



For Immediate Release

GJEPC along with the World Gold Council felicitates the true 'KOHINOORS OF INDIA' this Independence Day via a Virtual Musical Extravaganza

Mumbai, 15th August 2020: Celebrating the humane side of the Indian G&J Industry, Gems & Jewellery Export Promotion Council (GJEPC) in association with the World Gold Council felicitated the real heroes of the Industry for their exemplary Contribution towards Society during COVID-19. This was an event witnessed for the very first time via a Virtual Musical Extravaganza where the spirits & undying attitudes of the industry were celebrated. Shri. Vijay Rupani, Hon'ble Chief Minister of Gujarat appreciated the good work done by the industry during the Covid. Singer Anuradha Paudwal with other eminent personalities were also present to grace this occasion.

Mr. Colin Shah, Chairman, GJEPC said "We were privileged to have Shri. Vijay Rupani, Hon'ble Chief Minister of Gujarat addressing at Kohinoors of India. Thank you sir for taking your valuable time to address the industry.

Commenting on the occasion, overwhelmed by the real 'HEROES' of the industry & their inspirational spirit, the management of GJEPC expressed their gratitude to each of the awardees for their contribution.

"There have been scores of instances of people from our industry, who have gone beyond the call of duty to serve society despite the lurking fear of the unseen enemy -- the Covid-19 virus -- that endangered lives and livelihood. Their selflessness and generosity is truly inspirational and commendable. We are here to felicitate the Ex-chairman, Individuals, industry players who have contributed to the industry in spite of the current situation. I would like to thank and congratulate

individuals and companies from our industry for their exemplary humanitarian activities during the Covid crisis. I also thank our Anuradha Puadwal for her wonderful performance. Thank you all for joining us at the Kohinoors of India.”
Colin Shah added.

Somasundaram PR, Managing Director, World Gold Council said, “It’s a great day to reflect on the past and feel proud of the achievements that we had so far. And at the same time, feel supremely optimistic about what the future has in store for us. This great country with its amazing diversity deserves nothing but the best from each and every one of us in whatever we do. This Independence Day is unique in the sense it falls when we are in the midst of serious crisis that has been thrust upon us, the likes of which we have never seen before. But it has taught us a valuable lesson. That discipline, courage and a strong will of the forces that will make us face any adversity and turn them into opportunity. As the industry emerges from this crisis with all these learnings, let’s put our collective energy to redefine this industry’s image. Let us become the hallmark of trust and transparency. Let’s be bold with our vision for the industry, and put our efforts to develop a mark in the global gold market by becoming the jeweller to the world. We have what it takes to delight the global consumers. So on this day, let us pledge we will bring our inner strength to make this happen. Happy Independence Day.”

Vipul Shah, Vice Chairman, GJEPC said, “The industry is known for its philanthropic activities. It's heartening to see the industry members have come forward in large numbers to support and help society to sustain through this Covid-19 phase. Commendable work has been carried out by our trade members over the last five months. These are the true heroes of our industry. I am confident that together we shall emerge out of this crisis successfully soon. Happy Independence Day!

Speaking about the event, Mansukh Kothari, Convener, Events, GJEPC, said, “Kohinoors of India is a gesture to thank all those who have contributed in the country's fight against Covid-19. The fight is not over yet, and I am sure we all will continue to lend a helping hand during the pandemic.”

GJPEC also felicitated Ex Chairmen Shri Pramod Agrawal, Shri Praveenshankar Pandya and Shri Vipul Shah for their commendable work for the industry during their tenure.

Following are the individuals and companies felicitated during the Kohinoors of India virtual event: T S Kalyanaraman, CMD, Kalyan Jewellers, Thrissur; Asher Ottamoochikkal, Malabar Gold, Calicut; Vasantbhai Gajera, Laxmi Diamond; Dr. D Govindan, Bhima, Trivandrum; B. Krishnan, Bhima, Bangalore; G R Anant Padmanabhan & G R Radhakrishnan, GRT Jewellers, Chennai; Kishore Jain, Khazana Jewellery Pvt Ltd, Chennai.

Following Gem and Jewellery associations from across the country were also felicitated during the event: Sanjay Kothari, President, Gem & Jewellery National Relief Foundation; Sabrinath, President, Coimbatore Jewellers Association; Muthu Venkatrarm, President, Coimbatore Jewellery Manufacturer Association; Sanjay Kala, President & P Khandelwal, Secretary, Jewellers Association Jaipur; Pradeep Kumar Agrawal, President & Vijay Anand Agrawal - Meerut Bullion Traders Association; Surat Diamond Association; Bengali Swarna Shilpi Kalyan Sangh.

About The Gem and Jewellery Export Promotion Council (GJEPC)

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of gems & jewellery industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.