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"Where Every Carat Tells a Story"

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As the premier voice of the jewelry fraternity, Touch of Gold Magazine proudly spotlights the monumental 42nd edition of IIJS Premiere 2026. Spanning dual mega-venues—the Jio World Convention Centre and the Bombay Exhibition Centre—this year's showcase stands as the definitive global barometer for luxury, innovation, and trade. Through this special edition, we celebrate our esteemed exhibitors and partners who are redefining the future through seamless dual-venue synergy, sustainable innovation, and cutting-edge design technology. Bringing together over 50,000 global buyers, IIJS Premiere remains the ultimate launchpad for the upcoming festive and wedding seasons, proving once again that it is where the global jewelry industry shapes tomorrow.

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ICONIC ACTOR BOBBY DEOL Inaugurates Kalyan Jewellers' First Showroomin Virar

The new showroom brings Kalyan Jewellers' trusted legacy and world-class jeweller yshopping experience to customers in Virar

Mumbai, 11 th July 2026: Kalyan Jewellers, one of India's most trusted jewellery brands, today marked a major milestone in its Maharashtra retail expansion with the grand launch of its first showroom in Virar. The inauguration was officiated by Mr. Bobby Deol in a gala ceremony attended by esteemed guests and local patrons.

This strategic launch establishes a premier, one-stop jewellery destination for the region. The state-of-the-art showroom offers a luxurious ambiance and an unparalleled selection designed to cater to every consumer segment, from those seeking timeless traditional and bridal heirlooms to contemporary buyers looking for modern, lightweight designs

Addressing the enthusiastic crowd, **Mr. Bobby Deol** said, ***"It is a pleasure to be here for the inauguration of Kalyan Jewellers' first showroom in Virar. Kalyan Jewellers has earned the trust of millions through its unwavering commitment to quality, transparency, and exceptional craftsmanship. I am delighted to be a part of this milestone and am confidentthat customers in Virar will appreciate the brand's exquisite collections and world-class shopping experience."***

Commenting on the new showroom launch, **Mr. Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers,** said, ***"We are delighted to strengthen our presence in Maharashtra with the launch of our first showroom in Virar. This expansion reflects our commitment to making the Kalyan Jewellers experience more accessible to customers across the region. Our endeavour is to offer patrons an unmatched jewellery shopping experience through exceptional craftsmanship, extensive collections, and our unwavering commitment to trust and transparency."***

To celebrate the grand opening, Kalyan Jewellers has announced a special, limited-period offer of 0% off on making charges on half of the purchase value. Additionally, customers will benefit from Kalyan's Special Gold Board Rate, ensuring the most competitive and transparent gold prices in the market, consistent across all company showrooms.

All jewellery retailed at Kalyan Jewellers is BIS-hallmarked and undergoes multiple purity tests. In addition, patrons will receive the Kalyan Jewellers 4-Level Assurance

KALYAN JEWELLERS

Certificate, guaranteeing gold purity, free lifetime maintenance, detailed product information, transparent exchange and buy-back policies, reaffirming the brand's commitment to trust and transparency.

The showroom will also stock Kalyan&'s popular house brands, including **Muhurat (Wedding Jewellery Line), Mudhra (Handcrafted Antique Jewellery), Nimah (Temple Jewellery), Glo (Dancing Diamonds), Ziah (Solitaire-like Diamond Jewellery), Anokhi (Uncut Diamonds), Apoorva (Diamonds for Special Occasions), Antara (Wedding Diamonds), Hera (Daily Wear Diamonds), Rang (Precious Stones Jewellery) and the recently launched Lila (Coloured Stones and Diamond Jewellery).**

Tanishq Natural Diamonds and Rahul Mishra Redefine Indian Luxury with an Exclusive Couture Jewellery Showcase at Paris Couture Week 2026

Tanishq Natural Diamonds and renowned couturier **Rahul Mishra** have unveiled an exclusive couture jewellery collection at Paris Couture Week 2026, marking a pioneering collaboration between India's leading jewellery brand and one of the country's most celebrated fashion designers. Bringing together the realms of haute couture and high jewellery, the collection presents a distinctive interpretation of contemporary Indian luxury, where design, craftsmanship, and storytelling converge. Created through months of artistic collaboration, the collection translates Rahul Mishra's signature couture philosophy into sculptural jewellery expressions through Tanishq Natural Diamonds' expertise in craftsmanship and gemstone artistry. Moving beyond traditional jewellery designed to complement couture, each creation has been envisioned as an integral extension of the garments, reflecting their architectural forms, fluid movement, and intricate narratives. Inspired by the harmony between nature and structure, the collection transforms architectural elements into organic floral forms through expressive silhouettes, meticulous detailing, and exceptional diamond craftsmanship. Each piece is conceived as a one-of-a-kind couture jewellery creation, blending Tanishq's mastery in natural diamond artistry with Rahul Mishra's distinctive design vocabulary. Presented on one of the world's most prestigious fashion platforms, the collection celebrates the fusion of Tanishq Natural Diamonds' legacy in jewellery craftsmanship with Rahul Mishra's storytelling-driven approach to couture.

Rooted in Indian heritage yet crafted for a global luxury audience, the collaboration showcases a modern vision of Indian artistry and design excellence. Commenting on the collaboration, Ms. Revathi Kant, Chief Design Officer, Titan Company Limited, said, "Couture represents craftsmanship at its most elevated form, while jewellery has the power to preserve stories, emotions, and exceptional artistry. Showcasing this collection at Paris Couture Week is a significant milestone for this collaboration with Rahul Mishra and for Indian design as a whole. It reflects the ability of Indian craftsmanship, innovation, and creativity to make a meaningful impact on the global couture jewellery landscape.

"Speaking about the collaboration, Rahul Mishra said, ***"Together with Tanishq Natural Diamonds, we aimed to create jewellery that embodies the spirit of contemporary high jewellery while remaining connected to India's rich artistic traditions. Their remarkable expertise enabled us to transform the movement, textures, and emotions of couture into creations that are intricate, expressive, and deeply narrative-driven."***

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Shri Jitin Prasada, Hon'ble Minister of State for Commerce & Industry, Government of India, Inaugurates Customs Export-Import Facilitation Centre at SEEPZ-SEZ, Mumbai

Shri Jitin Prasada inaugurated the Customs Export-Import Facilitation Centre (CEIFC) at SDF-VIII in SEEPZ-SEZ, Mumbai, on 19 June 2026, marking a significant step towards strengthening trade facilitation within the export zone.

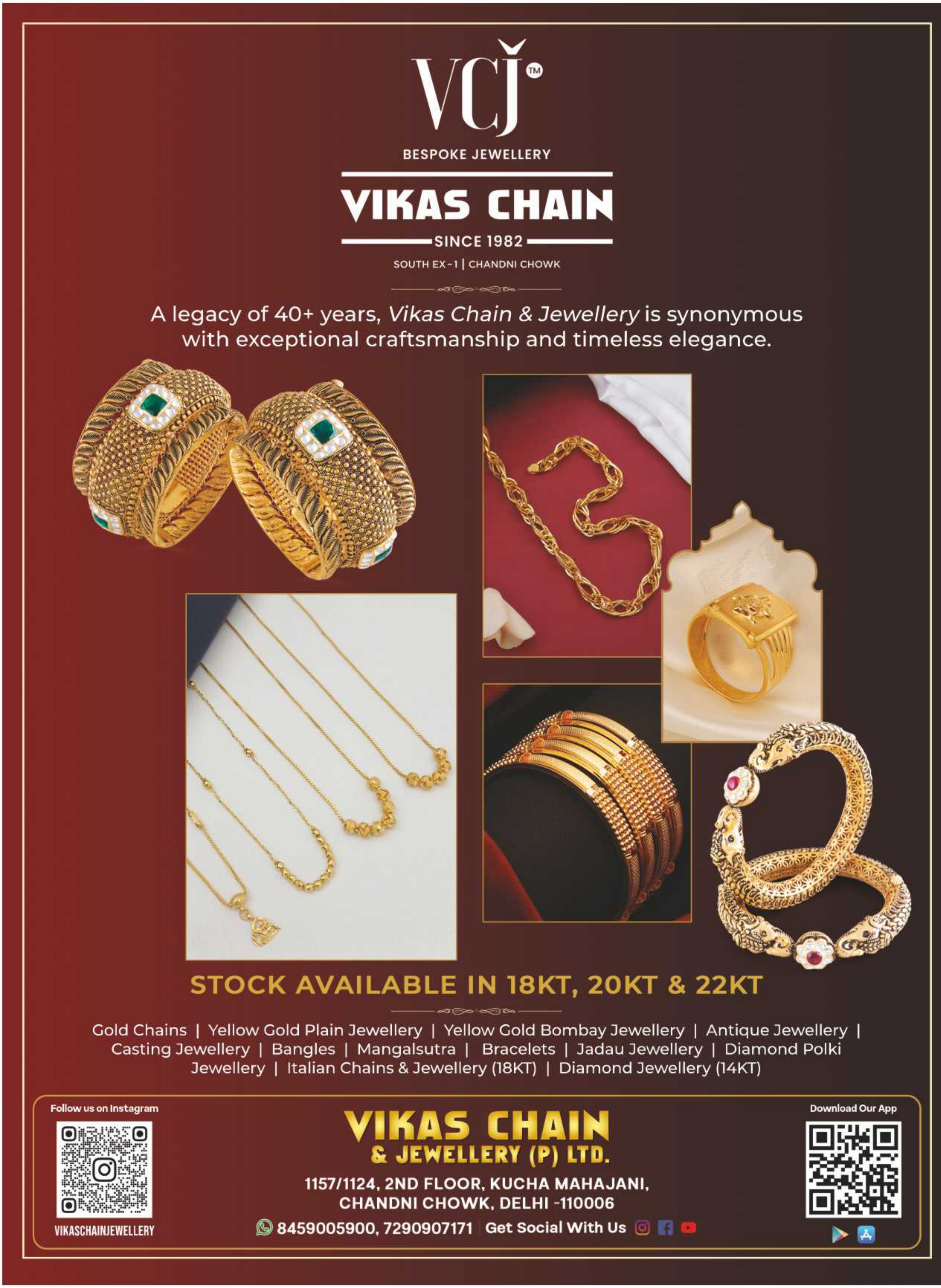
The inauguration was hosted by **Shri Dnyaneshwar B. Patil, IAS, Zonal Development Commissioner, SEEPZ-SEZ.** Senior officials present included **Shri Mayur R. Mankar, IRS, Joint Development Commissioner, SEEPZ; and Dr. Sandip D. Bhosale, IRS, Deputy Development Commissioner, SEEPZ.**

Leading industry representatives present included **Shri Kirit Bhansali, Chairman, GJEPC; Shri Shaunak Parikh, Vice Chairman, GJEPC; Shri Colin Shah, Chairman – Working Group, Bharat Ratnam Mega CFC, Shri Adil Kotwal, President, SGJMA; Shri Vijay Gujarathi, Chairman, SEEMA;** and other members of the trade and industry.

Shri Jitin Prasada, Hon'ble Union Minister of State for Commerce & Industry, said: "The Customs Export-Import Facilitation Centre reflects the need to modernise with changing times. This world-class facility will particularly benefit small exporters by improving logistics and expediting clearances. India cannot afford to fall behind, and such infrastructure will strengthen our export ecosystem and enhance competitiveness. Quality remains paramount, and with a stable government and long-term vision, India is well-positioned to emerge as a global leader in trade and manufacturing."

Shri Kirit Bhansali, Chairman, GJEPC, said: "The FTWZ Broad-Banding approval for the Bharat Ratnam Mega Common Facilitation Centre marks another important milestone in strengthening India's gem and jewellery ecosystem. It transforms the Mega CFC into a global business hub by enabling international warehousing, product viewing and exhibitions under one roof. This will attract greater global participation, create new business opportunities for our MSMEs and reinforce India's position as a preferred destination for gem and jewellery manufacturing, sourcing and trade. We thank the Government of India for its continued support in creating world-class infrastructure that enhances the competitiveness of our industry."

The new CEIFC has been designed as a modern single-window centre that brings together key customs processes under one roof. It is equipped with dedicated infrastructure for customs examination, secure handling of valuable consignments and e-commerce operations.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IIG Announces Strategic Partnership
with Polygon to Strengthen Global Trade Access and Industry-Connected Learning

The International Institute of Gemology (IIG), one of India's leading education institutes for gems and jewellery, has announced a strategic partnership with **Polygon,** the vetted B2B trade network connecting gem and jewellery professionals across North America since 1984. The collaboration is designed to open new cross-market opportunities for IIG's students, alumni, and manufacturer partners, connecting India's gemological community with an established international trading network.

In an increasingly global and competitive industry, access matters as much as education. For students and emerging professionals, exposure to real industry platforms, international networks, and the people who actively move the trade can meaningfully shape their confidence, perspective, and career direction. This partnership reflects IIG's student-first philosophy: ensuring learners are connected not only to knowledge, but to the wider professional world their careers will unfold in.

Through this collaboration, IIG';s active students and alumni will receive an exclusive introductory rate on Polygon membership, giving them direct access to a professional, commission-free B2B network of vetted retailers, dealers, and wholesalers across North America. The two organizations will also co-develop industry content, such as market insights, sourcing guides, or webinars, for distribution across both platforms, giving IIG's community practical exposure to current business and manufacturing practices in the global trade.

The partnership also creates a channel for India's manufacturers and suppliers. As part of the alliance, IIG will introduce qualified Indian manufacturers to Polygon for onboarding and partnership conversations, helping Indian businesses build visibility and relationships in the North American market.

Speaking on the partnership, Rahul Desai, Director, IIG, said:
"At IIG, our vision has always been to make quality education accessible to every learner, across age groups, formats, cities, and countries. But true education is not confined to the classroom. It must create access: to industry, to networks, to real opportunities, and to the wider world of trade our students will one day lead. Our partnership with Polygon is a meaningful step in that direction. It connects our community to an established international network, opens doors for Indian manufacturers, and gives our students a clearer view of the global industry they are preparing to enter."

Sean Lemire, General Director of Polygon, added:
"India is one of the most important sourcing and manufacturing hubs in the global jewelry trade, and IIG sits at the center of its gemological education community. This partnership gives our members a more direct line into that ecosystem, and gives IIG's network access to a trusted, professional marketplace built over four decades."

Beyond content and network access, the alliance will bring the two communities together at industry events. IIG will be recognized at Polygon-affiliated trade events, and **Rahul Desai** has been invited to participate as a panelist or moderator at upcoming Polygon events and webinars, creating direct dialogue between IIG's network and international trade.

For IIG, this collaboration is part of a larger commitment to building a holistic, industry- connected learning ecosystem. Learning at IIG extends beyond the classroom into industry networks, expert-led resources, and professional platforms that help students learn, connect, explore, and grow with the support of IIG's expertise and its extended ecosystem.

With this association, IIG continues to strengthen its position as a pro-student institute committed to accessible education, practical exposure, and industry-connected learning. By partnering with international networks such as Polygon, IIG aims to create pathways that help students and businesses move from learning to opportunity, and from local markets to global reach.

PNG Jewellers Hosts Exclusive 'Pure Bonds Design Excellence 2026'
to Curate Mangalsutra Collections Ahead of Annual Mahotsav

PNG Jewellers has introduced a focused approach to jewellery sourcing with the launch of **'Pure Bonds Design Excellence 2026'**, an exclusive buyer-seller meet dedicated entirely to mangalsutras. Held on 1 and 2 July 2026 at the company's Baner office in Pune, the initiative underscores the brand's commitment to design innovation, product excellence, and customer-centric merchandising. The two-day event brought together 20 of India's leading mangalsutra manufacturers, each recognised for their craftsmanship and expertise in the category. Ten manufacturers showcased their latest collections on each day, providing PNG Jewellers' sales and merchandising teams with an opportunity to evaluate a wide range of contemporary and traditional designs ahead of the brand's flagship **Mangalsutra Mahotsav,** scheduled for August 2026.

Unlike conventional large-scale B2B exhibitions, Pure Bonds Design Excellence 2026 was designed as a curated platform that encouraged meaningful engagement between PNG Jewellers' teams and its manufacturing partners. Representatives from stores across India spent time understanding each manufacturer's design philosophy, regional strengths, craftsmanship, and product offerings, enabling them to carefully select collections that best align with the preferences of customers in their respective markets.The initiative reflects PNG Jewellers' continued focus on strengthening partnerships with manufacturers while refining its product selection process. By creating a collaborative and distraction-free sourcing environment, the brand aims to offer customers a thoughtfully curated range of mangalsutras featuring exceptional craftsmanship, contemporary aesthetics, and enduring value during its annual Mangalsutra Mahotsav.Commenting on the initiative, **Dr. Saurabh Gadgil, Chairman and Managing Director, PNG** Jewellers, said, "Mangalsutra is one of the most significant categories in Indian jewellery, and selecting the right designs requires a deep understanding of customer preferences along with strong collaboration with our manufacturing partners. Pure Bonds Design Excellence 2026 was conceived with this vision.

By bringing together some of the country's finest manufacturers and our retail teams on a single platform, we have created a more informed and efficient sourcing process that ultimately enhances the customer experience."Following the successful debut of Pure Bonds Design Excellence 2026, PNG Jewellers plans to expand this specialised sourcing model to other jewellery categories, further strengthening its design-led strategy while continuing to deliver innovative collections and superior craftsmanship to customers across India.


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Tanishq Natural Diamonds Unveils 'Souls in Symphony' Campaign Featuring Ananya Panday, Sushmita Sen and Radhika Apte

Tanishq Natural Diamonds has launched its latest campaign, 'Souls in Symphony', bringing together Ananya Panday, Sushmita Sen and Radhika Apte for the first time on screen. Directed by acclaimed filmmaker Shoojit Sircar, the campaign celebrates the beauty of modern female friendships through an intimate and cinematic narrative. Set in a backstage environment as the three actors prepare for an event, the film captures candid conversations, spontaneous interactions and moments of quiet companionship. Adopting an observational storytelling style, the campaign highlights the warmth, authenticity and effortless chemistry shared by the trio, with each actor representing a distinct perspective on contemporary womanhood.

A central moment in the film features a Tanishq Natural Diamonds necklace being passed between the three women, transforming it from a piece of jewellery into a symbol of trust, connection and shared experiences. Through this gesture, the campaign shifts the focus from adornment to the emotional bonds that unite individuals. According to the brand, 'Souls in Symphony' explores a modern vision of sisterhood built on acceptance, mutual admiration and quiet strength, where individuality and togetherness coexist naturally. The campaign portrays meaningful relationships through moments of laughter, conversation and shared memories, reinforcing the idea that natural diamonds can serve as enduring symbols of human connection

GIA to Introduce Cut Grades for Select Fancy-Shaped Diamonds in 2027 The Geological Institute of America (GIA) has announced plans to introduce cut grades for marquise, oval and pear-shaped diamonds in 2027, marking a significant development for the diamond industry. The move addresses a long-standing demand from manufacturers and retailers, as the quality of cut in fancy-shaped diamonds can vary considerably but is not currently reflected in GIA grading reports.

At present, only round brilliant diamonds receive a comprehensive cut assessment, including Excellent Cut, Polish and Symmetry grades. Fancy-shaped diamonds are graded only for polish and symmetry. The new system will initially cover marquise, oval and pear shapes, with additional details on laboratory services and implementation expected in early 2027.According to GIA, the initiative builds on work that began following the introduction of its round brilliant cut-grading system in 2006. The institute said the new standards are aligned with its mission of consumer protection and will be supported by educational resources, laboratory services and manufacturer-focused solutions. The plans were first disclosed by Tom Moses, Executive Vice President and Chief Laboratory and Research Officer at GIA, during the Jewellery & Gem World Hong Kong exhibition in 2025.

Industry interest in fancy-shaped diamonds has grown steadily in recent years, with GIA noting that nearly one-third of the diamonds it received for grading in 2022 were fancy-shaped, compared with less than one-quarter during the previous decade. New fluorescence comments on grading reports Separately, GIA has announced that it will begin adding fluorescence-related comments to its standard diamond grading and dossier reports from the fourth quarter of 2026.Natural diamonds graded D to Z with fluorescence within specified parameters may receive one of two comments. One note will indicate that fluorescence may enhance a

diamond's appearance in ultraviolet (UV)-rich environments such as natural daylight. The second comment, expected to apply to less than 0.2 per cent of natural D-to-Z diamonds, will state that fluorescence can make existing characteristics unrelated to fluorescence—such as reduced transparency, haziness or milkiness—more noticeable under UV-rich lighting.GIA clarified that the wording of these comments is still being finalised and will appear in the comments section of relevant grading reports.The institute noted that fluorescence has long been a subject of debate within the diamond trade, as diamonds with stronger fluorescence are often discounted due to perceptions regarding their appearance. However, GIA's research indicates that fluorescence itself does not cause haziness, although it may accentuate existing characteristics in certain stones.According to GIA, around 10 per cent of the natural D-to-Z diamonds it grades could qualify for a fluorescence comment, subject to specific fluorescence intensity, colour, clarity and polish criteria. Based on extensive research, the institute concluded that blue fluorescence generally has a neutral-to-positive effect on a diamond's appearance, and in many cases may make a diamond appear brighter in daylight-equivalent conditions.


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HIGH JEWELLERY AUCTION IN NEW YORK CULMINATES A GLOBAL DE BEERS X SOTHEBY'S COLLABORATION SERIES, FOLLOWING HONG KONG AND GENEVA

National | 22 June 2026: Sotheby's and De Beers conclude their 2026 international auction collaboration in New York, following acclaimed presentations and strong results in Hong Kong and Geneva. The final sale presents a tightly curated group of exceptional natural diamonds, reflecting a year defined by rarity, craftsmanship and provenance.

The New York auction marks the culmination of a cross-continental journey, with momentum building at each stage as collectors responded confidently to these exceptional natural diamonds. Here, in New York, diamonds intersect with modern identity, creativity and personal storytelling.

Buyers will have the opportunity to acquire two pear-shaped, D-color diamond rings, alongside a magnificent 11.33-carat, old-mine brilliant-cut D-color, Type IIa diamond.

Diamonds are not simply precious objects, but carriers of cultural meaning. Formed billions of years

DE BEERS
A DIAMOND IS FOREVER

ago, they embody geological history while accruing layers of human narrative - as symbols of love, empowerment and identity. Across each stop from Asia to Europe to the United States, the auctions have highlighted how diamonds continue to evolve as cultural artefacts, shaped by craftsmanship, heritage and contemporary self-expression.

In Hong Kong, diamonds are deeply rooted in traditions of trade, symbolism and philosophy. The sale featured a 3.03-carat pear-shaped diamond ring and a pair of brilliant-cut diamond earrings totaling 4.01 carats. The highlight was the extraordinary De Beers Jwaneng 28.8 - a 28.88-carat brilliant-cut, D-color, flawless, type IIa diamond.

In Geneva, the conversation shifted to connoisseurship and the culture of collecting. Notable stones included a 1.10-carat light pink oval-cut diamond, a 1.06-carat very light pink diamond, and a perfectly matched pair of brilliant-rounds, each weighing 18.38 carats—one D-color, flawless, and the other internally flawless.

This evolving cultural lens is mirrored in shifting patterns of ownership. Increasingly, collectors are acquiring diamonds not only as adornment or investment, but as expressions of individuality. Nearly half of global diamond purchases are now made by women for themselves, signaling a broader redefinition of value—rooted in independence, self-purchase and personal significance.

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Kalyan Jewellers Announces Sara Ali Khan as Brand Ambassador

Joins Amitabh Bachchan & Katrina Kaif as the face of the brand

Thrissur, India: Kalyan Jewellers, one of India's most trusted and leading jewellery brands, today announced actor Sara Ali Khan as its newest brand ambassador. She joins the brand's distinguished family of ambassadors, including **Shri Amitabh Bachchan** and **Ms Katrina Kaif,** further strengthening Kalyan Jewellers' connect with consumers across regions and generations. The association marks another milestone in Kalyan Jewellers' journey to connect with a new generation of consumers while staying true to the values of trust, transparency and craftsmanship that have defined the brand for over three decades

Sara Ali Khan has emerged as one of India's most distinctive voices among young actors. Known for her authenticity, intellectual curiosity and deep appreciation for India's cultural heritage, she represents a generation of Indian women who are confident in their individuality, rooted in tradition and modern in their outlook. These qualities resonate strongly with Kalyan Jewellers' enduring belief that while styles evolve, values remain timeless.

She is known for her memorable performances in Kedarnath, Atrangi Re, Zara Hatke Zara Bachke, Metro... In Dino, and her latest hit Pati Patni Aur Woh Do, firmly establishing herself as one of Bollywood's leading commercial actresses while consistently balancing critical acclaimwith box-office success.

As India's jewellery market continues to evolve, consumers are increasingly seeking brands that combine heritage with contemporary relevance. Through this partnership, Kalyan Jewellers reinforces its commitment to celebrating the many facets of today's Indian woman - one who embraces her roots while confidently charting her own path.

Sara Ali Khan will feature in Kalyan Jewellers' upcoming integrated marketing campaigns across television, digital, print, outdoor and in-store platforms, highlighting the brand's extensive portfolio of jewellery crafted for celebrations.

Commenting on the association, **Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers,** said: *"At Kalyan Jewellers, we celebrate the values, relationships and milestones that jewellery comes to represent in people's lives. Sara embodies a refreshing balance of confidence and authenticity. She represents a new generation of Indian women who are intellectually curious, culturally rooted and unapologetically themselves. That makes her a natural fit for Kalyan Jewellers and the values we have stood for over the years. We are delighted to welcome her to the Kalyan family and look forward to a meaningful association."*

Speaking on the partnership, Sara Ali Khan said:

"Kalyan Jewellers has earned the trust of generations through its unwavering commitment to quality, craftsmanship and transparency. For me, jewellery is deeply personal - it carries memories, celebrates relationships and becomes part of life's most meaningful occasions. I admire how Kalyan Jewellers continues to honour India's rich traditions while evolving with the aspirations of today's consumers. I am excited to be part of this journey."

With a strong and expanding presence across India and international markets, Kalyan Jewellers continues to redefine the jewellery retail experience through exceptional craftsmanship, transparent business practices and customer-first innovations. The association with Sara Ali Khan reflects the brand's continued evolution while remaining firmly anchored in the values that have made it one of the most trusted names in the jewellery industry.

GJC Reviews 2026 Bullion Market Trends, Highlights Need for Policy Reforms and Industry Support

The Gem & Jewellery Domestic Council (GJC) has released its half-yearly assessment of the gold and silver market for 2026, highlighting a year marked by record bullion price levels, market corrections, evolving consumer behaviour, and the growing need for balanced policy measures.According to the Council, the first half of 2026 witnessed unprecedented highs in bullion prices, followed by significant corrections that influenced consumer sentiment and industry dynamics. Factors such as changes in taxation, higher customs duties, global geopolitical uncertainties, and shifting purchasing patterns have shaped the market landscape, while policy reforms and festive demand are expected to determine the outlook for the remainder of the year.Gold prices touched a peak of ₹1,70,480 per 10 grams in January 2026 before declining to approximately ₹1,42,800 per 10 grams by the end of June 2026. Silver also recorded a historic rally, crossing the ₹4 lakh per kilogram mark for the first time in January 2026 at ₹4,02,490 per kilogram, before correcting to around ₹2,25,940 per kilogram by late June.The sharp price movements created a mixed impact on the industry. While gold continued to attract investors seeking stability during uncertain times, high prices affected jewellery affordability and softened consumer demand.

The Council noted that buyers are increasingly preferring lightweight jewellery designs that offer affordability while aligning with changing lifestyle preferences.Policy changes further influenced market conditions during the period. The customs duty increase announced in May 2026 contributed to higher domestic prices and impacted retail sentiment. The industry also continued to face challenges related to GST costs and compliance requirements, leading GJC to advocate for a more rationalised taxation structure. The Council reiterated its support for reforms in the Gold Monetisation Scheme, which it believes can help unlock idle household gold, reduce import dependence, and strengthen domestic supply chains.Global developments remained a key driver of bullion prices. Geopolitical tensions, particularly conflicts in the Middle East, continued to create uncertainty, while the weakening of the Indian rupee against the US dollar added pressure on domestic bullion rates.

Inflation concerns and increased gold accumulation by central banks further reinforced gold's position as a strategic safe-haven asset, even as prices corrected from their highs.Commenting on the market scenario, Rajesh Rokde, Chairman of GJC, said, "The correction in bullion prices during late June represents a natural adjustment after an extraordinary period of price escalation. Gold futures settled around ₹1,42,800 per 10 grams, while silver declined to approximately ₹2,25,990 per kilogram after crossing the ₹4 lakh level earlier this year. The movement has been influenced by profit booking, a stronger US dollar, and expectations of sustained higher interest rates globally.

As geopolitical concerns eased, safe-haven demand also moderated. However, retail prices have remained firm, with 24K gold continuing to trade around ₹14,250–₹14,400 per gram during late June. This indicates market adjustment rather than a downturn. The upcoming festive season and the strong wedding calendar in the second half of the year are expected to support jewellery demand, especially in lightweight categories. India's cultural connection with gold will continue to provide resilience to the market despite volatility."Avinash Gupta, Vice Chairman of GJC, added, "Gold continues to hold a special place in Indian households, but affordability challenges cannot be ignored.

The coming months will depend significantly on geopolitical developments and government policies, particularly around customs duties and taxation. Excessive duties can encourage unofficial channels, affecting consumers and the organised jewellery trade. A balanced approach is essential to ensure reforms support both revenue objectives and industry sustainability. The Gold Monetisation Scheme can play a crucial role in mobilising household gold, reducing import dependency, and strengthening India's economic resilience. Consumers are adapting through lightweight jewellery choices, while investors continue to view gold as a reliable asset. The industry remains committed to working with the government to support consumer interests, national priorities, and market stability."For the second half of 2026, GJC expects bullion markets to remain dynamic, with prices likely to consolidate after recent corrections. Jewellery demand may remain cautious in the near term but is expected to gain momentum during the festive and wedding seasons, particularly in lightweight jewellery segments. The industry continues to look forward to potential reforms in the Gold Monetisation Scheme and taxation policies, while global geopolitical developments remain a crucial factor influencing future bullion trends.

GJC | ALL INDIA GEM AND JEWELLERY DOMESTIC COUNCIL
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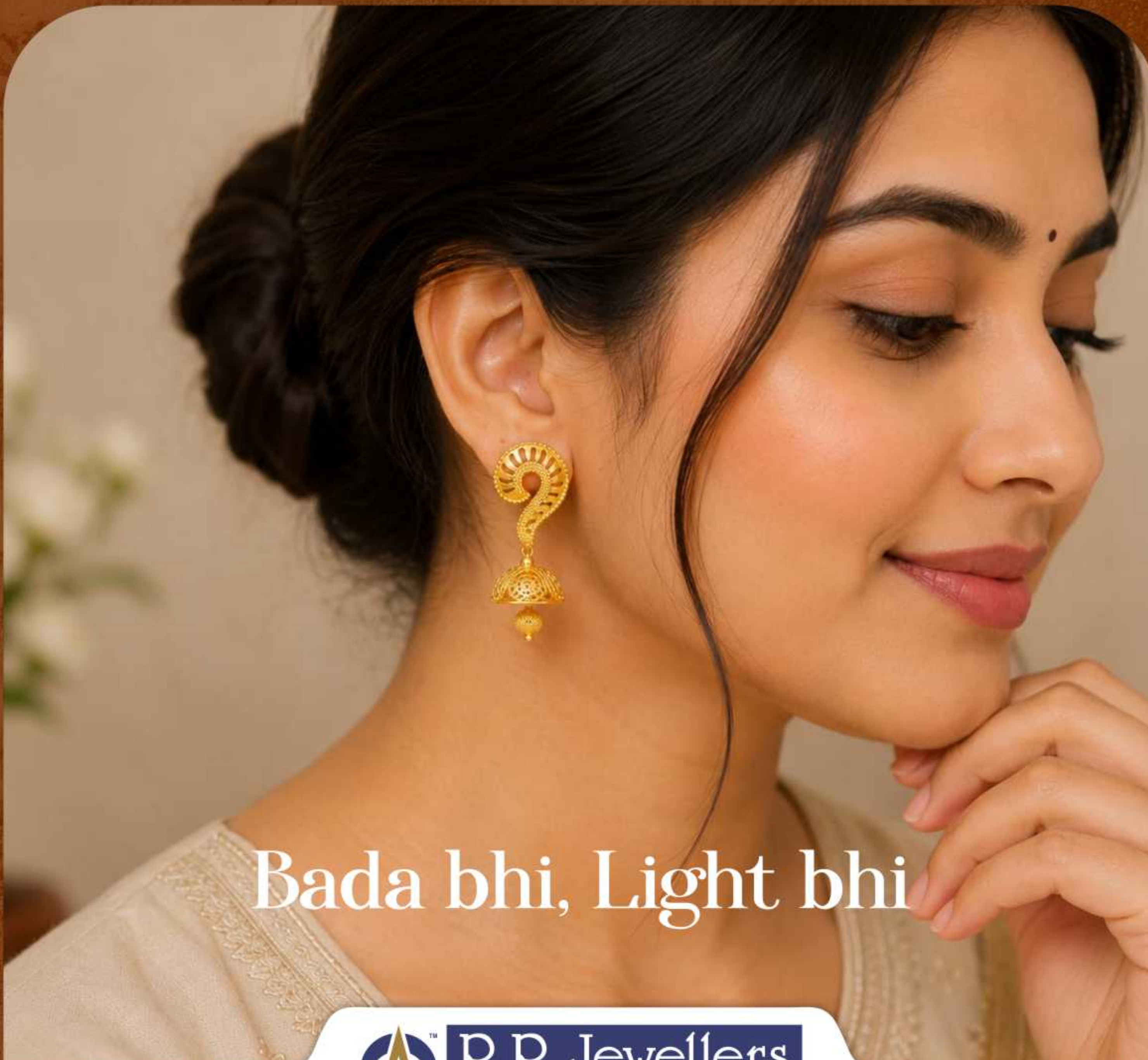
Bada bhi, Light bhi

De Beers' Latest Study Reveals Shifting US Diamond Consumer Trends,

Rising Value of Natural Diamonds

De Beers Group has released the findings of its latest US Diamond Acquisition Study, revealing evolving consumer preferences, rising purchase values, and the growing influence of younger generations in the natural diamond market. The biannual study, conducted in 2026, surveyed 18,500 women aged 18–74 across the United States, one of the world's largest diamond markets.The research highlights that natural diamonds continue to hold the strongest appeal among luxury jewellery categories, with consumers increasingly choosing diamonds for a broader range of personal and emotional occasions.

The study found that average natural diamond jewellery purchase values have increased by 25%, while Gen Z has emerged as the second-largest generation contributing to diamond demand.According to the study, natural diamonds remain the most preferred luxury jewellery choice, with 11% of women ranking natural diamond jewellery as their most desired luxury gift. This preference surpasses synthetic lab-grown diamonds (8%), other gemstones (5%), and plain gold jewellery (4%).The average purchase price of natural diamond jewellery rose significantly in 2025, reaching $4,063 per piece, compared with $3,242 in 2023. The increase has been driven by consumers opting for larger diamond weights, with average total carat weight rising from 1.65 carats in 2023 to 1.86 carats.

The study also highlights the growing importance of Gen Z consumers in shaping the future of diamond demand. Although Gen Z represents 18% of the population, the generation accounts for nearly 23% of natural diamond demand value. Gen Z consumers spend significantly more per natural diamond purchase than Baby Boomers, with an average spend of $4,080 per piece compared with $2,250.While bridal jewellery remains a key driver of Gen Z diamond purchases, accounting for 45% of acquisitions, the study reveals a growing trend towards self-purchase and gifting for personal milestones. Birthdays account for 17% of Gen Z diamond acquisitions compared with 13% across all generations. The research also found that Gen Z strongly associates diamonds with self-expression and identity, while relying more heavily on social media for purchase inspiration and research.Commenting on the findings, Diana Mitkov, Lead Researcher, Diamond Demand Insights & Analytics at De Beers Group, said, "Today's consumers continue to aspire to own natural diamonds, with the category remaining ahead of other jewellery products.

While consumers are spending more per piece than ever before, the motivations behind diamond purchases are evolving. Beyond traditional milestones such as engagements, consumers are increasingly choosing diamonds to celebrate personal achievements, meaningful moments, and individual expressions of identity."She added that the natural qualities of diamonds position them strongly within these changing consumer trends, creating opportunities for the industry to offer distinctive designs across various sizes, colours, price points, and occasions beyond traditional bridal jewellery.

The report includes insights on US jewellery retail trends, perspectives from leading designers and retailers, and an analysis of the role of natural diamonds in supporting socioeconomic development in diamond-producing regions.The report also highlights positive momentum among independent US jewellers, with point-of-sale data from 950 retailers showing natural diamond sales growth of 4% year-on-year in Q4 2025 and 9% in Q1 2026. Coloured and low-coloured diamonds, supported by De Beers Group's 'Desert Diamonds' campaign, recorded stronger growth, with sales increasing by 15% and 19%, respectively.While synthetic lab-grown diamond jewellery continues to grow in volume, the report notes that declining retail prices have limited its overall value contribution.

In 2025, synthetic lab-grown diamonds accounted for 15% of diamond sales value among independent jewellers, compared with 85% for natural diamonds. The study also observed slower demand growth for larger synthetic lab-grown diamonds above three carats.Commenting on the broader industry outlook, Eirik Wærness, EVP Corporate Affairs & Strategy and Chief Economist at De Beers Group, said, "The diamond industry is undergoing significant change, with both supply and demand dynamics influencing its future direction. Declining natural diamond production is expected to support a healthier supply-demand balance, while resilient demand in key markets and improving marketing momentum are encouraging signs. As the market evolves, retailers will increasingly focus on differentiating natural diamonds and highlighting their enduring value, creating opportunities for sustainable long-term growth."


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Platinum Guild International Hosts 9th Platinum Buyer-Seller Meet

in Kochi, Bringing Industry Leaders Together for Growth and Innovation

The 9th edition of the Platinum Buyer-Seller Meet (BSM) commenced at Grand Hyatt, Bolgatty, Kochi, bringing together leading platinum jewellery manufacturers, retailers, and industry stakeholders for a platform focused on collaboration, business opportunities, and category development. Featuring participation from more than 10 leading manufacturers and over 75 prominent retailers from across India, the Platinum BSM continues to be one of the most anticipated events in the jewellery industry calendar. The exclusive gathering provides an opportunity for meaningful business interactions, networking, product showcases, insights into evolving consumer preferences, and the celebration of excellence through the Platinum Season of Love Awards. Speaking exclusively with Sumesh Wadhera, Chief Editor, AOJ MEDIA, at the event, leading platinum jewellery manufacturers shared their perspectives on the evolving platinum market, emerging opportunities, and the future of the category.

Vaishali Banerjee, Head of Global Market Development & Managing Director (India & Middle East), Platinum Guild International, expressed her enthusiasm for the event, saying, “We are extremely excited about the BSM this year and wish all our partners and manufacturers the very best. With more than 75 retail partners participating, we are delighted with the response. Every year brings its own set of challenges, but we approach them by building, rising, and creating new opportunities—and that is the essence of this BSM.

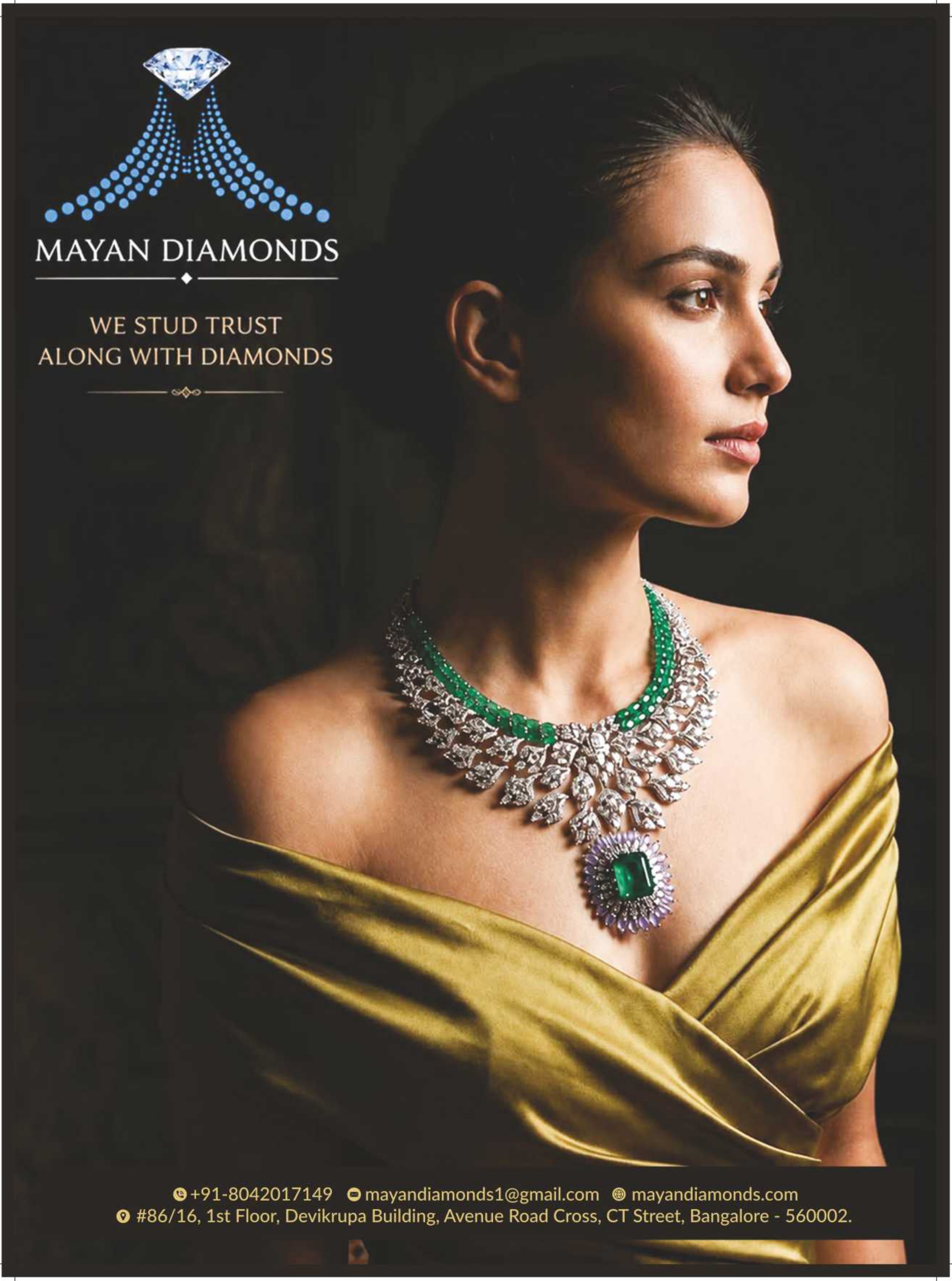
”Highlighting PGI's evolving consumer-focused approach, she added, “We have expanded Men of Platinum to connect with a younger audience, as we have seen strong interest among young men for platinum jewellery. We have also strengthened Platinum Love Bands by focusing on designs that resonate more closely with consumers. While we continue to engage with younger audiences, their preferences keep evolving. Therefore, we are listening directly to young women to understand the designs and products they would like to wear or exchange, and our upcoming collections will be developed with manufacturers based on these consumer insights.”

Pallavi Sharma, Deputy Country Manager, India & Middle East, Platinum Guild International, shared her thoughts on the 9th edition of Platinum BSM 2026, saying, “This is the 9th edition of BSM, and we are thrilled about the new opportunities platinum is bringing to every retail partner. Manufacturers have prepared with exciting designs, innovations, and business opportunities showcased at the event. With expanding consumer segments and varied price points, Platinum offers an opportunity for partners looking to grow their businesses profitably.”Sharing his perspective, Nirav Bhansali, CEO, Prism Jewellery, said, “We have been associated with PGI BSM for over a decade. It is one of the most important platforms for the platinum industry, offering excellent networking opportunities with leading retailers. Platinum has emerged as a preferred choice among younger consumers, and I see tremendous potential for the category. I congratulate the team for organising another successful event featuring exceptional products and valuable customer engagement.

”Colin Shah, Managing Director, Kama Jewellery, said, “We are proud to be associated with PGI BSM since its inception. The event provides manufacturers with a valuable opportunity to connect with leading retailers across India and build strong platinum business opportunities, especially ahead of the festive season.

PLATINUM GUILD INTERNATIONAL

Congratulations to the PGI team for organising yet another successful Buyer-Seller Meet.”Avinash Pahuja, MD & CEO, ORO Precious Metals Pvt. Ltd., added, “PGI BSM is one of the finest business platforms created for the industry. The event showcases remarkable innovations and brings together leading retailers. It is always a pleasure to participate, and we look forward to returning with new opportunities.”Antony Jos, Executive Director, Joyalukkas Group, shared his views on the growing demand for platinum, saying, “It is a pleasure to be here and interact with leading platinum suppliers. Platinum is gaining momentum not only in major cities but also across Tier 2 and Tier 3 markets, which creates positive opportunities for the entire ecosystem. As an aspirational metal, platinum appeals to consumers seeking something distinctive beyond traditional gold. Wedding bands, bracelets, and chains are among the categories witnessing growing interest. Platinum is on a strong growth path, and we look forward to growing alongside the category.”The 9th Platinum Buyer-Seller Meet reinforces PGI's commitment to strengthening partnerships across the jewellery ecosystem while driving innovation, consumer engagement, and sustainable growth for the platinum category in India.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Kalyan Jewellers Reports Strong Q1 FY2027 Performance

with 38% Revenue Growth and Continued Expansion

38%
Revenue Growth

Continued Expansion
Strengthening Presence Across India & International Markets

Strong Financials
Healthy Growth in Profitability & Operating Performance

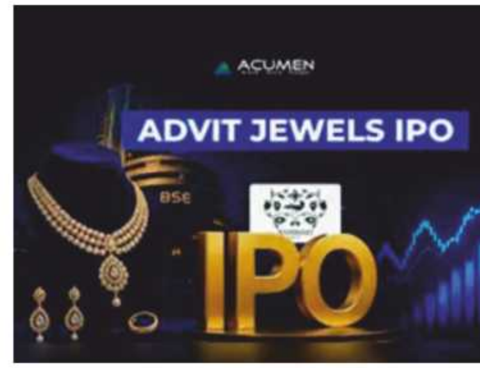
Kalyan Jewellers continues to deliver robust growth, driven by strong consumer demand, operational excellence, and strategic expansion initiatives.

Kalyan Jewellers has reported a strong performance for the first quarter of FY2027, recording consolidated revenue growth of approximately 38% compared to the corresponding period of the previous financial year. The quarter witnessed strong operational momentum, supported by healthy customer demand and robust same-store sales growth across key markets.The company's India operations recorded revenue growth of over 38% in Q1 FY2027 compared to Q1 FY2026, driven by consistent performance across markets despite the impact of the 28-day Adhik Maas period during the quarter.

Traditionally, Adhik Maas, which occurs once every three years, leads to a temporary slowdown in wedding-related jewellery demand in certain regions. Despite this, Kalyan Jewellers achieved same-store sales growth of approximately 28% during the quarter.During the quarter, the company launched its 'Shine with India' gold recirculation campaign in the second half of May, aimed at increasing the contribution of recycled gold and reducing reliance on imported gold. The initiative received a positive response from customers, resulting in recycled gold accounting for over 46% of revenue during Q1 FY2027. In June alone, the share of recycled gold exceeded 55% of revenue.Kalyan Jewellers' international business also delivered a strong performance, with revenue growth of approximately 35% during the quarter compared to the same period last year. The Middle East operations recorded around 30% growth in Q1 FY2027, primarily driven by strong same-store sales, despite temporary footfall challenges in April due to geopolitical developments in the region. International markets contributed approximately 14% to the company's consolidated revenue during the quarter.

The company's digital-first jewellery platform, Candere, continued its growth momentum, registering an impressive revenue increase of approximately 112% compared to the same quarter last year.As part of its retail expansion strategy, Kalyan Jewellers launched 12 new showrooms across India and added 5 Candere showrooms during the quarter.Commenting on the outlook, the company stated, "The ongoing quarter has started positively, and we remain optimistic about upcoming showroom launches, new collections, and campaigns planned for the festive and wedding season across the country."As of June 30, 2026, Kalyan Jewellers' total showroom network across India and international markets stood at 524 locations, comprising 354 Kalyan India showrooms, 38 Kalyan Middle East showrooms, 2 Kalyan USA showrooms, 1 Kalyan UK showroom, and 129 Candere stores.

Advit Jewels IPO Sees Robust Day-One Response, Subscribed Nearly Seven Times



Jaipur: The initial public offering (IPO) of handcrafted jewellery manufacturer Advit Jewels received an enthusiastic response from investors on its opening day, with the issue being subscribed 6.75 times within the first few hours of bidding.The ₹165.16-crore IPO, comprising a fresh issue of 1.20 crore equity shares with no offer-for-sale component, witnessed strong demand across all investor categories. The company has fixed the price band at ₹130–₹138 per share, while retail investors can apply for a minimum lot of 100 shares, translating into an investment of ₹13,800 at the upper price band.

By 2 p.m. on the opening day, the retail individual investor (RII) segment had been subscribed 7.50 times against its allocation of 41.90 lakh shares. The non-institutional investor (NII) category recorded the highest demand, attracting subscriptions of 12.60 times for its quota of 17.96 lakh shares. The qualified institutional buyers (QIB) portion also crossed full subscription, reaching 1.04 times.The IPO has also attracted attention in the unofficial grey market, where it is reportedly commanding a premium of around 47%, indicating positive market sentiment ahead of its listing. However, grey market premiums are unofficial indicators and should not be considered a guarantee of listing performance.The public issue will remain open for subscription until June 25, 2026. Share allotment is expected to be finalised by June 29, while the company's shares are scheduled to be listed on the NSE and BSE on July 1, 2026, subject to regulatory approvals and completion of the allotment process.Investments in securities are subject to market risks. Investors should carefully read all offer documents before making investment decisions.

Platinum Guild International India Launches

Hyperlocal Campaign to Boost Platinum Jewellery Demand Ahead of Wedding Season

Mumbai: Platinum Guild International (PGI) India has rolled out a targeted hyperlocal consumer engagement programme ahead of the upcoming wedding season, aimed at enhancing awareness and consideration for platinum jewellery across key markets.The initiative, scheduled from mid-June to mid-July 2026, focuses on creating stronger consumer visibility through high-impact touchpoints in premium catchments. The programme builds on the success of PGI India's earlier initiatives, including Platinum Season of Love and Men of Platinum: Chosen by Mahi, while adopting a market-specific approach to connect with consumers during a crucial jewellery buying period.

The campaign will combine digital and physical engagement channels, including targeted online campaigns, intent-based audience outreach, geo-focused media placements in premium neighbourhoods, MyGate activations in affluent residential communities, and metro branding initiatives in cities such as Kolkata and Chennai.With weddings being one of the most significant occasions for jewellery purchases and gifting, platinum is gaining recognition as a meaningful choice for consumers looking to celebrate relationships and special milestones. Through this programme, PGI India aims to strengthen platinum's relevance in wedding gifting while supporting retail partners during the peak buying season.

The initiative highlights PGI India's continued efforts to expand the platinum jewellery category by improving consumer engagement, increasing brand visibility and creating stronger connections across key markets. By reaching consumers at important decision-making moments, the programme seeks to drive greater adoption of platinum jewellery and contribute to category growth.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AAYRA Redefines
Lightweight Luxury with Innovative 3D Jewellery at IIJS 2026

FAITH IN THE NAME
NITMAN GOLD EXPORTS LLP

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?
*This season, we are witnessing exceptional demand for lightweight luxury jewellery that combines elegant aesthetics with everyday wearability. **At AAYRA**, our signature **AAYRA-3D** Collection, along with our Indo-Italian Chains & Mala Collection, has received an outstanding response. Customers today seek jewellery that offers premium craftsmanship, innovative design, and excellent value, making these collections perfectly aligned with current market trends.*

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?
IIJS continues to be India's most influential jewellery platform, and we expect this edition to further strengthen confidence across the industry. Our focus is on building long-term relationships with quality retailers and expanding the AAYRA network across India and international markets. We believe positive consumer demand, combined with retailer confidence, will create excellent business opportunities for the upcoming festive and wedding season.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?
Without a doubt, our AAYRA-3D Collection best represents our craftsmanship and innovation. The collection reflects our expertise in advanced manufacturing, lightweight engineering, intricate detailing, and modern aesthetics. Alongside it, our newly introduced Indo-Italian collection showcases contemporary elegance with international appeal, reinforcing AAYRA's commitment to creating jewellery that is both distinctive and commercially successful.

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?
The most encouraging development is the growing preference for branded, quality-focused manufacturers who offer consistency, transparency, and innovative product development. Retailers are increasingly looking for trusted partners rather than just suppliers. This shift motivates us because AAYRA has always focused on quality, timely delivery, design innovation, and long-term business relationships. We are highly optimistic that the festive and wedding season will witness strong demand, supported by positive consumer sentiment and evolving buying preferences.

Mr. Jay Ghataliya

Industry spotlight

Designing the Future of
Jewellery with Lightweight Innovation

1. With the changing consumer preferences this season, what is the one design trend or jewellery category that you are seeing the highest demand for at your booth this year?

Consumers today are looking for jewellery that combines contemporary aesthetics with everyday wearability. At Emerald, we are witnessing strong interest in lightweight, design-led diamond and gold jewellery, particularly pieces that offer versatility and can transition seamlessly from daily wear to special occasions. Our dealer partners are increasingly looking for collections that cater to evolving consumer preferences, especially among younger buyers who value design, comfort, and individuality. This shift continues to drive our focus on innovation-led product development.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

The overall market sentiment remains positive, driven by strong consumer aspirations and a growing demand for fresh, innovative designs. Our primary expectation from this IIJS is to strengthen relationships with our existing dealer and distribution partners while expanding our network across new markets. We believe the trade is increasingly looking for reliable manufacturing partners who can deliver innovation, consistency, quality, and scale. IIJS provides an excellent platform to showcase our capabilities and build long-term business partnerships across the jewellery value chain.

3. What is the most positive change or shift you've noticed in the jewellery trade over the past few months that gives you

confidence for the upcoming festive season?

One of the most encouraging shifts has been the increasing emphasis on design innovation, product differentiation, and organized manufacturing across the jewellery industry. Businesses today are placing greater importance on offering distinctive collections that align with evolving consumer preferences rather than competing solely on price. This has created stronger demand for manufacturers who can consistently deliver fresh designs, quality craftsmanship, and efficient production capabilities. As we approach the festive season, this trend gives us great confidence, as the market continues to value innovation and well-crafted jewellery that meets changing consumer aspirations.

4. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

Rather than a single product, we believe our strength lies in offering our dealer partners and distributors a comprehensive design ecosystem. However, if we had to highlight one showcase this year, it would be our

EMERALD

Mr. K. Srinivasan

latest lightweight electroforming-based bridal collection. This collection represents Emerald's commitment to advanced manufacturing, exceptional craftsmanship, and design innovation. By leveraging electroforming technology, we have created bridal jewellery that offers impressive volume and a premium look while remaining lightweight and comfortable to wear. It reflects our ability to combine cutting-edge manufacturing with trend-forward design, making it a true representation of what Emerald stands for today.

Lightweight Elegance, Timeless Artistry:

KIK Jewells Unveils the Shehnai Collection

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

The strongest demand this season is for lightweight handcrafted jewellery that beautifully blends traditional artistry with contemporary wearability. Retailers are increasingly looking for collections in both 22kt and 18kt antique gold, offering customers intricate craftsmanship with greater affordability and everyday appeal. At KIK Jewells, our newly launched collections showcase our expertise in Nakashi, Kundan, Meenakari and Jadai craftsmanship, created by an experienced team of master artisans. We are also leveraging AI to accelerate design innovation while preserving the authenticity of handcrafted jewellery, enabling our retail partners to offer distinctive products that stand apart in today's competitive market.

2.As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

The jewellery industry has shown encouraging momentum in the first quarter of FY 2026-27, with many organised players reporting strong growth despite elevated gold prices. This reflects resilient consumer demand and growing confidence among retailers as they prepare for the festive and wedding season.

For KIK Jewells, IIJS is more than a business exhibition—it is a platform to build long-term partnerships. Our focus is on collaborating with large retailers, corporate buyers, export houses, and manufacturing partners seeking reliable job-work and bulk production capabilities. Beyond supplying jewellery, we are committed to helping our partners strengthen their businesses through AI-enabled solutions, better customer engagement practices, and efficient business systems, creating value that extends well beyond the product itself.

3.Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

Our newly launched Shehnai Collection best represents the essence of KIK Jewells. Inspired by India's rich cultural heritage, it combines intricate Nakashi artistry with refined Kundan and Meenakari detailing in elegant lightweight designs suited to today's consumers. Every piece reflects the dedication of our experienced artisans while embracing AI-assisted design development to introduce fresh concepts with greater speed and precision. Designed for both domestic and international markets, the collection showcases our ability to preserve timeless Indian craftsmanship while meeting the evolving expectations of modern

K.I.K JEWELLS
"Kolkata's Incredible Karigeri"

Mr. Amit Soni

retailers and consumers.

4.What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

One of the most encouraging shifts is that the industry is increasingly valuing craftsmanship, innovation, consistency, and long-term partnerships over price alone. Retailers today are looking for manufacturing partners who can offer differentiated designs, dependable quality, scalable production, and business support. At the same time, the adoption of technologies such as AI is opening new opportunities in design development, customer engagement, and operational efficiency.

At KIK Jewells, we believe the future belongs to manufacturers who contribute beyond jewellery. Along with creating exceptional handcrafted collections, we are committed to helping our partners improve customer experience, adopt smarter business systems, and leverage AI-driven solutions for sustainable growth. This positive shift gives us great confidence for the upcoming festive and wedding season.

Industry spotlight

Crafted for Life:

How Closed-Setting Jewellery Is Redefining Everyday Luxury

1. With changing consumer preferences this season, which design trend or jewellery category is seeing the highest demand at your booth this year?

Closed setting continues to lead our order book, and this season the demand has sharpened around lighter, everyday-wearable pieces — rings, studs, and slim bracelets where the diamond sits flush within the metal. The modern buyer wants jewellery that carries occasion-worthy presence but sits comfortably through a working day. Closed setting answers that beautifully: the stone is protected, the surface is smooth, and the piece endures daily wear. Retailers are telling us the same thing from Chennai to Ahmedabad — the customer is buying for wear, not only for the vault.

2. Midway through the year, what are your expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

Sentiment has steadied, and that steadiness is what we are bringing to the show. IIJS Premiere remains the one floor where the entire trade meets in a single week, and our expectation this year is quality of conversation over volume of footfall. We are looking to deepen partnerships in markets where closed-setting jewellery is still finding its retail voice — tier-two cities in particular, where the aspirational buyer is growing fastest. Our team at Hall 6, Stall 6K 073A is prepared for detailed, unhurried conversations with retailers who want to build a category rather than stock a season.

3. If you had to pick one masterpiece or collection that defines your craftsmanship this year, which would it be?

The Riti-Riwaaz Édition — "Khushi, jo kabhi na badle." It is our clearest expression of what this house stands for. Riti-Riwaaz draws on the rituals and customs that shape Indian celebration, rendered entirely in closed setting. Every piece in the édition is built around the idea that

LAXMI
-DIAMONDS-
BENGALURU

Dr. Chetan Kumar Mehta

joy passed between generations should not change with the season. For a house that has spent nearly two decades refining closed-setting craft, this édition is the most complete statement we have made.

4. What positive shift in the trade over recent months gives you confidence for the festive season?

The most encouraging change is that retailers are asking better questions. Where the conversation was once about price points and turnaround, it is now about setting technique, finish quality, and how a piece will behave after five years of wear. That shift toward craft literacy benefits everyone in the chain — and it benefits the customer most of all. When the trade values how a piece is made, houses that invest in craft find their audience. We enter the festive season with genuine confidence.

Lightweight Luxury

Leads the Way: Redefining Modern Jewellery at IIJS 2026

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

Ans: *This season, we are seeing the strongest demand for lightweight, wearable jewellery that offers both elegance and everyday comfort. Buyers are increasingly looking for versatile designs that can transition seamlessly from daily wear to festive occasions.*

At our booth, our ultra-light paper casting collection has received exceptional interest. Alongside this, contemporary rings, delicate pendants, mangalsutra pendants, and stone-studded designs are attracting significant attention. Customers are seeking jewellery that combines modern aesthetics with excellent value, making lightweight yet premium-looking pieces the standout trend this year.

Overall, the demand is clearly shifting towards innovative, lightweight collections that deliver style, comfort, and affordability without compromising on craftsmanship.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

Ans: *we expect this edition of IIJS to further strengthen market confidence and create positive business momentum ahead of the festive and wedding season. We are optimistic that retailers will place fresh orders and explore innovative collections that cater to evolving consumer preferences.*

For us, IIJS is not just about business; it is also an excellent platform to build long-term relationships with new retailers and expand our dealer network across India and international markets. We look forward to connecting with quality buyers, understanding regional market trends, and showcasing our latest ultra-light paper casting collection along with our contemporary rings and pendants. Overall, we expect this edition to deliver strong networking opportunities and meaningful business growth.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

Ans: *If I had to choose one collection that truly represents our brand's craftsmanship this year, it would be our Ultra-Light Paper Casting Collection. This collection reflects our commitment to innovation, precision, and contemporary design while maintaining the highest standards of quality and finish.*

The collection showcases how advanced manufacturing techniques can create jewellery that is exceptionally lightweight without compromising on durability, elegance, or visual appeal. It perfectly caters to today's consumers, who seek comfortable, versatile, and value-driven jewellery for both everyday wear and special occasions.

For us, this collection is more than just a product line—it is a reflection of our vision to blend traditional craftsmanship with modern technology, delivering designs that are distinctive, wearable, and globally relevant.

Mr. Maulik Mandali

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

Ans: *One of the most encouraging changes we've seen over the past few months is the renewed confidence among retailers and consumers. Demand for lightweight, contemporary, and value-driven jewellery has grown steadily, with customers looking for designs that combine everyday wearability with premium craftsmanship.*

We've also noticed retailers becoming more open to innovative collections and placing orders earlier in preparation for the festive and wedding season. This proactive buying behaviour reflects a positive market outlook and stronger business sentiment.

These trends give us confidence that the upcoming festive season will be robust. With our Ultra-Light Paper Casting Collection and other modern designs, we are well positioned to meet the evolving preferences of today's consumers while delivering quality, innovation, and value.

Industry spotlight

Zaverat
Cz-Gold Jewels

Zarveek Redefines
Men's Luxury with Bold Black Gold

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

-Traditionally, jewellery has always been designed with women in mind men's jewellery was almost an afterthought, a smaller collection or a scaled-down version of something that wasn't really made for them. That's shifting now. Consumers today aren't looking for a piece that just completes their look they want something that becomes their statement piece, something that commands attention the moment you notice it.

That's where Black Gold Jewellery by Zarveek fits in perfectly. It's bold, but never loud designed to be worn as a statement, whether it's a ring, a kada, or a chain, each crafted specifically with the modern man in mind.

And we didn't want to stop at jewellery alone. To help men build a complete look around it, we've brought Black Gold into everyday accessories too iPhone covers, AirPods cases, pens, belt buckles, cufflinks so the same identity carries through everything he wears and carries, not just what's on his wrist or around his neck.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

-As we're midway through the year, our expectations from this IIJS edition are quite positive. We've seen gold prices stay elevated through the first half, which naturally makes buyers more selective, but that's actually working in our favour, because retailers are now looking for pieces that stand out and justify the price, not just add to volume. Black Gold, by design, fits that shift well.

On the networking side, we're looking to connect with retailers who are ready to bring a dedicated men's jewellery counter into their stores, rather than treating it as an extension of the women's section. IIJS gives us direct access to that serious, business-

focused buyer, and that's exactly the kind of retailer relationship we want to build this edition, ones who see men's jewellery as its own category with real growth ahead, not just a passing trend.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

-If I had to pick one, it would be our men's accessories line: the cufflinks, gold iPhone covers, belt buckles, and AirPods case, all crafted in gold. This is the collection that really pushes what we mean when we say jewellery for men shouldn't stop at rings and chains.

What makes it special is that every piece is designed to be used, not just worn. A cufflink that holds up through daily wear, a phone cover that turns something you touch a hundred times a day into part of your identity. It's craftsmanship applied to objects men already carry, just reimagined in gold. When retailers see this collection at the booth, it changes the conversation. They stop thinking of us as just a jewellery brand and start seeing Zarveek as a complete men's luxury lifestyle brand. That's exactly the shift we wanted this line to represent.

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

Mr. Rushit Kansara

-The most encouraging shift I've seen over the past few months is that jewellery buying is no longer just wedding-led. A good part of the demand we're seeing now is lifestyle-driven, people buying for themselves rather than waiting for an occasion to justify it. That's a real change in mindset, and it's one that's been building for a while, but it feels more visible this year.

For a category like men's jewellery, that shift matters even more, because we were never built around the wedding calendar in the first place. Zarveek exists for the man who wants to buy something for himself, not because there's a function coming up. If consumers are increasingly comfortable spending on jewellery as a personal choice, that's exactly the environment we're built for, and it's what gives us real confidence heading into this festive season.

SHREE GURU GOLD
By Subrato Majumdar
SINCE 1986

Modern Brides, Timeless Gold:

The Rise of Lightweight Wedding Jewellery

1.With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

Over the past year, we've seen a significant shift towards jewellery that offers both elegance and everyday wearability. Consumers today are lightweight, comfortable, and versatile without compromising on the richness of traditional craftsmanship.

At this year's IIJS our biggest focus is our newly developed 22 Kt lightweight wedding jewellery collection. it beautifully combines the grandeur of bridal jewellery with a much lighter feel, making it practical for modern brides. Alongside this, our handcrafted and casting collections continue to receive an excellent response because they cater to customers who appreciate fine detailing, quality, and timeless design.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

IIJS has always been one of the most important business platforms for us, and this marks our sixth consecutive year of participating. Every edition has helped us build stronger relationship and expand our presence across India.

This year, we are optimistic about the market sentiment. Despite fluctuations in gold prices, customer demand for well-designed and value driven jewellery remains strong. We look forward to connecting with new retailers, especially those looking for reliable manufacturing partners who can offer both handcrafted and casting jewellery under one roof. Our goal is not just to generate business during the exhibition but to establish long-term partnerships built on quality, consistency, and trust.

3.Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

Without a doubt, it would be our 22kt Lightweight Wedding Jewellery Collection.

This collection perfectly represents who we are as manufacturers. It combines traditional Indian artistry with modern engineering to create bridal jewllery that is luxurious in appearance yet exceptionally comfortable to wear.

As specialists in both 22 Kt handmade and casting jewellery, we have carefully blended intricate craftsmanship with innovative manufacturing techniques to achieve the perfect balance between beauty, durability, and reduced weight. We believe this collection reflects our commitment to evolving with changing consumer preferences while staying true to our heritage.

Mr. Sayan Majumdar

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

One of the most encouraging changes has been the growing preference for quality, design innovation, and trusted manufacturers over simply buying based on weight alone. Retailers and consumers today are far more design conscious and are looking for collections that offer uniqueness, comfort, and excellent craftsmanship.

We've also seen retailers planning their festive inventory much earlier than before, which reflects growing confidence in the market. This positive sentiment, coupled with increasing demand for lightweight wedding jewellery and contemporary 22 Kt collection, gives us great confidence for the upcoming festive and wedding season.

We believe the industry is moving in a very positive direction, and we're excited to contribute with designs that meet the evolving expectations of today's customers while maintaining the highest standards of manufacturing excellence.

Mangaldeep Chains:

Redefining Lightweight Gold Jewellery Through Innovation and Craftsmanship

mangaldeep CHAINS
BANGALORE

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

We are witnessing strong demand for lightweight yet premium-looking 18KT and 22KT gold jewellery. Retailers are increasingly seeking contemporary designs that offer everyday wearability without compromising on elegance. Modern chains, bracelets, pendants, and bangles continue to lead this trend.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

The overall market sentiment is optimistic, with the festive and wedding season expected to drive strong demand. IIJS continues to be the industry's most valuable platform

for building meaningful relationships, expanding our retailer network, and exploring new business opportunities across India and international markets.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

Our Vihaa Temple Casting Collection, Sand Paper Casting Pendants, and One-Time Cast Electrolyte Chains best showcase the craftsmanship of Mangaldeep Chains. These collections reflect our focus on innovation, precision, superior finishing, and distinctive designs that create lasting value for our retail partners.

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

The industry's growing emphasis on quality, innovation, and transparent business practices is a very positive

Mr. Safal Sakaria Jain

development. Retailers are becoming more design-focused, while consumers continue to value craftsmanship and trust, giving us great confidence for a strong festive and wedding season ahead.

Handcrafted Heritage,

Contemporary Vision: Bansi Jewellers at IIJS 2026

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

"The clear shift we are seeing is towards modern antique. Buyers still want the depth and character of antique gold, but they want it lighter, more wearable, and priced for more than just the wedding day. That is exactly why we built the NEO Collection at Bansi Jewellers Private Limited. It is mid-length antique jewellery with multi-coloured stonework, lighter construction, and a price point that lets a retailer sell it for festive occasions and daily wear, not only bridal. The pieces getting the most attention are the ones a woman can wear more than twice in her life. That is where the demand has moved, and honestly, it is a healthy shift for the whole trade."

2. As we are midway through the year, what are your key expectations from this IIJS edition?

"IIJS has been a part of the Bansi Jewellers journey for many years now, and this edition we are exhibiting as part of the Select Club, which itself reflects how far that journey has come. Sentiment feels strong because Diwali and the wedding season follow so soon after the show, and retailers are walking in

with real buying intent, not just curiosity. Our expectation is simple: meaningful conversations over footfall. We have pre-booked appointments with retailers from all over India, from established partners to markets we are entering for the first time. For us, a successful IIJS is not measured in visiting cards collected. It is measured in relationships that are still growing strong when the next edition comes around."

3. Every brand brings something special to IIJS; what masterpiece defines your craftsmanship this year?

"Without hesitation, the NEO Collection. Not because it is our newest, but because of what it proves. Bansi Jewellers Private Limited has been known for handcrafted 22KT antique jewellery for over two decades, the kind of work our karigars in Rajkot have perfected piece by piece. With NEO we asked ourselves a hard question: can we keep that same hand finish and detailing, but make it lighter, more colourful, and accessible to a younger buyer? The answer is at our stall. Every NEO piece carries the soul of our heritage work in a form the next generation actually wants to wear. That balance between old hands and new taste is what defines Bansi today."

BANSI™

— JEWELLERS PRIVATE LIMITED —

Mr. Sanjay Dhakan

4. What positive change in the jewelry trade gives you confidence for the festive season?

"The most encouraging change is how seriously retailers are now planning ahead. A few years ago, festive buying happened at the last minute. Today, retailers are studying what actually sells on their floor, pre-booking collections well before Diwali, and asking much sharper questions. For a manufacturer like Bansi Jewellers, that discipline is a blessing. It lets us plan production properly, give our karigars steady work, and deliver on time without compromise. When the whole chain, from workshop to showroom, is planning with this much clarity, it tells you the confidence in gold jewellery is real. We are walking into this festive season more prepared than ever."

Heritage Reimagined:
The New Era of Gold Jewellery

APARAJITAA JEWEL
MANUFACTURER OF GOLD ORNAMENTS

Mr. Rishub

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

.At the IIJS Premiere 2026, the highest demand centres on ultra-lightweight 18K and 22K gold chain and necklace sets. Retailers are heavily sourcing these pieces because they blend traditional aesthetics with complex, assembly-line construction, making them commercially successful for everyday and bridal wear.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

At the upcoming IIJS 2026, market sentiment reflects structural maturity and cautious optimism. Retailers are prioritizing capital efficiency, focusing sharply on lightweight inventory and daily-wear designs with rapid sell-through rates. While footfall is tightly curated, the quality of engagement is at a premium. The presence of serious, independent retailers makes face-to-face networking highly productive, directly converting meetings into business. With the event attracting 50,000+ trade visitors from over 80 countries, retailers are heavily utilizing the platform to forge cross-border partnerships and explore export markets (such as the Middle East, UK, and USA.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

Our Traditional Necklaces, Haarams and Jhumkas are curated with minute details and craftsmanship of highest order. Defined by their rich heritage, intricate carvings, and spiritual significance., rooted in South Indian craftsmanship, these pieces feature divine motifs like Goddess Lakshmi and Lord Ganesh, architectural elements like temple pillars and nature symbols like parrots, peacock and so on.

4.What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

A major positive change in the Indian jewellery trade is the shift toward affordable versatility, specifically the rise of lightweight, lower-carat (14K/18K) jewellery and multi-functional designs that can be styled for both festive and everyday wear.

This transition directly benefits consumers preparing for major festive periods like Diwali and Dhanteras by providing budget-friendly alternatives without compromising on style.

Industry spotlight |

Bhindi Jewellers:

Crafting Timeless Elegance with Lightweight Temple Jewellery

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

This season, we are witnessing exceptional demand for our Temple Jewellery, Peacock-inspired designs, and handmade stone-based lightweight collections. Today's consumers are looking for jewellery that beautifully combines traditional craftsmanship with modern comfort and wearability.

Our newly introduced lightweight antique collections have received an overwhelming response from retailers because they offer timeless aesthetics without compromising on practicality. These designs appeal to both bridal and occasion wear customers, making them a strong choice for retailers across different markets.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

IIJS has always been one of the most important platforms for the jewellery industry, bringing together manufacturers, wholesalers, retailers, and buyers from across India and overseas.

This year, besides positive business and healthy market sentiment, we expect IIJS to create even stronger networking opportunities. We would like to connect with new retailers and wholesalers more efficiently and hope to see more innovative marketing and business networking platforms that make it easier for genuine buyers and manufacturers to establish long-term business relationships.

Our focus is not only on generating orders but also on building trusted partnerships that grow together over the years.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

This year, our Lightweight Temple Jewellery Collection truly represents the craftsmanship and design philosophy of Bhindi Jewellers. Along with this, we have introduced an exclusive range of handmade stone-based lightweight jewellery, where every piece reflects fine craftsmanship, intricate detailing, and elegant finishing. These collections successfully blend India's rich heritage with contemporary styling, making them suitable for both bridal and festive occasions.
We believe these collections perfectly showcase our commitment to innovation while preserving traditional artistry.

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

One of the most encouraging trends we have noticed is the growing demand for lightweight, antique, and stone-based jewellery. Consumers today are choosing jewellery that is not only beautiful but also practical, versatile, and offers long-term value. Our newly launched lightweight antique and handmade stone-based collections have received an excellent response, and we believe they will perform exceptionally well during the upcoming bridal and festive season across India. These are timeless designs that are not driven by short-term fashion trends. Their classic appeal ensures they remain relevant and desirable for years, giving retailers greater confidence in their inventory and offering customers jewellery that never goes out of style. We are optimistic that this shift towards timeless craftsmanship and wearable luxury will continue to drive strong growth for the industry in the coming seasons.

Mr. Dhaval Bhindi

A Legacy of Fine Craftsmanship, A Vision for Tomorrow

RAMNIKLAL
& SONS
legacy since 1951
AHMEDABAD

1. With the changing consumer preferences this season, what is the one design trend or Jewelry category that you are seeing the highest demand for at your booth this year?

Ans: *we are seeing strong demand for lightweight, versatile jewelry that can be worn for Any occasions and celebrations. Customers are particularly looking for elegant designs With fine craftsmanship that offer a premium look while remaining comfortable and Practical. Timeless pieces with a modern touch continue to attract the most attention At our booth.*

2. As we are midway through the year, what are your key expectations from this IIJS Edition in terms of market sentiment and networking with new retailers?

Ans: *we are optimistic about this edition of IIJS. The market sentiment is positive and we Expect healthy business inquiries from existing and new retailers. IIJS is an excellent Platform to strengthen long term relationship, expand our dealer network and Understand with market trends. We are looking forward to meaningful business Opportunities and sustainable growth.*

3. Every brand brings something special to IIJS if you had to pick one masterpiece or Collection that defines your brand's craftsmanship this year, which one would it be?

Ans: *our signature collection of handcrafted gold jewelry best represent our brand's Craftsmanship. Each piece is designed with great attention to detail, combining Traditional artistry with styling. The collection reflects our commitment to superior Quality, and innovative design making it a true representation of our brand identity.*

Mr. Mihir Soni

4. What is the most positive change or shift you've noticed in the jewelry trade over The past few months that gives you confidence for the upcoming festive season?

Ans: *we have seen growing consumer confidence and strong demand for quality gold bridal Jewelry. Retailers are also stocking up earlier for the festive and wedding season, Which gives us great confidence for a successful market ahead.*

Industry spotlight

Innovation in Every Gram:

Redefining Lightweight Luxury with Precision Craftsmanship

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

This year, we are witnessing exceptionally strong demand for lightweight, high-volume jewellery that delivers a premium visual appeal without increasing the gold weight. Consumers today are looking for designs that are fashionable, comfortable, and affordable, especially in the current gold price environment.

At our booth, retailers have shown significant interest in our advanced laser and CNC-crafted collections, which combine Indo-Italian aesthetics with elegant Indian design elements. Products offering a bold look with optimized gold usage are receiving an excellent response, as they provide better value to both retailers and end consumers.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

IIJS Premiere has always been the most important platform for the jewellery industry, and we expect this edition to generate strong business momentum ahead of the festive and wedding season. Our primary focus is on strengthening relationships with our existing partners while expanding our network with progressive retailers who value innovation, quality, and efficient manufacturing.

We believe the market sentiment remains optimistic. Retailers are increasingly seeking differentiated products that can improve inventory turnover and offer customers fresh designs. We are confident that IIJS will create meaningful business opportunities and long-term partnerships.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

This year, our Fillora Collection best represents our craftsmanship and manufacturing capabilities. It showcases the perfect fusion of 22K and 18K Indo-Italian jewellery, created using advanced laser cutting and CNC technologies, while retaining the elegance and richness of Indian jewellery aesthetics.

The collection demonstrates our expertise in developing lightweight jewellery with exceptional finishing, intricate detailing, and superior wearability. It reflects our philosophy of combining cutting-edge manufacturing with timeless design to meet the evolving needs of today's consumers.

LOTUS™ JEWELLERY CREATION PVT. LTD.
CRAFTING JEWELS OF TRUST
— SINCE 1943 —

Mr. Vineet Vasa

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

One of the most encouraging developments has been the industry's rapid adaptation to changing consumer behaviour. Rather than slowing down due to higher gold prices, manufacturers and retailers are focusing on innovation, lightweight engineering, and value-driven product development. Retailers are becoming more open to adopting new manufacturing technologies and differentiated collections that improve profitability while offering greater affordability to consumers. This positive shift, combined with growing confidence ahead of the festive and wedding season, gives us strong optimism for the months ahead. We believe innovation and design excellence will continue to drive growth across the industry.

Industry spotlight

JP Exports:
Crafting Contemporary Excellence in 22 KT & 18 KT Gold Jewellery

J.P. Exports
(Rajkot)

Mr. Chetan Satikunvar

1. With the changing consumer preferences this season, what is the one design trend or jewelry category that you are seeing the highest demand for at your booth this year?

This season, we are seeing exceptional demand for our 22 KT and 18 KT lightweight bangles, bands, and kada collections. Retailers are looking for contemporary designs with elegant finishes, comfortable wearability, and strong value for money. Minimalistic styling, textured patterns, and versatile designs suitable for both daily wear and festive occasions are the key trends driving demand.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

We are very optimistic about this IIJS edition. We expect positive market sentiment backed by the upcoming festive and wedding season. Our objective is to strengthen relationships with our existing retail partners while expanding our network by connecting with new retailers and distributors across India and international markets. IIJS remains one of the most valuable platforms for showcasing innovation and building long-term business partnerships.

3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

Our signature offering this year is our exclusive collection of precision-crafted 22 KT and 18 KT bangles, bands, and kada. These collections reflect our commitment to superior craftsmanship, innovative manufacturing, fine detailing, and modern aesthetics. Designed to cater to a wide range of customer preferences, they combine traditional elegance with contemporary styling, making them ideal for today's retail market.

4. What is the most positive change or shift you've noticed in the jewelry trade over the past few months that gives you confidence for the upcoming festive season?

One of the most encouraging trends is the increasing demand for design-driven, lightweight, and high-quality gold jewellery. Retailers today are focusing on collections that offer better design variety, consistent quality, and faster inventory movement. This shift, along with growing consumer confidence ahead of the festive and wedding season, gives us great confidence for strong business growth in the coming months.

About JP Exports :

JP Exports is a manufacturer specializing in 22 KT and 18 KT Gold Bangles, Bands, and Kada, offering a wide range of innovative designs backed by superior craftsmanship, precision manufacturing, and a commitment to quality. Our focus is to deliver products that meet the evolving needs of retailers while maintaining the highest standards of finish and reliability.

Heritage Reimagined:
Crafting Contemporary Jewellery for a New Generation

JKS Jewels Pvt Ltd®
Manufacturers & Wholesalers
Exporters & Importers
Kolkata | Bangalore | Mumbai | Chennai | Dubai

1. With changing consumer preferences this season, what is the one design trend or jewellery category that you are seeing the highest demand for at your booth this year?

This season, we are seeing particularly strong interest in jewellery that brings together contemporary design, versatility and timeless craftsmanship. Lightweight jewellery continues to be an important category, but the demand today goes beyond simply being lightweight. Retailers are looking for pieces that are commercially relevant, visually distinctive and versatile enough to appeal to the modern consumer.

We are also seeing a renewed interest in contemporary interpretations of traditional jewellery. There is a clear movement towards designs that retain the cultural richness and craftsmanship associated with fine jewellery, while presenting them in a more modern and wearable manner. This evolution is particularly significant as younger consumers increasingly look for jewellery that reflects both heritage and individuality.

From a manufacturing perspective, this shift is exciting because it challenges us to innovate while remaining true to the fundamentals of craftsmanship. The strongest demand is ultimately for jewellery that is beautifully designed, meticulously made and relevant to the way consumers live and dress today.

2. As we are midway through the year, what are your key expectations from this IIJS edition in terms of market sentiment and networking with new retailers?

We approach this edition of IIJS with considerable optimism. For us, the exhibition is much more than a platform to showcase jewellery. It is an opportunity to listen to the market, understand the evolving needs of retailers and build relationships that can grow over the long term.

As manufacturers and wholesalers, our focus is on creating meaningful partnerships with retailers who value design, craftsmanship, consistency and reliability. We are keen to engage with new retail partners who are looking beyond transactional buying and are interested in building distinctive jewellery offerings for their customers.

We also see IIJS as an important barometer for the industry. The conversations we have with retailers provide valuable insight into consumer behaviour, emerging categories and the expectations for the upcoming festive and wedding seasons. Our expectation is that this edition will reflect a market that is becoming more discerning, more professional and increasingly focused on quality and differentiation.

For us, the most valuable outcome will be the relationships that continue well beyond the exhibition floor.

Mr. J. K. Prasad

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3. Every brand brings something special to IIJS; if you had to pick one masterpiece or collection that defines your brand's craftsmanship this year, which one would it be?

The collection that best represents our craftsmanship this year is one that brings together the two elements at the heart of our identity: the richness of traditional jewellery-making and the clarity of contemporary design.

Rather than defining craftsmanship through a single spectacular piece, we believe it is reflected in the discipline and consistency behind an entire collection. From the initial design concept to the precision of production and the final finishing, every stage requires expertise, patience and an uncompromising eye for detail.

This collection represents our belief that jewellery should be both emotionally compelling and technically exceptional. It reflects the ability to create pieces that have the presence and refinement expected of fine jewellery, while remaining relevant to the modern market.

For us, true craftsmanship lies in this balance: preserving the integrity of the craft while continuously evolving the language of design.

4. What is the most positive change or shift you have noticed in the jewellery trade over the past few months that gives you confidence for the upcoming festive season?

One of the most encouraging changes has been the growing sophistication of the jewellery ecosystem. The relationship between manufacturers and retailers is becoming increasingly collaborative, with both sides placing greater emphasis on design, quality, transparency and long-term value.

Retailers are becoming more selective about the partners they work with, and that is a positive

development for the industry. The conversation is increasingly moving beyond price and availability towards questions of craftsmanship, consistency, innovation and the ability to create jewellery that truly resonates with the end consumer.

We are also seeing stronger demand for differentiated collections. Consumers are becoming more informed and more individual in their choices, and retailers are responding by seeking jewellery that offers a stronger point of view.

This gives us confidence for the upcoming festive season. The market is evolving, but the fundamentals remain strong: jewellery continues to be deeply connected to celebration, emotion and tradition. As manufacturers and wholesalers, we believe the opportunity lies in combining that enduring emotional value with design innovation, quality craftsmanship and stronger industry collaboration.

Kerala Chief Minister's Presence Marks Grand Finale of KJIF 2026 as State's Jewellery Industry Charts New Growth Vision

Kochi, July 2026: The fifth edition of the **Kerala Jewellery International Fair (KJIF) 2026** concluded on an exceptional note, reinforcing Kerala's position as one of India's most influential jewellery markets. Organised jointly by the **Kerala Gold & Silver Merchants Association (KGSMA) and United Exhibitions,** the three-day B2B exhibition witnessed remarkable business activity, record industry participation, knowledge-sharing initiatives and an unprecedented level of government engagement.

The grand finale of the exhibition was marked by the **Kerala Jewellers State Convention, where Hon'ble Chief Minister of Kerala, Shri V. D. Satheesan,** addressed an audience of more than **5,000 jewellers, manufacturers, retailers, industry leaders and stakeholders** from across the state. His presence elevated the stature of the convention and reaffirmed the Government's recognition of Kerala's jewellery sector as a vital contributor to the state's economic development.

In his keynote address, the Chief Minister acknowledged Kerala's longstanding leadership in the gold and diamond industry, describing the sector as a major driver of employment, entrepreneurship, exports and wealth creation. He highlighted the industry's resilience, craftsmanship and global reputation while encouraging greater adoption of technology, innovation, responsible business practices and international competitiveness. Expressing confidence in Kerala's jewellery fraternity, he called upon the industry to continue playing a transformative role in shaping the state's economic future.

The State Convention provided an important platform for meaningful interaction between policymakers and industry leaders, facilitating discussions on the future of the jewellery trade, sustainable growth, evolving consumer expectations and policy support required to strengthen one of Kerala's most vibrant business sectors.

Distinguished Dignitaries Throughout the Three-Day Event

KJIF 2026 witnessed the participation of several eminent dignitaries throughout the exhibition, reflecting the growing importance of the jewellery industry within Kerala's economic landscape.

The exhibition was formally inaugurated by **Shri P. C. Vishnunadh, Hon'ble Minister for Tourism and Culture,** while the official unveiling of **KJIF 2026** was performed by **Shri P. K. Kunhalikutty, Hon'ble Minister for Industries, IT & AI,** who appreciated the exhibition's contribution towards promoting business, manufacturing excellence and industrial growth.

The inaugural evening concluded with the spectacular **KJIF Fashion Nite & Gala Dinner, graced by Shri Roji M. John, Hon'ble Minister for Higher Education,** who interacted with industry members and appreciated the creativity and craftsmanship displayed by exhibitors.

On the second day, **Smt. Shanimol Usman, Hon'ble Deputy Speaker of the Kerala Legislative Assembly,** visited the exhibition and commended the industry's continuous contribution towards employment generation and entrepreneurship. Day 2 concluded successfully with the presence of **Shri Ramesh Chennithala, Hon'ble minister of Home Affairs and Vigilance,** who had addressed the audience with his past memories of interacting with Malayalee karigars in other states and stressed on the importance of bringing back that employment and craftsmanship to Kerala and making this state an export hub of India.

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The exhibition concluded with the Kerala Jewellers State Convention, where **Hon'ble Chief Minister Shri V. D. Satheesan** delivered the valedictory address, making the closing ceremony one of the most memorable moments in the history of KJIF. In the State Convention, along with the Chief minister, **Shri Benny Behnan**, Hon'ble Member of Parliament and **Shri Roji M John,** Hon'ble Minister of Higher Education were present along with KGSMA State President Shri K Surendran, State Gen Secretary Adv S Abdul Nazar, State Treasurer Shri CV Krishna Das, Shri VK Manoj, Project Director of United Exhibitions and Shri Varghese Alukka, Managing Director of Jos Alukkas Jewellery and the vice presidents & secretaries of KGSMA were present on the stage

Outstanding Business Response

KJIF 2026 recorded an overwhelming response from jewellery retailers and trade buyers from every district of Kerala. The exhibition witnessed a strong influx of quality business visitors, resulting in productive interactions between exhibitors and buyers.

Exhibitors expressed high levels of satisfaction with the quality of footfall, reporting encouraging order enquiries, advance festive bookings and significant business generated across gold, diamond, bridal and contemporary jewellery collections. The exhibition once again established itself as Kerala's most preferred sourcing platform ahead of the festive and wedding seasons.

Knowledge-Driven Industry Engagement

Beyond business, KJIF 2026 continued its commitment towards industry development through a series of well-attended knowledge sessions. The Banking Seminar brought together leading financial institutions and jewellery entrepreneurs to discuss banking solutions, working capital support, digital banking and financial best practices.

The seminar titled "Jewellery Business for Today & Future" featured eminent industry experts who shared valuable insights into changing consumer behaviour, organised retail, digital transformation, branding strategies and emerging opportunities within the jewellery sector.

The Youth Wing Seminar focused on preparing the next generation of jewellery entrepreneurs through discussions on leadership, succession planning, innovation and business sustainability, inspiring young professionals to take the industry forward.

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Fashion Walk Adds Glamour to Opening Day

Adding elegance and excitement to the inaugural evening was the Fashion Walk Powered by Malayala Manorama, which presented exquisite jewellery collections through a professionally curated runway showcase. The event beautifully blended craftsmanship with contemporary design, providing participating exhibitors an exclusive platform to unveil their latest collections before Kerala's leading retailers and industry professionals.

KJIF Strengthens Its Position as South India's Premier B2B Jewellery Exhibition

The overwhelming response from exhibitors, visitors, trade associations and business partners reaffirmed Kerala Jewellery International Fair as one of South India's most influential B2B jewellery exhibitions.

By successfully integrating business networking, government participation, knowledge exchange and premium lifestyle experiences under one platform, KJIF 2026 once again demonstrated its commitment to strengthening Kerala's jewellery ecosystem and creating new opportunities for manufacturers, wholesalers and retailers alike.

With record participation, strong business outcomes, impactful industry discussions and the distinguished presence of the Hon'ble Chief Minister of Kerala, KJIF 2026 concluded on a historic note, setting new benchmarks for the jewellery industry and paving the way for an even stronger, more innovative and globally competitive future for Kerala's gold and diamond sector.

Jaipur Gem & Jewellery Bourse Poised to Transform Global Coloured Gemstone Trade

- ***The Rajasthan Government continues to extend strong institutional support for the Bourse***
- ***CIBJO sees the Bourse as a globally significant initiative***

Jaipur, 20th June 2026: As global demand for coloured gemstones continues to surge, industry leaders are positioning the **Jaipur Gem & Jewellery Bourse (JGJB)** as a transformative initiative that could redefine the future of international coloured gemstone trade, sourcing, and distribution.

Mr. Gaetano Cavalieri, President of CIBJO – The World Jewellery Confederation, accompanied by **Shri Pramod Agrawal,** Chairman of the Jaipur Gem & Jewellery Bourse and Vice President, CIBJO, met Hon'ble Chief Minister of Rajasthan, **Shri Bhajan Lal Sharma.** The discussions focused on the transformative role of the Jaipur Gem & Jewellery Bourse in strengthening Jaipur's position as the global capital of coloured gemstones.

During the meeting, Mr. Cavalieri thanked the Hon'ble Chief Minister and the Government of Rajasthan for their vision and support in advancing the Jaipur Gem & Jewellery Bourse, noting that the project will benefit the global coloured gemstone industry by creating a transparent, organised and internationally connected marketplace.

A major driving force behind the project has been the proactive support extended by the Government of Rajasthan, which has played a crucial role in facilitating the development process. The land allotment through RIICO, and continued engagement under the Rajasthan Investment Promotion Scheme (RIPS) reflect the State Government's vision of positioning Rajasthan as a premier global jewellery and gemstone destination.

Hon'ble Chief Minister of Rajasthan, Shri Bhajan Lal Sharma, with (L-R): Mr. Marco Carniello, Director, CIBJO- The World Jewellery Confederation; Mr. Pramod Agrawal, Chairman, Jaipur Gem & Jewellery Bourse and Vice President, CIBJO; and Mr. Gaetano Cavalieri, President, CIBJO

JAIPUR GEM & JEWELLERY BOURSE

Expressing his gratitude to the Rajasthan Government, Pramod Agrawal, Chairman of the Jaipur Gem & Jewellery Bourse and Vice President, CIBJO, said, *"Our meeting with Hon'ble Chief Minister Shri Bhajan Lal Sharma reaffirmed the Rajasthan Government's strong support for the Jaipur Gem & Jewellery Bourse. The Hon'ble Chief Minister assured us of the Government's support in providing the infrastructure, policy support, skilling initiatives and investment ecosystem required to realise this landmark project. This gives the industry tremendous confidence as we move towards creating a world-class hub that will strengthen Jaipur's position as the global capital of coloured gemstones."*

"Through strong collaboration between industry, government and global stakeholders, the Jaipur Gem & Jewellery Bourse has the potential to become a catalyst for trade expansion, investment, innovation, employment and sustainable growth across the gemstone value chain," added Pramod Agrawal.

Jaipur already occupies a unique position in the global gemstone value chain, processing and trading a significant share of the world's coloured gemstones. The Bourse seeks to elevate this leadership by bringing together manufacturers, traders, international buyers, sourcing offices, laboratories, logistics providers, auction facilities, technology partners and support services within a single world-class platform.

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Jaipur Gem & Jewellery Bourse...

Kirit Bhansali, Chairman, GJEPC said, *"Jaipur's unmatched expertise in coloured gemstones has made it a cornerstone of the global gem and jewellery industry for centuries. The Jaipur Gem & Jewellery Bourse will strengthen India's leadership in the global coloured gemstone trade by creating a world-class ecosystem that connects heritage, craftsmanship and international commerce."*

Raju Agarwal Mangodiwala, President, The Jewellers Association, Jaipur, said *"The Jaipur Gem & Jewellery Bourse reflects the collective vision of Jaipur's gem and jewellery fraternity. We are proud to support an initiative that will empower our artisans, traders and entrepreneurs while strengthening Jaipur's global position."*

Gaetano Cavalieri, President, CIBJO, described the initiative as one of global significance and a timely response to evolving market dynamics. *"The market is requesting increasing quantities of coloured gemstones, particularly quality gemstones, and Jaipur has always been one of the world's most important centres for the coloured gemstone trade. The establishment of the Jaipur Gem & Jewellery Bourse responds directly to this growing demand by creating an organised, transparent and responsible trading environment."*
Emphasising the international relevance of the project, Cavalieri added: *"This is not something related only to India. It is something related to the world through Jaipur and through India. The Bourse has the potential to become a reference point for the global coloured gemstone industry by bringing together trade, services, sustainability and traceability within a single ecosystem."*

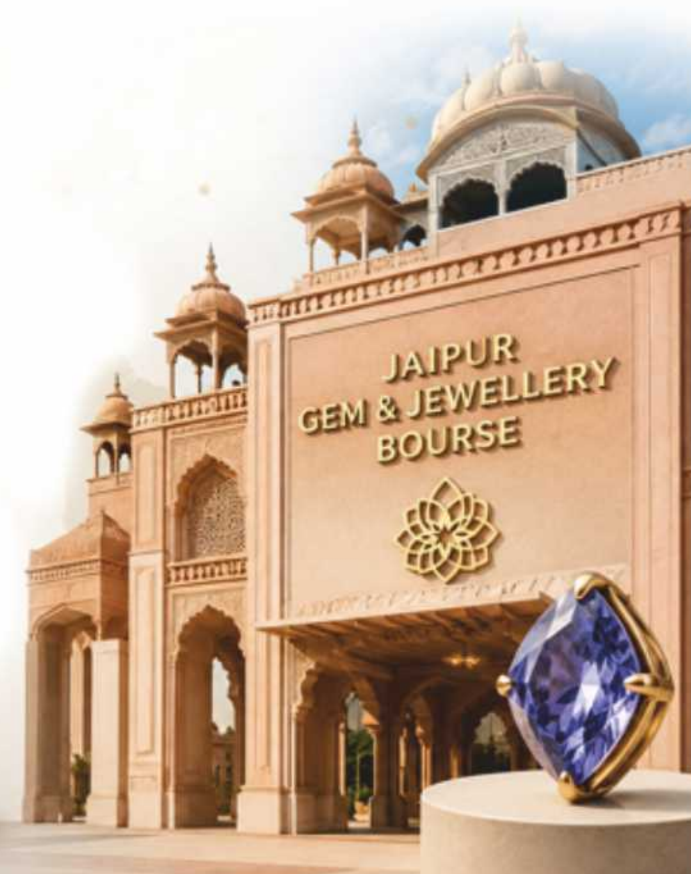
Cavalieri further noted that the Bourse would strengthen confidence across the supply chain by promoting responsible business practices, transparency, sustainability and traceability — principles that are becoming increasingly important for consumers, brands and retailers worldwide.

Industry leaders believe the project will create significant opportunities for international buyers, jewellery manufacturers, luxury brands and gemstone traders seeking efficient access to high-quality coloured gemstones through an organised marketplace. The concentration of services and infrastructure is also expected to improve business efficiency, accelerate trade flows and foster greater collaboration across the global industry.

The Jaipur Gem & Jewellery Bourse is being developed as the world's first dedicated bourse exclusively for coloured gemstones and coloured gemstone-studded jewellery. Planned facilities include more than 1,750 trading offices and kiosks, customs facilitation, gem-testing laboratories, auction facilities and a comprehensive range of trade support services.

As the coloured gemstone capital of the world, Jaipur is uniquely positioned to lead the next phase of growth in the global gemstone industry. With growing international support and a shared vision among industry stakeholders, the Jaipur Gem & Jewellery Bourse is expected to emerge as the world's leading destination for coloured gemstone sourcing, trading, innovation, education and industry collaboration.

The Jaipur Gem & Jewellery Bourse, jointly promoted by GJEPC and the Jewellers Association Jaipur (JAJ), is expected to generate around 60,000 additional jobs and create a modern ecosystem that bridges Jaipur's centuries-old gemstone craftsmanship with modern international trade and business standards.



UGJIS-Bharat Silver Show 2026:

Maharashtra's Premier Silver Sourcing Destination Ahead of the Festive Season

With markets having seen the northward trek of the precious metals, normalcy seems to have reined in. The metallic hue has more or less, attained prominence over the yellow metal in terms of sourcing and this currently is the trend.

In Maharashtra, a very large number of retailers are looking at the oncoming festive season with a lot of hope and belief that trade will come back to its former self thereby gearing up all guns blazing. They also know that silver is now in demand and therefore, it is important to source silver jewellery, accessories and artefacts to ensure the festive season goes well.

Pune is a very crucial hub for jewellery. With gold prices having crossed the affordability of the commoner's purse, silver is the new yellow metal. And Pune has seen very robust trade engagements over the past few months involving silver. Stylus India, organizers of the blue-chip show UGJIS, now brings you a silver-specific show, curated exquisitely to meet the growing sourcing demands of silver jewellery and its allied machinery.

UGJIS-Bharat Silver Show 2026 is not just one more foot-in-the-door in the silver exhibition market. This show, specific to the markets in Maharashtra and its adjoining regions, will showcase 150 stalls. UGJIS-Bharat Silver Show 2026 aims at providing retailers a specific platform and avenue to source their silver jewellery, accessories and machinery requirements before the onset of the festive and wedding season.

Participants from regions specializing in silver jewellery manufacturing across the country will be present in the show and with online visitor registrations having crossed **4500, the first edition of UGJIS-Bharat Silver Show 2026** promises to be a sell-out.

Shri Ranjeet Shinde, Director, Stylus India, organizers of the show quips, *"We constantly travel all over the state and its adjoining markets and the feedback has been extremely encouraging and positive. Silver is the new vogue and retailers know that if designs which are usually seen in gold jewellery can be replicated in silver, the market will boom and there will be stopping trade. A reason why 925 silver jewellery is taking centerstage.*
"UGJIS-Bharat Silver Show 2026 will be a complete show and aims to create a new vertical in the silver market which has been playing second fiddle to the yellow metal despite its rich and varied heritage, tradition and cultural legacy."

Shri Fatechand Ranka, President, PSA & MRSSF, feels, *"This is a tremendous opportunity for all retailers to engage in trade because the first edition of UGJIS-Bharat Silver Show will be taking place at the appropriate time before the season and with Pune growing in leaps and bounds in the gem and jewellery market, silver has created enough space to be touted as a very important segment for trade."*

Manish Jain, Proprietor, Manish Jewellers, feels, *"We are very excited to be a part of the show. In Bharat Silver Show 2026, we will be unleashing a flurry of full-range 925 jewellery which will surely make the customer spoilt for choice. With Gold rates sky-rocketing towards unaffordability to the common man, Manish Jewellers has embarked on creating designs in silver which, hitherto, were only made in yellow metal.*
"We look forward to meeting retailers who are keen to increase their presence in the silver segment and we will be displaying a variety of designs," he concludes.

Niranjan Shete, Director, Rajesh Silver (P) Limited *explained that Maharashtra has been a very important business hub for silver and a show like UGJIS-Bharat Silver Show is apt for trade engagement especially since jewellers are keenly partaking silver sourcing.*

Gaurav Jain, Director, Maasilver Hub India Private Limited, *"We are looking to reach out and explore new markets in Maharashtra and with the introduction of new designs, UGJIS-Bharat Silver Show 2026 is the apt show to invite all retailers to engage with us. The timing of the show is also very apt for trade. We really look forward to being a part of the first edition of UGJIS-Bharat Silver Show 2026."*

UGJIS-Bharat Silver Show 2026 will be held on September 5, 6 & 7, 2026 at Auto Cluster, PCMC-Pune.

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