

# IBJA Times

VOL1 ISSUE 6 | SUBSCRIBER COPY, NOT FOR SALE

AN EXCLUSIVE BI-MONTHLY PUBLISHED BY JEWELBUZZ IN ASSOCIATION WITH INDIA BULLION & JEWELLERS ASSOCIATION

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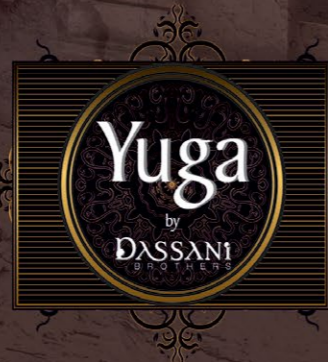
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WITH ITS  
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**Unregulated  
deposits in  
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## President's Message

**IBJA** Times is not just another magazine but it is published with a purpose, it will sound very worthy. We do with a task in mind – and that is to highlight the latest development, trends, updates of the jewellery industry in India as well as globally.

We commit our self to present the happenings of the jewellery trade and help readers reconcile with the rest of the world and help them explore new opportunities. Every issue focus on exclusivity on the content without compromising on the authenticity and quality of the information.

I take this opportunity to invite you to the 5th edition of IIBS which is the most awaited event of the year held in Mumbai. The event will include the India International Bullion Summit and the India Bullion and Jewellery Awards. This Grand Summit is aimed at increasing interaction and opportunities between the top market leaders from the world of Bullion and Jewellery Trade, Precious Metal Mining and Refining Industry, Central and Bullion Banks, Commodity Exchanges, Logistics and Transportation, Media Analysts and Top Government Bureaucrats.

We have had your support and encouragement and expect it to continue in making the IBJA Times to reach greater heights.

*Mohit Kamboj*  
NATIONAL PRESIDENT – IBJA



**M**  
**MARK**  
**BANGLES**  
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# From the Publisher's Desk

Vol 1 Issue 6 | Feb - Mar 2018

It is so true that time flies with IBJA in its 6th edition. We have always strived to bring the latest news and developments in the jewellery industry.

Every year IBJA host India International Bullion Summit every year which plays a vital role in the Indian jewellery industry. The event brings together experts, officials and trade pundits from India and across the world under one. This year too the event will witness eminent speakers discussing on major topics like Spot Gold Exchange, Gold policy, emphasis on best practices and much more.

Like every issue, this edition also promises good and informative content that you are looking for. Recently the cabinet approved New Bill to ban Unregulated Deposit Schemes and our cover story on the same will give a comprehensive report on how the bill is aimed at tackling the menace of illicit deposit-taking activities in the country. A must read...

We could steal some precious time from our dynamic leader Mohit Kamboj who is the National President of IBJA. In an exclusive interview, he talks about the vision and latest initiatives of the association.

Last but not least, this edition will also see how some budding designers paving their way into the world of jewellery.

So grab on to the latest edition and Happy Reading....



vivek kabra  
PUBLISHER



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SWAROVSKI EXCLUSIVE

## Bhindi Manufacturers introduces finely crafted “Nazrana Collection” 22 kt handmade jewellery set with Swarovski Zirconia

Bhindi Manufacturers is a globally reputed jewellery manufacturing house with a glorious tradition of excellence of over twelve years. It's a dream come true for the connoisseurs of Antique Polki diamond jewellery. Located centrally in Rajkot, Bhindi manufacturers produces one of the breathtaking collections of Antique jewellery in all its hues and designs. The house of Bhindi Manufacturers stands for traditional & cultural values, fine craftsmanship, exclusive designs & unique quality of the materials. Our name inspires, trust, confidence and self-esteem among its valued customers in India as well as abroad exclusive creative work & reliability have been the hallmark of all our collections, which are made with special care & stringent quality standard set by our founder.

Nazraana collection was inaugurated by Pramod Derewala, Chairman GJEPC as Chief Guest along with Roza Topolnicka, Head of Creative & Retail Marketing - Swarovski Gemstones™ and Rajendra Jain, MD India - Swarovski Gemstones™ as Guest of honours. ●



## A graduation day to remember: SRDC Convocation Ceremony



SRDC takes a rather unique approach to training, including theoretical, practical training as well as a complete awareness about the industry, the markets, soft skills suited to the industry. The student who graduates is not just aware but knowledgeable and more confident. SRDC recently held their convocation ceremony in South Mumbai.

The Guests of Honour at the event included Fionika Sanghvi - Principal SPJ Sadhana School, Tejal Kothari

- Head of Skill Advancement at SPJ Sadhana School, Hemant Thaker – Founder, Allyours Jewel and Nirav Pandya - Co-Founder, DiamApp

A total of 45 students celebrated their graduation in various courses including: Diamond Training Course (DTC), Polished Diamond Grading (PDG), Advanced Diamond Grading (ADG), Diamond Graduate (DG), Jewellery Designing Level 1 & 2, Rough Diamond Assortment (RDA) and in University Recognized

Programs for Polished Diamond Grading & Corporate Chinese Course.

Students were also made familiar with the development of technology within the industry, as Nirav Pandya explained his unique Mobile Application – DiamApp, its functions and how it proves to be a very useful tool for today's online marketing scenario, bringing buyers and sellers at the same place through DiamApp. ●

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EVENTFUL

SWAROVSKI EXCLUSIVE

## Tanvi Gold launches gold Jewellery collection embellished with SWAROVSKI



We at Tanvi Gold cast LLP always strive to give the best and unique in Swarovski® Zirconia Studded Gold Jewellery and other variants of the Gold Jewellery to our customers. We have state of the art manufacturing facility at Rajkot Gujarat which gives us an edge in the field of manufacturing. We have an exclusive collection of designs and extremely rare spices of Jewellery. We have the best cadre of artisans with us which produces the true class of products for our customers. Our company houses more than 300 committed employees and utilizes the

cutting-edge machinery and systems in a worldclass work environment to ensure the highest quality output.

We feel proud to be the branding Partner of SWAROVSKI GEMSTONES™ and launch our new brand 'YUG' embellished with Swarovski® Zirconia at the IJJS signature 2018 by Pramod Derewala, Chairman GJEPC Chief Guest along with Roza Topolnicka, Head of Creative & Retail Marketing - Swarovski Gemstones™ and Rajendra Jain, MD India - Swarovski Gemstones™ as Guest of Honour. ●

SWAROVSKI EXCLUSIVE

## Mukti Gold launched Platinum & Rose Gold Jewellery set with Swarovski Zirconia & Diamond



Mukti Gold launched its latest collection in Platinum and Rose Gold set with Swarovski Zirconia at IJJS Signature. With this collection Mukti Gold have developed an avenue for themselves in this competitive space to further grow their business.

Mukti Gold Pvt Ltd in Kalbadevi, Mumbai is a recognised name in the city since 2001. With rich experience in the gems and jewellery business, this firm has become a

celebrated name for stunning designs and collections. They are revered for their handpicked and exclusive designs that feature in their gold and diamond jewellery collections. From classic styles to bespoke pieces, the fine craftsmanship highlights each precious piece of jewellery.

Adding spark to every occasion, there is something for everyone and suitable for special events like weddings and ceremonies. ●



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## Statement earrings set in platinum are top accessory at the 90<sup>th</sup> Annual Academy Awards

Statement earrings set in platinum was the top accessory trend at the "90th Annual Academy Awards." From Nicole Kidman's cluster diamond chandelier style, to Gal Gadot's large diamond studs and Salma Hayek's multi-row linear drops, the world's leading actresses accentuated their couture gowns with bold earrings that are timeless and glamorous.



**Allison Williams**  
in Platinum by Harry Winston

Earrings with diamonds  
Bracelet with sparkling cluster diamonds

**Nicole Kidman**  
in Platinum by Harry Winston

- Cluster diamond chandelier earrings
- Secret Cluster bracelet with diamonds
- Tulip bracelet with diamonds
- Ring with round brilliant diamond clusters
- Rock band with an oval-shaped diamond



The following stars selected platinum jewelry to celebrate their achievements:

**Allison Williams in Platinum by Harry Winston**

- Earrings with diamonds (16.03 carats), set in platinum
- Bracelet with sparkling cluster diamonds (10.15 carats), set in platinum

**Zendaya in Platinum by Bvlgari**

- Art Deco pendant earrings with diamonds circa 1930, set in platinum
- Bracelet with diamonds circa 1930, set in platinum
- Bracelet with diamonds circa 1928, set in platinum
- Griffé ring with diamonds (2 carat center stone, and 0.04 carats baguettes), set in platinum
- Ring with diamonds, set in platinum

**Nicole Kidman in Platinum by Harry Winston**

- Cluster diamond chandelier earrings (23.52 carats), set in platinum
- Secret Cluster bracelet with diamonds (37.62 carats), set in platinum
- Tulip bracelet with diamonds (12.86 carats), set in platinum
- Ring with round brilliant diamond clusters (4.73 carats), set in platinum

- Rock band with an oval-shaped diamond (5.5 carats), set in platinum

**Gal Gadot in Platinum by Tiffany & Co.**

- Tiffany Blue Book Collection necklace with aquamarines (approximately 61 carats) and diamonds, set in platinum
- Tiffany Blue Book Collection ring with an aquamarine (approximately 10 carats) and diamonds, set in platinum
- Earrings with diamonds, set in platinum (priced at \$580,000)

**Greta Gerwig in Platinum by Tiffany & Co.**

- Necklace with diamonds, sapphires and moonstones circa 1910-1920, set in platinum
- Earrings with diamonds, set in platinum (priced at \$29,600) →

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**Gal Gadot**  
in Platinum by Tiffany & Co.

- Earrings with diamonds
- Tiffany Blue Book Collection necklace with aquamarines and diamonds
- Tiffany Blue Book Collection ring with an aquamarine and diamonds

**Salma Hayek**  
in Platinum by Harry Winston

- Mrs. Winston earrings with diamonds
- Ring with an oval-shaped diamond



- 2018 Extraordinary Colors of Tiffany Collection ring with an esteemed sapphire (approximately 5 carats) and diamonds

**Saoirse Ronan in Platinum by Cartier**

- Earrings with diamonds, set in platinum

**Salma Hayek in Platinum by Harry Winston**

- Wearing more than \$4.2 million worth of platinum jewelry*
- Mrs. Winston earrings with diamonds (27.5 carats), set in platinum
  - Ring with an oval-shaped diamond (11.66 carats), set in platinum

**Allison Janney in Platinum by Forevermark**

- Riviera necklace with diamonds (55.26 carats) by Rahaminov, set in platinum
- Ring with an Asscher cut diamond and side baguettes (18.10 carats) by Premier Gem, set in platinum
- Stud earrings with round brilliant cut diamonds (11.13) by Premier Gem, set in platinum
- Line bracelet with diamonds (27.02 carats) by Rahaminov, set in platinum



**Lindsey Vonn in Platinum by Bvlgari**

- Pendant earrings with rubies and diamonds circa 1955, set in platinum
- Bracelet with diamonds circa 1930, set in platinum

**Elisabeth Moss in Platinum by Harry Winston**

- Winston cluster chandelier earrings with diamonds (17.60 carats), set in platinum
- Winston cluster diamond ring with diamonds (1.72 carats), set in platinum

**Mary J. Blige in Platinum by Forevermark**

- On the Academy Awards red carpet*
- Exceptional diamond cushion halo ring with diamonds (6.93 carats) and a split shank band, set in platinum

**Helen Mirren in Platinum by Harry Winston**

- Wearing more than \$3.8 million worth of platinum jewelry*
- Necklace with a cushion-cut sapphire and diamonds (115.27 carats), set in platinum
  - Earrings with a cushion-cut sapphire and diamonds (25.22 carats), set in platinum

**Ashley Judd in Platinum by Bvlgari**

- Necklace with diamonds circa 1930, set in platinum
- Bracelet with diamonds circa 1939, set in platinum

**Laurie Metcalf in Platinum by Fred Leighton**

- Pendant earrings with old mine diamonds (11.0 carats), set in platinum
- Ring with an asscher cut diamond (6.0 carats), set in platinum
- Art Deco ring with a pink sapphire and diamond, set in platinum



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# JewelBuzz Malayalam Edition Released



Pramod Derewala, Chairman, GJEPC, Roza Topolnicka, Head of Creative & Retail Marketing -Swarovski Gemstones, Rajendra Jain, Managing Director, India - Swarovski Gemstones, unveiled the first edition of Jewel Buzz Malayalam. The other dignitaries present included Dinesh Navedia, Regional Chairman, GJEPC, Shantibhai Patel-President, GJTCl, Dr B. Govindan, state President, AKGSMA, B Girirajan, Patron, AKGSMA, K Surendran- State General Secretary-AKGSMA, Adv. Abdul Nazar- State Treasurer, AKGSMA, Vivek Kabra - MD & Publisher- JewelBuzz, Purna Makhariaa - Jewellery Blogger and Influencer, Style Prer, Ashika Kabra- Director, AM Media among others.



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# Discovering the secret of shapes....

A true lover of unique and fashion designs, jewellery designer Mohita Dixit creates designs which are exceptional and fashion statement. With a purpose to create memorable designs, she allows her designs to develop from passions and expressions which are deep-seated within her. In talks with Perna Makharia, Mohita Dixit shares her journey as a jewellery designer.



**Tell us about your Education? Have you taken formal training in jewellery?**

Yes, I have a formal diploma in Jewellery Design and manufacturing from JDM, SNDT University Mumbai. Post that in 2015 I went to New York to pursue a course in Accessory designing and marketing in jewellery from FIT, New York.

**Why did u choose jewellery?**

Frankly speaking, it was not a very prominent choice. In the year 2007, when I started the jewellery designing course I developed a liking for it over fashion designing and then on there was no looking back.

**When did you start your own brand? Where did you operate from?**

I would give the credit to my parents for supporting me and encouraging to accomplish my dream. They decided to invest money and eventually I started my own line PULIDO BOZAL Independently in Jaipur.

**Being from a non- jewellery background, what hardships did you face?**

Honestly, there were not many hardships as I am from Jaipur. The hub of jewellery and manufacturing, I got a good job to start with which was followed by my venture. But yes, sourcing of trustworthy staff was a problem and I had to be very careful with them.

**What is your design inspiration? Who is your target audience?**

I am besotted by my surroundings and intentionally we make a lot of art deco pieces. My target audience is →



KJ

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## BUDDING DESIGNER

women who like to socialize and love to experiment with different shapes and designs.

**What is your design philosophy for PULIDO BOZAL? What metal are you working with and frequently used gemstones?**

Simple yet bold textured pieces that stand out but do not take the focus away from the wearer is my design philosophy. We work mostly in silver but also gold on orders. Gemstones I like are onyx, tourmalines and various quartz.

**What made you go online? What platforms are you listed on?**

An online presence plays a vital for outbound marketing as it helps in connecting with my audience and strengthens the brand. We mainly operate from our website and Facebook is our main platform for promoting.

**How does one purchase your jewellery? Your take on latest trends?**

It is available on pulidobozal.com and also, we do a lot of exhibitions and pop up shows. Big bold and bright jewellery is quite in and people are accepting coloured gemstone jewellery, thus it's a good phase for quirky designers.

**What kind of pieces do well with you? Designs and prices like?**

My price ranges between Rs 1000-2500, which are hot selling. Earrings and bangle combinations are the top-selling making it a good statement pair.

**Are you selling your pieces internationally as well? If yes, how has the response been?**

Yes, we have foreign buyers and since I am into business for the last 6 years now the response is great.

**The shift from Mumbai to Jaipur, family, marriage how do you juggle work amidst all this?**

It was difficult initially, post marriage adjusting to a new family and managing work as well, but I gave enough time to work keeping in mind it is my priority. I was able to balance my personal life and today I am very happy personally and workwise.

**Your favourite curated jewellery piece for Pulido? The thought process involved?**

It is not just one favourite, but many. I am biased towards many my designs. Do not complicate designs. "Keep it simple" is and will be my future motto.



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# IIBS 5 to kickstart in Mumbai in March

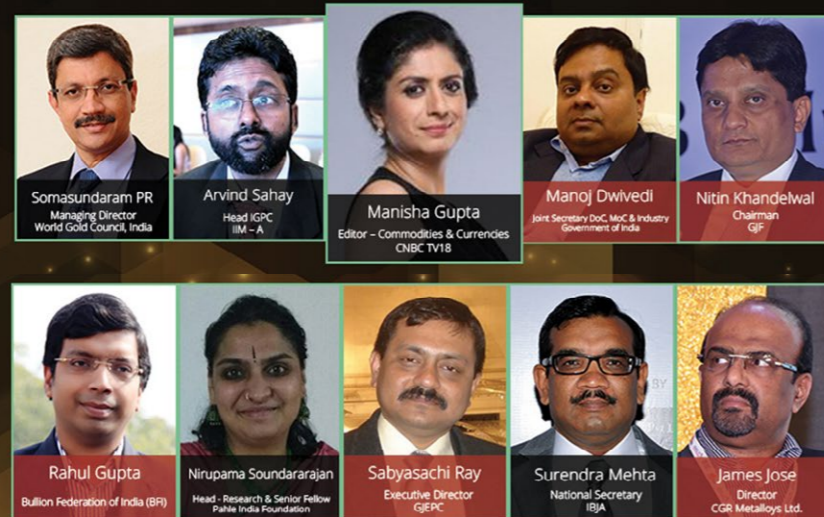


After the grand success of its 1st, 2nd and 3rd and 4th India International Bullion Summit (IIBS), IBA will be hosting its fifth edition of India International Bullion Summit at Hotel Sahara Star, Mumbai. IIBS This Grand Summit is aimed at exploring the market trends and captures the changes in the GJ industry. Experts and market leaders from the world of Bullion and Jewellery Trade, Precious Metal Mining and Refining Industry, Central and Bullion Banks, Commodity Exchanges, Logistics and Transportation, Media Analysts and Top Government Bureaucrats will discuss on various important topics related to the trade. The event will also celebrate and honour top corporates and individuals for their outstanding contributions to our trade and industry with IBA Awards.

Panel Discussion 1: 15th March, 2018 Hotel Sahara Star, Mumbai 10 : 30 AM - 11 : 30 AM  
**SPOT GOLD EXCHANGE – HOW IT WILL CHANGE THE MODUS OPERANDI & BULLION BUSINESS?**



Panel Discussion 2: 15th March, 2018 Hotel Sahara Star, Mumbai 11 : 45 PM - 12 : 45 PM  
**GOLD POLICY – IMPLEMENTATION FRAMEWORK?**



Panel Discussion 3: 15th March, 2018 Hotel Sahara Star, Mumbai 01 : 15 PM - 02 : 15 PM  
**HALLMARKING, PMLA & GST-CHALLENGES FOR BUSINESS OR BOON TO THE INDUSTRY?**



Panel Discussion 4: 15th March, 2018 Hotel Sahara Star, Mumbai 02 : 45 PM - 03 : 45 PM  
**HOW CAN JEWELLERY MANUFACTURING & RETAIL SECTOR GET BOOST?**



Interactive Session with Delegates on  
**Crypto Currency Vs Gold**  
 15th March, 2018 Hotel Sahara Star, Mumbai 02 : 15 PM to 02 : 45 PM



Emphasis on Best Practices –  
**Risk Management via Commodity Derivatives**  
 15th March, 2018 Hotel Sahara Star, Mumbai 12 : 45 PM to 01 : 15 PM



**CLOSING REMARKS**  
 15th March, 2018 Hotel Sahara Star, Mumbai 06 : 00 PM to 06 : 30 PM



# Mohit Kamboj: Translating vision into reality



Mohit Kamboj, the young and dynamic leader is not a new name for the jewellery fraternity. Being one of the most influential and innovative personality is known for his leadership quality that one should strive to emulate. He was re-elected as the National President of India Bullion and Jewellers Association (IBJA) recently. In an exclusive interview, Mohit Kamboj talks about the role of the association, IBJA marking the 100th anniversary in Sep 2018, and about the Jewellery Festivals which will be launched soon in various cities.



“As our association is about to enter the 100th year of its formation in September, 2018, it will be time to not only celebrate but to make future plans for the next century.”

MOHIT KAMBOJ  
National President, IBJA

**What were your priorities for IBJA when you took over as its president and how are you going ahead with it?**

First and foremost, priority is to spread our wings in almost all these states by setting up the state board. This will enable us to understand the problem of smallest jewellers in the country. Our priority also includes building an image for the gold sector. We have already formed state board almost in 17 states now and the process is on to cover the entire country. We also plan to hold various seminars across India, like the way we did GST seminars to make our members and fraternity understand the integrity of business and govt policies.

**What are the challenges faced by the Indian gem & jewellery sector and what solutions do you suggest solving them?**

A handful of jewellers who do not want to fall in line with govt policy have given a bad name for the industry by violating law of land. IBJA would work with govt to ensure that entire business is run by ethical business practice.

**The budget 2018 did bring some cheers to the jewellery industry, what role did IBJA play in the in budgeting?**

As u know, IBJA had been working hard to set up spot exchange in the country. We made various representation to Finance Ministry, Commerce Ministry to ensure our dream of Spot Exchange becomes true. Finally, the union budget 2018 announced the same. We had also sent input for comprehensive gold policy to govt almost two years back and have been updating our input to govt on the same. The announcement of gold policy in the budget is like dream come true. We will not have to run from different govt dept once the policy is intended place.

**Tell us about new IBJA initiatives**

IBJA new initiative includes making “IBJANEXTGEN”

for the younger generation to involve them in decision-making process. As the country progress, we want the younger generation to use modern and digital technology and be part of New India.

**What is new in the 5th edition of IIBS?**

For the first time in our country, we have started technical symposium as a part of IIBS 5. We are getting excellent response from delegates who wish to join this symposium. We have got speakers across the world for this technical symposium. IBJA is committed to improving bullion quality through India good delivery standard and improving jewellery quality thru mandatory hallmarking. Hence such technical seminars are the must. We shall also have interactive audience participation on option trading and block chain technology apart from 4-panel discussion on spot exchange, gold policy, hallmarking and manufacturing growth.

**Does IBJA have jewellery event on its card?**

IBJA has been talking to various jewellers and there is a demand to start jewellery festival in various cities. We shall be announcing the details about Zaveri bazaar festival soon.

**What are the CSR activities IBJA is involved with?**

IBJA is committed to helping the poor and needy workers and craftsman of the industry. We have set up first step foundation to specifically deal with their needs. We regularly conduct a medical programme for workers. We also have insurance scheme called Sonar Aarogyam policy at almost 40% premium of the market price for them.

**What are the future plans of IBJA**

IBJA want to help govt in reviving gold monetization scheme and is currently working towards the same. IBJA want glory and dignity of jewellers to be revived. IBJA want to work hand in hand with govt in setting up the various gold policy related framework. ●



# Swarovski Gemstones shines at IJS Signature with its Branding Partners

**9 branding partners showcase special collection with Swarovski Zirconia at the IJS Signature 2018**

IJS Signature held on 9th-12th Feb. 2018 the official platform for showcasing India's manufacturing & jewellery capabilities, presents the perfect opportunity for Swarovski Gemstones branding partners to highlight their latest collection with Swarovski Zirconia.

Below is a brief about each Swarovski Gemstones branding partners breath taking collection:



'EMERALD JEWEL INDUSTRY' is a name synonymous with quality and enchanting designs. Emerald is setting a parallel statement of fashion. NXT - Fashion Redefined by EMERALD. NXT is set to create a new fashion statement and express fashion in all-new perspective among mass. NXT is studded with SWAROVSKI ZIRCONIA to add the glitter and glam of individual pieces. SWAROVSKI ZIRCONIA invariably has given a new dimension to the design.

ANMOL JEWELLERS, Hyderabad is the leading manufacturer of ruby, emerald, blue sapphire and fancy jewellery with Swarovski Zirconia in 916 gold. Specialized in making light weight and very flexible chokers in diamond finishing. Anmol introduced very light weight choker created with gold and Swarovski Zirconia at IJS signature.



BHINDI MANUFACTURERS is a globally reputed jewellery manufacturing house with a glorious tradition of excellence of over twelve years. BHINDI MANUFACTURERS brings to you traditional, finely crafted exclusive Nazrana Collection 22 KT handmade jewellery set with SWAROVSKI® ZIRCONIA. Nazraana collection was inaugurated by Mr. Pramod Derewala, Chairman GJEPC as Chief Guest along with Ms. Roza Topolnicka, Head of Creative & Retail Marketing - Swarovski Gemstones™ and Mr. Rajendra Jain, MD India - Swarovski Gemstones™ as Guest of honour.



BLUE LOTUS JEWELLERY are developing a young brand Madhuban Collection gold jewellery studded with "Swarovski Zirconia" and Plain Casting jewellery with high quality assurance. The range features enormous choice of especially dedicated, crafted, light weight designs in high finish to spread fragrance as its meaning "Garden of Flowers". Madhuban Collection has established its presence in major cities of India through our Channel Partners to reach maximum Jewellers.



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## IN LIMELIGHT

NEPTUNE GOLD has been a pioneer in designing, crafting and manufacturing casting jewellery. Neptune Gold is an enterprising, fast, growing company with focused objectives. Neptune Gold launched special "Valentine Collection" set with SWAROVSKI ZIRCONIA. Light weight collection with heart theme offering in Pendants, Earrings, Rings to suit the occasion.



AAYRA by Pure Platinum most trusted platinum jewellery brand, presents a new Collection for those who create a style statement wherever they go. AAYRA by Pure Platinum is the 1st branding partners for Swarovski Zirconia in Platinum jewellery in India. Pure platinum launched ELLORA Collection- Ellora is a celebration of timeless beauty. Ellora marks every women's dream of owning. The elegant collection was exclusively launched at IJS Signature.

RAMESHCHAND JEWELLERS, established way back in 1925 as manufacturers, exporters & wholesalers, RameshChand expertise in making jewellery with Swarovski Zirconia along with Other Precious Stones Ruby, Emerald & Blue sapphire. RameshChand launched special Choker Collection set with Swarovski Zirconia in antique finish & patchi work with various cuts of Swarovski Zirconia.



SRI NAVDURGA GEMS AND JEWELS is one of the leading manufacturers, wholesalers and exporters from south India. Pioneering exclusive light weight jewellery studded in colour stone and SWAROSVKI ZIRCONIA. They also specialize in all precious stones and uncut diamond Jewellery; the company offers a unique variety. Sri Navdurga Gems and Jewels exhibited at Signature show and introduced stiff and flexible chokers in light weight set with SWAROSVKI ZIRCONIA.

TANVI GOLD CAST launched new brand 'YUG' embellished with Swarovski® Zirconia at the IJS signature 2018 by Chief Guest Mr. Pramod Derewala, Chairman GJEPC along with Ms. Roza Topolnicka, Head of Creative & Retail Marketing - Swarovski Gemstones™ and Mr. Rajendra Jain, MD India - Swarovski Gemstones™ as Guest of Honour.



ANTIQUE

BOMBAY

CHAINS

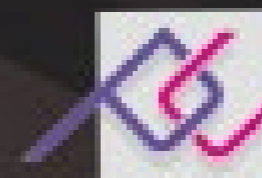
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EMERALD

KOLKATA

MANGALSUTRA

RAJKOT



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# JYPL 2nd inning a grand success, sets team-spirit and brings entire G&J Industry in synergy

**SWAROVSKI Gemstones- Trophy partner for Jewellery Youth Premier League 2018 adds beauty and brilliance to all the trophies embellished with Swarovski Zirconia.**

BHAIRAV SPARTANS reached the finals after a keenly contested league matches and won the JYPL 2018 title with a very deserving & convincing win.

Chief Guests graced the opening ceremony were Motilal Oswal and Raj Purohit (MLA), other important industry dignitaries were the Guest of Honors- Prithviraj Kothari, Rajendra Jain (Swarovski Gemstones), Vasant Birawat, Govind Verma, Kiran Birawat, Madan Kothari, Saiyam Mehra, Prakash (Chains Corner- President MWGJA), Anil (Sky Chains- Sec. MWGJA) and. Naren Walter (GJF).



Jewellers Youth Forum (JYF) has organized the 2nd edition of Jewellery Youth Premier League (JYPL) 2018. The cricket matches were organized on 22nd and 23rd Feb at Wilson College Gymkhana Ground, Marine Drive, Mumbai. The league had witnessed tremendous participation from Jewellery fraternity and seen some very closely contested matches played in the true spirit of game.

JYF was incepted during Excise Strike of March - April 2016. Few friends & Business associates came together to discuss the problems faced by Jewellers, Traders

and Manufacturers at Zaveri Bazaar and other places. The session led to formation of Youth Forum focusing on: Problem faced by "Young Entrepreneurs" Explore opportunities as the "Gen Next Entrepreneurs" to grow 100 X.

JYPL had a unique format of having teams from various jewellery industry categories. A total of 16 teams from various categories – Gemstones, Allied, Committee, Plain Gold, Bangles, Antique Jewellery, Diamond Jewellery, Bullion, CZ Jewellery, Chain, Silver Jewellery and Mangal

Sutra and selected through a screening process consisted of ranking the players based on their performance in nets.

Owners of the 16 teams competed with other teams to select the best players from the pool who got into The Player Auction for their respective teams. The Player Auction Process was handled by a professional agency with utmost transparency and witnessed an overwhelming attendance and response from all the participants of JYPL.

The sixteen teams were, BVC Thunder bolts, Jewel Star Kings, Tiara Tigers, Trident Challengers, Raj Diamonds Shining Stars, Ganesh Gladiators, P6P Warriors, Raveez Knight Riders, Bhairav Spartans, Munni Rockers, RSBL royals, Shanti Dynamites, Shringar Super Kings and L Javerchand Titans.

Proud sponsors for the event were, Title Sponsor-Jewel Star, Powered By Sponsor-Oskar Hallmark Centre, Inaugural Event & Logistics Partner- Jai Ambe, Trophy Partner- Swarovski Gemstones, Man Of The Match Sponsor- Riddisiddhi Bullions Ltd., Food Sponsor- Unique Chains Pvt. Ltd., Jersey Sponsor- Shilpi Delivering Profitability, Vip Pavilion Sponsor- Palak Jewellers Pvt.Ltd., Kit Sponsor- Sangam Jewels Gold, Boundary Partner- Dhanaksh Jewels, Ground Partner- Bhavesh Jewellers, Refreshment's Partner- S.K.Seth Jewellers, App Partner- Trilogic, Media Partner- Jewel Buzz, Toss Ka Boss- URB Insurance, Match Officials Sponsor- Kataria Jewellery Insurance Consultancy, Travel Partner- Mayur Suvidha Tour Travels, Cap Sponsor- 9 Silver, Financial Advisors- KSPM & Associates

JYF organized the player auction followed with the networking night on 9th Feb 2018 at hotel Sahara Star to unveil the beautiful JYPL Trophies, T- Shirt, Tournament Jingle, Tournament Teaser, Team Video and Sponsor Videos. The unveiling of the trophy set the tone for the entire match. Swarovski Gemstones was the Trophy partner for JYPL 2018. More than 80 exclusive trophies were studded with Swarovski Zirconia stones. The winner trophy was a landmark specimen for each to admire and encouraged teams to become the winners.



For each category a unique trophy was created, the various categories were Winner Cup, Runner-up Cup, Purple Cap-Best Batsman Trophy, Orange Cap-Best Bowler Trophy, Highest Boundaries Trophy, Man of the Match Trophy, Winner Team Trophies, Runner up Team Trophies, Sponsor, Team Owners & Organizer Mementos.

A special celebrity match of jewellery fraternity was organized by JYF and industry leaders like Mr. Nitin Khandelwal, Manoj Jha, Rajendra Jain, Madan Jain, Ashok Gajera, Govind Verma, Saiyyam Mehra, Chetan Thadeshwar, Pramod Mehta, Vasant Birawat, Vinod Vadola, Praful Ranawat and many more industry leaders participated to support the JYPL spirit.

JYF would like to take this opportunity to thank the entire gems & jewellery fraternity, team participants, sponsors and partners for their support and encouragement. ●

**JYF Mission: Sharing Knowledge and Innovation | Create Harmony and Brotherhood | Check on Malpractices Collective bargains | Government Subsidy Benefits | Export Related Guidance | Organising Education Seminars.**

# 11th Signature IIJS: 16,000 visitors from India & 55 countries access over 670 exhibitors and 1,500 stalls (200 more stalls)

**5th IGJME, asia's largest, exhibits latest in G&J technology**



The Gem & Jewellery Export Promotion Council (GJEPC) presented the trade with two wonderful opportunities to commence the Year's buying season with the 11th edition of Signature IIJS and the 5th edition of India Gem & Jewellery Machinery Expo (IGJME). Arunkumar Mehta (Chairman, Rosy Blue (India) Pvt. Ltd. & B. Arunkumar & Co.) inaugurated Signature IIJS 2018 in the presence of Pramod Agarwal (Chairman, GJEPC), Colin Shah (Vice Chairman, GJEPC), Shailesh Sangani (Convener-National Exhibitions, GJEPC), Kirit Bhansali (Committee of Administration - Diamond Panel, GJEPC) and Smt. Veena Wadkar (Executive Director - Operations, GJEPC).

SIGNATURE IIJS unveiled the most coveted premium jewellery and jump-started the new buying season from 9th - 12th February, 2018 at Bombay Exhibition Centre. The event hosts more than 670 exhibitors and 1,500 plus stalls and is expected to attract 16,000 visitors from pan India and more than 55 countries. Buyer delegations are from countries such as Kuwait, Qatar, Bangladesh, Nepal, the UK, Bahrain, Iran, Uzbekistan, Kenya, Malaysia, UAE, Saudi Arabia, Sri Lanka & Singapore amongst others.

Addressing the inaugural session, Pramod Agarwal, Chairman, GJEPC, said, "We are proud and privileged to have a father figure and an institution - Arunkumar Mehta to inaugurate the 11th Signature IIJS and 5th IGJME to set the tone for a very significant buying season and reaffirm our leadership. We met Hon. Union Minister Suresh Prabhu

and his officials, who showed keen interest in taking measures such as Jewellery Parks, Common Facility Centres, promotion of jewellery, especially hand made jewellery. The Council will soon present a plan to make India a global manufacturing hub for the gem & jewellery business." He added, "We appreciate the recent Government's initiatives such as reducing GST on cut & polished diamonds and precious stones from 3% to 0.25%; reducing corporate tax from 30% to 25% on companies having turnover of up to Rs 250 crore; and Government's move to contribute 12% to Employee Provident Fund (EPF) in wages of new employment for three years in all sectors."

Agarwal added, "GJEPC has been proposing the world diamond industry for generic promotion of diamonds continuously in the last few years and this has seen an effective solution in the form of Diamond Producers Association's recent campaign, which will help create a strong top of mind recall value for diamonds in the luxury segment. The points raised in the last India Gold & Jewellery Summit on comprehensive Gold Policy, Gold Exchange and reframing of the gold monetization scheme has been announced in the Union Budget. GJEPC has the view that import duty on precious metal should be reduced and we have recommended the same to the Government."

"We have requested Government to review FTAs with countries for giving level playing field to Indian industry and sign new trade agreements with countries such as the US,

"Swarovski Gemstones' branding partners have created mesmerising impression at the Signature IIJS 2018. Swarovski's ground-breaking collaborations and trusted partnerships have always sparked the imagination of designers, jewellery brands & manufacturers and retailers with its Swarovski Zirconia becoming part of truly sensational experiences, both personal and cultural.

- Rajendra Jain, MD Swarovski Gemstones India

"Though the show was good, the impact of Nirav Modi & Mehul Choksi and gold price increase was visible. The Nirav-Mehul episode has resulted in stricter bank rules affecting the cash inflow. Nearly 10%-15% it has affected the business."

- K Srinivasan, MD, Emerald Jewel Industry India Limited

Though the footfall was less, the show proved to be great in terms of business. It was a launchpad for the next seasons like Akshaya Tritiya and wedding orders. We had launched three too four collection which received very good response.

- Deepak Choksi, CEO, CVM & Co

It was a very good show which garnered optimistic response. It helps to gather an exchange of market insights and knowledge, providing networking opportunities for business.

- Manish Jain, Royal Chains

This year the show was extraordinary with serious buyers placing orders. Our exclusive launch of 'Ellora Collection' fetched commendable enquires and orders. We were satisfied by the turnout, which reflected the current state of the market quite accurately.

- Vijay Pokharna, Director, Pure Platinum

The show was good but compared to last year there was 30% decrease in visitors footfall. Even though the numbers seem slightly low, we have had satisfactory business. We had launched lightweight collection, which was well received.

- Deepak Seth, Partner, S K Seth and Co

It was a very good show and with govt rolling out GST has given a smooth ride to the trade. We had launched platinum jewellery collection and lightweight jewellery range in yellow gold. We are tailoring our product to the market's needs right and IIJS signature is the right platform to which gives us an opportunity to cater to right buyers.

- Pramod Mehta, Director, Shilpi jewellers Pvt Ltd

"It was a satisfactory show for and our 'Nazaraana Collection' received very good response. Compared to previous edition the, this year the visitors turned out to be less."

- Manish Bhindi, Partner, Bhindi Manufacturer

Canada & Russia amongst others where our exports can grow. Council will work on making our exhibitions world-class. We have to upgrade our manufacturing continuously to keep up with technological development to maintain our leadership position in diamonds and colored gemstones. We have to promote Brand India by focusing on increasing value addition of the sector," Shri Agarwal said.

Colin Shah, Vice Chairman, GJEPC, said, "Signature IIJS 2018 is important as the tides are slowly but surely changing and I foresee better times ahead for the gem & jewellery industry. GJEPC continuously fosters a holistic environment to conduct business by organizing buyer-seller meets and dedicated diamond weeks. Trade shows such as IIJS and IGJME facilitate growth at every stage of the pipeline. GJEPC is leaving no stone unturned to ensure that the gem & jewellery industry continues to thrive and prosper."

Shailesh Sangani, Convener-National Exhibitions, GJEPC, said, "Signature IIJS and IGJME achieve the dual goal of presenting India's finest jewellery creations to the world as well as providing Indians and international visitors with a comprehensive showcase of all the latest updates in technology and machinery. We need to continue to stay relevant in the luxury world with high quality designer jewellery and finishes.

The gem & jewellery industry is regaining traction after GST regime has ushered in a new era and increased demand. The number of booths at 11th Signature IIJS has increased by 200 nos to accommodate the waiting list of new sellers. New features have been added to this show, which is the perfect opportunity for retailers to replenish inventory for the coming buying and festive season. GJEPC is facilitating guidance in various avenues of growth." ●

# Unregulated deposits in Gems & Jewellery Sector

The Union Cabinet has given approval to introduce the banning of Unregulated Deposit Schemes Bill, 2018 in Parliament. The bill is aimed at tackling the menace of illicit deposit taking activities in the country. Companies/ institutions running such schemes exploit existing regulatory gaps and lack of strict administrative measures to dupe poor and gullible people of their hard-earned savings.



The Banning of Unregulated Deposit Schemes Bill, 2018 will provide a comprehensive legislation to deal with the menace of illicit deposit schemes in the country through:

- A. Complete prohibition of unregulated deposit taking activity;
- B. Deterrent punishment for promoting or operating an unregulated deposit taking scheme;
- C. Stringent punishment for fraudulent default in repayment to depositors;
- D. Designation of a competent authority by the state government to ensure repayment of deposits in the event of default by a deposit taking establishment;
- E. Powers and functions of the competent authority including the power to attach assets of a defaulting establishment;
- F. Designation of courts to oversee repayment of depositors and to try offences under the act; and
- G. Listing of regulated deposit schemes in the bill, with a clause enabling the central government to expand or prune the list.



The Finance Minister in the Budget Speech 2016-17 had announced that a comprehensive central legislation would be brought in to deal with the menace of illicit deposit taking schemes, as in the recent past, there have been rising instances of people in various parts of the country being defrauded by illicit deposit taking schemes. The worst victims of these schemes are the poor and the financially illiterate, and the operations of such schemes are often spread over many States. Subsequently, Finance Minister in the Budget Speech 2017-18 had announced that the draft bill to curtail the menace of illicit deposit schemes had been placed in the public domain and would be introduced shortly after its finalization.

The Union Cabinet, also, has given its approval to introduce the Chit Funds (Amendment) Bill, 2018 in Parliament. In order to facilitate orderly growth of the Chit Funds sector and remove bottlenecks being faced by the Chit Funds industry, thereby enabling greater financial access of people to other financial products, the following amendments to the Chit Funds Act, 1982 have been proposed:



- Use of the words "Fraternity Fund" for chit business under Sections 2(b) and 11(1) of the Chit Funds Act, 1982, to signify its inherent nature, and distinguish its working from "Prize Chits" which are banned under a separate legislation;
- While retaining the requirement of a minimum of two subscribers for the conduct of the draw of the Chit and for the preparation of the minutes of the proceedings, the Chit Funds (Amendment) Bill, 2018 proposes to allow the two minimum required subscribers to join through video conferencing duly recorded by the foreman, as physical presence of the subscribers towards the final stages of a Chit may not be forthcoming easily. The foreman shall have the minutes of the proceedings signed by such subscribers within a period of two days following the proceedings;
- Increasing the ceiling of foreman's commission from a maximum of 5% to 7%, as the rate has remained static since the commencement of the Act while overheads and other costs have increased manifold; Allowing the foreman a right to lien for the dues from subscribers, so that set-off is allowed by the Chit company for subscribers who have already drawn funds, so as to discourage default by them; and
- Amending Section 85 (b) of the Chit Funds Act, 1982 to remove the ceiling of one hundred rupees set in 1982 at the time of framing the Chit Funds Act, which has lost its relevance. The State Governments are proposed to be allowed to prescribe the ceiling and to increase it from time to time.

Many big & small jewellers are running deposit scheme, which are likely to be affected due to this proposed bill.

Most of jewellers are running deposits scheme wherein depositors is asked to pay 11 monthly equated instalment and free 12th instalment is reimbursed by jewellers.

Whether such scheme will be unregulated or not remains to be seen. If the Govt. declares such scheme as unregulated deposit or chit fund than it will be major blow to the industry.

Many jewellers have also found to be accepting & repaying deposit in "Gold" form. This is clear violation of section 269ss and 269T of the income tax act, 1961 which provides for 100% penalty for all deposit other than cheque/RTGS/NEFT etc.

Jeweller friends should start repayment of all type of deposit whether accepted in cheques by of monthly instalment or in gold form before the proposed bill is passed and notified.

After compulsory Hallmarking, proposed Re-introduction of PMLA for gems & jewellery sector, the biggest challenge will be to carry on business without deposits.



Author: **Surendra Mehta**  
National Secretary, IBJA



The salient features of the Bill are as follows

- The Bill contains a substantive banning clause which bans Deposit Takers from promoting, operating, issuing advertisements or accepting deposits in any Unregulated Deposit Scheme. The principle is that the Bill would ban unregulated deposit taking activities altogether, by making them an offence ex-ante, rather than the existing legislative-cum-regulatory framework which only comes into effect ex-post with considerable time lags.
- The Bill creates three different types of offences, namely, running of Unregulated Deposit Schemes, fraudulent default in Regulated Deposit Schemes, and wrongful inducement in relation to Unregulated Deposit Schemes.
- The Bill provides for severe punishment and heavy pecuniary fines to act as deterrent.
- The Bill has adequate provisions for disgorgement or repayment of deposits in cases where such schemes nonetheless manage to raise deposits illegally.
- The Bill provides for attachment of properties/ assets by the Competent Authority, and subsequent realization of assets for repayment to depositors.
- Clear-cut time lines have been provided for attachment of property and restitution to depositors.
- The Bill enables creation of an online central database, for collection and sharing of information on deposit taking activities in the country.
- The Bill defines "Deposit Taker" and "Deposit" comprehensively.
- "Deposit Takers" include all possible entities (including individuals) receiving or soliciting deposits, except specific entities such as those incorporated by legislation.
- "Deposit" is defined in such a manner that deposit takers are restricted from camouflaging public deposits as receipts, and at the same time not to curb or hinder acceptance of money by an establishment in the ordinary course of its business.
- Being a comprehensive Union law, the Bill adopts best practices from State laws, while entrusting the primary responsibility of implementing the provisions of the legislation to the State Governments.

The clampdown on jewellers and other deposit-seeking entities is part of the Banning of Unregulated Deposit Schemes Bill, which was cleared by the Cabinet and is expected to be introduced in Parliament shortly.

The bill requires all deposit-seekers, including entities that are already regulated, to register with the designated authority provided under the proposed law.

Many jewellers, including some renowned names in the business, have schemes that allow consumers to pay

11 instalments with the 12th coming from the company. The money can then be used to buy jewellery during a specified period.

There are others which require consumers to pay instalments for at least 10 months and, depending on the duration of the deposits, offer discounts of 50-60% of the monthly contribution. Senior government officials told that these schemes are nothing but deposits and need to be regulated. ●

# Malabar Group to launch India's first Green Mall in Thiruvananthapuram



"Travancore to the capital city which has always remained close to my heart. Thiruvananthapuram is ever-pulsating with life, however deep down; the city treasures the erstwhile charm. Here, a sense of bygone glory still reigns over the kingdom of hearts. Mall of Travancore, a first of its kind venture by Malabar Developers provides a complete and uncontested experience of shopping, leisure, fun and everything else one could think of."

- M. P. Ahamed, Chairman, Malabar Group

Mall of Travancore, a first-of-its-kind venture by Malabar Group aims to introduce a complete mall experience to the capital city Malabar Group has already carved its niche through Malabar Gold & Diamonds and Malabar Developers. Malabar Gold & Diamonds has flourished all over the world with more than 213 showrooms in nine countries Malabar Developers too has made its mark through several prestigious projects all across Kerala.

The group which has 1700 investors and over 12000 Management Team members has already emerged as one of the leading corporate establishments Situated at NH Bypass, Chakkai Junction Mall of Travancore is located right next to the International Airport. Spread across a vast expanse of 7 acres with the largest built up area of 6.4 lakh sqft, the mall will have more than 300 brands spread over 150 stores including international brands, top

of the line Indian brands and some popular brands from Kerala. Total Home Solutions by Eham Digital, 215th store of Malabar Gold & Diamonds.

Hymart Hypermarket. 7 multiplex theatres Playaza a 15,000 sqft play area with 11 indoor rides, 9D theatre, 60+ video game kiosks the list of attractions one will find in the mall goes scrolling long. These apart an open area of around 50000 sq ft is designed for people to relax, refresh and get entertained.

There will also be an outdoor market for fresh fruit & vegetables and other food item. In short, Mall of Travancore is all about leisure, fun, shopping and everything else one think of -all under a single roof. The security of the mall is ensured through over 1000 high definition cameras. Every interaction transaction and operation at the Mall of Travancore is characterized by quality and transparency. ●



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# Swarovski Gemstones presents The New-Generation New Look Gem Visions

Embrace the Spring/Summer 2019 Creative Expression of YES TO ALL

# Gem Visions



SWAROVSKI organized a dazzling private event "GEM VISIONS 2019" on 12th February 2018, at The Hyatt Regency Hotel- Mumbai for its exclusive branding partners & retail partners only. A Live webinar was also organized. Roza Topolnicka- Head Creative & Retail Marketing from Swarovski Gemstones Business presented the latest trends, designs, themes & innovations 2019. The extensive research done, foresightedness of preparedness was exemplary which made the event a grand success and the attendees were delighted to take back abundance of knowledge shared during the trend presentation.



At a time of radical change in our jewellery world, Swarovski Gemstones, the prestige brand for genuine gemstones and created stones, transforms the format and focus of Gem Visions, its industry leading trend and design service. Gem Visions will now be presented twice yearly, each issue with a seasonal slant, so that the first new-look Gem Visions is targeted specifically on Spring/Summer 2019. The dynamically different design, and notebook layout, with a fresh, playful freedom, are intended to ignite innovation, stimulate imagination and capture the essence of the season's theme:



## YES TO ALL.

In this Gem Visions we embrace and invite freedom of creative expression, we celebrate free spirits and thinkers, a sense of liberation in all facets of design, concept, color, form, craftsmanship, a new freedom in gem-cutting and setting. Looking ahead to spring 2019, we nurture today's youth-fuelled collective imagination, and the energy and ingenuity that drive change and progress, shaping social and cultural megatrends and diversity of design direction. We explore colours, mixing them with fantasy and originality, to harness their energy and the energy of light, which together make up the heart and soul of every gemstone. Inside the new lively magazinestyle Gem Visions, as always you will find both in-depth, authoritative research and analysis of



global megatrends, and our projected design directions, backed up with influences, icons and inspirations. This year, however, we have integrated the design directions into the text, throughout the book, reinforcing their relevance through short, sharp trend-related editorial features and news items, showing how these social, cultural, fashion and design shifts are making their presence felt in our world. New too for Gem Visions, Spring/Summer 2019, is a special focus feature: as the new freedom of thought and spirit is led by the millennials who are shaping our future and our consciousness, we take an informative look back at times of similar social and cultural revolution, specifically the 1960s and 70s, showing just how the "swinging" and "disco" decades impacted jewellery design, fashion and lifestyles.







2. Retail Revolution: As radical change sweeps the retail landscape, transforming the way we shop, the long-established ritual of the jewellery purchase seems out of date. Here we look at new jewelry-buying environments, catering to the demand for experiential, immersive storytelling in retail. We follow the latest trends in renting, sharing and the versatility offered by monthly boxes of exchangeable jewels.

3. Powerful Women: The rise of the strong, fiercely individual yet resolutely feminine woman has gone hand in hand with a growing awareness of women's issues around the world, resulting in a call to action. Over the past few years Gem Visions has tracked evolving ideals of femininity, and here we analyze the growing power of the female, the freedom of women to be themselves, whoever they want to be.

Spring/Summer 2019

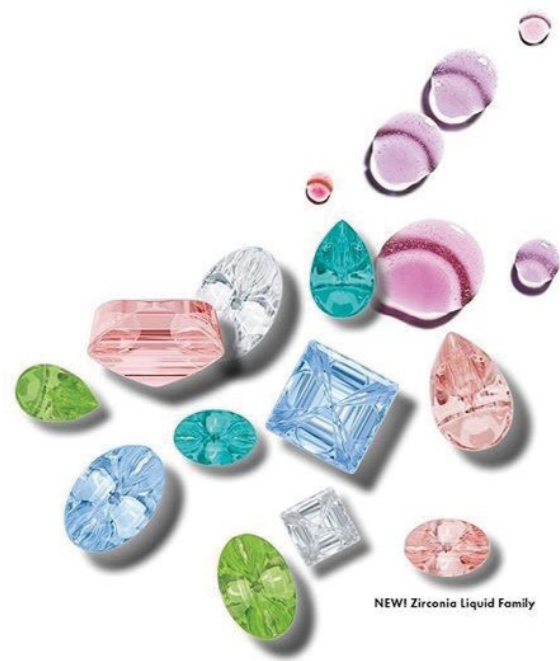
This season, we start by delving deep into three social and cultural megatrends, showing the design directions that we believe each will generate, along with relevant market insights and key items of jewellery:

1. Millennials: It's what everyone is talking about: we examine the profound changes brought about by Millennials, especially in the realms of luxury and communication, and ask how the jewellery world is responding. We highlight Chopard's collaboration with Rihanna, journey to exotic places with the Digital Nomads, analyze the Millennial preference for experience and emotion over material possessions, and the fixation with an "Insta-Life".



This short glimpse at through the key messages of the season can be explored in greater detail at: <http://swarovski/gv>

Esteemed attendees for the event were Emerald Jewel Industry India Ltd, RKR Gold, Surya Golds, Veera Gold, SENCO Gold, Waman Hari Pethe Jewellers, Titan Industries Ltd, Anmol Jewellers, Reliance Retail Limited, Divinus Creations, Poonam Jewel, Blue Lotus Jewellery Pvt. Ltd, Neptune Gold, Gunjan Jewels, Pure Platinum Jewellery Pvt. Ltd, Sanghi Jewellers, Raia Jewels Pvt. Ltd. (Oro Gold), Tanvi Gold Cast, Tiara Fashion Silver Jewellery, Uni-Design Jewellery Pvt. Ltd, Zar (RG Bangle Pvt. Ltd), The White Gold, Sign International, Ramnarain & Co, Damara Gold.



# Shaping the future of gold demand

The World Gold Council is the market development organisation for the gold industry. Our purpose is to stimulate and sustain demand for gold, provide industry leadership and be the global authority on the gold market.

We develop gold-backed solutions, services and products, based on authoritative market insight and we work with a range of partners to put our ideas into action. As a result, we create structural shifts in demand for gold across key market sectors. We provide insights into the international gold markets, helping people to understand the wealth preservation qualities of gold and its role in meeting the social and environmental needs of society.

**Meet us at the 2018 India International Bullion Summit (IIBS) to see how we are translating this vision into action.**

[www.gold.org](http://www.gold.org)

# Tanisha Jewellers Self-belief and hard work is key to success.....

With a history of over two decades, Tanisha Jewellers was founded by Narendra Jain in 1998. The firm has been into wholesale gold jewellery business and was initially operated through their home in absence of an office. In talks with Jewel Buzz, Narendra Jain and Rohit Jain share their journey of success.

Narendra Jain believes that success is not an accident, but it is hard work, perseverance, learning, studying, sacrifice and most of all, Love of what you are doing or learning to do. He began his journey by delivering jewellery by personally visiting retail jewellers in Western Madhya Pradesh area. The firm is now well established in the heart of Indore city at the main jewellery market of Indore, Bada Sarafa.

## The journey...

It has taken a lot of time, persistent efforts and a never-ending commitment towards delivering nothing but the best quality, to reach a level where people now recognize Tanisha Jewellers as one of the best wholesale jewellery trading firms in Central India. The company dealt only in gold chains initially and gradually started getting known as "The Chain King" in the jewellery circles of Indore.

The business took the second big leap in the year 2014 with the second vertical in the name of Tanisha Jewels. Tanisha Jewels added more products such as necklaces, pendants, rings, mangalsutras etc. to our portfolio.

## Vision ahead

Our vision is to be the largest and most admired wholesale supplier of gold jewellery in Central India, with a name that becomes synonymous with quality, purity and variety.

## Marketing Mantra

Well, it's very simple: "delivering the best and the unique jewellery at very competitive rates, while maintaining the highest levels of customer satisfaction".

## Inventories of design

Tanisha Jewellers is a specialised firm in gold chains where as Tanisha Jewels deals into all type of allied jewellery, whether it is from Mumbai, Kolkata, Ahmedabad or Rajkot. Tanisha Jewellers has always focused on three primary aspects of gold jewellery business:

- A. Purity
- B. The finish of the jewellery
- C. Customer relationship



"We always strive hard to ensure that we deliver the best possible finish and purity in jewellery to our valued customers," says Narendra Jain.

## Our employee strength and organisational structure

Currently, we have a strength of 21 employees, who have been the pillars on which Tanisha Jewellers has built its growth and reputation, along with the 2 partners. 15 of the total strength is employed with Tanisha Jewellers, while the rest 6 work with Tanisha Jewels. Our employees have been as dedicated, if not more, than the founding team and partners.



"We always strive hard to ensure that we deliver the best possible finish and purity in jewellery to our valued customers," says Narendra Jain.

Narendra Jain

Rohit Jain

## Product uniqueness

The jewellery at our firm comes from the best of the manufacturers and karigars in India. All our jewellery is 22ct. and B.I.S hallmark certified.

We mainly trade in the following products:

- Machine chains
- Handmade chains
- Fancy chains
- Handmade jewellery
- Mangal sutras
- Bracelets
- Rajkot jewellery
- Casting jewellery, which also has the uniqueness of having Swarovski studded stones from Switzerland.
- Antique Collection

Antique Collection is our most recent product line, which comes with the assurity of the actual weight of gold in it after kundan and moti.

## Capturing the Indian market

Gold has always been an investment product for Indians. While purchasing jewellery too, the customers keep in mind that they bare minimum loss in the form of making



or kundan charges while purchasing it as well as at the time of selling. We have always focused on this need of our customers and that's why our rates are very competitive and need no advertisements.

"We are soon going to launch our mobile app "Tanisha Jewels" which will be available on Google play store and on Apple store through which our customers will be able to see new and latest design's instantly," says Rohit Jain.

## Expansion plan...

Going forward, we are looking to expand by the way of adding more product lines to our jewellery portfolio including bangles and heavy bridal jewellery. The firm's eventual plans include having large scale wholesale as well as retail under one roof, through having a chain of showrooms and offices. ●



**HRD Antwerp is Europe's leading authority when it comes to Diamond Grading, Education and Equipment. HRD stands for Hoge Raad voor Diamant, which literally translates into 'Diamond High Council'.**

### Overview of HRD Antwerp

Headquartered in the world's leading diamond trading centre, Antwerp (Belgium), HRD Antwerp can, therefore, draw on 570 years of experience passed down through Antwerp's diamond trade.

We have diamond and jewellery grading laboratories in Antwerp, Mumbai and Istanbul. They have gained the diamond industry's confidence by offering highly reputable diamond and jewellery grading reports, state-of-the-art innovative solutions and extensive in-house expertise that allows any consumer to purchase diamonds or jewellery in full confidence.

State-of-the-art technology has always been at the core of our business. Each one of our labs are equipped with an extensive set of modern tools and machines,

some of which have been developed in-house. Therefore, consistency is guaranteed, no matter in which lab of ours a stone has been graded. Our grading reports have the same value anywhere in the world.

### Indian presence

HRD Antwerp was launched in India in 2007, with a representative office offering educational programmes. In 2012, HRD Antwerp activities in India extended its range of services, including the diamond grading service.

Setting out with a limited capacity, HRD Antwerp India expanded quite extensively owing to the growing demand. Now, HRD Antwerp India has a full-fledged lab strategically located near the Bharat Diamond Bourse (BDB), where clients can either safely carry their stones for grading or use our transportation partners for free pick up & delivery all over India. HRD Antwerp India will also be soon opening offices within Bharat Diamond Bourse (BDB) and SEEPZ in Mumbai to provide better service to the industry.

In 2017, HRD Antwerp India also re-launched their education services in India, which includes the coveted 'HRD Antwerp Certified Diamond Grader' diploma course, retail jewellery trainings and consumer seminars to meet up with the growing educational demand within the industry.



## Creating Opportunity

**Michel Janssens**

**CEO, HRD Antwerp**



### Tell us about the HRD Antwerp heritage and its organisational structure

HRD Antwerp has a long history as an Antwerp based certification lab, and as such has laid down the ground rules of reliable certification. HRD Antwerp has been grading diamonds and jewellery in Antwerp since 1973. In 2007 the previous 'Hoge Raad voor Diamant' (Diamond High Council) was divided into the Antwerp World Diamond Centre (AWDC), private foundation and HRD Antwerp, limited liability company. The Antwerp World Diamond Centre, acting as sector federation of the Antwerp diamond trade, is the only shareholder of HRD Antwerp. HRD Antwerp has three commercial activities: Diamonds & Jewellery Grading, Education and Equipment. We are also a member of the Responsible Jewellery Council (RJC) since March 2010.

All HRD Antwerp activities are supported by an uncompromising operating code supported by some of the most sophisticated technologies and qualified graders. HRD Antwerp is a full subsidiary of the Antwerp World Diamond Centre. Its commercial activities have spread out worldwide, with ongoing explorations and expansions

### Tell us about your journey in HRD Antwerp

Holding senior finance functions in various sectors for the past 33 years, I started in 2006 as the COO for AWDC. In this role, I was responsible for all back-office functions.

As of July 2013, I assumed the same responsibilities for HRD Antwerp, and have been appointed CEO ad interim in May 2017.

### Do you see more global expansion?

HRD Antwerp inaugurated its new lab and office premises

in Mumbai last April. This expansion underscores HRD Antwerp's commitment to fundamentally strengthening the ties between the world's leading diamond trading centre – Antwerp and the Bharat Diamond Bourse - the world's largest diamond bourse.

For the last decade, we have organized lab service at the March and September International Diamond, Gem & Pearl Show in Hong Kong and have met with increasing success each year.

In Mainland China, we have partnerships with major universities active in the field of gemmology. Our education team travels to some of the biggest cities of Mainland China at least once every month, to conduct our Certified Diamond Grader course. We have also been expanding the range of course offerings in Mainland China recently, which included the first Contemporary Diamond Jewellery Design course in Hangzhou in July 2017.

Besides these existing activities and partnerships, we are in the process of reorganizing our global commercial structure, in order to redefine our entire commercial strategy. The strategy will be built upon three pillars: customer-centric focus, innovation, internal and external growth. Asia will form a very important part of this implementation plan.

### What makes HRD Antwerp different from other diamond grading labs?

An HRD Antwerp grading report represents the hallmark of authentic European quality and allows any consumer to purchase diamonds or jewellery in full confidence.

By using innovative solutions in our Research facilities, we are able to tackle the threats and challenges met by the market.

**BRAND STORY**



Furthermore, HRD Antwerp operates grading facilities in Istanbul and Mumbai, which allows speedy service delivery to our local customers.

We are working closely with worldwide jewellery retailers, and offer them a range of tailor-made solutions, in order to help them serve better their customers, and ultimately increase their sales.

**There is a perception in the trade that grading is less strict in some overseas labs. Your comments.**

Since each lab follows its own standards for grading, different interpretations and viewpoints are likely to happen. It is inappropriate for us to comment on the standards of our competitors. In the current scenario, where there are numerous grading labs across the world, we have maintained our grading standards and consistency across the globe throughout the years. We follow strict grading guidelines without compromising on the quality of grading which allows consumers to purchase diamonds or jewellery graded by HRD Antwerp in full confidence.

**Do you grade polished synthetic diamonds?**

The current threat posed by synthetic diamonds is the issue of undisclosed mixing of synthetic with natural diamonds, which damages consumer confidence in our business.

In our lab, we do offer Laboratory Grown Diamond Grading Reports, but for disclosed laboratory grown diamonds only. Undisclosed synthetic diamonds are never graded by us.



**What specialized equipment do you have to counter this situation?**

We are taking action to counter this threat by developing high-tech detection systems, such as our M-Screen+. We are committed to making continued technological progress in detection equipment, and making this equipment available on a wider scale to potentially more vulnerable locations. The M-Screen+ automatically feeds, screens and sorts round brilliant diamonds at a super speed of minimum 3 diamonds per second or 80 to 100 carats per hour. Depending on the size of the stones and the size of the batch, the speed can be as high as a staggering 15,000 diamonds per hour. This provides a super-fast screening solution, enabling traders and manufacturers, to screen large melee parcels.

Our equipment range also includes hand-held portable devices such as the D-Screen, that distinguishes natural diamonds from stones which are potentially laboratory-grown, or HPHT colour enhanced.



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moonstruck

## Determined to succeed in the Indian market

**Ravi Chhabria**  
Managing Director  
HRD Antwerp India



### Tell us about HRD Antwerp's operations in India?

HRD Antwerp was launched in India in 2007 acting as a representative office offering HRD Antwerp's educational programmes. In 2012, HRD Antwerp's activities in India extended its range of services, including the diamond grading service.

Setting out with a limited capacity, the office in Mumbai expanded quite extensively owing to the growing demand for diamond grading services. Now, we operate a full-fledged lab strategically located in close proximity to the Bharat Diamond Bourse (BDB).

### How has your journey in HRD Antwerp been so far?

The journey has been excellent so far with our capacity and customer base growing on a monthly basis. We have our diamond and jewellery lab in Mumbai fully operational and have a representative office in Surat. Our education services have also received a positive response from the Indian market.

### What was the most challenging phase you faced in your term?

In India, jewellers sell their products based on their brand identity amongst consumers. Jewellers ultimately have to sell their own brands. Although they have created excellent brands and have earned a very good reputation for themselves, the need for third-party certification may be required at some point of time. However, the change in this mind-set takes time and perseverance.

However, times are changing fast with the new millennials wanting a diamond or jewellery grading report from an independent party that assures them of quality. We are an independent third party whose certification adds on to the confidence of the jeweller. Although the jeweller gives his guarantee, he needs a backing of a reputed international grading lab which also assures the same quality. Since we are an independent grading lab, we grade diamonds and jewellery without any external influence. So, certification is

an additional tool to sell, though not the only one to sell. A jeweller can enhance his brand and his market, but we would give him an incentive of an international trademark for his products.

### How are HRD Antwerp courses tailored for India?

Currently, we are offering our coveted 'HRD Antwerp Certified Diamond Grader' diploma course at our Mumbai campus. We have also launched short-term courses in diamond grading, jewellery design, as well as retail jewellery trainings. Other than the regular courses, we are conducting consumer seminars to meet up with the growing educational demand within the industry.

### How is HRD Antwerp planning to strengthen its presence in India? What initiative and programmes does HRD Antwerp have for India in the future?

We are opening two new offices at Bharat Diamond Bourse (BDB) and SEEPZ (Mumbai) respectively in 2018.

Our BDB office will serve the purpose of being closer to our customers and being able to offer them quicker and personalised service. The BDB office will act as a drop off point where our customers can submit and receive back their stones without having to leave the BDB premises. The Indian commercial team will be located at these premises to answer all queries, discuss various service options and meet with our customers, thus improving our open communication channels.

The SEEPZ office will initially focus on the grading of jewellery that is manufactured within the SEEPZ area by numerous companies for export to various international locations. Our customers will experience a safe, reliable and easy access to our services. HRD Antwerp already is in partners with a large number of international manufacturers and jewellers, including an exclusive contract with some jewellers. We forecast an immense potential market and have foreseen the capacity to double our activities without any additional substantial investment.

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In Italian  
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# 50 Ways to Improve Your Store Right Now

For retailers looking to survive and thrive in 2018, it pays to sweat the small stuff. Modern consumers enjoy more ways than ever to browse and buy jewelry—on social media and through apps and Google searches, to name just a few.

But the spike in consumer entry points means today's retailers need the dexterity of an octopus. After all, successful stores now exist on two planes—the physical and the virtual. So while your main entrance may be in order, your consumers are increasingly streaming in through the side doors.

How to keep up with it all? We're here to help, with 50 ways to improve your jewelry retail business. These straight-talking suggestions were culled directly and indirectly from retail and jewelry industry leaders, social media and advertising, and big thinkers in the realm of customer experience. Here's hoping these tips help take your business to new heights in 2018.

## MERCHANDISING

1. Invest in eye-catching window displays year-round, not just during the holidays. Your windows are your invitation to shoppers. (Pictured at top: window shopping at Sofia Kaman in Venice, Calif.)
2. Create an area in your store where customers can handle and test-drive product unassisted (think bracelet and ring bars).
3. Consider mixing super-popular vintage and estate pieces into your display of new jewelry. Top retailers—including Barneys New York and New York's London Jewelers—do it already.



4. Rotate merchandise regularly to keep the store looking fresh for shoppers.

## EVENTS

5. Try hosting non-jewelry events such as speed-dating nights and art receptions to introduce potential new customers to your store.
6. Create a consumer advisory council to meet twice a year to discuss product trends and customer experiences that appeal to them (spring for drinks and snacks!).

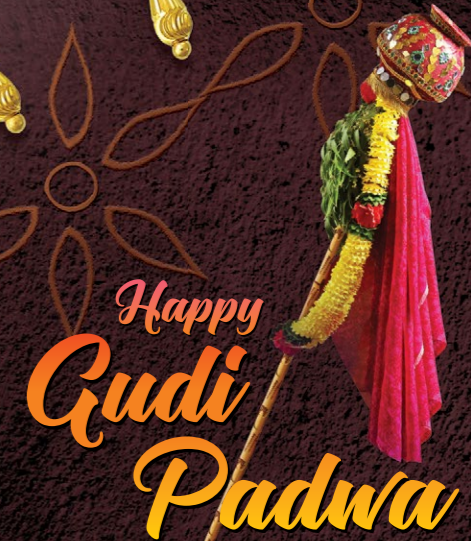


This auspicious New Year embellish with New Designs



Light-weight Jewellery Collection

Design # NexusJewel



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### GOLD JEWELLERY DIVISION



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### DIAMOND JEWELLERY DIVISION



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- If you have a stand-alone store, join forces with neighboring retailers to create a splashy evening or weekend shopping event.
- Collaborate with a local nonprofit on an in-store event that gives back to the community—for example, an animal adoption evening or a clothing or food drive.



- Invite loyal customers to an evening of styling fun when they bring their own jewelry to mix and match with new pieces or to consult with your staff about a redesign. (Pictured: a 40th-anniversary fete at Tapper's in Troy, Mich.)



- Offer shoppers a local craft beer—a drink you'd serve in your home—instead of Champagne.



- Ask if you can charge customers' phones. Or add a USB charging station to your space, as Neiman Marcus and Nordstrom have. (Pictured: a Nordstrom ChargeItSpot)

### STAFF AND TRAINING

- Focus on product storytelling in your sales training. When your employees convey an item's intrinsic value in an entertaining way, they won't need to haggle.
- Screen potential new staffers for talent and experience by quizzing them on sales scenarios during the interview.
- Identify your employees' selling styles—jewelry industry sales trainer Shane Decker defines them as "serpentine," "missile," and "sneak"—and train to those styles.
- Bolster staff morale by weeding out sales associates who aren't team players (for example, sales hogs and gossips).
- Invite top sales associates to attend trade shows such as JCK Las Vegas—the experience stokes enthusiasm for the jewelry business that they will take back to your store.

### SERVICE

- Create a comfortable waiting area for your shoppers' companions, even if you have room for only two cushy chairs and a small rug. (Pictured: inside Marissa Collections in Naples, Fla.)

- Buy a tablet or two expressly for clients' kids to play with in the store. When children are happily occupied, their parents are more relaxed shoppers. (Pictured: kid-friendly tech toys)

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19. Offer Skype video sessions for clients to create custom pieces or send in repairs, with an online sign-up for Skype appointments.

**SALES**

20. Hold a weekly sales meeting, covering a revolving list of topics that includes product, sales, and gemological education.

21. Experiment with direct mail campaigns featuring clear calls to action and incentives (discounts/deals).



22. Modernize your store's dress code by embracing business casual. Studies indicate that millennials don't like their salespeople in suits. (Pictured: a stylish—but still put-together—salesperson)

23. Work with employees to personalize customer greetings, bypassing the generic "How are you doing today?" opener.

24. Discover—and then address—your sales team's closing rate by adding a traffic counter to your door.

**WEBSITE**

25. Drive brick-and-mortar engagement by showcasing alluring products on your website marked as "in-store exclusives."

26. Align your online and offline businesses by ensuring your website's home page prominently displays your store's address, phone number, and hours.

27. Redesign your e-commerce pages to feature large product images (show the pieces from multiple angles!) and minimal text.

28. Post your video content at night. A 2017 study by CoSchedule found that user -engagement in video peaks at 9 p.m.

29. Verify your business on Google so it's more searchable and will show up on Google Maps.

30. Add a rotating banner of suggested -products, in the style of Sephora and -Amazon, to your web product pages.

31. Offer free shipping and returns. You might have to hike your prices slightly, but these practices have become standard in contemporary retailing.

32. Host a photo contest—offering a covetable prize—on your website and social feeds to boost online engagement and drum up user-generated content.

33. Take a page from successful jewelry e-tailers and integrate an online tool that allows shoppers to personalize jewelry pieces, even if that customization is minimal.

**SOCIAL MEDIA**

34. Follow and study local and national style influencers on social media to stay on top of trends and in-demand styles. (Pictured: jewelry influencer Katerina Perez, here at JCK Las Vegas)

35. Add social share buttons to your product pages so shoppers can save and share styles on their social feeds.

36. Cultivate a mix of product shots and faces from your store on Instagram; the social platform revealed recently that posts with faces garner 38 percent more user engagement.



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*Discover the modish*

A blend of experience & expertise in quality and customer focused service encouraged us to come up with contemporary yet traditional jewellery designs and crafted the modern trends.



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- 37. Cut down on your “social work” by finding cool, relevant content to aggregate for your feeds on Feedly, which searches content based on keywords.
- 38. Brainstorm high-click social content by browsing Google Trends, which reveals what people are talking about online.
- 39. Tag local influencers on social media so they see what you’re posting and can potentially re-post to their feeds.
- 40. Establish a YouTube channel, with the goal of posting one video a week to start.
- 41. Partner with a popular influencer (think local!), trading product for sponsored posts; start slow and invest minimally.

- 42. Add excitement to your Instagram by inviting influencers to “take over” your feed for a week (review all content before it’s posted).
- 43. Focus on paid posts on Facebook, as organic reach on the platform has dwindled to nil.
- 44. Experiment with selling special items directly off Instagram.
- 45. Spotlight your staffers (and their stories) on your social feeds. Millennials and Gen Zers want to know who’s behind the businesses they patronize.
- 46. Add Instagram Stories to your social media to-do list. The tool lets you showcase behind-the-scenes moments for 24 hours.

**DECOR**

- 47. Do a New Year’s purge and cleaning of your store’s offices. Organization in any business starts from the top.
- 48. Replace antiseptic-smelling glass cleaner with a pleasantly (and not-too-strongly) scented natural one, and consider investing in a professional scent machine.



- 49. Look to Etsy and other marketplaces that feature bespoke products to find creative decor for the holidays—and year-round.
- 50. Beautify your space by assigning a staffer to buy flowers and create a pretty arrangement every week.

Author: EMILI VESILIND



# A NEW DIMENSION OF BRILLIANCE

A unique, hand-crafted quality and place in the world of diamonds is a hallmark of the Swarovski brand, making each stone unique in composition, appearance and quality.



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= 100%

**SWAROVSKI**  
**CRYSTALS**



# SMART LEADERS FOCUS ON EXECUTION FIRST AND STRATEGY SECOND

“We found the perfect strategy” ranks with “And they lived happily ever after” as a perpetual myth. A strategy is never excellent in and of itself; it is shaped, enhanced, or limited by implementation. Top leaders can provide the framework and tools for a team, but the game is won on the playing field. When a strategy looks brilliant, it’s because of the quality of execution. A dumb idea is the one you fumble in the field by missing critical details, like how customers would react or what competitors might change while you’re still picking up the ball.

In decades of teaching executives at Harvard Business School and interviewing CEOs for my research, I’ve observed that savvy leaders whose strategies succeed tend to focus on four implementation imperatives: Question everything. When Apple launched the iPhone in 2007 with AT&T as exclusive service provider, telecom giant Verizon decided to launch its own smartphone. It knew it had to act fast, so top leaders

began by challenging major assumptions about how they operated. Instead of do-it-ourselves, they worked with Google and Motorola. Instead of we-know-better, they used their partners’ capabilities and shared data. Instead of waiting for every step to be finished before proceeding to the next, they worked on many fronts simultaneously. They created an excellent product in record time, in time for launch in the 2009 holiday season. In the two months post-launch, Droid sales even outpaced the iPhone’s launch numbers. Verizon would not have been able to so quickly and successfully change its strategy without being willing to question and overhaul traditional organizational structures.

Inform everyone, then empower champions. Excellent execution requires both breadth and depth. Big strategies need local options. A bank CEO who successfully implemented a new strategy for positioning the company as environmentally responsible in a country with strong environmental values

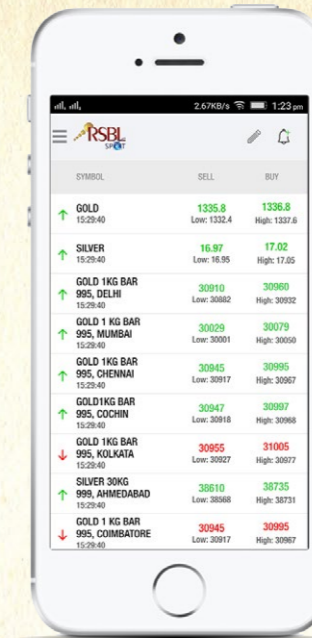
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started with broad awareness sessions for all employees, so they would know what was happening, and so the company could benefit from crowdsourced ideas. But then the CEO zeroed in on volunteer champions who stepped forward to realize the vision through innovations in products and customer relationships. He didn't worry about converting the skeptics, insist that all units make changes at exactly the same rate, or determine which innovations to undertake. He started a snowball rolling. The champions' wins became success stories that stimulated others to adopt practices or create their own.



Keep relationships tight and rules loose. Visionary leaders see further when they can see through many eyes. This means staying in close communication with their on-the-ground players, the way football coaches talk with quarterbacks on headsets throughout the game. The CEO and COO of a multisite nonprofit were rolling out a new strategy started with tight, rules-laden processes and playbooks. But as unexpected obstacles and shortfalls showed up on quarterly reports, they realized they should loosen procedural controls while working harder to get the on-site implementers working closely together and with HQ as allies in pursuit of a common mission. Once they articulated their shared purpose, took responsibility for how every other site performed, and developed mutual respect, they vaulted over hurdles and created better ways to meet goals. Shared values knit people together. Arrogance at the top and communication silos below undermine execution.

Modify quickly. David Kenny became the CEO of private-equity-owned Weather Company to bring its TV channel into the digital age by building on a wealth of data analytics. He also stressed synergies between digital and TV. On-air meteorologists were expected to produce content for social media and digital channels, while digital producers developed short-form videos that could be viewed online, on mobile devices, or on TV. This became difficult and burdensome. At the same time, the divergence between the two sides increased: dramatic growth for digital, flat for TV. So instead of exhorting each to redouble their efforts, Kenny split them into two divisions. This increased TV's performance and led to a lucrative sale of the digital assets. "Try, test, learn, and modify" is a better approach than sticking to something that isn't producing results.

Strategy can be viewed as a literary effort to craft a complete script and then hand it over to actors who enact it word by word. I prefer to think of it as resembling improvisational theater. A strategy takes shape from what actors do in front of audiences that provide feedback. Like the rapid prototyping of products in the tech world, or like a capital campaign for hospitals or museums that begins with a quiet phase, strategy often emerges from thoughtful planning followed by serendipitous execution experiments, like doing better than expected in a particular market. In fact, successful leaders sometimes wait to announce a strategy until it's well under way.

For all the faddish talk about audacious goals and moonshots, the bigger an unproven promise, the harder the fall when execution doesn't match the hype. It is important to avoid the temptation to declare victory at an announcement of a strategy — the photo op of merger partners' handshakes, the external award for product design, or the big donation for work not undertaken — only to find that the merger dissolves, customers ignore the product, and the new work never gains traction.

In short, encourage innovation, begin with execution, and name the strategy later.



Courtesy: Harvard Business Review

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# Nuun Jewels' showroom by Brunoir and Java Architecture, Paris

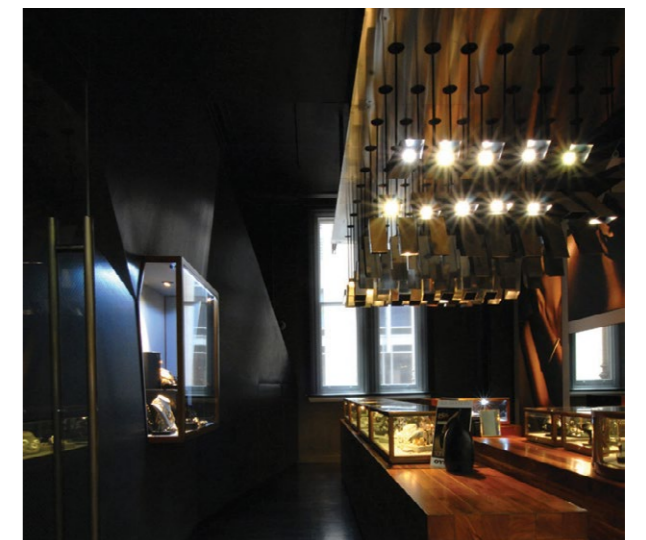
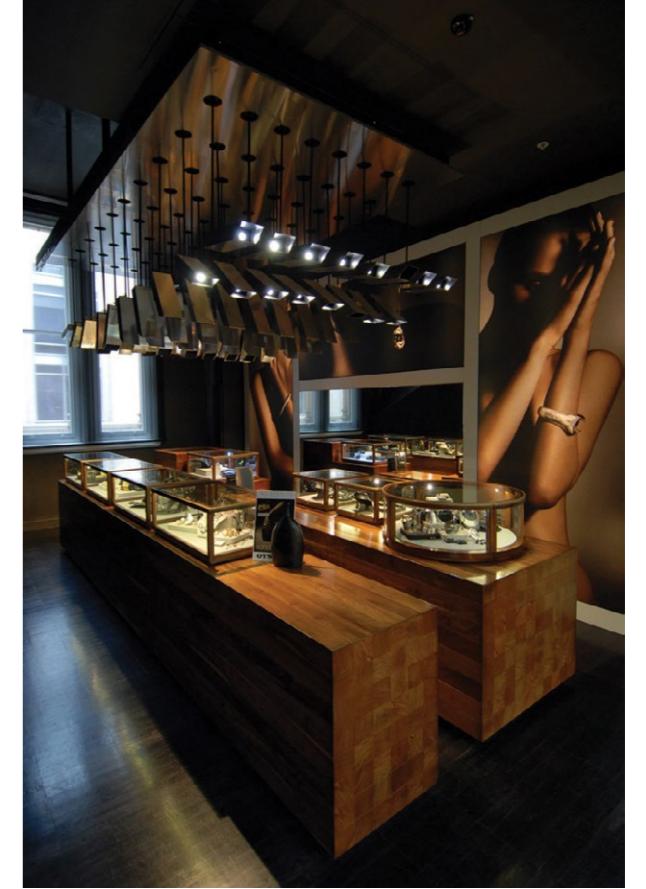
A critical element in jewellery retailing, store design directly impacts the jewellery shopping experience and thus sales. IBJA Times presents best designed stores across the world and latest trends in store design.



Luxury and beautiful retail jewellery shop interior design to showcasing a vast array of exceptional jewelry and gemstones. Designed by Australia based designer in Sydney and Newcastle, Snell Architects, the retail jewellery shop interior design of Bunda Boutique is represent the Bunda itself as a premier Australian luxury jewelry brand of international renown, which offering an unrivalled collection of fine jewellery.

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Bunda Boutique is born of the Bunda passion for design, and the desire to create unique collections of ready to wear jewellery. The Bunda Boutique Collections are a progressive range of jewellery forged in simplicity and youthfulness, beautifully crafted in contemporary and avant-garde styles.



Source : retaildesignblog.net

# GJEPC leads a strong Indian contingent at Hong Kong International show



India Pavilion at the Hong Kong International Diamond, Gem and Pearl Show 2018 showcases 50 Exhibitors and Hong Kong Intl Jewellery Show 2018 has 33 Exhibitors

Hong Kong, February 27, 2018: The Gem & Jewellery Export Promotion Council (GJEPC), the apex body of the gems & jewellery industry in India, is organising India Pavilion at 5th Hong Kong International Diamond, Gem and Pearl show which was held from 27 February to 3rd March 2018 at AsiaWorld-Expo and at 35th Hong Kong International Jewellery Show from 1st to 5th March, 2018 at Hong Kong Convention & Exhibition Centre (HKCEC).

This year, the India Pavilion witnessed the top Indian manufacturers & retailers exhibiting a wide array of diamonds, gems & jewellery. Asia World Expo (AWE) which hosted Hong Kong Gems, Diamond & Pearls Show 2018 had 50 exhibitors showcasing loose diamonds & gemstones. India Pavilion for finished jewellery comprised of 33 exhibitors at Hong Kong International Jewellery Show 2018 has been organized at Hong Kong Convention & Exhibition Centre (HKCEC).

GJEPC Chairman Pramod Agarwal said, "Hong Kong has been second largest export market for the Indian gem & jewellery industry. The two shows, Hong Kong Diamond, Gem and Pearl Show 2018 and Hong Kong International Jewellery Show 2018, has been an important platform for the Indian G&J industry. The shows not only help us to expand our reach in the Hong Kong market but also gives access to the key markets of Asia. Every year we make sure that our best manufacturers get this opportunity at India Pavilion to showcase our capabilities in terms of best cuts and jewellery design."

The two shows had more than 4,480 exhibitors from over 50 countries and regions, forming the world's largest jewellery marketplace for traders to tap into global markets. In 2017, the shows attracted more than 85,000 buyers from 144 countries and regions.

India today is the most sought after sourcing destination for gems and jewellery for the global market. The overall gem & jewellery exports for the period April 2017 – Jan 2018 accounted for US\$ 33903.28 million. Out of which a staggering US \$ 10932.78 million export were to Hong Kong; Cut and polished diamonds exports accounted for US\$ 7976.81 million; Gold jewellery at US\$ 782.13 million whereas coloured gemstones recorded exports worth US\$ 160.23 million.

GJEPC, over the years, has played a significant role in boosting and promoting country's exports through various initiatives and programmes. Be it organizing the mega India International Jewellery Show (IIJS), SIGNATURE or India Pavilions at major Trade Fairs across the world. GJEPC also focuses on programmes like Buyer-Seller Meet. The Council has been at the forefront for the benefit of this gigantic industry. ●


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 All India Gem and Jewellery Council (GJC)  
 @ gjf.in  
 @ ankit@gjf.in



**Gem & Jewellery India International Exhibition**  
 23-25 March, 2018  
 Chennai Trade Centre, Chennai  
 MJDMA and UBM India  
 @ chennai.jewelleryfair.in  
 @ syed.thamim@ubm.com  
 Tel: +91 44 45530072/73



**Manthan – Gem & Jewellery Conclave, Mumbai**  
 5-6 APRIL, 2018  
 Mumbai P & S Corporate House  
 All India Gem and Jewellery Council (GJC)  
 @ gjf.in  
 @ manthan@gjf.in



**11th Jewellers Association Show**  
 31 Aug - 3 Sep 2018  
 JECC, Sitapura, Jaipur  
 Jewellers Association  
 @ jasjaipur.com  
 @ info@jasjaipur.com  
 @ +91-141-2563829



**11th India International Fashion Jewellery & Accessories Show 2018**  
 31st Aug - 03rd Sep 2018  
 Gateway Exhibition Centre, Connaught Place, New Delhi  
 India Jewellery Show  
 @ IJS2018  
 @ indiajewelleryshow.com  
 @ +91-11-43517000



**14th edition of Jewellery Week (JW)**  
 22-24 September, 2018  
 Pragati Mahal, New Delhi  
 GJC Committee  
 @ jewelryweekindia.com  
 @ jewelryweekindia.com



**Kolkata Jewellery Show**  
 Jointly organized by KJWBCA & Jewell India  
 Date yet to announce  
 @ Kolkata Jewellery Show  
 @ KJWBCA  
 @ Jewell India



**Delhi Jewellery & Gem Fair**  
 28th Sep - 01 Oct 2018  
 Pragati Mahal, New Delhi  
 IJMA India Pvt Ltd  
 @ IJMAJewelleryFair  
 @ IJMAIndiaPvtLtd.com  
 @ +91-11-43517000



**15th edition of Jaipur Jewellery Show**  
 21-24, December, 2018  
 Jaipur Exhibition & Convention Centre (JECC), Jaipur, Jaipur  
 @ Jaipur Jewellery Show  
 @ jaipurjewelleryshow.org  
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**JANew York**  
 In New York Spring  
 11 March - 13 March, 2018  
 Jacob Javits Convention Center  
 Emerald Exposition, LLC  
 www.janewyork.com  
 janewyork@emeraldexpo.com



**USA Jewellery Show**  
 22 March - 23 March, 2018  
 CES Vegas  
 (Mandalay Bay Center)  
 USA  
 mail@usa-jewellery.com  
 usa@usa-jewellery.com



**Eurasia Jewellery Show**  
 22 March - 23 March 2018  
 Moscow, Russia  
 Eurasia Jewellery Show  
 www.eurasiajewellery.com  
 contact@eurasiajewellery.com



**Miyako International Gems, Jewellery & Watch Expo 2018**  
 01 March - 02 April 2018  
 Miyako-Gems and Jewellery Trade Center (J&J Center Mall) 2/F  
 Miyako A&S Company Limited, Thailand  
 www.miyakogems.com  
 info@miyakogems.com



**MidEast Watch and Jewellery show**  
 3-7 April, 2018  
 Expo Centre Sharjah, UAE  
 Expo Centre Sharjah  
 mideastjewellery.com  
 amjed@expo-centre.ae



**China International Gold, Jewellery & Gem Fair**  
 18 April - 20 April 2018  
 China International Gem & Jewellery Exhibition Center, China  
 USA  
 www.chinajewellery.com  
 info@chinajewellery.com



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 Easyfairs  
 caratplusantwerp.com  
 info@caratplusantwerp.com



**JCK Las Vegas**  
 01 June - 04 June, 2018  
 Mandalay Bay Resort & Casino  
 Las Vegas, NV  
 Event by Exhibitors  
 www.jck.com  
 info@jck.com



**VOD DUBAI**  
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 DV Global Link LLC  
 jewelleryshow.com  
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	10 Gms	10 Gms	10 Gms	10 Gms	10 Gms	10 Gms	10 Gms	10 Gms	10 Gms	10 Gms	1 Kg	1 Kg
08-Mar-18	30590		30440		28020		22943		17895		38330	
07-Mar-18	30760	30705	30610	30555	28176	28126	23070	23029	17995	17962	38805	38735
06-Mar-18	30570	30605	30420	30455	28002	28034	22928	22954	17883	17904	38290	38435
05-Mar-18	30660	30665	30510	30515	28085	28089	22995	22999	17936	17939	38575	38550
04-Mar-18	SUN											
03-Mar-18	SAT											
02-Mar-18	Market Holiday											
01-Mar-18	30420	30380	30270	30230	27865	27828	22815	22785	17796	17772	38145	38085
28-Feb-18	30465	30535	30315	30385	27906	27970	22849	22901	17822	17863	38085	38210
27-Feb-18	30675	30695	30525	30545	28098	28117	23006	23021	17945	17957	38600	38495
26-Feb-18	30750	30750	30600	30600	28167	28167	23063	23063	17989	17989	38620	38610
25-Feb-18	SUN											
24-Feb-18	SAT											
23-Feb-18	30575	30570	30425	30420	28007	28002	22931	22928	17886	17883	38455	38390
22-Feb-18	30565	30555	30415	30405	27998	27988	22924	22916	17881	17875	38305	38315
21-Feb-18	30585	30585	30435	30435	28016	28016	22939	22939	17892	17892	38135	38135
20-Feb-18	30710	30785	30560	30635	28130	28199	23033	23089	17965	18009	38245	38310
19-Feb-18	30865	30875	30715	30725	28272	28282	23149	23157	18056	18062	38510	38550
18-Feb-18	SUN											
17-Feb-18	SAT											
16-Feb-18	30795	30915	30645	30765	28208	28318	23096	23186	18015	18085	38575	38710
15-Feb-18	30735	30725	30585	30575	28153	28144	23051	23044	17980	17974	38705	38655
14-Feb-18	30425	30360	30275	30210	27869	27810	22819	22770	17799	17761	38270	38185
13-Feb-18	Market Holiday											
12-Feb-18	30260	30225	30110	30075	27718	27686	22695	22669	17702	17682	38030	37925
11-Feb-18	SUN											
10-Feb-18	SAT											
09-Feb-18	30195	30130	30045	29980	27659	27599	22646	22598	17664	17626	37930	37920
08-Feb-18	30050	30005	29900	29855	27526	27485	22538	22504	17579	17553	37660	37670
07-Feb-18	30375	30385	30225	30235	27824	27833	22781	22789	17769	17775	38460	38435
06-Feb-18	30675	30650	30525	30500	28099	28075	23006	22988	17945	17930	38865	38775
05-Feb-18	30355	30455	30205	30305	27805	27897	22766	22841	17758	17816	38355	38730
04-Feb-18	SUN											
03-Feb-18	SAT											
02-Feb-18	30705	30635	30555	30485	28126	28062	23029	22976	17962	17921	39410	39270
01-Feb-18	30350	30450	30200	30300	27801	27892	22763	22838	17755	17813	39210	39335
31-Jan-18	30425	30390	30275	30240	27869	27837	22819	22793	17799	17778	39135	39170
30-Jan-18	30295	30455	30145	30305	27750	27897	22721	22841	17723	17816	38950	39190
29-Jan-18	30355	30385	30205	30325	27805	27833	22766	22789	17758	17775	39465	39385
28-Jan-18	SUN											
27-Jan-18	SAT											
26-Jan-18	Market Holiday											
25-Jan-18	30710	30595	30560	30445	28130	28025	23033	22946	17965	17898	39925	39765
24-Jan-18	30295	30425	30145	30275	27750	27869	22721	22819	17722	17799	38760	39145
23-Jan-18	30225	30240	30075	30090	27686	27700	22669	22680	17682	17690	38870	38760
22-Jan-18	30165	30190	30015	30040	27631	27654	22624	22643	17647	17661	38780	38885
21-Jan-18	SUN											
20-Jan-18	SAT											
19-Jan-18	30070	30175	29920	30025	27544	27640	22553	22631	17591	17652	38760	38885
18-Jan-18	30040	30055	29890	29905	27517	27530	22530	22541	17573	17582	38770	38890
17-Jan-18	30205	30225	30055	30075	27668	27686	22654	22669	17670	17682	39035	39220
16-Jan-18	30245	30210	30095	30060	27704	27672	22684	22658	17693	17673	39325	38890
15-Jan-18	30140	30150	29990	30000	27608	27617	22605	22613	17632	17638	39295	39210
14-Jan-18	SUN											
13-Jan-18	SAT											
12-Jan-18	29865	29980	29715	29830	27356	27462	22399	22485	17471	17538	38745	38850
11-Jan-18	29760	29745	29610	29595	27260	27246	22320	22309	17410	17401	38650	38595
10-Jan-18	29605	29810	29455	29660	27118	27306	22204	22358	17319	17439	38475	38885

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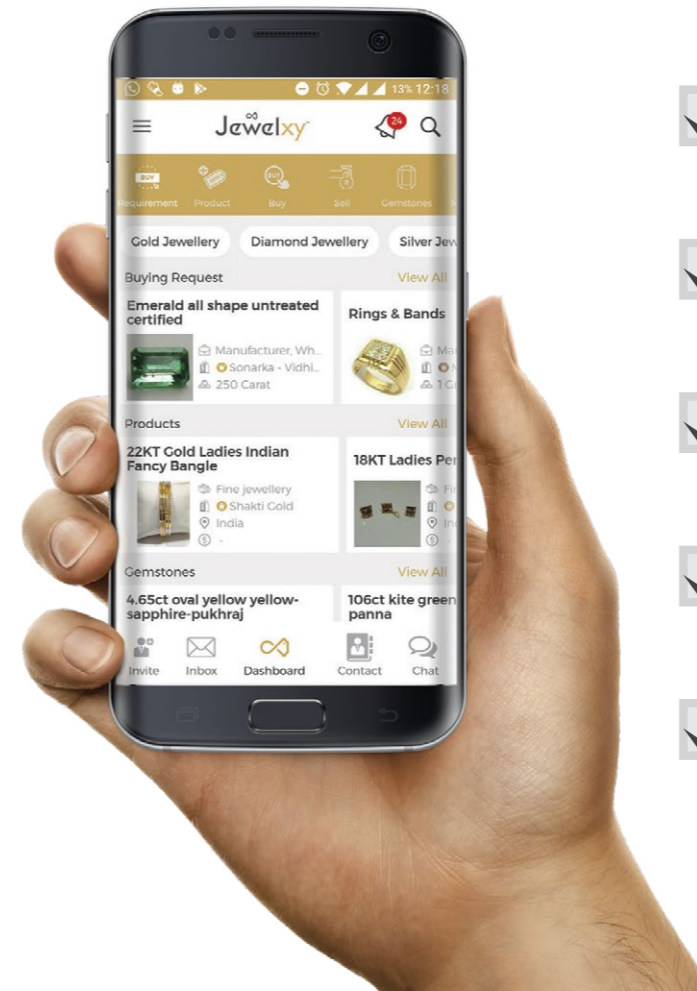
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