neil Sonawala, Managing Director of Zen Diamonds India. "Leveraging our vast global empire of 450 stores and a



fresh, design-centric ethos, we're primed to conquer both Tier 1 powerhouses and Tier 2 dynamos. Teaming up with Francorp empowers us to roll out premium franchise outlets that prioritise relentless product innovation, stellar customer service, and crystal-clear transparency—hallmarks of our brand DNA."



Echoing this enthusiasm, Gaurav Marya, Foremost Business Advisor at Francorp and Chairman of the Franchise India Group, highlighted the perfect synergy: "Brands like Zen Diamond thrive at the exciting intersection of worldwide glamour and India's maturing luxury ethos. Shoppers in Tier 1 and Tier 2 hubs are flocking to branded, creatively curated, and dependable jewellery journeys. Armed with its rich international heritage and razor-sharp operational playbook, Zen Diamond is poised to build a thriving franchise network that promises strong, long-term returns while fiercely safeguarding its world-renowned standards."

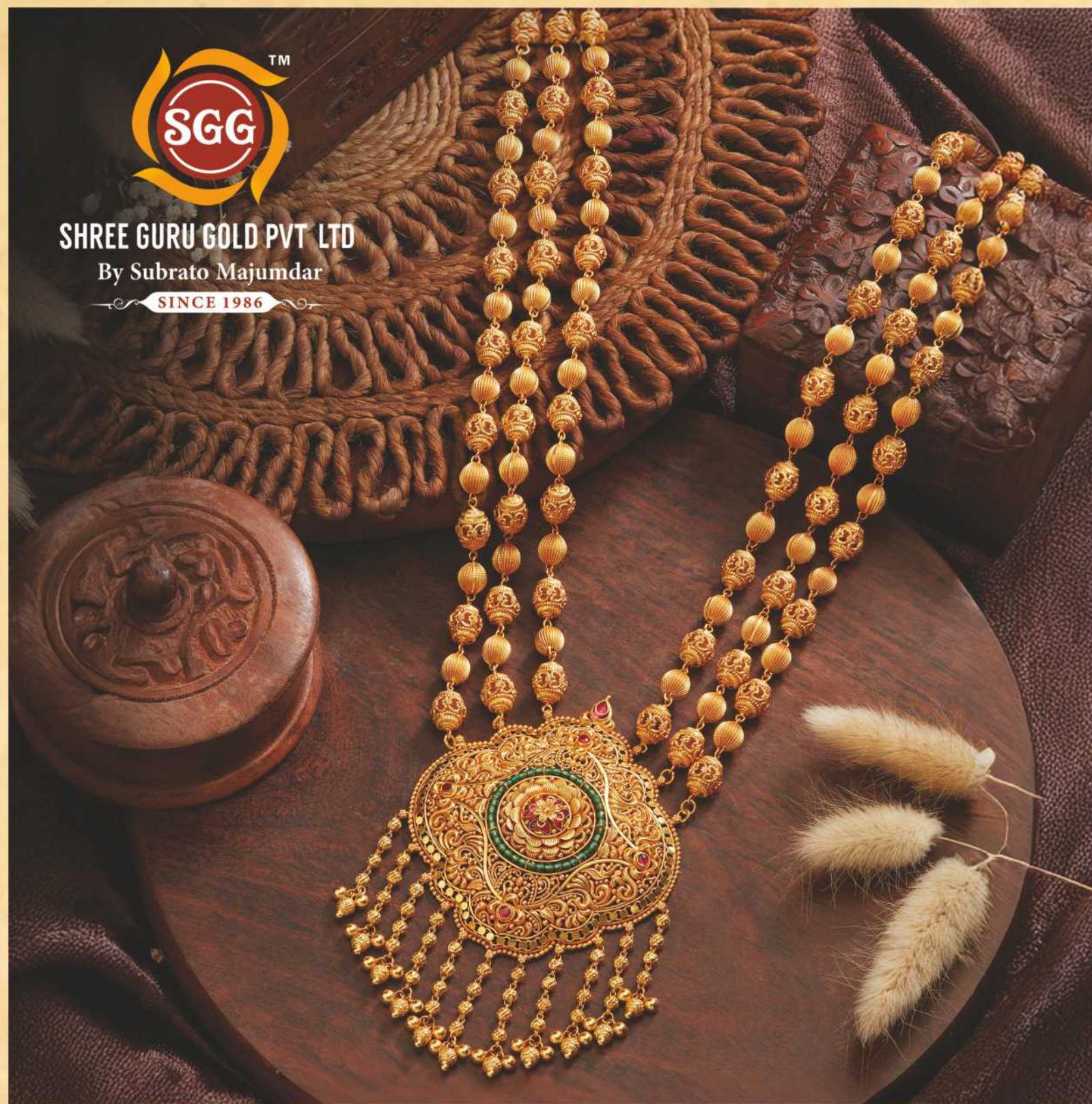
Elevating its allure even further, Zen Diamond's global star power shines through high-profile endorsements, such as international icon Jennifer Lopez serving as its brand ambassador, alongside savvy digital tie-ups like Pernia's Pop-Up Shop. These collaborations amplify its fashion-forward vibe, bridging runway trends with everyday opulence and supercharging online visibility. As India cements its status as a diamond jewellery powerhouse, Zen Diamond's Francorp-powered push signals a new era of accessible luxury, blending Turkish artistry with desi dreams.



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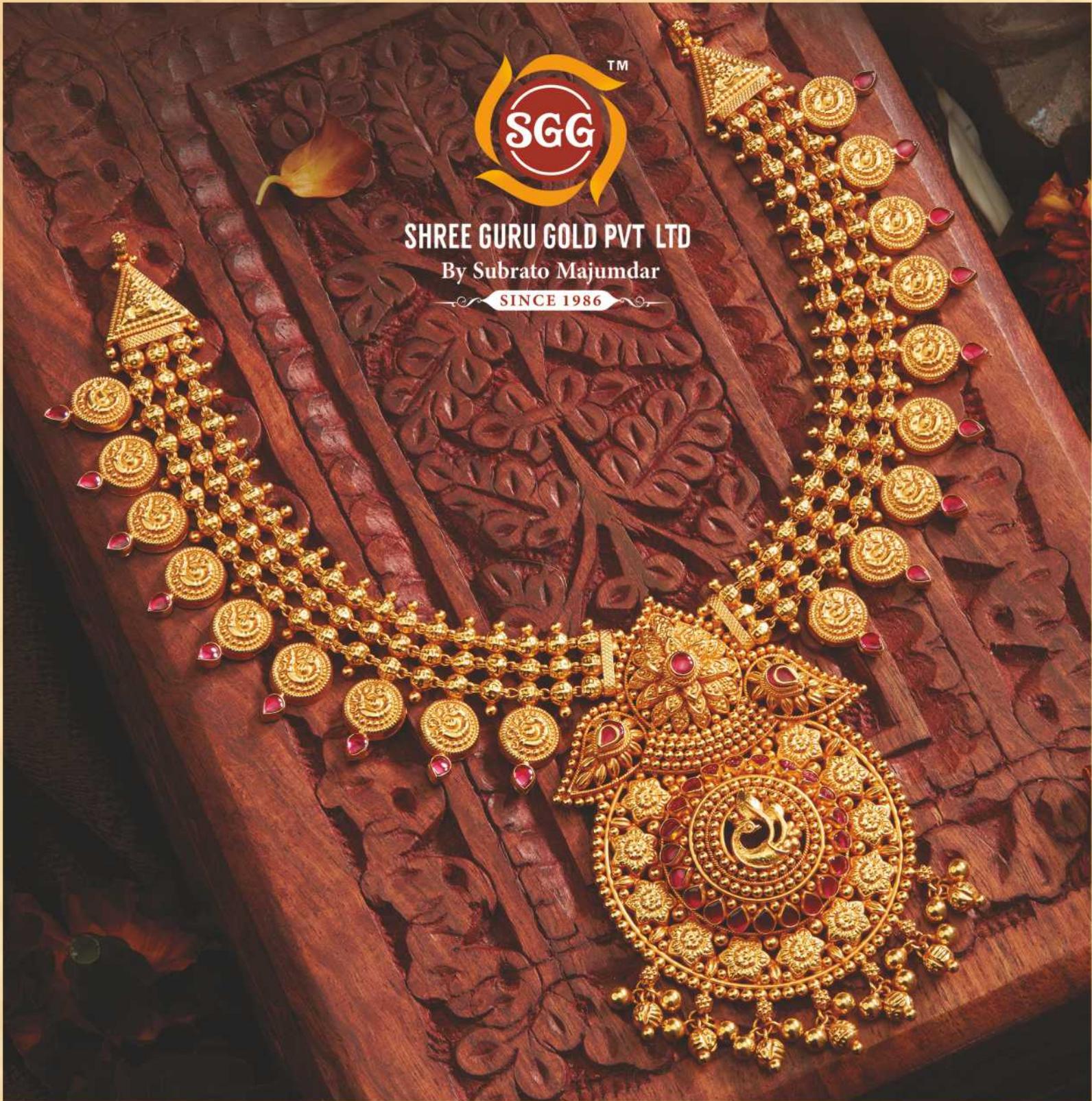
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# Dhirsons Jewellers Launches Revolutionary 9-Carat Diamond Collection: Pioneering Affordable Opulence Amid Soaring Gold Prices.

India's heritage powerhouse under the **Dhiraj Dhir Group**, **Dhirsons Jewellers**—celebrated for its enduring legacy of exquisite craftsmanship and timeless silhouettes—has unveiled its groundbreaking **9-carat diamond** collection, a masterful pivot toward democratized luxury that resonates deeply in an era of escalating gold costs reshaping buyer priorities across the nation's vibrant fine jewellery landscape. This strategic innovation fuses sophisticated elegance with savvy pricing, empowering a broader spectrum of discerning customers—from young professionals embracing daily sparkle to brides envisioning heirloom-worthy ensembles—without sacrificing the brand's hallmark artistry or unyielding quality standards.

The collection dazzles with an expansive array of versatile masterpieces, including shimmering earrings that cascade like whispered promises, sleek rings symbolizing eternal commitments, graceful bangles and bracelets that dance with every gesture, and opulent diamond sets poised to steal the spotlight at

life's grandest celebrations. Spanning delicate everyday treasures for subtle sophistication, bold statement pieces for high-impact occasions, and lavish bridal extravaganzas tailored for unforgettable vows, the lineup thoughtfully calibrates light, medium, and intricate designs to suit every mood and milestone. For those craving commanding presence, heavier motifs in select sets deliver dramatic flair, ensuring the collection mirrors the multifaceted rhythms of modern Indian wardrobes.

**"We've long championed the belief that exquisite jewellery should adorn every cherished moment, not merely the monumental ones,"** proclaimed Raghav Dhirsons, Director of Dhirsons Jewellers, his voice brimming with conviction. "This 9-carat collection emerges as our bold retort to a savvy market craving both breathtaking beauty and intelligent value. Far from diluting our design ethos or artisanal precision, we're unlocking gateways for more souls to claim treasures they'll cherish across



generations—pieces that evolve with their stories." True to the brand's exacting pedigree, every creation gleams with meticulous stone-setting, flawless polishes, and innovative engineering that maximizes brilliance while minimizing excess, all hallmarked for trust and longevity.

Priced accessibly from around ₹10,000 for entry-level stunners to exceeding ₹10 lakh for bespoke showstoppers, the range spans budgets with inclusive grace, inviting first-time diamond devotees alongside seasoned collectors into Dhirsons' world of refined allure. As gold volatility prompts shoppers toward smarter alternatives like lower-carat diamonds without compromising dazzle, this launch cements Dhirsons' visionary edge, blending four-decade heritage with forward-thinking accessibility. It's more than a collection—it's a movement redefining fine jewellery as an everyday indulgence, solidifying the brand's throne in organized retail while captivating a new legion of loyal admirers nationwide.



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# Kalyan Jewellers Unveils

## Majestic 25,000 sq. ft. Flagship in Delhi's South Extension, Cementing NCR Dominance.

India's jewellery retail powerhouse, **Kalyan Jewellers**, has orchestrated a dazzling grand opening of its crown-jewel flagship showroom in the upscale South Extension neighbourhood of New Delhi, solidifying its stranglehold on the capital's luxury market. Spanning a colossal 25,000 square feet, this ultra-modern marvel represents the brand's second outpost in this prime locale and its 25th showroom across the sprawling Delhi-NCR region—a testament to relentless expansion amid soaring festive and wedding demand.

The ribbon-cutting extravaganza was

halls showcasing Kalyan's signature collections—from intricately hallmark gold masterpieces and scintillating solitaires to bespoke bridal extravaganzas and everyday elegance. Multi-level layouts feature dedicated zones for diamonds, platinum, and gemstones, complete with personalization studios, advanced jewellery lounges, and digital kiosks for seamless try-ons, all tailored for Delhi's discerning elite in one of NCR's most vibrant retail corridors.

This triumphant addition catapults Kalyan Jewellers' worldwide network beyond 320 showrooms spanning



India, the Middle East, and beyond, fortifying its throne in organised retail amid a sector projected to hit \$100 billion by 2030. With South Extension's footfall of high-net-worth families and urban tastemakers, the flagship accelerates Kalyan's NCR conquest, driving festive sales surges while upholding hallmarks of purity, design excellence, and customer-centricity that define its legacy.



graced by **Rajesh Kalyanaraman, Executive Director of Kalyan Jewellers**, who spearheaded the unveiling alongside a constellation of eminent industry titans hailing from every corner of India. This high-octane gathering of jewellery visionaries, retailers, and influencers underscored the showroom's stature as a pivotal milestone, blending South Indian heritage craftsmanship with pan-Indian opulence to captivate Delhi's affluent shoppers.

Engineered as a shopper's paradise, the flagship boasts vast, illuminated





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# Shilpa Shetty Redefines Sacred Tradition: Her Signature Mangalsutra Bracelet Reimagined in Ultra-Pure Lab-Grown Diamonds with Limelight

Bollywood superstar, savvy entrepreneur, and timeless style maven **Shilpa Shetty** has unveiled her highly anticipated **signature Mangalsutra Bracelet collection**, now elevated to new heights of brilliance through an innovative collaboration with Limelight Lab Grown Diamonds. This latest iteration swaps natural gems for the rarest Type IIa (Type 2A) lab-grown diamonds—renowned as the purest form available, chemically identical to mined diamonds but crafted sustainably in state-of-the-art labs. The result? A fusion of deep-rooted Indian heritage and cutting-edge conscious luxury that's poised to captivate modern women everywhere.

At its heart, the mangalsutra bracelet symbolizes enduring love and marital bliss, a sacred thread in Indian culture. Yet Shilpa envisioned something more: a versatile piece that transcends tradition without losing its soul. "The mangalsutra has always carried profound emotional weight for me," Shilpa enthuses. "But I've long believed tradition must adapt to the empowered woman wearing it today. This bracelet sprang from that vision—a symbol of sentiment that slips effortlessly into her dynamic, everyday life, whether she's conquering boardrooms or celebrating life's milestones."

Her choice of Type IIa lab-grown diamonds marks a deliberate nod to sustainability and innovation amid India's booming ethical jewellery movement. These gems, free from nitrogen impurities and boasting unmatched clarity and fire, represent the pinnacle of lab-grown technology—eco-friendly, conflict-free, and up to 30-40% more affordable than their mined counterparts. As global demand for lab-grown diamonds surges



(projected to hit 20% of the market by 2030, per industry forecasts), Shilpa's collection taps into a seismic shift: urban Indian consumers prioritizing traceability, reduced environmental impact, and personalized sparkle. "I sought to reimagine this icon through the lens of conscious luxury, artisanal mastery, and unapologetic individuality," she explains. "Discovering the flawless purity and ethical edge of Type IIa diamonds felt destined—they're sustainable, supremely high-quality, and utterly mesmerizing."

The collection dazzles with a curated lineup of handcrafted bracelets that blend minimalistic elegance with profound symbolism. Sleek chains, delicate pendants, and adjustable clasps ensure all-day versatility—from power yoga sessions to red-carpet glamour. Each design whispers tradition while shouting modernity: black diamond accents for edge, rose gold finishes for romance, and intricate motifs evoking eternal bonds. "I've personally handpicked and designed every single piece," Shilpa reveals. "It's my go-to for work meetings, festive gatherings, or jet-setting

adventures—a testament that heritage can feel personal, bold, and fiercely your own."

Echoing this transformative spirit, **Pooja Madhavan**, Founder of Limelight Lab Grown Diamonds, celebrates the partnership's synergy. "This collection honors how time-honored traditions reinvent themselves," she says. "What began as a rare emblem of commitment now embodies empowerment, self-expression, and forward-thinking style—core to Limelight's ethos. Collaborating with Shilpa has birthed a modern icon tailored for the woman who demands brilliance without compromise."

Shilpa Shetty's foray into jewellery design isn't new; her entrepreneurial flair has already disrupted wellness and fashion. This launch arrives as lab-grown diamonds gain traction in India, with sales skyrocketing 50% year-on-year amid rising millennial and Gen Z preferences for ethical bling. Priced accessibly yet exuding heirloom quality, the collection is available exclusively via Limelight's platforms, promising to bridge cultural legacy with tomorrow's luxury ethos—one sparkling bracelet at a time.



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# Radhakrishna Jewellery Grandly Unveils Sprawling Dharmanagar Showroom with Epic 30-Day Lucky Draw Extravaganza

Dharmanagar's jewellery scene reaches new heights as Radhakrishna Jewellery inaugurates its expansive 2,000 sq. ft flagship showroom in Tripura's bustling second-largest city, marking the brand's seventh outlet in the state and a bold stride into North Tripura's thriving market.

This state-of-the-art, three-floor haven consolidates the full spectrum of Radhakrishna's luxurious collections under one roof, transforming shopping into a seamless, immersive journey for discerning customers across the district. Lower levels gleam with meticulously curated gold jewellery alongside sparkling natural diamond and sterling silver pieces from sub-brands Roshni Diamond Jewellery and Ridhya Sterling Silver Jewellery. The crowning top floor dazzles with an exclusive array of coloured gemstone treasures, catering to every taste from lightweight everyday elegance—ideal for younger buyers—to opulent heirloom-worthy statement designs.

## Launch Spectacle: 30-Day Daily Lucky Draw Mania

The grand opening explodes with customer excitement through a full-month daily lucky draw promotion, designed to sustain buzz, reward loyalty, and turn every visit into a potential windfall. This innovative hook keeps footfalls surging, encouraging repeat explorations of the store's diverse offerings while building lasting community ties in Dharmanagar—a market evolving from mere feeder town to a powerhouse of thoughtful, high-value jewellery decisions.

## Strategic Vision from Leadership

"Dharmanagar has matured into a pivotal hub for deliberate jewellery purchases, demanding more than quick transactions—it craves extended engagement and premium



experiences," declares Narayan Debnath, Managing Director of Radhakrishna Jewellery. The showroom's thoughtful layout responds directly to this shift, fostering unhurried browsing cycles where families and individuals can discover, compare, and envision pieces for life's milestones, all within a spacious, customer-centric environment.

## Network Milestone in Tripura

Nestled in Tripura's vibrant commercial heart after Agartala, this addition completes Radhakrishna's dominant retail footprint across the state's key hotspots: Agartala, Belonia in South Tripura, Udaipur in Gomati, and now Dharmanagar in the north. With seven powerhouse outlets, the brand solidifies its leadership, blending tradition-rich craftsmanship

with modern retail excellence to serve a rainbow of profiles—from trendy millennials seeking subtle sparkle to traditionalists chasing grandeur. This expansion not only amplifies accessibility but cements Radhakrishna as Tripura's go-to destination for gold, diamonds, silver, and gemstones that blend heritage allure with contemporary appeal.





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# ALROSA Positions India as Vital Ally Amid Diamond Market Shifts

**Pavel Maryinchev, CEO and Chairman of ALROSA**, noted that companies require time to adjust to evolving market dynamics following the US tariffs on imports. "GJEPC data shows Indian cutting and polishing firms ramped up diamond purchases in August and September, then eased in October. We expect these high tariffs won't have a lasting effect, as businesses adapt and mitigate impacts,"

He added, "We foresee no major long-term shifts. **Rising US tariffs on polished diamonds from India may mirror other sectors, passing some costs to consumers. Luxury jewelry, however, differs: buyers are less price-sensitive, demand holds firm, and retailers can offset costs by trimming recent markup hikes that exceeded inflation.**"



Diamond jewelry producers might need adjustment periods for new tariffs and alternative processes. Yet, with Western Christmas sales approaching—followed by restocking—India's diamond demand should remain robust once positive retail data emerges, Maryinchev predicted.

As the world's top diamond miner, ALROSA produces over 30% of global output and holds more than 40% of reserves—crucial as new large deposits dwindle and existing ones yield less. Global rough diamond production this year is projected at 100 million carats, down 30-50% from six to eight years ago. This supply drop stabilizes the market, reducing price swings seen in prior years, with less volatility in 2025.

## Strategic Adjustments and Asian Focus

ALROSA paused output at lower-margin mines, hitting 33 million carats in 2024 and planning a 10-15% cut in 2025, while aiming to retain global leadership based on market realities.

Maryinchev acknowledged three years of challenges for Indian polishing partners but expressed confidence in market forces restoring supply-demand balance, bolstered by sustained end-user demand. Diamond jewelry sales in value terms surpass 2010s peaks.



Unpredictable factors like 2025's surprise US tariffs complicate forecasts, but recovery is expected in 2-3 years. Key drivers include strong jewelry demand across the US, Europe, Middle East, and India—where Q3 2025 retail sales grew 29% year-on-year—plus reassuring China data. Declining production, especially of large rough stones, tips the balance toward shortages, normalizing inventories pipeline-wide and setting up price recovery.

## Synthetics Lose Ground to Naturals

On lab-grown diamonds, Maryinchev dismissed replacement fears: "Unbounded production in weeks drives prices down dramatically—tens of times cheaper since market entry. Q3 2025 wholesale prices fell nearly 40% year-on-year, with synthetics now over 95% cheaper than naturals. Some pieces match gold costs alone, hitting break-even."

Initial novelty has faded as consumers recognize synthetics as distinct—akin to moissanite or cubic zirconia, not true substitutes. Lacking rarity, uniqueness, or history, they appeal less to luxury buyers. The \$370 billion global jewelry market leaves room for both, with naturals at \$80 billion+ (over 20%) growing scarcer.

ALROSA's natural origin guarantee offers a key edge. Maryinchev urged countering myths, like synthetics' eco-friendliness: they demand massive energy and pollute, emitting 300-500 kg CO<sub>2</sub> per carat. ALROSA's 2025 research, independently audited, proved its diamonds achieve a negative carbon footprint—sequestering over 1 million tonnes of greenhouse gases yearly, equivalent to a million-acre forest. Nearly one in three global diamonds is now carbon-neutral.

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Established to elevate timeless craftsmanship onto the global stage, Kanakratna Exim Pvt Ltd has emerged as a benchmark for quality and innovation in 14KT and 18KT jewellery. These collections appeal to discerning buyers seeking pieces that blend artistry with everyday wearability.

The company maintains a vertically integrated model, ensuring artistic integrity alongside rigorous production standards.

#### Design Collaboration

Kanakratna represents a strategic joint venture between leading Italian jewellery manufacturers and Indian expertise. This partnership fuses Italian precision with local cultural insights, as evidenced by the recent 14KT launch that has garnered acclaim from top retailers and connoisseurs.

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#### Strategic Future Plans

▲ Expansion of the 14KT line with lightweight precious gold options.

- ▲ Establishment of permanent designer bases in Turkey and Italy for global design inspiration.
- ▲ Enhanced international footprint via trade shows, organisational showcases, and pop-up events in key markets.
- ▲ At Kanakratna, jewellery transcends adornment—it weaves narratives that sparkle across generations.

*Continued on Page..45*

**TOUCH OF GOLD |**

# Visionary Leaders Behind KANAKRATNA EXIM PVT. LTD.



**Mr. Vikram Chhabil Kumar Jain** and **Mr. Ramesh Mavji Jain** are the Founders and Directors of **Kanakratna Exim Pvt. Ltd.**, a leading B2B jewellery wholesaler in India. Following their family's rich legacy, they began their journey in **2004** with a vision to blend traditional craftsmanship with modern excellence. Under their leadership, the company has grown across domestic and international markets, upholding values of authenticity, ethical sourcing, and innovation.



# APGJF 2025 Concludes on a High Note in Vijayawada

- ▲ Shri TGV Bharath, Hon'ble minister of Industries, Commerce & Food Processing Inaugurated the grand B2B Exhibition
- ▲ Robust Business, Record Footfalls & Big Announcements Mark a Stellar Edition
- ▲ Various concurrent events engaged trade visitors on all 3 days



**Vijayawada, 23rd November 2025:**  
**The Andhra Pradesh Gem & Jewellery Fair (APGJF) 2025**, held from 21st to 23rd November 2025 at SS Convention Centre, Vijayawada, concluded on an exceptionally successful note, reinforcing its position as a premier B2B jewellery trade platform in Andhra Pradesh. The show was jointly organized by United Exhibitions and AP Bullion Gold Silver and Diamond Merchants Association **APBGSDMA**.



From the very first hour of the opening day, the show witnessed good and consistent trade visitor footfall, setting a highly positive tone for the entire fair. All three days remained busy with active orders and

business discussions across the exhibition floor.

## Grand Inauguration by Hon'ble Minister Shri TGV Bharath

The exhibition was inaugurated by Shri TGV Bharath, Honorable Minister of Industries, Commerce and Food Processing, Government of Andhra Pradesh. The Minister formally opened APGJF 2025 to the trade with a ribbon-cutting ceremony, followed by a walkthrough of the aisles showcasing a glorious display of the latest Gold and Diamond jewellery collections.

The inauguration was graced by the top brass of the jewellery fraternity of Andhra Pradesh, underlining the importance of APGJF in the regional and national jewellery trade calendar. During his address, the Hon'ble Minister announced a new convention centre project to further support and expand B2B exhibitions like APGJF in the state. He also confirmed that proposals have already been submitted for sanctioning this project, signaling strong government support to the jewellery trade and allied industries.

*Continued on Page..47*

**TOUCH OF GOLD |**

# APGJF 2025 ....

## Excellent Business & Diverse Trade Visitors

APGJF 2025 reported excellent business across all segments, with exhibitors noting steady and serious buyers throughout the three-day event. The sentiment of the market received a strong boost, with many participants stating that APGJF has helped revive confidence and momentum in the trade. The diversity of visitors was a key highlight, with trade buyers attending not only from various regions of Andhra Pradesh but also from across South Indian states. Exhibitors unanimously expressed satisfaction with the quality and conversion potential of the visitors, calling this edition one of the most productive so far.

**Shri K. Vijay Kumar**, State President, AP Bullion Gold Silver & Diamond Merchants Association said “APGJF 2025 has once again demonstrated the collective strength of our jewellery community in Andhra Pradesh. The strong visitor turnout and robust business clearly show that our state is emerging as a major hub for the jewellery trade. We thank all participants, buyers, and stakeholders for believing in this platform.”



**Shri Shantilal Jain**, State Chief Organiser of the association has commented that: “The success of this edition is the result of meticulous planning, tireless teamwork, and the wholehearted support of the United Exhibitions Team. Our focus was on ensuring genuine buyers, smooth logistics, and a professional trading environment — and we are delighted to see exhibitors leaving with smiles and solid orders.”

**Shri V.K. Manoj**, Project Director, United Exhibitions, added to the event report that: “This has been one of the most impactful editions of APGJF. The response from exhibitors and visitors has been overwhelming. Our roadshows and promotional campaigns across the state, coupled with a strong registration drive through door-to-door promotions, played a crucial role in ensuring high-quality footfalls and tangible business outcomes.”



*Continued on Page..48*

# APGJF 2025 ....

## Stars of Andhra Pradesh Awards & Networking Night

On the evening of 21st November, APGJF hosted the “Stars of Andhra Pradesh Awards & Networking Night” at Novotel Vijayawada, a special event dedicated to recognizing the legacy and contribution of the state's jewellery pioneers.

Jewellery businesses that have been successfully established for more than 75 years were honoured and felicitated in the presence of the entire industry. The evening brought together stalwarts, next-generation entrepreneurs, and trade leaders in a warm atmosphere of celebration and networking.

The awards ceremony was followed by a melodious live musical band performance and a lavish dinner with cocktails, offering participants an ideal setting to build relationships and explore new collaborations.

## Strong Promotions, Strong Results

Organisers highlighted that the overall success of APGJF 2025 was significantly driven by well-planned and sustained promotional activities, including:

Extensive roadshows across multiple cities and key jewellery hubs in Andhra Pradesh

Focused door-to-door promotional campaigns to personally reach trade buyers



An excellent registration drive ensuring that serious and verified trade visitors attended the show. These efforts translated into high-quality, business-focused footfalls, which exhibitors credited as a major factor behind their strong order books at the fair.

## Hospitality & Arrangements

To ensure a comfortable and engaging experience, A well followed Hosted Buyer Programme, Venue transfers was arranged to host the qualified buyers attending the show and sumptuous lunch was arranged for all members on all three days of the show. Exhibitors and visitors appreciated the smooth organisation, facilities, and hospitality at SS Convention Centre, which added to the overall positive experience of



APGJF 2025.

## A Collective Thank You to the Jewellery Industry

The organisers of APGJF extended their heartfelt gratitude to the jewellery industry of Andhra Pradesh and South India for making yet another edition of APGJF a resounding success. They expressed special thanks to Exhibitors who showcased their finest Gold, Diamond and contemporary collections, Trade visitors and buyers who travelled from various parts of the region, The Association leadership and member bodies for their continuous

APGJF 2025 has reaffirmed its role as a vital B2B platform driving growth, collaboration and innovation in the gem and jewellery trade of Andhra Pradesh and beyond. Plans are already underway to elevate the next edition with larger participation, enhanced infrastructure, and even more dynamic business opportunities for the industry





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**9<sup>th</sup> - 12<sup>th</sup> January, 2026**  
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# Reva Diamonds Unveils Stunning Platinum and Diamond Wedding Jewellery Lines

As wedding season sweeps India, couples seeking pieces that capture their unique love story have a perfect destination: **Reva Diamonds**, the premium brand from **P.N. Gadgil & Sons**. Their new Platinum and Diamond Collections blend timeless craftsmanship with contemporary elegance, ideal for those who view jewellery as a personal emblem of enduring commitment.



## Collections Tailored for Modern Sensibilities

In the bustling wedding season, shoppers crave jewellery that transcends fleeting fads and weaves into their legacy. Reva Diamonds delivers exactly that, merging heritage with innovation to suit diverse tastes.



## Redefining Wedding Jewellery for Today's Couples

Aditya Modak, Director of Reva Diamonds, shares: "Modern couples seek jewellery that reflects their narrative—bridging tradition and contemporary lifestyles. Our Platinum and Diamond Collections fuse heritage artistry with fresh aesthetics, creating generational heirlooms. Our year-end promotion brings this luxury within reach, upholding unwavering quality and genuineness."

## The Platinum Collection

Crafted with precision, the Platinum Collection harnesses the metal's inherent purity and durability as metaphors for lifelong bonds. Designed for both men and women, it offers understated luxury—from bold statements to minimalist designs and revamped traditional motifs. These versatile pieces shine across wedding rituals, from engagements to receptions.



## The Certified Natural Diamond Collection

Emphasizing authenticity and excellence, this collection features handpicked stones for unmatched sparkle and individuality. Precision settings, superior gem quality, and artistic flair elevate each piece into true opulence for discerning buyers.

*Continued on Page...51*

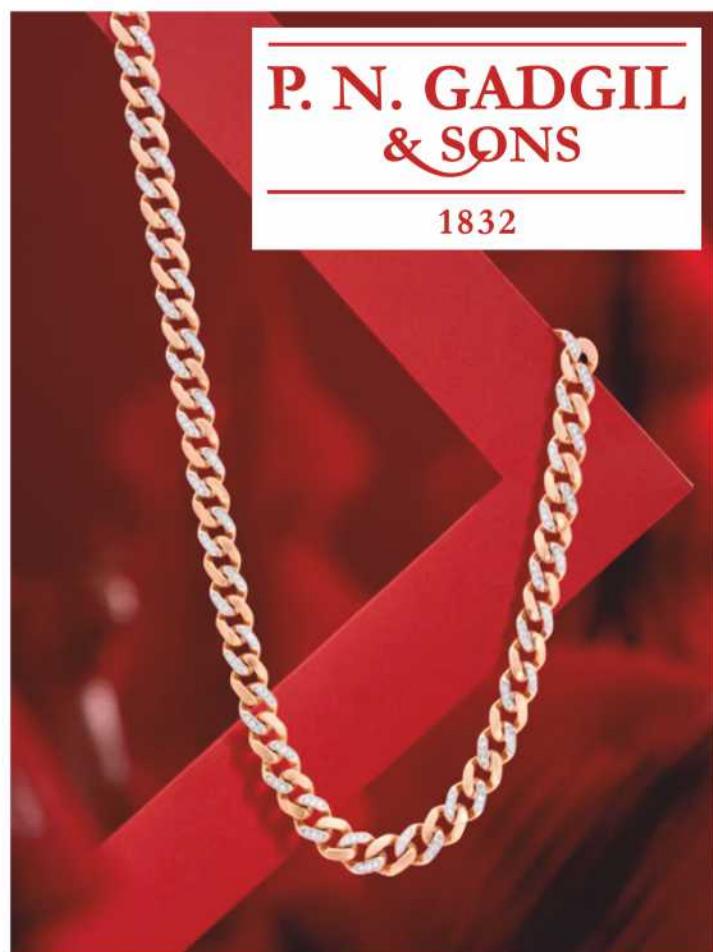
TOUCH OF GOLD |

## Reva Diamonds Unveils...



### Accessible Elegance for Discerning Shoppers

Strategically priced for accessibility without compromise, the Platinum Collection begins at ₹75,000, while certified natural diamonds start at ₹85,000. Couples can now secure vision-aligned pieces that match their budget and style.



### Limited Year-End Promotion

Adding thrill to the season, Reva Diamonds offers up to 100% off making charges on certified natural diamond jewellery—valid until January 4, 2026. Available at all P.N. Gadgil & Sons showrooms and the exclusive Reva Diamonds outlet in Wakad, this deal unlocks heirloom treasures at exceptional value.

### A Personalized Journey Beyond Purchase

Reva Diamonds elevates the experience, recognizing wedding jewellery as deeply intimate. Expert consultants provide bespoke guidance, transforming visions into reality for rings, bands, or standout occasion wear. Backed by P.N. Gadgil & Sons' storied legacy and forward-thinking design, it's the go-to for shoppers craving authenticity with innovation.

### Discover Reva Diamonds

As P.N. Gadgil & Sons' luxury arm, Reva Diamonds specializes in certified natural diamonds and platinum, renowned for superior craftsmanship, sleek modern designs, and timeless appeal. Targeted at savvy men and women, every piece undergoes rigorous inspections and certifications for assured value.

Visit your nearest P.N. Gadgil & Sons showroom or the Wakad exclusive for details on the Platinum and Diamond Collections, or book a private viewing.

# Jewel of Saudi 2025 to Position Jeddah as a Global Hub for the International Jewellery Industry




**15 16 17**  
**DEC 2025**  
 JEDDAH INTERNATIONAL EXHIBITION & CONVENTION CENTER

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## GLIMPSES OF JOS 2025





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**EXHIBITION BOOTH**





**WALKING THE RED CARPET**

**Jeddah, Saudi Arabia | 13 December 2025** – The Kingdom of Saudi Arabia is set to welcome the global jewellery fraternity as the 3rd edition of Jewel of Saudi 2025, the country's premier International Jewellery & Machinery Exhibition, takes place from 15 to 17 December 2025 at the Jeddah International Exhibition & Convention Center.




**15 16 17**  
**DEC 2025**  
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# Jewel of Saudi 2025

Organized by **KNC Services**, Jewel of Saudi has rapidly emerged as one of the most influential **B2B platforms** for the jewellery industry in the Middle East. The upcoming edition is expected to significantly strengthen Saudi Arabia's position as a regional and international hub for jewellery manufacturing, technology, and luxury trade.

## A Global Showcase of Excellence and Innovation

Jewel of Saudi 2025 will host **over 250 exhibitors** from leading jewellery-producing and consuming markets, including **Saudi Arabia, India, the United States, Italy, Turkey, Germany, Bahrain, the United Arab Emirates, Kuwait**, and several other international destinations. The exhibition will present a comprehensive showcase of **diamond, gold, gemstone, and lab-grown**

**jewellery**, along with advanced **manufacturing machinery, tools, and technology solutions**.

From traditional craftsmanship to state of the art production technologies, the exhibition will highlight the full value chain of the jewellery industry, offering buyers and professionals access to innovative designs, premium raw materials, and next-generation manufacturing solutions under one roof.

## A Premium International B2B Platform

Designed exclusively for industry professionals, Jewel of Saudi 2025 is positioned as a **high-end international B2B exhibition**, facilitating meaningful engagement between manufacturers, wholesalers, retailers, exporters, importers, designers, and technology providers. The platform enables participants to explore new markets, form strategic alliances, and expand their global footprint through targeted business interactions.

With a strong focus on trade development, the exhibition will attract buyers and decision-makers from **Saudi Arabia, neighboring GCC countries, and key international markets**, creating opportunities for sourcing, private labeling, distribution agreements, and cross-border partnerships.

## Leadership Insights and Industry Vision

Commenting on the significance of the event, **Ms. Kranti Nagvekar, Founder of KNC Services**, stated: “The 3rd edition of Jewel of Saudi is set to become a landmark platform for the global jewellery industry. The event aims to contribute meaningfully to the Kingdom's economy by supporting the growth of the luxury, jewellery, and technology sectors. It brings together industry professionals from across Saudi Arabia, the wider Middle East, and international markets, enabling them to source products, exchange knowledge, and establish long-term export and import partnerships.”

Beyond the exhibition floor, Jewel of Saudi Expo 2025 will deliver a robust program of **networking events, Fashion Show, educational sessions, and industry workshops** designed to address key challenges and emerging trends within the global jewellery sector.



## India's Gems and Jewellery Exports Jump 20% to \$2.5B in November: GJEPC

India's gems and jewellery exports climbed 19.64% to USD 2.5 billion in November, up from USD 2.1 billion the previous year, per the Gem and Jewellery Export Promotion Council (GJEPC). Cumulative exports for April-November remained steady at USD 18.86 billion, matching last year's USD 18.85 billion.

Cut and polished diamond exports soared to USD 919.74 million from USD 666.34 million year-on-year. Polished lab-grown diamonds rose 10.55% to USD 76.09 million, compared to USD 68.83 million.



Gold jewellery exports held flat at USD 1.21 billion versus USD 1.23 billion last November amid price

volatility. However, studded gold jewellery jumped to USD 828.89 million from USD 555.39 million, fueled by strong job work demand. Silver jewellery exports skyrocketed to USD 197.97 million from USD 63.99 million.

"Markets are stabilizing, with demand rebounding in Hong Kong, China, and the Middle East. US performance lags, but growth elsewhere compensates—especially in gold studded jewellery due to rising job work. Silver shipments surged as bullion supply chains normalized after prior shortages," said GJEPC Chairman Kirit Bhansali.

## Gold Hits Seven-Week High as Silver Drops 3% on Profit-Taking

Gold prices edged up 0.3% to \$4,293.43 per ounce on Friday, reaching its highest level since October 21, while U.S. gold futures settled 0.4% higher at \$4,328.3. Trading had been flat earlier in the week as markets digested the Federal Reserve's latest quarter-point rate cut.

Silver tumbled nearly 3% to \$61.7 per ounce after touching a record high of \$64.64 during the session, driven by investor profit-taking amid a steady U.S. dollar. Bart Melek of TD Securities attributed the pressure to "blowing off steam, a slight dollar

up tick, and profit-taking."

### Market Drivers

Silver has surged 112% year-to-date and nearly 5% weekly, fueled by tight inventories, robust industrial demand, and its U.S. critical minerals status—though analysts like CMZ warn of excessive gains warranting caution. Gold benefits from low-rate expectations, with investors eyeing two more cuts in 2026 and next week's non-farm payrolls; TD forecasts an average \$4,213 per ounce next year.

Platinum rose 2.6% to \$1,740.05—its



highest since September 2011—while palladium gained 0.9% to \$1,497.21, both on track for weekly advances.

## Joyalukkas Launches Festive

### 'Season of Gifting' with Gold Exchange Bonus and Diamond Discounts

Joyalukkas kicks off its highly awaited nationwide campaign, 'The Season of Gifting', across all Indian showrooms from December 12, 2025, to January 4, 2026. This initiative underscores the brand's dedication to offering unbeatable value during the holidays.

Shoppers can score two standout deals to elevate their festive buys.

First, enjoy an extra Rs 250 per gram on old gold exchanges—ideal for upgrading collections with top returns.

Plus, grab a flat 25% off on diamond and uncut diamond values, letting you snag certified stunners at major savings.

 **Joyalukkas**

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## SEEPZ Unveils NEST-2; Shri Piyush Goyal Calls for Technology-Led Growth



SEEPZ-SEZ marked a milestone today with the inauguration of the New Enterprises & Service Tower (NEST-2), signalling a new phase of redevelopment and future-ready infrastructure for India's gem and jewellery export ecosystem. The ceremony was graced by Chief Guest, **Shri Piyush Goyal**, Hon'ble Minister of Commerce & Industry, Government of India, and attended by Honoured Guest, **Shri Vimal Anand**, IRS, Joint Secretary, Ministry of Commerce & Industry, Govt. of India, **Shri Dnyaneshwar B. Patil**, Zonal Development Commissioner, SEEPZ, **Smt. Mital Hiremath**, Jt. Development Commissioner, Pune Cluster, **Shri Mayur R. Mankar**, Jt. Development Commissioner, SEEPZ (Mumbai), **Shri Shaunak Parikh**, Vice Chairman, GJEPC; **Shri Colin Shah**, Head of the Working Group, Bharat Ratnam Mega CFC **Shri Adil Kotwal**, President, SGJMA, **Shri Vijay Gujarathi**, Chairman, SEEMA, and other senior government officials and industry leaders.

In his address, Shri Piyush Goyal said SEEPZ is at the cusp of major change, supported by lower power tariffs, waste-to-wealth gains, digital processes and strengthened governance systems. He emphasised that true progress rests on collective



integrity and transparent practices, urging industry members to actively support honest systems and responsible use of every plot and unit within the zone.

He reiterated the Government's

commitment to Jan Vishwas — trust-based governance — and to simplifying laws, reducing compliances and enhancing ease of doing business. He encouraged industry to think bigger and adopt future-ready systems that reflect the aspirations of a modern, self-confident India.

“With new FTAs, modernised infrastructure and a vision for a \$30–35 trillion economy by 2047, India is moving at unprecedented speed,” he said. “SEEPZ must match this pace. Government is your partner — help us help you grow.”

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**TOUCH OF GOLD |**

## SEEPZ Unveils...



**Shri Dnyaneshwar B. Patil, IAS, Zonal Development Commissioner, SEEPZ,** described the day as a proud moment for the entire SEEPZ fraternity. He noted that Shri Piyush Goyal's guidance has strengthened every step of SEEPZ's transformation, particularly after the success of NEXT-2. He shared that work on NEXT-3 — a project three times larger and designed to global standards — is already in progress and targeted for completion within two years.

He highlighted SEEPZ's progress across governance, revenue generation and digital transformation. Revenues have risen from ₹86 crore to a projected ₹120 crore this year, while waste-to-wealth initiatives have grown sharply from ₹80 lakh to ₹11.66 crore. With India's first in-house SEZ ERP, 24/7 Customs operations, and the country's first Foreign Post Office for e-commerce exports inside an SEZ, SEEPZ continues to close the gap with international benchmarks. He also emphasised the need for Global FSI approval from MIDC, describing it as a crucial next step to realise SEEPZ's full potential as a world-class export hub.

Addressing the gathering, **Shri Adil Kotwal, President, SGJMA,** said that NEXT-2 represents renewed purpose and India's rising stature in the global jewellery sector. He noted that SEEPZ exports have grown from ₹23,000 crore



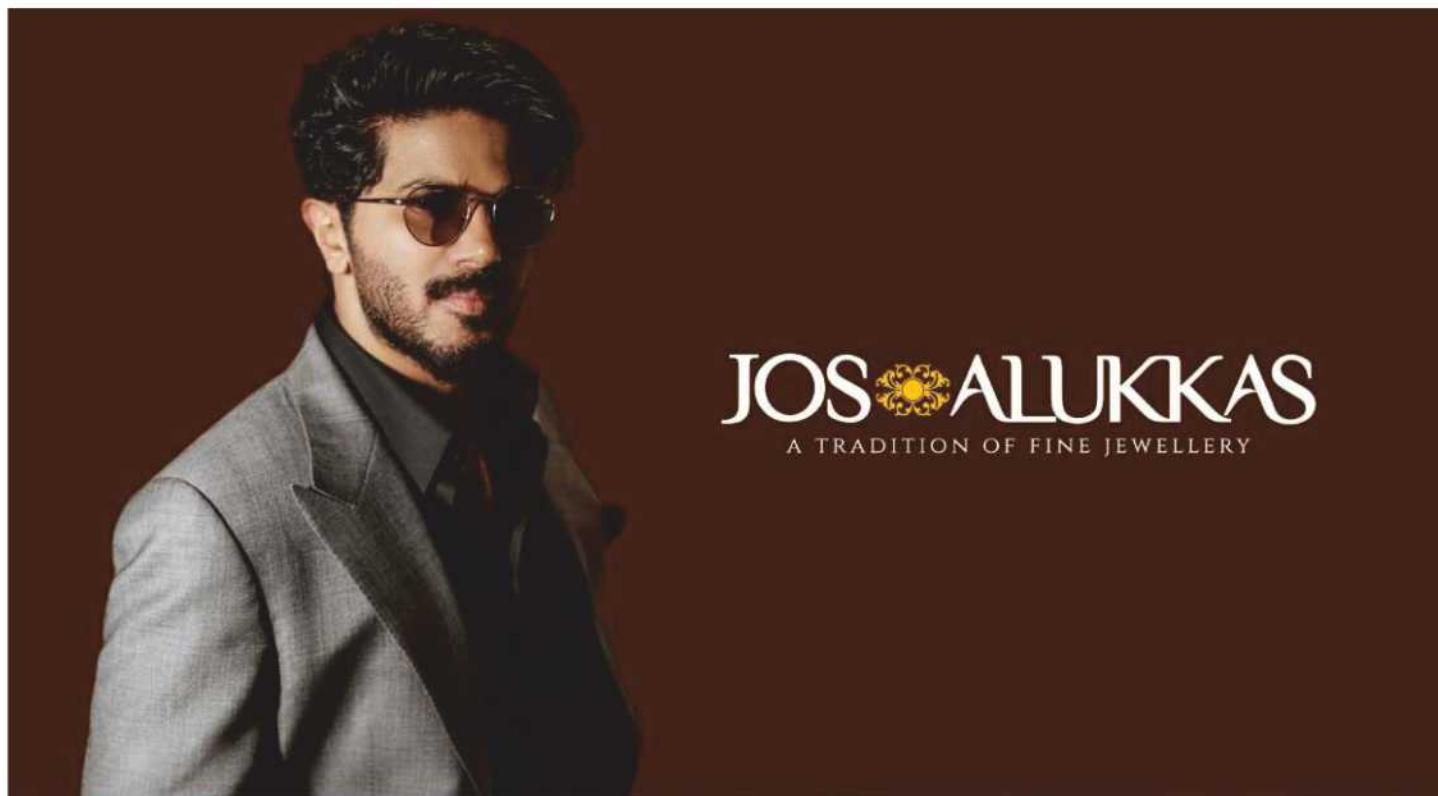
to nearly ₹30,000 crore between April and November — a 30% surge despite global headwinds. He underlined industry expectations from ongoing bilateral trade negotiations and expressed hope that agreements with countries such as the US, Thailand and Vietnam will support a level playing field.

Kotwal further added, "We have the talent, the manufacturing strength, and decades of global trust — and now, with the Government's support, the ecosystem to scale new heights. SEEPZ stands committed to adopting new technologies, strengthening compliance, investing in advanced manufacturing and upholding the highest standards of sustainability and global competitiveness. SEEPZ is not just a manufacturing zone — it is an ecosystem of over one lakh people. As we prepare for the next phase of redevelopment, our key request is the creation of a single-window clearance system within SEEPZ by 2026."

The inauguration closed with a reaffirmation of SEEPZ's commitment to building a competitive, transparent and innovation-driven export hub that strengthens India's global leadership in jewellery manufacturing.



# Jos Alukkas Enlists Superstar Dulquer Salmaan as Brand Ambassador to Supercharge Regional Appeal and Fuel Ambitious Expansion.



In a strategic masterstroke blending cinematic charisma with time-honored jewellery legacy, Thrissur-based retail giant Jos Alukkas has officially onboarded acclaimed actor **Dulquer Salmaan** as its brand ambassador, unleashing a powerful synergy designed to amplify the brand's resonance with diverse audiences across South India and beyond. This high-profile alliance arrives at a pivotal juncture for the 60-year-old powerhouse, which continues its relentless showroom proliferation while doubling down on innovation, trust, and relevance in a fiercely competitive organized jewellery sector.

By harnessing Dulquer's magnetic appeal—rooted in his pan-South Indian stardom, youth-centric vibe, and impeccable family-man image—Jos Alukkas aims to bridge generational divides, drawing in millennials and Gen Z shoppers who crave everyday elegance alongside milestone-worthy sparkle, all without diluting its bedrock principles of purity and craftsmanship.

The partnership sets the stage for a cascade of captivating brand campaigns where Dulquer Salmaan will take center stage, embodying **Jos Alukkas jewellery** as the perfect companion for life's spectrum—from casual daily indulgences that add subtle glamour to workdays and weekends, to profound personal landmarks like engagements, weddings, and anniversaries that demand



heirloom-level sophistication.

These forthcoming visuals and narratives will artfully reposition the brand's collections—encompassing hallmark gold, scintillating diamonds, and versatile gemstone pieces—as accessible extensions of modern self-expression, mirroring evolving consumer tastes amid rising gold prices and a shift toward personalized, story-driven luxury. This isn't mere endorsement; it's a cultural conversation starter, inviting families to rediscover Jos Alukkas as the trusted curator of memories, blending Kerala's artisanal heritage with contemporary flair that resonates from bustling urban malls to heartfelt hometown celebrations.

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**TOUCH OF GOLD |**

# Jos Alukkas Enlists ....

Varghese Alukkas, Managing Director of Jos Alukkas, articulated the profound alignment: "Our trajectory has forever been guided by elevating benchmarks and cultivating unwavering trust through principled actions. Pioneering 916 BIS hallmark gold long before it became mandatory exemplified that ethos. Dulquer Salmaan's path mirrors this precision—his deliberate choices, meticulous persona, and authentic journey echo precisely how we've sculpted our brand across decades, making him the ideal torchbearer for our next evolution."

Echoing this sentiment, Paul Alukkas, another Managing Director, spotlighted the timing's perfection amid the company's aggressive expansion phase: "This collaboration arrives as we accelerate our footprint, with Dulquer's cross-regional magnetism forging deeper bonds across demographics and geographies. His presence will illuminate our showrooms, online platforms, and hearts, propelling us toward even greater heights while honoring our loyal legacy customers."

John Alukkas, the third Managing Director, emphasized the seamless fit: "Dulquer's public persona—grounded, aspirational, and effortlessly stylish—perfectly synchronizes with our forward momentum, infusing fresh energy into our narrative of quality, innovation, and emotional connection."

Dulquer Salmaan himself shared a personal touch, revealing deep-rooted familiarity: "I've grown up

witnessing the Jos Alukkas name synonymous with family gatherings, celebrations, and that unmistakable sense of reliability. Partnering with a brand woven into my own life's fabric feels profoundly right—it's an honor to champion jewellery that celebrates real stories, just as they do."

Founded in 1964 by visionary Jos Alukkas and now steered by his sons Varghese, Paul, and John as Managing Directors, the group shattered barriers as one of India's earliest jewellers to embrace a robust e-commerce platform, seamlessly merging digital convenience with physical opulence. Today, boasting over 60 sprawling showrooms across Kerala, Tamil Nadu, Karnataka, and Andhra Pradesh, Jos Alukkas stands as a colossus in organized retail, renowned for stringent product assurances like BIS hallmarking, transparent pricing, and customer-first practices.

This ambassadorial coup not only turbocharges visibility but fortifies its competitive edge against national behemoths, positioning Jos Alukkas to capture a larger slice of the \$80 billion+ Indian jewellery pie—where festive booms, wedding seasons, and investment-driven demand fuel perpetual growth. As campaigns roll out, expect Dulquer's endorsement to ignite footfall, online buzz, and loyalty, scripting the brand's boldest chapter yet in South India's glittering jewellery saga.

## Jewellery Purchase Trends in 2025: Insights for a Successful 2026 Retail Strategy

As 2025 draws to a close, jewellery retailers and consumers alike reflect on a transformative year shaped by economic uncertainties, shifting values, and digital evolution. Quality emerged as the top purchasing factor at 31%, outweighing price considerations, while special occasions continued to prompt over half of buying decisions. For 2026, Indian retailers are advised to amplify storytelling that highlights craftsmanship and lasting value rather than competing solely on discounts. Promotions and financing options played pivotal roles in 2025, with 31% of buyers waiting for deals and 57% motivated by accessible financing choices like EMI and buy-now-pay-later plans. These trends will likely strengthen, requiring retailers to embed flexible payment solutions and value-driven offers

prominently in their strategies.

Transparency gained increased weight in consumer trust, with authenticity certificates and ethical sourcing becoming significant purchase influencers. Nearly half of buyers expressed willingness to pay premiums for products aligned with responsible business practices—a critical insight as ethical expectations gain traction in India.

Year-end sales data revealed cautious spending patterns but a clear preference for digital engagement, with mobile-optimized websites and online personalized experiences becoming indispensable. Entering 2026, jewellers who integrate quality, trust signals, ethical values, financing, and strong digital presences will be best positioned to capture evolving consumer



preferences and drive growth in a competitive market.

This comprehensive understanding of 2025 consumer motivations equips retailers with actionable strategies for navigating 2026, emphasizing value, transparency, and adaptability in a rapidly changing landscape.

# Gargi by PNGS Extends Mithila Palkar as Brand Ambassador into 2026



**Gargi by P N Gadgil & Sons (PNGS)**, a leading Indian fashion jewellery brand, proudly renews its partnership with beloved actor and influencer Mithila Palkar as brand ambassador for 2026. This marks their second consecutive year together, united by shared values, aesthetics, and a genuine audience connection.

## A Partnership Built for the Long Haul

Retaining Mithila signals Gargi's focus on authentic, enduring collaborations beyond mere endorsements. Over the past year, their alliance has evolved from promotional synergy to a powerful reflection of the modern Indian woman's desires: jewellery that's genuine, versatile, and effortlessly chic.

## Strategic Fit Rooted in Authenticity

Gargi's decision stems from proven results and alignment. Mithila's relatable charm—blending Indian roots with progressive vibes—resonates across generations. Her

involvement has boosted engagement with ambitious young buyers while retaining traditional jewellery enthusiasts.

## Co-Founder's Vision for Continuity

Aditya Modak, co-founder of Gargi by P N Gadgil & Sons, explains: "Renewing with Mithila isn't about status quo—it's about conviction. She's embodied our spirit, living timeless style and easy elegance. Customers see their confident, culturally grounded, modern selves in her campaigns. This goes beyond typical endorsements; we're thrilled to elevate it in 2026 as we dominate fashion jewellery."

## Ideal Partner for Expansion

As Gargi scales with new company-owned stores and shop-in-shops nationwide, Mithila's broad appeal and vibrant energy align perfectly. Her passion for craftsmanship, strong digital footprint, and fan interactions amplify reach in key markets, democratizing stylish, quality jewellery.

## Mithila's Personal Take

Mithila Palkar shares: "Few partnerships feel this organic and meaningful. Gargi mirrors my values—authenticity amid roots. I've cherished my year with the Gargi family and can't wait for more. This isn't just endorsement; it's pride in shared purpose."

## Momentum from Proven Success

Since late 2024, Mithila's association has spiked brand visibility and customer interaction, cementing Gargi's niche for the modern Indian woman: tradition-savvy yet unbound, quality-focused without pretension. Backed by PNGS's 200-year legacy and over INR 1,100 crore market cap, Gargi thrives in Maharashtra (Pune, Mumbai, Thane, Nashik) with PAN-India growth. This renewal underscores commitment to lasting ties with ambassadors, customers, and communities.



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# Tanishq Unveils Monumental Meena Bazaar Flagship: Igniting GCC Jewellery Supremacy Post Titan-Damas Merger



Tanishq stages a monumental comeback to Dubai's legendary Meena Bazaar, unveiling its largest and most audacious flagship store ever, fueling an explosive new era of dominance across the GCC jewellery landscape.

## Grandiose Flagship Homecoming

India's unrivalled titan of fine jewellery, Tanishq, has orchestrated a spectacular relaunch in Dubai's pulsating Meena Bazaar—the historic epicentre where its international saga first ignited two decades ago. This colossal flagship isn't just a store; it's a transformative beacon, repurposing the iconic neighbourhood into a rocket-fuelled launchpad for Tanishq's hyper-ambitious GCC conquest. As the brand's maiden opening post the seismic Titan-Damas merger, it heralds a unified, powerhouse strategy blending Tata Group's legendary trust with Damas's regional muscle, poised to redefine luxury retail in one of the world's richest gold and diamond



playgrounds.

## Opulent Design and Cutting-Edge Amenities

Meticulously engineered as a mesmerizing, next-generation jewellery palace, the flagship sprawls across vast, luminous spaces brimming with opulent gold masterpieces, dazzling diamond troves, and hyper-curated collections that span everyday elegance to heirloom extravagance. Dedicated bridal empires offer cocooned sanctuaries for dream wedding visions, while elite high-end vaults cater to connoisseurs craving bespoke brilliance. Tailored impeccably for UAE's cosmopolitan tastes, the experience pulses with digital innovations, intuitive personalization, and sensory immersion—from AR try-ons to artisan storytelling. Crown jewel: Tanishq's groundbreaking Diamond Excellence Centre, the first outside India, democratizing elite certification, traceability tech, and custom diamond ateliers to shatter barriers in transparency and sophistication for Gulf shoppers.

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# Tanishq Unveils....

## Gala Inauguration with Visionary Leaders

The extravaganza inauguration assembled a pantheon of industry titans, headlined by C.K. Venkataraman, Titan Company Limited's trailblazing Managing Director, whose visionary helm steered Tanishq's global ascent and sealed the transformative Titan-Damas pact. With his retirement looming in January, this flagship crowns his GCC legacy—a poignant full-circle nod to Meena Bazaar's foundational magic, where consumer devotion and bazaar buzz birthed the brand's overseas triumphs. "Meena Bazaar's heartbeat of trust and vitality demanded a flagship worthy of tomorrow's dreams," Venkataraman proclaimed, envisioning it as the blueprint for Tanishq's scaled-up regional empire.

Ajoy Chawla, CEO of Titan's Jewellery Division, amplified the stakes: "The Middle East is our turbocharged growth frontier. This Meena Bazaar marvel—packed with lavish assortments, niche zones, and the Diamond Excellence Centre—sets the gold standard for grander, smarter Tanishq outposts, marrying timeless heritage, disruptive innovation, and flawless design in one electrifying roof." The event buzzed with UAE influencers, NRI elites, and jewellery moguls, underscoring Tanishq's magnetic pull in a market where GCC gold demand rivals India's festive frenzy.



## Masterstroke Strategy and Market Ripple Effects

Perfectly positioned in Meena Bazaar's labyrinth of legacy shops—long a pilgrimage for diamond devotees and gold aficionados—the flagship magnetizes a kaleidoscope of patrons: multigenerational families upholding rituals, affluent millennials chasing fusion flair, and high-net-worth globetrotters demanding provenance. Its bridal boudoirs and Diamond Centre forge intimate rituals for life's pinnacle purchases, from engagement eternities to investment vaults, while ballooning inventories lure a vanguard of style pioneers. Ananthanarayanan Hariharan, Damas Jewellery's CEO, hailed the synergy: "This flagship unleashes the Titan-Damas alchemy—vaster collections,

pinnacle service, and seamless journeys that catapult neighbourhood gems into Dubai's elite orbit, benchmarking retail reinvention."

In a GCC jewellery arena exploding with post-pandemic opulence—where UAE's \$10B+ market hungers for ethical sourcing and experiential luxe—Tanishq's manoeuvre leverages merger synergies for multi-store rollouts, tech-infused loyalty, and cultural bridges from Diwali dazzle to Eid extravagance. This isn't mere expansion; it's Tanishq scripting GCC supremacy, one resplendent karat at a time, with Meena Bazaar as its glittering throne.

## Market Trends Surge Toward Festive Peaks and IIJS Momentum

**Y**ear-end celebrations propelled gold demand to unprecedented highs across India, with consumers snapping up ornaments and coins amid wedding seasons and holiday gifting. Exports showed steady recovery signals, even as April-November totals remained flat year-over-year, buoyed by a 19% jump to \$2.52 billion in November alone—driven by cut and polished diamonds, gold, silver, and platinum jewelry for global Christmas markets.

### Silver and Lab-Grown Diamonds Shine Bright

Silver jewelry exports skyrocketed 20% in November, underscoring robust demand for affordable, versatile pieces that align perfectly with Touch of Gold's focus on everyday elegance and bridal stacks. Lab-grown diamonds also posted a 10% monthly rise to \$76 million, offering cost-effective sparkle amid

natural diamond price pressures—yearly dips notwithstanding, this trend hints at innovative sourcing for IIJS collections.

### Bullish Signals for Silver Enthusiasts

These developments paint an optimistic picture for silver-centric brands prepping for IIJS Signature 2026. With gold prices hitting ₹1,33,350 per 10 grams in key cities, silver's relative affordability—coupled with explosive export growth—positions it as a hero metal for lightweight, trendy designs that younger buyers crave. Retailers report stockpiling silver for January shows, expecting crossovers with Navrathna and heritage motifs.

### IIJS Prep Strategies

For Touch of Gold readers eyeing IIJS Bharat Signature (January 8-12, Mumbai), leverage this momentum:



highlight silver-heavy bridal heirlooms, lab-grown accents for budget bridal lines, and festive edits echoing Estele's Christmas sparkle. Export rebounds signal stronger international buyer turnout, so curate booths with 9-sq-m innovations and Kundan-Meena fusions to stand out amid 1,500+ exhibitors. Pair with rising ETF interest in gold-silver for investment angle stories.

# World Gold Council inaugurates

state-of-the-art headquarters in Mumbai's bustling Bandra Kurla Complex, signaling deeper commitment to India's thriving gold market.



## Milestone Office Relocation

The World Gold Council (WGC), the authoritative global body championing gold's economic and cultural significance, has officially unveiled its expansive new office in Mumbai's premier business district, Bandra Kurla Complex (BKC). This strategic shift underscores the organization's intensified focus on India—the world's second-largest gold consumer—as it gears up to support the sector's projected growth amid rising demand for sustainable and innovative practices.



## High-Profile Inauguration

The ribbon-cutting ceremony drew an elite gathering of WGC leadership, including David Tait, Global CEO, and Sachin Jain, Regional CEO for India, alongside a constellation of luminaries from the Indian gems and jewellery ecosystem. Industry veterans, policymakers, and innovators converged to celebrate this landmark move, highlighting BKC's status as a hub for finance, luxury retail, and jewellery trade excellence.



## Strategic Implications

Relocating to BKC positions WGC at the epicenter of Mumbai's commercial pulse, facilitating closer collaboration with key stakeholders like major refiners, exporters, and retailers. With India's gold imports touching record highs and domestic jewellery sales booming—driven by weddings, investments, and festive seasons—this new base will amplify initiatives on provenance, recycling, and technology adoption, fostering a more resilient \$80+ billion industry. The move aligns with WGC's vision to elevate India's role in global gold standards.

recycling, and technology adoption, fostering a more resilient \$80+ billion industry. The move aligns with WGC's vision to elevate India's role in global gold standards.

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# Bollywood Icons Redefine Red-Carpet Glamour:

## Stars Dazzle in Bold Statement Jewellery from India's Finest Designers

Mumbai's elite celebrities lit up the week with jaw-dropping statement jewellery, fusing cutting-edge modern aesthetics with the unparalleled luxury of exquisite craftsmanship. From international film galas to high-fashion editorials, these A-listers turned heads by donning standout pieces from powerhouse brands like Forevermark by De Beers, Sanjay Gupta by Tibarumals, House of Shikha, Hajoomal Fine Jewellery, Karishma Joolry, and Re Vera Diamonds—each selection amplifying their star power with heritage depth and contemporary flair. This glittering parade underscores a rising trend: jewellery as personal storytelling, where natural diamonds, heirloom motifs, and innovative designs elevate everyday elegance to iconic status, captivating global audiences.

### Raashi Khanna's Timeless



#### Intention Pendant

Raashi Khanna mesmerized at De Beers' Manifestival 2026, wearing the Natural Diamond Intention Pendant from Forevermark by De Beers. This minimalist marvel—crafted with ethically sourced natural diamonds—embodies quiet sophistication, its subtle geometry symbolizing purpose and poise. Paired with her sleek attire, the pendant transformed a simple look into a profound statement of inner strength and enduring beauty, proving less can indeed dazzle more in the world of fine jewellery.



Alia Bhatt's Heritage Necklace



Nargis Fakhri's Hajoomal Fine



#### Majesty

Alia Bhatt commanded the red carpet at the 5th Red Sea Film Festival, adorned in a breathtaking statement necklace by Sanjay Gupta by Tibarumals Jewellers. Drawing from ancient Indian artistry, the piece cascaded with intricate motifs and luminous gemstones, blending opulent heritage with modern fluidity. Its dramatic drape added regal depth to her gown, highlighting Alia's effortless fusion of Bollywood charm and international allure—a testament to how timeless designs evolve for today's global icons.

#### Jewellery Elegance

Nargis Fakhri channeled sultry sophistication in bespoke creations from Hajoomal Fine Jewellery, perfect for her high-profile editorial shoot. These pieces—featuring flawless diamond clusters and fluid goldwork—exude refined luxury, with each element meticulously handcrafted to catch light and turn gazes. Fakhri's choice elevated her bold style, merging Middle Eastern influences with Indian precision for a look that's both fiercely contemporary and luxuriously layered.

*Continued on Page...67*

TOUCH OF GOLD |

## Bollywood Icons Redefine....

**Abhay Deol's House of Shikha Bold Edge**



Abhay Deol broke conventions at a star-studded event, sporting edgy statement jewellery from House of Shikha. The design's geometric angles and polished diamonds offered a masculine twist on luxury, infusing his ensemble with raw, modern intensity. This standout pick showcases how House of Shikha reimagines fine jewellery for trailblazers, balancing sharpness with subtle sheen to redefine gender norms in high fashion.

**Mrunal Thakur's Karishma Joolry Sparkle**



Mrunal Thakur shone in Karishma Joolry's vibrant statement earrings and rings during a promotional outing, where multicolored gems danced against her radiant smile. These vibrant, asymmetrical designs capture playful luxury—handset with precision-cut stones that pop under spotlights—perfectly complementing her youthful vibe. Karishma Joolry's flair for color and movement turned Thakur's appearance into a masterclass in joyful, wearable extravagance.

**Shriya Saran's Re Vera Diamonds Radiance**



Shriya Saran closed the week in ethereal glow with Re Vera Diamonds' chandelier necklace at a glitzy premiere. Cascading layers of lab-grown diamonds mimicked dewdrops on silk, offering sustainable sparkle without compromise. The piece's innovative cut and lightweight feel allowed fluid movement, enhancing Saran's graceful poise and spotlighting Re Vera's mission to democratize diamond luxury through ethical, eye-catching innovation.

## GJEPC Holds Parichay Card Camp at Kolkata's Bowbazar CFC

GJEPC organised a **Parichay Card Camp at the Common Facility Centre (CFC)** in Bowbazar, Kolkata, to expand artisan enrolment in the region. The camp was inaugurated in the presence of **Pankaj Parekh, Regional Chairman-East; Prakash Chandra Pincha, Regional Committee Member-East; and Samar Kr. De, Working President, Swarna Shilpa Bachao Committee (SSBC)**.

The initiative enabled artisans from Bowbazar and nearby areas, including those visiting the CFC for services, to register for the Parichay Card and access its associated benefits and formal industry recognition.



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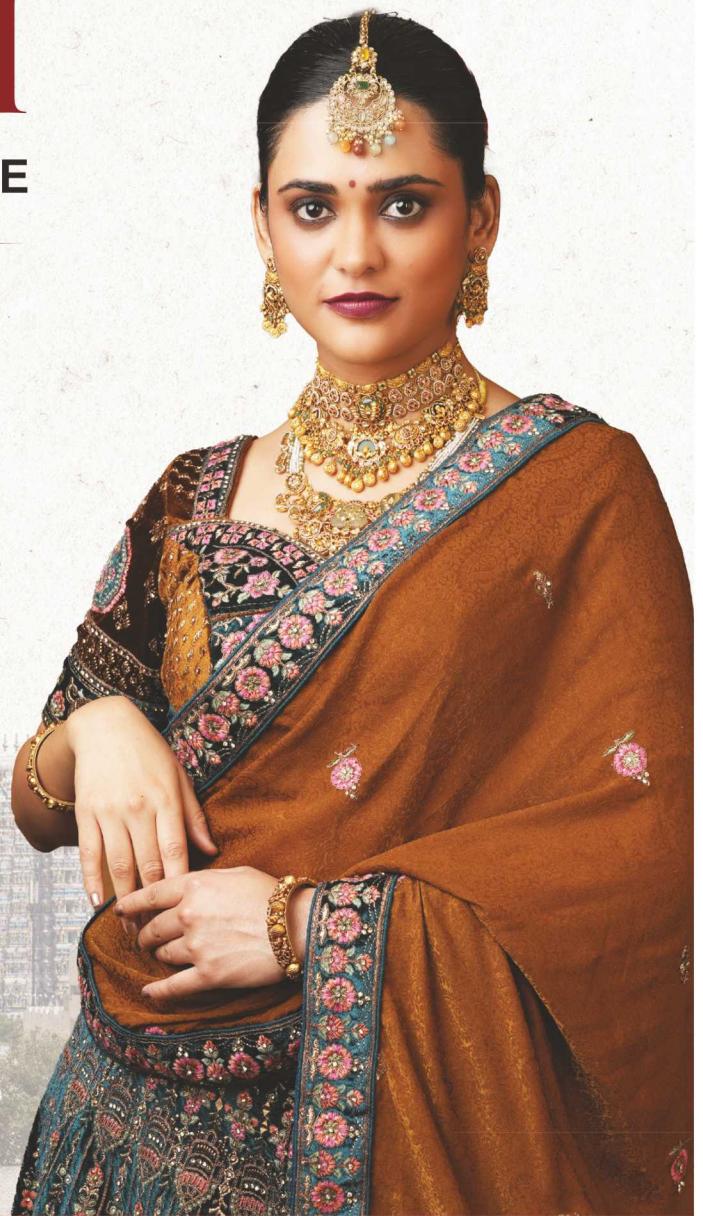
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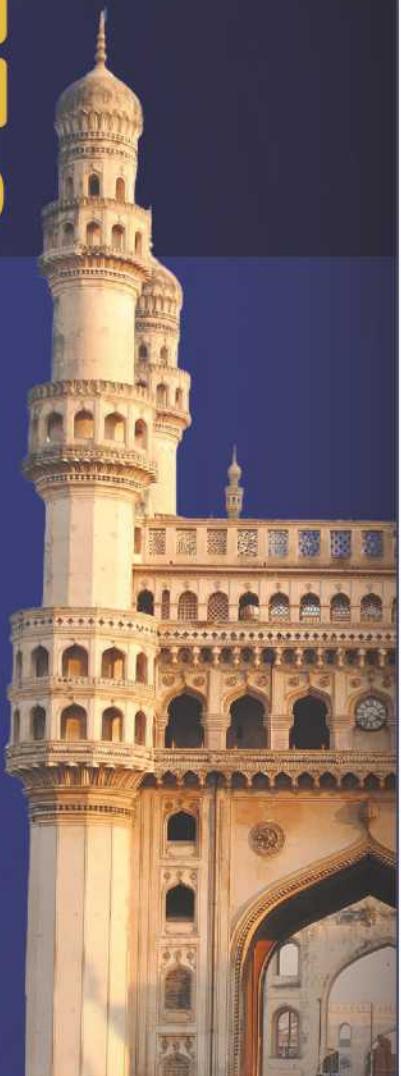
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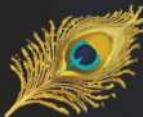


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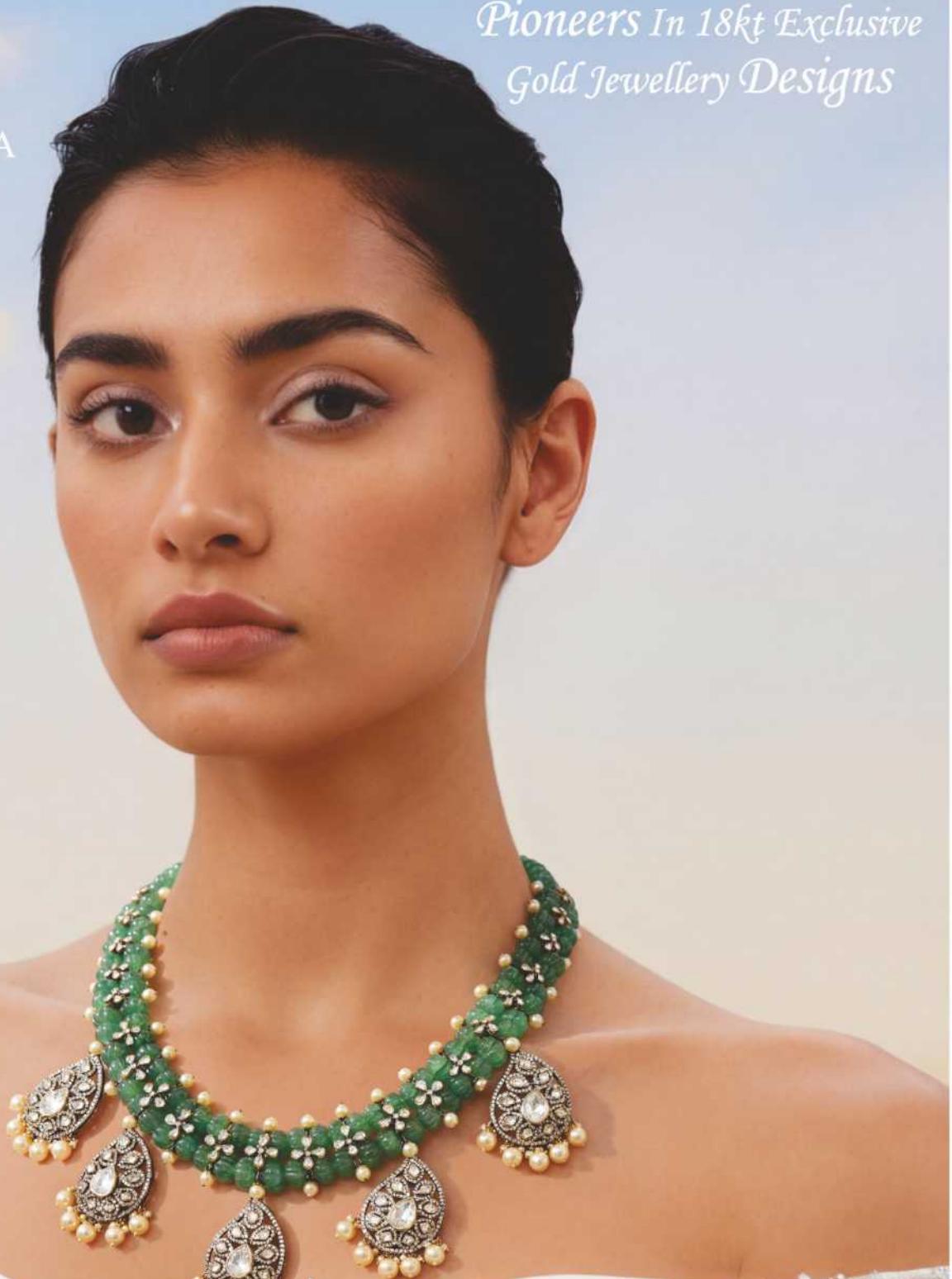
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