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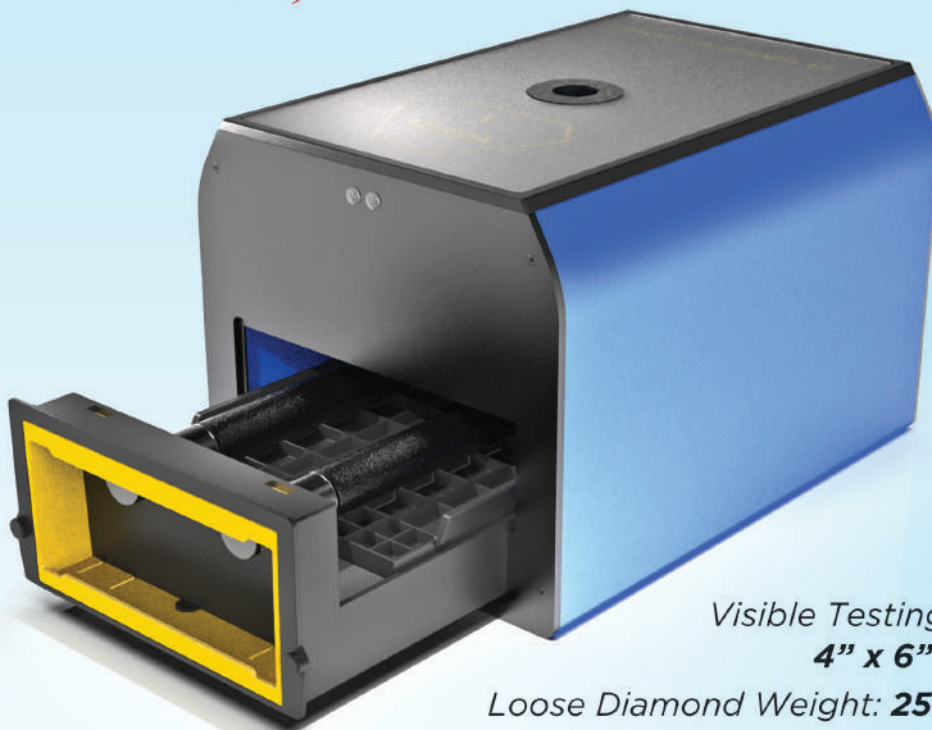
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## From the Publisher's Desk



Dear Readers,

We are pleased to present the third issue of JewelBharat. Since the launch of our first edition on August 24, 2024, the overwhelming support from industry veterans and enthusiasts has inspired us to continue delivering high-quality content for the jewelry industry.

This issue features a special focus on the **Jaipur Jewellery Show**, highlighting its theme of Ruby, a gemstone that has long captured the imagination of jewelers and collectors alike. In addition, we bring you an exclusive **interview** with **Gautam Banerjee Jewellery**, a one-of-a-kind designer jewelry brand known for offering exceptional, unique collections that are truly unparalleled in the market. We also have the privilege of speaking with **Mr. Ramit Kapur**, the Managing Director of GSI India, whose insights into the certification and grading of gemstones provide a valuable perspective on the evolving landscape of the jewelry industry.

Our aim continues to be creating a space where knowledge is shared, creativity is sparked, and meaningful connections are nurtured within the jewelry community.

A sincere **thank you** to the industry leaders who have generously contributed their expertise and insights, and to the JewelBharat team for their dedication and commitment in bringing this vision to life.

As we approach the end of 2024, we would like to take this opportunity to wish you all a prosperous and successful New Year ahead. May the coming year bring growth, opportunities, and fulfillment in all your endeavors.

Thank you for being an essential part of our journey. We hope you enjoy this edition!

Warm regards,

Managing Director & Publisher JewelBharat.com

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## From the Editor's Desk

### *A Year of Milestones and Sparkling Achievements*

Dear Readers,

As we proudly present the third issue of JewelBharat, it's a moment for us to reflect on the remarkable strides the jewelry industry has made in 2024, a year filled with innovation, growth, and an unwavering commitment to excellence. This issue highlights some of the most exciting and transformative events that have taken place in our vibrant sector, and we are thrilled to share them with you.

The **Jaipur Jewellery Show (JJS)**, held at the Jaipur Exhibition & Convention Centre (JECC), marked a spectacular beginning on 20th December 2024. With a blend of traditional craftsmanship and contemporary designs, the event once again reinforced Jaipur's reputation as a global jewelry hub. It's a celebration of India's rich jewelry heritage and an opportunity for designers, manufacturers, and retailers to showcase their finest creations to a global audience. The JJS continues to be a beacon of creativity and collaboration, uniting the industry like never before.

We were also touched by the momentous gesture of **Shri Govind Dholakia**, who **gifted a 2.12-carat India-shaped diamond to Prime Minister Modi**. This priceless gift not only symbolizes India's global significance in the world of gemstones and jewelry but also highlights the increasing recognition of our country's expertise in crafting unique, world-class pieces.





In other exciting developments, **Zoya Jewellery**, a brand known for its exquisite craftsmanship, has now opened a new gallery in East India at Shakespeare Sarani, Kolkata. This expansion is a testament to Zoya's growing influence in the luxury jewelry market, and we are excited to see the brand continue to capture hearts with its stunning pieces that blend artistry with elegance.



At the prestigious **51st India Gem & Jewellery Awards (IGJA)**, held in Jaipur, the industry gathered to celebrate excellence and innovation. The event was a reminder of the immense talent and dedication within our sector, with companies like **Kiran Gems, Renaissance Global, and Hari Krishna Exports** taking home top honors. We were particularly proud to see **Nancy Dhariwal** named “**Woman Entrepreneur of the Year**”, reflecting the growing influence of women in a traditionally male-dominated industry. It’s a clear signal that the jewelry sector is embracing diversity and empowering the next generation of leaders, and we couldn’t be more excited about what lies ahead.

As we move towards the end of 2024, the jewelry industry continues to shine brightly, not just in India but across the globe. We hope this edition of JewelBharat provides you with a glimpse of the incredible work being done to push the boundaries of creativity, sustainability, and excellence.

On behalf of the entire **JewelBharat** team, I wish all our readers a **Happy and Sparkling New Year!** May 2025 bring you new opportunities, growth, and success in both your personal and professional lives. Let the coming year be as brilliant as the gems we so passionately celebrate.

Thank you for your continued support and engagement. We look forward to bringing you more stories, insights, and inspiration in the issues to come.

*Suketu Bhatt*

# Shri Gautam Adani Advocates Technology & Sustainability at GJEPC's 51st India Gem & Jewellery Awards in Jaipur

**Shri Pramod Agrawal (Chairman, Derewala Industries Ltd)  
receives the Lifetime Achievement Award**



*The Gem & Jewellery Export Promotion Council (GJEPC) presented the coveted 51st India Gem & Jewellery Awards (IGJA) held in Jaipur, honouring the leading exporters of the gems & jewellery industry. GJEPC presented a total of 24 IGJ Awards: 14 – Industry Performance Awards; 7- Special Recognition Awards; 2 – Felicitation Awards; and 1- Bank supporting the Gems & Jewellery Industry Awards. This event was supported by Gold Partner, World Gold Council; Powered By GIA; with Gemfields and RMC as Associate Partners; and Vaibhav Global Limited as the*

*Co-Partner.*

*Business tycoon Shri Gautam Adani (Chairman, Adani Group) graced GJEPC's 51st edition of the IGJ Awards as Presiding Guest. Representing GJEPC were Shri Vipul Shah, Chairman, GJEPC; Shri Kirit Bhansali, Vice Chairman, GJEPC; Shri Nirmal Bardiya, Regional Chairman, Rajasthan, GJEPC; Shri Sabyasachi Ray, ED, GJEPC, and Shri Sachin Jain, Regional CEO – India, World Gold Council and Shri Gopal Kumar, Director and General Manager, Gemfields India Pvt. Ltd was also present along with the who's who and*

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*doyens of India's gem & jewellery industry.*

*While addressing a packed hall of diamond, gem and jewellery trade, Shri Gautam Adani, Chairman, Adani Group, said, "Technology and sustainability are the twin pillars of our future. As we embrace the digital age, let's ensure our growth is both innovative and responsible. Empowering and uplifting our skilled artisans and craftsmen with digital tools will propel our jewellery heritage to new heights. Ultimately, our youth are the architects of tomorrow. Let's nurture their potential, and create an India that shines brightly on the world stage."*

*Adani further added, "Innovation and sustainability are not just trends but the foundation for the future of the gem and jewellery industry. From advanced manufacturing techniques to smart wearables, technology is revolutionizing the jewellery industry, offering endless opportunities for customisation and connection. The gem and jewellery industry must embrace change, challenge the status quo, and adapt to evolving consumer needs to*

*remain a global leader."*

*Shri Vipul Shah, Chairman, GJEPC addressing the audience said, "Think big, innovate relentlessly, and embrace technology—the future of India's gem and jewellery industry is brighter than ever. With robust retail growth, projects like the India Jewellery Park in Mumbai, Jaipur's Gem Bourse, and the Bharat Ratnam Mega CFC are transforming the landscape. Supported by visionary government policies and FTAs, our industry is poised to scale new heights. Together, we can position India as a global leader in gems and jewellery, setting benchmarks for innovation, excellence, and sustainability."*

*Shri Kirit Bhansali, Vice Chairman, GJEPC, added, "The gem and jewellery industry demonstrated incredible resilience by achieving \$32 billion in exports last year, despite facing numerous challenges. I extend my heartfelt congratulations to the award winners who have been instrumental in leading this remarkable achievement and inspiring the industry to greater heights."*

*Shri Sachin Jain, Regional CEO – India, World Gold Council said, "This is our time, our era. The next ten years belong to India. As an industry, we aim to emotionally connect with consumers, especially the younger generation, through modern approaches. We are also committed to supporting our Prime Minister's vision of 'Viksit Bharat 2047,' transitioning India from a developing to a developed nation. We are collaborating with the government to define gold's role in this journey, preparing for milestones in 2030, 2035, and beyond. IGJA is a celebration of remarkable achievements and the people behind them."*

*Shri Sriram Natarajan, MD, GIA India*





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as establishing Common Facility Centres, a world-class laboratory in Jaipur, and laying the groundwork for key projects like the Jewellery Park in Mumbai and the Gem Bourse in Jaipur. His leadership during the COVID-19 crisis, securing relief for the industry and workers, stands as a testament to his compassion and resolve. As National Chairman of the National Gem & Jewellery Council of India (NGJCI), his legacy

said, “The Indian gem and jewellery industry holds immense significance for our nation, contributing substantially to exports, GDP, and employment. This success has been achieved in a remarkably short time through the entrepreneurial grit and global business acumen of business families, supported ably by the government, GJEPC, banks, and institutions like GIA and others. The industry thrives on healthy competition to bring out the best and demonstrates unparalleled collaboration when united by collective strength. With IGJA, we celebrate the entrepreneurs, their families, employees, and all contributors to this success. Congratulations to all the IGJA award winners on this well-deserved recognition.”

Shri Pramod Agrawal, Chairman, Derewala Industries Ltd. received the Lifetime Achievement Award. Shri Pramod Agrawal, Chairman, Derewala Industries Ltd., is a visionary leader whose contributions have significantly shaped the Indian gem and jewellery industry. During his tenure as GJEPC Chairman, he spearheaded transformative initiatives such

continues to inspire. This Lifetime Achievement Award is truly well-deserved.

Shri Pankaj Parikh, Regional Chairman, GJEPC, was honored with a Special Recognition Award for his outstanding contributions to the jewellery industry in the Eastern region. A true visionary, Shri Parikh has played a pivotal role in initiatives such as the establishment of the Manikanchan SEZ and the foundation of the Jewellery Park, which have significantly boosted the region's prominence in the sector. His leadership, both as former Vice Chairman and current Regional Chairman of GJEPC, has been instrumental in driving growth, fostering innovation, and creating opportunities, making this recognition a well-deserved acknowledgment of his enduring impact.

Shri Sabyasachi Ray, Executive Director, GJEPC, was honored for his remarkable 25 years of dedicated service to the Council. His commitment has been instrumental in transforming GJEPC into a globally respected trade body. From his early days as Director –





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Eastern Region to his elevation as Executive Director in 2007, Mr. Ray has played a pivotal role in shaping the gem and jewellery industry in India. His visionary leadership has led to the establishment of iconic initiatives like IJS, IGJS Dubai and Jaipur, and Common Facility Centres, driving the industry's growth and global prominence. Mr. Ray's collaborative leadership style and dedication continue to inspire us all.

Ernst & Young LLP (EY), as the Knowledge Partner for the India Gem and Jewellery Awards (IGJA), ensures a transparent and fair evaluation process. Leveraging its expertise in data analysis and benchmarking, EY meticulously designs the selection criteria, including export performance, value addition,

employment generation, and investment in R&D, to identify deserving winners.

Since its inception in 1973, the IGJA has been an emblem of excellence in the gem and jewellery industry, recognizing the entrepreneurial spirit and innovation that propel the industry forward. Every year, IGJA honors the best of the best, showcasing the pinnacle of achievement in the gem and jewellery sector. This prestigious ceremony celebrates companies and partners whose contributions have made the industry a shining example of export excellence. IGJA has evolved over the years to embrace new categories, including social responsibility, innovation, and entrepreneurship, reflecting the dynamic nature of our industry.



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## 20th JJS begins at the Jaipur Exhibition & Convention Centre (JECC)

### Rajasthan Government Pledges Support to Gem Bourse as Huge Crowds Turn Out on Opening Day

*The Gems and Jewellery Industry contributes significantly to the State's economy, accounting for 17% of Rajasthan's GDP. The Jaipur Jewellery Show (JJS) plays a pivotal role in skill development among the youth, inspiring them to uphold and advance the rich legacy of gems and jewellery. The world's largest gem bourse should be established in Jaipur and the State Government will support this initiative. This was stated by Rajasthan Minister of Industry and Commerce, Rajyavardhan Singh Rathore today at the inauguration of the 20th Jaipur Jewellery Show where he was addressing as the Chief Guest.*

*Mr. Rathore also proposed the development*

*of a convention facility similar to Delhi's Bharat Mandapam on a 100-acre site near Jaipur Airport. He further highlighted the need to focus on international markets alongside domestic opportunities. He stressed the importance of leveraging technology to anticipate global market demands and align production accordingly. Furthermore, he emphasised the value of storytelling and showcasing the authenticity of each product to build trust and enhance global appeal.*

*Chairman of National Gems and Jewellery Council of India (NGJCI), Pramod Derewala, highlighting the infrastructure of Jaipur, informed that within the 4 kilometers radius in Jaipur, there are two*



Special Economic Zones (SEZs), one Export Promotion Industrial Park (EPIP), Gems and Jewellery institute, training institute, world-class laboratory and gem bourse coming up.

Chairman of All India Gem and Jewellery Domestic Council, Saiyam Mehra, said that there is an exceptional display of jewellery here and JJS is giving a tough fight to all international shows. JJS has now become the 'Kundan Meena capital' of the country. GJC – All India Gem And Jewellery Domestic Council is working closely with JJS to promote gems and jewellery. He informed that this year, the Zonal Council Meeting

(ZCM) will be attended by over 45 GJC members.

Regional Chairman of the Gem and Jewellery Export Promotion Council (GJEPC), Nirmal Kumar Bardiya, announced that the upcoming Gem Bourse will span an impressive 43,828 square meters, with a total construction area of 30 Lakh square feet. Once operational, it is expected to generate employment opportunities for over 60,000 persons.

JJS Honorary Secretary, Rajiv Jain recapitulated the highlights and traditions of this year's JJS. He said that from a mere 67 booths in 2003, there are over 1200 booths this year. JJS brings everything under one roof, offering a showroom-like experience to visitors while providing a platform for jewellery students and designers to showcase their talent. With 95% of exhibitors returning year after year, JJS stands as a testament to their trust and commitment. The theme of JJS 2024 centres around the 'Ruby' gemstone, as it is the central stone of the 'Navratna', he informed.





Earlier, the Chairman of JJS, Vimal Chand Surana in his welcome address said that Gemfields, as the prime promotion partner along with 15 esteemed partners, brings unparalleled prestige to JJS. Rising Rajasthan, rooted in the same soil and sharing the same grand venue as JJS, is a testament to our shared legacy of excellence. This year's JJS promises to be as spectacular as ever, and I am confident that these four days will be immensely fruitful for traders and visitors alike, further cementing JJS as the crown jewel of the gem and jewellery industry, he said.

The opening ceremony of the show was moderated by the Spokesperson of JJS, Ajay Kala. In his address, he emphasised that

JJS is a comprehensive showcase, bringing together an exquisite range of precious and vibrant colour gemtones. He highlighted how the extensive promotion of Jaipur's gems and jewellery across India has significantly strengthened the city's brand image. Additionally, he lauded the remarkable adoption of Jaipur jewellers' trends, which continues to set new benchmarks in the industry.

The inaugural function began with the lighting of the lamp by the Chief Guest Rajyavardhan Singh Rathore and Guests of Honour, Pramod Derewala, Saiyam Mehra and Nirmal Kumar Bardiya. Later, the JJS Show Guide was released by the dignitaries on the dais.



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In this issue of JewelBharat, we had the opportunity to speak with

## Mr. Ramit Kapur

Managing Director of Gemological Science International (GSI) India



*With nearly two decades of experience in the gemological labs sector of the jewelry industry, Kapur brings a wealth of expertise in working with cross-functional teams, launching products into new markets, and developing strategies for multi-channel sales. GSI, one of the largest and most renowned gemological organizations globally, plays a pivotal role in the diamond and jewelry industry by offering a comprehensive range of services, including grading reports for both natural and lab-grown diamonds, colored gemstones, and jewelry. Kapur's leadership and vision continue to drive GSI's growth and innovation in the industry.*

*Mr. Kapur, you have over 25 years of experience in the jewelry industry. Could you share some key moments or experiences from your career that have shaped your leadership style and your approach to business?*

*RK: Over the years, I've realized that the most valuable asset of any organization is its people. Early in my career, I learned that empowering teams and creating a sense of ownership can transform an organization. I focus on equipping my team with the advanced equipment, continuous training, and clarity of purpose. When people feel like the heroes of their own roles, their passion reflects in their work. Leadership, to me, is about creating an environment where every individual thrives and takes pride in their work.*



*GSI has established itself as a leader in the gemological services space, especially in the detection of undisclosed lab-grown diamonds. What do you think sets GSI apart from other gemological organizations globally and in India?*

*RK: GSI's strength lies in its commitment to continuous innovation and expertise. In an era where lab-grown diamonds evolve rapidly, having state-of-the-art technology is non-negotiable. But technology alone isn't enough; it's the expertise behind it that truly makes the difference. At GSI, we pair cutting-edge instruments with a team of experts who interpret complex data and provide insights that go beyond testing. This unique combination ensures we stay ahead of the curve. We've invested heavily in R&D and industry collaborations to ensure our solutions are not only relevant but also anticipate future challenges. This proactive approach is what truly sets us apart.*

*As the Managing Director of GSI India, what are your top priorities for the company's expansion in the Indian market, and how do you plan to address the unique challenges and opportunities here?*

*RK: Our vision is to make GSI's services accessible across India, whether through full-service labs, logistics, window counters, or mobile teams. The idea is to create seamless access for clients, regardless of their location, and to maintain the fastest turnaround times in the industry. India is a vast market with unique challenges, but I firmly believe every challenge is an opportunity in disguise. By offering global-standard services to even the remotest regions, we're not just expanding; we're empowering retailers to operate with confidence and ease. It's a win-win for everyone.*

*India is one of the largest jewelry markets in the world. How do you see consumer preferences evolving, especially with the rise of lab-grown diamonds and increasing awareness of sustainability in the industry?*

*RK: Lab-grown diamonds and natural diamonds serve distinct audiences, and each tells its own story. Natural diamonds carry a legacy of heritage and tradition, while lab-grown diamonds are about affordable luxury and sustainability. As a lab, it's our job to cater to both markets responsibly; providing clarity and*



*ensuring no cross-contamination between the two. At GSI, we're committed to upholding the integrity of both product categories through clear distinctions in our grading reports. Both are remarkable in their own right, and it's exciting to see how consumers are embracing this duality in the market.*

*GSI has made significant strides in offering educational programs for both professionals and the public. How important is education in promoting trust and transparency in the diamond and jewelry industry? And how do you see GSI's role in this space evolving in India?*

*RK: Education is a cornerstone of trust and transparency in the jewelry industry. Whether it's corporate training for retailers or workshops for sales teams, the goal is to ensure everyone in the supply chain speaks the same language. Misinformation often stems from a lack of understanding, and that's where we come in. GSI's programs, delivered by seasoned gemologists with decades of experience, focus on practical, real-world knowledge. We want retailers to feel confident when addressing customers, bridging gaps in understanding, and ultimately driving trust. Our education initiatives are about empowering the entire ecosystem.*

*With both natural and lab-grown diamonds gaining traction in the market, how does GSI ensure there is no mix-up between the two, and maintain trust in its grading reports?*

*RK: At GSI, trust and consistency are at the core of everything we do. Handling thousands of natural and lab-grown diamonds daily, from loose stones to finished jewelry, keeps us at the forefront of the latest advancements in gemology. Our cutting-edge technology, combined with an expert team, ensures we remain ahead of industry developments. With rigorous systems and processes in place, we maintain a strict separation between natural and lab-grown diamonds - contamination is simply not an option. Leading jewelers worldwide trust us because our reports embody integrity, driven by the seamless fusion of expertise and innovation.*

*How do you see grading reports evolving in the jewelry industry, especially as it transitions towards digital formats, considering that physical documents have traditionally been preferred for their tangible value?*

*RK: The evolution towards digital reports is a natural progression, driven by sustainability and the need for efficiency. At GSI, we embraced this shift years ago by being amongst the first to provide E-certs and QR tags. While physical reports still hold appeal for many, the growing acceptance of digital reports is undeniable. They enhance customer experience with instant accessibility, easy storage, and faster verification. For retailers, GSI's 'Digital Story' feature adds another layer; allowing them to share their brand's journey through the report, turning it into a powerful branding and consumer engagement tool.*

*As the industry grapples with the growing challenge of detecting undisclosed lab-grown diamonds in finished jewelry, what technological advancements is GSI investing in to stay ahead of these issues?*

*RK: GSI is a leader in research and screening, known for its comprehensive approach. We don't just adopt the latest technology; we consistently update our equipment to stay ahead. Through strong partnerships with global equipment manufacturers and industry stakeholders, we foster an ongoing exchange of data and insights. However, technology alone isn't enough to safeguard the industry—expertise is at the core of our efforts. By combining cutting-edge tools with unmatched knowledge, GSI continues to lead in addressing the challenges of undisclosed lab-grown diamonds.*

*Looking ahead, what do you see as the biggest opportunities and challenges for GSI in India and globally in the next 5-10 years? How is GSI preparing to meet these future demands?*

*RK: The jewelry industry is evolving rapidly, and I believe that, with change comes immense opportunity. For GSI, the focus will be on innovation, accessibility, and education. Challenges will always exist, whether in the form of market dynamics or technological disruptions, but we see them as stepping stones to growth. By staying agile and investing in research, partnerships, and team development, we're confident in our ability to meet future demands. The key is to stay committed to our core values of trust, integrity, and excellence.*



## PNG Jewellers' Pratha collection to tantalize brides-to-be with additions in kundan, polki & pearls

On popular demand after phenomenal market success early this year, the collection will be promoted through a campaign across all stores of PNG Jewellers in Maharashtra, Goa, and online.

*It's the season of weddings in India and PNG Jewellers, Maharashtra's leading organised family jewellery brand brings in an ecstatic assortment of bridal jewellery with its latest rendition of Pratha collection. This mesmerizing collection celebrates the rich customs and traditions of weddings and is set to steal hearts across Maharashtra with its glittering campaign.*

*Following stellar responses from across the state during its maiden launch in January this year, Pratha – as in 'tradition', brings back its ageless collection of rural jewellery craftsmanship through an assortment of heavy bridal sets, necklaces, chokers, stunning diamond pieces, earrings, rings, maangtikas, kadas and more. To excite diamond jewellery lovers, the collection has expanded its scope into dazzling polki, kundan, and pearl jewellery. Together with finely crafted gold jewellery, the latest version of "Pratha" involves the finesse of meenakari and jadau works transitioning into contemporary design philosophies which suit the preferences of every bejewelled woman in an Indian wedding across all its ceremonies.*

*Commenting on the collection, Dr. Saurabh Gadgil, Chairman and Managing Director, PNG Jewellers, stated, "When Pratha was launched for the first time, it was an instant hit with our customers. Now, with the addition*

*of pearls, jadau, kundan and meenakari works, we are adding another dimension of brilliance to this already majestic bridal jewellery range. Pratha enhances the desire of individuality in every young bride-to-be today, and complements the blend of tradition and trend with the scope for customisation to produce a look every bride dreams of."*

*The Pratha Collection by PNG Jewellers is a tribute to the sacred bond of marriage, blending grace, cultural opulence, and timeless elegance. Designed for the modern bride, it features exquisite studded jewellery with uncut and coloured gemstones, showcasing craftsmanship that radiates royalty. The campaign captures the bride in her candid, regal moments, celebrating her inner queen as she embraces different bridal looks. Beyond brides, Pratha invites anyone cherishing love and matrimony to adorn its rich heritage. To make weddings magnanimous, the jewellery brand will run its campaign from 15 December 2024 to 31 Jan 2025 across all its stores in Maharashtra, Goa, and online.*







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# Jewel Insights:

Crafting Excellence Through Expert Interviews

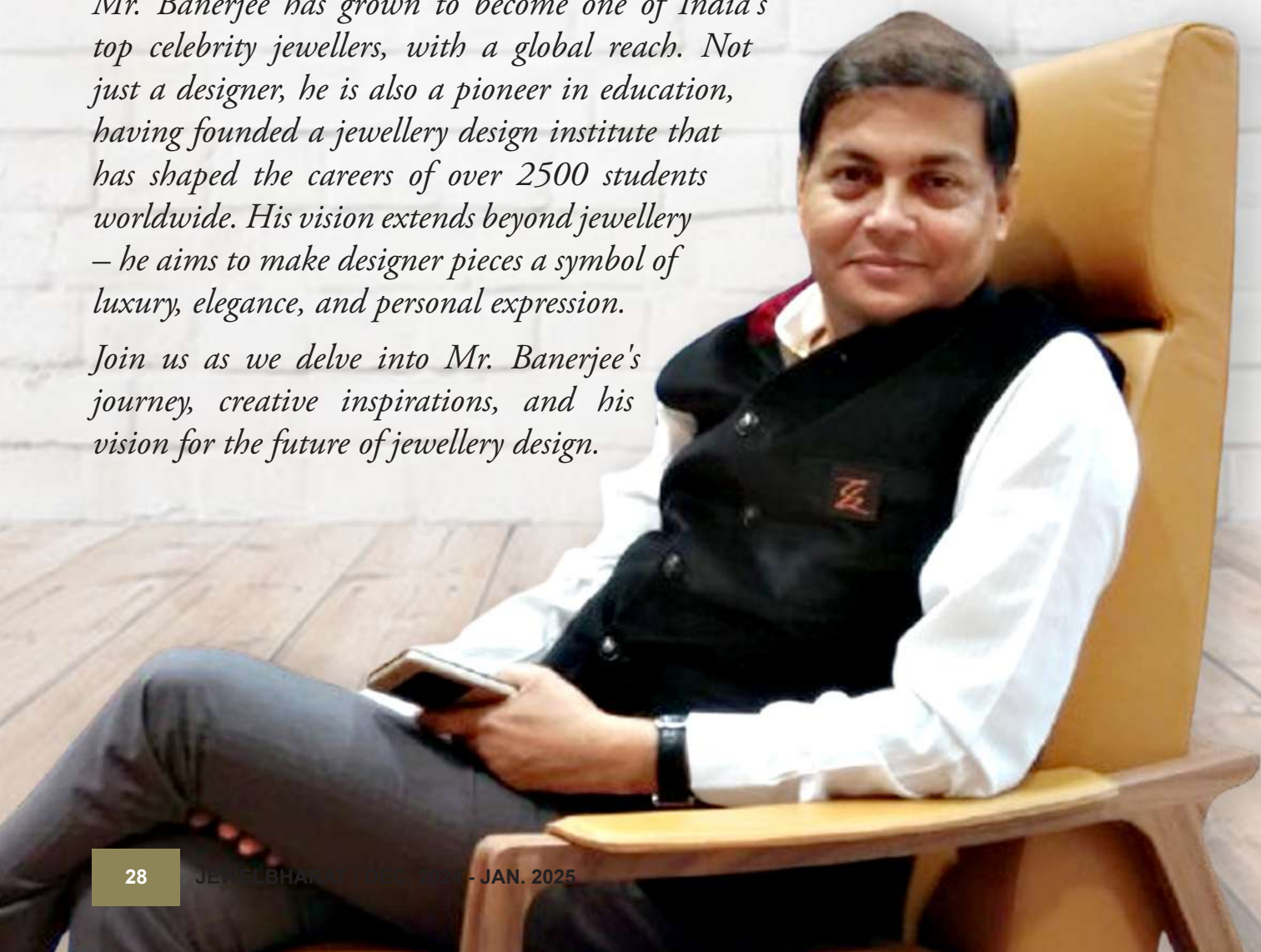
## Mr. Gautam Banerjee

Founder - Gautam Banerjee's Academy of Jewellery Designing

*In this edition of Jewel Insights, we are thrilled to feature Mr. Gautam Banerjee, a visionary designer who has transformed the world of luxury jewellery with his exquisite creations. As the co-founder of Gautam Banerjee Jewellery, he has brought his passion for fine, high-end jewellery to life, creating timeless pieces that blend nature's beauty with the empowering spirit of women.*

*With a journey that began with humble beginnings, Mr. Banerjee has grown to become one of India's top celebrity jewellers, with a global reach. Not just a designer, he is also a pioneer in education, having founded a jewellery design institute that has shaped the careers of over 2500 students worldwide. His vision extends beyond jewellery – he aims to make designer pieces a symbol of luxury, elegance, and personal expression.*

*Join us as we delve into Mr. Banerjee's journey, creative inspirations, and his vision for the future of jewellery design.*





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*From working on small assignments to becoming one of the top celebrity jewelry designers in India, what has been your most significant learning during this journey?*

*I think one of the biggest lessons that I have learnt through time and my experience has been on how to face rejection. It is not easy if the vision that I have of a piece that I think is perfect does not match with what the client wants and it can often be frustrating to see good pieces as per my opinion that I have crafted being rejected, but at the end of the day, I am creating the design for the client, and it is my priority to understand what the client wants through my artistic vision. It had been challenging to absorb this, especially in my early days, and now I know how to mould a design to exactly match what the client wants, while maintaining my creative touch to the piece. Further, jewellery designing is a continuous learning process, and it takes a great deal of practice and hard work to understand how to make good work even better.*

*You aim to create a paradigm shift in the way women perceive jewelry. Could you elaborate on how your designs challenge traditional perceptions and cater to modern women's tastes?*

*My designs do not seek to challenge the traditional at all. Instead, it has always been my goal to incorporate the modern taste into the classic styles. The latter is what constitutes the building block of jewellery designing, and its timelessness is what makes my jewellery cater not just to short term trends, but remain as art pieces that can be worn time and time again. Creating this paradigm shift you mention is to rather encourage inculcating the time honoured into the modern style.*

*Jewelry is often deeply personal for many people. How do you incorporate personalization into your high-end fine jewelry collections to make each piece unique for your clients? Your collection ranges from bridal to everyday jewelry. How do you balance the needs of different clientele while maintaining the signature 'Gautam Banerjee' touch in all your pieces?*

*Absolutely, jewellery is undeniably personal and I honour that intimacy by ensuring each piece is truly one of a kind. Every design is created only once – no duplicates, no copies. This exclusivity gives each client the rare joy of owning something entirely unique. Beyond this, whether it's a piece for a wedding or everyday wear, I believe in making the client a part of the creative journey. Their input shapes the design at every step, fostering a deep connection as the piece evolves from a concept to a treasured keepsake. This collaborative process transforms the experience from merely purchasing a finished off the shelf at a store to*



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*creating a meaningful experience. The result is not just a stunning piece of fine jewellery, but something the client has an emotional connection with, making it timeless and special every time it is worn.*

*You are the co-founder of Gautam Banerjee Jewellery and have also established a design school. What motivated you to create a platform for aspiring designers, and how do you see the future of jewelry design education evolving in India?*

*When I started, jewelry designers were often overlooked, and as a result, the industry didn't flourish to its full potential. Designing was rarely seen as a major focus, jewellery has always been treated as a source of investment rather than as a form of art in the Indian society.*

*Furthermore, jewellery manufacturing has traditionally been a generational business, confined to established families. My goal in founding the design school was to break down those barriers and open the field to anyone with a passion for design and creative arts. By nurturing fresh talent and democratizing access to this craft, we're ensuring that the next generation of designers can bring new perspectives to the industry. The future of jewelry design education in India lies in cultivating this creativity, while blending tradition with modernity, and I'm excited to be part of that transformation.*

*Your institute has trained over 2,500 students, including the next generation of top jewellers. What is one piece of advice you consistently offer to your students, and how do you foster creativity in them?*

*The key to success is hard work, dedication and consistent practice, this is the advice I always share. Creativity flourishes when paired with discipline.*

*You've built your brand from the ground up. What are some of the challenges you faced while establishing Gautam Banerjee Jewellery, and how did you overcome them?*

*One major challenge was introducing my distinct design vision to the market and wondering if it would be accepted. In India, gold is often seen as an investment rather than an art form, making it difficult to convince people to pay a premium*





for artistic craftsmanship. Over time, the brand grew as more clients came to value the uniqueness and artistry in our designs.

*What role do you believe technology plays in the future of jewelry design? Are there any new innovations you are excited to integrate into your future collections?*

The influence of technology in every aspect of life, including jewelry design, is undeniable. It enhances efficiency and productivity, offering possibilities for innovation. However, in my view, nothing compares to the personal satisfaction of designing directly in front of a client and creating unique, handcrafted pieces.

*What new trends do you foresee in the jewelry industry, and how is GBJ planning to stay ahead of the curve?*

It's challenging to predict trends with certainty, especially with gold prices at an all-time high and the ongoing discussions around lab-grown diamonds. As costs rise, we may perhaps see

a shift toward more silver jewelry and an increased use of colored stones, which is why we've launched our own silver collection to meet evolving preferences.

That said, staying ahead of trends isn't my primary goal. My focus remains on client satisfaction and creating designs that resonate with their needs. By prioritizing unique craftsmanship and fostering my creativity, GBJ continues to deliver pieces that delight clients and reflect the essence of the brand.

**Image Courtesy:**  
[www.gautambanerjee.in](http://www.gautambanerjee.in)



# RUBY

## The Timeless Gem of Passion and Prestige

*Ruby, one of the four precious gemstones, holds the distinction of being the most valuable variety within the corundum mineral family, which also includes sapphire. Its name comes from the Latin word rubens, meaning "red," perfectly capturing the fiery hues that range from deep, dark red to the iconic pigeon blood red. This vibrant color is the result of chromium traces within the stone. Known for their exceptional durability, rubies score a 9 on the Mohs scale of hardness, making them just slightly softer than diamonds and as tough as sapphires. This resilience, coupled with their breathtaking beauty, makes rubies ideal for both daily wear and fine jewelry pieces.*



*The finest rubies have historically come from Myanmar, a region that has given rise to the famous term "Burmese ruby," reserved for stones of unparalleled color. Today, rubies are mined in various regions, including Africa, Australia, and the USA, but those with the richest red hues and a subtle hint of blue continue to command the highest prices. As the birthstone for July and a traditional gift for the 15th and 40th wedding anniversaries, rubies are deeply ingrained in cultural and celebratory traditions. Despite their rarity and tendency to show imperfections, flawless rubies can surpass even diamonds in value, with prices soaring for stones of exceptional clarity.*

*Rubies are more than just beautiful gemstones; they are symbols of passion, vitality, and love. Believed to bring confidence, creativity, and career success to their wearers, rubies embody the essence of life's vibrancy.*

*As we celebrate the legacy of rubies at the Jaipur Jewellery Show, we honor not only their timeless beauty but also their profound significance in the world of fine jewelry. As part of our coverage of the Jaipur Jewellery Show's celebration of ruby, we also reached out to some of our esteemed viewers and experts in the jewelry industry to share their thoughts on this magnificent gemstone. Their views highlight the enduring allure, value, and significance of rubies in both contemporary and traditional jewelry design.*

## *The Timeless Allure of Rubies: Insights from Industry Leaders*

*The Jaipur Jewellery Show 2024 promises to be a grand celebration of the ruby gemstone, bringing together some of the finest names in the jewelry and gemstone industries. We spoke to two prominent figures in the ruby market—Punisha Gems and Gemfields—who shared their perspectives on the gemstone's enduring appeal, market trends, and what makes ruby jewelry so special.*

### ***Punisha Gems: A Legacy of Craftsmanship and Passion***

*Punisha Gems has long been a pioneer in the colored gemstone market, with a deep-rooted connection to rubies dating back to the early days of the trade. Based in Jaipur, the heart of the gemstone industry, Punisha Gems was one of the first to recognize the unparalleled beauty and value of rubies, playing a key role in popularizing them. Over the years, the brand has earned a reputation for offering exquisite rubies that reflect their heritage of quality and craftsmanship. According to the brand, the significance of ruby in their collections is not just about a gemstone; it's about honoring a legacy and continuing to set benchmarks for excellence.*

### ***Gemfields: Responsible Mining and Global Impact***

*On the other side of the industry, Gemfields, a world-leading responsible miner and marketer of colored gemstones, has been instrumental in the ruby trade, particularly in Mozambique. They mine rubies from the renowned Montepuez Ruby Mining operation, which is one of the most significant ruby deposits in the world. For Gemfields, rubies symbolize not only beauty and rarity but also an opportunity to have a positive impact on the communities in their host countries. They've made it a priority to operate with transparency, integrity, and responsibility, ensuring that the rubies they mine contribute to sustainable growth in the region.*

*Sean Gilbertson, CEO of Gemfields, emphasizes this responsibility and the gemstone's timeless appeal: “Deservedly known as the ‘King of Gemstones’, rubies have captivated humankind throughout the centuries. With the formation of each*



Open pit mine at Montepuez Ruby Mine, Mozambique



*gemstone being nothing short of miraculous, it is only a skilled hand and clever eye that accepts the responsibility of revealing the world within. But what a joy it is to see the fruits of this labour! Thought to symbolise prosperity, passion and protection, rubies have been worn into battle, placed into building foundations and make for the ultimate token of love when incorporated into gifted jewellery.*

*The ruby deposit in Mozambique was only discovered in recent years and is already regarded as one of the most significant deposits in the world. Located in the north of the country, Montepuez Ruby Mining – majority owned by Gemfields in partnership with a local Mozambican company – provides stable employment and much-needed contributions to the Mozambican government. It is our aim that this revenue, coupled with community and conservation projects funded by the company, brings positive impact to the people of Mozambique.”*

*This dedication to sustainable mining and ethical practices underscores Gemfields’ leadership in the ruby trade. As Adrian Banks, Managing Director of Product & Sales at Gemfields, shares, the ruby market continues to show resilience, even amidst current global economic challenges:*

*“There is no better time to promote rubies and Gemfields is delighted to partner with JJS in this regard. Our June 2024 ruby auction marked the 10th anniversary of Gemfields’ first auction, held in June 2014, of rubies from the Montepuez Ruby Mine in Mozambique. While the industry is currently facing some headwinds, arising in part from a softening in China, we were pleased to announce another strong result demonstrating the confidence that loyal customers have in our product offering and auction platform. And while auction results should not be directly compared, our team was proud to have crossed the milestone of an average selling price of USD300 per carat at this auction.”*



*Gemfields' focus on transparency, quality, and ethical sourcing helps to ensure that the rubies they mine not only captivate the market but also contribute positively to the global gemstone industry.*

## *Why Ruby Shines Bright at Jaipur Jewellery Show 2024*

*Ruby has been chosen as the theme for the Jaipur Jewellery Show 2024 for many reasons, and both Punisha Gems and Gemfields agree on its significance. Jaipur, with its rich history and deep connection to the colored gemstone trade, has long been a global hub for rubies. The city's artisans and traders have contributed significantly to the prominence of rubies in the global market, making it the perfect place to showcase this fiery gemstone. The theme not only celebrates the enduring allure of rubies but also highlights Jaipur's unparalleled legacy in shaping the world of fine jewelry.*

*Gemfields, with their focus on sustainable mining and ethical sourcing, also sees ruby as a gemstone that holds a special place in the hearts of consumers due to its mystique and symbolic power. Rubies, with their deep red color caused by chromium, are often associated with intense emotions like love, passion, and vitality. In fact, the company's Montepuez mine is believed to provide over half of the world's supply of gem-quality rubies, further cementing the gemstone's place in the global market.*

## *Current Trends in Ruby Jewelry*

*When it comes to current trends, Punisha Gems highlights several key movements in ruby jewelry. There's a growing preference for unheated and untreated rubies, prized for their rarity and natural beauty. Consumers are also gravitating towards minimalist designs, with sleek ruby pieces like solitaire rings and pendants being highly sought after. Vintage-inspired settings are also making a comeback, with intricate designs like those seen in Victorian or Art Deco jewelry becoming popular again. Additionally, rubies are being paired with contrasting gemstones like diamonds, emeralds, and sapphires to create vibrant and eye-catching pieces. Custom-cut rubies, in unique shapes such as rose cuts or shields, are also on the rise, offering a more personalized and creative approach to ruby jewelry.*





*Gemfields also sees a growing desire for minimalist styles in ruby jewelry, with a focus on subtlety and understated elegance that leaves room for individuality and expression. As consumers increasingly seek to express their uniqueness through their jewelry choices, rubies have become a key gemstone for those looking for pieces that stand out while remaining timeless.*

### *Ensuring Quality and Authenticity*

*Both Punisha Gems and Gemfields take great pride in ensuring the quality and authenticity of the rubies they work with. At Punisha Gems, the process begins with ethical sourcing, where rubies are sourced from trusted mines that prioritize responsible practices. Each ruby undergoes rigorous examination by expert gemologists who assess the critical factors of color, clarity, cut, and carat weight. Additionally, the brand focuses on unheated rubies, ensuring that customers receive stones with the natural beauty and value that comes with minimal treatment.*

*Gemfields, while they don't directly deal with jewelry making, provides full transparency through their Provenance Proof technologies, such as blockchain records, allowing consumers to trace the journey of their rubies from the mine to the finished product. This commitment to traceability has become a growing trend in the market, as more consumers seek assurance about the ethical and environmental impact of their purchases.*

### *Ruby Misconceptions: Setting the Record Straight*

*Despite their allure, rubies are often subject to misconceptions. According to Punisha Gems, one of the most common misunderstandings is that all red gemstones are rubies. In reality, stones like red spinels or garnets can resemble rubies, but they belong to different mineral families and have different properties. Another misconception is that darker rubies are always more valuable. In fact, the most valuable rubies often have a vivid, bright "pigeon blood red" color with strong saturation, regardless of their depth of tone.*



## *Why Ruby Holds a Unique Place in the Gemstone World*

*Rubies have always held a special status in the gemstone world, symbolizing luxury, passion, and prestige. Their rarity, especially for unheated stones, sets them apart from other gemstones. In fact, rubies have been revered across cultures for centuries, often adorning crowns and jewelry of royalty as symbols of power and wealth. Punisha Gems emphasizes that rubies' high market value is not just due to their rarity but also because they combine beauty, history, and symbolism in a way few gemstones can match.*

*Gemfields also notes that while the ruby market has become more reliable in terms of supply, its rarity and beauty continue to drive demand, with consumers increasingly viewing rubies as both a personal luxury and a solid investment.*

### *Popular Ruby Jewelry Pieces*

*When it comes to popular ruby jewelry pieces, Punisha Gems has observed that ruby rings, particularly solitaire and halo designs, are in high demand. Ruby earrings, ranging from simple studs to elegant drop earrings, also remain popular for their versatility and ability to complement any outfit. Ruby cocktail jewelry, with oversized rings or necklaces featuring bold ruby designs, is another trending choice for those looking to make a statement.*



### *A Personal Connection to Ruby*

*Lastly, Punisha Gems shares a memorable story about a customer's journey to acquire the perfect unheated ruby. A gem collector sought out a rare, untreated ruby to add to his collection. What made this experience special wasn't just the sale—it was the connection the customer felt to the stone. He believed that rubies, especially unheated ones, held a unique energy that increased their value over time. For him, the ruby was not just a gemstone; it was a piece of history, a rare treasure that would enhance his collection for years to come.*

*Photo Courtesy: Gemfields , Jewellery photography stock images from Freepik.com.*





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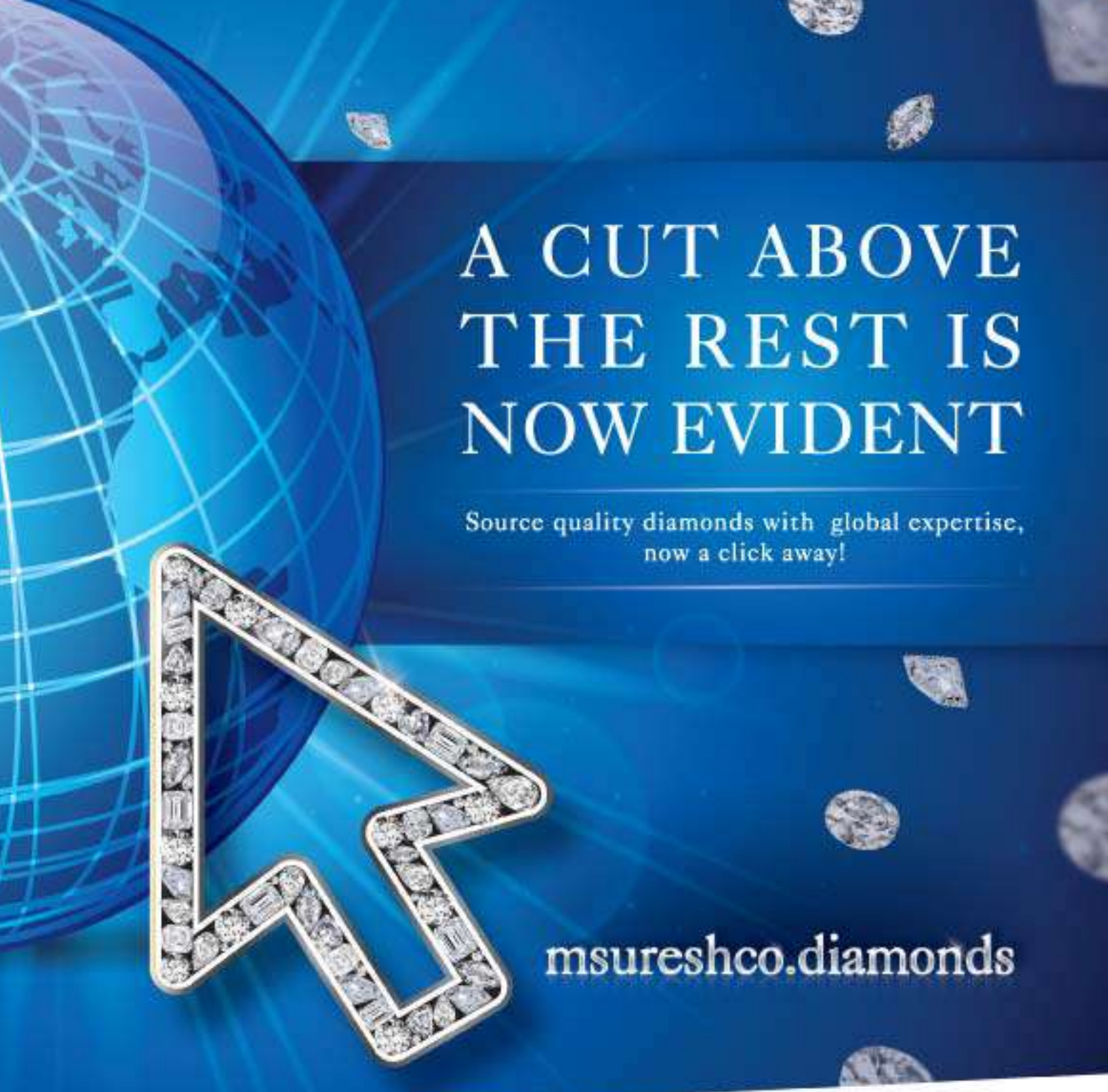
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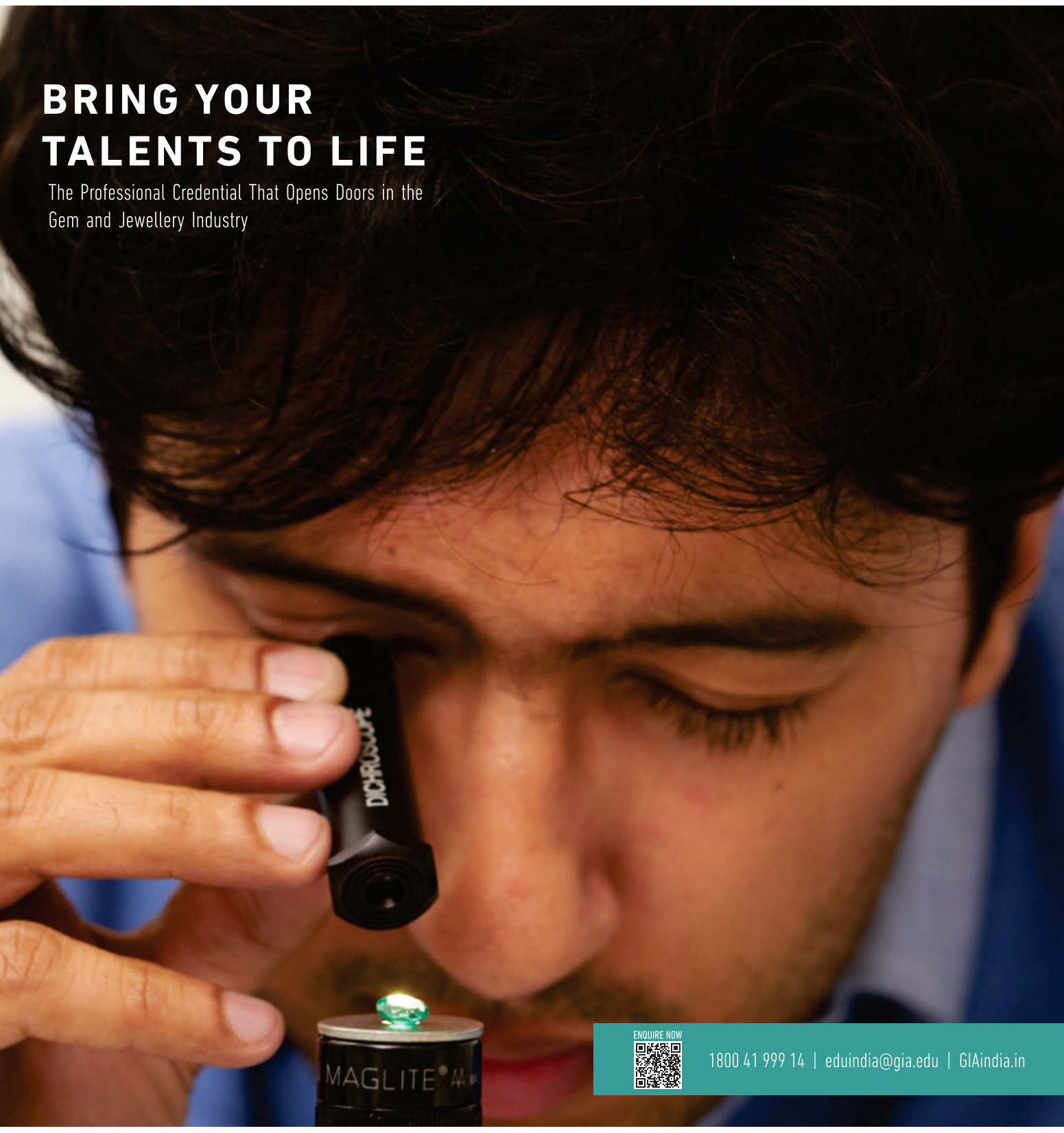




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