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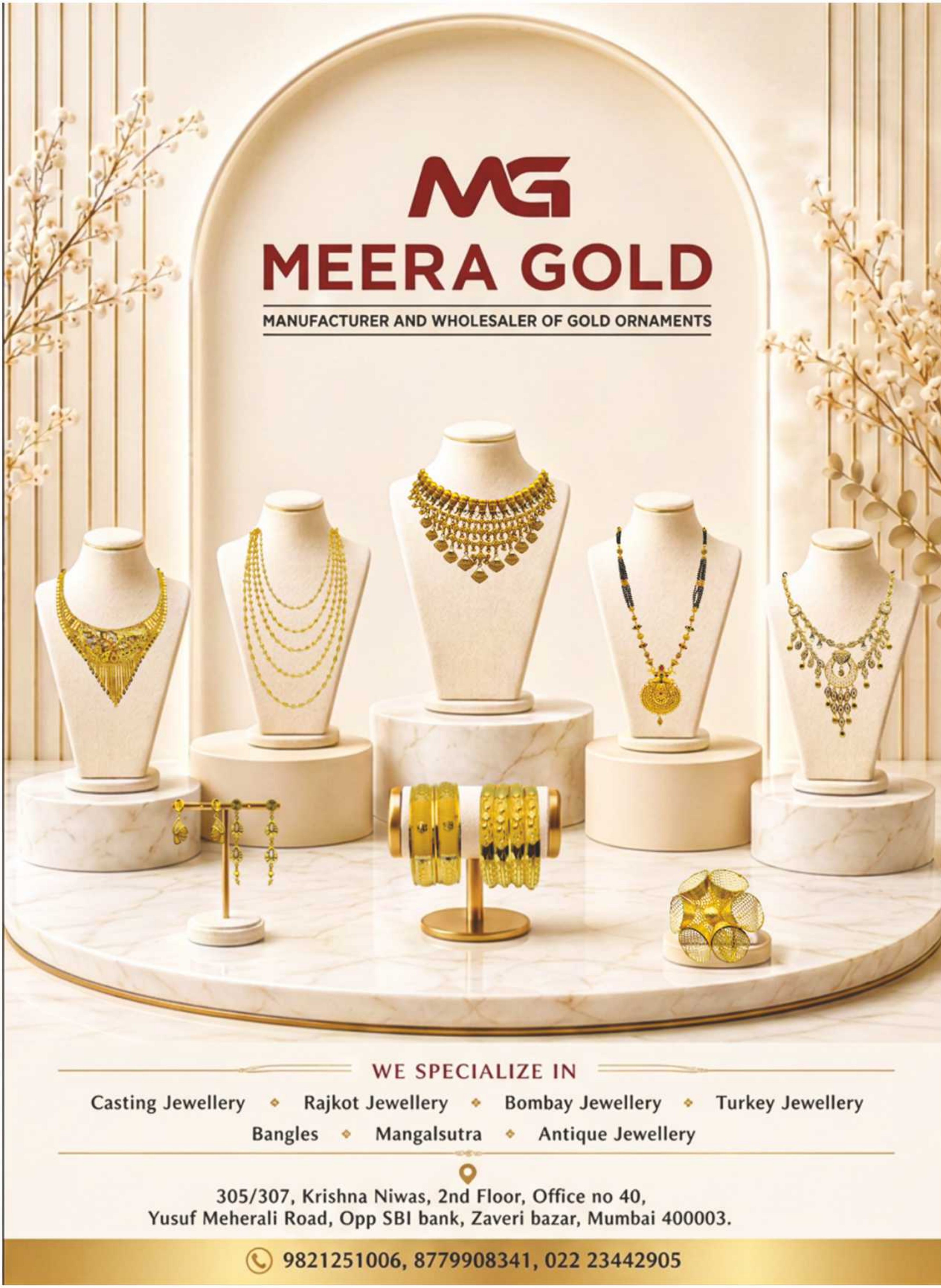
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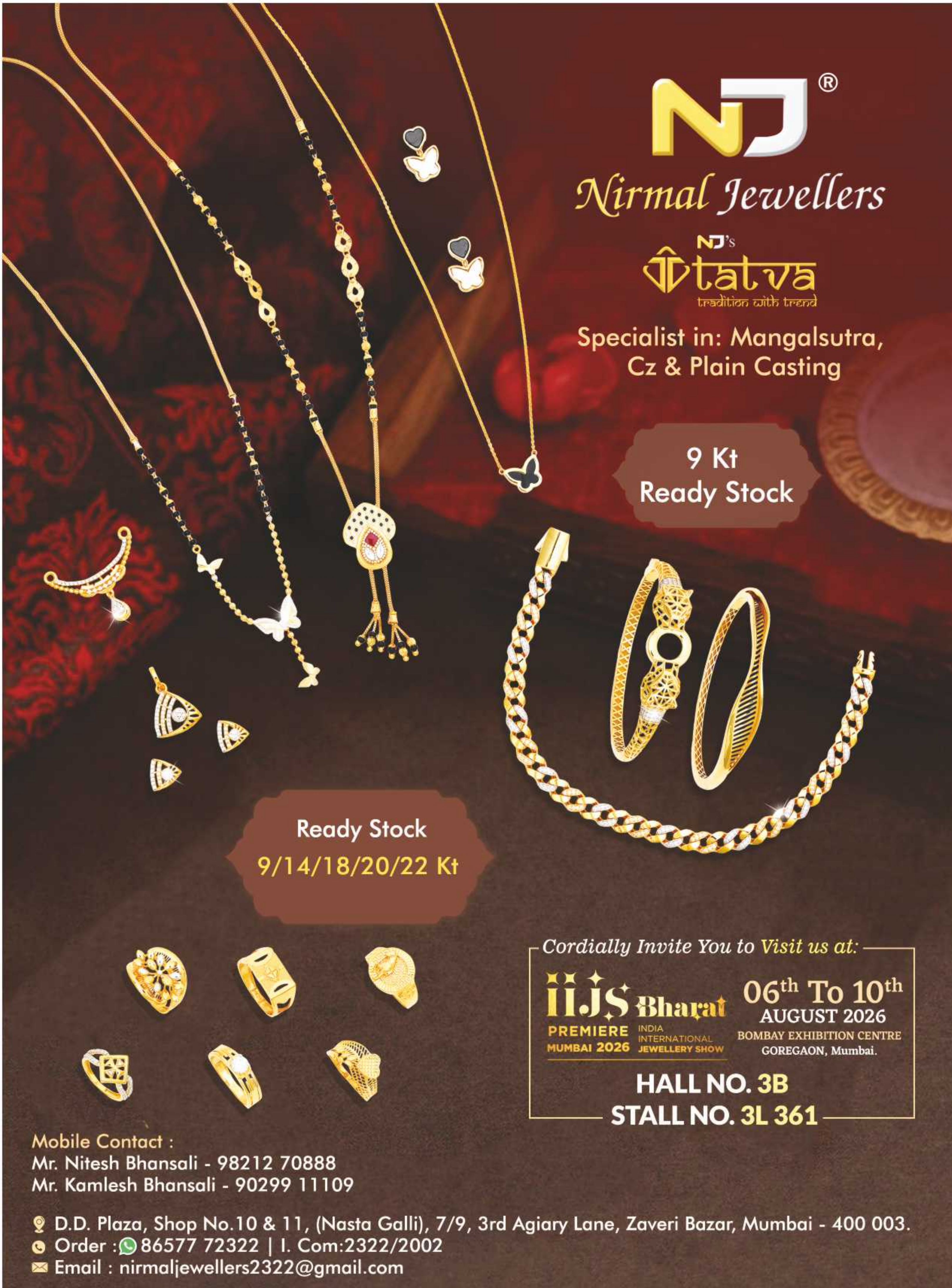
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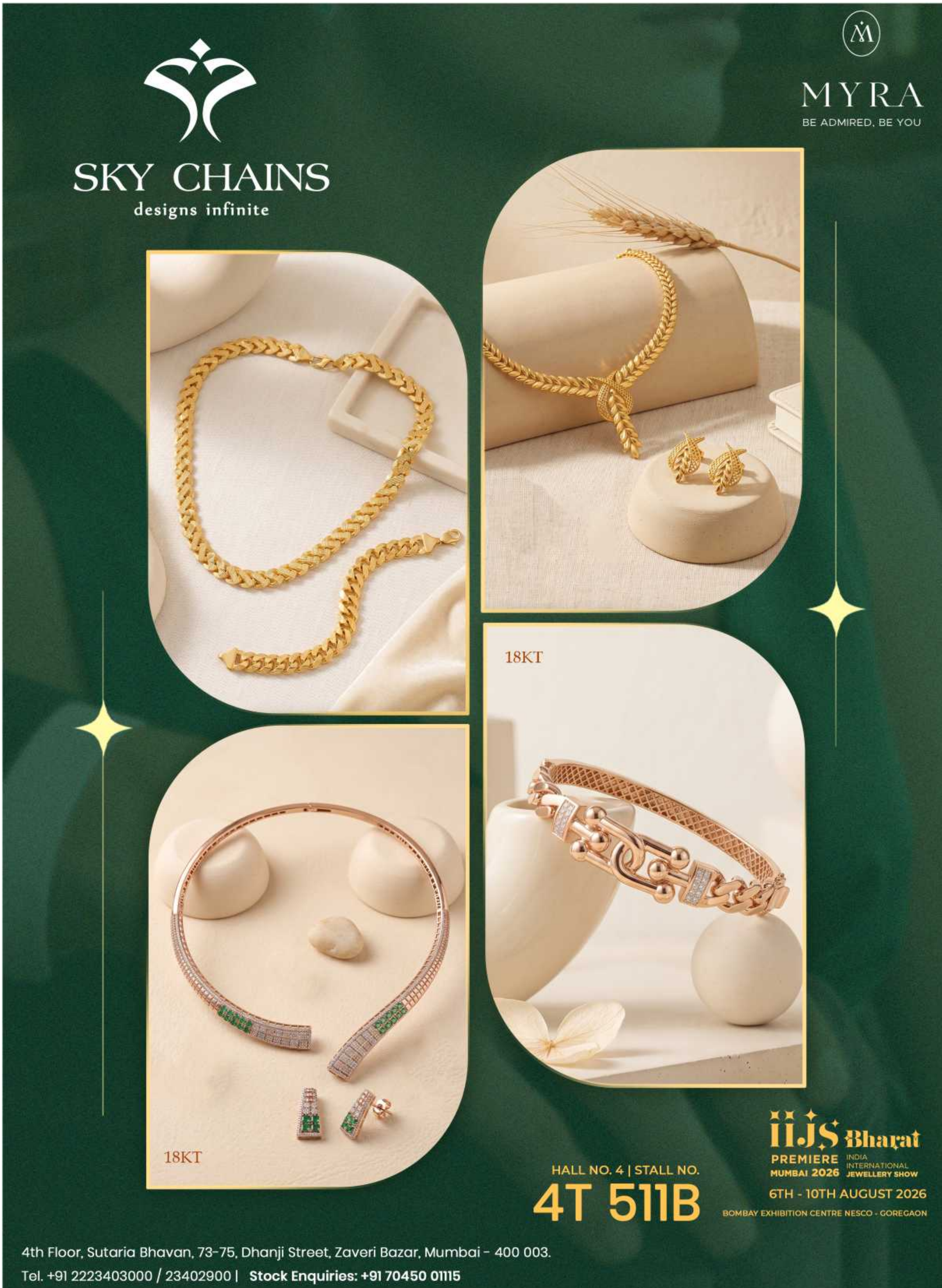
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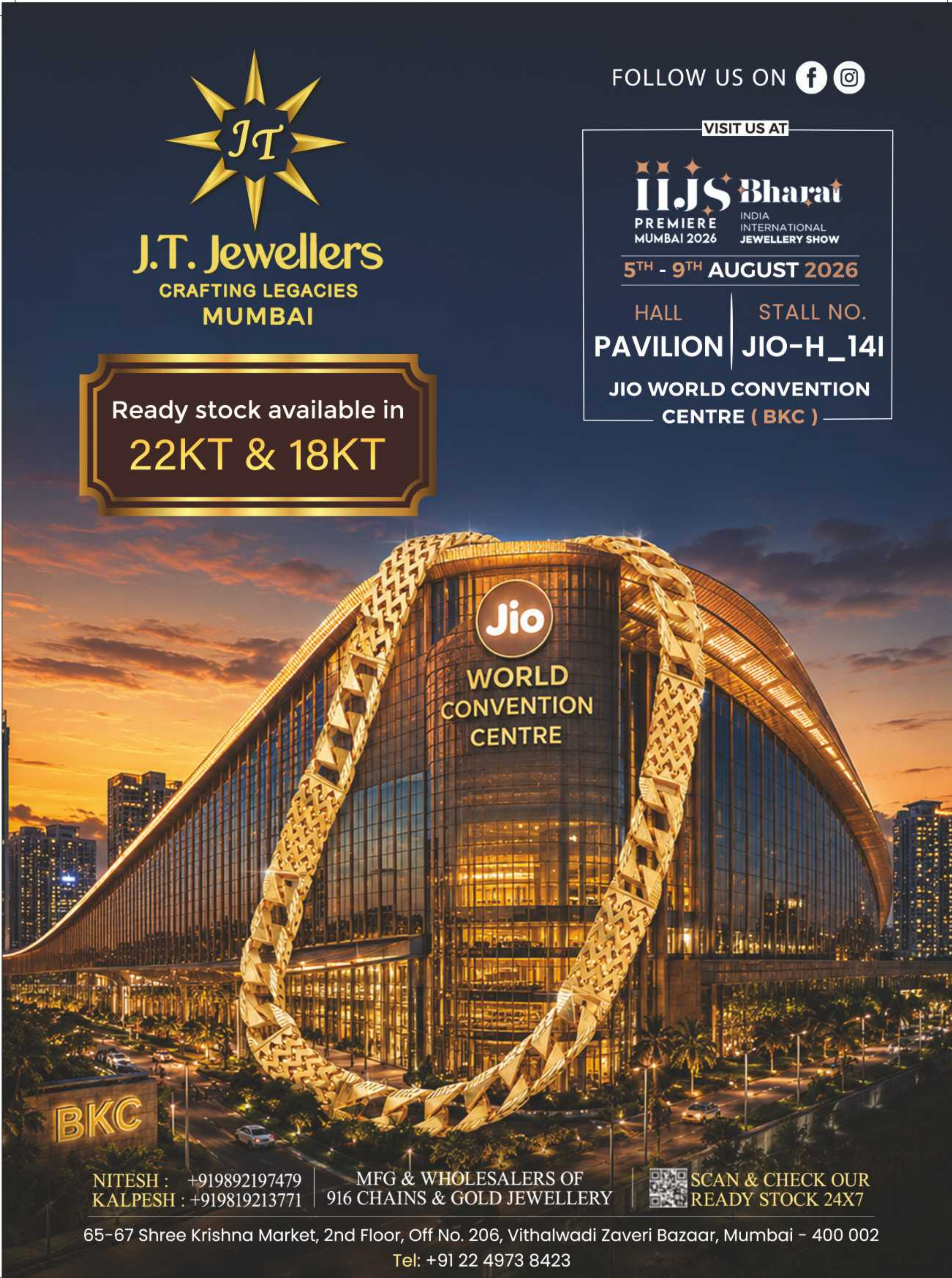
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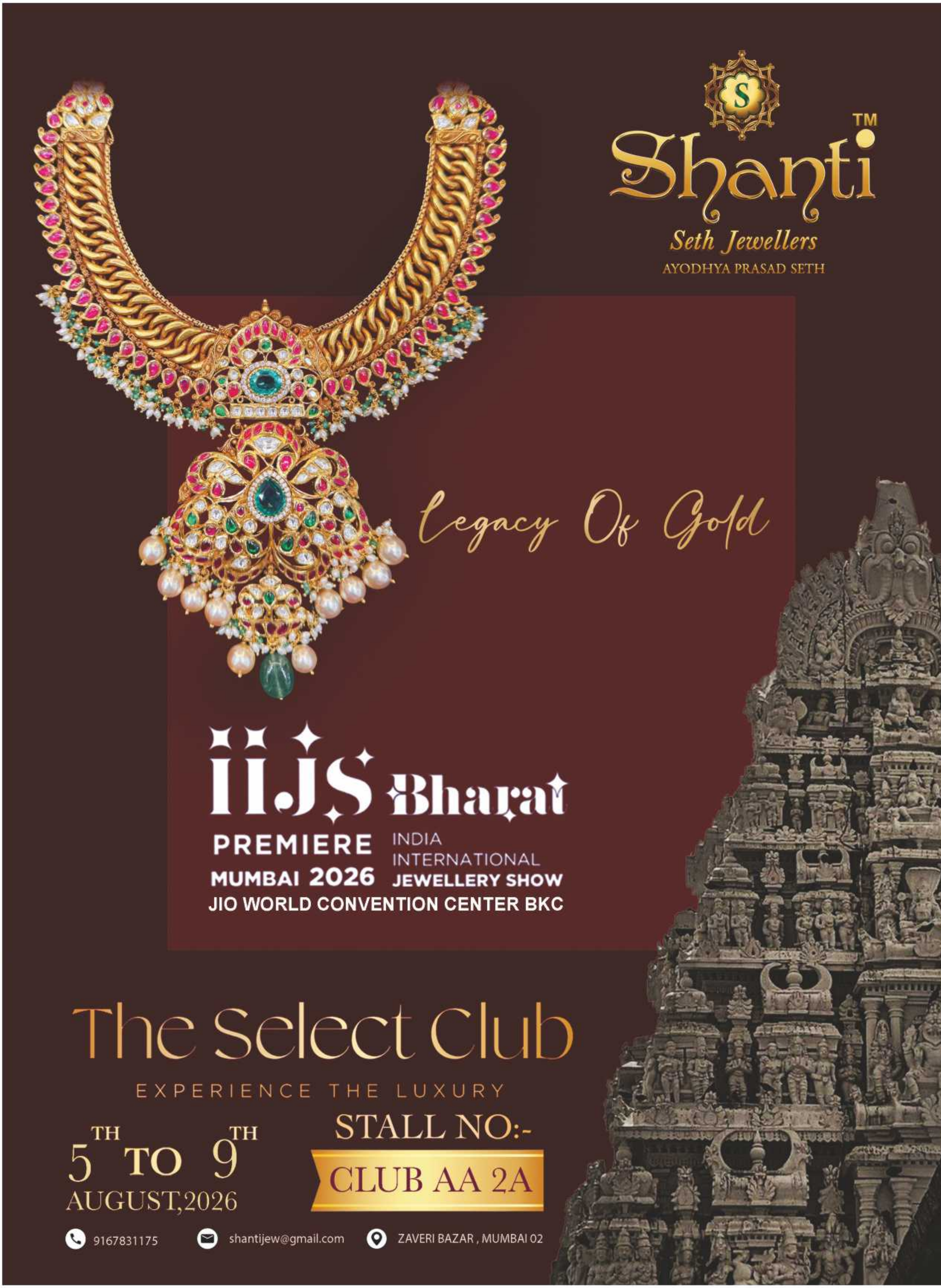
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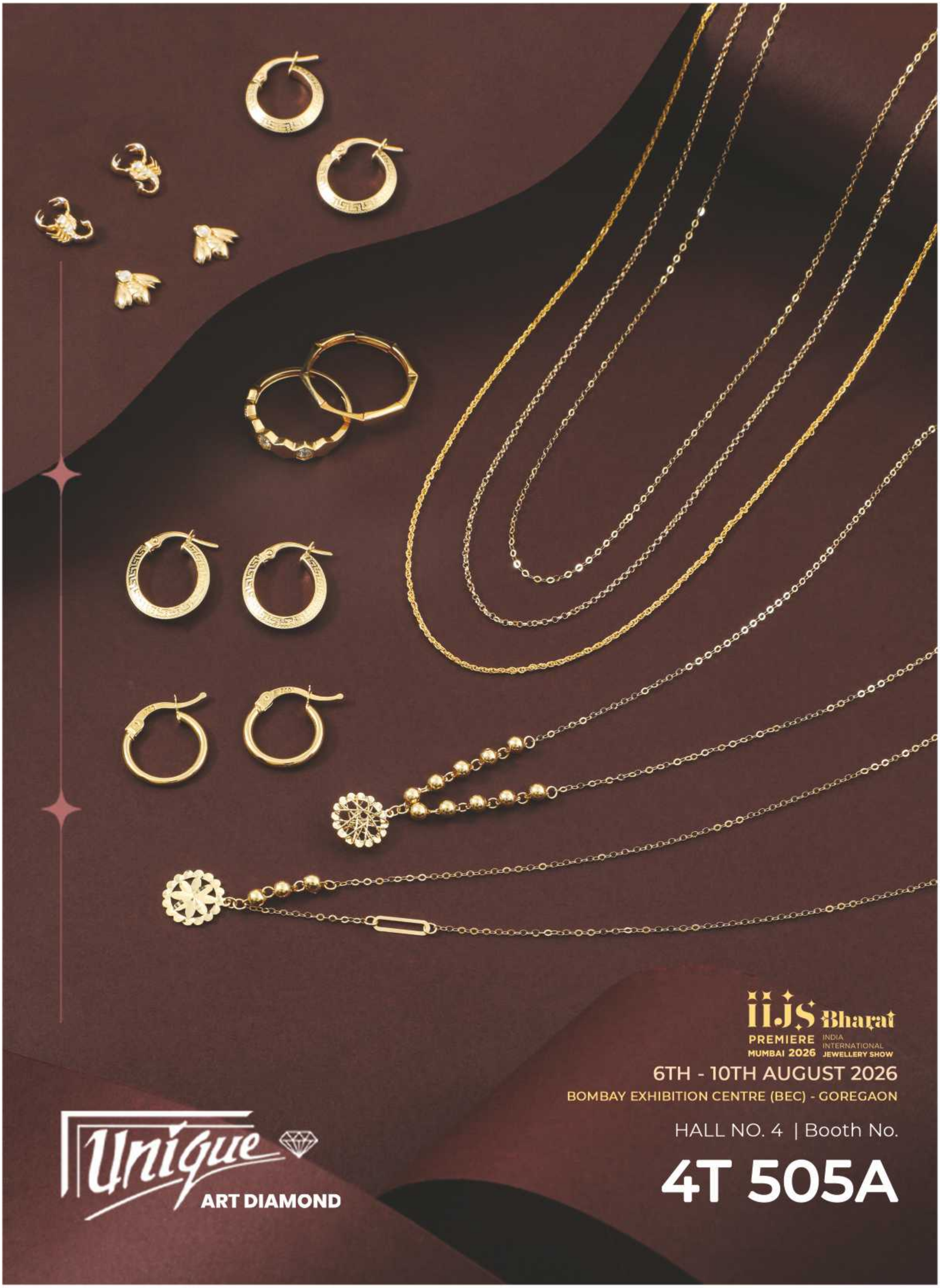
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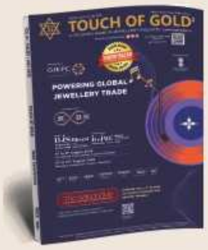

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Trending Focus —
The Sustainable Luxury & High-Impact Gemstone Revolution Redefining Modern Adornment

As contemporary consumer consciousness transforms the global luxury landscape, Touch of Gold Magazine turns its editorial lens toward the defining aesthetic and ethical shift of the year: the rise of sustainable fine jewelry and high-impact colored gemstones. Moving far beyond conventional boundaries, today's market is being revolutionized by ethically traceable materials, lab-grown innovations, and vibrant hues like rich emeralds and multi-stone palettes set in daring mixed metals. Modern collectors are increasingly prioritizing personal storytelling, bespoke craftsmanship, and environmental responsibility over mass-produced uniformity. This trending movement captures an industry boldly evolving with profound intentionality, blending earth-conscious integrity with unbridled creative expression.

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PGI Reports Resilient Global Platinum Jewellery Demand in 2025, Positive Outlook for 2026

Platinum Guild International (PGI) has released its annual Platinum Jewellery Business Review (PJBR), highlighting resilient growth in platinum jewellery demand across key global markets during 2025 despite economic uncertainty, elevated gold prices and geopolitical challenges. Presented under the theme "A Year of Resilience," the report also outlined the outlook for the platinum jewellery sector in 2026.Presenting the review, Tim Schlick, Chief Executive Officer of PGI, described 2025 as a year marked by significant global disruptions that created uncertainty for the jewellery industry. He noted that record-high gold prices affected retail footfall in major markets such as China and India, while higher platinum lease rates and compressed manufacturing margins posed additional challenges.

Uncertainty surrounding US import tariffs also impacted global trade.Despite these headwinds, Schlick said platinum jewellery demand grew across all major markets in 2025, reaching its highest level since 2019.In China, platinum jewellery fabrication increased by 56 per cent year-on-year to 589,000 ounces, marking the strongest manufacturing performance since 2022, while gold jewellery demand declined by 25 per cent. The sharp rise in gold prices encouraged more manufacturers to enter the platinum category. PGI's retail partners reported a 7 per cent increase in retail sales, supported by marketing initiatives such as the May 20 "Day of Love" campaign, which generated a 17 per cent rise in average sales among participating retailers. A JD.com campaign involving more than 30 jewellery brands also recorded a 110 per cent increase in sales.In the United States, platinum jewellery demand grew by 6 per cent during 2025, contrasting with a 10 per cent decline in gold jewellery demand. According to PGI, the widening price gap between platinum and gold encouraged retailers to promote platinum as an alternative to white gold. The organisation also noted growing opportunities in the bridal segment, with more than 60 per cent of consumers now choosing laboratory-grown diamonds for centre stones, allowing greater spending on platinum settings.Japan, the world's largest platinum jewellery market on a per-capita basis, recorded a 2 per cent increase in platinum jewellery demand during 2025. Platinum's share of retail unit sales rose to 28 per cent, while gold jewellery demand declined by 11 per cent.

Higher-weight jewellery such as Kihei chains remained popular, and demand from younger affluent consumers purchasing jewellery for themselves continued to grow. PGI's Platinum Woman programme contributed to a 6 per cent increase in unit sales and a 23 per cent rise in value sales despite higher retail prices.India, described by PGI as the fastest-growing platinum jewellery market, recorded a 4 per cent increase in platinum jewellery manufacturing to 280,000 ounces in 2025, despite a 24 per cent decline in gold jewellery demand. While growth moderated compared with previous years, PGI attributed the slowdown to the impact of US tariffs on exports. On the domestic front, PGI partners reported sales growth of between 10 and 15 per cent.

The organisation also noted that its Indian partners played a key role in expanding platinum jewellery into Middle Eastern markets. During the year, the Men of Platinum campaign concluded with an exclusive fan engagement event featuring cricketer MS Dhoni in Mumbai.Looking ahead to 2026, PGI expects varying market trends across regions. In the United States, demand is expected to remain supported by the bridal and premium jewellery segments, provided metal prices stabilise. Japan is projected to maintain steady demand through everyday jewellery purchases and gradual recovery in bridal sales. China is expected to transition towards more balanced demand following the strong manufacturing activity of 2025, while India is anticipated to continue delivering resilient growth despite geopolitical and industry challenges. In Europe, PGI expects consumers to shift towards lower-karat gold and platinum jewellery, with platinum also benefiting from continued demand in the bridal category.According to PGI, the resilience demonstrated by platinum jewellery during 2025 provides a strong foundation for continued growth across global markets in 2026.

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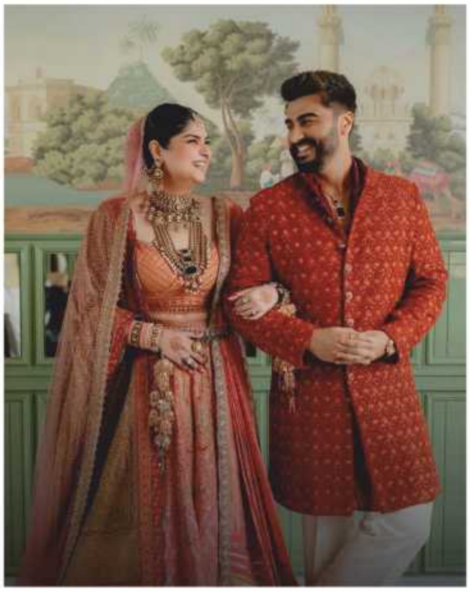
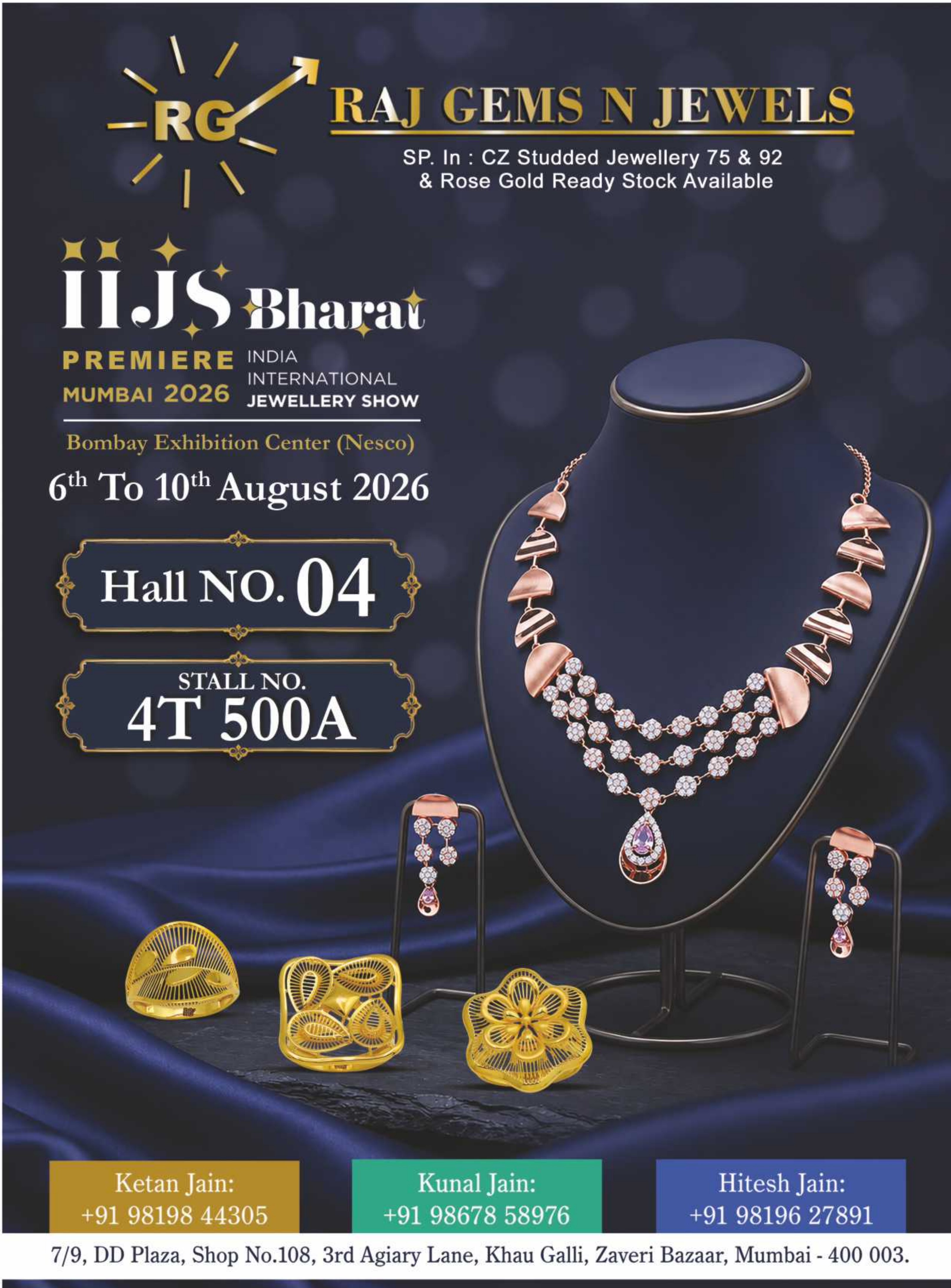
AJEWELS by Anmol Shines as the Wedding Favourite

When India's grandest celebrations unite the nation's most influential names, every detail becomes a symbol of style. At one of the year's most talked-about weddings, AJEWELS by Anmol emerged as the jeweller of choice, reaffirming its position at the forefront of contemporary luxury.

From Sonam Kapoor's timeless grace and Janhvi Kapoor's modern allure to Athiya Shetty's subtle sophistication and Arjun Kapoor's festive refinement, AJEWELS adorned some of the most photographed personalities of the event. Each jewellery choice reflected the brand's hallmark blend of heritage craftsmanship and modern design.

In Indian weddings, jewellery is far more than an accessory — it is emotion forged in precious metal, a reflection of family traditions, milestones, and memories destined to be treasured across generations. Every handcrafted piece tells a story, making jewellery one of the most meaningful expressions of celebration.

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CaratLane Introduces Polki Collection

Crafted with Natural Uncut Diamonds

Jewellery retailer CaratLane has expanded its product portfolio with the launch of a new Polki jewellery collection featuring natural uncut diamonds. The collection reflects the brand's effort to reinterpret traditional jewellery styles for contemporary consumers while preserving the heritage of Polki craftsmanship.The collection comprises more than 60 designs across a variety of styles, including Meenakari-inspired jewellery, Talaf craftsmanship, gemstone-studded pieces and modern interpretations of classic Polki designs. According to the company, the range combines traditional design elements with contemporary aesthetics to enhance everyday wearability.Polki jewellery is distinguished by its use of natural diamonds in their uncut form, preserving their original appearance rather than subjecting them to conventional cutting and polishing processes.

The new collection celebrates this characteristic while offering jewellery suitable for both festive occasions and regular wear.Commenting on the launch, Saumen Bhaumik, Managing Director, CaratLane, said, "Polki has always held a special place in Indian jewellery traditions, admired for its natural beauty and timeless appeal. With this collection, we wanted to reimagine Polki for a new

generation of consumers who appreciate heritage but seek designs that fit seamlessly into their everyday lives. The result is a collection that celebrates the authenticity of natural, uncut diamonds while making Polki more versatile, wearable, and relevant for the modern woman."The company said the collection is designed for customers seeking jewellery that blends traditional craftsmanship with modern styling, making Polki more accessible to younger consumers.The new Polki collection is available at select CaratLane stores across India as well as through the brand's official website.

Eternal Elegance:

Aamir Khan & Gauri Spratt's Ruby Crown Rings by QWEEN

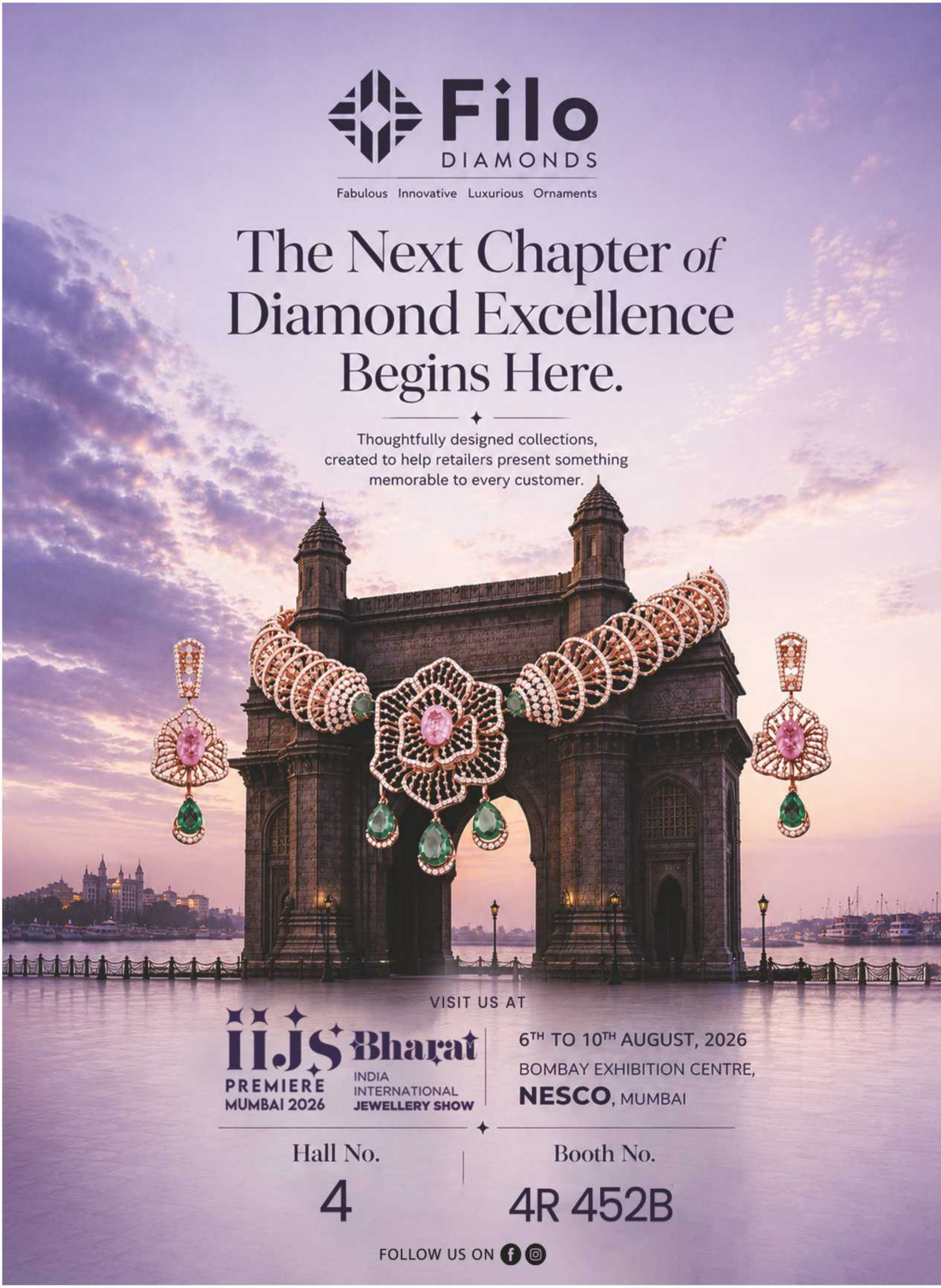
At the wedding of Aamir Khan and Gauri Spratt, one rare jewel by QWEEN quietly embodied the emotion of the day: a natural ruby ring. At its heart lies a cabochon-cut ruby, polished into a smooth, domed surface that reveals a deep oxblood glow, shifting like light from within.

The stone rests in a scalloped gold gallery, its peaks echoing the form of a crown, cascading into a band of fine milgrain beading — a hand-finished detail reminiscent of coronation and heirloom jewellery. From the side, the ring reveals the silhouette of a bombé signet: high-domed, weighty, and unmistakably regal.

Sourced from Madagascar, the ruby belongs to an elite category, with less than 0.1% of stones achieving this level of natural quality — making it

as rare as the moment it was chosen to mark.

For Bollywood's "Mr. Perfectionist," QWEEN was a fitting choice: a brand defined by 100% natural gemstones and diamonds, mine-to-market transparency, rigorous quality checks, and uncompromising rejection standards. Crafted in a prong setting, the ring demanded over 256 hours of artistry, from design to final polish, completed by the skilled hands of QWEEN's 131 master artisans.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India's Gem & Jewellery Exports Reach US$4.27 Billion

in April–May 2026; GJEPC Seeks Policy Support on Gold Supply

STRONG EXPORT GROWTH

GLOBAL DEMAND REMAINS ROBUST

POLICY SUPPORT FOR GOLD SUPPLY NEEDED

GJEPC INDIA

India's gem and jewellery exports stood at US$4.27 billion (₹40,398.97 crore) during April–May 2026, compared with US$4.55 billion (₹38,848.42 crore) in the corresponding period last year. While exports declined 6.03 per cent in dollar terms, they registered 3.99 per cent growth in rupee terms, according to the Gem & Jewellery Export Promotion Council (GJEPC).The decline was largely attributed to a sharp fall in plain gold jewellery exports, which dropped 40.11 per cent year-on-year to US$635.95 million from US$1.06 billion.

According to GJEPC, the segment has been affected by elevated gold prices, constrained availability of gold for export manufacturing, and regulatory bottlenecks impacting duty-free gold supplies through banking channels.Commenting on the export performance, Kirit Bhansali, Chairman, GJEPC, said studded gold jewellery exports recorded a healthy 6.71 per cent year-on-year growth to US$964.02 million, driven by improved market access under India's Free Trade Agreements (FTAs). However, he noted that the continued decline in plain gold jewellery exports remains a major concern.Bhansali said the Council has taken up the issue of duty-free gold availability with the Government, pointing out that gold consumption for export production fell to an estimated 11 tonnes during April–May 2026 from around 14 tonnes in the same period last year, representing a decline of nearly 21.4 per cent.

He added that while GJEPC supports the Government's efforts to moderate gold imports in the national interest, adequate availability of gold for export manufacturing is essential given the sector's significant contribution to foreign exchange earnings.He further highlighted that regulatory issues affecting gold supplies from banks, coupled with a steep increase in gold prices, have intensified challenges for exporters. The average gold price during April–May 2026 rose 45.69 per cent year-on-year to US$4,723.88 per troy ounce, while the increase in gold import duty from 6 per cent to 15 per cent has significantly raised input costs.

Bhansali noted that the Duty Drawback rates have not been revised accordingly, affecting exporters' competitiveness and margins. He said the industry is facing liquidity and raw material constraints and remains engaged with the Government for timely policy intervention.On trade opportunities, Bhansali welcomed the commencement of jewellery exports to Oman under the India–Oman Comprehensive Economic Partnership Agreement (CEPA), noting that the agreement is expected to benefit exports of plain gold jewellery. He also expressed optimism regarding the proposed Bilateral Trade Agreement (BTA) with the United States and ongoing discussions for a trade agreement with Canada, stating that these initiatives would help diversify markets and strengthen India's export competitiveness.

Commenting on the diamond sector, Bhansali said diamond exports have remained relatively stable, and GJEPC is working with the Government to introduce regulatory and tax reforms that would facilitate rough diamond trading from India. He noted that a substantial portion of global rough diamond trading is currently routed through Belgium and the UAE, and with supportive policies, India could emerge not only as the world's leading diamond manufacturing centre but also as a major global trading hub.Among the major categories, silver jewellery recorded the strongest growth with exports surging 172.53 per cent, while platinum jewellery and studded gold jewellery also posted positive gains. In contrast, exports of cut and polished diamonds, plain gold jewellery, and coloured gemstones witnessed year-on-year declines.


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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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Gold jumps nearly 2% as US-Iran peace deal weakens dollar, boosts bullion demand

Gold prices surged nearly 2 per cent on Monday, climbing to a one-week high, as a sharp decline in the US dollar and falling oil prices following a breakthrough peace agreement between Washington and Tehran boosted demand for the precious metal. Spot gold rose 1.8 per cent to $4,297.42 an ounce in early Asian trade, its highest level since June 9, while US gold futures for August delivery gained 1.9 per cent to $4,318.10.The rally came after US and Iranian officials announced they had reached a framework agreement aimed at ending months of conflict, reopening the Strait of Hormuz and lifting the US blockade on Iran.

Pakistani Prime Minister Shehbaz Sharif said the agreement is expected to be formally signed in Switzerland on Friday. Iran fortifies uranium stockpile with mined access points amid fears of US move to seize material Dollar slides, oil tumbles The peace breakthrough triggered a broad market reaction. The US dollar fell to a 10-day low against major currencies, while Brent crude and US crude prices dropped more than 4 per cent amid expectations that Iranian oil exports could return to global markets and ease supply concerns.A weaker dollar typically makes gold cheaper for holders of other currencies, increasing international demand for the bullion. The dollar index slipped below the 100 mark, helping support gold prices despite an improvement in overall market sentiment.

Inflation fears ease Gold's advance also reflected changing expectations for inflation and monetary policy. The US-Israeli conflict involving Iran had previously pushed oil prices sharply higher, fuelling concerns that inflation would remain elevated and force central banks to keep interest rates higher for longer. Those fears have now eased as traders anticipate lower energy costs if the Strait of Hormuz reopens and oil flows normalise. Market participants have consequently reduced bets on further Federal Reserve tightening later this year.

Lower expectations for interest rate increases generally benefit gold because the metal does not offer a yield and becomes more attractive when borrowing costs are expected to remain stable. Bullion rebounds after recent weakness The latest rally marks a sharp turnaround for gold, which had come under pressure in recent weeks as soaring oil prices and expectations of higher US interest rates weighed on investor sentiment. Earlier this month, gold touched a six-month low as traders worried that the conflict in West Asia would keep inflation elevated and prompt more aggressive monetary tightening. The metal had fallen significantly from its January record highs before recovering on hopes of a diplomatic resolution.

According to the Department of Commerce, India's total exports have nearly doubled over the past 12 years, reaching a record USD 863 billion in FY 2025–26, compared with USD 468 billion in FY 2014–15. Merchandise exports stood at USD 442 billion, while services exports reached USD 421 billion, reflecting the country's growing competitiveness in global trade.The Department noted that India's FTAs have become broader and more comprehensive in recent years, covering products, services, investments, standards and trade facilitation. The gems and jewellery sector has emerged as one of the key beneficiaries of these agreements.

FTA partner countries collectively import more than USD 55 billion worth of jewellery annually, while India's current exports to these markets stand at around USD 8 billion, indicating considerable scope for expansion. Rajasthan, which contributes 97 per cent of India's coloured gemstone exports and has a strong presence in silver and imitation jewellery manufacturing, is well positioned to benefit from these opportunities. Addressing the programme, Saket Kumar, Joint Secretary, Department of Commerce, said that India's FTAs are strategic tools for expanding export opportunities and that the Government aims to ensure exporters,

including MSMEs and cluster-based enterprises, are equipped to fully utilise these agreements. The outreach programme aligns with the vision of Union Commerce and Industry Minister Piyush Goyal, who has emphasised that India's export growth strategy is built on improving competitiveness, expanding market access and strengthening domestic manufacturing.

The Government stated that achieving the target of USD 2 trillion in exports by 2030 will require greater utilisation of opportunities created through India's expanding FTA network. The Department of Commerce said it will continue conducting similar programmes across major export clusters to raise awareness about FTA benefits and support India's goal of becoming a leading global manufacturing and export hub under the Viksit Bharat 2047 vision.


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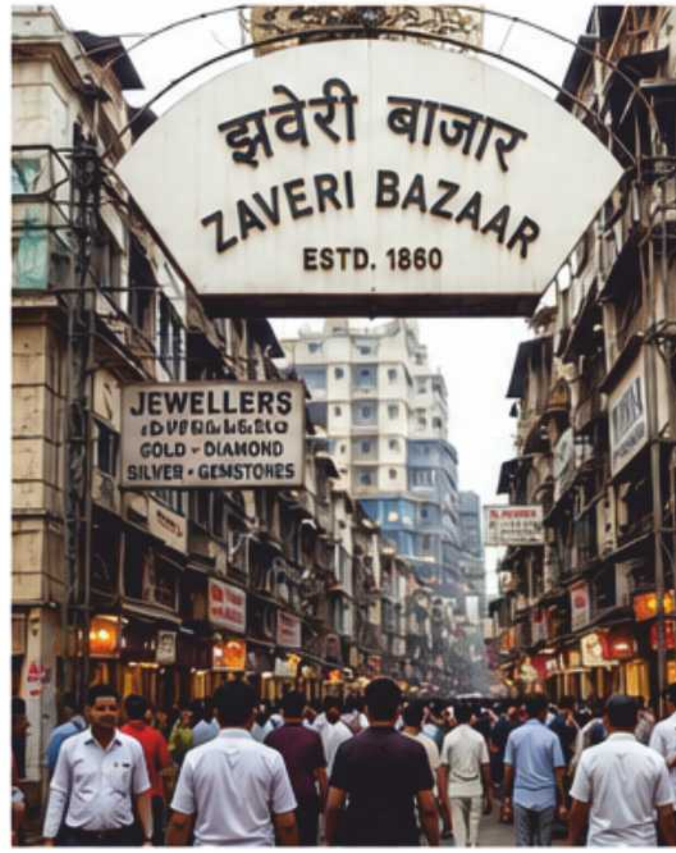
ZAVERI BAZAR

The Timeless Heart of India's Jewellery Industry

A Legacy of Craftsmanship, Commerce and Trust

For more than a century and a half, Zaveri Bazaar has stood as the undisputed heart of India's jewellery trade. Located in the vibrant neighbourhood of Bhuleshwar, South Mumbai, this historic marketplace is not merely a commercial district—it is a living institution where generations of jewellers, artisans, bullion traders, diamond merchants, and entrepreneurs have built an ecosystem that has shaped the Indian jewellery industry. Today, Zaveri Bazaar represents the perfect blend of heritage and innovation. While its narrow lanes continue to echo with traditional craftsmanship, modern technology, certified manufacturing, and global trade practices have transformed it into one of the world's most dynamic jewellery hubs. Every ornament sold here carries not only precious metal and gemstones but also decades of trust, artistry, and entrepreneurial spirit.



The Birth of a Jewellery Landmark

The name **"Zaveri"** originates from the Gujarati word for jeweller, reflecting the community that laid the foundation of this legendary marketplace. During the mid-19th century, as Mumbai (then Bombay) emerged as India's most important trading port under British rule, skilled Gujarati, Marwari, Jain, Kutchi, and Rajasthani merchant families established jewellery businesses around the Mumbadevi Temple and Kalbadevi areas.

These communities brought with them generations of expertise in goldsmithing, gemstone trading, silver craftsmanship, and precious metal commerce. What began as a cluster of family-run workshops gradually evolved into India's largest jewellery marketplace, attracting traders from across the country.

The strategic location near Mumbai Port further accelerated its growth. Imported diamonds, pearls, coloured gemstones, and bullion entered through the city, while finished jewellery found its way to domestic and international markets. By the early twentieth century, Zaveri Bazaar had become synonymous with quality, purity, and trust.

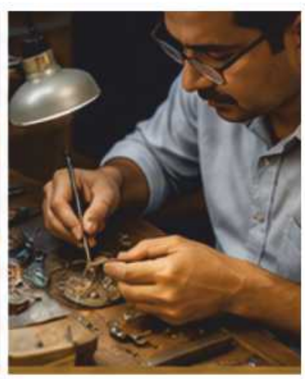
Continued on Page...37

The Rise of India's Jewellery Capital

As India's economy expanded, so did the influence of Zaveri Bazaar. The market became the preferred sourcing destination for jewellery retailers from every state. Thousands of wholesalers, manufacturers, exporters, refiners, gemstone dealers, and bullion merchants established businesses within its compact network of interconnected lanes.

Many of India's oldest and most respected jewellery houses began their journey here, building reputations through integrity, craftsmanship, and customer confidence. Long before organised retail entered the jewellery industry, Zaveri Bazaar had already established systems of relationship-based commerce that continue to thrive today.

Unlike conventional retail markets, Zaveri Bazaar functions as an integrated ecosystem where every stage of jewellery creation takes place under one roof. From bullion trading and gemstone sourcing to CAD designing, casting, stone setting, polishing, hallmarking, certification, packaging, and wholesale distribution, every process is interconnected.
This concentration of expertise enables manufacturers to respond quickly to changing market trends while maintaining exceptional standards of quality.



Preserving India's Rich Craftsmanship

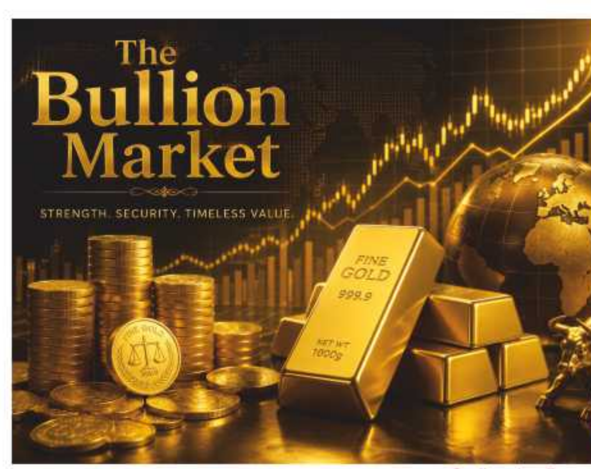
Perhaps the greatest strength of Zaveri Bazaar lies in its extraordinary community of artisans. Generations of master craftsmen have preserved India's rich jewellery-making traditions through intricate handwork that continues to be admired across the world.

Classic techniques such as Kundan, Meenakari, Jadau, Temple Jewellery, Filigree, Nakashi, engraving, and hand setting remain an integral part of production. These time-honoured skills are carefully passed from one generation to the next, ensuring that India's artistic heritage continues to flourish.

At the same time, the marketplace has embraced modern manufacturing technologies including CAD/CAM designing, CNC machining, laser cutting, micro-setting, 3D printing, and precision casting. This combination of traditional craftsmanship and technological innovation enables manufacturers to produce jewellery that appeals to both heritage-conscious buyers and contemporary consumers.

The Bullion Market that Powers the Industry

Beyond jewellery manufacturing, Zaveri Bazaar also plays a pivotal role in India's bullion trade. Gold, silver, platinum, and investment-grade bullion are traded daily by dealers whose pricing influences jewellery markets throughout the country.
The close relationship between bullion traders and jewellery manufacturers allows businesses to manage fluctuating precious metal prices efficiently while ensuring uninterrupted production.
Retailers visiting Mumbai often source not only finished jewellery but also raw materials, gemstones, findings, and machinery, making Zaveri Bazaar a comprehensive procurement destination.



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Adapting to Every Generation

The Indian jewellery market has undergone significant transformation over the past two decades. Consumer preferences have shifted from heavy traditional ornaments toward lightweight, versatile, and lifestyle-oriented jewellery.

- ***Zaveri Bazaar has responded with remarkable agility.***
- ***Manufacturers now produce:***
- ***Lightweight 18KT and 22KT gold jewellery***
- ***Diamond fashion jewellery***
- ***Daily wear collections***
- ***Bridal masterpieces***
- ***Men's jewellery***
- ***Platinum jewellery***
- ***Sterling silver collections***
- ***Custom-designed pieces***
- ***Lab-grown diamond jewellery***
- ***Contemporary designer collections***

This adaptability has enabled the market to remain commercially relevant while preserving its traditional identity.

An Engine of Employment and Economic Growth

The influence of Zaveri Bazaar extends far beyond Mumbai. The marketplace supports thousands of businesses and provides direct and indirect employment to goldsmiths, designers, CAD professionals, polishers, engravers, stone setters, gemstone traders, logistics companies, certification agencies, exporters, retailers, and financial institutions.

Its contribution to India's Gems & Jewellery sector—one of the country's largest export industries—is immense. Every festive season, wedding season, and major jewellery exhibition witnesses retailers from across India visiting Zaveri Bazaar to replenish inventories and discover new collections.

The market's ability to connect manufacturers with retailers has helped strengthen India's position as one of the world's leading jewellery manufacturing nations.

Resilience Through Every Challenge

Few commercial districts have demonstrated resilience like Zaveri Bazaar.

Over the decades, it has weathered gold price volatility, changing taxation policies, import regulations, economic slowdowns, and several tragic terrorist attacks. Yet each challenge has reinforced the determination of its business community.

The entrepreneurial families who built Zaveri Bazaar have consistently adapted to changing circumstances while preserving the trust that defines the marketplace. Their resilience has become one of the market's greatest strengths.

The Future of Zaveri Bazaar

As India's jewellery industry embraces digital transformation, sustainability, and globalisation, Zaveri Bazaar continues to evolve.

Manufacturers increasingly invest in advanced production technologies, responsible sourcing practices, hallmarking compliance, digital catalogues, AI-assisted design, and international certifications. At the same time, the market remains rooted in the personal relationships and family values that have defined it for generations.

Young entrepreneurs are introducing innovative retail concepts, online commerce, and contemporary branding, ensuring that the historic marketplace remains competitive in an increasingly global industry.

With rising demand for lightweight jewellery, certified diamonds, bespoke designs, and premium craftsmanship, Zaveri Bazaar is well positioned to continue leading India's jewellery sector for decades to come.

A Living Legacy

More than just a marketplace, Zaveri Bazaar is the soul of India's jewellery industry. Every street reflects a remarkable story of ambition, craftsmanship, entrepreneurship, and cultural heritage. It is a place where family businesses spanning generations work alongside emerging innovators, where traditional artistry meets cutting-edge technology, and where trust remains the most valuable asset.

For retailers, manufacturers, exporters, designers, and jewellery lovers alike, Zaveri Bazaar is not simply a destination—it is an enduring symbol of excellence. As it continues to evolve with changing times, its legacy shines brighter than ever, reaffirming its place as the timeless heart of Indian jewellery.

MWGJA Renews Alliance with GJC for GJS October 2026; Call for Industry Unity

Mumbai, July 11, 2026 — In a move aimed at consolidating the strength and unity of the Indian jewellery sector, the **Maharashtra & Western India Gem & Jewellery Association (MWGJA)** has officially announced a renewed Memorandum of Understanding (MoU) with the **All India Gem and Jewellery Domestic Council (GJC).**

Building on the success of previous collaborative efforts, this partnership marks a strategic step forward for the upcoming edition of the GJS (Gem & Jewellery Show) October 2026.

The prestigious event is scheduled to be held from 2nd to 4th October 2026 at the Jio World Convention Centre, Mumbai.

A Call for Collective Success The MWGJA leadership has issued a formal appeal to all its esteemed members, urging them to extend their full support to the GJC team.

As preparations for the show gain momentum, members are encouraged to welcome outreach efforts from the GJC team, whether through direct communication or personal visits, to ensure seamless planning and execution.
This collaboration is envisioned as a catalyst for a bigger and more impactful GJS, aimed at showcasing the resilience and collective strength of the domestic jewellery trade.

By aligning efforts, the industry seeks to create a platform that fosters growth, networking, and significant business opportunities for all stakeholders.

Get Involved Members interested in contributing to the success of this industry-led initiative or those requiring assistance are invited to reach out to the designated GJC representatives:

Mr. Guruprasad Mundhe: +91 7304988843
Mr. Devendra Tambeshwar: +91 9136139763

As the industry gears up for this landmark event, the continued synergy between MWGJA and GJC stands as a testament to the power of unity in driving the gems and jewellery sector toward a prosperous future.

Mumbai Wholesale Gold Jewellers Association (MWGJA) Successfully Concludes Annual Picnic and Annual General Meeting (AGM) at Anchaviyo Resort

Mumbai: The Mumbai Wholesale Gold Jewellers Association **(MWGJA)** successfully organized its annual picnic, “Megh Malhar 3.0,” along with the Annual General Meeting (AGM) at Anchaviyo Resort, Wada. Members of the association participated enthusiastically in this two-day event. The program provided an excellent opportunity for members to interact, network, enjoy recreational activities, and discuss the association’s annual initiatives.

The event was attended by Association President **Mr. Mahesh Bafna**, General Secretary **Mr. Shreyans Kothari,** Former President **Mr. Prakash Jain**, Former Secretary **Mr. Anil Pamecha,** Vice Presidents **Mr. Sandeep Kothari** and **Mr. Dinesh Kothari,** Treasurer **Mr. Kamal Mehta**, Joint Secretary **Mr. Rinku Bafna**, senior members of the Advisory Board, committee members, and a large number of association members.

In his presidential address, **Mr. Mahesh Bafna** expressed gratitude to all members and said that MWGJA is not merely an association but a strong platform that connects the entire jewellery trade family. He highlighted the organization’s future plans, the work being carried out in the interest of members, and the commitment to building the association’s own office, while also urging all members to continue their support in the same spirit.

General Secretary Mr. Shreyans Kothari presented the association’s annual progress report and informed the members that the Membership Drive is continuing with great enthusiasm, resulting in a steady addition of new members to the MWGJA family. He also shared updates on the association’s financial position, the GST seminar, the success of MWPL Season 2, the upcoming BIS-HUID awareness seminar, and the launch of MWGJA’s new official website and iOS and Android mobile apps aimed at enhancing member convenience and networking.

Treasurer Mr. Kamal Mehta presented the association’s annual financial statement and briefed the members on the organization’s strong financial position and future financial plans.

Vice President Mr. Sandeep Kothari called upon members to participate more actively in the association’s activities and to further strengthen mutual cooperation and networking.

Continued on Page...41

Mumbai Wholesale Gold Jewellers ...

Vice President Mr. Dinesh Kothari appreciated the unity of the organization and the active participation of young members, stating that with everyone's support, MWGJA is steadily moving toward new heights.

Former President Mr. Prakash Jain congratulated the entire managing committee for the successful event and said that the association continues to play an important role in the interest of jewellery traders through its progressive initiatives.

At the conclusion of the program, Former Secretary Mr. Anil Pamecha delivered the vote of thanks and expressed gratitude to all members, office bearers, sponsors, coordinators, and everyone who contributed to the event.

The association also appreciated the special contribution of the event coordinators **Mr. Nitesh Dhakad, Mr. Dhiraj Mehta, Mr. Mitesh Kothari, and Mr. Lokesh Bafna** for the successful organization of Megh Malhar 3.0. Special thanks were also extended to the sponsors Grafixwale and BVC Logistics, whose support made the event a great success.

Filled with entertainment, games, networking, and mutual goodwill, this annual picnic and AGM once again reinforced MWGJA's unity, organizational strength, and commitment to the overall growth of the jewellery trade.

Gauri Khan Makes a Statement in Zoya Jewellery at Revati Sule's Wedding Celebrations

Gauri Khan brought understated elegance to the wedding celebrations of **Revati Sule,** adorning an exquisite creation from Zoya, the luxury jewellery maison with which she shares a long-standing association. Complementing her powder blue Anamika Khanna anarkali, Gauri's jewellery added a refined touch to her graceful ensemble.The highlight of her look was Zoya's Poise Deep Topaz Necklace, a striking creation that beautifully balances bold design with timeless sophistication. Celebrating the interplay of strength and softness, light and form, the necklace is centred around an exceptional 8-carat Serene-cut London Blue Topaz that reveals captivating shades of blue with every movement.Surrounding the vibrant centre stone are more than 300 meticulously set diamonds, creating a

sculptural composition of brilliance. Crafted in 18-karat gold, the necklace seamlessly blends architectural symmetry with fluid design, reflecting Zoya's signature artistry and contemporary interpretation of fine jewellery.With its exquisite craftsmanship and distinctive design, the Poise Deep Topaz Necklace perfectly complemented Gauri Khan's sophisticated wedding look, adding a touch of effortless glamour to the celebrations.

Unique Chains & Jewels Limited:

Redefining Gold Jewellery with Innovation, Craftsmanship & Lightweight Luxury

Mr. Saiyam Mehra

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?

"Jewellery is not just an ornament; it is an emotion that every generation chooses to wear differently."

*This season, we are witnessing a very strong demand for lightweight, versatile jewellery, especially in **18K and 22K gold**. Consumers today want designs that offer everyday elegance while still carrying a premium look. As we move towards the festive and wedding season, retailers are looking for collections that combine affordability, wearability and distinctive craftsmanship.*

*At Unique Chains and Jewels Limited, we have come fully prepared with an extensive range of **lightweight, contemporary, unique and antique-finish jewellery** that caters to every market segment. Our focus has always been on creating jewellery that is commercially successful for retailers while remaining aspirational for consumers. The festive season is expected to bring strong buying momentum, and we believe designs that balance innovation with traditional aesthetics will lead the 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 sentiment this year is far more positive than what we experienced during the initial months of the year. Despite fluctuations in gold prices, consumer confidence has remained resilient, and retailers have started preparing well in advance for the upcoming festive and wedding season.

IIJS has always been much more than a trade exhibition—it is where relationships are strengthened, new partnerships are built, and future business opportunities take shape. We expect quality business rather than just quantity, with retailers looking for dependable manufacturers who can offer innovation, consistency and timely deliveries.

For us, this edition is an opportunity to expand our retail network across India and overseas while reinforcing the trust we have built with our existing partners. We are confident that the market is entering a strong buying cycle, and this IIJS will set the tone for an encouraging second half of the year.

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?

*At Unique Chains and Jewels Limited, our biggest masterpiece is not a single collection, it is our ability to create **something unique for every customer**. Our name itself reflects our philosophy: **Unique** is not just our identity; it is our commitment.*

*We don't believe in limiting ourselves to one category because our strength lies in offering **"A complete jewellery solution under one roof."** From lightweight daily-wear collections to intricate antique designs, traditional masterpieces and modern contemporary creations, every collection reflects our craftsmanship, precision and attention to detail.*

Our objective is simple, to help our retail partners grow by offering jewellery that appeals to every consumer segment. Every piece we create is designed to strengthen relationships, build trust and create lasting value. That is what truly defines our craftsmanship.

Continued on Page...43

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 industry's ability to adapt quickly to changing consumer preferences. Through continuous retailer feedback and market observations, we have seen a significant rise in demand for **lightweight jewellery, especially in 18K gold, while 22K jewellery continues to remain the preferred choice for traditional and festive purchases.***

Despite global uncertainties and fluctuations in gold prices, consumer interest in gold jewellery has remained strong because people continue to view it as both an emotional purchase and a long-term investment. Retailers are stocking earlier than usual, which reflects growing confidence in the festive season.

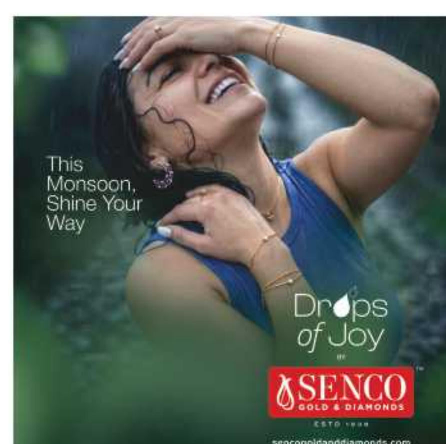
*At **Unique Chains and Jewels Limited**, we have aligned our manufacturing with these changing trends. We are fully prepared with fresh designs, strong inventory and innovative collections that meet today's consumer expectations. We are entering the festive season with confidence and optimism, and we believe the coming months will create excellent opportunities for the entire jewellery industry.*

Ahead of Diwali, we are also introducing our new 9K gold collection with innovative designs, giving our retail partners more fresh and affordable options to offer their customers during the festive season.

Senco Gold & Diamonds Introduces

'Drops of Joy' Campaign Celebrating Everyday Elegance and Self-Expression

Senco Gold & Diamonds has launched its latest monsoon campaign, **'Drops of Joy'**, celebrating the beauty of everyday moments through thoughtfully designed gold and diamond jewellery, complemented by exclusive seasonal offers.The campaign reflects the evolving way consumers view jewellery today. Moving beyond traditional associations with weddings and major milestones, diamonds are increasingly becoming a part of everyday style and self-expression, especially among younger consumers who seek versatile, lightweight, and wearable designs suited to their dynamic lifestyles. Set against the serene and refreshing backdrop of the monsoon season, 'Drops of Joy' captures the idea that jewellery can add a touch of brilliance to even the simplest moments. The campaign celebrates diamonds as a personal expression of confidence, individuality, and joy—transforming everyday occasions into memorable experiences. Through this initiative,



Senco Gold & Diamonds highlights its commitment to creating jewellery that resonates with modern aspirations while making luxury more accessible for contemporary consumers.

Beyond Cost:
Trident's Vision for Meaningful Mangalsutras and Smarter Jewellery Retail

30 YEARS OF Trident Jewels Pvt Ltd
DESIGNER MANGALSUTRAS
MUMBAI | PUNE

Ms. Khwaish Avinash Jain

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?

One of the most significant shifts we are witnessing this season is the growing demand for meaningful, wearable, and concept-driven jewellery. Consumers today are looking beyond ornamentation; they want pieces that fit seamlessly into their lifestyle while carrying emotional value. With rising gold prices, purchasing decisions have become more practical than ever. However, consumers still seek jewellery that tells a story and creates a personal connection

Within the Mangalsutra category, this has translated into a strong preference for lightweight, contemporary designs that can be worn every day rather than reserved for special occasions.

At Trident, this philosophy has guided us for years. We were among the early manufacturers to introduce shorter and lightweight Mangalsutras at a time when the industry predominantly focused on traditional long-length designs. Today, convertible Mangalsutras, functional concepts, and story-led collections are receiving an overwhelming response because they reflect the lifestyle of the modern Indian woman while preserving the emotion and significance of the Mangalsutra.

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?

I believe this edition of IIJS will be less about transactions and more about strategic partnerships.

The market today is undoubtedly more informed and more competitive than ever before. Retailers are no longer evaluating suppliers solely on designs or pricing; they are looking for manufacturers who can offer consistency, transparency, faster inventory rotation, and long-term business support.

For us, IIJS has always been more than an exhibition—it is an opportunity to understand the challenges retailers are facing across different markets and to create solutions around those insights.

This year, we are particularly excited to connect with retailers who are looking to build sustainable businesses through better inventory planning, innovative concepts, and transparent business practices. I believe those conversations will define the future of our industry.

Continued on Page...45

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, I would say our defining launch is not just a collection—it is a philosophy we call ***Beyond Cost*** *across our entire stock*

For over three decades, Trident has been built on three core pillars: design, systems, and transparency. Design has always been our greatest strength. We have never believed in following trends; we believe in creating them.

At this IIJS, we are encouraging retailers to look beyond the price tag and evaluate what truly drives business. In today's competitive market, lower cost doesn't always translate into better value. Retailers need to ask deeper questions about product consistency, quality, transparency, and ultimately, what will actually sell.

With Beyond Cost, our focus is on creating Mangalsutras that don't just offer competitive pricing but deliver stronger inventory rotation,

contemporary appeal, and sustained customer demand. After all, a design that sits in the showcase blocks capital, while a design that sells builds business.

This philosophy is supported by systems we've strengthened across our entire ready stock—from our 'Zero Variation | No Pharak initiative and 100% BIS hallmarking across the entire stock to standardised manufacturing processes that bring greater consistency and transparency for our retail partners.

When it comes to one single masterpiece: One of my personal favourites is a conceptual design inspired by the Seven Vachans of marriage, where six vows are engraved along the Mangalsutra chain, and the seventh is revealed behind the pendant which also opens up to be a functional Sindoor Box.

4. 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?

Due to the increase in the prices, the most encouraging change has been the evolution in the way retailers are making purchasing decisions due to the increase in the prices

There is a noticeable shift from quantity-driven buying to quality-driven buying. Retailers are becoming far more conscious of inventory management, faster stock rotation, and investing in products that genuinely resonate with changing consumer preferences.

This gives me great confidence in a stronger retail ecosystem for the upcoming festive season which ultimately benefits everyone, from manufacturers to retailers and, most importantly, the end consumer.

Blending Heritage
with Innovation: B D Bangles at IIJS 2026

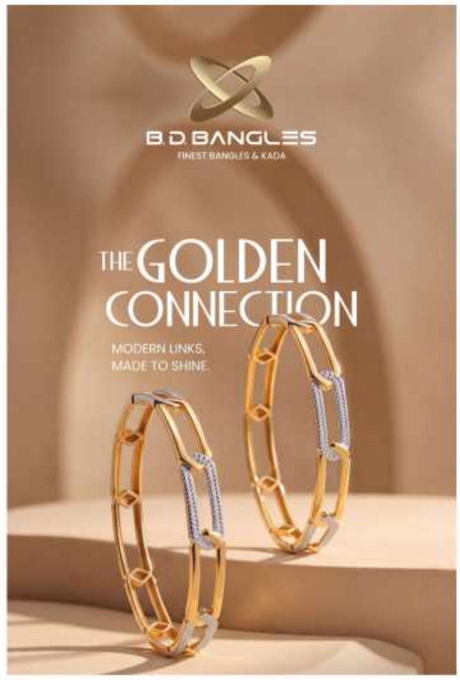
Mr. Shreyans Kothari

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 strong demand for lightweight luxury bangles that combine traditional aesthetics with contemporary styling. Retailers are particularly looking for versatile designs that can be worn across occasions, from daily wear to festive celebrations. Intricate craftsmanship, modern textures, and stackable bangle concepts are attracting significant interest, especially among younger consumers seeking elegance with comfort.

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 one of the most important platforms for the jewellery industry. We are optimistic about positive market sentiment driven by upcoming festive and wedding demand. Our key expectation is to strengthen relationships with our existing retail partners while expanding our network across emerging markets in India and overseas. We also look forward to understanding evolving consumer trends and exploring new business opportunities with quality retailers.



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 signature highlight is our Exclusive Fusion Bangle Collection, which beautifully blends traditional Indian artistry with modern design sensibilities. The collection showcases meticulous detailing, superior finishing, and innovative design elements that reflect the craftsmanship and creativity that define B D Bangles. It represents our commitment to preserving heritage while creating products relevant to today's 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 developments has been the growing preference for branded and quality-focused jewellery. Retailers and consumers alike are placing greater emphasis on design innovation, trust, transparency, and craftsmanship. Digital engagement and faster adoption of new collections have also improved significantly. These positive shifts, coupled with strong consumer aspirations, give us confidence that the festive and wedding season ahead will be highly promising for the industry.

Crafting Timeless Elegance:

Ansaa Jewellers' Signature Antique Gold Collection Shines at IIJS

ANSAA
JEWELLERS (P) LTD.

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 our booth this year, the strongest response has been for our 22-carat antique studded gold jewellery. Customers are appreciating designs that have a traditional soul but are lighter, more practical and easier to wear for different occasions. Today's buyers want jewellery that looks grand without feeling heavy. They are also looking for designs that stand apart and have their own identity. That is exactly what we have focused on while creating this year's collections.

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?

Every IIJS gives us an opportunity to reconnect with our existing customers and build relationships with new retailers from across the country. The mood in the market this year feels positive. Retailers are planning ahead for the festive and wedding season and are looking for fresh collections that offer something different. For us, IIJS is not only about taking orders; it is about understanding the market, exchanging ideas and building partnerships that continue long after the exhibition is over.

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 choose one collection that truly represents Ansaa Jewellers, it would be our Signature Antique Studded Gold Collection. It reflects who we are as a company. Every design is created with attention to detail and respect for traditional craftsmanship while keeping today's customer in mind. We have never believed in following every trend. We believe in creating jewellery that looks beautiful today and remains relevant for many years. That approach has always been our strength.

Mr. Kantilal Pukhraj Shah

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 biggest positive change I have noticed is that customers and retailers are giving more importance to quality, originality and trust than ever before. People are taking time to understand the product before making a purchase, and retailers are also choosing collections that offer real value instead of simply adding more designs. I believe this is a healthy change for the industry. When craftsmanship and credibility become the deciding factors, it benefits everyone. That gives me confidence that the upcoming festive season will be encouraging for the entire jewellery trade.

Industry spotlight

Bridal Brilliance:

Crafting Timeless Elegance for the Modern Wedding Season

Filo DIAMONDS
Fabulous Innovative Luxurious Ornaments

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?

Answer: *We specialize in bridal jewellery, and with the upcoming wedding season, the demand for our bridal collections has been exceptionally strong. This year, we have introduced an extensive range of bridal jewellery across various price points, ensuring that every bride can find designs that perfectly match her style, preferences, and budget.*

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?

Answer: *IIJS has always been an excellent platform for us, providing valuable opportunities to connect with both our existing partners and new retailers from across the country. While the market sentiment has been relatively subdued over the past few months, we remain highly optimistic. With the festive season and the wedding season approaching, we anticipate renewed demand and look forward to building meaningful business relationships during this edition.*

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?

Answer: *Our bridal jewellery collection truly defines our brand's identity and craftsmanship. Every piece is thoughtfully designed with meticulous attention to detail, combining timeless elegance with contemporary aesthetics. The superior craftsmanship, intricate designs, and exceptional finishing make our bridal collection stand out and distinguish us from others in the industry.*

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?

Answer: *Over the past few months, retailers have adopted a cautious purchasing approach, resulting in lean inventory levels across the market. As the festive and wedding seasons draw closer, we are witnessing growing confidence among retailers who are now actively looking to replenish their stock with fresh, exclusive, and trend-driven collections. This shift gives us great confidence about the business outlook in the coming months.These responses are professional, optimistic, and suitable for publication in a trade magazine while reflecting your brand's expertise in bridal jewellery. If you share your company name, I can also make the answers sound more premium and aligned with your brand's identity.*

Mr. Paras Pamecha

Quality First, Customization Always:
Shaping the Future of Fine Jewellery

CHAINS CORNER JEWELLERY (I) PVT. LTD.

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?

As per the new and future demands we are trying to understand the customer preference first as they are going towards customisation and feel the look of their jewellery which we also insist.

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 think throught this platform we can understand new way of business building from end consumer which will get some good direction of jewellery industry.

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?

We already believe in quality first from day one which we are on it still and going with market fluence we are developing in womens jewellery too with light weight budget concept but not neglecting the quality and designs.

Mr. Prakash Jain

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?

Positive we can say market will not give volume but the years we have spent in quality and designing is now reflecting in market which get real feel for jewellery still which was missed in past few months.

Saaz Chains:

Where Modern Elegance Meets Timeless Tradition

SAAZ CHAINS
PVT. LTD.

Mr. Arvind Chordia

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 modern jewellery buyer is looking for designs that are distinctive, versatile, and timeless—and that's exactly where our collections are resonating. This year, our Rose Gold Collection, especially the chains, bracelets, and kadas, has emerged as the biggest attraction at our booth. Rose gold offers a contemporary luxury that appeals to both younger buyers and established collectors, making it one of the fastest-growing categories in the market. At the same time, our Temple Jewellery Collection continues to capture attention with its intricate craftsmanship and rich heritage-inspired detailing. It's exciting to see customers embracing both modern elegance and traditional artistry, proving that today's market values originality, craftsmanship, and enduring 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 is much more than an exhibition—it's where the industry's future takes shape. As we move into the second half of the year, we are optimistic about market sentiment, especially with the festive and wedding seasons around the corner. Our primary expectation is to strengthen relationships with our existing partners while building meaningful connections with new retailers and international buyers who value quality manufacturing and innovative design. We believe the demand for trusted manufacturing partners is stronger than ever, and IIJS provides the ideal platform to showcase our capabilities, exchange ideas, and create long-term business opportunities.

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 there is one collection that truly represents the soul of Saaz Chains, it is our Rose Gold Collection. From beautifully crafted chains to elegant bracelets and statement kadas, every piece reflects our passion for precision, superior finishing, and contemporary design. Equally close to our identity is our Temple Jewellery Collection, where traditional Indian artistry meets modern manufacturing excellence. Every design is carefully crafted to preserve cultural heritage while meeting today's expectations for comfort, quality, and wearability. Together, these collections represent the perfect balance of innovation and tradition that defines the Saaz brand.

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 growing appreciation for authentic craftsmanship and manufacturer-driven quality. Retailers today are increasingly focused on partnering with brands that offer consistency, transparency, reliable delivery, and innovative designs rather than simply following short-term trends. Consumers, too, are becoming more design-conscious, seeking jewellery that reflects their individuality while offering lasting value. This shift has created tremendous opportunities for manufacturers like Saaz Chains, who are committed to combining traditional craftsmanship with modern aesthetics. With strong consumer confidence and healthy retailer demand, we are looking forward to a vibrant festive and wedding season ahead.

Beyond Mangalsutra:
Shringar NXT Leads the Future of Bridal Jewellery

Mr. Chetan Thadeshwar

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 Shringar, we are witnessing a strong demand for lightweight yet premium bridal jewellery that combines traditional craftsmanship with contemporary aesthetics. While Mangalsutra continues to remain our core strength and leadership category, retailers are increasingly looking for complete bridal solutions. This year, through SHRINGAR NXT, we are unveiling four new bridal collections that extend our legacy into gold bridal jewellery. The response has been extremely encouraging, as retailers appreciate designs that offer versatility, elegance and faster inventory movement.

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 an important platform for strengthening relationships with our existing retail partners while welcoming new ones. We expect this edition to reflect renewed confidence as retailers prepare for the festive and wedding season. Our focus is not only on expanding our network across India but also on introducing retailers to SHRINGAR NXT, our next phase of growth. We believe our combination of category leadership in Mangalsutra and our entry into bridal jewellery will create significant business opportunities for our partners.

3. 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 an important platform for strengthening relationships with our existing retail partners while welcoming new ones. We expect this edition to reflect renewed confidence as retailers prepare for the festive and wedding season. Our focus is not only on expanding our network across India but also on introducing retailers to SHRINGAR NXT, our next phase of growth. We believe our combination of category leadership in Mangalsutra and our entry into bridal jewellery will create significant business opportunities for our 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?

One of the most encouraging shifts is that retailers are increasingly looking beyond individual products and seeking long-term manufacturing partners who can offer design innovation, consistent quality, reliable supply and category expertise. With changing consumer preferences, retailers want partners who can continuously introduce fresh collections while maintaining high manufacturing standards.

For over four decades, Shringar House of Mangalsutra Limited has been India's trusted leader in Mangalsutra manufacturing. With the launch of SHRINGAR NXT and our expansion into bridal jewellery, we are now positioning ourselves as the new manufacturing partner for retailers—offering not just exceptional Mangalsutras but comprehensive bridal jewellery collections backed by large-scale manufacturing capabilities, innovative designs and dependable service.

We believe this partnership-driven approach will help retailers strengthen their product offerings and capitalize on the festive and wedding season with greater confidence.

Everyday Elegance:
Contemporary Mangalsutras Redefining Modern Luxury

M. R. GOLD PVT. LTD.
Designer & Ethnic Mangalsutra

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?
High demand is focused on modern, lightweight Mangalsutras,favoring versatile, daily-wear designs over traditional heavy sets.

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?
Expectations for IIJS center on networking with retailers who are prioritizing design-led, fast-moving daily wear to refresh their collections.

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 standout collection features ultra-lightweight, contemporary Mangalsutras specifically designed to meet the current market trend for effortless, everyday elegance.

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 shift toward "everyday luxury" is driving confidence, as consumers increasingly view the Mangalsutra as a stylish, essential component of their daily wardrobe.

Lightweight, Multi-Wear,
Future-Ready: Kanakratna's Vision for Modern Gold 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?

The highest demand we're seeing this season is for Light Weight , multi-wear 18kt gold jewellery.

Consumers today don't want jewellery that sits in the locker. They want 1 piece that works as a choker, pendant, and bracelet. , At our booth, our 18kt light weight necklace sets and transformable designs are getting the most traction because they give wearability and value in one buy. That's exactly what the new-age customer is asking for.

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're midway through the year, and the sentiment is clearly shifting toward wearability and trust. > From IIJS this edition, we expect strong interest from retailers who are looking to add faster-moving, 18kt categories to their stores. Networking-wise, we're looking to partner with forward-thinking retailers across Tier 1 and Tier 2 cities who want to tap the new-age customer with multi-wear, light weight 18kt gold jewellery designs.

And IIJS is the right platform to build those relationships and set the tone for the festive season.

For us, IIJS is not just about orders. It's about finding long-term retail partners who can grow this category with us through the second half of the year and ahead

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 is the "showcase your hero piece" question Editors love this. Every year we try to push the idea of what jewellery can do. This IIJS, the collection that truly defines Kanakratna's craftsmanship is our 'Super Light Collection in 18kt Gold Jewelellery Line and 18kt CZ Fusion Gold Jewellery. It represents our philosophy: maximum design, minimum metal, maximum wearability. That's the craftsmanship we're most proud of this year — engineering jewellery that adapts to a woman's life.

The one collection that defines us this year is our 'Everyday Heirloom' 18kt Range, What makes it special is the mix of lightweight engineering, multi-metal finishing, and personalization. It looks like fine jewellery, wears like fashion jewellery, and carries the value of gold.

Mr. Vikram Jain | Mr. Ramesh Jain

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 positive shift I've seen is the customer coming back for value + wearability, not just weight. Over the last few months, buyers have become more open to 18kt, multi-wear, and lightweight jewellery for daily use. That tells us the market is maturing. People want jewellery they can actually wear, not just store. This gives us a lot of confidence for the upcoming festival season because it means the conversation has moved from 'price per gram' to 'how many times can I wear this and value for money invested.

The biggest positive change is the trust and transparency coming into the trade, with initiatives like hallmarking, and more organized retail, both retailers and customers are more confident, Retailers are now actively looking to add categories like 18kt and 14kt designs that turn faster and attract younger buyers. That mindset change gives us strong confidence that the festive season will be driven by both emotion and practicality.

Distinctive by Design:
Redefining Premium Plain Gold Jewellery for Today's Consumer

Om Ganesh
JEWELLERS

Mr. Gunvant Govindbhai Dhakan

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?

Consumers want ***design variety within plain gold****—pieces that feel distinctive without compromising the high-polish finish they value. Variations come through thoughtful design: proportions, texture, and innovative forms rather than embellishment. Chains and bracelets are seeing equal momentum because both allow design sophistication. Retailers want pieces that stand out while maintaining premium plain gold integrity. The sweet spot is designs difficult to find elsewhere—intentional, rare pieces that deliver the clean, high-polish aesthetic plain gold shoppers 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?

Our outlook is ***positive momentum after a slower start.*** *Retailers are*

buying with intent, more settled on strategy. For this IIJS edition, we're deepening existing partnerships and connecting with retailers who share our quality philosophy. We're selective—meaningful conversations about customer needs build long-term relationships. The retailers asking smarter questions about their customers' preferences are exactly the partners we want.

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 masterpiece is ***design variety paired with wearability.*** *We've expanded our design library—pieces genuinely difficult to find elsewhere. But it's engineered, not novelty: strength, durability, and feel matter. This year we achieved something counterintuitive:* ***reducing weight while maintaining structural integrity and that premium feel.*** *Customers get a lighter, more comfortable piece without sacrificing fine gold quality. The feedback is remarkable—some want lighter, others heavier versions. That versatility, paired with intentional*

designs that tell a story, defines our craftsmanship.

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?

Consumers are shifting away from two extremes: traditional, large "old-look" designs and overly minimal pieces. They're searching for something ***in-between—intentional pieces that tell a story,*** *that say something about who they are. This creates real appetite for thoughtful, distinctive designs. Retailers curating collections around meaningful, personal pieces are experiencing growth. The festive season looks strong because consumers are investing in pieces they believe reflect who they are. That's where quality plain gold with distinctive design thrives.*

IIJS 2026 Exclusive:
Innovation, Lightweight Luxury & the Future of Fine Jewellery

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?

Ans. *While delicate, minimalist gold had a long run, consumer preferences have decisively shifted toward pieces with weight, intention, and high visual impact. People are looking for everyday statements, and Light weight jewellery is absolute hero of the year*

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. *Inventory Efficiency: Rather than speculative bulk buying, retailers will look for "fast-turnover" designs. Commercial diamond lines, lightweight daily-wear gold, and versatile tech-driven precision jewellery. are expected to outpace heavy, massive statement sets in pure volume.*

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. *The Structural Ingenuity: In response to historic highs in gold prices, the true craftsmanship this year isn't just about adding weight—it's about structural engineering. Using advanced micro-laser welding and open 22-karat gold settings, the piece achieves a massive, regal silhouette while reducing total metal weight by up to 40-50%. It feels like feathery embroidery on the skin rather than heavy.*

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

Ans . *The Rise of "Modern Heritage" & Lightweight Innovation Because pure gold prices require strategic budgeting, designers have spent the last few months innovating. We are seeing a massive shift towards Modern and incredibly lightweight and sculptural, hollow-link gold jewellery. These pieces offer the massive visual scale, confidence, and "gravitas" consumers want for festive dressing without the crushing physical weight—or the prohibitive price tag—of traditional solid pieces.*

J. P. GOLD

Mr. Nitin D. Sakariya

J.T. Jewellers
CRAFTING LEGACIES

Bold Designs,
Timeless Craftsmanship: Redefining Men's Jewellery at IIJS 2026

Mr. Kantilal T Jain

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're seeing the strongest demand for bold men's jewelry and statement neck chains that combine traditional craftsmanship with contemporary styling.

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 expect positive buying sentiment, stronger business inquiries, and the opportunity to build long-term relationships with new retailers across India and overseas.

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 masterpiece this year is our handcrafted men's statement light weight chains collection, showcasing intricate detailing, premium craftsmanship, and a distinctive design identity.

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 growing demand for innovative, lightweight, and customized jewelry, along with increased retailer confidence, gives us strong optimism for the upcoming festive season.

Versatility, Trust
& Timeless Design: Defining Jewellery Trends at IIJS 2026

ml kanhaiyalal Jewels

ramasha Gems and Jewels LLP

Mr. Manish R. Soni | Mr. Ramjivanlal K. Soni | Mr. Amit R. Soni

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, plain contemporary gold jewellery that combines everyday elegance with versatility. Customers are increasingly looking for designs that can be worn for both daily use and special occasions. Alongside this, modern bridal collections continue to attract significant interest.

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 optimistic about this edition of IIJS. We expect to strengthen relationships with our existing retail partners while expanding our network across Indian markets. We believe positive consumer sentiment and festive demand will create excellent 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?

Our wedding collection this year showcases the perfect blend of craftsmanship and contemporary design. Each piece reflects exceptional attention to detail, premium finishing, making it a true representation of our brand's commitment to quality and excellence.

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 increasing preference for certified, high-quality jewellery and greater transparency in the industry have strengthened customer confidence. Retailers are also adopting digital technologies and modern retail practices, leading to better customer engagement. These positive developments, combined with healthy festive demand, give us confidence for a strong business season ahead.

Contemporary Italian Elegance Drives Demand as Design-Led 18KT Jewellery Shapes the Future

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?

Contemporary 18KT Italian jewellery with vibrant fancy stones is witnessing the highest demand. Customers are looking for lightweight, statement pieces that offer versatility and distinctive 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?

We are optimistic about positive market sentiment and look forward to connecting with quality retailers who value innovation, craftsmanship, and long-term business relationships.

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 latest Italian-inspired fancy stone collection best represents our brand, combining refined craftsmanship, contemporary aesthetics, and premium 18KT gold to create timeless statement jewellery.

Mr. Ashok Bohara

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 growing preference for design-led, value-driven jewellery is highly encouraging. Retailers and consumers alike are seeking unique, premium collections, giving us strong confidence for the festive season.

Designing the Future of Gold:

Lightweight Luxury with Timeless 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?

Consumer preferences today are shifting towards jewellery that offers versatility, elegance, and value. We are seeing tremendous demand for lightweight and everyday-wear collections that can seamlessly transition from daily use to special occasions. At IIJS, our LEVIA ultra-lightweight collection, NITYA daily-wear range, LUMERA rose gold collection, and Italian-inspired contemporary designs have received an excellent response. At the same time, bridal and occasion jewellery continue to remain strong, with our AARADHYA Temple Jewellery collection attracting retailers looking for timeless craftsmanship and heritage-inspired designs.

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 the jewellery industry. This year, we are optimistic about strong festive demand and expect retailers to focus on fresh, commercially successful collections. Our objective is to strengthen relationships with our existing partners while expanding our retailer network across India and overseas. We believe quality manufacturing, innovative design, and dependable service will continue to drive long-term 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?

Rather than a single collection, we believe our strength lies in offering a complete portfolio that caters to every segment of the market.

AARADHYA reflects our expertise in bridal and temple jewellery with intricate traditional craftsmanship. LEVIA showcases our innovation in ultra-lightweight gold jewellery, LUMERA celebrates elegant rose gold designs with a contemporary aesthetic, and NITYA is designed for sophisticated everyday wear. Together, these collections represent our philosophy of combining craftsmanship, innovation, and commercial 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 biggest positive shift is that consumers are becoming increasingly design-conscious while retailers are focusing on curated collections instead of simply stocking inventory. There is a growing appreciation for lightweight jewellery, wearable luxury, and unique craftsmanship across different price points. Combined with increasing transparency, organised business practices, and renewed consumer confidence, we believe the festive and wedding season will create excellent opportunities for the entire jewellery industry.

TARU
We Shape Gold

Mr. Shubham Suresh Bapna

Industry spotlight

PAYAL GOLD®
PRIVATE LIMITED
HOUSE OF BANGLES & JEWELLERY
SINCE 1988

Payal Gold:

Delivering Design, Quality & Retail Confidence

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're seeing a strong demand for lightweight yet premium-looking jewellery that offer faster rotation at the counter. Modern daily-wear collections, and versatile bangles continue to perform exceptionally well. Ultimately, retailers are prioritizing designs that combine strong visual appeal, consistent quality, and healthy profitability—and that's exactly what we're focused on delivering.*

Mr. Popatlal Babulal Sanghavi

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: *IIJS has always been a great platform to understand market sentiment and build longterm relationships. Our expectation is to connect with quality retailers from across India, understand their evolving requirements, and strengthen our existing partnerships. We believe the overall sentiment is positive, and we're looking forward to a strong business season ahead.*

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, it would definitely be our Machine & Handmade Bangles collection. At the same time, we take pride in offering multiple jewellery brands and collections under one roof. It reflects what Payal Gold stands for—exceptional craftsmanship, wide design variety, consistent quality, and products that help our retail partners cater to every customer segment.*

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: *Despite all the odds, one of the most positive changes that we have noticed is the growing confidence among retailers. They're planning their inventory earlier and looking for fresh, fastmoving designs. This positive buying sentiment gives us confidence that the upcoming festive season will be strong for the entire jewellery industry.*

Industry spotlight

Sky Chains & Jewellery:

Redefining 22KT Lightweight Luxury

SKY CHAINS
designs infinite

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 strong demand for 22KT lightweight chains that combine elegance, comfort, and everyday wearability. Consumers are increasingly looking for contemporary, versatile jewellery that can seamlessly transition from daily wear to special occasions. Alongside lightweight chains, rose gold collections and modern chain designs continue to attract strong interest, particularly among younger buyers. Retailers are seeking products that offer premium craftsmanship, excellent value, and high sell-through, making this trend extremely encouraging for us.

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 highly optimistic about this edition of IIJS. The industry has

shown remarkable resilience, and retailer confidence is steadily improving. We expect strong business enquiries, meaningful networking opportunities, and the addition of quality retail partners from across India and international markets. IIJS continues to be the ideal platform to strengthen existing relationships while exploring new growth opportunities.

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 ALPHA Collection best represents our brand's craftsmanship and innovation. Featuring an exclusive range of 22KT lightweight chains, the collection is designed with precision, superior finishing, and contemporary styling to meet the evolving preferences of today's consumers. ALPHA perfectly balances lightweight comfort, durability, and elegant aesthetics, while delivering excellent retail value. It reflects Sky Chains & Jewellery's commitment to innovation, quality, and creating

Mr. Anil B Pamecha

commercially successful collections 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?

One of the most encouraging developments has been the growing consumer preference for branded, quality-focused jewellery. There is also increasing demand for 22KT lightweight jewellery and chains, as customers seek designs that offer both style and value. Retailers are investing in innovative collections, faster inventory movement, and trusted manufacturing partners. Digital engagement and informed buying decisions have further strengthened the market. With the festive and wedding season approaching, we are confident the industry is well-positioned for healthy growth and a successful season.

Lightweight Creations
for a New Generation of Buyers

Bhawani Gold
DESIGNER GOLD JEWELLERY PVT. LTD.

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 introducing light weight jewellery in all our product range to cope up with the increased rates.

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?

Due to the current scenario of having low volumes in our business , we at IIJS are hoping to get good demand as retailers are having abuse demand to be fulfilled for upcoming festive and wedding season.

3. 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?

Retailers are demanding very light weight jewellery and the most important change is every product needs to be budget friendly. We are planning to cater for the same

Mr. Mahesh Bafna

Crafting Tomorrow's Jewellery
with Innovation and Elegance

DISHAA
PLATINUM
Pure • Precious • Progressive
The Platinum Hub

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?

Mr. Kamlesh Pokharna

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 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.

Industry spotlight |

The New Gold Standard:

Lightweight, Versatile & Value-Driven

Nirmal Jewellers

Mr. Nitesh Bhansali

Mr. Kamlesh Bhansali

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 biggest trend we're seeing is the growing demand for 9KT jewellery, followed by 18KT. With gold prices where they are today, 22KT jewellery has naturally become a bigger investment for customers. Retailers are therefore looking at lower-karat jewellery as a practical way to offer stylish designs at more affordable price points. We believe this category will continue to grow as it helps retailers manage inventory better while giving customers more options.

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 first few months of the year were a little slow because of global uncertainty and high gold prices. But over the last few months, we've started seeing confidence return to the market. Retailers are planning ahead for the festive and wedding season, and enquiries have picked up. We expect this IIJS to be positive—not just for business, but also for meeting new retailers, strengthening existing relationships, and introducing our latest collections to a wider audience.

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?

Since we specialize in Mangalsutra and casting jewellery, our biggest highlight this year is our premium 9KT collection, which offers excellent finishing without compromising on quality. At the same time, we've worked a lot on making our 18KT, 20KT and 22KT collections much lighter. One of the products we're most proud of is our lightweight Mangalsutra range starting from just 2–3 grams in 20KT and 22KT. In today's market, making jewellery lighter while maintaining quality is where the real craftsmanship lies.

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 positive change is that retailers are becoming confident again. After a slower start to the year, many jewellers have started restocking in preparation for the festive and wedding season.Thanks to lower and stable rate. We're also seeing much better acceptance of lightweight and lower-karat jewellery, with retailers actively promoting these categories. That shift is creating fresh demand in the market and gives us confidence that the coming festive season will be a good one for the industry.

From Precision to Perfection:
A New Standard in Fine Jewellery

SHRIPATI GOLD
INSPIRED JEWELS

Mr. Keyul Mahesh Bohra

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?

Answer:

"Today's customers are looking for jewelry that is elegant, lightweight, and versatile enough to wear every day while still making a statement. We're seeing especially strong demand for contemporary gold jewelry with natural diamonds and colored gemstones. Buyers want pieces that balance modern styling with timeless value. Personalization, clean finishes, and exceptional craftsmanship have become more important than heavy designs alone."

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?

Answer:

"The market sentiment is encouraging. Retailers are approaching business with greater confidence, but they are also making more informed buying decisions. They are looking for reliable partners who can consistently deliver quality, innovative designs, and timely service. My expectation from this IIJS is to build long-term relationships rather than just generate orders. Strong partnerships and trust will be the real growth drivers for the coming 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?

Answer:

"Our signature collection reflects our philosophy of precision craftsmanship and wearable luxury. Every piece is created with meticulous attention to detail, ensuring excellent finishing, perfect proportions, and lasting comfort. We believe true luxury is not only about the design but also about the craftsmanship that customers can appreciate every time they wear the jewelry. This collection showcases the skills of our artisans and our commitment to quality."

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?

Answer:

"The biggest positive change is that consumers are becoming more quality-conscious rather than simply price-conscious. They are investing in jewelry that offers trust, craftsmanship, and long-term value. Retailers are also focusing more on curated collections instead of carrying large inventories. This shift benefits manufacturers who prioritize innovation, consistency, and fine craftsmanship. With festive and wedding demand ahead, I believe the industry is entering a healthy phase driven by confidence, quality, and customer satisfaction."

॥ ॐ श्री गणेशाय नमः ॥

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GJC and SGL Sign Strategic MoU to Launch the SGL Pavilion at GJS Diwali Edition 2026

40-Booth Pavilion to Showcase Innovation,Trusted Diamond Manufacturers, & the Future of Diamond Certification

GJC | ALL INDIA GEM AND JEWELLERY DOMESTIC COUNCIL

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Mumbai, 16th July 2026: The **All India Gem & Jewellery Domestic Council (GJC)** and **SGL (Solitaire Gemmological Laboratories)** have entered into a strategic Memorandum of Understanding (MoU) to launch the **SGL Pavilion** at the **GJS Diwali Edition 2026**, scheduled from **2nd to 4th October 2026** at the **Jio World Convention Centre, Mumbai.**

The dedicated **SGL Pavilion**, comprising **40 booths,** will bring together leading diamond manufacturers alongside an immersive SGL Experience Zone, creating a unique destination that celebrates innovation, certification excellence, and trust within the gem and jewellery industry.

The MoU was signed by **Mr. Saiyam Mehra, Convener, GJS & IPC, and Mr. Chirag Soni, Co-Founder & Director, SGL**, in the presence of **Mr. Avinash Gupta, Vice Chairman, GJC, Mr. Mitesh Dhorda, National Secretary, GJC,** and **Mr. Rahul Vasani, Business Development Manager, SGL Dubai.**

Designed as more than an exhibition space, the SGL Pavilion will provide manufacturers, retailers, buyers, and trade visitors with an opportunity to engage with SGL's latest innovations in diamond certification, grading technology, and quality assurance while connecting with some of the industry's most progressive diamond manufacturers. **The collaboration reflects the shared commitment of GJC and SGL to strengthen transparency, foster business opportunities, and elevate consumer confidence across the jewellery industry.**

GJC and SGL also extend their appreciation to **Mr. Anil Prabhakar, Salesman Turned Storyteller** for facilitating this collaboration and playing a key role in bringing this partnership to fruition.

Mr. Rajesh Rokde, Chairman, GJC, said:

"GJS has consistently brought together the most important stakeholders of the jewellery industry under one roof. Our partnership with SGL further strengthens this vision by introducing a dedicated pavilion focused on certification, innovation, and trust. We are confident the SGL Pavilion will become one of the key highlights of the GJS Diwali Edition 2026 while creating significant value for exhibitors and visitors alike."

Continued on Page...69

GJC and SGL Sign Strategic MoU...

Mr. Saiyam Mehra, Convener – GJS & IPC, said:

"Preparations for the GJS Diwali Edition are in full swing, and the excitement across the industry is tremendous. This edition will feature over 350 exhibitors, approximately 700 booths, and welcome more than 15,000 trade visitors from India and overseas. The SGL Pavilion will add a unique dimension to the exhibition by bringing together trendsetting diamond manufacturers within a dedicated space, creating new business opportunities and meaningful industry connections."

Mr. Chirag Soni, Co-Founder & Director, SGL, said:

"The SGL Pavilion has been envisioned as an extension of the SGL Experience, a space where the industry can come together to discover innovation, engage with cutting-edge technology, and build meaningful business relationships. From our Experience Centres to our latest advancements in diamond screening and certification, we are committed to creating platforms that educate, inspire confidence, and strengthen the jewellery ecosystem. We look forward to welcoming the industry to experience SGL like never before at GJS Diwali Edition 2026."

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

"Strategic collaborations like this reinforce GJC's commitment to promoting innovation, transparency, and sustainable growth across the Indian gem and jewellery industry. Our partnership with SGL further enhances the value proposition of GJS while creating new opportunities for businesses across the jewellery ecosystem."

Bhima Jewellers Appoints Janhvi Kapoor

as Brand Ambassador to Strengthen Its Pan-India Brand Presence

Bhima Jewellers has announced actor Janhvi Kapoor as its new brand ambassador, marking a significant step in the brand's strategy to deepen its connect with consumers across India while reinforcing its legacy of trust, craftsmanship, and cultural heritage.As the jewellery brand continues to expand its footprint across the country, it remains committed to preserving the values that have shaped its identity over the years. The association with Janhvi Kapoor reflects this vision by bringing together tradition and contemporary appeal.Known for her strong connection to her South Indian roots and her widespread popularity across India, Janhvi Kapoor embodies a unique blend of cultural authenticity and modern influence, making her a natural choice for the brand.

The partnership also holds symbolic significance. Janhvi's South Indian heritage, combined with her pan-India appeal, closely aligns with Bhima Jewellers' journey of taking its rich South Indian legacy to audiences nationwide. Together, the collaboration celebrates timeless craftsmanship, enduring traditions, and the aspirations of a new generation of jewellery consumers.

GRT Group Contributes ₹1 Crore to Tamil Nadu Chief Minister's Public Relief Fund*GRT Group has contributed ₹1 crore to the Tamil Nadu Chief Minister's Public Relief Fund, reaffirming its commitment to supporting humanitarian and public welfare initiatives in the state.The bank draft was presented by G.R. Ananthapadmanabhan and G.R. Radhakrishnan, Managing Directors of GRT Group, to Tamil Nadu Chief Minister M. Joseph Vijay during a meeting held at the Secretariat on 3 July 2026.The contribution reflects GRT Group's continued focus on social responsibility and its commitment to partnering with the government in supporting relief and rehabilitation efforts for the welfare of the people of Tamil Nadu.

MUMBAI FLAGS OFF HISTORIC JEWELLERY EXPORT TO THE UK

UNDER INDIA–UK CETA

Leading Mumbai Exporters Join Historic US$10 Million Nationwide Jewellery Shipment

Mumbai, 15 July 2026: Mumbai, India's financial capital and the country's premier hub for gem and jewellery exports, today marked a historic milestone with the flagging off of the first jewellery export consignment to the United Kingdom under the India–UK Comprehensive Economic and Trade Agreement (CETA).

The Mumbai flag-off forms part of a nationwide initiative being held across Delhi, Surat, Jaipur, Chennai and Kolkata, celebrating India's first jewellery exports to the UK under the landmark trade agreement.

In Mumbai, the flag-off ceremonies were held at two key export hubs—PCCC Customs - Bharat Diamond Bourse (BDB) and SEEPZ-SEZ, reflecting the city's pivotal role in India's gem and jewellery exports. At PCCC Customs, the ceremony was attended by Mr. Santosh Kumar, Commissioner of Customs, Mumbai; Mr. Vishwajeet Chimankar, Deputy Director General of Foreign Trade (DGFT); and Shri Shaunak Parikh, Vice Chairman, GJEPC. Participating exporters included, Malabar Gold & Diamonds Pvt. Ltd., Shree Ramkrishna Exports, and Venkatesh Jewellers

At SEEPZ-SEZ, the flag-off ceremony was held in the presence; Shri Dnyaneshwar Patil Development Commissioner, SEEPZ; of Shri Mayur R Mankar, Joint Development Commissioner, SEEPZ SEZ ; Shri Bharat Ghori, Co-Convener, MSME, GJEPC; Shri Vijay Gujarati, Vice President, SEEMA; and Mr. Adil Kotwal, President, SGJMA. Exporters participating from SEEPZ included Fine Jewellery, Kama Jewellery Pvt. Ltd., Suashish Diamonds Ltd., S. Vinodkumar Diamonds Pvt. Ltd., IDI Jewels (India) Manufacturing Pvt. Ltd., Goldstar Jewellery Pvt. Ltd. Unit III, Supergems Jewellery Mfg. Co. Pvt. Ltd., Zenstar Jewellery LLP and Steckbeck Jewelry.

The India–UK CETA ushers in a new era for India's gem and jewellery industry by providing zero-duty access to the UK market from the day the agreement enters into force and eliminating UK import tariffs of up to 4%. The agreement gives Indian exporters a significant competitive advantage in the UK's US$4 billion jewellery import market, paving the way for enhanced exports, investment and employment.

Mr. Santosh Kumar, Commissioner of Customs, Mumbai said, "The implementation of the India–UK Comprehensive Economic and Trade Agreement opens new opportunities for Indian exporters by improving their competitiveness in the UK market. Customs is committed to supporting this growth through faster clearances, reduced dwell time and seamless trade facilitation, ensuring exporters can fully leverage the benefits of the agreement."

Shri Dnyaneshwar Patil, Development Commissioner, SEEPZ said, "oday is a moment of great happiness for the gem and jewellery industry as the India–UK Free Trade Agreement comes into effect. With the removal of the 4% import duty on Indian gems and jewellery in the UK, our exports will become significantly more competitive. This gives Indian manufacturers a clear advantage and will help us strengthen our position in the UK market. Our current exports to the UK are around ₹3,000 crore, and we expect this to grow to nearly ₹6,000 crore over time. The FTA will boost production, create new opportunities for exporters, and drive greater demand for Indian gems and jewellery. This is a landmark agreement that will greatly benefit our industry."

Continued on Page...70

MUMBAI FLAGS OFF...

Shri Kirit Bhansali, Chairman, GJEPC, said *"Today marks a proud and defining moment for India's gem and jewellery industry as we flag off the first export consignment to the United Kingdom under the India–UK Comprehensive Economic and Trade Agreement. This is more than the movement of goods—it is the beginning of a new chapter in India's global trade journey. I sincerely thank Hon'ble Prime Minister Shri Narendra Modi and the Government of India for their visionary leadership in concluding this landmark agreement and for their unwavering support to our industry. The India–UK CETA eliminates UK import tariffs of up to 4%, providing Indian exporters with a significant competitive advantage in the UK's US$4 billion jewellery import market. With zero-duty access, we expect India' gem and jewellery exports to the UK to increase from around US$754 million to nearly US$2.5 billion over the next three years. This growth will create new opportunities for exporters, manufacturers, MSMEs, artisans and designers while further strengthening India's position as a global leader in craftsmanship, innovation and value-added jewellery manufacturing."*

Shri Shaunak Parikh, Vice Chairman, GJEPC, said
"Mumbai has always been the gateway of India's gem and jewellery exports. Home to Bharat Diamond Bourse, SEEPZ and some of the country's leading exporters, the city has built a globally respected ecosystem for diamond trading, jewellery manufacturing and exports. The India–UK CETA provides zero-duty access to one of the world's most important jewellery markets and gives Indian exporters a significant competitive edge. We are confident that this landmark agreement will accelerate exports, encourage investment, create employment and further strengthen India's position as a preferred global sourcing destination for high-quality jewellery."

The flagging off of the first consignment underscores Mumbai's leadership in India's gem and jewellery exports and reflects the confidence of the industry's exporters in the opportunities created by the India–UK CETA. As Indian jewellery enters the UK market with zero-duty access for the first time, Mumbai's exporters and manufacturers are well positioned to lead the next phase of India's export growth and strengthen the country's presence in premium global jewellery markets.

The India–UK CETA is expected to deliver significant benefits to Maharashtra's gem and jewellery sector by improving market access, encouraging value-added manufacturing, generating employment, promoting skill development and strengthening the participation of MSMEs, artisans and exporters. Mumbai's robust ecosystem of diamond trading, jewellery manufacturing, exports and logistics positions the city to play a pivotal role in driving India's export growth under the landmark agreement.

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