

18th - 21st February, 2022

Bombay Exhibition Centre - Mumbai

SHOWDAILY

DAY 4

COVER STORY

21TH FEBRUARY 2022

IIJS Signature – A Thumping Success!



Savio Jewellery

The 14th edition of IIJS Signature held from 18th to 21st February 2022, held at Bombay Exhibition Centre, NESCO, was held amidst apprehensions. The wave of covid had ebbed, but what seemed to concern diamond

jewellery exhibitors was the high cost of polished, which had risen between 40% and 50% since last September. Would buyers pick diamond jewellery or not?

The show turned out to be a testing ground for buyers,

who wanted to compare rates between exhibitors. It also provided assurance that the price rise was across the board, and this propelled them to book orders.

Buying happened in pret, couture and bridal segments and exhibitors were a super happy lot.

Mitesh Gajera, Managing Director, Laxmi Dia Jewel Pvt. Ltd., noted, "We noticed a positive demand and buyers have responded well to the new prices, especially those retailers who have been following the current price trends. Retailers who held back their buying in the hope that the prices would stabilise, refrained from purchasing. Our bridal collections have been doing well

950+
Exhibitors

14000+
Buyers

1400+
Booths

and big carat diamonds, too, are in demand. IIJS Signature is the platform where the buyers came to terms with market prices."

Siddhartha Sawansukha,

Rough Supply Partners



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Mitesh Gajera



Siddhartha Sawansukha

Managing Director, Sawansukha Jewellers, commented, "We have had back-to-back packed days at Signature. It has been a super show for us as retail chain stores booked orders for diamond jewellery as they understand the market dynamics. Independent retailers, who are farsighted, also placed orders to meet the growing demand at the consumer end. India has a lot of potential to grow, especially from tier II and tier III regions."

Shekhar Reddy, CEO, Eon Jewellery, stated that the show was very encouraging and their inventory across all segments received good response from retail chain stores in India and the Middle Eastern buyers.

Kumud Hirawat, Creative Director, Karshev, specializes in one-off high-end pieces



Kulthia Jewel



Kumud Hirawat

adorned with coloured gems and diamonds. "Emeralds are my favourite, as well as rubies and tanzanites. I also use large carat diamonds, and yellow diamonds. My focus has been on quality, manufacturing and finesse. The show has been more than satisfactory for us."

Pratik Parikh, Director, Nuance Jewels, is a first-time exhibitor. Although the company has been exporting since the last one decade, they have entered the domestic market a couple of years ago. The domestic division makes only handmade diamond jewellery lines. "Our diamond setting is called 'open closed setting', and we target only southern India. Each piece is detachable and multifunctional. Our gold ratio in the jewellery is lesser than that of diamonds



Pratik Parikh

and we use EF/VVS certified diamonds. IIJS is a very major platform for us and it helps us to connect with our clients."

Anand Kulthia, Director, Kulthia Jewel, stated, "Despite



Hema Shah

the hike in diamond prices, our clients didn't hesitate to book orders. They have been selecting pieces for the upcoming wedding season ahead. This show was long overdue."

Many visitors have held back their purchasing buying as IIJS Signature was postponed from January to February in anticipation of stocking up inventory. Buyers were excited

to check out new lines, said Abhishek Sand, Partner, Savio Jewellery, adding that they also got a sense of price comparison of diamonds at the show.

Sand also said that retailers were now preferring coloured gemstones in their high-end pieces. "It is the dawn of the coloured gemstone era." Savio Jewellery has been experimenting with gemstones such as rubellites, corals, Australian opals, morganite, tanzanite and more. "Our research has found that we get more clicks on social media posts for colourful jewellery. So, we have brought in a range of rings saturated with colour at the show. The response has been amazing."

Colour Me Beautiful

Hema Shah, Creative Head of Sparsh Jewellers received queries from northern India. "Asymmetrical necklace sets were a hit with southern buyers. Most retailers from the South prefer green-coloured gemstones and corals, while the rest of India is open to experimenting with bridal jewellery set with tourmalines, Russian emeralds, rose quartz, prehenite, jade, chalcedony and more. Soft colour gemstones are in vogue.

A range of earrings adorned the Kalajee Jewellery booth. "Business for us began on Day One and that was a big surprise. Fifty percent of our buyers were new this time. Our navratna collection has been a hit and it is our practice to introduce new lines in smaller quantities to test at IIJS shows. If they are a hit, we develop the collection for the next show. So, this time we have introduced openwork geometric dangles, jhumkis accented with *plique a jour* enamelling, ear studs with pink, ivory, mint green, turquoise and black enamels dotted with polkis. We are absolutely thrilled with the show's outcome."

Abhiyant Raniwala, Raniwala 1881, Jaipur, noted that the show was middling for them as diamond and gold prices have been fluctuating, therefore buying sentiments are a bit low. But it is always good to be back on the IIJS platform. Emeralds play a key role in our collections, and currently, we have been using a combination of Russian emeralds and morganites. Our clients prefer single tone gems, but navratna jewellery is an eternal favourite. IIJS keeps us motivated and come up with new designs for the remaining months of the year."



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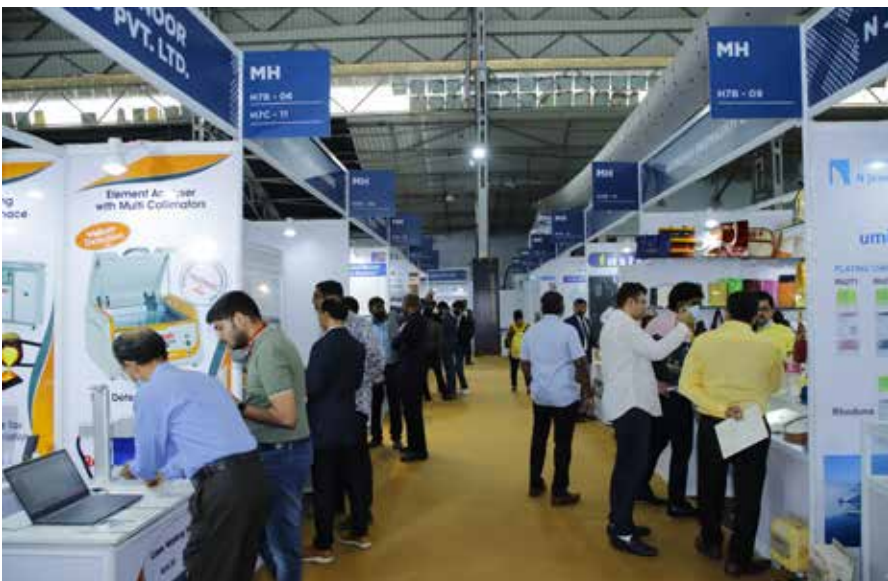


18th - 21st February, 2022

Bombay Exhibition Centre - Mumbai

SHOW GLIMPSES

Scenes from the show floor...



IIJS

INDIA INTERNATIONAL
JEWELLERY SHOW

SIGNATURE **2022**

18th - 21st FEBRUARY

BOMBAY EXHIBITION CENTRE - MUMBAI

Hall No.: **6**

Stall No.
S06/S04



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18th - 21st February, 2022

Bombay Exhibition Centre - Mumbai

VIEWPOINT

Aadish Gold: Ticking All The Right Boxes For The Budget-Conscious

Bhairavi Shah, Partner at Aadish Gold, a unit of Bhavesh Jewellers, talks about fulfilling consumer demands for budget-conscious bridal sets with their attractive, lightweight temple and fusion jewellery creations.



Tell us about your latest jewellery collection.

We manufacture fusion and temple jewellery. This time, we are coming up with a new collection within this segment. Generally, we include motifs such as peacocks, flowers, elephants, etc., but this time we have also incorporated Indian gods in our new antique finish collection employing *chhapai* and dyes and a lot of handwork to craft the pieces in gold. The designs have been accentuated with different coloured semi-precious gemstones.

Will this be a bridal line?

Our forte is lightweight bridal jewellery. We have necklace sets that start from 70 grams onwards. Our designs and techniques ensure that the pieces are lightweight, have a large look and are budget friendly, and priced from Rs.3.5 lakh.

Is there any collection that is faring well?

Our peacock collection is working very well at the moment.

Which is the best export market for you? One Indian market that's working well for you?

We do a lot of South Indian jewellery, so Tamil Nadu is the best performing domestic region for us, while our main export destination is the Middle East.

Have you noticed any



changes in consumer demand?

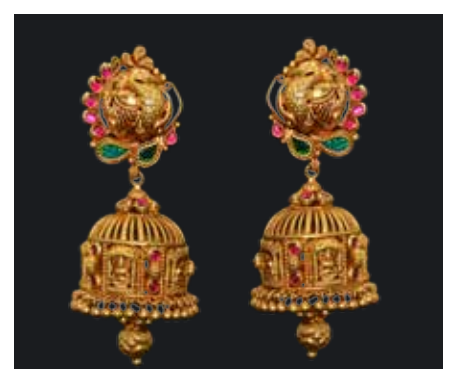
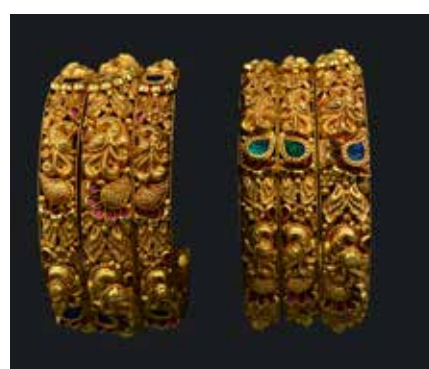
Since gold prices have increased, people have become price conscious. That's why our designs work well, especially those in the 70 gm to 100 gm bracket. They want pieces that are multi-functional. We have a necklace which can be worn as a belt, armband, pendant and as a hair ornament. Modular jewellery attracts customers because they can wear it in so many different ways.

How do you foresee the jewellery market this year?

I see a boom. Gold is the safest investment. In the last two years with several lockdowns, sales movement was restricted. Now that things are settling down, people will invest in gold jewellery.

What are your expectations from the show?

We have not had a trade show in Mumbai for a long time. Mumbai is the hub. We have already got lots of queries and we feel it will be a great show.





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VIEWPOINT

‘Positive Feedback On IIJS Signature From Hundreds Of Our Customers’

Exhibitor **SANJAY JAIN**, Owner of Manoj Ornaments, talks to **Solitaire** about his pre-show preparations, current market trends and more.



Tell us about your company and area of specialisation?

Manoj Ornaments was established in 1989 and is currently run by the fourth generation of the family. We cater to a global clientele with offices in major hubs like the UAE, Hong Kong, and USA. We specialise in coloured gemstones, with navratna being our most notable section. We also provide personalised luxury accessories based on customer requirements.

For the UAE market, we have wedding sets, necklaces, earrings, rings, and bracelets, with prices ranging from \$10,000 to \$50,000, all set with fancy-cut diamonds. Our latest bestsellers are our Keshi pearl collection and diamond bridal necklaces that are crafted using advanced technology and finish.

What are your expectations for IIJS Signature 2022?

It takes us months to come up with collections and IIJS gives us a fine platform to showcase them. We are optimistic and eager about IIJS Signature, as it is happening in Mumbai after a gap of two years. We have also received feedback from hundreds of customers who are very excited to visit. The demand is good.

Describe your current product line for Signature 2022.

Our current product line encompasses a series of vintage to contemporary sets that



match today’s style and fashion sensibility. Our product line in IIJS Signature includes the Navratna collection, Mother-of-Pearl collection, flexible tennis bangles, Keshi pearl

line, Classical collection and our exclusive bespoke M Series collection.

What are the current trends in terms of jewellery designs?

The current trends are mixed. Big bridal pieces are in demand more during the wedding season. Couture ornamental sets are widely and well accepted due to social media influences.

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

Due to the demographics and age of the buyer, we expect high-

value wedding purchases. After the pandemic, the domestic wedding market focused more on bridal jewellery and less on guests. This has pushed up the demand for high-value wedding sets. Internationally, the USA and the Gulf have given us positive vibes with huge demand. Additionally, the increase in diamond prices has played a significant role in building trust. Social media, reputed jewellery brands, and lifestyle influencers have also played a major role in taking the demand to another level.

I foresee the domestic as well as international retail market growing by leaps and bounds. The styles that the millennial generation chooses are exquisite and elegant. Today’s generation also seeks attractive and unique gemstones that are authentic. The other range that is in demand is the Heritage edition, which is more like an investment, a piece of estate jewellery.

Any thoughts on how India could increase jewellery exports?

Our internal ecosystem has to improve in terms of supportive banks that should loan funds to genuine exporters. Bigger clusters need to work efficiently with tech adaptation and execution.

The world has begun to look towards India after Covid hence the external ecosystem has to be amped in a huge way. Small manufacturers are happily serving the domestic market, but they should grow their vision and look internationally too.

Our jewellery manufacturing clusters need to plan, process, and execute in a thorough manner to capture the global market. I firmly believe that platforms like IIJS and such other exhibitions help us to showcase our attractive range to jewellery lovers from all over the world.





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IN FOCUS

Silver Spotlighted At IIJS Signature

A special segment at IIJS Signature has been dedicated to the silver jewellery manufacturers. The section features an assortment of

pendant stone, kadas, rings, rose gold plated silver sets, unity pendants and more. Our buyers from across India are interested in seeking these lines." To

Mumbai! Our silver jewellery with inlay work and two-tone gold plating is getting a good response. Silver lines with pearls are also popular. We are happy that GJEPC has dedicated a silver zone as this helps buyers spot us immediately."

Big price ticket artefacts in silver and two-tone silver also received many queries. Rahul Mehta, Managing Director, Silver Emporium, said that their new two-tone gold and silver artefacts were in demand.

Ashish Jain, Owner of Purple, said that they are a Bengaluru-based 8-year-old company dealing in silver jewellery, artefacts, and gold jewellery. At the show, they showcased

some exquisite swords featuring Dashavatar story board of Lord Vishnu's incarnations, carved temples with idols, and more.

"Silver is the new gold," said Jain, adding "a lot of our jewellery and artefacts are handcrafted and casted. We have received a few new buyers, but our regular customers are missing. We have, however, never missed exhibiting at IIJS as it helps us connect with the industry leaders."

Pawan Agarwal, Owner, Pawan & Co, Jaipur, "We are traders and manufacturers of silver jewellery and we also import from Thailand. Our clients are across India. Fortunately, the silver market is booming."



Sangeeta Boochra x Santoshi Shetty - The Anantaya Jewellery Collection4



Purple

beautifully carved silver artefacts, idols, temples, and jewellery for pret and bridal wear.

Abhishek Shah of Nine Sil Jewellery said, "Keeping in mind the trend and taste of current generations, we are showcasing a wide range of 925 silver products, including the dancing

boost exports, Shah believes that it is crucial to have more buyer-seller meets for silver in India as well as in key cities like New York, London, and Los Angeles, to promote Indian exporters. 'Indian silver jewellery exporters have a strong design database supported by high tech manufacturing operations. Demand for silver jewellery more than doubled in FY20, and this indicates that we must ramp up silver jewellery production to compete with China and Thailand, the other two big manufacturers.

Abhineet Boochra, Co-Founder, Sangeeta Boochra, informed, "The show has been good, and we have received buyers from various tier 3 cities. We are happy with the response, and above all, buyers are very excited as the show is happening after two years in

MSME NEWS



MSME Ministry Scheme Reimburses ₹1.5 Lakh To 94 IIJS Signature Exhibitors

GJEPC through its persistent efforts was able to enlist IIJS Signature 2022 trade fair under the Ministry of MSME's "Procurement and Marketing Support Scheme". This enabled 94 MSME members to participate in IIJS Signature while availing exhibition reimbursements of up to Rs.1.5 lakh each.

The scheme aims to facilitate GJEPC's MSME members to showcase their gem

and jewellery products from India, enable market penetration, and boost their exports.

Colin Shah, Chairman, GJEPC said, "We thank the Ministry of MSME and MSME-DI Office in Mumbai for the support extended to our MSME exporters which will help them in tapping new prospective buyers thus developing their business and amplifying India's exports."

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EXHIBITOR VOICES

Pastel Colour Gems Steal The Show



Rajendra Lashkariya,
Owner, Rajendra Gems, Jaipur

We are manufacturers of emeralds and mainly source our roughs from Zambia. We also cut and polish Russian and Colombian emeralds. We export all over the world, and India is the biggest market, especially emeralds that are used in bridal sets. Grooms-to-be also prefer to wear emerald necklaces. Demand for gemstones has increased and so have the prices. We don't treat our emeralds and offer them in various shapes and sizes. It is to our good luck that sales continued throughout the pandemic. At IIJS, we are more interested in meeting regular and new clients. It is a great platform to network.

Nirmal Bardia,
Owner, RMC Gems India Ltd., Jaipur

We manufacture all types of gemstones... almost 150 types. Today, there is a huge demand for rubellite tourmalines in all shapes and sizes, and second in popularity is the blue topaz. Consumers are well-educated today and are aware of gemstones other than the Big three. There is a huge acceptance for tanzanites, opals and morganite, and tourmalines.



Salahuddin Ahmed,
Owner, S S Brothers, Jaipur

We manufacture of all types of semiprecious gemstones in all shapes and sizes since the last three decades. We do all kinds of gem carvings too. Demand for coloured gemstones in jewellery has been steadily increasing since the past 10 years. The reason is the rising prices of precious metals. In order to maintain price levels, consumers prefer jewellery in which the metal weight is less and more of gemstones are included. We have ties with some big companies and we customise shapes as per their designs.

Ankit Khandelwal,
Owner, Shreenath Gems, Jaipur

We are manufacturers of all types of natural precious and semi-precious colour gemstones, but we mainly deal in rubies, sapphires, emeralds, tanzanites. We are adding more colours as per the demand - lavender quartz, morganites, light pink Burmese tourmaline. Pastel colours are in huge demand. Our buyers are mainly jewellers from Vijaywada, Mumbai, Hyderabad, and Delhi. We are happy to be back at IIJS Signature physical show. Mumbai is the best destination for trade shows.

Kamal Punjabi,
Owner, T T Gems, Mumbai

We are a 70-year-old brand, and we deal in Colombian and Zambian emeralds, Mozambique and Burmese rubies. We specialize in mid to large sizes. The Big Three have always been in demand. Good quality ruby in large sizes is difficult to procure, but emeralds are more easily available in different sizes and quality. Some of our gemstone sales is driven by astrology reasons. But our main expertise lies in customising cuts for large design houses who make high-end jewellery. Currently, Russian emeralds in light tones are in demand. Transparency is important and we believe in proper disclosures of what we sell. There is a market for all types of colourstones as long as we inform what we are selling to our buyers.

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BRAND WATCH

Bridal Fare

Geeta Shyam Jewellers presents an array of kundan-meena bridal sets including chokers and earrings, complementary kadas and long necklaces. What stands out though is the brand's line-up of ruby sets. Detailed gold chokers get amplified by rubies in various shapes accompanied by lustrous pearl beads and polkis in kundan setting. The ruby sets are sure to add a glamorous punch to one's ensembles.



Vintage Magic

Jewels of Jaipur presents an eye-watering collection of statement necklaces - from single line neckwear laced with pendants to sat lada haars and grand chokers - fit for the bride of today. Suffused with polkis large and small, lucent pearls, handcarved and fancy cut gemstones, the necklaces highlighting strong colour contrasts are bound to evoke admiration. It doesn't get more classic than this!



Drawing cues from the peacock dance in the rains, the freshwater pearl necklace features graduating motifs of feathers set with polkis and Tanzanian ruby, and took 435 hours to complete this piece.



An 18-karat choker set with polkis, rose cuts, cultured pearls and Tanzanian ruby in 18k gold. The ruby takkar work represent the frescos at the Mughal tombs and took 563 manhours to complete.



The 18-karat gold statement necklace is inspired by the elegance of flowers. It is studded with uncut diamonds, Tanzanian rubies, and South Sea pearls, and took nearly 450 manhours to complete this piece.

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BRAND WATCH

Go Maximal

Oversized rings, standout bracelets and brooches, and necklaces worthy of red carpet appearances are on display at Haritsons Designs Pvt. Ltd., Jaipur. Fluted gemstones, precious beads, carved stones converge with uncut diamonds and pearls to create splendiferous visuals in 22-karat gold. These jewels are bound to jazz up your silhouettes.



Gem Talk

Kalajee Jewellery, known for its beautiful line-up of trendsetting earrings, unveils Navratna, the collection that features nine different gemstones, each associated with a celestial body. Uncut diamonds and pearls add more drama to each pair of earrings. The collection also highlights what Kalajee does best, the confluence of modern designing with traditional techniques of jewellery making. The line consists of ear studs, chand baalis, jhumkis, geometric baalis, and more and range from Rs.1 lakh to Rs. 3 lakh. Earrings are surely taking over!



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

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BRAND WATCH

New-age Gold

Fluid lines greet you in the collection consisting of elegant white gold earrings that are embellished with diamonds. The lines created by Zundaa for IIJS Signature are subtly luxurious. The other collection of pendant necklaces, rings and bracelets belongs to an altogether different genre - structured patterns grace tiny pendants suspended from slim necklaces offering the wearer an opportunity to layer them with jewels of their choice. The rings and pendants, too, can be slipped on singly or stacked.



Designer Mangalsutras

Taking tradition to new trendy heights, Trident introduces trendy and lightweight mangalsutras - a must-have auspicious jewellery accessory worn by most married Indian women. Perfect for daily and office wear, the necklaces with fresh motifs retain the ritualistic flavour, but are as light as 4 grams and upwards.



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International Gem & Jewellery Show

10th - 12th May, 2022

JECC, Jaipur



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FOR EXHIBITOR REGISTRATION, CONTACT

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Mugdha Deshpande ✉ mugdha.deshpande@gjepcindia.com

Neha Sawant ✉ neha.sawant@gjepcindia.com

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18th - 21st February, 2022

Bombay Exhibition Centre - Mumbai

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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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



15 minutes walk from Ram Mandir Railway Station to Venue Bombay Exhibition Centre (NESCO).



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