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From the Publisher's Desk



Dear Readers,

As we step into our sixth issue of JewelBharat, I'm filled with gratitude for the journey we've embarked on together since August 2024. Each edition has brought us closer to the heart of India's vibrant gem and jewellery industry, and your enthusiastic support continues to inspire us.

This month, the global stage has been abuzz with significant developments. The prestigious JCK Las Vegas show once again showcased the innovation and craftsmanship that define our trade, reminding us that the world is watching—and admiring—India's jewellery excellence. Meanwhile, gold and silver prices have soared to new highs, underscoring the timeless allure and enduring value of precious metals in our culture and economy.

Another landmark moment came with the signing of the Luanda Accord by GJEPC—a historic commitment that pledges 1% of rough diamond sales revenue towards global natural diamond marketing. This bold step promises to strengthen our industry's position worldwide and foster sustainable growth.

Looking ahead, we are excited to anticipate the upcoming IIJS Premiere 2025, a beacon event that continues to bring the community together, spark innovation, and open new avenues for collaboration.

In this edition, you'll find insights into these developments and much more. As always, JewelBharat is more than a magazine—it's a platform for dialogue, discovery, and connection. I warmly invite you to share your thoughts, feedback, or even write to our editor. Your voices enrich this community and help us serve you better.

Thank you for being a part of this journey. Together, let's continue to celebrate the passion, heritage, and promise of Indian jewellery.

Warm regards,

Managing Director & Publisher JewelBharat.com

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from the

Publisher's Desk.....5

Editor's Desk.....8

event

GJEPC Signs Historic Luanda Accord that Commits 1% of Rough Sales Revenue to Global Natural Diamond Marketing 10

jewel insights

*An Interview with Pooja Sheth Madhavan,
Founder of Limelight Lab Grown Diamonds*..... 14

jewels of honour

*Govind Dholakia receives Lifetime Achievement Award
at JCK Las Vegas 2025* 18

in focus

Spotlight Interviews: SAJEX 2025 24



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From the Editor's Desk

Six Issues Strong—And Just Getting Started

A journey of voices, value, and vision in the gem and jewellery world

As we unveil the sixth edition of JewelBharat, I'd like to pause and express heartfelt gratitude to every reader, contributor, and partner who has walked alongside us on this journey. Since our very first issue in August 2024, our mission has been clear: to inform, inspire, and amplify the evolving voices of the Indian gem and jewellery industry. This sixth issue is not just a number—it's a milestone in consistency, relevance, and storytelling.



Silver Soars: A Timeless Metal Hits a New Peak



Riding the rally, silver prices reach historic highs—what it means for markets, makers, and investors

Silver, long considered gold's graceful cousin, is now stealing the spotlight. With prices touching fresh all-time highs, the metal is commanding new attention—not just as an investment haven, but as a creative cornerstone for artisans and designers. This surge is more than a financial shift; it's a cultural and commercial revival that reaffirms silver's place in the modern luxury market.

Defining the Moment: Industry Transitions and Transformations

This season has seen developments that are poised to reshape how we view and value gems:

- GIA has introduced new descriptive terminology for laboratory-grown diamonds, a move expected to transform how lab-grown products are marketed and understood by consumers.
- De Beers has unveiled the 'Ombré Desert Diamonds' jewellery beacon and 'Origin, De Beers Group' polished diamonds—two initiatives combining sustainability, innovation, and storytelling.
- Anoop Mehta has been appointed as Chairman and Independent Director of IGI, signaling a new phase of vision-driven leadership.
- Govind Dholakia received the Lifetime Achievement Award at JCK Las Vegas 2025, honoring his decades-long impact on the industry.

One-on-One | Jewel Insights

In conversation with Pooja Sheth Madhavan, Founder & MD, Limelight Lab Grown Diamonds Ltd.

In this issue's Jewel Insights section, we sit down with the dynamic Pooja Sheth Madhavan, the Managing Director of Limelight Lab Grown Diamonds Ltd., India's leading sustainable diamond luxury brand. Backed by the world's largest lab-grown diamond production unit, Limelight brings over 1.2 million carats of annual production and a commitment to responsible luxury. In our conversation, she shares her vision, challenges, and what's next for lab-grown in India.

Industry Moves with Impact

The GJEPC's signing of the Luanda Accord marks a new era in global diamond marketing. The commitment of 1% of rough diamond sales revenue to promote natural diamonds worldwide shows India's increasing influence on the global narrative.

Gemfields continues to shape the coloured gemstone market with its recent \$31.7 million ruby auction, underscoring demand strength.



Looking Ahead: IIJS & SAJEX on the Horizon

Anticipation is building for IIJS Premiere 2025, a landmark event that continues to be the beating heart of India's jewellery trade. In addition, this issue features insights from key delegates who will be participating in SAJEX 2025, to be held from 11–13 September at the Jeddah Superdome. Their perspectives reflect the growing international dialogue and opportunities for collaboration beyond borders.

Join the Dialogue

JewelBharat isn't just a publication—it's a platform for connection, conversation, and change. I warmly invite you to share your feedback, write to us, and contribute your voice to the evolving story of this industry. Let's continue building a narrative that is bold, inclusive, and visionary.

We Want to Hear From You!

Have feedback, questions, or a story to share? Write to us at:

editor@jewelbharat.com

A stylized, handwritten signature in blue ink that reads 'Suketu Bhatt'.

GJEPC Signs Historic Luanda Accord that Commits 1% of Rough Sales Revenue to Global Natural Diamond Marketing

In a watershed step to boost consumer demand for natural diamonds, GJEPC joined top diamond-producing nations and industry bodies in signing the Luanda Accord on 18th June 2025.

The signatories—including mining ministers of Angola, Botswana, South Africa, Namibia, and DRC, in collaboration with GJEPC, AWDC, DMCC and De Beers—pledged to contribute 1% of annual rough diamond revenues to fund a global marketing campaign spearheaded by the Natural Diamond Council (NDC).

The Luanda Accord signatories include:

- *H.E. Diamantino Azevedo
The Government of the Republic of Angola*
- *Honourable Bogolo Joy Kenewendo
The Government of the Republic of Botswana*
- *Honourable Kizito Pakabomba Kapinga Mulune
Government of the Democratic Republic of Congo*
- *Honourable Gaudentia Krohne
Government of the Republic of Namibia*
- *Shaunak Parikh, Vice Chairman
Gem & Jewellery Export Promotion Council*
- *Al Cook, Chief Executive Officer
De Beers Group*
- *Honourable Gwede Mantashe
Government of the Republic of South Africa*
- *Isidore Mörsel, President
Antwerp World Diamond Centre*
- *Maryam Al Hashemi
Dubai Multi Commodities Centre*





Shaunak Parikh, Vice Chairman, GJEPC, said, “The Luanda Accord marks a fundamental shift in the way our industry comes together to protect and promote the future of natural diamonds. As the world’s largest diamond manufacturing centre, India is proud to stand shoulder to shoulder with African producer nations and global partners. A unified global marketing push is no longer optional—it’s essential. GJEPC remains deeply committed to this shared vision and is ready to contribute actively to the next chapter of sustainable growth for our industry.”

Botswana’s Minister of Minerals and Energy, Bogolo Kenewendo, passionately advocated for a unified narrative to elevate natural diamonds, stating, “One carat, one community, and one life changed... We need to move from fragmented messages to united storytelling. Africa must lead a global strategy to market diamonds. We will be the real storytellers who connect diamonds with consumers.”

DRC’s Minister of Mines, Kizito Pakabomba Kapinga Mulume, voiced strong support for a globally coordinated marketing effort, noting its importance in building trust and confidence among consumers—especially younger buyers.

The Deputy Minister of Namibia, Gaudentia Khrono, echoed this sentiment, stressing the need for “ethical marketing and clarity of messaging.” She affirmed that Namibia supports the movement towards a united diamond world, especially in the collective promotion of natural diamonds.

The joint initiative aims to reshape consumer perception and ensure a sustainable future for natural diamonds through collaborative, industry-wide action.

*[Click here to read
The full text of the Luanda Accord](#)*



GJEPC Welcomes Dr. K. Srikar Reddy, Consul General of India , San Francisco, to India Pavilion at JCK Las Vegas 2025

The Gem & Jewellery Export Promotion Council (GJEPC) extended a warm welcome to Dr. K. Srikar Reddy, Consul General of India, San Francisco, during his visit to the India Pavilion at JCK Las Vegas 2025, North America's premier jewellery trade show.

Mr. Kirit Bhansali, Chairman, GJEPC, greeted Dr. Reddy at the Pavilion. Also present during the visit were Shri Dnyaneshwar Patil, IAS, Development Commissioner, SEEPZ, Dr. Gaetano Cavalieri, President CIBJO and Mr. Sabyasachi Ray, Executive Director, GJEPC, along with others.

GJEPC Chairman welcomes Dr. K. Srikar Reddy at India Pavilion, JCK Las Vegas 2025

India continues to cement its position as a global powerhouse in the gem and jewellery industry, and its strong presence at JCK Las Vegas 2025 is testament to this leadership. GJEPC is spearheading India's participation through several initiatives including the India Pavilion, the curated India

Design Gallery, and the immersive India Experience Lounge.

This year, the India Pavilion showcases 30 leading exhibitors who are presenting the finest examples of Indian craftsmanship and innovation. Strategically located across key zones such as Passport, Diamond Plaza, Lab-Grown Diamond, Gemstone, and Currents, the Pavilion highlights India's broad capabilities — from natural diamonds to coloured gemstones contemporary jewellery design and lab grown diamonds

The visit by Dr. Reddy and senior dignitaries reinforces the Government of India's continued support for promoting Indian exports and strengthening the country's position in international markets. Their presence also boosts the morale of participating exporters and reaffirms India's commitment to excellence in the global gem and jewellery trade.

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Jewel Insights

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

Pooja Sheth Madhavan

The founder of Limelight Lab Grown Diamonds on redefining India's diamond narrative with sustainable brilliance.



Pooja Sheth Madhavan is the founder of Limelight Lab Grown Diamonds, India's first sustainable CVD diamond-studded jewellery brand, established in 2019.

With a background in finance and investment banking from institutions like LSE, Harvard, and Imperial, she began her career at Barclays Capital in London. Inspired by India's innovation in lab-grown diamonds, she returned to build a luxury brand rooted in ethics and elegance.

Today, she is a key voice in promoting sustainable, lab-grown diamonds for the conscious Indian consumer.

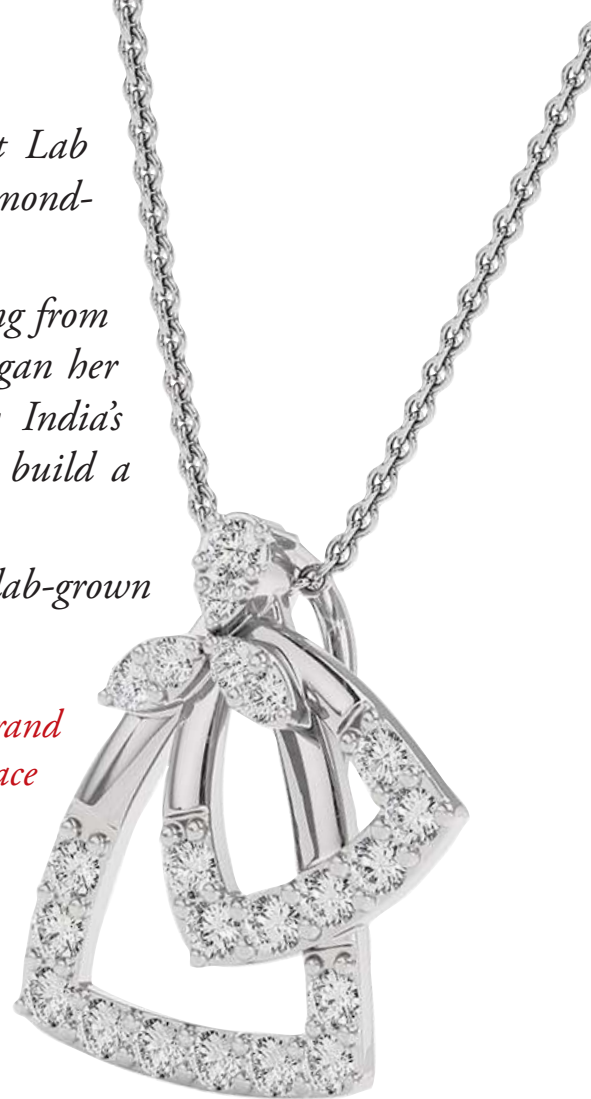
Limelight has established itself as India's leading luxury brand for lab-grown diamonds. What inspired you to enter this space in 2019, and what was your initial vision?

During my return from London to India, I happened to visit advanced tech labs of the Bhathwari Group in Surat, known for producing the finest quality lab-grown diamonds on a large scale. I was proud knowing how India is growing these lab-grown diamonds at a length, creating an opportunity for themselves in the market.

The need to leverage these diamonds and tell their story inspired me, leading me to pursue my dream as an entrepreneur, which was to elevate India's story to the forefront.

With a strong retail presence across key Indian metros and backing from one of the world's largest production units, how do you see Limelight contributing to the global positioning of 'Made in India' lab-grown diamonds?

Limelight Diamonds, with its extensive retail expansion in Indian metros, has enabled a high level of consumer engagement and awareness about lab-grown diamonds. With support of India's largest lab-grown diamond production units, we as a brand significantly elevate the global perception of 'Made in India' by delivering top-notch quality diamonds that are expertly SGL-certified diamonds, larger-size options, ensuring consumer confidence. Being a vertically integrated brand, Limelight's ESG+ certification with the Butterfly Mark, a trust mark by Positive Luxury, strengthens the brand image in both the domestic and international markets while aligning with global sustainability initiatives.





You've been recognised by the Hon. Commerce Minister and awarded for technological leadership. Could you share what makes your production process truly innovative and sustainable?

At Limelight Diamonds, we offer unique diamond designs that make you look good and

confident with added everyday elegance. In today's diamond-buying-age, people are moving towards sustainable buying, and Limelight is at the forefront with these ideals. Limelight Diamonds offers unique types of designs that can be worn daily and for all kinds of occasions. We offer lab-grown diamonds for modern consumers that are into conscious buying and believe that diamonds don't have to be a once-upon-a-time opportunity but can be worn every day. We offer bridal jewellery inspirations and on-trend engagement rings for couples, which spark conversation about purchasing diamonds with a new perspective. We present diamond selections that spark a union of love, art, and fresh brilliance. Our diamond designs are such that they provide wearability, lightweight, crystal clear clarity, and never-before-seen styles at competitive costs.

What consumer trends are you observing in India when it comes to lab-grown diamonds, and how are traditional buyers responding to this shift from mined to created diamonds?

With emerging trends of lab-grown diamonds, we are witnessing a significant transformation in consumer behaviour in India. The modern luxury consumer includes the young generation, who are more inclined towards value-driven choices, those that combine aesthetics, ethics, and innovation. There's a rising preference for sustainable luxury, and lab-grown diamonds are at the forefront of this shift. Modern consumerism is actively seeking alternatives that are transparent and future-forward. This is especially evident in bridal purchases, self-gifting, and milestone celebrations where consumers want their jewellery to reflect personal values, not just price or prestige. Interestingly, traditional buyers—who have historically leaned towards natural diamonds for investment and legacy—are now open to exploring lab-grown alternatives, particularly when they understand the scientific, visual, and chemical equivalence of lab-grown diamonds to their mined counterparts. Lab-grown diamonds offer a greater variety of styles, shapes, and designs, perfect for all kinds of occasions with exceptional quality,

larger-size options and price advantages. Once the myths are addressed, we often see a positive shift in perception.

We've heard that Limelight has received support from India's royal families, traditionally known for their legacy with natural diamonds. What does this endorsement mean for the perception of lab-grown diamonds in India?

Limelight Diamonds is proud to have earned the trust of India's royal families, whose legacy with natural diamonds is unmatched. Their endorsement signals a powerful shift, recognising that lab-grown diamonds, with the identical physical, chemical and optical properties, are the future of conscious luxury. These days legacy isn't about what you wear but what you stand for. This helps break long-held perceptions and validates that elegance and tradition can embrace innovation and sustainability together.

In one word, what do lab-grown diamonds represent to you—and what's your message to the next generation of conscious luxury consumers?

Evolution

To the next generation of conscious luxury connoisseurs: True elegance lies in choices that honour both beauty and responsibility. And honestly, lab-grown diamonds are not just adornments—they're a reflection of refined values, modern innovation, and timeless sophistication.



Jewels of Honour

Govind Dholakia receives Lifetime Achievement Award at JCK Las Vegas 2025



Govind Dholakia, the founder of Shree Ramkrishna Exports (SRK) and one of the most respected names in India's diamond industry, has been honoured with the Lifetime Achievement Award by Diamonds Do Good at their annual gala during JCK Las Vegas 2025, one of the world's leading jewellery trade events.

Govind Dholakia, founder of Shree Ramkrishna Exports (SRK), has been awarded the Lifetime Achievement Award by Diamonds Do Good at their annual gala during JCK Las Vegas 2025, one of the world's top jewellery trade events.

Though he couldn't attend the event in person, the award was received by his son Shreyans Dholakia, who dedicated it to the artisans of Surat and the values of integrity, sustainability, and community upliftment that his father built SRK upon.

A Journey of Purpose and Progress

Starting from a small village in Gujarat, Govind Dholakia has spent over 60 years shaping SRK into a global leader in ethical diamond manufacturing. His

commitment to sustainability has made SRK the first company in the diamond industry to run Net Zero Energy crafting facilities and achieve the lowest per-carat carbon emissions in the world.

More Than Business: A Legacy of Giving

Dholakia also founded the SRK Knowledge Foundation (SRKKF), which is celebrating its 10th anniversary this year. The foundation has impacted millions through initiatives in education, healthcare, women's empowerment, and rural development.

This is Govind Dholakia's second major recognition in the U.S. He previously received the USGBC Leadership Award in Boston for his work in sustainable development.

Global Recognition for Indian Excellence

This honour is a proud moment not just for Dholakia and SRK, but for the entire Indian diamond industry. It celebrates how Indian businesses are leading the way with values that matter—transparency, ethics, and social responsibility.

Geographic Origin: The Crown Jewel of Gemstone Reporting

By Ramit Kapur, Managing Director, Gemological Science International (GSI) India

In the world of fine jewelry, every gemstone carries its own charm, story, and significance. The beauty and value of a gem can stand tall on the merits of its color, cut, and transparency alone. But for those who seek that extra layer of distinction, geographic origin offers a deeper narrative... one that enhances both emotional and commercial worth. It is something that elevates a gem from simply exquisite to truly exceptional, transforming a beautiful gem into a prized heirloom.

But, why does origin matter so much? Because it holds the power to dramatically influence perception, price, and prestige. A ruby from Burma or Mozambique, a sapphire from Kashmir or Ceylon, an emerald from Colombia or Zambia... these are more than just location tagging. They are markers of rarity, legacy, and desirability, which also contributes to storytelling, an important aspect in today's jewelry retail.

Determining geographic origin is one of the most challenging, nuanced aspects of gemological science, which not every lab is equipped to do. To authenticate a gemstone's origin with confidence, **a laboratory must have four critical pillars in place.** At GSI, we've spent years building the foundations necessary for this level of analysis.

First, it begins with people. Scientists, PHD's and gemological experts with decades of hands-on experience in advanced colored stone analysis can interpret a gemstone's geographical origin.

Second, it demands data. At GSI, we have access to gemstone data that spans over 20 years and multiple continents. This global database, consolidated and constantly updated,



allows us to cross-reference findings from thousands of known sources. It's this depth and breadth of reference that sets us apart from smaller or regionally restricted labs.

Third, it calls for state-of-the-art instrumentation. High-definition spectroscopy, advanced imaging, and trace element analysis... all are essential for mapping the chemical fingerprint of a gemstone and linking it back to its place of origin. These advanced instruments cost thousands of dollars and GSI is highly invested in research and technology to provide accurate reports.

And finally, there's experience in scale. GSI issues hundreds of origin reports every month. Our state of the art labs are located in key gemstone manufacturing and trading locations globally, including New York, Bangkok, Jaipur and Mumbai in India. This not only strengthens our database, but also gives us access to rare samples that most labs never encounter.

A geographic origin is what takes your gemstone from beautiful to extraordinary. At GSI, we're proud to be one of the few global laboratories equipped to deliver it at scale, with precision, consistency, and integrity.

GIA to Use New Descriptive Terminology for Laboratory-Grown Diamonds



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Change reflects narrow color and clarity range of the manufactured product

Beginning later this year, GIA (the Gemological Institute of America) will start using descriptive terms to characterize the quality of laboratory-grown diamonds and will no longer use the color and clarity nomenclature that GIA developed for natural diamonds. The Institute will continue to accept laboratory-grown diamonds for evaluation and identification

The revised GIA description system for laboratory-grown diamonds will confirm that the submitted item is a laboratory-grown diamond and whether it falls into one of two categories, 'premium' or 'standard.' The categories will be defined by a combination of metrics related to color, clarity and finish. If the man-made diamond fails to achieve the minimum standard for quality, it will not receive a designation from GIA. Until the revised descriptive system for laboratory-grown diamonds is finalized, the current GIA services for laboratory-grown diamonds will continue to be available.

"Similar to other man-made gem materials,

we anticipate the continued acceptance and popularity of laboratory-grown diamonds," said Tom Moses, GIA executive vice president and chief laboratory and research officer. "More than 95% of laboratory-grown diamonds entering the market fall into a very narrow range of color and clarity. Because of that, it is no longer relevant for GIA to describe man-made diamonds using the nomenclature created for the continuum of color and clarity of natural diamonds."

GIA developed the universally accepted color and clarity scales for natural diamonds in the 1940s to clearly communicate their characteristics and reduce consumer confusion. This change to how GIA describes the quality of laboratory-grown diamonds will help consumers understand the important differences in the two products' origin, ensuring their confidence and enabling them to make informed and educated purchase decisions.

Pricing and submission guidelines for the revised GIA service for laboratory-grown diamonds are in development and will be announced late in the third quarter. Existing GIA reports for laboratory-grown diamonds remain valid.

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Sequel Logistics Unveils Renewed Commitment to Securing Trust

Sequel Logistics, India's leading secure logistics company, announced the unveiling of its deeper and strengthened commitment to securing trust across the industries it serves.



For over two decades, Sequel has stood as the name behind secure transportation, vaulting, and protection of high-value assets for jewellers, banks, exchanges, bullion traders, financial institutions, and refiners. The new identity marks not just an evolution in the brand's appearance, but a renewed focus on empowering clients by making logistics one less thing to worry about.

"This change marks our journey from being just a logistics service provider to becoming a trusted partner for our clients. Today, they do not have

to worry about the movement and protection of their high-value assets. They can focus on what they do best, creating exceptional craft. We take care of the rest", said Mr. Rajkumar S, MD & CEO, Sequel Logistics.

Accompanying the renewed logo is a new tagline, "Securing Your Trust", which captures the company's commitment to safeguarding valuable assets with trusted and innovative solutions while upholding global standards of excellence.

**While you focus on your craft,
We securely manage the rest.**

Our renewed commitment...



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In Focus:



Announcing SAJEX 2025

The Ultimate B2B Jewellery Destination

Scheduled from 11th to 13th September 2025 at the Jeddah Superdome, SAJEX 2025 is set to be Saudi Arabia's premier B2B jewellery exhibition. Bringing together top jewellers, designers, manufacturers, and industry leaders from across the globe, the three-day event promises to unveil excellence and elevate business by fostering innovation, strategic partnerships, and global trade opportunities in the thriving Middle Eastern market.

As the excitement builds, JewelBharat connected with select participants to capture their insights, expectations, and vision for SAJEX 2025.

Here's what they had to share.



Prism Jewellery

Prepares to Dazzle at SAJEX 2025

As excitement builds for SAJEX 2025, we connected with **Mr. Nirav Bhansali** of **Prism Jewellery** for an exclusive conversation on the brand's participation, vision, and preparations for this premier B2B event. With a reputation for innovative craftsmanship and industry insight, Prism Jewellery is poised to make a meaningful impression at the Jeddah Superdome this September.

How is your company preparing for SAJEX 2025 in September?

We are excited to participate in SAJEX 2025 and have been working closely with our design and marketing teams to curate a standout collection. Our preparations include finalizing new product launches, training our team to engage effectively with visitors, and ensuring our booth design reflects the elegance and craftsmanship of our brand.



What are your main goals or expectations from this year's participation?

Our primary goal is to introduce our brand to new audiences in Saudi Arabia and the wider region. We hope to build meaningful connections with potential buyers, distributors, and industry peers, and to gain valuable insights into local market preferences.

What display, product, or marketing strategies do you plan to use to attract and engage visitors at your booth?

We will showcase a curated selection of our latest designs in an inviting, interactive booth space. Our team will be available to discuss bespoke options and unique craftsmanship, and we'll be using digital presentations to highlight our manufacturing process and design philosophy.

Are there any new collections, themes, or innovations you'll be showcasing that align with emerging trends or market demands?

Yes, we are launching a new collection inspired by contemporary design trends and client feedback from the region. These pieces blend traditional Indian craftsmanship with modern aesthetics, offering something fresh and unique for discerning buyers.

How important is the SAJEX platform for your brand in terms of networking, market expansion, or international visibility?

SAJEX is a crucial platform for us to expand our international reach and connect with key stakeholders in the Middle East. It provides an excellent opportunity to showcase our strengths and build lasting relationships in a fast-growing market.

Looking ahead, what would make you consider participating in future editions of SAJEX?

Positive engagement with visitors, successful networking opportunities, and clear business outcomes would encourage us to participate in future editions. We are keen to be part of the show's growth and to contribute to the vibrant jewellery market in Saudi Arabia.



Panchoo Jewels

A Legacy of Gemstone Excellence Set to Shine at SAJEX 2025

A third-generation legacy brand with over 35 years of global presence, Panchoo Jewels is proud to announce its participation in SAJEX 2025 this September. From Jaipur's artisanal heart to the refined tastes of the Middle East, Panchoo Jewels has long stood as a symbol of trust, tradition, and timeless luxury in natural colored gemstones and fine designer jewelry.

We spoke with **Mr. Millind Kala,**
Partner – Panchoo Jewels.

Q. How is your company preparing for SAJEX 2025 in September?

At Panchoo Jewels, we are preparing for SAJEX 2025 with deep excitement and a clear focus. Our design and manufacturing teams are working on an exclusive collection of fine jewelry inspired by Arabic culture and contemporary Middle Eastern aesthetics. Each piece is crafted



with precision in our in-house Jaipur facility and incorporates a fusion of traditional charm and modern elegance, designed for everyday wear and special occasions alike.

With price points ranging from SAR 5,000 to 100,000, we aim to offer luxurious yet accessible gemstone jewelry that speaks to the refined tastes of GCC clientele. From opulent rubies and royal sapphires to intricate diamond settings, our offerings will reflect the region's deep-rooted love for timeless beauty, personalized craftsmanship, and high-value treasures.

Q. What are your main goals or expectations from this year's participation?

Our primary objective at SAJEX 2025 is to strengthen Panchoo Jewels' brand presence in the GCC region, which we recognize as one of the fastest-growing and most sophisticated markets for fine jewelry. We're looking forward to expanding our client base by connecting with discerning buyers, retailers, and private clientele who appreciate ethically sourced natural gemstones and authentic craftsmanship.

Additionally, we seek to forge new partnerships and alliances with regional jewelry houses, boutique stores, and luxury concept retailers. We envision SAJEX as a gateway to long-term collaborations that will further solidify our reputation as a trusted global supplier of designer fine jewelry.

Q. What display, product, or marketing strategies do you plan to use to attract and engage visitors at your booth?

We believe jewelry must be experienced—seen, touched, and worn. That's why our booth will offer a full "Touch, Feel & Try" experience, inviting attendees to interact with our jewelry up close. We are curating immersive displays with curated light and ambiance to elevate the viewing experience and bring out the brilliance of our gemstones.

We will leverage social media in real-time to connect with our global community and amplify our booth's visibility, especially across platforms like Instagram and Snapchat, which are highly influential in the GCC region. In addition, we're sending personal invitations to fashion bloggers, influencers, and existing clients in the Middle East to ensure meaningful engagement with our booth during the show.



Q. Are there any new collections, themes, or innovations you'll be showcasing that align with emerging trends or market demands?

Absolutely. Our latest collections will prominently feature natural rubies, pink sapphires, and diamonds—gemstones that are increasingly gaining attention among modern buyers, especially in the Middle East for their symbolism of power, passion, and prosperity.

We're also embracing global jewelry trends such as modular jewelry, which allows customers to customize and mix pieces according to their mood or outfit. Additionally, we will showcase designer sets that highlight asymmetrical aesthetics and organic forms—a reflection of today's avant-garde luxury market while remaining rooted in the richness of Arabic elegance.

Q. How important is the SAJEX platform for your brand in terms of networking, market expansion, or international visibility?

SAJEX 2025 is a pivotal platform for Panchoo Jewels. The Middle East, and especially the GCC region, continues to emerge as a beacon for luxury, design innovation, and high-value fine jewelry consumption. Participating in this show not only allows us to introduce our brand to a refined and global audience but also enables us to better understand evolving consumer preferences in the region.

The exhibition offers the perfect stage for both B2B and B2C interactions, enabling meaningful dialogues with buyers, stylists, retailers, and international distributors. It's also an opportunity to reinforce our commitment to authenticity, ethical sourcing, and craftsmanship excellence on a global stage.

Q. Looking ahead, what would make you consider participating in future editions of SAJEX?

Our decision to participate in future editions of SAJEX will be shaped by the relationships we build and the reception we receive during the 2025 show. If the platform proves fruitful in terms of customer engagement, business leads, and brand recognition, we would be enthusiastic about making it a recurring part of our international show calendar.

That said, our intent goes beyond short-term gains—we are genuinely committed to becoming a known and respected name within the Middle Eastern jewelry space. A successful debut at SAJEX 2025 would be the first step toward a long-term journey of trust and luxury craftsmanship in this region.





Eco Light Diamond

*Taking Centre Stage at
SAJEX 2025*



As Eco Light Diamond, a leading HPHT lab-grown diamond and jewelry manufacturer under the Feronia trademark, we're excited to outline our objectives for SAJEX September 2025,

an event crucial to our goal of becoming the premier wholesale supplier to the rapidly growing Middle East market.

Key Objectives for SAJEX 2025

Our main aim for SAJEX 2025 is to establish ourselves as the top wholesale manufacturer of HPHT lab-grown diamonds and fine jewelry in the Middle East. With the global lab-grown diamond market set to reach around \$97.85 billion by 2034, and the Middle East & Africa market growing at a 6.79% CAGR to \$1.12 billion by 2030, SAJEX offers a vital platform.

We plan to:

- **Expand Our Customer Base:** Connect directly with chain stores, wholesalers, retailers, and importers across the GCC, particularly in Saudi Arabia, which leads the regional market.
- **Showcase Market Leadership:** Highlight our focus on IF-VVS1 clarity and D-E color diamonds, and our position as the largest carrier of GIA-certified lab-grown diamonds, meeting the region's demand for high-quality, certified stones.
- **Reinforce Brand Recognition:** Elevate the Feronia brand as the go-to for exquisite, ethically sourced, and affordable luxury tailored for the Middle East.
- **Understand Market Trends:** Gather insights into the evolving preferences of Middle Eastern consumers, especially regarding design and sustainable luxury.

New Products and Designs on Showcase

At SAJEX 2025, we're thrilled to unveil over 250 unique jewelry designs under our Feronia trademark, specifically crafted for the Middle Eastern market. Our showcase will feature:

- **Highest Color and Clarity Diamonds:** Every jewelry piece will be set with our signature HPHT lab-grown diamonds, guaranteeing IF-VVS1 clarity and D-E color.
- **Certified Loose Diamonds:** A significant portion of our loose diamond inventory will be GIA or IGI certified, reinforcing our commitment to quality and transparency.
- **Affordable Luxury:** Our designs will blend high-quality diamonds with innovative settings to offer accessible luxury, appealing to the market's demand for premium yet cost-effective options.
- **Cultural Fusion Designs:** Expect intricate patterns and bold pieces that combine contemporary elegance with traditional Middle Eastern motifs.

SAJEX's Contribution to Indian Gems and Jewellery Exports

SAJEX is crucial for boosting the Indian gems and jewelry industry's export potential. As India produces roughly 15% of the world's lab-grown diamonds, events like SAJEX are key to expanding our global reach.

- **Direct Market Access:** The exhibition provides direct connections between Indian manufacturers and the thriving Middle East market, streamlining trade.
- **Showcasing Indian Craftsmanship:** It's a prestigious platform to display India's renowned expertise in diamond cutting, polishing, and jewelry manufacturing, enhancing the global appeal of "Made in India" products.
- **Facilitating Collaborations:** The B2B nature of the event encourages partnerships between Indian suppliers and Middle Eastern distributors, fostering long-term relationships.
- **Boosting Exports:** By addressing the rising demand for ethical and sustainable luxury among younger Middle East consumers, SAJEX directly helps increase the export volume of Indian lab-grown diamonds and jewelry.

Experience with GJEPC Support

Our experience with the GJEPC in preparing for SAJEX has been outstanding. GJEPC has consistently offered invaluable support, demonstrating a deep understanding of our needs and the industry's requirements. They have supported us in every need and helped facilitate both our company's and the industry segment's growth. Their logistical assistance, market insights, and promotional efforts have been vital to our participation.



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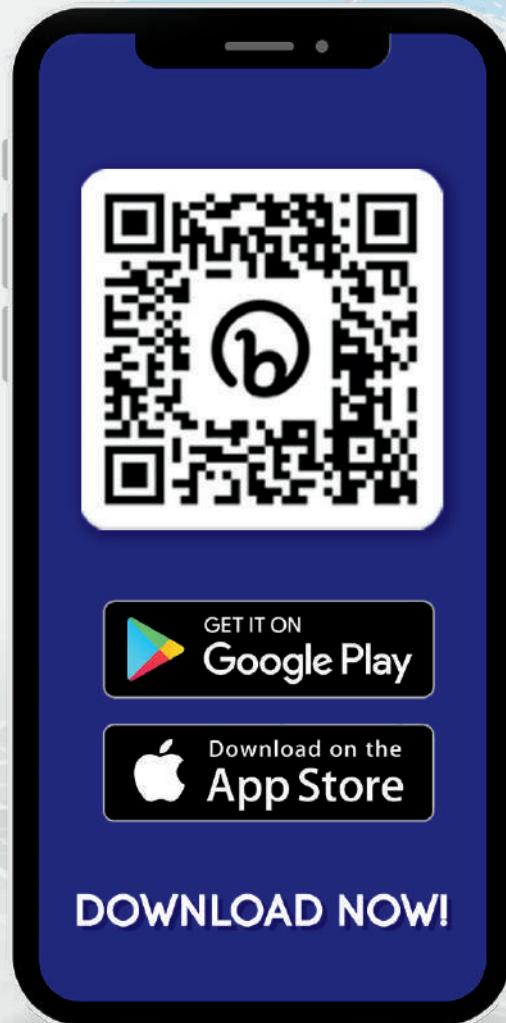
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Suggestions for Future SAJEX Editions

While GJEPC's support is highly valued, we suggest a few improvements for future editions:

- **Enhanced Market Intelligence:** Provide more specific pre-event data on Middle East consumer preferences for lab-grown diamonds (e.g., preferred carat sizes, setting styles).
- **Targeted Buyer Matchmaking:** Strengthen the pre-event matchmaking to ensure more precise connections with relevant buyers, maximizing productive interactions.
- **Digital Integration for Follow-ups:** Develop a robust digital platform or app for seamless post-event follow-ups, including sharing catalogs and facilitating virtual consultations.
- **Logistical Streamlining:** Further simplify customs clearance and local transportation for exhibitors' goods within Saudi Arabia to ease operational burdens.

We anticipate a highly successful SAJEX 2025 and look forward to continued collaboration with GJEPC to advance the lab-grown diamond industry in the Middle East and worldwide.



Modern Impex

Gearing Up for SAJEX 2025

Modern Impex is a third-generation exporter of handcrafted 22-karat gold jewellery, known for its commitment to quality, innovation, and tradition. Operating from Kolkata, Mumbai, and Rajkot, the company serves major global retailers with precision-crafted designs and tech-enabled services. As they participate in SAJEX 2025, we spoke with **Jugal Doshi – Partner at Modern Impex**, to learn more about their vision, market strategy, and what sets them apart in the evolving Middle East jewellery landscape.





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How is your company preparing for SAJEX 2025 in September?

We have been supplying jewellery to Saudi customers through their contacts in the Middle East. However, through SAJEX, this time we will be able to hold one-to-one meetings with the respective heads of purchase and sales. Keeping this in mind, we have kept historical data of designs which have been popular in the past and new designs which are a fusion of the latest trends.

What are your main goals or expectations from this year's participation?

We believe that this year's participation will help us to identify what is the key requirement of our buyers and what change we need in our manufacturing process to incorporate.

What display, product, or marketing strategies do you plan to use to attract and engage visitors at your booth?

We plan to keep samples of the new products that are currently in demand.

Are there any new collections, themes, or innovations you'll be showcasing that align with emerging trends or market demands?

Yes, there is a totally new lightweight concept in filigree and enamel that we want to showcase.

How important is the SAJEX platform for your brand in terms of networking, market expansion, or international visibility?

As said earlier, the SAJEX platform will provide new insights for fusion jewellery which can be incorporated in the manufacturing process.

Looking ahead, what would make you consider participating in future editions of SAJEX?

At this junction, we would be highly interested in future participation. There will be a lot of effort required from GJEPC to ensure that the major customers are invited, and we have the utmost trust in their ability to do so.



Kosha Fine Jewels

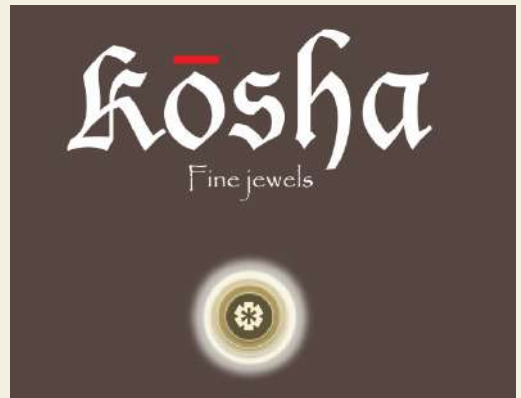
All Set for SAJEX 2025 Spotlight

We had the pleasure of a one-on-one conversation with Mr. Viral Kothari, Founder & MD of Kosha Fine Jewels, as part of our special SAJEX 2025 feature. Through an exclusive email interaction, Mr. Kothari shared insights on Kosha's participation at the upcoming show. Known for its fine craftsmanship and innovative designs, Kosha continues to set benchmarks in diamond jewellery manufacturing with its strong in-house capabilities and commitment to excellence.



How is your company preparing for SAJEX 2025 in September?

We've already begun curating a thoughtfully designed presence for SAJEX 2025. Our preparations span everything from booth aesthetics to the unveiling of exclusive collections tailored to resonate with the refined tastes of the Saudi and wider GCC clientele. Our design team, gemologists, and stylists are collaborating closely to ensure a showcase that blends heritage craftsmanship with forward-thinking design — all while staying true to our brand ethos.



What are your main goals or expectations from this year's participation?

Our primary goals are to deepen relationships with our existing clientele in the region, expand our reach within the luxury segment, and create meaningful connections with retailers, connoisseurs, and media. We're also looking forward to gaining insights into evolving preferences in the market, especially in bridal and bespoke jewellery.

What display, product, or marketing strategies do you plan to use to attract and engage visitors at your booth?

Our booth will be an immersive space that blends fine jewellery with storytelling. Hero pieces from our newest collections will take center stage, supported by visual narratives that showcase the journey of a jewel—from initial sketch to final masterpiece. We're also engaging in influencer collaborations and working with regional PR teams to build anticipation and buzz around our participation.

Are there any new collections, themes, or innovations you'll be showcasing that align with emerging trends or market demands?

Yes — we're launching a limited-edition collection inspired by Arabian architectural elements and the rich desert palette, interpreted through a contemporary Indian lens. Additionally, we're introducing modular jewellery concepts—pieces designed to be styled in multiple ways—which reflect the growing preference for versatility and value in luxury.

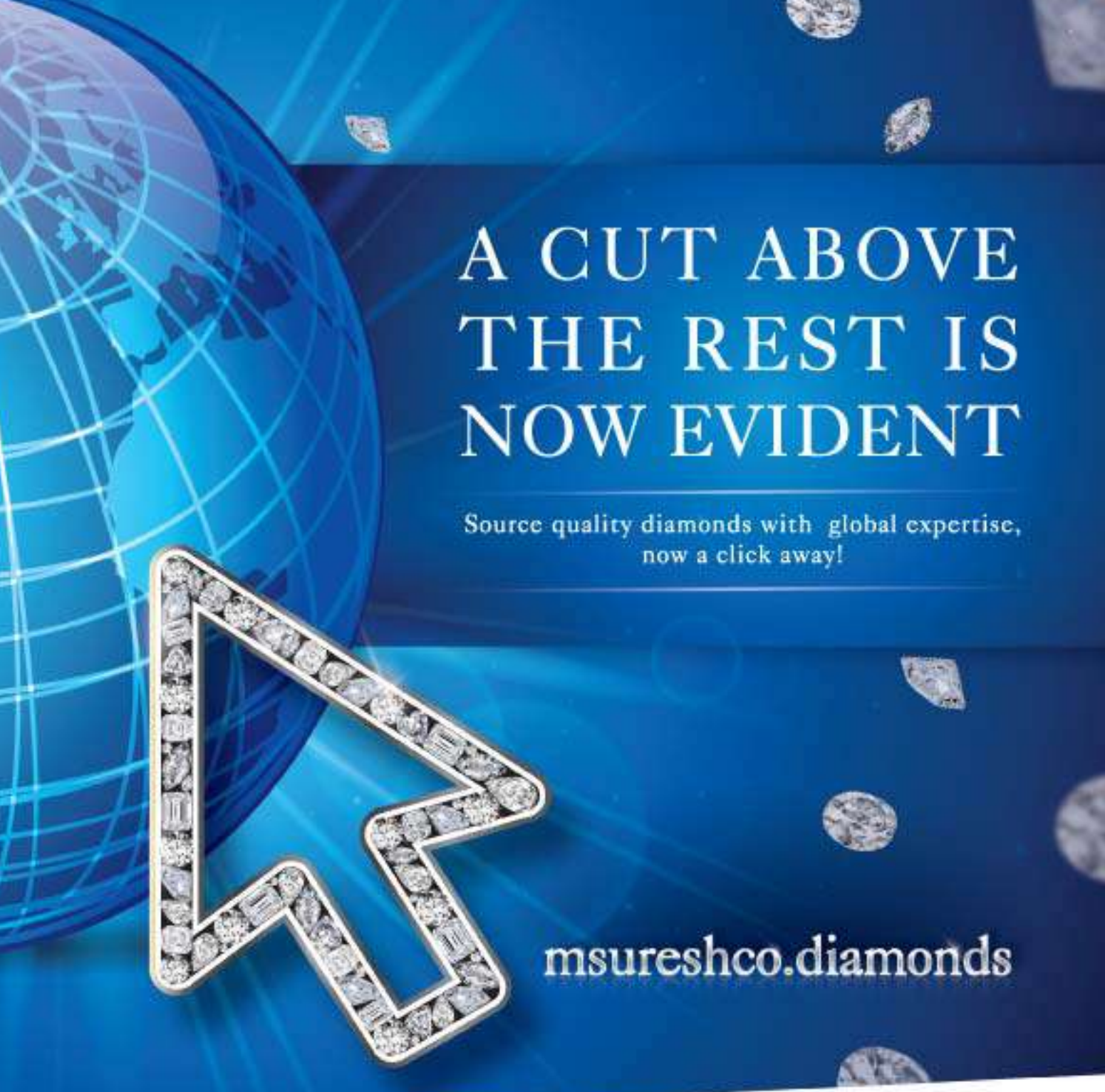
How important is the SAJEX platform for your brand in terms of networking, market expansion, or international visibility?

SAJEX is an invaluable platform for us. It offers access to a sophisticated audience that appreciates craftsmanship and design. Beyond commercial opportunities, it enables us to connect with regional distributors, fellow designers, and cultural institutions. For our brand, it's a space where presence often leads to meaningful, long-term relationships.

Looking ahead, what would make you consider participating in future editions of SAJEX?

If the fair continues to evolve — with greater international participation, refined curation, and an emphasis on quality experiences — we'll certainly view SAJEX as a long-term strategic platform. For us, consistency, thoughtful organization, and an audience aligned with our values will remain key deciding factors.





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