

IBJA Times



VOL2 ISSUE 2 | SUBSCRIBER COPY, NOT FOR SALE

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

**THE FUTURE
OF GEMSTONES
MARKET IN
INDIA**

**HOW QE
IMPACTS GOLD
PRICES IN
INDIA TODAY?**

**INDIAN
JEWELLERS
WEEK (IJW)
AT ZAVERI BAZAR
1-7 OCT 2018**

**Top 10 Gold
Producing Countries**

DASSANI
BROTHERS

True Beauty is Rare !
Experience the Rare
@IIJS 2018

Members

Yuga
by DASSANI

अभेया
Intensifying Yourself

INDIA BILLIONAIRES AND JEWELLERS ASSOCIATION LTD.

GJEPC
INDIA
SPONSORED BY THE MINISTRY OF COMMERCE & INDUSTRY

INDIA BILLIONAIRES AND JEWELLERS ASSOCIATION LTD.

◆ ● ▼ 2018
IIJS 9th to 13th, August 2018
India International Jewellery Show

VISIT US @ HALL NO. 1
BOOTH NO
|D072 |-|| / |D074 |-||

FOR LOOSE DIAMONDS AND POLKIS
PLEASE VISIT US @
P.P JAIN & CO.
BOOTH NO 1L022

CORPORATE OFFICE
901-3 MAJESTIC SHOPPING CENTER, 144 J S S Road,
GIRGAUM, MUMBAI -400004
PH- +91 22-23860652/+91 9820852811

LOOSE DIAMONDS / P.P.JAIN & CO.
(IMPORTERS & EXPORTERS OF DIAMONDS,
SOLITAIRE AND ROSECUTS)
HW4040, BHARAT DIAMONDS BOURSE, BKC, MUMBAI-400051
PH- +91 22-49704175

Shringar
HOUSE OF MANGALSUTRA

#MangalSutraForEveryOccasion

iijs 2018
PREMIERE SHOW

9-10-11-12-13 Aug, 2018
BOMBAY EXHIBITION CENTER
NSE Nesco Complex,
Goregaon East, Mumbai.

Visit us at
NEW HALL 7A

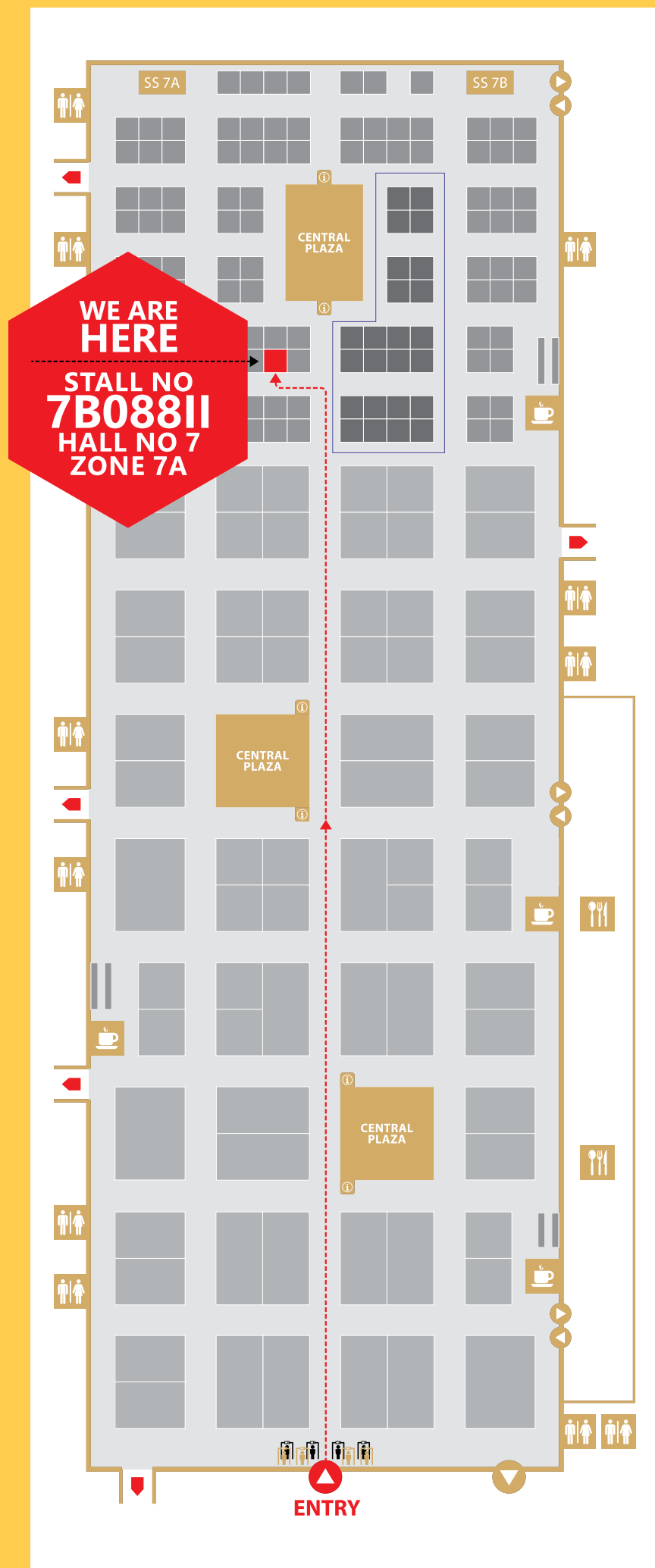
Stall No
7A 052 / 054
7B 051 / 053

BIGGER
SPACE
BETTER
AMBIENCE
SUPERIOR
QUALITY

Soliciting your presence
at IIJS 2018

Launching a New Brand

ALDORA
A PRIDE OF SHRINGAR



2018
IIJS
PREMIERE SHOW
AUG 9 10 11 12 13
2018
BOMBAY EXHIBITION CENTRE
NSE NESCO COMPLEX, GOREGAON EAST,
MUMBAI.



BALAJI COMPLEX, 2ND FLOOR, 81, IBRAHIM SAHIB STREET, BANGALORE - 560 001. +91-80-2558 2364 | 2559 4364 | 99027 74400
EMAIL : INFO@RMJEWELLERY.COM WE ARE NOW IN DELHI TOO. CONTACT : SHEKHAR GURU, +91 981 10 58591



UNCUT
DIAMOND
BOLD
IN GOLD



VISIT US AT
◆ ● ▼ 2018
IIJS
PREMIERE SHOW
8TH TO 13TH AUGUST 2018
ZONE : 1B
STALL # 1J060 I, 1J060 II, 1J062 I, 1J060 II



THE JEWELLERY MANUFACTURING COMPANY

CHOKSI VACHHRAJ MAKANJI & CO.

Plot # 372, Shishu Mangal Road, Gandhigram, Junagadh - 362 001 - Gujarat - India.

Call : +91 0285 265 1254 | M : +91 98252 20693 | Email : marketing@cvm-co.com | W : www.cvmworld.com   / CVM JEWELLERY



President's Message

We are in our 8th edition and was not possible without the support and best wishes of our readers. We always ensure that we bring to you the latest trends and the developments of jewellery industry.

Sometimes an article instigates new discussions on and beyond IJJA Time and sometimes it doesn't quite manage to spark the conversation we had anticipated. But in either case, at that very moment when the article gets published, we are confident and ensure that it is delivering value to you.

'Indian Jewellers Week' (IJW) which is slated from 01-07 October 2018 at Zaveri Bazaar is an innovative B2B initiative taken by IJJA and organized by GlamBox for the convenience of the Jewellers and the buyers. Our vision is that this B2B exhibition will increase India & International Buyers footfall and get more sales in Zaveri Bazaar.

IJW will give Jewellers the opportunity to showcase a wide range of their Jewellery line and save them from various hassle, risks and expenditure. Buyers get the benefit of viewing the Best Jewellery Collection. IJJA along with Glambox wishes to organize IJW in various states of India.

I take this opportunity to invite you all to 'Indian Jewellers Week' 2018.

Mohit Kamboj
NATIONAL PRESIDENT - IJJA



M
MARK
BANGLES
the bond of love

VISIT OUR STALL AT

2018

iijs

PREMIERE SHOW

AUG 2018 9 10 11 12 13

BOMBAY EXHIBITION CENTRE
NSE NESCO COMPLEX, GOREGAON EAST,
MUMBAI.

STALL NO
7A071 I, II & III
7A073 I, II & III
HALL NO 7A

102, Motiwala Building, Shop No. 2, Ground Floor, Dhanji Street, Mumbai - 400 003.
Tel: +91-22-2344 2176, +91-22-2344 2177

From the Publisher's Desk

Vol 2 Issue 2 | Jun - Jul 2018

IJS is back this year with all news features and is all set to showcase India's leadership role in the gem and jewellery sector. One of the biggest shows, it always accommodates biggest assembly of retailers, wholesalers, distributors and designers across the world. It is the perfect platform offering plethora of prospects for the country's leading exhibitors, manufacturers and retailers to facilitate an exchange of market insights and knowledge, providing networking opportunities for business.

IJW or Indian Jewellers Week is another big even that Mumbai's Zaveri Bazaar will witness in October. An Initiative of IBJA and organised by GlamBox India, IJW is first of its kind B2B Trade festival cum exhibition which will offer business benefits to the jewellers. Watch out for the space for the updates on IJW.

This issue we will talk about how much gold is the world digging up each year and what countries produce the most. A must-read article that will surprise you with its data.

Our other features include how lab grown diamonds are bringing back the desire for diamonds amongst modern consumers.

India ranks third in terms of jewellery consumption in the world and has turned out to be a hotspot for the sale of diamonds, semi-precious stones and gold. For over 2,000 years, the country has been the exclusive supplier of gemstones across the world. Find out what is the future of Gemstone market in India in this issue.

Happy Reading!



vivek kabra
PUBLISHER



Team

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

Publisher & Managing Director | Vivek Kabra | +91 98190 66366 | vivek@jewelbuzz.in
Chief Editor | Phani Girish | +91 96111 32166 | edit@jewelbuzz.in
Business Development | Vinod Bhamre | +91 98695 40919 | sales@jewelbuzz.in

Content Partner
www.penitup.com



Blog partner
www.styleprer.com



AM MEDIA HOUSE

Corporate Office : 2/69, Sahyog Building, SV Road, Opp. Lohana Samaj Wadi, Kandivali (w), Mumbai - 067. India +91 22 2866 0762 / 63
Registered Office : N-10/2, Ganpati Niwas, Bangur Nagar, Goregaon (W), Mumbai - 400 090
Bangalore Office : # 449, Railway Line Road, NGEF Layout, Sadanadanagar, Indiranagar PO, Bangalore - 560 038
Jaipur Office : 2032, BTC House, Pitleyon Ka Chowk, Johari Bazar, Jaipur - 302 003

Printed at : Jayant Printery LLP 352/354, Muralidhar Temple Compound, Near Thakurdwar PO, J.S.S Road, Mumbai - 400 002

M
MARK
EXCLUSIVE CZ JEWELLERY



102, Motiwala Building, Shop No. 2, Ground Floor, Dhanji Street,
Mumbai - 400 003. Tel: +91-22-2344 2176, +91-22-2344 2177
Email: punyagold@rediffmail.com

CONTENTS

Vol 2 Issue 2 | Jun - Jul 2018



Cover Picture Courtesy :
Shringar House of Mangalsutra, Mumbai

EVENTFUL ○ P14
Indian Jewellers Week (IJW) at
Zaveri Bazaar



VIEW POINT ○ P18 From
jewellery to investment to Govt
policies, experts share their views.

EVENTFUL ○ P22
Swarovski Gemstones™ launches
Stunning Innovations for 2018/19

EVENTFUL ○ P24
Chandukaka Saraf & Sons \\
Malabar Gold & Diamonds

EVENTFUL ○ P26
IBJA MCX Seminar conducted
at Kanpur \ IBJA MCX Seminar
conducted at Meerut

EVENTFUL ○ P28
Design Contest Showcases
Swarovski Innovations and Indian
Creativity

EVENTFUL ○ P32
Palak jewellers a dealer of "YUG"
- branding partner of Swarovski
inaugurated store in Durg,
Chattisgarh

GUEST ARTICLE ○ P34
Hallmarking a Curse or Boon?

GUEST ARTICLE ○ P44
ALTR Created Diamonds

GUEST ARTICLE ○ P46
The future of gemstones market in
India - Pankaj Khanna

SPECIAL REPORT ○ P48
How QE impacts gold prices in
India today?

RETAIL ○ P50
Jewelry Merchandising Tips for
Boutiques

BUSINESS & MANAGEMENT ○ P54
How to Increase Your Employees'
Satisfaction Without Giving Them
a Raise

WATCHES ○ P56
Old is still gold when it comes to
vintage watches



**EXHIBITION
CALENDAR** ○ P58
India and Global

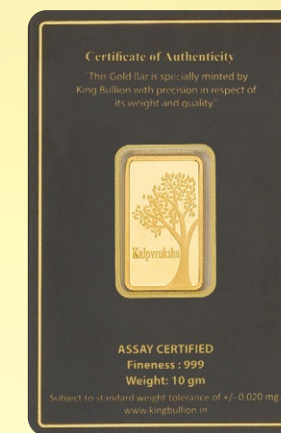
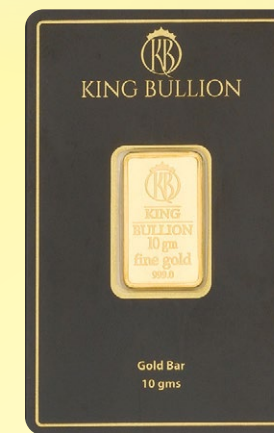
GOLD RATE ○ P64
Gold & Silver Opening & Closing
Rates



KING BULLION

PRIVATE LIMITED

KBJ Group Trusted Name for Purity



| | | | | | | |
|-----------|----------------------------|-----------|-----------|-----------|------------|----------|
| Gold | 0.500 gm | 1.000 gm | 2.000 gm | 4.000 gm | 5.000 gm | 8.000 gm |
| Gold | 10.000 gm | 20.000 gm | 25.000 gm | 50.000 gm | 100.000 gm | |
| Gold Coin | 995/999 | | | | | |
| Silver | 5gm Coin to 1kg Silver bar | | | | | |



Corporate Office: 3rd Floor, Raheja Chamber, Link Road & Main Avenue Above Benetton Store, Santacruz (W) Mumbai - 400 054.

Branch Office: 2nd Floor, Plot - 66, Kbj Plaza, Shaikh Menon Street, Zaveri Bazar, Kalbadevi, Mumbai - 400 002.

T: +91 22 49098580 / 49098333 | **I. com** 2914, 2900 | **website:** www.kbjgroup.in | **email:** info@kbjgroup.in | **f** | **t**

INDIAN JEWELLERS WEEK (IJW)

1 – 7 October 2018

Banaye Asaan Jewellery Vyapaar
Zaveri Bazar, Mumbai

IJW is an initiative to bring retailers & wholesalers from across India to Zaveri Bazaar, Asia's biggest jewellery manufacturing hub. The first of its kind B2B Trade festival cum exhibition to offer lots of business benefits for buyers and participating manufacturers with an ease in doing jewellery business. Indian Jewellers Week (IJW) is presented by IBJA, and will be organized by GlamBox India.

IJW will bring further ease for Manufacturers & Wholesalers as they can display maximum product range to buyers without any trouble of logistics, security,



INDIAN
JEWELLERS
WEEK

ZAVERI BAZAAR

1-7 October 2018

insurance & stall construction hassles. Retailers visiting IJW will also get benefitted with valuable Rewards to incentivize their purchases.

IJW is a dream project for Manufacturers & Wholesalers as it will bring incremental Sales for them due to excitement in the Buyers for

Reward Coupons & Gifts. IJW Provides hassle free Business Environment with lots of savings. IJW will also help in strengthening the bond between Manufacturers & Retailer through One on One Meeting & Direct Sales with Buyers in their own Office, and will lead to more recurring business.

EVENT DATE: 1st to 7th OCTOBER 2018

1. Retailers are relatively free to travel as very slow consumer buying of valuable goods because of Pitru Paksha period.
2. Just before the start of Navratri and all the important Festivals and Winter Wedding Season, Retailers are ready to stock new inventory for coming festive season.

OBJECTIVE OF IJW – ZAVERI BAZAAR

- Promoting Zaveri Bazaar As India's Biggest Manufacturing Hub, Across Asia.
- To Increase India & International Buyers Footfall In Zaveri Bazaar.
- Incentivize Buyers for their purchases during this B2B Trade Festival.
- Get More Sales For Zaveri Bazaar Manufacturers & Wholesalers.
- Saving Unwanted Expenses & Hassles Of Trade Exhibitions Like:
 - o Stall Construction
 - o Logistics
 - o Inventory Insurance
 - o Team Travelling
- Hassle Free Direct Sales At their Respective Offices.
- Strengthening Relationship With Buyers With One On One Meeting.

- Bring more recurring business to participants as likely chances of buyers visiting the office again during their future trips to Mumbai.

BENEFITS FOR BUYERS

- **First Time Ever** - Loads Of Rewards For Buyers With No Extra Cost:
Grand Rewards - 1kg Gold, Luxury Car, 5 Lakhs Cash
Daily Rewards - 100 Gms Gold, 50 Gms Gold, Iphone X, Mac Book, Holiday Package, Cash Shopping Vouchers and More.
- Free Registration for Jewellery trade buyers on **www.jwelexpo.in**
- Buyer Can Explore Best Jewellery Collection showcased For Retailers & Wholesalers visiting From Every State Of India
- Proper profiling of participating Manufacturer's product strength and market expertise to help buyers select the right choice of suppliers.
- One on one introduction of Buyers to participating manufacturer & wholesalers to help start the business communication.
- Full Map of the Zaveri Bazaar with locations of Participating Companies.
- Mobile App to search participants, fix appointments, send enquiries, etc
- Daily Knowledge Based Seminar at IBJA House.
- Enjoy Zaveri Bazaar Food & Hospitality In Mumbai Like Never Before.
- Buyer – Seller Networking Night with Fashion Show.

“INDUSTRY QUOTES”



'Indian Jewellers Week' is an innovative B2B initiative taken by IBJA and organized by GlamBox for the convenience of the Jewellers and the buyers. Our vision is that this B2B exhibition will increase India & International Buyers footfall and get more sales in Zaveri Bazaar. IJW will give Jewellers the opportunity to showcase a wide range of their Jewellery line and save them from various hassle, risks and expenditure. Buyers get the benefit of viewing the Best Jewellery Collection and a chance to win grand or daily rewards. After the success of IJW-Zaveri Bazar-2018, IBJA along with Glambox wishes to organize IJW in various states of India.

- **MOHIT KAMBOJ**, National President-IBJA

Zaveri Bazaar has been the pinnacle of jewellery artisans and artistry since its origin. And now the "Indian Jewellers Week" an upbeat initiative by IBJA will surely bring the shimmer it truly deserves. Nothing more to be said but rather to be seen with its glory and galore"

- **A K NISHAD**, Malabar Group Executive Director



'Indian Jewellery' - two simple but heart touching words. When you think about, your minds races back in centuries. Eye capture ornamental history from passing billions of years will come in front of you.

Hereby I support this great venture by IBJA for IJW and request all the retailers and wholesalers of Chhattisgarh to be a part of this Grand Festival..

- **NAVRATAN GOLCHA**, Chhattisgarh State President, IBJA

Indian Jewellers week is a great initiative taken by IBJA to promote the jewellery business in the right way. Mumbai's Zaveri Bazar has been for ages the biggest jewellery market for entire India. Jewellers from pan India have been coming here for wholesale jewellery buying. For buyers from Punjab and entire north the only market they knew in Mumbai was its famous Zaveri Bazaar. All my good wishes for the Indian Jewellers week and would like to congratulate my team of IBJA for taking such a great initiative. I would request jewellers from Punjab and surroundings to take benefit of such a great effort by IBJA .

- **ANIL TALWAR**, Punjab State President, IBJA



Time Saving, productive, focussed is what tags with IJW an initiative by IBJA and Organized by GlamBox. This concept helps the retailers and Wholesalers to save their time, makes us all more productive with the purchases and assists with best of the companies to choose. Earning rewards will put retailers in a win win situation and will motivate to wait for this extravaganza every year. Urge all the retailers and Wholesalers to take full benefit of this unique opportunity.

- **SAURABH GADGIL**, P. N. Gadgil Jewellers (PNG) & Vice President, IBJA

Being aware of the importance of Zaveri Bazaar being the biggest source of jewellery supply across India, all the retailers always wished to explore new suppliers from this market and IJW is offering retailers the same with lots of Rewards. As a State President of IBJA, I urge all my fellow Jeweller from Chennai and entire Tamil Nadu to visit this event and take benefit.

- **JAYANTILAL CHALLANI**, President, Madras Jewelers and Diamond Merchants Association, State President, Indian Bullion and Jewellers Association, Director, All India Gem And Jewellery Domestic Council



"INDUSTRY QUOTES"

Indian Jewellers Week is an innovative B2B exhibition cum festival concept. Putting up a reward system will motivate all the retailers and wholesalers from across India to visit Zaveri Bazar, Mumbai and source their jewellery requirements. I urge my fellow Ahmedabad Jewellers to take benefits of this interesting opportunity put up by IBJA and GlamBox

- **JIGAR SONI**, Vice President, Jewellers Association Ahmedabad



Indian Jewellers Week (IJW) an initiative by IBJA and Organized by GlamBox hopefully will take us back to the temple of Jewellery Industry which is Zaveri Bazaar, Mumbai. This festival like event will be great for our buying needs but also savouring our taste buds through Mumbai's Street food at the famous Nashta Gully along with famous Bhagat tarachand THALI

- **ANIL KATARIA**, D. P. Jewellers: Ratlam, Indore, Bhopal, Udaipur & M.P. State President, IBJA

"IJW is a well-planned innovative concept which helps both buyers and sellers to gather on a common platform and explore the wide range of products which are not possible in any of the events. By converting the office into an exhibition stage the buyers can ponder on an unlimited range of jewellery and suffice their requirements conveniently."

- **MUKESH MEHTA**, Director, Mark



"IJW has given us the opportunity to showcase our wide range of products in a well-designed system through our offices where we can facilitate our buyers with comfort and save plenty of hassle and expenditure. This concept also helps us do business with our clientele in a more productive manner."

- **VINOD JAIN**, Director, V. CHAINS Jewellery Pvt. Ltd.

"Events have always restricted us with a limited space where we are not able to showcase, discuss and facilitate our clients with the best of our range and services. However, our office being our own booth we can get relieved from these issues. To sum up in few words "Concept of Future". Business at the doorsteps is what everyone dreams of, Thank you IBJA and Glambox for creating it."

- **PRAFUL RANAWAT**, Managing Director & Vice Chairman, Swarnshilp Chain & Jewellery Pvt. Ltd.



WE ARE LAUNCHING OUR
ENLIGHTEN COLLECTION
IN IJS 2018

bhindi
MANUFACTURERS
*crafting a tradition of
art that's elegance...*



EMBELLISHED WITH SWAROVSKI® ZIRCONIA

Manufacturers and Dealer of Real Uncut, Polki, Diamond & Antique Jewellery

Office

Prahlad Plot 32 Corner, Digvijay Main Road, Rajkot-360001 | Ph : +91 281 2221237

Web : www.bhindi Jewellery.com | bhindi.junagadh@gmail.com

Contact Person : Mr. Anil Bhindi | Mo. : +91 98252 20450



SURESH PRABHU
MINISTER OF COMMERCE
& INDUSTRY, GOI

"Skill building training programme is a golden opportunity for the gem & jewellery workers in Sindhudurg. The true purpose of the initiative will be achieved on how you people in Sindhudurg utilize this opportunity. Currently the artisans and traders lack the training they require to play an important role in world gem & jewellery market. With this advanced training facility, we could fill this gap."



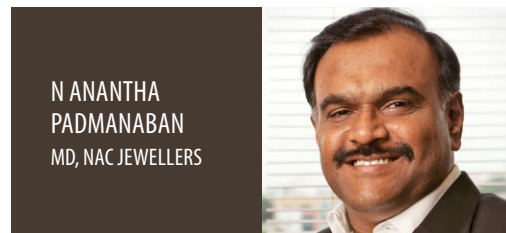
NITIN KHADELWAL
CHAIRMAN, GJC

"I thank Finance Minister Piyush Goyal, Minister of Corporate Affairs Arun Jaitley for playing a pivotal role in the GST Council's decision to allow quarterly filing of return for taxpayers with a turnover below Rs 5 Cr. This will be a true game changer for the entire gems & jewellery industry. More than 90% of the jewellers in India has less than Rs 5 Cr turnover and these taxpayers would benefit substantially from the proposed simplification measure and it will largely improve the ease of doing business environment in the country."



P.R. SOMASUNDARAM
MD-INDIA,
WORLD GOLD COUNCIL

"Prices in the Indian market are still not very attractive for the buyer. explaining why demand in the No.2 consumer nation hasn't responded to gold's Dollar price slump. Thanks to the Rupee falling even harder than gold versus the Dollar. We have seen the price increase over 2% compared with 2017. So it has not acted as much as a catalyst as the 2013 price decline did when we saw huge demand upsurge."



**N ANANTHA
PADMANABAN**
MD, NAC JEWELLERS

"Today, synthetic diamond costs about 25-30 percent less than original diamond. In developed markets, people sell it as a synthetic diamond. But, here it is used to replace the original diamond itself. In overseas markets, jewellers declare it as synthetic diamond. Also, a synthetic diamond in itself is a separate market there. But, here they sell it for the price of an original diamond."



PRAMOD AGRAWAL
CHAIRMAN, GJEPC

"The industry is witnessing a crisis of sorts, as the banks have curtailed lending to the traders, and are demanding collateral security and extensive documentation. We are hoping that the government will intervene and bring some relief to the ailing industry that contributes 7% to gross domestic product."



SURENDRA MEHTA
NATIONAL SECRETARY,
IBJA

"Banks must keep at least 20% of gold imported in bonded warehouses so that exporters get gold from banks without GST payment. Usually, 20 per cent of gold imported is for export purposes. Currently, banks don't keep gold in bonded warehouses but in their own warehouse as they import goods on consignment."



68/72, Ganpat Bhavan, 1st Floor, Shop No.104, Dhanji Street, Mumbai - 003
Tel No. 022-23411486, 022-23465694. M: 9820098722 W : www.skjewellers.com



 **INDIAN
JEWELLERS
WEEK**
ZAVERI BAZAAR
1-7 October 2018

2018
IIJS
PREMIERE SHOW
AUG 9 10 11 12 13
2018
BOMBAY EXHIBITION CENTRE

VISIT US AT:
Hall 7, Stall No:
7B042 I & II
7B044 I & II



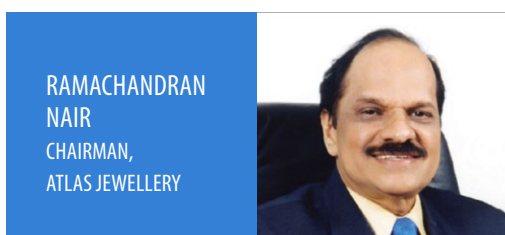
C.K. VENKATARAMAN
JEWELLERY BUSINESS
HEAD, TITAN

"The company (Tanishq) had already begun to see an uptick in new customers, especially among the high-net worth individuals (HNIs) segment, besides an increase in the average bill size of first-time buyers."



MEHUL SHAH
VP - BHARAT DIAMOND
BOURSE

"There has been a constant demand to make higher grading available within India. This emerges from the fact that such regional service would value add in managing costs and turnaround time. It is a major step to make services being made more accessible, quicker and cost effective for the complete trading community in India."



RAMACHANDRAN
NAIR
CHAIRMAN,
ATLAS JEWELLERY

"We believe there is now a workable plan to get the business back on its feet though in a much slimmer presence and pay off all remaining debts. There have been investors who have offered to come in and provide the funds to relaunch the business, it could be that they believe "Atlas" as a brand can still try and make a mark."



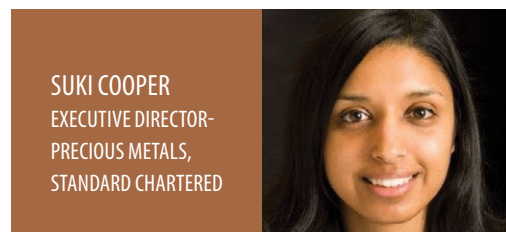
RAHUL DESAI
MANAGING DIRECTOR
IIG

"It is with great pride that I carry forth the legacy started by my father about five decades ago. The new avatar of our prestigious institute, IIG, represents our efforts to provide each student with the latest in international training and technology so that the gems and jewellery industry, a heritage sector of India, may be on par with global standards."



SACHIN MENON
HEAD (INDIRECT TAX),
KPMG INDIA

"Increased seizures by tax officials, especially at major airports clearly indicate that illegal trade of gold has been on an upswing not only in South India but in other parts of the country as well."



SUKI COOPER
EXECUTIVE DIRECTOR-
PRECIOUS METALS,
STANDARD CHARTERED

"In the current environment, gold is really struggling to garner that safe haven demand. It seems to me a lot of that has to do with the fact that we're in a physically weak period, and you normally would have a better floor for prices."



1st TIME IN INDIA
Platinum Jewellery Embellished with
SWAROVSKI® ZIRCONIA

MAKE THE BOND OF
LOVE EVERLASTING



Product Code : PPR01165 (F) & PPR01166 (F)

Visit Us at

STALL NO. 6S007
Hall No. 6 | 9th - 13th Aug 2018



Bombay Exhibition Centre, Goregaon (E), Mumbai. India.

AHMEDABAD | BANGALORE | CHENNAI | DELHI | GHAZIABAD | KOLKATA | MEERUT | MUMBAI | PUNE | RAJKOT | SURAT

Pure Platinum Jewellery Pvt. Ltd.

Unit No. E-1, Plot No. F11 & F12, WICEL Compound, Marol Central Road, MIDC
Opp. Seepz Gate No.1, Andheri - East, Mumbai - 400 093. Maharashtra. India.

T : +91 22 6636 7979 | Whatsapp : +91 93205 56743 | E : info@pureplatinum.co.in | W : www.pureplatinum.co.in | f i t i n

FOR TRADE, FRANCHISEE & RETAIL ENQUIRY CALL : +91 87676 76771



SWAROVSKI GEMSTONES™ LAUNCHES STUNNING INNOVATIONS FOR 2018/19

The spotlight is on new Genuine Topaz and Zirconia colors and cuts



Swarovski® has a distinguished heritage dating back more than 120 years, during which it has nurtured creative relationships across multiple design sectors as it evolved into a multifaceted company with an impressive international presence. More than 50 years ago, the company turned its expertise to the crafting of precision-cut genuine gemstones and created stones. Whether a precious sapphire, genuine topaz or zirconia, each jewel stands as an individual work of art and meets the strictest industry criteria for cut, color, and brilliance. As a certified member of the Responsible Jewelry Council, Swarovski® Gemstones is the supplier of choice for many designers and manufacturers of fine and bridge jewelry, watches, eyewear and other related industries.

What is new for 2018/19?

Swarovski® Genuine Topaz: every Swarovski® Natural Brilliance Cut Genuine Topaz possesses a radiance recognized by The Fraunhofer Society (Europe's largest application-oriented research institution) that is measurably superior to the standard Topaz Round Star Cut. Swarovski® Genuine Topaz is available in a wide range of Swarovski® Thermal Color Fusion (TCFTM) colors patented in Austria. This season,

Swarovski® presents a desirable new shade: Peach: warm, blush tones emanate a natural femininity, making

this shade the perfect match for on-trend pastels and a romantic aesthetic. Inspired by the subtle hue of sun-soft peaches, it glimmers with ideas of hope, positivity and compassion for the next step in natural glamour.

Swarovski® Zirconia: Swarovski® successfully set new standards for its Zirconia with its Pure Brilliance Cut. By applying the Gemmological Institute of America's standards for diamond cutting, a new generation of Zirconia with dramatically enhanced brilliance was born. Each stone is laser-engraved with 'Swarovski® Zirconia' to prove origin and authenticity. This season, Swarovski® presents five Zirconia innovations:



• **Fancy Morganite:** both as chic as a silk robe and as fun as bubble-gum, it is no wonder this millennial-inspired pink is a universal favourite. Flattering for women the world over, it shines with light, love and optimism, and fills hearts with joy.



• **Round Checkerboard Cut:** inspired by retro aesthetics, this innovative cut puts a geometric twist on the enduringly classic round stone to create a modern classic with timeless intrigue. Its flawless design gives way to unexpected plays of light that mesmerize in an instant.



• **Liquid Cuts:** inspired by the fluid movement of water, these sleek, unfaceted, cabochon inspired stones gleam with an exceptional luminosity and uniquely soft reflections. This exquisite family of three cuts and five colors takes Swarovski® Zirconia into a new realm of creativity.

• **Spring Green:** superlative faceting brings out the full intensity of this zesty shade, which bursts with vibrancy. Holding the promise of new life and new beginnings it brings a modern freshness to contemporary designs.



• **Octagon Sun Cut:** glimmering with 73 precision-cut facets, this cut shines with an extraordinary show of light. Its eight-sided design reflects the mood for octagonal shapes in fashion and interiors, finding harmony in symmetry.



Swarovski Gemstones™ is excited to present these new innovations, providing ever greater inspiration for the global design industries. The company strives to deliver the right product solutions together with extensive support services, enabling its customers to successfully integrate Swarovski® Genuine Gemstones, Zirconia and associated innovations into their design, product development, production, and marketing processes.

Chandukaka Saraf & Sons launches its Bhosari Showroom



and beautifully crafted jewellery set - long and short Necklace, Earrings, and Waist band and '2 way wear' Mangalsutra exclusively launched by Chandukaka Saraf and Sons Pvt. Ltd in Maharashtra. Both the product range were much appreciated by the customers. This showroom also hosts prior innovative designs like Aniva Diamond wedding necklace collection - an integration of modern techno craft which enhances the face value of the necklaces much beyond its price. Savya Silver collection - a beautiful range of silver designs woven in bright coloured fabric for the modern wear.

Chandukaka Saraf & Sons launches its grand showroom at Bhosari, Alandi Road .by the hands of Marathi Serial 'Lagir zal ji' celebrities Nitish Chauhan and Shivani Baokar and local Bhosari Politicians. The Bhosari showroom spread across 2500 Sq ft. has dedicated Diamond, Gold and Silver sections and provides a premium ambiance with skilled staff and parking unlike any showroom at Bhosari untill now. The opening saw launch of two new collections - 'Ahilya' which is a range of royal



Swarovski opts to exit from IIJS 2018

Embracing New Ways to Support the Gems and Jewellery Industry

Change is constant, and Swarovski, a company that prides itself on its creative and innovative tradition, is always exploring new ways to showcase its products and services to the national market. For this reason, Swarovski is now moving on from its more than a decade-long relationship with the Gems & Jewellery Export Promotion Council for the India International Jewellery Show (IIJS).

The collaboration with these organizations, along with the support for the India International Jewellery Week, an event that Swarovski has contributed to since its inception, has brought with it invaluable opportunities. The presentation of Swarovski Genuine Gemstones and Zirconia has always added brilliance and glamour to the shows and fired the imagination of many jewellery designers.

However, the IIJS unfortunately no longer supports the

SWAROVSKI
GEMSTONES™

company strategy, so Swarovski has decided, as from 2018, that it will no longer be present at the fair. We thank the GJEPC and the IIJS for what has been a rewarding past relationship.

Promotion for Swarovski's Ingredient Branding partners and wholesalers who exhibit at IIJS is, naturally, ongoing, ensuring that visitors will continue to see displays of finely crafted jewellery with Zirconia and Gemstones from Swarovski and our loose stone assortment and innovations.

Swarovski, as a dedicated and loyal member of the Indian gems and jewellery community, is excited about the growth and importance that the industry plays on an international level and we will continue to push the boundaries moving forward. We are committed to the Indian market and are making plans to create further excitement to ensure its growth potential for the future.

visit us at
iijs 2018
PREMIERE SHOW
Hall No. 5

KJ

Kanchan



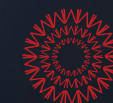
Visit us at



**INDIAN
JEWELLERS
WEEK**

ZAVERI BAZAAR

1-7 October 2018



pmi

PREFERRED
MANUFACTURER
OF INDIA

Stall No: 5qo11/5po 12(I)&(II)

RAJEN H. GANDHI- 9833008982 / MITUL P. SHAH- 9819961688

19 / 21 Vithal Wadi Below Cosmos Bank Zaveri Bazar Mumbai- 400002, Email:- kanchanjewellers1972@gmail.com

T: 022-4006 5959, 6183 8615, 6183 8610, 4022 5959, 8615 8610

IBJA MCX Seminar conducted at Kanpur



IBJA MCX Seminar conducted at Meerut



SOLANKI
JEWELLERS

208, Kamnath Chambers, Opp. Kansara Chawl,
99 - G, Kalbadevi Rd., Mumbai - 400 002.
022-22409910 / 22422825 / 9820485566
solankijewellers@hotmail.com



2018
iijs
PREMIER SHOW
AUGUST 2018
8 9 10 11 12 13

Stall No. 7C, 071-073
Hall No. 7A

DESIGN CONTEST SHOWCASES SWAROVSKI INNOVATIONS AND INDIAN CREATIVITY



**Swarovski organized innovative online
Gem Visions Design Contest 2018 exclusively
for their Indian branding partners.**



Aarya 24ktTM
Pure 24KT Gold Foil Products

VISIT OUR STALL AT

2018

iijs

PREMIERE SHOW

AUG 2018 9 10 11 12 13

BOMBAY EXHIBITION CENTRE

NSE NESCO COMPLEX, GOREGAON EAST,
MUMBAI.

STALL NO

5P08411 &

COSMOS CAPITAL

2D007, 2D009

& 2D0011

Aarya 24kt has grown multifold and is proud to add more than **800+** renowned jewellers in our expansive network. If you are someone who is interested in **expanding** your jewellery business and add an exclusive **product range**, speak to us at the below number.

Aarya 24ktTM
Pure 24KT Gold Foil ProductsViola
Glass Visions

Do Plataa

Estatua
SILVER PLATED STATUESzeVer
Pure 24Kt Certified Gold Foil Jewellery

Innovation and creativity are central to the Swarovski tradition, and both were called upon to measure success in a recent jewelry design contest for Swarovski Gemstones' Indian Ingredient Branding partners.

Swarovski Gemstones branding partners across India have submitted their designs for the contest using 2018 Swarovski Zirconia or Gemstones novelties – the trend colors Fancy Morganite and Spring Green in the zirconia assortment, and Peach in genuine topaz. They also chose from the new zirconia cuts: the Round Checkerboard, the Octagon Sun, and the sensual new Liquid Family, a nod to the classic cabochon. Swarovski sponsored the novelty stones, and designers also consulted the latest Swarovski Gem Visions trend report for Spring/Summer 2019 design inspiration. In total, 44 masterpieces were submitted to the contest.

The competition was not about creating museum showpieces, but instead practical jewelry that would be popular with retailers and their customers so that, ultimately, Indian consumers will be offered new creative designs, influencing the style and unique collections created for the upcoming seasons.

A jury of notable industry experts is now assessing the entries in an innovative online voting procedure. Drawn from premium retailers and designers, they will take into consideration the innovation, creativity, commercial appeal and practicality of the jewelry created. Three designs will be selected from the 44 entries, and the winners are to be announced at the 'Lumiere' - GJC Networking Fashion Meet in Mumbai, taking place on August 9 this year. The exclusive pieces will be shown at a dedicated jewelry fashion show at the event, which is attended by the country's most important retailers and manufacturers. All pieces will be on display at the Swarovski Lounge, an opportunity for the participating partners to showcase their creativity to prestigious industry elites.

The contest, a perfect collaboration between manufacturers, Swarovski, retailers, and designers, once more unleashes the creative talent so abundant in the craft of jewelry designs in India. Winners will receive a trophy and a promotional support from Swarovski.

The branding partners who participated in the design contest are Amy Exports and Imports, Anmol Jewellers, Bhindi Manufacturer, Blue Lotus Jewellery, Divinus Creations, Emerald Jewel Industry, Gunjan Jewels, Pure Platinum Jewellery- AAYRA, Rasi jewellers, RKR Gold, Senco Gold & Diamond, Spinks India, Surya Golds and Tanvi Gold Cast & several others across India.

Swarovski is honored to collaborate with esteemed retailers and designers from across India as jury members. The jury panel represents the real choice & voice of India and Swarovski truly appreciates their contribution in judging the design pieces with their experienced eyes:

Mr. B. Govindan -Bhima Jewellery, Mr. Shaankar Sen-Senco Gold, Mr. Jayaraman G. -GRT Jewellers, Mr. Chandraprakash Siroya –Siroya Jewellers Dubai, Mr. Nitin Khandelwal –Khandelwal Jewellers, Mr. Anil Talwar -Talwarsons Jewellers, Ms. Beate Steinfeld -Titan Company Limited, Mr. N. Anantha Padmanaban -NAC Jewellers, Mr. Sumeet Anand –Punjabi Saraf Jewellers, Mr. Ashok Baradia -Anopchand Tilokchand Jewellers, Mr. Nitin Kadam - Chintamani Jewellers, Mr. Vijay Khanna -Khanna Jewellers, Mr. G. V Sreedhar - Sree Rama Jewels, Mr. Ashish Pethe -Waman Hari Pethe Jewellers, Mr. Aditya Pethe -WHP, Mr. Jayantilal Challani -Challani Jewellery, Mr. Milan Shah- Kalamandir Jewellers, Mr. Nitin Jain -Amazon India, Mr. Kapil Hetamsaria - Velvetcase.Com, Ms. Archana Kochhar -Fashion Designer, Ms. Pallavi Foley -Pallavi Foley Boutique Jewels, Ms. Gunjan Suri – Gunjan Suri Couture Jewels, Mrs. Sangita Shah -Chandukaka Saraf & Sons, Mr. Vijay Soni -A.B. Jewels.



The Jewellery Marvel of
Kolkata now at Mumbai

HPJ

HASMUKH PAREKH
Jewellers



Shilpam
JEWELS

an HPJ Associate

Crafting Passion
hpjewellers.co

PALAK JEWELLERS A DEALER OF “YUG” - BRANDING PARTNER OF SWAROVSKI INAUGURATED STORE IN DURG, CHATTISGARH



Palak Jewellers, dealer of YUG in Durg inaugurates their exclusive showroom in the presence of Chief Guest Rajendra Jain, MD India Swarovski Gemstones™ along with Bipin Viradiya, Chairman of Tanvi Gold Cast, Rajkot, Rajubhai Dhelariya, Owner of Palak Jewellers, Raj Bhalara, Rajesh Purohit from Tanvi Gold Cast, and Vivek Gurung from Swarovski and other respected dignitaries of Chhattisgarh Jewellery fraternity.

Palak Jewellers a renowned name in the gold Jewellery wholesale business in Durg, Chhattisgarh since decades. This opening of 1st B2B store in Durg will be another milestone in their business legacy. The store is situated at one of the most premium locations and is the newest landmark in the city. The beautiful store will offer all variety of

jewellery like YUG embellished with Swarovski® Zirconia, Plain Gold, Antique and exclusive handmade bangles.

Tanvi Gold cast LLP (India) strives to give the best and unique studded Gold Jewellery and other variants of the Gold Jewellery to their customers. TGC have state of the art manufacturing facility at Rajkot, Gujarat which gives an edge in the field of manufacturing. TGC have an exclusive collection of designs and extremely rare spices of Jewellery. TGC have the best cadre of artisans with us which produces the true class of products for our customers. With more than 300 committed employees and cutting-edge machinery and systems in a world class work environment to ensure the highest quality output. TGC feels proud to be the branding Partner of SWAROVSKI

GEMSTONES™ with their brand YUG embellished with Swarovski® Zirconia. Rajubhai Dhelariya – Owner of Palak Jewellers said that they are very happy to be associated with YUG by Tanvi Gold Cast and feel proud to open this exclusive B2B showroom in Durg. We are excited to offer YUG embellished with Swarovski Zirconia to our customers in Chhattisgarh. We were honoured to have the presence of Mr. Rajendra Jain from Swarovski Gemstones & Bipin Viradiya from Tanvi Gold Cast for inauguration of the store.

Bipin Viradiya – Chairman, Tanvi Gold Cast LLP said that they feel very proud to have Palak Jewellers as their dealer and congratulate Rajubhai Dhelariya for the new store. YUG Jewellery collection embellished with Swarovski® Zirconia will be a big hit in coming days, especially in Chhattisgarh.

Rajendra Jain – MD, Swarovski Gemstones™ congratulated Rajubhai Dhelariya, Bipin Viradiya, YUG team and Palak team for organizing such a wonderful inauguration of their store. He further stated that Tanvi Gold Cast has created a new era of YUG with Swarovski® Zirconia. And he believes that YUG with Swarovski® Zirconia will soon become a favourite brand collection of retailers and consumers due to strong network of Palak Jewellers with constant focus on quality, designs, innovation and technology of Tanvi.



LIGHTWEIGHT

COLLECTION



You will find us at the **SAME LOCATION** in **HALL NO.5**, at stall nos:
5P065, 5P063, 5P061, 5P059 • 5M066, 5M064, 5M062, 5M060
on 9th to 13th August, 2018, at BOMBAY EXHIBITION CENTRE, Goregaon (E), Mumbai-63



GOLD JEWELLERY DIVISION

Registered Office:

'DD Jewels', 4th Floor, 28, 1st Agyari Lane, Zaveri Bazar, Mumbai - 400 002

Tel.: + 91 22 2345 2827 / 2345 2745 / 2345 2810 / 2345 2777

Email: sangam@sjg.co.in • Web: www.sjg.co.in

© Copyright 2018, Sangam Jewels n Gold LLP & Shashwat Creation LLP

ALL UNDER ONE ROOF

Designer / Machine Chains and Jewellery | Hallmarked Antique Jewellery | Innovative Designer Gold Costumes and Accessories | Certified Diamond Jewellery



Hallmarking is the accurate determination and official recording of the proportionate content of precious metal in precious metal articles. Hallmarks are thus official marks used in many countries as a guarantee of purity or fineness of precious metal articles. In India, at present two precious metals namely gold & silver have been brought under purview of hallmarking.

Hallmarking is done to protect consumer against victimization due to irregular gold or silver quality and to develop India as a leading gold market centre in the world and to develop export competitiveness. It provide third party assurance and satisfaction that consumer gets right purity of gold or silver for the given price. Hallmark will serve as third party assurance.

Hallmarking provide clear indication of his capability, strong evidence of commitment to quality and assurance of consistency in purity and quality of gold or silver jewellery.

It is a voluntary scheme being operated by BIS through its network of regional / Branch offices all over the country. As per this scheme license/ Registration is granted to a jeweller for certification of purity of gold or silver jewellery in accordance with IS 1417 (IS 2112 for Silver) A license jeweller has to get the jewellery

hallmarked through any of the BIS recognised assaying and hallmarking centres.

Regular surveillance audit of Assaying and Hallmarking centres and testing of random market samples drawn from licensee jewellers is carried out. Renewal of recognition of hallmarking centres and jewellers is based on performance every three/five years. If any jeweller or assaying and hallmarking centre is not found conforming to the requirements, action is taken by BIS against erring Firm as per laid down procedure so that credibility of scheme is maintained.

Gold Hallmark consists of following: -

1. BIS Mark
2. Purity in Carat and Fineness (it can be any of the following)

| | |
|--------|---------------------------|
| 22K916 | Corresponding to 22 Carat |
| 18K750 | Corresponding to 18 Carat |
| 14K585 | Corresponding to 14 Carat |



3. Assaying / Hallmarking centre's Identification Mark/ Number
 4. Jeweller's Identification Mark/ Number
 5. Year of Marking
- Gold medallions of 995 fineness and below are being permitted to be hallmarked.

Following hallmarking charges are applicable for gold articles:

- Rs. 35/- per article
- Minimum charges for a consignment shall be Rs. 200/-
- GST & other levies as applicable shall be extra

Following hallmarking charges are applicable for silver articles:

- Rs. 25/- per article
- Minimum Charges per consignment is Rs. 150/-
- GST & Other levies as applicable shall be extra

Silver Hallmark Consist of following:-

1. BIS Mark
2. Purity Grade / Fineness (it can be any of the following)

| Grade | | Fineness |
|-------|---------------------------------------|----------|
| 9999 | Fine Silver | |
| 9995 | | 999.5 |
| 999 | | 999.0 |
| 990 | | 990.0 |
| 970 | Silver alloys for jewellery artefacts | 970.0 |
| 925 | | 925.0 |
| 900 | | 900.0 |
| 835 | | 835.0 |
| 800 | | 800.0 |

3. Assaying / Hallmarking Centre's Identification Mark / Number
4. Jeweller's Identification Mark / Number

Government of India has declared that mandatory hallmarking will be implemented soon in the country though necessary rules & regulations have already been declared for the same.

There is a long drawn debate with regard to mandatory implementation of hallmarking specifically when; there are less than 650-700 hallmarking centres.

Many more debates with regard to hallmarking include demand for hallmarking of 20K and 23K good jewellery. Though this are justified demand, but government is no mood to entertain this demand. The jewellers seem to be paying price of their past deeds, where actually they have never sold 20K & 23K jewellery on records. Thus government statistical data shows demand for only 14K, 18K & 22K jewellery.

There is also a debate as to responsibility of inaccurate hallmarking. In our opinion the law of land not only

punishes who are criminal but also to those who are involved in the criminal conspiracy. Wherever the complaint is made by the retail customer, a manufacturer can be punished for manufacturing under cartage goods, hallmarker can be punished for certifying such goods and retail jeweller can be punished for selling such goods. Of course, wherever the retail jeweller has substantial evidence to prove that he was neither party to manufacturing nor party to hallmarking, he will be relieved of his responsibility.

In my opinion the mandatory hallmarking will start with bigger cities where number of hallmarking centres is more. And then gradually move to smaller cities in next 3-5 years.

The Bureau of Indian Standards will have to give at least 6-12 months to liquidate or dispose of the old stock which has different cartage, then mandatory requirement. However, in our opinion the jewellers in the cities where hallmarking is not made mandatory will be at loss as their customer may move to other nearest city where hallmarked goods will be available.

It is high time that government announces the implementation of mandatory hallmarking not only in the interest of the consumers but also in the interest of small jewellers who are subject to tough competition from big & organised retailers.

However, hallmarking is done based on sample verification and use of XRF's machine is most common method of verifying goods. However, XRF machine are intended only for identification & estimation and fool proof method ought to be evolved to assay the precious metal content of article or jewellery.

It is extremely shocking and surprising that there are no set procedures, parameters and consistency not only in manufacturing jewellery but also in respect of hallmarking.

I urge all the manufacturers & hallmarkers to work on setting up "Standard Operating Procedure" for manufacturing & hallmarking jewellery. One need to understand that government will always make laws in the interest of consumer but to work within the framework of law "Standard Operating Procedure" is need of the hour.

- By Surendra Mehta

For anymore clarification you may contact our national secretary CA Surendra Mehta on 9769078934 / 9820127931 or email your queries to surendramehta@ibja.in



VISIT US IIJS 2018 AT STALL NO. 5Q023, 5Q024, 5P025, 5P026 (HALL NO. 5)

Launched the World's First Motorcycle made of Silver in 2013.

Rolls Royce featured Silver Emporium in their Coffee Table Book in 2013.

In 2013, 2015,
2017 & 2018
Indian Bullion
and Jeweller's
Association
(IBJA) awarded
Silver
Emporium as
the 'Best Silver
Manufacturer' in
the Industry.

The World of Silver aims to educate the people of India on everything they need to know about their Silver purchase.

In 2015 & 2017 Gem and Jewellery Trade Council of India (GJTCl) Awarded Silver Emporium as the 'Best Silver Manufacturer' in India.

The World of Silver aims to maximize the industry's growth by monitoring and encouraging Silver consumption. Currently, only a handful of people with a specialized knowledge or interest understand silver's asset value.



Silver Emporium

HOUSE OF SILVER

Head Office : SILVER EMPORIUM PVT. LTD. Registered Office and showroom, Chamber Bhavan, 1st Floor, Opp. Abhinandan Market, 232/234, Kalbadevi Road Mumbai - 400002. Tel : 91-22-61570000 (30 Lines) / 224900914/ 22412712.

BRANCH OFFICES :

SILVER EMPORIUM TRENDZ LLP
Showroom : 4A/5A, Ground
Floor, Siddharth Bldg, Factory
Lane, Off LT Marg, Borivali (W),
Mumbai - 400092.

SILVER EMPORIUM EXIM LLP
Showroom : Shop No. 199,
Venkatachalam Street, Behind Yellow
Pages (Off. R K Salai), Mylapore,
Chennai - 600004.
Tel : 91-44 - 4202 4466
Email: Chennai@silvermpo.com

SILVER EMPORIUM SOUTHEX LLP
Showroom: 6-3-862/A & B, Shop
No. 6, Lal Bunglow Ameerpet,
Hyderabad - 500016
Tel: 91-40-40203397
Email : Hyderabad@silverempo.com

SEPL MANUFACTURING FACILITY
Showroom: GI-795, Industries
Area, Sitapura, Tank Road,
Jaipur - 302022
Mob: 7023003975/73
Email: jaipur@silverempo.com

SILVER EMPORIUM,
S N Premier, 1 st Floor, 102,
Hospital Road, Near Mysore
Bank Circle, Bengaluru - 560053
Tel: 080- 43719999
Email: bir@worldofsilver.in

SILVER EMPORIUM PVT. LTD.

MANUFACTURER, EXPORTERS, IMPORTERS AND
WHOLESALEERS OF SILVER ARTICLES AND JEWELLERY

*We welcome all wholesalers and retailers to explore master craftsmanship of the
“Best Silver Manufacturer of India”.*

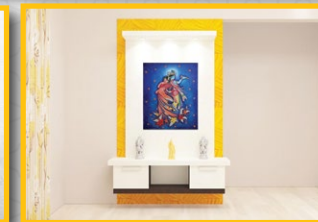
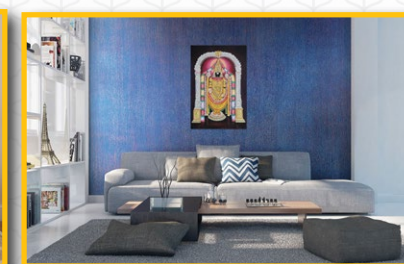
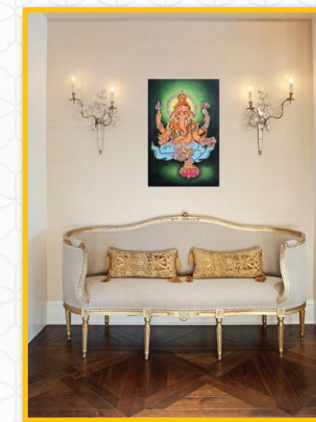
“Quality is not expensive, it priceless for your customers”

Holding firm to this belief, our in-house Manufacturing Facility allows us to maintain utmost consistency, backed by our decades of industry experience.

NOTE: NEW STORE LAUNCHED AND OPEN FOR BUSINESS AT;

JEWEL STAR
BUSINESS AT YOUR DOORSTEP

OFFICE NO. 304, 3RD FLOOR, JEWEL STAR, SAHARA STAR HOTEL, MUMBAI



This IIJS 2018, get a chance to see:

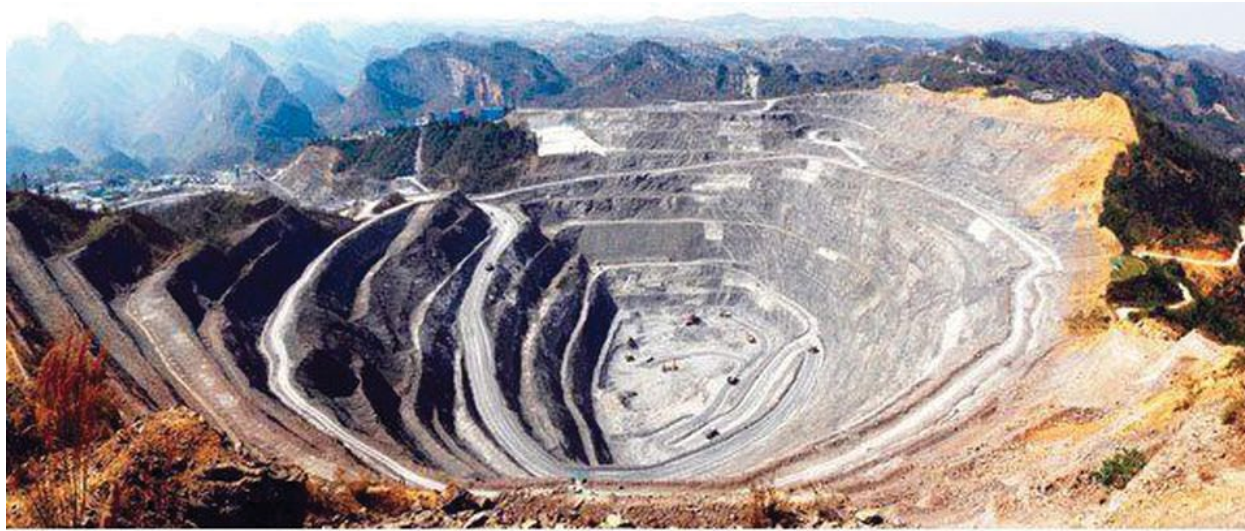
Hard to believe “Handcrafted Paintings”

Brand New Collection of designs by our in-house design team.
Product differentiation with good design

New and improved collection for Silver Pooja Articles, Silver Dinner Set, Jug Set, Thali, Show Pieces Coins, Silver Gifts Collection, Furniture, Silver Master Pieces, Silver Payal

TOP 10

GOLD PRODUCING COUNTRIES



Jinfeng project in Guizhou province. Photo courtesy of Eldorado Gold.

Gold is one of the rarest elements in the world, making up roughly 0.003 parts per million of the earth's crust. But how much gold is the world digging up each year and what countries produce the most?

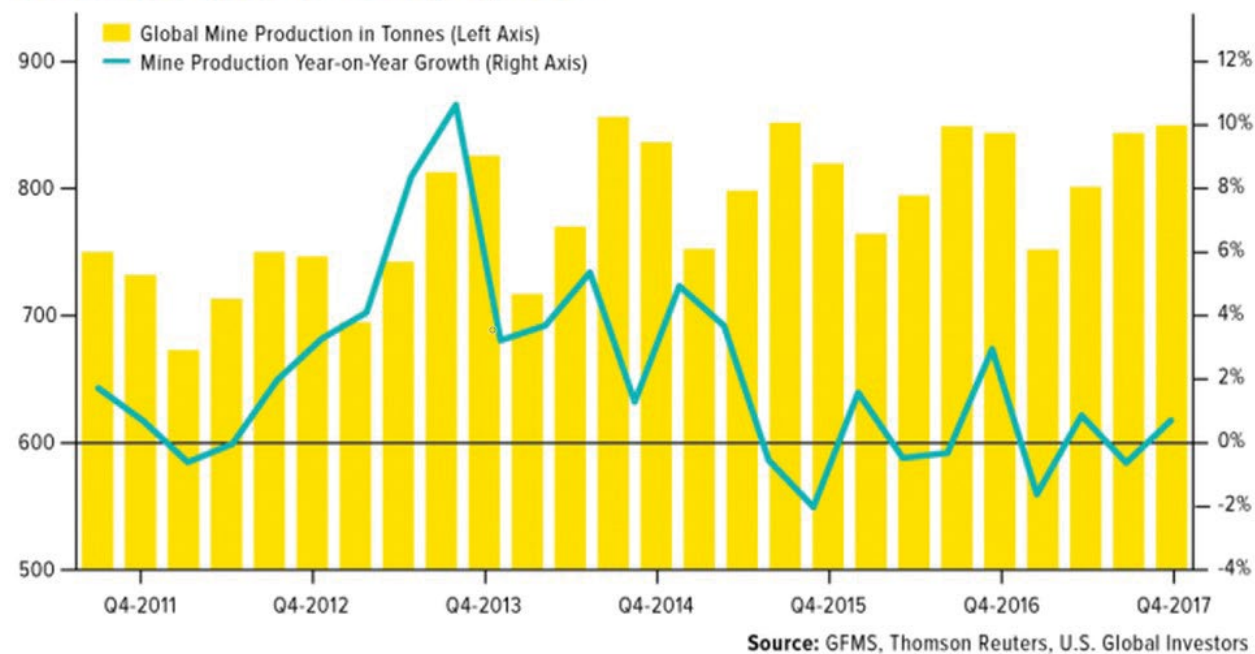
In 2017, global gold mine production was a reported 3,247 tonnes. This figure is down 5 tonnes from the previous year and marks the first annual drop since 2008, according to the GFMS Gold Survey 2018. The driving forces behind the drop in output were environmental concerns, crackdowns on illegal mining operations and rising costs.

This raises the question I've explored recently – have we reached peak gold? The idea is that all the easy gold has already been discovered and explorers have to dig deeper

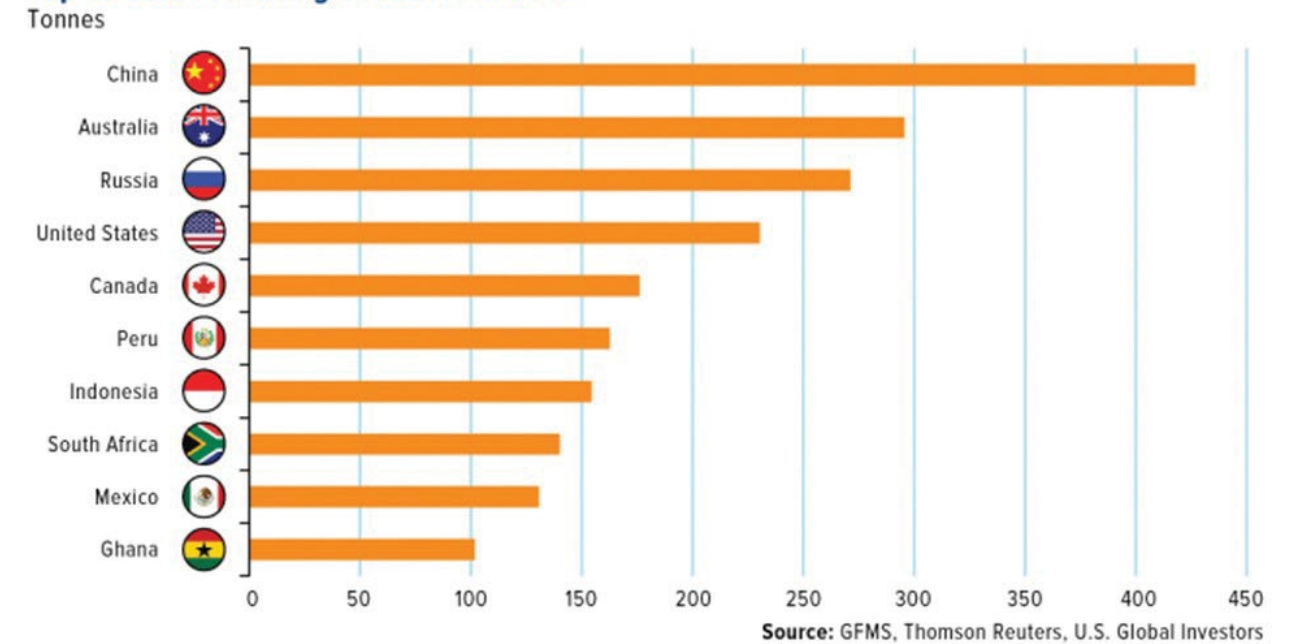
to find economically viable deposits. For example, South Africa was once the top gold-producing country by far, digging up over 1,000 tonnes in 1970, but annual output has fallen steadily since. On the other hand, several nations have emerged in the last few years as growing gold producers. China and Russia have both seen production in an overall upward trend.

As seen in the chart below, China takes the number one spot of global gold producers by a wide margin, extracting 131 tonnes more than second place Australia. The top 10 rankings remained unchanged from 2016 to 2017, with the exception of Canada and Indonesia switching between fifth and seventh place, respectively. Of the top producers, Russia posted the largest annual gain, boosting output by 17 tonnes.

Global Gold Production Fell Slightly in 2017



Top 10 Gold Producing Countries in 2017



Below are more details on the top 10 countries with the largest gold production in 2017, beginning with the top producer and top consumer of bullion, China.

1. China – 426 tonnes

For many years China has been the top producing nation, accounting for 13 percent of global mine production. Production fell by 6 percent last year due to escalated efforts by the government to fight pollution and raise environmental awareness. However, production is expected to pick back up this year due to several mine upgrades at existing projects.

unless the amount spent on exploration is doubled. The minerals industry produces over half of Australia's total exports and generates about 8 percent of GDP.

3. Russia – 270.7 tonnes

A massive 83 percent of European gold comes from Russia, which has been increasing its production every year since 2010. The nation increased output by 17 tonnes last year, even as the ruble appreciated 13 percent, which hurts producers with weaker revenue growth relative to the cost of production. Who is the largest buyer of Russian gold? The Russian government, of course, which purchases around two-thirds of all gold produced locally.

2. Australia – 295.1 tonnes

Although gold production increased 5 tonnes from the previous year in Australia, MinEx Consulting released a report detailing an expected drop between 2017 and 2057



4. United States – 230.0 tonnes

Gold output rose by 8 tonnes in the U.S. last year, marking the fourth consecutive year of annual increases. Production was supported by project ramp-ups at the Long Canyon project in Nevada and the Haile project in South Carolina. Around 78 percent of American gold comes from Nevada alone.

5. Canada – 175.8 tonnes

Canada inched up two spots on the list in 2017, producing 10 more tonnes of gold than the previous year. Toronto-based Seabridge Gold stumbled upon a significant goldfield in northern British Columbia after a glacier retreated and is estimated to contain a whopping 780 metrics tonnes. This could be a source of increased output in the coming years.



Located In Southern British Columbia Is Gold Mountain Mining's Elk Project, an open pit gold mine.

Located In Southern British Columbia Is Gold Mountain Mining's Elk Project, an open pit gold mine. U. S. GLOBAL INVESTORS

6. Peru – 162.3 tonnes

Gold output fell for the second consecutive year in Peru, by 6 tonnes, largely due to crackdowns on illegal mining operations in the La Pampa region. Mining is a significant portion of Peru's economy and the nation is also number three in the world for copper production.

7. Indonesia – 154.3 tonnes

Production in the archipelago nation fell by 11.7 percent,

dropping to number seven on the list of top global producers. The Indonesian government introduced a tax amnesty program that hoped to repatriate money from overseas, which led to production falling at new main sites as traders were reluctant to remain in the mining industry.

8. South Africa – 139.9 tonnes

Once the top gold-producer in the world by a wide margin, South Africa's gold mines have been slowing every year since 2008, with the exception of 2013 when production rose by a few tonnes. The nation is still home to the world's deepest gold mine, the Mponeng mine, extending 2.5 miles underground.

9. Mexico – 130.5 tonnes

Although production fell three tonnes from 2016 to 2017, Mexico remains a competitive gold source. Output has risen from just 50.8 tonnes in 2008 to over 130 tonnes last year, one of the largest increases in a nine year span. Mexico is an attractive place for mining due to a relatively low cost of regulation.



Peñasquito, located northwest of Mexico City, produces gold, silver, lead and zinc. Photo: Goldcorp

Penasquito, located northwest of Mexico City, produces gold, silver, lead and zinc. GOLD CORP

10. Ghana – 101.7 tonnes

Ghana is Africa's second largest producer of gold and is also known for its reserves of various industrial minerals. Bullion production rose 7 tonnes over the previous year and accounts for over 20 percent of the nation's total exports.

SWAROVSKI ZIRCONIA TRUST THE ORIGINAL

A NEW DIMENSION OF BRILLIANCE

THE PROOF OF QUALITY

Every single stone is marked with a microscopic engraving that is completely invisible to the naked eye: „Swarovski Zirconia“. The laser-engraved quality seal serves as your assurance that you are acquiring stones of highest precision and brilliance meeting the cutting standards of the high-quality diamond industry.



We take great care in the handling and packaging of our exclusive products. As a guarantee of quality and security, a special Trustseal ensures that your Swarovski product is both original and intact and secures each product package and verifies the authenticity of our Swarovski stones. The complex design makes it virtually impossible to imitate.

GENUINE SWAROVSKI ZIRCONIA EXCLUSIVELY AVAILABLE
ONLY AT OUR AUTHORIZED DISTRIBUTORS & DEALERS

FOR ANY QUERIES CONTACT AUTHORIZED DISTRIBUTORS FOR INDIA:

SIGN INTERNATIONAL

MUMBAI
+91-22 66346483/84 | SIGN.MUMBAI@GMAIL.COM
CHENNAI
+91-44 42052625 | SIGN.CHENNAI20082@GMAIL.COM

RAMNARAIN & CO

JAIPUR
+91-1412573500 | JAIPUR@RAMNARAIN.COM
MUMBAI
+91-223456700 | MUMBAIR@RAMNARAIN.COM
TRICHY
+91-4312702361 | SURESH@RAMNARAIN.COM

SIGNITY INDIA PVT. LTD.

+91-22 28516876 | SIGNITYINDIA.OFFICE@SWAROVSKI.COM
SWAROVSKI-GEMSTONES.COM

SWAROVSKI
G E M S T O N E S™

ALTR CREATED DIAMONDS

CAPTURES IMAGINATION OF MILLENNIALS WORLDWIDE...

ALTR CREATED
ROUGH DIAMONDS

A provocative and exciting new venture has been attracting everyone's attention in the press around the world. **ALTR Created Diamonds** has been written about by **The Washington Post**, CNBC, **Forbes** and The Financial Times of London. **BBC called them the sparkling disruptor** and ALTR has also been covered by the likes of Reuters, CBS, and NBC to name a few.

In just 2 short years ALTR became the preeminent voice for created diamonds in four continents representing created diamonds in North America, Asia, Australia, and Europe. ALTR has actively participated in trade shows in Japan, Hong Kong, Germany, Australia and the USA and sells in 20 countries. Now ALTR is planning to

be available, for the first time, to consumers in India. In a way this is a homecoming as the growing, cutting and much of the jewelry manufacturing has been in Asia all along.

ALTR is the brainchild of 3rd Generation diamantaires and jewelers Amish and Ritesh Shah, two brothers and natives of Mumbai. Amish and Ritesh were already the founders of Remy Diamonds of Mumbai, India and RIAM GROUP of New York, USA. As such they already possessed all of the knowledge and infrastructure necessary to create the first completely vertical Lab Grown diamond jewelry company in the world...

Complete verticality means ALTR grows, cuts, and polishes diamonds and then sets them into jewelry. This is a critical point because it creates the feasibility of internally monitored compliance at every stage of manufacture and negates the possibility mishaps or substitutions in the supply chain. Fortunately this places ALTR completely outside the controversies and scandals currently tainting some other parts of the diamond and jewelry industry.

Recently ALTR produced, In India, the most advanced film ever made on the science, technology and artisanship behind diamond growing. Never before has the birth of a diamond from the "seed" of Type IIA form of carbon crystal been captured in such detail or with

such accuracy. The video can be seen on the **ALTR'S website** <http://www.altr.nyc/created-diamonds/>

A Truly Unique and groundbreaking film, it features high speed photography and unprecedented technical artistry.

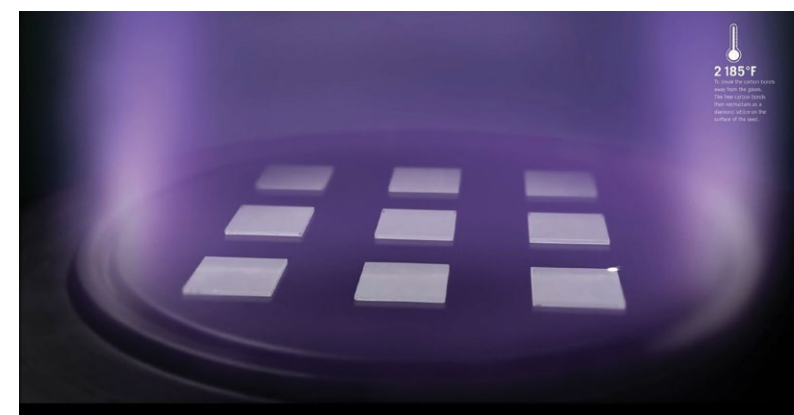
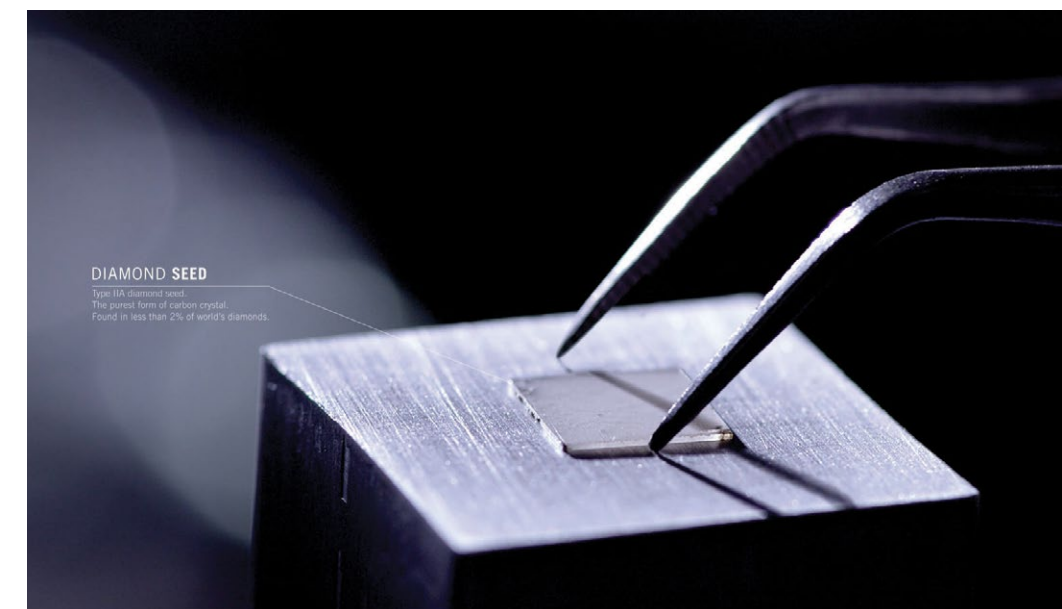
Created Diamonds are bringing back the desire for diamonds amongst modern consumers

Morgan Stanley predicts that sales of lab grown diamonds could grow to US Dollar 1.05 billion by 2020 an increase of 900% above current levels, and indeed that is probably just the beginning, what other luxury segment is so topical or indeed renewing its hold on the consumer imagination?

Lab Created Diamonds are THE TOPIC in the jewelry industry today, and that was the case well before DeBeers announced their entry into the category. There is no other equally beguiling merger of technology, fashion and luxury. It's Tesla ...but fashion, it's Zara...but technology.

Born of Fire. Born Perfect. Always Type IIA

ALTR Created Diamonds are created by replicating certain favorable conditions for growing crystal carbon. A sliver of an existing Type IIA diamond, otherwise known as a "seed", is placed in an environment that contains a specific recipe of carbon compounds. The seed is then subjected to a process called Chemical Vapor Deposition (CVD), wherein the crystals are formed from hot plasma in layers, like semiconductors. What results is a real ALTR Created Rough Diamond with all the natural properties of a mined diamond.



After the process is complete, highly sophisticated laser machines remove the polycarbon from the cubic-shaped rough diamonds before each diamond is cut. Advanced robotics enables precision, polishing of the Created Diamond crystal for maximum light refraction before the surface of the diamond is manually smoothed with a polishing wheel.

All ALTR Created Diamonds are type IIA, this is the purest gem carbon crystal available and has the most desirable optical characteristics. The Koh-I-Noor, The Elizabeth Taylor Diamond (Krupp), The Regent Diamond and The Star of The South are all famous type IIA stones.

A new study by MVI Marketing shows that 70% of millennials will consider a lab-grown diamond engagement ring.

Heated open debates about created diamonds erupt at trade shows...and entire well funded media campaigns have been conceived and put before the public, both pro and con.

| | | |
|--|---|--|
| <p>Amish Shah</p>  | <p>Ritesh Shah</p>  | <p>To Inquire About ALTR Created Diamonds and Diamond jewelry in India please contact Gautam Sheth on +91 88795 10566</p> |
|--|---|--|



The future of gemstones market in India

PANKAJ KHANNA
Acclaimed Astrologer & Gemologist



India ranks third in terms of jewellery consumption in the world and has turned out to be a hotspot for the sale of diamonds, semi-precious stones and gold. For over 2,000 years, the country has been the exclusive supplier of gemstones across the world. For instance, the famous Golconda diamonds, the Kashmir sapphire and pearls of the Gulf of Mannar are highly sought after around the globe. People have developed an instinctive attraction towards Indian gems thanks to their superior aesthetics, glam factor, current trends along with the religious and astrological sentiments attached to them.

Each of these gems has a story and their market value is determined by the clarity, cut, colour and carat. The trends keep evolving in the gemstone world, and, currently, it is the coloured stones that are in great demand in the market. According to author and gemologist Antoinette Matlins, every gemstone colour is attractive and has a symbolic meaning attached to it. For instance, the blue gems traditionally represent the heavens and the seas, red symbolizes heart and passion, while green signifies rebirth and loyalty.

Today, most of the women including millennials are making conscious efforts to look good. Not just by flaunting designer clothes, but by investing in precious stones and gems like sapphire, ruby, diamond and emerald. The branded jewellers in the country are enthusiastically supporting these positive developments and are catering to customers as per their whims and fancies. Moreover, the increase in per capita income has led to an increase in sales of gemstone jewellery, which has now become a status symbol for many in the country. One of the fastest growing sectors, the gems and jewellery industry in India is highly labour intensive and is extremely export-oriented. Thanks to the low labour costs and high availability of skilled labour, India is considered to be the hub of the global jewellery market. In fact, India's gems and jewellery market is home to more than 500,000 players, with the majority being small players. In India, Surat is the world's largest hub

for cutting, polishing and processing rough diamonds. The industry is well supported by government policies, with 100 per cent Foreign Direct Investment (FDI) in the sector through the automatic route. Despite synthetic and artificially enhanced stones posing challenges to the trade, the gemstones market has seen a manifold increase in the past three decades. Millennials are ready to splurge on coloured gemstones, be it in the form of a ring, earring, bracelet or a simple necklace. The growing middle-class population, rising disposable income levels and adoption of western lifestyles are the key drivers for the demand for gold and other jewellery in India. The market confidence in coloured gemstones has also grown considerably in the past few years on the back of the establishment of institutional gemology labs, transparent valuation standards and active market transactions.

The overall net exports of gems and jewellery stood at US\$ 41.62 billion during FY18, registering a compound annual growth rate (CAGR) of 7.81 per cent. As of 2018, the market size of the sector is about US\$ 75 billion and is estimated to reach US\$ 100 billion by 2025. The government is showing great interest in this sector and is coming out with various policy initiatives to improve the sector's performance and offer maximum employment opportunities to both skilled and unskilled workers pan India. In order to be more customer friendly, several big jewellery brands are also introducing tech advancements such as offering virtual reality experiences to their customers. With the help of a VR headset, customers can now view the jewellery from different angles and see the intricate designs on offer before making the final purchase.

In the coming years, the growth in the gems and jewellery sector will be determined by the development of large retailers/brands. Established jewellery brands will be the frontrunners in the organised market who will offer more varieties in terms of products and designs. Even the availability of gemstones and jewellery online is expected to grow, making it a more viable option for customers worldwide to choose from a vast collection of designs.



INDIA INTERNATIONAL GOLD CONVENTION®

3 - 5 Aug 2018, Le Meridien, Kochi



Organised by

Foretell
Business Solutions

In Association with



Title Sponsor



Platinum Sponsor



Commodities Partner



Gold Sponsor



Innovative Exchange Partner



Delegate Kit Sponsor



Dinner Sponsor



Precious Metals Analysis Partner



Insurance Partner



Logistics Partner



Free Zone Partner



Research Partner



Supported by



Supported by



Supported by



Supported by



Information Partner



Media Partner



For delegate registration & exhibition queries, abhinaya@fbspl.com, +91 9343734140

For sponsorship & speaker queries, vinayak@fbspl.com, +91 9342820676

www.goldconvention.in



How QE impacts gold prices in India today?

The economic cycle of recession has created the need for Quantitative Easing (QE), the occasionally used and effective tool used by central banks across the globe. The world knows all about it and will be remembered for ages. Before we delve deep in to this topic, it is essential to understand the basic definition of this much hyped 'Quantitative Easing' and how it is supposed to work.

Quantitative Easing can be defined as monetary policy used by central banks to stimulate the economy when standard monetary policy has become ineffective. The new money swells the size of the bank reserves and lower interest rates will stimulate the economy by encouraging banks to make more loans which in turn boosts investment.

Most rich economy central bankers began printing money to buy assets during Great Recession and few like the Bank of Japan, are still at it. Several rounds of QE in America have increased the size of the Federal Reserve's balance sheet, the value of the assets it holds, from less than 1 trillion dollar in 2007 to more than 4 trillion dollar now. The ECB is just the latest central bank to jump on board the QE bandwagon. Its monthly purchases will rise to 60 billion euros until at least September 2016.

The question now is: were the QE and the prolonged period of low interest rates done by the Federal Reserve effective, whether it would be effective for Japan as well as for the Euro area. The injection of additional funds in to the financial system created new problems. Some of the free and cheap money went to buy shares, bonds, commodities and currencies of fast-growing or high yielding economies. The new cash pushed up prices and supported unsustainably fast GDP growth in some developing nations. It may all have looked good for a while, with growth in the US housing and the labour markets, the two biggest sectors. But now, with the end of QE and the end of ultra low interest rates era probably sometime in 2015 by the Federal Reserve, the result is

wobbly financial and commodities markets and a sudden downturn in funding for countries such as India and Indonesia, which are complacent about running large current account deficits.

On the other hand, the QE done by the ECB will probably have limited impact on the economy. The Euro-zone has already injected 1 trillion Euro worth of liquidity in the eurozone in various ways in the form of near zero interest rates, LTRO (Long Term Refinancing Operation) etc.

Bank lending remains the important channel through which QE would filter to the real economy. Non-financial corporates get 85 percent of their funding from banks in the eurozone, the figure in the US is less than half this. The lack of lending from the broader capital markets means money will not filter through to the real economy anywhere as effectively as in other places. This means asset (as also commodities) prices will not feed through to consumers to the same extent.

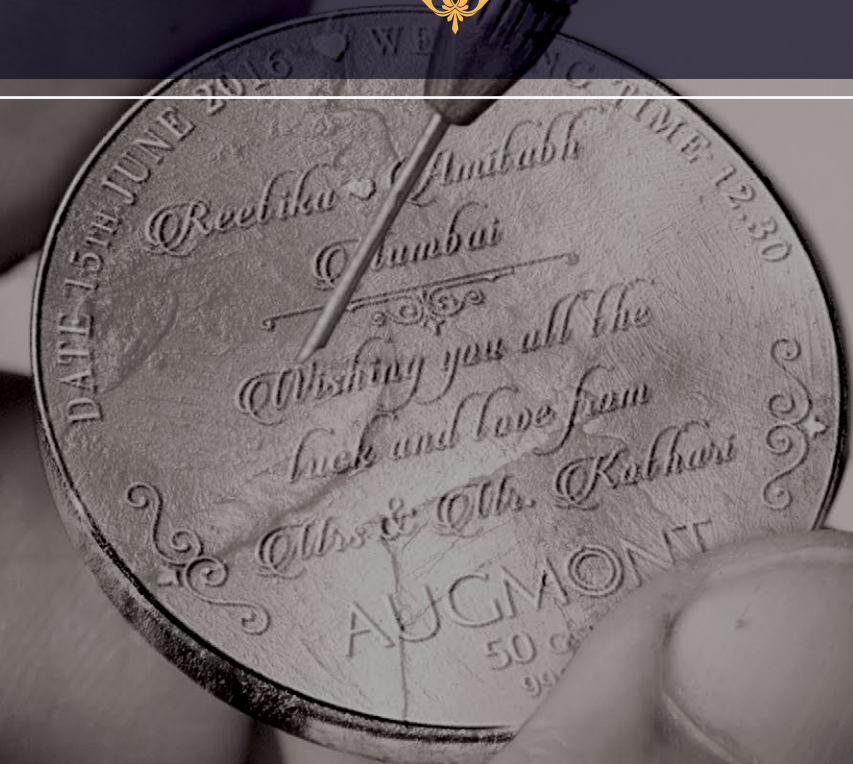
Any sovereign purchases will likely have to be split according to the ECB capital shares. This means that almost half of the capital injection will flow to Germany and France, 26 per cent and 20 per cent respectively. It is also highly unlikely that a bout of QE would stimulate demand in Germany and thereby encourage the eurozone rebalancing many hopes for. However, all that glitters is not gold. Although, the main aim of QE is to maintain prices levels, or inflation, these policies can backfire heavily, leading to high levels of inflation due to costlier commodities. In case commercial banks fail to lend excess reserves, it may lead to an unbalance in the money market.

All things equal, it remains to be seen, how QE as a monetary tool will be effectively managed by central banks. Although Japan is on it for a very long time, growth in the eurozone will be measured by how the policy measures, apart from QE is accepted and implemented by the respective government and nations in order to propel growth.

www.augmont.in

AUGMONT COINS

*A Special Tailor-made Coins,
For Your Taste, Your Occasion.*



MEMORIES MINTED FOREVER



A personalized gift will be an unforgettable one. We specialize in customizing silver coins as per your taste and the occasion. Be it any occasion, birth of a baby, Diwali, Raksha Bandhan, Valentine's day or any other. You can make these occasions even more special with Silver coins from Augmont. Emboss them with a special message, a quote, or a date.

It is a gift that will be remembered forever

Address: 3rd Floor, Units B1/B2/B3, Bullion House, 115, Tambakatta lane, Pydhonie, Mumbai - 400 003, India.

Jewelry Merchandising Tips for Boutiques



The management of merchandising jewelry is one of the most important keys to the success of a boutique store today. Many believe it is the most important thing a store owner can do to increase sales. For boutique managers and owners, executing management programs that utilize flexibility, agility, and speed makes the difference between great profits and not-so-great, or even no, profits.

Selling jewelry products is about telling a story to engage your shoppers and encourage them to buy. The way many businesses do this is through visual merchandising. Because jewelry is small in physical size, you must boost the appeal to customers through lighting, clever props, and location that grab a potential client's attention.

Here are some tips to help discover what the right jewelry merchandising solution is for your boutique:

MAXIMIZING YOUR DISPLAY CASE AREA

Think about the total space you have in your boutique. How much of this space is used by display cases? Most stores lose upwards of 40% of their total space due to doorways, offices, restrooms, aisles, and backroom storage areas. This severely limits the space used for jewelry display cases.



When you are trying to showcase as much jewelry inventory as possible, you want to avoid putting too many items into one display case. Don't crowd things together. Spread them out so that each one can be seen as a separate piece. If your displays are cluttered, there is no focal point to draw the eye and none of the items will attract the customers' attention.

With jewelry merchandising, you want to create a visual display that can guide your customers visually from one jewelry item to the next using a basic design theory.

INCREASING DISPLAY APPEAL

How can you make your jewelry displays much more appealing to customers? Ensuring there is more space between products, impactful color themes, and creative product positioning will help your shoppers notice and engage with the products displayed. An item with a lot of space around it makes it seem more special. It creates a visual illusion that the product is something that needs a second look.

Remember, once someone buys a product, that now-empty display case needs to be cleaned and prepared for the next item. Don't let a case sit empty. You can't sell anything from an empty case!



PRODUCT PLACEMENT FOR THE SALE

Display your case arrangement to draw people in. Pay attention to how you customers view your displays. Determine which products do a better job of engaging your shoppers, and then arrange the cases in a way that maximizes the visual effect and does so in some logical fashion.

Ask yourself which of your display cases are best serving the needs of your shoppers and your associates. The right product placement can help increase and encourage more impromptu jewelry purchases. Jewelry design merchandising is a way to increase your sales by allowing shoppers to respond emotionally to your products through appealing displays and encouraging your associates to upsell.

THE RIGHT PROPS: GO NATURAL

Toss away those old and outdated silk flowers. You want to ensure that your merchandising is fresh, up-to-date, contemporary. Jewelry customers are best served by those who are well-versed in design. You want to achieve this by using more natural props to draw in your customers. These props will help to create much more dramatic display cases. By contrasting

the natural props with your detailed jewelry, you will begin to draw shoppers right to your displays for an increase in sales.

While you can use many different intriguing props for jewelry displays, you want your jewelry pieces to stand out as the center of attention. It's important to remember not to get carried away by utilizing unique and interesting props that might take away from the item you are trying to sell.

PLANOGRAMS FOR YOUR DISPLAYS

Planograms are a visual model or diagram that allows you to see the placement of displays throughout your store. Determining how to increase the area for your display cases can be simplified by using a planogram. A product display planogram can help you to visualize the possible placement of your display locations. Planograms make it simpler for you to restock



your displays up-front with the newest products to keep it fresh and new for your shoppers. By using a planogram, you can reduce the amount of time you set up your displays every morning. Planograms also help sales associates recreate the same look when cleaning and refreshing the displays throughout the day.

The most effective designs merchandisers use for jewelry display cases are the U and L shapes. The idea behind these designs is to make sure each display is presented in a manner that potential buyers can go easily from one section to the next. The potential buyers will have an opportunity to see all your merchandise and not be limited due to poorly managed traffic patterns inside the store. These designs also allow your sales associates to stand behind the counters to help any shoppers while also easing the flow of traffic.

CONSIDER EYE APPEAL

Some jewelry pieces have much more appeal to the

human eye due to the materials used or their design style. They are the ones that will attract much more attention from shoppers. Consider which pieces will catch your customers' eye and make sure they are displayed in a manner that they are one of the first ones to be seen when someone enters your establishment.

SALES ASSOCIATES CAN HELP

Don't forget that no matter how visually appealing your jewelry is, you need someone with good interpersonal skills and the talent to make the sale. Sales associates are the ones that can provide your customers with additional information about the pieces. Sales associates will personalize the buying experience for the customer. Your associates provide one-on-one selling that ultimately transforms your shoppers into buyers. Encourage your associates to suggest jewelry to complement an outfit.

Do your homework. Research the various resources you have available from your vendors on each piece and provide your sales associates with this information. Consider role playing. Have your sales associates train



with one taking the part of a customer and another playing the role of the associate.

DISTRIBUTE THE JEWELRY BY POPULARITY

A great way to avoid placing all your best-selling pieces of jewelry into one area is to evenly distribute them by popularity. Each of your display cases should contain one or more of your most popular pieces to keep your customers engaged during their shopping experience.

CREATE A MERCHANDISING CALENDAR

Using visual merchandising for jewelry can be a process which seems never ending. This process is why it is a good idea to have a calendar around where you can arrange a timetable whereby you schedule things such as refreshing your displays, starting a new advertising campaign, replacing outdated products, and more throughout the month or season. This calendar will

help you stay focused and on task when it comes to merchandising your jewelry.

ADD IN COLOR

Color is one of the first things that most customers notice. In fact, some of the most exciting jewelry displays have been dominated by one or more color. Color helps to establish a certain mood. It is well known that red, for example, can evoke passion, love, and excitement.



Some customers may even use colors as an identification of quality, style, and price. Too many colors may confuse

your customer and even weaken your presentation in the display. It's okay to have many different items in a display with a few different colors, but don't overdo it with a rainbow of hues that can overwhelm your clients.

Effective jewelry displays with colors should include no more than three different colors or three different textures.

THE RIGHT LIGHTING

Your displays must have the right sort of lighting. The right lighting will have a much bigger impact than anything else in your store. You need to pay attention to things like glare or reflections in the glass.

When you don't focus on having the right lighting, you make things more difficult for your customers. They might not see all the pieces in the displays or might gloss over pieces that are poorly lit.

Ensure your pieces remain out of the shadows. By doing so, your jewelry pieces will look much more interesting and draw your buyers in.

CONSIDER USING DISPLAY AIDS

Display aids like necklace platforms and earring trees may help to increase the viewing angles for certain pieces.

Medium-sized aids should always be placed in front of earring trees and necklace platforms. Flat cases for displaying items like rings should be placed in front of the medium aids. This placement allows full visibility to your customers of each item.

How you place the item in the display case, most especially the angle that the item is placed at in the case, will affect the visibility and visual attractiveness



of the piece. You need to find a way to arrange all pieces in a manner that ensures each piece can be viewed as a stand-alone item.

To increase visibility, many people have removed price tags on their pieces of jewelry. This adjustment has helped to increase sales by not only increasing the visibility of certain pieces but also deterring customers from feeling as if they cannot afford certain pieces.

USING MIRRORS

Some cases come designed with mirror backings. Mirrors reflect light, which makes the cases appear to be brighter. They may even reflect some of the products to give the illusion that there are more choices to choose from.

Remember, too, that it's also important to keep a high-quality hand or stand mirror for customers to view how the pieces look on them.

KEEP THINGS TIDY AND CLEAN

Your displays should be cleaned so they look spotless. Ensure all glass is cleaned frequently throughout the course of a work day. Fill in any empty spaces from sales with stock immediately so your cases are never empty.

PROFESSIONALLY DESIGNED

Don't take a casual approach with your designs. Spend some time on the design. You want your displays to appear as if they were designed by professionals. Keep them looking fresh and new. Touch up any chipped areas with paint and ensure you have a plan in place to repaint and resurface your cases throughout the year.

CELEBRATE HOLIDAYS AND CHANGING SEASONS

Many jewelry stores are successful because they include festive props to celebrate the holidays and changing seasons. These festive pieces help to add excitement and cheer for the upcoming events.

Get your customers excited and in the holiday spirit by adding in holiday specific or season specific props to your displays.

WHY IS VISUAL MERCHANDISING IMPORTANT?

Visual merchandising has many different elements that can be confusing when you are trying to determine where to start. The five most important elements of visual merchandising are color, focal point, story-telling, maximum merchandise exposure, and wise use of space.

Five most important elements in visual merchandising Visual merchandising helps to maximize the aesthetics of your jewelry pieces. This equates to increases in sales. It can also play an important role in the look and feel of your store. When it's done right, it will create awareness to your brand while increasing loyalty among your customers.

The most important reason to use visual merchandising for your shoppers is to engage and inspire them. The process of engagement of customers starts when they first enter your store.

Remember, when it comes to winning sales from customers, first impressions count. Not only should the displays in your store for jewelry pieces stand out,



but the exterior of the store should reflect the store's culture and personality as well. This will help draw customers into your store.

Be creative when using visual merchandising for your displays, but avoid crowding items all together in one display case. Make sure, too, that you arrange the cases properly so your customers have room to maneuver.

If you do your merchandising correctly, your bottom line will increase significantly.

Source : blog.beadsofcambay.com

How to Increase Your Employees' Satisfaction Without Giving Them a Raise

It's a common misconception that money is the main driver of employee satisfaction. It is, after all, a fairly reliable measure of how much a company values its employees. Naturally, employers would think that a pay raise is the best way to boost employee productivity. They're often confused when that turns out not to be true and surprised to learn that the secret to improving productivity isn't more money at all.

The fact is that a productive business takes more than well-paid employees; it takes happy employees. For those surveyed in a 2014 TINYpulse poll, responders said that peers -- not money -- are the number one influence on workplace satisfaction and the drive to go the extra mile. Therefore, employers should look beyond salaries and seriously evaluate their company culture and leadership styles to focus more on their employees' true satisfaction.

With these five tips, employers can take a significant step toward changing their company culture for the better.

1. Create opportunities for connection

Personally interacting with your employees in the workplace is perhaps the most important factor in good leadership. Attend brainstorming sessions, go out to



lunch with team members and maintain an open-door policy so employees can drop in to say hello or tell you if they need anything.

This cultivates an atmosphere of collegiality throughout the office and clears the way for you to help employees in their personal lives when appropriate. Zeynep Ilgaz, president of Confirm Biosciences, says putting people over profit is one of the core values of her company. "The more [employees] grow their own unique personal capabilities," she says, "the more they can bring to the professional table."

2. Build a trusting feedback mechanism



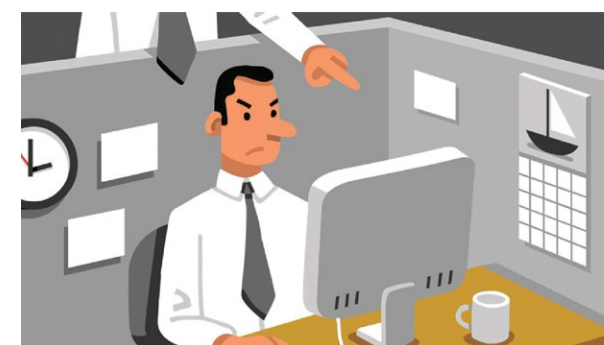
Feedback is a great way to communicate about the company or team issues that need improvement. 65 percent of employees said in an Officevibe survey that they want more of it. However, many managers don't provide enough guidance or only offer vague, negative comments that are more insulting than constructive.

Nagging employees about their faults isn't productive for your business or helpful for fostering relationships between you and your team members. Yet it's equally counterproductive to waste an employee's time and the company's resources by allowing the employee to continue making the same mistakes without proper feedback.

3. Don't micromanage

Micromanaging is one of the more common and least effective ways of managing employees. While you don't want to leave your employees without needed direction, no one likes being constantly told what to do or having his or her every move critically analyzed and judged. Instead of micromanaging your team's work, facilitate it by providing necessary resources and being a resource.

All mistakes provide an opportunity for growth and improvement, but only if the lesson is learned. Such lessons get lost in frustration when employees feel micromanaged. If you have experts on your team, then it's even more important to stay out of their way and allow them to make the decisions they need to make.



4. Encourage office friendships

Not everyone makes friends easily, so it's often up to managers and team leaders to create an environment in which office friendships can flourish. To build stronger personal and business relationships, try to learn at least one important personal thing about each of your employees, especially what motivates them.

Knowing more about someone creates a more transparent relationship, which fosters trust. You can grow that trust by helping employees make connections with each other through off-site team-building activities. Hold a group dinner that will allow everyone to socialize, or organize an outing to a trampoline park like Rockin' Jump, an escape room like those at Room Escape Adventures or a grown-up arcade like Dave & Buster's. Better yet, have employees vote on an activity to do together every month.

5. Give credit away

Being a good leader often means doing things that seem counterintuitive but are necessary for the good of the team. Giving away the credit for positive results is one of those things.



On one hand, helping others succeed helps you succeed, and the company as a whole prospers. On the other hand, that level of selflessness can be difficult to muster! Yet it encourages the initiative taking that is vital for innovation. Giving others credit is a cornerstone of good leadership, and the satisfaction that employees gain from working with such a selfless leader will drive them to be more productive than ever.

As that TINYpulse study shows, the saying "Money can't buy happiness" holds true for today's workforce. Competitive wages are important for employees to live comfortably. But to feel truly satisfied with what they do and whom they work for, they also need to know their employers and coworkers care about each other. ■

Source : entrepreneur.com

Old is still gold when it comes to vintage watches

New watches may have been hamstrung by the rise of the digital watch, but vintage tickers hold their own

When the first Apple iWatch launched, there was speculation all round on whether it would make a dent in the high-priced Swiss watch industry that prides itself on being an exclusive club that dictates official production standards, increases prices every year and guards its technologies closely. Initially the big watchmakers said smartwatches would actually help their cause by getting millennials to upgrade to mechanical watches. Later that turned to a note of caution when 2016 saw Swiss watch exports drop by almost a million units to 6.9 million watches — almost the same as 2012-levels, according to the Federation of the Swiss Watch Industry.

Experts and company CEO's alike concurred that smartwatches had their limitations: smartwatches like Apple's would have to be recharged and would undergo multiple software updates and new versions and like most electronic gadgets would eventually become obsolete. Furthermore, there's little investment-grade value with smartwatches nor do they have individual style quotient unlike handmade Swiss time-pieces. Despite the shifting landscape, one the part of the industry that's held its own has been vintage watches, with prices for models that are at least 40 years old, escalating steadily. Imran Khan, partner at well known watch house a retailer that's been around since 1955 years, is located on Kemps Corner says that watches like the Omega Dynamic could be purchased for well under Rs 10,000 a decade ago. Today, you won't find one in poor

condition for under three times that amount, he adds, noting that vintage buyers typically look for the same thing they look for in art. "Customers want some kind of connection with the Moon Mission, space travel, historic sporting events and typically which was made in the 1970's and maybe their birth year" Khan says.

Sales channels are crossing over to digital from exhibitions, the marketing is shifting Online. Even as newer watches grace billboards worldwide and launch products on the web, leading auctioneers like Aurel Bacs continue to repose their faith in vintage Rolexes, as his auction house Phillips conducted an event on the 12th of May called Daytona Ultimatum with a view to selling a batch of 32 mostly vintage chronographs called Daytonas which realised \$22.1 million with five watches crossing the \$700,000



marker. Just recently, in October last year Hollywood actor Paul Newman's personal Daytona had gone up for auction at a Phillips event and sold for a record-breaking \$17.75 million, making it the single most expensive vintage watch ever sold. What's with Rolex and its undisputed stranglehold on vintage prices and value appreciation? Aashdin Billimoria a Mumbai-based collector who also runs Time Boulevard, an e-commerce platform that deals in watches says, "Rolex is currency not a watch; you'll always get your money back and you can't say the same for other brands." Subrata Roy, a Kolkata-based dealer and collector agrees with Billimoria. "In 1980 you could buy a brand new 6694 Rolex Precision for Rs 4,000. Then in 2000, the same watch cost Rs 40,000, and today in good condition with all original parts its priced at Rs 120,000 and can cross Rs 2 lakhs abroad," he says.

But to answer questions that remain the other factors that drive Rolex prices are the way the company maintains it's historical archives and serial number records, its consistent performance over the years while maintaining quality not to mention that they raise prices frequently sometimes two three times in a year, almost forcing older pieces to catch up in price when they come up for re-sale. There's also a design element at play. Edward Lee, a Kolkata-based collector says that the most recognised watch in the Rolex family is the Datejust because of its cyclops lens over the the date window, its crown and its case. The 6694 in terms of of its shape size and look is exactly like the modern Datejust which costs over Rs 4 lakhs and looks just like it even to the untrained eye. "It was easily available for under Rs 40,000 just a decade ago."

PICKING THE BEST

| Rolex | | Price in ₹ |
|------------------------|--------------------|---------------------|
| Precision | (without bracelet) | ₹80,000-₹90,000 |
| Caliber 6694 | (with bracelet) | ₹120,000 |
| 6694 Rolex Oyster | (No date) | ₹50,000-₹70,000 |
| Royal Caliber 6694 | (without bracelet) | |
| Rolex Oyster | | |
| Caliber 6082 | | ₹60,000-₹70,000 |
| Omega | | Price in ₹ |
| Speedmaster | | ₹140,000 - ₹180,000 |
| calibers 861, 865 | | |
| Omega constellation | | ₹75,000-₹80,000 |
| "Pie pan dial" (Steel) | | |
| Omega Dynamic | | ₹35,000- ₹40,000 |
| Longines | | Price in ₹ |
| Conquest | | ₹65,000-₹75,000 |
| Flagship | | ₹50,000-₹55,000 |
| UltraChron | | ₹30,000, ₹35,000 |

Source: Time Boulevard, Well-known watch house, Subrata Roy

Where does one buy these watches today? Lee says that there are neighborhood watch dealers across most big cities but he cautions that it takes time to get into the fraternity and become a part of the club before they start showing you what's available. "You won't see things on the window display because all these watches are half a century old, so part of it is word-of mouth and part of it a track record in buying them and dealers getting to know you're a serious buyer."

What exactly do collectors come asking for? Khan says "its the usual suspects — Omega, Rolex, Longines, and on odd occasion a ladies Cartier for their significant other."These are typically the labels that had sales offices in India before and shortly after independence and were popular in the metros.

Source: business-standard.com

INDIA EXHIBITIONS

iijis
India International Jewellery Show

35th India International Jewellery Show (IJS 2018)
9 - 13 August, 2018
Bombay Exhibition Centre
GJEPC
☎ +91-22-43541800
✉ iijis.org
✉ iijis@gjepcindia.com

jas
Jewellers Association Show
JECC SITAPURA JAIPUR

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

12th INDIA INTERNATIONAL FASHION JEWELLERY & ACCESSORIES SHOW 2018
31st Aug - 3rd Sep 2018
Bombay Exhibition Centre, Goregaon East, Mumbai
Radiant Expositions
✉ iifjs.com
✉ sales@radiantexpo.com
☎ +91-22-6464 5500-07/6513 5232/43

jw
JEWELLERY WONDER
B2B Jewellery Show

14th edition of Jewellery Wonder (JW)
22-24 September, 2018
Pragati Maidan, New Delhi
JJS Committee
✉ jjewellerymarket.com
✉ jmsales@jewellerymkt.com

DELHI JEWELLERY & GEM FAIR
29th Sep- 1st Oct, 2018
Pragati Maidan, New Delhi
UBM India Pvt Ltd
✉ delhi.jewelleryfair.in
✉ seema.tiwari@ubm.com
☎ +91-11-66517630

INDIAN JEWELLERS WEEK ZAVERI BAZAAR
1-7 October 2018

Indian Jewellers Week (Zaveri Bazar)
1 - 7 October 2018
IBJA & GlamBox
☎ +91 90227 81143
☎ +91 98209 58482
☎ +91 70335 86581

GJIIF
GEM & JEWELLERY INDIA INTERNATIONAL FAIR
BY THE INDUSTRY FOR THE INDUSTRY

Gem & Jewellery India International Fair
21 - 23 Sept, 2018
Chennai Trade Centre
GJC & MJDMA
☎ 044 4216 7405
✉ mjdma1938@gmail.com
✉ mjdma.org

BIHAR & JHARKHAND JEWELLERY SHOW (BJJS)
25/26/27 NOVEMBER 2018
GYAN BHAVAN, OPP. GANDHI MAIDAN, PATNA

Bihar & Jharkhand Jewellery Show (BJJS)
25-27th November 2018
Gyan Bhavan, Patna
GlamBox & KJ
☎ +91 90227 81143
☎ +91 98209 58482
☎ +91 70335 86581

15th JJS
JAIPUR JEWELLERY SHOW

Jaipur Jewellery Show
21 - 24 December, 2018
Jaipur Exhibition & Convention Center(JECC),
JJS Organizing Committee
☎ +91 141 4035900
✉ info@jaipurjewelleryshow.org
✉ jaipurjewelleryshow.org

Disclaimer: Fair dates and exhibition sites are subject to change by the respective trade fair organiser and Jewel Buzz takes no responsibility for the correctness of this information.



INDIA BULLION AND JEWELLERS ASSOCIATION LTD.

P R E S E N T S

BIHAR & JHARKHAND JEWELLERY SHOW (BJJS)

25/26/27 NOVEMBER 2018

GYAN BHAVAN, OPP. GANDHI MAIDAN, PATNA

East India's Biggest B2B Jewellery Trade Exhibition

We are pleased to announce the first edition of **BIHAR & JHARKHAND JEWELLERY SHOW (BJJS)**- The Biggest ever professionally organized B2B Jewellery Trade Exhibition in Patna on 25-26-27 November 2018.

Bihar and Jharkhand being the Fastest Growing states brings ample business opportunities for the jewellery manufacturers and wholesalers to cash on the growing market.

BJJS will not only bring India's leading Jewellery manufacturers and wholesalers under one roof to showcase their finest jewellery collection but also plan Knowledge Forums and Informative Seminars for the jewellery retailers of Bihar and Jharkhand.

Jointly organised by GlamBox and KJ Group, the BJJS exhibition is committed for the growth of jewellery trade in the East India Market.



Jointly Organized By

GLAMBOX
Xperience | Xpositions



For Sales Invite Contact:
90227 81143 / 98209 58482 / 70335 86581

GLOBAL EXHIBITIONS

SIJE
Singapore International Jewelry Expo 2018
International Jewelry, Gems & Luxury Timepieces Exhibition
Brought to you by

Singapore International Jewelry Expo
26 - 29 July, 2018
Marina Bay Sands Singapore
CEMS (Conference & Exhibitions Management Services Pte Ltd).
sije@cems.com.sg

Facets
SRI LANKA

28th Facets Sri Lanka
30 Aug - 2 Sep, 2018
Sirimavo Bandaranaike Memorial Exhibition Centre
Sri Lanka Gem & Jewellery Association.
+94 112 597 226
facetssrilanka.com
facets@facetssrilanka.com

HONG KONG JEWELLERY & GEM FAIR
香港珠寶首飾展覽會

September Hong Kong Jewellery & Gem Fair
12 - 16 Sep, 2018
AsiaWorld-Expo • Hong Kong
Sales Department, Jewellery Fairs, UBM Asia Ltd
(852) 2585 6179
exhibitions.jewellerynet.com
salesjgf-hk@ubm.com

VICENZAORO
THE JEWELLERY BOUTIQUE SHOW

VICENZAORO SEPTEMBER
22 - 26 Sept, 2018
Viale della Oreficeria, 16
Vicenza, Italy
vicenzaoro.com/en
info@vicenzaoro.com

The Munich Show
Mineralientage München
World of Gems, Jewellery, Minerals & Fossils

The Munich Show
26 - 28 Oct 2018
Messe Munchen
DV Global Link LLC
+49 (89) 613 47 11
munichshow.com
besucherservice@munichshow.com

TAIWAN JEWELLERY & GEM FAIR
台灣珠寶首飾展覽會

Taiwan Jewellery & Gem Fair 2018
2 - 5 Nov, 2018
Taipei World Trade Center
UBM Asia Ltd., Taiwan Branch
+886-2-2738-3898
taiwanjewelleryfair.com
info-tw@ubm.com

VOD DUBAI
INTERNATIONAL JEWELLERY SHOW
معرض دبي الدولي للمجوهرات

VOD Dubai International Jewellery Show
14 - 17 Nov 2018
Dubai World Trade Centre
DV Global Link LLC
jewelleryshow.com
nadeera.jayaratne@dwtc.com

Jewellery Arabia
20 - 24 Nov, 2018
Baharain International Exhibition Centre
UBM AEM
+973 17 550033
jewelleryarabia.com
fawzi.alshehabi@ubm.com

BASELWORLD
MARCH 20 - 26, 2019

BaselWorld 2019
21 - 26 Mar, 2019
MCH Swiss Exhibition (Basel) Ltd.
+41 58 206 22 22
baselworld.com
exhibitor@baselworld.com

Disclaimer: Fair dates and exhibition sites are subject to change by the respective trade fair organiser and BVC does not take responsibility for the correctness of this information.

Mines To Market Secured Logistics Since 1960



BVC  **BRINKS**

BVCTM
LOGISTICS

 1800 - 123- 2711

 info@bvclogistics.com

 www.bvclogistics.com

Advertisement's Index



Disclaimer : The list is not an indication of ranking or any other preference and not part of the agreement. IBJA Times does not take responsibility of any errors unintentionally occurred.

| Sl No | Name of the Advertiser | City | Page No |
|-------|---|-----------|-----------------|
| 1 | Aarya 24KT | Mumbai | 29 |
| 2 | Bhindi Manufacturers | Rajkot | 17 |
| 3 | Bihar & Jharkhand Jewellery Show (BJJS) | Patna | 59 |
| 4 | BVC Logistics | Mumbai | 61 |
| 5 | Choksi Vachhraj Makanji & Co. | Junagadh | 6 & 7 |
| 6 | Creative Jewels | Mumbai | 65 |
| 7 | Dassani Brothers | Mumbai | 2 |
| 8 | Hasmukh Parekh Jewellers | Kolkata | 31 |
| 9 | HRD Antwerp | Mumbai | 66 |
| 10 | IIGC | Cochin | 47 |
| 11 | Indian Jewellers Week (IJW) | Mumbai | Cover Gate Fold |
| 12 | Kanchan Jewellers | Mumbai | 25 |
| 13 | King Bullion Private Limited | Mumbai | 13 |
| 14 | Mark Bangles | Mumbai | 9 |
| 15 | Mark CZ Jewellery | Mumbai | 11 |
| 16 | Pure Platinum Jewellery Pvt. Ltd. | Mumbai | 21 |
| 17 | RM Jewellery | Bangalore | 4 & 5 |
| 18 | RSBL Spot | Mumbai | 49 |
| 19 | S. K. Jewellers | Mumbai | 19 |
| 20 | Sangam Gems & Jewels LLP | Mumbai | 33 |
| 21 | Shilpi Jewellers Pvt. Ltd | Mumbai | 67 |
| 22 | Shringar House of Mangalsutra | Mumbai | 3 |
| 23 | Silver Emporium | Mumbai | 36 & 37 |
| 24 | Solanki Jewellers | Mumbai | 27 |
| 25 | Swarovski Gemstones Business | Mumbai | 43 & 68 |
| 26 | Tiara Fashion Jewellery | Mumbai | 63 |



**925
SILVER**
SHINE YOUR WORLD
**GLAMOROUS
LOOK**
WITH TIARA FASHION JEWELLERY



BEST SILVER JEWELLERY OF INDIA 2016 AWARD
Powered by GJTCl

MANUFACTURER OF ALL TYPES OF INDIAN CZ SILVER JEWELLERY
MUMBAI | KARNATAKA | KERALA | TAMIL NADU | GUJARAT

TIARA JEWELS

24, 2nd Floor, Rangaswamy Temple Street,
Bangalore - 560 053
M : 9845577759, 9900160708
T : 080 40943177
E : tiarajewellery@gmail.com

TIARA FASHION JEWELLERY

2/69, Sahyog Building, Opp Lohana Mahajan Wadi, SV Road, Kandivali(W)
Mumbai - 400 067
M : 9323714440, 9664714440
T : 022 28660762, 28660763
E : tiarafashionjewellery@gmail.com

GOLD RATE

GOLD SILVER

OPENING & CLOSING RATES

(All rates in INR)

| Date | Gold 999 (AM Price) 10 Gms | Gold 999 (PM Price) 10 Gms | Gold 995 (AM Price) 10 Gms | Gold 995 (PM Price) 10 Gms | Gold 916 (AM Price) 10 Gms | Gold 916 (PM Price) 10 Gms | Gold 750 (AM Price) 10 Gms | Gold 750 (PM Price) 10 Gms | Gold 585 (AM Price) 10 Gms | Gold 585 (PM Price) 10 Gms | Silver 999 (AM Price) 1 Kg | Silver 999 (PM Price) 1 Kg |
|-----------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 26-Jul-18 | 30050 | | 29900 | | 27526 | | 22538 | | 17579 | | 38245 | |
| 25-Jul-18 | 30040 | 30115 | 29890 | 29965 | 27517 | 27585 | 22530 | 22586 | 17573 | 17617 | 38225 | 38335 |
| 24-Jul-18 | 29955 | 30070 | 29805 | 29920 | 27439 | 27544 | 22466 | 22553 | 17524 | 17591 | 37915 | 38205 |
| 23-Jul-18 | 30075 | 30140 | 29925 | 29990 | 27549 | 27608 | 22556 | 22605 | 17594 | 17632 | 38105 | 38175 |
| 22-Jul-18 | SUN | | | | | | | | | | | |
| 21-Jul-18 | SAT | | | | | | | | | | | |
| 20-Jul-18 | 29970 | 29985 | 29820 | 29835 | 27453 | 27466 | 22478 | 22489 | 17533 | 17541 | 37860 | 37905 |
| 19-Jul-18 | 29945 | 29850 | 29795 | 29700 | 27430 | 27343 | 22459 | 22888 | 17518 | 17462 | 38040 | 37740 |
| 18-Jul-18 | 29885 | 29855 | 29735 | 29705 | 27375 | 27347 | 22414 | 22391 | 17483 | 17465 | 38060 | 37935 |
| 17-Jul-18 | 30185 | 30205 | 30035 | 30055 | 27650 | 27668 | 22639 | 22654 | 17658 | 17670 | 38620 | 38570 |
| 16-Jul-18 | 30330 | 30330 | 30180 | 30180 | 27782 | 27782 | 22748 | 22748 | 17743 | 17743 | 38850 | 38810 |
| 15-Jul-18 | SUN | | | | | | | | | | | |
| 14-Jul-18 | SAT | | | | | | | | | | | |
| 13-Jul-18 | 30285 | 30200 | 30135 | 30050 | 27741 | 27663 | 22714 | 22650 | 17717 | 17667 | 38905 | 38675 |
| 12-Jul-18 | 30325 | 30295 | 30175 | 30145 | 27778 | 27750 | 22744 | 22721 | 17740 | 17723 | 38785 | 38765 |
| 11-Jul-18 | 30555 | 30530 | 30405 | 30380 | 27988 | 27965 | 22916 | 22898 | 17875 | 17860 | 39145 | 39130 |
| 10-Jul-18 | 30675 | 30520 | 30525 | 30370 | 28098 | 27956 | 23006 | 22890 | 17945 | 17854 | 39405 | 39105 |
| 09-Jul-18 | 30705 | 30800 | 30555 | 30650 | 28126 | 28213 | 23029 | 23100 | 17962 | 18018 | 39505 | 39660 |
| 08-Jul-18 | SUN | | | | | | | | | | | |
| 07-Jul-18 | SAT | | | | | | | | | | | |
| 06-Jul-18 | 30695 | 30680 | 30545 | 30530 | 28117 | 28103 | 23021 | 23010 | 17957 | 17948 | 39345 | 39295 |
| 05-Jul-18 | 30620 | 30635 | 30470 | 30485 | 28048 | 28062 | 22965 | 22976 | 17913 | 17921 | 39295 | 39220 |
| 04-Jul-18 | 30645 | 30660 | 30495 | 30510 | 28071 | 28085 | 22984 | 22995 | 17927 | 17936 | 39295 | 39280 |
| 03-Jul-18 | 30330 | 30415 | 30180 | 30265 | 27782 | 27860 | 22748 | 22811 | 17743 | 17793 | 38900 | 39040 |
| 02-Jul-18 | 30465 | 30510 | 30315 | 30360 | 27906 | 27948 | 22849 | 22883 | 17822 | 17848 | 39115 | 39130 |
| 01-Jul-18 | SUN | | | | | | | | | | | |
| 30-Jun-18 | SAT | | | | | | | | | | | |
| 29-Jun-18 | 30540 | 30470 | 30390 | 30320 | 27975 | 27911 | 22905 | 22853 | 17866 | 17825 | 39360 | 39220 |
| 28-Jun-18 | 30720 | 30630 | 30570 | 30480 | 28140 | 28057 | 23040 | 22973 | 17971 | 17919 | 39580 | 39490 |
| 27-Jun-18 | 30630 | 30695 | 30480 | 30545 | 28058 | 28117 | 22973 | 23021 | 17919 | 17957 | 39610 | 39625 |
| 26-Jun-18 | 30650 | 30590 | 30500 | 30440 | 28075 | 28020 | 22988 | 22943 | 17930 | 17895 | 39650 | 39490 |
| 25-Jun-18 | 30660 | 30710 | 30510 | 30560 | 28085 | 28130 | 22995 | 23033 | 17936 | 17965 | 39655 | 39820 |
| 24-Jun-18 | SUN | | | | | | | | | | | |
| 23-Jun-18 | SAT | | | | | | | | | | | |
| 22-Jun-18 | 30600 | 30620 | 30450 | 30470 | 28030 | 28048 | 22950 | 22965 | 17901 | 17913 | 39550 | 39735 |
| 21-Jun-18 | 30670 | 30570 | 30520 | 30420 | 28094 | 28002 | 23003 | 22928 | 17942 | 17884 | 39460 | 39455 |
| 20-Jun-18 | 30770 | 30770 | 30620 | 30620 | 28185 | 28185 | 23077 | 23077 | 18000 | 18000 | 39670 | 39535 |
| 19-Jun-18 | 30965 | 30945 | 30815 | 30795 | 28364 | 28346 | 23224 | 23209 | 18115 | 18103 | 39970 | 39820 |
| 18-Jun-18 | 30895 | 30915 | 30745 | 30765 | 28300 | 28318 | 23171 | 23186 | 18074 | 18085 | 40070 | 40205 |
| 17-Jun-18 | SUN | | | | | | | | | | | |
| 16-Jun-18 | SAT | | | | | | | | | | | |
| 15-Jun-18 | 31240 | 31250 | 31090 | 31100 | 28616 | 28625 | 23430 | 23437 | 18275 | 18281 | 41325 | 41515 |
| 14-Jun-18 | 31130 | 31230 | 30980 | 31080 | 28515 | 28607 | 23347 | 23422 | 18211 | 18270 | 40870 | 41070 |
| 13-Jun-18 | 31015 | 31015 | 30865 | 30865 | 28410 | 28410 | 23261 | 23261 | 18144 | 18144 | 40415 | 40580 |
| 12-Jun-18 | 31020 | 31025 | 30870 | 30875 | 28414 | 28419 | 23265 | 23269 | 18147 | 18150 | 40455 | 40395 |
| 11-Jun-18 | 31020 | 30980 | 30870 | 30830 | 28414 | 28378 | 23265 | 23235 | 18147 | 18123 | 40400 | 40255 |
| 10-Jun-18 | SUN | | | | | | | | | | | |
| 09-Jun-18 | SAT | | | | | | | | | | | |
| 08-Jun-18 | 30960 | 31160 | 30810 | 31010 | 28359 | 28543 | 23220 | 23370 | 18112 | 18229 | 40030 | 40225 |
| 07-Jun-18 | 30930 | 30925 | 30780 | 30775 | 28332 | 28327 | 23198 | 23194 | 18094 | 18091 | 39850 | 39975 |
| 06-Jun-18 | 30930 | 30815 | 30780 | 30665 | 28332 | 28227 | 23198 | 23111 | 18094 | 18027 | 39585 | 39545 |
| 05-Jun-18 | 30830 | 30820 | 30680 | 30670 | 28240 | 28231 | 23123 | 23115 | 18036 | 18030 | 39350 | 39295 |
| 04-Jun-18 | 30795 | 30895 | 30645 | 30745 | 28208 | 28300 | 23096 | 23171 | 18015 | 18074 | 39255 | 39410 |
| 03-Jun-18 | SUN | | | | | | | | | | | |
| 02-Jun-18 | SAT | | | | | | | | | | | |
| 01-Jun-18 | 30995 | 30970 | 30845 | 30820 | 28391 | 28369 | 23246 | 23228 | 18132 | 18118 | 39400 | 39390 |
| 31-May-18 | 31195 | 31220 | 31045 | 31070 | 28575 | 28598 | 23396 | 23415 | 18249 | 18264 | 39805 | 39835 |
| 30-May-18 | 31150 | 31095 | 31000 | 30945 | 28533 | 28483 | 23363 | 23321 | 18223 | 18191 | 39540 | 39470 |
| 29-May-18 | 31190 | 31385 | 31040 | 31235 | 28570 | 28749 | 23393 | 23539 | 18246 | 18360 | 39815 | 39850 |
| 28-May-18 | 31005 | 31080 | 30855 | 30930 | 28401 | 28469 | 23254 | 23310 | 18138 | 18182 | 39590 | 39610 |
| 27-May-18 | SUN | | | | | | | | | | | |
| 26-May-18 | SAT | | | | | | | | | | | |
| 25-May-18 | 31440 | 31355 | 31290 | 31205 | 28799 | 28721 | 23580 | 23516 | 18392 | 18343 | 40330 | 40305 |
| 24-May-18 | 31345 | 31415 | 31195 | 31265 | 28712 | 28776 | 23509 | 23561 | 18337 | 18378 | 40110 | 40245 |

Note: 1). Opening and Closing Rates will not be published on Central Government Holiday. 2). We do not publish rates on Saturday's and Sunday's 3). Our office remains close on 2nd and 4th Saturday's 4). Office Timing 10:30 a.m. to 06:30 p.m. All rates in INR | For more details, visit: www.ibjarates.com



Creative Jewel

Collection of Designer Gold Jewellery

2018

iijs

PREMIERE SHOW

Stall No- 6U101- 6U103

Hall No-6, Zone-6C

Date- 9th - 13th August, 2018



Parimal Plaza , 9th Bhuleshwar Road , Next To Surti Hotel , Mumbai- 400 002.

Contact: +919819118868 / www.creativejewel.net





Get your diamonds Graded, Sorted, Screened & Sealed at HRD Antwerp



HRD Antwerp is the leading authority when it comes to diamond & jewellery grading, world class education and high-tech equipment.

Contact us for more info:

HRD Diamond Institute PVT LTD

2nd Floor, D quadrant,
The IL&FS Financial Centre,
G Block, Plot C - 22, Bandra Kurla Complex,
Bandra East, Mumbai - 400051.

Tel.: +91 22 4256 8000

Email: sales.india@hrdantwerp.com

Our other locations in India !
Bharat Diamond Bourse | SEEPZ | Surat

Our Worldwide Presence

Antwerp | India | Dubai | Hong Kong | Istanbul
Madrid | Ramat Gan | Shanghai

CERTIFICATION | EDUCATION | EQUIPMENT
Discover more at www.hrdantwerp.com



HRD Antwerp

Europe's
leading authority in
diamond certification

SHILPI
JEWELLERS PVT. LTD.

INDIA'S PREMIER B2B COMPANY

BIG SHOW. BIG BUSINESS.

WE ARE HERE

NEW HALL

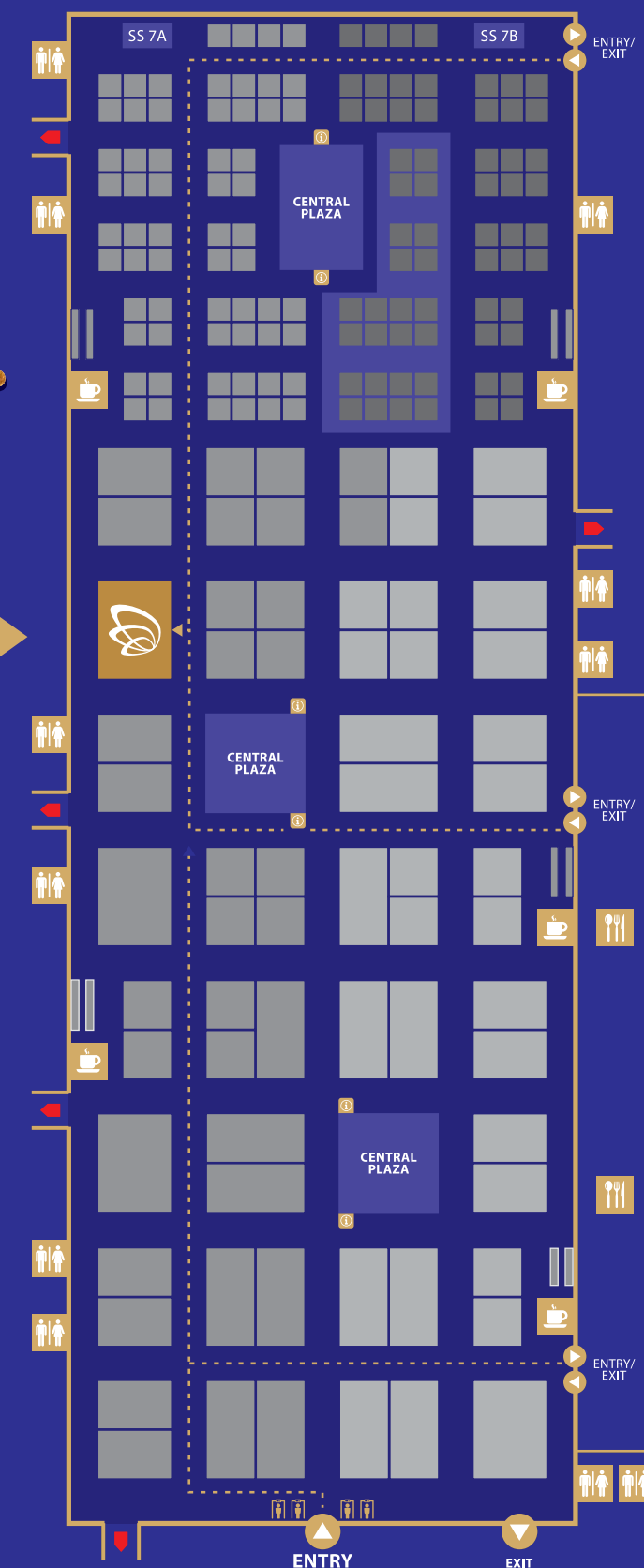
Hall No. 7A
Stall No.
7C062, 64, 66, 68 - I II III

2018
IIJS
PREMIERE SHOW

9TH - 13TH AUGUST, 2018

Bombay Exhibition Centre (BEC),
Goregaon (E), Mumbai - 400 063.

Head Office: Meena Apartments, 29/31,
Dhanji Street, Mumbai - 400 003. INDIA.
+91 22 4216 0700 | info@shilpijewels.com
www.shilpijewels.com



SWAROVSKI ZIRCONIA INNOVATIONS

SWAROVSKI-GEMSTONES.COM



Round Checkerboard Cut, Liquid Square Cut, Octagon Sun Cut,
Liquid Pear Cut in Spring Green, Liquid Oval Cut in Fancy Morganite

SWAROVSKI
GEMSTONES™