Diamonds are the most celebrated gemstones and are symbolic of everlasting bonds. In the midst of gloom comes a strong ray of hope -- the movement in diamond jewellery across India is adding a sparkle to people’s lives.

Lightweight jewellery in the pret and couture segments is performing exceptionally well. Vikas Jain, Managing Director, Midas Diamonds Pvt. Ltd., Mumbai, comments, “Smaller jewellery set with diamonds under 1 carat is the most popular category across India, while bridal necklaces garnished with diamonds weighing under 10 carats are desired as the wedding season will go way past April. Sales in the southern region have picked up well, while the northern areas are taking time to catch up.”

According to Jain, geometric shapes in the daily wear segment are popular, and consumers are preferring fancy-cut diamonds. Rose gold jewellery is in vogue, too. Jain believes that since diamond
Prices have remained stable, consumer confidence in the segment has bolstered. There’s good news coming from tier II and III towns as well. The number of first-time diamond buyers is growing exponentially. Remarks N. Ravichandran, Proprietor, CNB Diamonds, Mayiladuthurai, Tamil Nadu, “The last two years have seen a boom in sales for lightweight diamond-studded jewellery. The aspirational middle class is picking jewellery set with less than half a carat of diamonds in it.” Ravichandran’s family is into the jewellery business since 50 years and they have two retail showrooms as well. The company specialises in close setting of round brilliant diamonds in jewellery. “Earlier, jewellery with 5 to 10 cents of diamonds was acceptable, but now we are forced to innovate ways through casting and manually, to make jewellery set with 1 and 2 cent diamonds.” He adds that in towns and villages of Tamil Nadu, consumers still prefer 22-karat gold jewellery with round brilliant-cut diamonds in close settings. There’s not much awareness about fancy-shaped diamonds in those regions. However, he is confident that sales of diamond jewellery will continue to see a northward shift.

For Eon Jewellery Pvt. Ltd., sales in rose gold, lightweight diamond-set jewellery is picking up well across India, especially in the southern region. Nirav Katorawala, Sales Manager, reveals that star and melee diamond jewellery is gaining traction. The southern region favours VVS clarity and EF colours, and consumers are opting for pret rings with diamonds under 25 cents, diamond earrings weighing up to 40 cents and slender necklaces featuring diamonds under 2 carats. The company makes handcrafted jewellery and supplies to some of the top retail chains and an online store in India. “Demand is picking up for diamond jewellery, and the future seems bright!”

Second-time IIJS Virtual participant Savio Jewellery, Jaipur, has enhanced the look and feel of jewellery displays in their office and put in place more cameras, engaged all its sales teams from across India -- and they have reaped good results. Abhishek Sand, Co-Founder & Director of the company, states, “In the earlier show, we got orders for smaller jewellery, but this time big diamond sets for weddings and other related functions are in demand. Pret wear is being booked for showrooms, but demand for bridal sets solely in diamonds and diamonds complemented with precious gemstones, is high!” The future of diamonds is great, exclaims Sand, adding that with the guest list for weddings shrinking to 50 and 100, brides want to show off their diamond jewellery teamed with Western gowns for the reception.

It’s the same refrain from Gurjar Gems Private Limited. The company is witnessing demand for bridal jewellery in rose, white and yellow gold set with diamonds weighing between 8 and 15 carats. Diamond jewellery sales are exceptional across India, but the southern markets are pulling in more demand. Rajesh Jain, Director of the company, says, “There’s a huge market for natural diamonds and we are also happy that pret wear with less than 1 carat of diamonds is getting increasingly popular.”

For Peacemoon Traders, though, classic couture diamond jewellery between Rs. 5 and Rs. 12 lakh is in demand. Bridal jewellery sales are subdued for now. As for their export markets in the US, Europe, and the Middle East, demand is picking up, even if volumes are not high. Kaywan Taswala, Partner in the company, says, “Most people have postponed their weddings to Q3 and Q4 this year -- they want to have a bigger splash and are waiting for the vaccination programme to roll out. I am confident that the bridal jewellery market will boom as we go along. In fact, the next five years will be the best for diamond jewellery sales in the country!”

B R Designs

Fancy-cut yellow and white diamonds adorn this broad cuff. By Peacemoon Traders

A floral pendant with round brilliant-cut diamonds. By CNB Diamonds

A 22-karat cross over ring accented with diamonds in close setting. By CNB Diamonds
You Are Multitasking
So Should Be Your Jewellery

Ultra Light Weight | 100% Bifurcation of Stone*
Finest Finishing | Yellow, Rose, & Green Gold
18kt & 22kt

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Minimal Jewellery
For Millennial Generation

Light Weight | Class Above Finishing | Cubic Zirconia from Swarovski | 100% Bifurcation of Stone*
Designs for Younger Generation | Yellow & Rose Gold

plain casting

Fall In Love At First Glitter

Light Weight | Contemporary Design
Simple & Stylish
Gems and jewellery and is
said, “India is known for its
renowned players in the global
industry received during the
last month, GJEPC represented
the budget recommendations
for union budget 2021.

Thanking the Govt. for
its constant support to the
industry more competitive
and generate more jobs in
the sector, we urge the Govt. to
take few immediate measures.”

“Over the last few years, the
import duty of cut and polished
diamonds which has increased
from 2.5% to 7.5%, is impacting
our dream of manufacturing
and trading centre, or being a
serious alternative to Antwerp,

In an online meeting convened
by Hon’ble Finance Minister
Smt. Nirmala Sitharaman for
union budget recommendations
last month, GJEPC represented
the budget recommendations
for the gem and jewellery sector
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IIJS Virtual 2.0
8th Jan - 12th Jan 2021
Hall no. 4, Premium Category
AI Could Revolutionise India’s G&J Industry Through Improved Efficiencies

The evening session on 10th January on the ‘Use Of Artificial Intelligence (AI) In The Gems & Jewellery Industry’ gave IIJS Virtual 2.0 participants a promising glimpse of a not-so-very-distant future. Moderated by Rajeev Garg, CEO of the Gem & Jewellery Skill Council of India (GJSCI), the exciting session featured Sanjay Kothari, Chairman, GJSCI; Dr. Anand Deshpande, Founder and Chairman of Persistent Systems; and Prof. Asim Tewari, Chair Professor, Dept. of Mechanical Engineering, IIT Bombay.

GJSCI was praised for its leadership role in helping the Indian gem and jewellery industry take a technological leap through the launch of its Jewellery Artificial Intelligence & Data-science Excellence (JADE) Centre of Excellence. Sanjay Kothari informed that GJSCI is starting a pilot project in around a week’s time to study the application of AI in jewellery casting with four companies – Diatrends, Jewelex, Uni-Design and Walking Tree. The project is being carried out in collaboration with IIT Bombay along with the external support of tech majors such as IBM, Google and Microsoft.

The speakers noted that AI could be leveraged in manufacturing for creating complex, futuristic jewellery designs; solving problems in manufacturing; controlling gold quality, etc. AI also had innumerable opportunities on the retail front such as enhancing sales techniques, improving hit ratios, personalising customer service, ensuring individualised customer care and so on. AI could also be used to create jewellery that was functional by incorporating medical technology for tracking health parameters like blood pressure or concealing hearing aids, etc., they predicted.

The panellists affirmed that unlike automation – the third industrial revolution, AI – the fourth, would not lead to a loss of jobs, but instead it would drive employment growth, as better efficiency would lead to market expansion.

HPHT, CVD And NPD -- Identification of Lab-Grown Diamonds

Over the last five years, the industry has made several efforts to increase awareness of lab-grown diamonds. Today, there are affordable machines to detect natural from lab-grown diamonds, thus maintaining pipeline integrity for both products.

Moreover, Bharat Diamond Bourse, the largest diamond bourse in the world, has recently allowed the trading of lab-grown diamonds by placing strict guidelines so that the two pipelines - natural and lab-grown - stay separate through transparency in dealings and proper disclosures.

In a webinar titled “Overview of Laboratory-Grown Diamonds” at IIJS Virtual 2.0, Karan Kundra from GIA covered all the aspects of identifying lab-grown diamonds.

Some of the topics covered in detail were:
- How natural and lab-grown diamonds differ from each other?
- The atomic arrangement of natural vis-à-vis lab-grown diamonds
- How laboratories end up identifying lab-grown diamonds?
- What are the different diamond types and their characteristics?

Karan also discussed the three common methods through which we can replicate the natural diamond, i.e. HPHT, which is high pressure high temperature, CVD, which is chemical vapour deposition, and the third is NPD, which stands for nano polycrystalline diamond.
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Tell us what prompted KP Sanghvi to participate in this 2nd edition of IIJS Virtual?
In this new, unprecedented age, going digital is the only way forward; and bearing this in mind, we felt it was prudent to participate in IIJS Virtual.

Are you looking forward to any changes/enhancements at the 2nd edition?
Through social media involvement, this platform can offer maximum market exposure.

What jewellery is currently in demand in the domestic and international markets? Which markets do you cater to (both in India and overseas)?
We cater to all domestic markets across the nation and globally, we are present in the US, Europe, the Middle East markets with a majority of corporate clients and retail chains.

Exporters have reported relatively strong Holiday sales. What was KP Sanghvi’s experience? And how did the domestic market perform during the festive and wedding season?
Yes, we have seen strong sales and we had a relatively good manufacturing run. Although it was a challenge, eventually things fell in place and there was a lot of support in every sense. The domestic market recovered around the festival period and it has been going well.

What is your Wish List for the Industry and Government?
• Stability in gold prices.
• There is a need to simplify the laws to provide ease of doing business.
• Banking support for growing revenue is essential.
• There is an immediate need to include the gems and jewellery
• In order to promote export of jewellery, Minimum Alternate Tax should be removed from SEZ
• The artisans and craftsmen should be given training under Government skill development programmes.

High Performance Chain-Making Machines Launched

Modern Chain Machines is one of the oldest chain-making companies in India run by the fourth generation. The company is a leading manufacturer, supplier, distributor, wholesaler, trader of the finest range of chain- and wire-drawing machines, offering superior performance, longer service life and strength.
Rahul Sharma of Modern Chain Machines, says, “We manufacture gold and silver chain-making machines indigenously with quality and performance similar to machines made in Italy. In fact, our quality is appreciated by a global clientele and we also export our machines to Italy, and the Gulf countries.
“We have recently launched two machines, Automatic Figaro and Curb Cuban link chain machine which can make chains out of wires from 1.5 mm to 4 mm. Other features of the machine include automatic PLC system, automatic lubrication pump, and automatic cut off system.”

Talking about the IIJS Virtual, Rahul Sharma commented, “I think the virtual format of IIJS would be more successful than the physical show, as visitors can register and be part of the show from anywhere in the world. It is an opportunity to get maximum business as there is no travelling required; time can be used to connect and network with maximum visitors than we can in physical shows. I am happy that GJEPC has included a Machinery section this time.”
Look **Good**, Feel **Good**

**Hall - 3 Diamond/Colour Gemstone Jewellery**

To view this collection select: 1. Jewellery Diamond Studded Color Stone
For Brides Only

Rosentiques, manufacturer of high-end jewellery, brings a glittering designer collection for millennial brides. The captivating floral collections featured here are a diamond necklace suffused with emeralds; an enticing pair of danglers fashioned with diamonds, emeralds and grey pearls; diamond oval danglers with posts decorated with emeralds and tanzanites; and the tapered diamond earrings with pear-cut emerald posts. The grandeur adds to the costume drama on D-day!

Cool Vibes

A range of colours from pastels to bright gemstones in alluring shapes grace the gold creations by Gem Plaza, Jaipur. Light station lariat necklaces punctuated with motifs of gemstones and diamonds evoke an understated glamour, while fiery opals and diamonds are outfitted in rings, broad bracelets and earrings that are eye-catching.
Fix a one-to-one meeting with us
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VISIT US AT
IIJS VIRTUAL 2021
HALL NO. 3
8th - 12th January

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Fashionably Frosty

A collection of highly individualistic jewels is being presented by Sanskriti at IIJS Virtual 2.0. Shades of icy blues and minty greens blend with fuchsia pinks and icy cool diamonds – all the soft-hued coloured gems pay homage to nature by stylishly articulating florets, vines, buds and more. The vibrant jewels are contemporary and perfect in creating maximum drama.

Bling It On

Valentine Jewellery presents a collection of diamond-studded jewellery that has an understated elegance. Crafted in yellow gold, the collection is encrusted with fine quality diamonds and consists of earrings featuring intertwining swirls and curves; slim and broad bangles and delicate necklaces. The jewels are ideal for formal occasions.
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Modern-day Bounties

Minimal yet elegant collections by Lotus Jewels are at once striking. From simple geometric patterns to floral and heart-shaped forms, the collection of dainty rings, necklace chains and pendants, sleek bracelets – all clad in diamonds – are perfect for daily wear. The collection in gold and diamonds reveals the power of fine finish and quality.

Royal Touch

Parina International, a leading manufacturing and retail house from Jaipur, presents a range of stunning jadau jewellery embellished with mint green emeralds, ravishing rubies, tantalizing tanzanites, lustrous pearls and dazzling diamonds. The opulent jewels give a nod to the royal past of Rajasthan, but with a modern slant.
NEVER MISSES A BEAT
Daily news updates, news on the latest developments in the industry, news on various retail activities, special interviews, etc. – you know it first and you get it first at retailjewellerindia.com.

KNOWLEDGE AT THE FINGERTIP
Apart from news, retailjewellerindia.com also offers valuable industry knowledge and market insights through articles, knowledge-led pieces by experts, special interviews, etc. Developed by an expert team of journalists, the content helps the retailers stay ahead, always.

STRONG TRACTION
Retailjewellerindia.com enjoys strong traction in the industry especially the jewellery retail community. It has emerged as the most trusted destination for the progressive jewellers to track the industry developments. The site enjoys huge and quality traffic.
Transaction Fee 3% of value of diamond ($50 minimum)

This fee includes all services listed above. Additional shipping fee of $50 applied for goods being shipped beyond New York

All fees paid by buyer *up to $30K value

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