

18th - 21st February, 2022

Bombay Exhibition Centre - Mumbai

SHOWDAILY

DAY 3

20TH FEBRUARY 2022

COVER STORY

India's FTA with UAE Paves Way For Duty-free Jewellery Exports to UAE

The FTA will fast-track India's goal of reaching \$52 billion in exports of gems and jewellery by 2022-23.



The Union Minister for Commerce & Industry, Shri Piyush Goyal and the Minister of Economy of UAE, Mr. Abdulla bin Touq Al Marri at the India-UAE FTA signing ceremony, in New Delhi on 18th February, 2022.

The Gem & Jewellery Export Promotion Council (GJEPC), the apex body of gem and jewellery trade in India, applauded the historical FTA between India-UAE.

GJEPC was one of the stakeholders who was closely associated with the Govt., suggesting its recommendations for the Indian gem & jewellery industry.

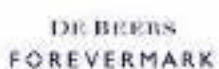
UAE accounts for 80% of India's plain gold jewellery exports and 20% of studded jewellery exports.

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Talking about the FTA, Colin Shah, Chairman, GJEPC, said,

"The Indo-UAE FTA will strengthen business ties with one of the biggest buyers of Indian jewellery. This bold vision of **Hon'ble Prime Minister Shri Narendra Modi** will

transform India's economic relations with the entire Gulf region and beyond, and will also reinvigorate Indian plain gold and studded jewellery exports to what is, by far, the largest consuming nation, accounting for 26% of gem & jewellery exports.

This will pave way for raw material import at competitive price in India and provide free access for finished products to UAE market. The FTA will fast-track India's goal of reaching \$52 billion in exports of gems and jewellery by 2022-23."

"On behalf of the entire Indian jewellery industry, I would like to express my gratitude to our **Hon'ble Prime Minister Shri Narendra Modi**, for this remarkable strategic pact with UAE. The partnership will also enable Indian independent and chain-store retailers to export jewellery directly to UAE-based consumers."

Vipul Shah, Vice Chairman, GJEPC said, "Hats off to our **Hon'ble Commerce & Industry Minister Shri Piyush Goyal** for strengthening the strategic partnership with UAE. As gem & jewellery products are high-value items, any concession on the import duty in the consuming country, gives a huge head-start to our exporters. Jewellery exports to UAE will move to new heights in the near future and take us forward towards creating an Atmanirbhar Bharat for our sector."

K Srinivasan, Convener, Jewellery Panel Committee, GJEPC

said, "FTA with UAE is a masterstroke by our Hon'ble Prime Minister Shri Narendra Modi. UAE already accounts for substantial share of our gem and jewellery exports from India. The FTA will help boost plain gold Jewellery exports to UAE in a big way. I would like to thank the Hon'ble Prime Minister Shri Narendra Modi for creating this opportunity for the gem and



The Union Minister for Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Shri Piyush Goyal and the Minister of Economy of UAE, Mr. Abdulla bin Touq Al Marri at the signing ceremony of the India-UAE Comprehensive Economic Partnership Agreement (CEPA), in New Delhi on 18th February, 2022.



GJEPC Vice Chairman Vipul Shah with Commerce & Industry Minister Piyush Goyal.



The dignitaries addressing a Joint Press Conference, in New Delhi on 18th February, 2022.



Jewellery sector."

Mahender Tayal, Regional Chairman (Southern Region), GJEPC said, "The FTA with UAE is definitely

going to boost the overall exports from India to UAE. Especially, the Indian jewellery industry is going to benefit immensely with this pact. This would help to revive and boost gem and jewellery exports from India to the Gulf regions, to an estimated USD 10 billion exports annually."

Nikhil Parekh, Director of Hasmukh Parekh Jewellers, Kolkata, said,

"With concession in duty levied by UAE on jewellery imported from India, the glorious days will come back and exports will see a quantum jump again. We Sincerely thank the Chairman of GJEPC and his team for their effort in making this possible."



Suvankar Sen, Senco Gold Ltd., Kolkata said, "India and UAE has had a great legacy in business partnership, especially in jewellery, with UAE being the gateway to Africa and the rest of the world. Gratitude to Honourable PM and the Commerce Ministry for their effort and consideration for the industry which will give a great boost for the industry and generate jobs for karigars."

Konal Doshi of Modern Impex, Mumbai, said, "The long-standing wish of the Indian gold industry has finally come true. India's FTA with UAE will increase the flow of Indian plain gold and studded jewellery exports to one of our largest markets. This is a win-win for both countries! My congratulations to the PM Narendra Modi and Commerce & Industry Minister Piyush Goyal for pulling off a masterstroke."

Ashok Seth, Seth Jewellers and Regional



Chairman, North, GJEPC said, "UAE is the most important trading centre for the Indian gem and jewellery industry with over 26% of our exports going to UAE, Dubai is the gold capital of the world and India's FTA with UAE will go a long way in further boosting our trade with them."

GR Radhakrishnan, Managing Director, GRT Group

said, "FTA between India and UAE is a game changer for the Indian jewellery industry. Any concession in duty on gold will not only help the manufacturers but also encourage retailers to export. This will also enhance e-commerce sales to the Gulf countries."

One of the leading importers of gold jewellery from India, **Ramesh Vora, Bafleh Jewellers,** said, "The India-UAE treaty will provide Indian Jewellery a competitive edge in the UAE market."





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S K Seth Jewellers



Royal Chains

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GOLD SALES HIT A NEW HIGH AT IIJS SIGNATURE

Since years, it has been an established ritual that IIJS visitors on the first two days first shop for gold jewellery, either plain or studded. Gold, as always, has performed well once again despite the high price. Deepak Choksi, Director, CVM, Junagadh, notes that demand is increasing exponentially and to cater to orders, they are doubling their staff strength from 700 to 1,400. "We are blending handcrafted artistry with 3D tech. We need to change our manufacturing technologies frequently to match the demand. We are also including more women from the local areas and training them to do bead work and wax setting procedures.

"We have unveiled a new collection in 22-karat gold with pastel colour gemstones like amethyst, fluorite, rose quartz, pink tourmalines complemented with polkis. We also have a signature collection in diamonds which is a blend of Western and Indian aesthetics."

Choksi said that their buyers are preferring a bigger look but with less grammage. Pret and couture lines that are popular are priced between Rs. 3 lakh and Rs. 5 lakh, while bridal sets are ranging between Rs. 7 lakh and Rs. 12 lakh."

Innovation is the answer for bringing out lines that are textured, filigreed, cast, and some bearing multiple hues. Manish Jain of Royal Chains informed that 18-karat rose gold is extremely popular.

"Corporate jewellers are also veering towards 14-karat lines. We have included CNC laser-cut machines and laser soldering machines that offer top quality finish. Demand is strong pan India as well as in the UAE, UK, US, Canada and Singapore."

Vineet Vasa of Lotus Jewellery, Rajkot, informs that his three new collections in 22-karat gold are a combination of handcrafted artistry and high technology. The collections weigh from 500 mg to 50 gram, while their modern mangalsutras start from 3 gms upwards. "We have used laser filigree with laser diamond faceting, which requires a high level of skill. We are getting a good response at Signature from across the country. In fact, the response is beyond our expectations."

Kapil Bapna of Arham

Jewellers stated that they are getting a good number of queries from southern India for their detailed handcrafted filigreed lines. This time the company has introduced tricolour motifs on yellow gold which are popular with buyers.

Renowned gold artist, Anand Shah, has received bookings from the start of the show. "Buyers generally are sourcing lighter collections, but there have been multiple orders for my heavy one-off pieces like the intricate Ganesha pendant necklace and a long floral necklace and more."

Demand is at an all-time high for our antique bridal jewellery collections crafted in 22-karat gold, said Saurabh Soni of Soni Nanalal Bechardas Jewellers, Ahmedabad. "Participating at IIJS Signature had an added

attraction as I wanted to meet all my colleagues. Our kundan polki new collection is also getting a good response at the show. We are happy that business is smooth sailing."

Mehul Solanki, Partner, Solanki Jewellers, said that their bridal collections enhanced with pastel hue gemstones are doing very well. "As for the announcement of the FTA between the UAE and India, I believe our exports will shoot up by 50%!"

Dinesh Jain, Partner, J P Gold, said that their Mumbai fancy yellow gold pret and bridal sets are in demand. "Nearly 70% of our buyers are repeats, and we have not met many new visitors. However, we still have two more days to go, so I am hoping we will get good leads."

Bhairavi Shah of Aadish Jewels, said that she came with low expectations, but was surprised by the response for their new temple jewellery bridal lines. "We have met so many new buyers this time and the new enquiries are pushing our sales across all categories. Most of our buyers are from Delhi and Gujarat this time. We are very happy to participate in IIJS Signature physical show as clients want to check jewellery for quality and designs in person."

Uber chic rose gold lines accented with diamonds are in demand at Sphere, Surat. Premal Shah, Partner, said that the demand was more from the northern and western regions. "This has been a good show for us!"



Anand Shah

IIJS

INDIA INTERNATIONAL
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VIEWPOINT

‘GJEPC Incubates Exporters Through Trade Show Platforms Such As IIJS’

Industry analyst and consultant **Anil Prabhakar** had a freewheeling, candid conversation with **Colin Shah, MD of Kama Schachter** and the **Chairman of GJEPC** at the latter’s office in SEEPZ, Mumbai.

The full interview can be viewed on GJEPC’s Solitaire Magazine. Following are the excerpts:

Would you like to share some of the mistakes that you made in your career? What did you learn from them? How did you bounce back?

Like every entrepreneur, I too made a series of mistakes. My core competence is in B2B jewellery manufacturing. I deviated from my core and chased aggressive overseas expansion by setting up offices in Europe, Hong Kong and China, started a diamond manufacturing unit in Gujarat and dabbled in retail too.

These initiatives affected my business as I lost money. I had spread myself too thin. This realisation led me to discover the power of focus and identify my core competence i.e. B2B diamond jewellery manufacturing. This learning from my mistakes helped me get back on track.

Some of the factors that will remain constant in the future are the importance of design, quality, service and the power of relationships. We at Kama will therefore concentrate on these areas and strive for excellence.

The GJEPC has hailed the recent budget as growth-oriented. As Chairman of the Council, could you explain how the e-commerce policy, the SEZ policy and reduction in the import duty on diamonds and gemstones will boost exports?

India’s robust gem and jewellery sector has tremendous export potential to grow from \$35 billion to \$100 billion. We are the global leaders in the cutting and polishing diamonds. Further growth in exports can come from the increase in diamond prices and from the recycling of diamonds and gemstones. All over the world, consumers want variety. They want to exchange or return their old diamonds and jewellery. These diamonds need to be re-cut and re-polished at a low cost destination. Due to



the high import duty, we are losing the business to countries like the UAE. The incremental business that can be generated is to the tune of \$2 billion for diamonds alone. If you take into consideration pearls and other gemstones the revenue potential is even more. The current duty reduction will help India get a share of the recycling business. India has one of the highest import tariffs in the world on gold. We were expecting the duty on gold to come down to become competitive. While there has been no reduction this year, we are expecting the signing of Free Trade Agreement (FTA) with the UAE soon that will boost exports. The announcement of e-commerce and SEZ policies are a step in the right direction.

The e-commerce policy details will be announced in June this year; it envisages exports through the network of Indian Post Offices. It will reduce paper work, time and costs. Jewellery manufacturers, traders and retailers will be able to export jewellery to 200 countries in the world. SEZs contribute to 35% of our exports today. The SEZ policy to be announced in September aims to attract Foreign Direct Investment (FDI) to motivate overseas jewellery manufacturers to set up a production base in India.

The objectives of the GJEPC are employment generation and earning foreign exchange by promoting exports. Why then is the Council getting involved in domestic policy issues such as Hallmarking?

We are committed on satisfying the needs of our 7,000 members. All our initiatives arise out of and are focused on the members’ needs.

We voice their concerns to the Government. Whenever they face challenges on policy initiatives, banking, growing B2B business, education we are there to help them. Our membership base comprises primarily of manufacturers - 2,500 of them are exporters. The remaining 4,500 have domestic business.

In order to become successful exporters, the manufacturers need to be strong in their domestic businesses. Look at the leading exporting countries such as China, Germany and America. The companies in these countries are strong in their domestic markets. Apple wouldn’t be a global phenomenon without being successful in the home country. Same is true for German automobile brands such as BMW, Audi and Mercedes. In India too you can’t look at exports in isolation. The GJEPC therefore has to play an active part in the domestic market. We are incubating exporters by

providing trade show platforms such as the IIJS. The success in the domestic business prepares them to participate in international shows.

Hallmarking is perceived as a local issue. However, we at the Council believe that a robust hallmarking system in India will open the doors for exporting hallmarking jewellery across the world. Our hallmarking system has the potential to become the gold standard because of the unique system developed by the BIS. Consumers anywhere in the world can by punching the HUID, access the hallmarking certificate. It’s incredible and doesn’t exist anywhere in the world. The Indian Bullion Exchange (IIBX) has the potential to become the largest global trading platform besides making the gold import faster and cheaper for Indian players.

Please share your thoughts on GJEPC’s marketing communication and collaborations.

We at the Council felt the need to refresh our identity. We therefore decided to re-design the logo to make it younger, more vibrant and relevant to the millennials. The new logo makes the GJEPC appear younger and progressive. We are the facilitators and platform providers to our members.



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VIEWPOINT

Playing It Up With Rare And Exclusive Gemstones

Vedansh Gupta, Partner at Tibarumal Ramnivas Gems Jewels & Pearls, Hyderabad presents new collections at IIJS Signature that cater to the demands of the modern Indian woman.



You are known for your wide selection of jewellery styles. What will you showcase at IIJS Signature 2022?

We will be showcasing two distinct collections. One falls under the traditional diamond jewellery category for the South Indian market. The other is a totally contemporary range with exclusive and rare gemstones like Colombian emeralds, tanzanite, Mozambique rubies, opals and more.

Would these be for the daily wear or for the bridal segment?

Our pieces are elaborate and would work well for occasions and wedding-related functions.

How has the market been for you?

As the economy picked up post Covid, the jewellery market has improved. This last year has been good for us.

Which is your best export market?

Dubai is an important market for us when it comes to jewellery exports.

What are your expectations from the show?

IIJS Signature marks the beginning of many trade shows in the jewellery industry, some of which are going to be held soon after. We hope to meet many retailers at this show.



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VIEWPOINT

Gold Artism Focuses On Indian Traditional Jewellery

Masiar Shaikh, Business Head, Gold Artism, goes traditional at IIJS Signature.



Tell us about your company and area of specialisation.

We always strive to fulfil our customers' expectations and requirements, that is our main motto. We are known for specialising in Indo-Western jewellery and currently we are contemplating an Indian traditional jewellery line. We always look forward to trying new innovations in our jewellery.

What are your expectations for IIJS Signature 2022?

We have always been associated with IIJS Signature and will support the show in future, too. There is no better marketing technique than the one which GJEPC has been using for years, that brings retailers and manufacturers on a mutual platform with such ease.

Describe your current product line-up for Signature 2022.

At the moment, we are focusing more on Indian traditional jewellery based on the current need of the market.

What are the trends in terms of jewellery design? Are the pieces getting big and bold, or more delicate and subtle, etc.?

Of course, people are seeking bolder and grander pieces.

How do you foresee jewellery retail demand in India and internationally during 2022?

The future of the jewellery market is going to be remarkable this year in India. Due to the Covid restrictions and

problems, many hopes and desires of customers remained unfulfilled. The international market might see greater demand for bullion and the Indian market will see a rise in demand for jewellery.

Any thoughts on how India could increase jewellery exports?

Indian jewellery is admired around the world, and I think strengthening business ties with the other countries will help us reap benefits.



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VIEWPOINT

South India Is Opening Up To 18-Kt Gold

Sundaram chains is known for their innovative, designer CNC jewellery in gold. **NIKUNJ JAIN**, Director of the company talks about launching new collections for domestic and international audiences.



What will you showcase at IIJS Signature?

We will showcase a new collection of kadas (broad bracelets) in 18-karat rose gold featuring dancing diamonds. The kadas weigh from 17 grams onwards. We have used a combination of CNC technology, casting and diamonds set in a way that they move.

We are also introducing a new line of *mugappu* chains, like the mangalsutra worn by women in South India. The collection is inspired by *nakashi* or temple jewellery. The chains weigh between 24 grams and 64 grams.

What's working well for you on the domestic front?

The market has been amazing for the last six months. Our focus was on rose gold CNC bangles which no one else is manufacturing. Pure CNC rose gold bangles are rare in the market. It is slowly being accepted in South India as well. At IIJS in September 2021 in Bengaluru, we had good number of clients from Karnataka and Kerala. Earlier they were not interested in 18-karat jewellery, but now they are sourcing yellow and rose gold designs in 18-karat.

Which is the best export market for you right now?

For us, it is Singapore and Dubai. We are also supplying to Kuwait, Qatar and Sri Lanka.

What are your expectations from the trade show?

We have high expectations! IIJS Signature is a popular jewellery trade platform. People don't want to miss it even if it is on short notice.

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Maharashtra earmarked a 21.3-acre parcel of land in Mahape Industrial Area for developing the Jewellery Park. GJEPC and MIDC signed a draft agreement in January for granting possession of the land for a period of 95 years. Soon after, construction started in February, and the entire project is scheduled to wrap up in 30 months' time.

IJPM is envisaged as an iconic Mumbai landmark with world-class features and services. It will house more than 2,000 gems and jewellery units and provide low-cost residential facilities for workers. It will also have training and upskilling facilities for artisans.

The project has the full support of stakeholders like MIDC, Government of Maharashtra, Ministry of Commerce and Industry, Central Government,

Directorate General of Foreign Trade (DGFT), Board Members, and Trade & Industry associations for implementing and operating the project.

Kirit Bhansali, Chairman, India Jewellery Park Mumbai, noted, "This will be an integrated gem and jewellery industrial park with manufacturing units, commercial areas, residences for industrial workers, and commercial support services. This would help promote local handmade jewellery, and also help improve the living standards of karigars and develop interest among the next generation of such workers."

IJPM state-of-the-art facilities include:

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In the long list of exciting new developments taking shape in the Indian gem and jewellery industry, perhaps the grandest in terms of scale is the upcoming Jewellery Park in Mumbai. The centrepiece of India's gem and jewellery story, the Jewellery Park is expected to attract investments to the tune of over Rs.20,000 crore (US\$ 2.7 billion) and create more than 1 lakh new jobs.

Colin Shah, Chairman, GJEPC, commented, "So far, Mumbai had the Bharat Diamond Bourse (BDB) with 3000 offices. We had SEEPZ which has 200 factories and we had MIDC, which has another 300 factories. But the industry needed a special Park to consolidate all the units fragmented across areas like Zaveri Bazaar, Parel

and so on into a world-class infrastructure like BDB. The India Jewellery Park is the last missing piece in our Bombay dream, and we are very excited that this will help make this city the premier centre for gems and jewellery globally."

The Park's development, promotion and operation will be handled by a Special Purpose Vehicle (SPV) called the India Jewellery Park Mumbai (IJPM), which is a wholly-owned subsidiary of the Gem & Jewellery Export Promotion Council (GJEPC). The Jewellery Park is expected to become a major driving force in India's export led-growth and improve the quantity and quality of gems and jewellery produced in the country.

The Government of

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Features

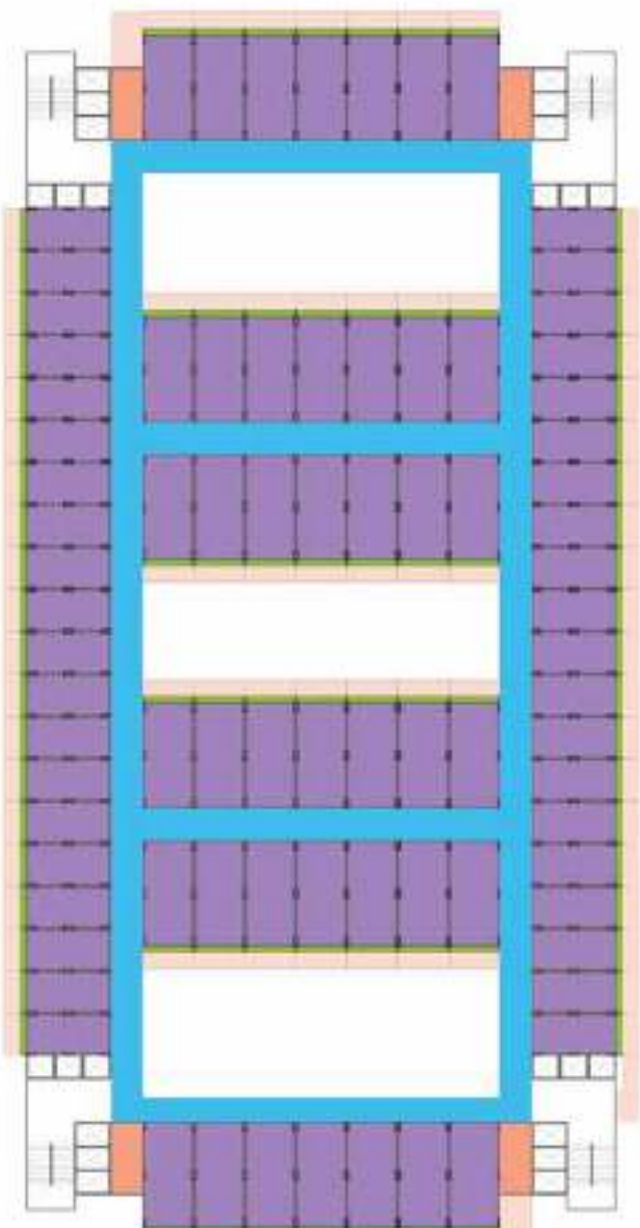
- Car parking as per MIDC norms with ample guest parking
- Housing sourcing offices of large retailers in Block C
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- Banks, Canteens, Hotels nearby, Recreational area, etc.
- Multi-purpose halls for facilitating buyer-seller meets
- Fixed parking allotted with ample of guest parking
- Common air-handling gas chamber
- ETP for water recycling
- STP for waste recycling
- Common gas chamber
- Food supplier/Canteen (common for all blocks)
- Machine supplier (common for all blocks)
- Essential back-up electric supply in case of power failures
- Other statutory equipment

supplies

- Common area security systems
- Govt. support received so far:
- Direct Lease signed with MIDC for land acquisition
 - Single-Window Clearance for government approvals
 - Support for development of low-cost residential facilities for workers in the vicinity
 - Expected list of incentives under discussion with the government for units to include inter alia concessions on property tax, electricity duty and power tariff, industrial promotion subsidy, employee related subsidy
 - In addition, eligible units can claim incentives under the Maharashtra Industrial policy and the MSME policy, as applicable

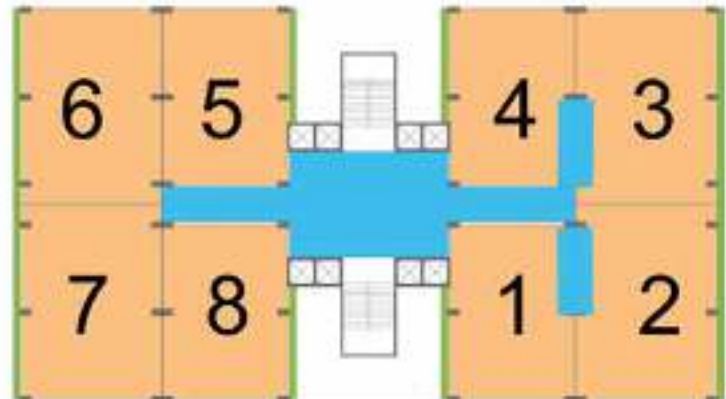
Block B

Unit Type	RERA Carpet Area Sq.Ft.
Office Type 5	621
Office Type 6	413



Block C

Unit Type	No. of Units	RERA Carpet Sq.Ft.
Office Type 1	124	3,025
Office Type 2	124	2,469



Block A

Large & Medium Manufacturing Units

Units from 2,672 sq ft to 5,273 sq ft carpet area with a total of 23 lakh+ sq ft area available

9 interconnected buildings of ground + 14 floors

Block B

Small Karkhanas

Units from 413 sq ft to 621 sq ft carpet area with a total of 3 lakh+ sq ft area available

1 building of ground + 9 floors

Block C

Commercial Space

Premium office space from 2,469 sq ft to 3,025 sq ft carpet area with a total of 6.81 lakh+ sq ft area available

2 interconnected buildings of ground + 31 floors

This block will house corporate offices of manufacturers and ancillary players and procurement offices of retailers.

Attend a detailed project plan presentation on IJPM by Mr. Mansukh Kothari, GJEPC CoA Member and Mr. Avinash Chandani, Deloitte

**Day & Date: Sunday, 20th February, 2022
Venue: Mezzanine, Hall 1
Time 5.30 pm**

18th - 21st February, 2022

Bombay Exhibition Centre - Mumbai

BRAND WATCH

Empowered With Diamonds

T J Impex presents a collection of jewels draped in diamonds - mesh work, geometric and floral patterns, open work danglers - the range is simply exquisite. From bridal wear to couture and daily range, the lines, that underscore the feat of craftsmanship, promise to jazz up silhouettes instantly.



A Nod To Heritage

The Kainath collection by Krown Jewels is inspired by grand heritage monuments, but with a twist. The pendant sets are lightweight and created with 3D printing technology and are completely cast as entire pieces. Each jewellery piece is further decorated with diamond cutting wires and chains and accented with pastel colours to enhance the look.



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www.retailjewellerindia.com

18th - 21st February, 2022

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BRAND WATCH

Enticing Rings

Featured here are eye-catching OTT rose gold rings dressed in edgy accents set with fancyshaped diamonds by Kulthiaa Jewel Pvt. Ltd. Inspired by nature, the rings take on complex forms contrasting fluidity and structured details easily. The statement rings can be conversation starters at glittering soirees.



Embellished Finery

Raniwala 1881 presents yet another range of choker sets for today's modern brides. Infused with pastel shaded gemstones, and balanced with dewy pearls and uncut diamonds, the lines conjure imagery of pop art motifs. Featured here are the navratna choker decorated with polkis and pearls, the antique polki choker outlined with Russian emeralds and a tourmaline central motif, the modern-day necklace lined with morganites, pearls and tourmalines, while the other is set with emeralds and talaf stones and pearls.



Founder's Message

Today in the world we consume close to 150 million carats of mined diamonds. One can very well imagine the kind of environmental damage occurring in mining and consuming this rock. At the end of the day, it is a selfish purchase to flaunt one's beauty, confidence and status. Why should that come at the cost of hurting the planet or people? That I think is the proposition that lab grown diamonds bring to the table.

Lab grown diamonds in a very short span have gained immense popularity in the gems & jewellery industry globally. However, this is just the beginning for India. Going forward, India will have a huge role to play in further shaping the industry worldwide not just because of its expanding production strength of CVD diamonds and manufacturing strength, but also a huge consumption potential with the largest millennial population.

With the US completely embracing & accepting lab grown diamonds, the Indian industry has attracted buyers from international markets. According to GJEPC reports, lab grown diamond exports crossed ₹5,000 Crores in FY 20-21, a 78% increase compared to the previous year. And interestingly, the industry has already crossed ₹4,000 Crores in the first 9 months of the current financial year. The exponentially rising export figures clearly indicate that the country is emerging as a major hub for the production and export of lab grown CVD diamonds. Not just exports, the Indian domestic market is also emerging as one of the strongest markets for lab grown diamond studded jewellery. With increasing awareness on how these diamonds are 100% real, eco-friendly and pocket friendly too, young Indian consumers are jumping on this opportunity & accepting lab grown diamonds.

We here at Limelight feel extremely blessed & excited to lead this revolution in India. Since we began our journey in 2019, we have managed to spread our wings in India with 15+ retail partners and 30+ associate partners having presence in Mumbai, Kolkata, Hyderabad, Bangalore, Delhi and Chennai. Backed by the world's largest lab grown CVD diamond production unit that boasts of production of over 1.2 million carats each year, we come with the strength of a wide range of diamonds as well as diamond studded jewellery for our partners & end customers.

Recently recognised by Commerce Minister Hon. Piyush Goyal ji at IIJS show in Bangalore, Limelight was shortlisted to understand the potential of lab grown diamond jewellery in India. Limelight has also been awarded the ET (Economic Times) Business Icon Award 2020 for Technology Leaders in Sustainable Diamond Creation, and strongly advocates sustainable and conscious living that can maintain the diamond legacy yet preserve the planet for a future.



MS. POOJA SHETH

Founder & MD Of Limelight Diamonds

“ I strongly believe that future consumption will be driven by the millennials, who have shown strong support for lab grown diamonds because they are not minded and as a result are eco-friendly as well as pocket friendly, which fully reflects the core values of today's generation.”

LIMELIGHT
LAB GROWN CVD DIAMONDS

at

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
SIGNATURE 2022

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BRAND WATCH

Chromatic Charisma

Dassani Brothers is one of India's finest designer jewellery brands that specializes in semi-contemporary jadau heirlooms. Adding bright colour to celebrate the winter season, the collection is carpeted with delicious shades of emeralds, rubies, tanzanite, uncut diamonds, and pearls. The attention-seizing jewellery, which is handcrafted to perfection, invokes romance and a certain sense of headiness. The collection is bound to win the hearts of brides-to-be.



DESIGN CORNER

Manish Bhindi's Exceptional Gold Renditions



A gamut of intricate textures and finishes adorn the 22-karat gold jewellery collections designed by Manish Bhindi, a jewellery artist and a painter, from Rajkot. After working for 20 long years with his parent company as Creative Head, the third-generation jeweller recently branched out on his own and started an eponymous brand. This is his first solo foray as an IIJS Signature exhibitor.

All his creations are handmade, and he uses crafts such as bead work, naqashi, texturing, antique finishes in rose gold to produce an eye-catching line-up of chandeliers, shoulder dusters, bangles, slim necklaces

and rings. "IIJS has been very fruitful for me and most of my lightweight products between Rs. 1.5 lakh and Rs. 5 lakh are moving extremely well."

Inspired by architecture and nature, Manish's pieces replicate intricate motifs in a stylised manner. "I make new collections for each show. Already, I am working on new concepts and I get ideas when I am in a semi-dream state." And how does he unwind? "I love to paint landscapes and portraits in water colours. I also indulge in photography," says the multi-faceted artist.



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2022 IGJS JAIPUR INDIA

International Gem & Jewellery Show

10th - 12th May, 2022

JECC, Jaipur



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TO & FRO BUS SERVICE SCHEDULE FROM HOTEL TO VENUE

Hotel Name	Bus. No. 1	Bus. No. 2	Bus. No. 3	Bus. No. 1	Bus. No. 2	Bus. No. 3
	FROM HOTEL TO NESCO			FROM NESCO TO HOTELS		
J W Marriott Sahar	9.30 AM	10.00 AM	10.30 AM	6.00 PM	7.00 PM	7.30 PM
Grand Hyatt	9.30 AM	10.00 AM	10.30 AM	6.00 PM	7.00 PM	7.30 PM
The Leela	9.30 AM	10.30 AM	NA	6.30 PM	7.30 PM	NA
ITC Maratha	9.30 AM	10.30 AM	NA	7.30 PM	7.30 PM	NA
Courtyard by Marriott	9.30 AM	10.00 AM	10.30 AM	6.00 PM	7.00 PM	7.30 PM

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BUS SERVICE SCHEDULE

To & For Service	To	From	Frequency
Goregaon Railway Station (E) To Bombay Exhibition Centre	9.00 AM	12.00 PM	Every 15mins
	12.00 PM	5.00 PM	Every Hour
Bombay Exhibition Centre to Goregaon Railway Station (E)	9.00 AM	8.00 PM	Every 15mins



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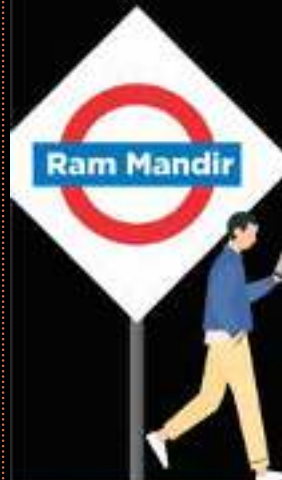


EXHIBITOR CAR PARKING

One Car Parking space will be provided to each exhibiting company.

Location for Car Parking will be updated soon.

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- kids play area
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- Amphitheater
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- Pool table & table tennis



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