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## From the Publisher's Desk



Dear Friends of JewelBharat,

As we open **Volume 2, Issue 7**, I'm filled with pride and gratitude—JewelBharat has officially completed **one full year** of digital publication.

What began as a simple idea—to create a platform that connects and celebrates the gems and jewellery industry—has grown into a trusted space for insights, inspiration, and shared stories. And none of this would have been possible without you—our readers, advertisers, contributors, and supporters.

Your encouragement has shaped every issue. With **six successful editions** behind us, this one marks not just continuity, but a stronger sense of purpose as we enter our **second year**.

The past couple of months have been particularly energising for the industry. The **IJS Premiere 2025** in Mumbai, under the theme "**Brilliant Bharat**," brought together over 2,100 exhibitors and 3,600+ booths, generating export orders estimated at ₹70,000–₹90,000 crore. India's jewellery exports also rose **16% YoY** in July, crossing **\$2.18 billion**—a clear sign of the sector's strength.

Another welcome step was the launch of the **Jewellery Hand-Carriage Facilitation Centre** at Mumbai Airport. This initiative now allows exporters to carry high-value jewellery in personal baggage, simplifying international logistics.

From the sparkle of diamonds to the finesse of handcrafted gold, our industry continues to thrive through its creativity and commitment. But more than the products, it's the **people**—the artisans, retailers, designers, and exporters—who make it all shine.

As JewelBharat begins this new chapter, our promise remains the same: to bring you **authentic voices**, relevant stories, and a publication that reflects the **heart of our industry**.

Thank you for being part of this journey.

Warm regards,

Managing Director & Publisher JewelBharat.com

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**Managing Director & Publishers**

TORAL BHATT

**Management Consultant**

JAYESH BHATT

**Editor-in-Chief**

SUKETU BHATT

**Graphic Designing & Social Media**

JYOTIR PATEL

**Vice President - Marketing**

PARIMAL BHATT

E-mail: [parimal@jewelbharat.com](mailto:parimal@jewelbharat.com)

Phone: +91-9821185021

**PUBLISHER INFORMATION**

KASHYAP INFOMEDIA PVT. LTD.

*Corporate Office:*

C/812, Kamala Ashish Bldg. 3,  
Mahavir Nagar, Kandivali (W),  
Mumbai - 400 067. INDIA

Phone: +91-9820254072


E-mail: [contact@jewelbharat.com](mailto:contact@jewelbharat.com)

*Official Websites:*


<https://www.kashyapinfomedia.com>

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# From the Editor's Desk

## Shaping the Future, Honouring the Present

### A Moment of Gratitude

As the jewellery industry gathered under one roof at IIJS Premiere 2025, we at JewelBharat Digital had the honour of being felicitated by GJEPC for our contribution to industry journalism. This recognition is more than a milestone—it is a shared celebration of every artisan, entrepreneur, reader, and partner who has walked with us since our inception.



We proudly feature a glimpse of this memorable moment in this issue—a reminder that this platform is built by and for the people who define the spirit of Indian jewellery.

### From IIJS Premiere to IIJS Bharat

One of the most significant announcements at the show was the rebranding of IIJS as “IIJS Bharat.” This change reflects a deeper evolution—embracing India’s identity not just as a production powerhouse, but as a cultural leader in global jewellery.



With 2,100+ exhibitors and 3,600+ booths, the Mumbai edition was a showcase of innovation, heritage, and business strength. The results were equally impressive—export orders estimated at

₹70,000–₹90,000 crore, and a 16% year-on-year growth in July exports, crossing \$2.18 billion

### JewelStart: Nurturing New Voices

In a forward-looking move, GJEPC launched “JewelStart,” a dedicated initiative to



support startups, emerging designers, and tech-led players in the jewellery space. It signals a much-needed embrace of fresh perspectives in an industry rich with tradition.

## The US Tariff Shock

Amid the optimism, the industry faces a formidable challenge. The 50% tariff imposed by the US on Indian jewellery products threatens to disrupt our largest export market. Surat's diamond sector, SEEPZ exporters, and thousands of jobs are under pressure.

But the response has been swift. Many exporters are now exploring GCC markets, activating FTAs, and even shifting production to mitigate the impact. Meanwhile, the new Jewellery Hand-Carriage Facilitation Centre at Mumbai Airport is proving to be a timely logistical boost—offering a secure and efficient way to transport high-value goods for international shows.

## Silver Hallmarking on the Horizon

A significant regulatory development is the upcoming rollout of silver jewellery hallmarking. With silver prices at historic highs and its popularity rising among modern buyers, this move will ensure greater quality assurance and transparency across the board.

## Spotlight on SAJEX 2025

As the industry pivots, SAJEX 2025 in Jeddah, scheduled from September 11–13, is emerging as an important gateway. India's participation is gaining momentum, and in this issue, we bring you exclusive interviews with key exhibitors preparing for the show. Their voices reflect the ambition and adaptability shaping the next phase of our industry.

## Looking Forward

The Indian gems and jewellery industry is at a crossroads—one that demands equal parts resilience, innovation, and vision. At JewelBharat Digital, we're committed to capturing these shifts with authenticity and depth.

As Editor-in-Chief, I invite you to continue this journey with us—to tell your stories, share your insights, and shape the future of this incredible industry together.

### We Want to Hear From You!

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

*[editor@jewelbharat.com](mailto:editor@jewelbharat.com)*



## Chief Guest Shri Rahul Narwekar Hon'ble Speaker, Maharashtra Legislative Assembly inaugurates IIJS Premiere 2025 at JWCC



The biggest-ever India International Jewellery Show (IIJS), the 41st edition, is the biggest-ever edition of the famous gem & jewellery B2B trade show organised by India's apex trade body, The Gem & Jewellery Export Promotion Council (GJEPC). Showcasing "Brilliant

Bharat" theme, IIJS 2025 is eyeing big business generation of billions of dollars in exports with several policy initiatives such as the recently concluded India-UK Free Trade Agreement and the much-awaited India-US bilateral trade agreement among others.



Chief Guest Shri Rahul Narvekar, Hon. Speaker, Maharashtra State Legislative Assembly, inaugurated the world's second largest gem & jewellery B2B show – India International Jewellery Show (IIJS) Premiere 2025 at the JIO World Convention Centre in Bandra Kurla Complex, Mumbai. Shri Kirit Bhansali, Chairman, GJEPC, Shri Shaunak Parikh, Vice Chairman, GJEPC, Shri Nirav Bhansali, Convener-National Exhibitions, GJEPC, Shri Sabyasachi Ray, ED, GJEPC along with Committee of Administration (COA) welcomed several honoured guests and dignitaries such as Mr. Pavel Marynichev, CEO, ALROSA; Mr. Ajoy Chawla, CEO – Jewellery Division (and incumbent MD), The Titan Company Ltd.

Showcasing “Brilliant Bharat – Architecture of India” theme this year, IIJS Premiere 2025 show dates are: 30 July-3 August at JIO World Convention Centre, Mumbai and 31 July-4 August at Bombay Exhibition Centre, NESCO Goregaon, Mumbai.

IIJS Premiere 2025 has a total exhibition area of 135,000 sq. mt. (1.45 million sq. ft.), which is much higher than that of the prominent comparable shows in the western world. With over 3,600 stalls and 2,100 exhibitors, IIJS Premiere is expected to attract over 50,000 visitors from 1,300 Indian cities and more than 3,000 international buyers from over 80 countries.

A special attraction this year is The Select Club – Exclusive High-End Couture

Jewellery Section. The Select Club explores elegant designs and innovative craftsmanship by 118 Exhibitors. The Club is being hosted at the Jasmine Hall, 3rd floor, JIO World Convention Centre, BKC, Mumbai.

Chief Guest Shri Rahul Narvekar, Hon. Speaker, Maharashtra State Legislative Assembly, said, “The gem & jewellery business is very special to me as it all began from Zaveri Bazaar, Dagina Bazaar and Dhanji Street, which are part of my Colaba constituency. IIJS organized by GJEPC showcases the growth and success of India's gem & jewellery business, which is making a global mark now. And the entire world's eyes are on the India market, which is one of the top four economies globally. The proportion of youth makes the Indian market more lucrative.”

Mr. Kirit Bhansali, Chairman, GJEPC, said, “The Government of India's proactive trade diplomacy, under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, has opened unprecedented doors for the gem and jewellery sector. Free Trade Agreements with the UAE and Australia have already delivered tangible benefits, and the recently concluded India-UK FTA is set to be a game-changer—doubling our sector's bilateral trade with the UK to \$7 billion in the next three years. This is a defining moment for Indian jewellers to think global and act bold. With new markets emerging and initiatives like SAJEX—our first dedicated

B2B show in Saudi Arabia—GJEPC is taking India's growth story to untapped regions across GCC, North Africa, CIS, and Europe," Kirit Bhansali further added, "IIJS is growing year after year, both in scale and impact. This year, IIJS Premiere is set to drive business worth ₹70,000 crore over the next quarter—testament to India's expanding influence in the global gem and jewellery trade."

Mr. Ajoy Chawla, CEO – Jewellery Division (and incumbent MD), The Titan Company Ltd., said, "The growth of Tanishq coincided with the growth of India's gem & jewellery market. Indian entrepreneurial spirit and policy impetus has helped create and share a vibrant gem & jewellery sector. Today India is beautifully poised to claim its rightful share in the global market. More and more players, including independent jewellers, are entering this business in an organised way. As we go forward, Indian jewellers have to leverage their 5,000 year cultural heritage to induce aspiration desire. Jeweller exporters need to take pride in our rich design legacy to emulate countries such as Turkey, Italy and Bangkok. Sector has to imbibe sustainable practices. There is a need to have a regulatory framework to give world class quality and the best customer experience and service."

Mr. Shaunak Parikh, Vice Chairman, GJEPC, added, "At IIJS, we provide a robust platform, facilitating connections with over 15 international delegations and 3,000 international visitors. We

encourage participation in initiatives like IJEX in Dubai, which has enabled companies to open offices there after gaining experience. Additionally, the Innov8 seminar is an ideal venue for young entrepreneurs, CEOs, and family jewellers to network in a less busy environment than the main show."

Mr. Nirav Bhansali, Convener, National Exhibitions, GJEPC, said, "At IIJS, sustainability is not an afterthought—it's at the heart of our vision. From powering the show with 100% green energy to eliminating single-use materials and planting over 200,000 trees, we are redefining how global exhibitions can be both grand and green. This is our commitment—not just to the industry, but to the planet."

Bhansali added, "Our aim is to announce within a year a specific date by which IIJS will be completely carbon-neutral, possibly by 2030 or 2032. We are working with consultants to calculate our carbon footprint, including travel emissions, to achieve this goal through tree planting and other initiatives like rain harvesting, etc."

IIJS Premiere will feature a wide array of products including diamond, gemstone, and studded jewellery, gold and gold CZ jewellery, lab-grown diamonds, high-end couture jewellery, silver jewellery and artefacts, color gemstones and machinery, technology, and allied industries.



*Mr. Mangal Prabhat Lodha, Hon. Minister, Maharashtra & Mr. Abdul Salaam Vice Chairman, Malabar Group, inaugurate IIJS Premiere 2025 at Bombay Exhibition Centre, NESCO, Goregaon, Mumbai*



*GJEPC to rename India International Jewellery Show (IIJS) as 'IIJS Bharat' from next year, marking a new chapter in the show's global stature*

The Gem & Jewellery Export Promotion Council (GJEPC), India's apex trade body, has got received official confirmation from the Government to rename the biggest-ever India International Jewellery Show (IIJS) as IIJS Bharat, as announced by Shri Kirit Bhansali, Chairman, GJEPC, during the inauguration of IIJS Premiere 2025. In a significant announcement, Mr. Bhansali revealed that the Council has received official confirmation from the Government to rename the show as 'IIJS Bharat', marking a new chapter in the event's evolution and reaffirming its national stature and global ambitions. Mr. Mangal Prabhat Lodha, Hon. Minister of Skill, Employment, Entrepreneurship and Innovation Govt of Maharashtra and Mr. Abdul Salaam Vice Chairman, Malabar Group, inaugurated the world's second largest gem & jewellery B2B show – India

International Jewellery Show (IIJS) Premiere 2025 at the Bombay Exhibition Centre, NESCO, Goregaon, Mumbai.

Shri Kirit Bhansali, Chairman, GJEPC, Shri Shaunak Parikh, Vice Chairman, GJEPC, Shri Nirav Bhansali, Convener-National Exhibitions, GJEPC, along with Committee of Administration (COA) welcomed several honoured guests and dignitaries.

In its 41st edition, IIJS Premiere 2025 hosts the world's largest ever India Gem & Jewellery Machinery Expo (IGJME) and technology fair. Mr. Davide Zerbini, MD, Morelato & Sector, Hong Kong addressed the gathering.

Shri Mangal Prabhat Lodha, Hon. Minister of Skill, Employment, Entrepreneurship and Innovation Govt of Maharashtra, reaffirmed the Maharashtra



State Government's commitment to enabling entrepreneurship and creating opportunities through skill development: He said, "I'm grateful to GJEPC for hosting such a prestigious event, one that is rooted in Indian talent and enterprise. The gem and jewellery sector is a shining example of 'Make in India' and 'Skill India', providing employment to millions and enhancing livelihoods across the nation. As the Minister for Skill, Employment, and Innovation, I see firsthand how platforms like IIJS Premiere are vital in nurturing entrepreneurship, generating jobs, and equipping our youth with world-class skills. Maharashtra is proud to support this transformation."

Mr. Kirit Bhansali, Chairman, GJEPC, said, "Gem & jewellery industry is built on the backbone of skill and craftsmanship, and Maharashtra has always played a key role in nurturing the talent. We are working hard with Shri Mangal Prabhat Lodha ji to shape Maharashtra into a leading hub for jewellery talent and innovation. With the support of our Central and State Governments, bold leadership, and a deeply skilled workforce, I believe we are not just prepared to navigate the present — we are ready to shape the future. Let us move ahead with confidence —

*working together across ministries, institutions, and industry segments — to keep the momentum going and position India as the world's most trusted and admired source for gems and jewellery.*

*"We aim to host the world's largest machinery and tech event, potentially as early as next year to make India a global hub. For the next*

*edition of IIJS in 2026, GJEPC plans to implement a grander vision, incorporating world pavilions (Italian, Spanish, German, Indian, Chinese) with corresponding culinary experiences. There will be multiple smaller auditoriums hosting sessions, demonstrations, and technology presentations. We are curating a diverse group of participants, with the aim to double the current 400 exhibitors to 800, making it the world's largest machinery show," added Mr. Bhansali.*

Mr. Abdul Salaam Vice Chairman, Malabar Group, said, "We at Malabar Group, always chose the right partners to take the best of Indian creativity and craftsmanship to global markets. We always focussed on creating an intrinsically Indian brand for the world and Introducing Indian craftsmanship and designs to global customers. After selling Malabar in various countries, we are now going to open our first showroom in New Zealand."

Mr. Shaunak Parikh, Vice Chairman, GJEPC, said, "On behalf of GJEPC and the entire IIJS Premiere 2025 organising committee, I extend our heartfelt gratitude to all who made this event a success. We



*are honoured by the presence of our Chief Guest Shri Mangal Prabhat Lodha and our Guest of Honour Mr. Abdul Salam. With 2,100 exhibitors and 50,000 visitors from across 80+ countries, IIJS Premiere continues to shine as a truly global celebration of India's gem and jewellery excellence."*

*From next year onwards, GJEPC's machinery & tech show might be held a few days before or after IIJS, focusing not just on machines, but also on technology, software, artificial intelligence, machine learning, and AI-based digital solutions. GJEPC envisions it as a hub where architects for stall design and curators for showcase counters will also be present, making it a one-stop destination for global machinery and technology needs.*

*This year, as a pilot, Innov8 Talks will be held concurrently in the machinery hall, specifically in the brand-new Hall Number 6 at NESCO. GJEPC created an Innov8 pad auditorium there for TED-talk style sessions, with two to three sessions daily over five days.*

*IIJS Premiere 2025 has a total exhibition area of 135,000 sq. mt. (1.45 million sq. ft.), which is much higher than that of the prominent comparable shows in the western world. With over 3,600 stalls and 2,100 exhibitors, IIJS Premiere is expected to attract over 50,000 visitors from 1,300 Indian cities and more than 3,000 international buyers from over 80 countries.*

*A special attraction this year is The Select Club – Exclusive High-End Couture Jewellery Section. The Select Club explores elegant designs and innovative craftsmanship by 101 Exhibitors. The Club is being hosted at the Jasmine Hall, 3rd floor, JIO World Convention Centre, BKC, Mumbai.*

*Showcasing "Brilliant Bharat" theme, IIJS 2025 is eyeing big business generation of billions of dollars in exports with several policy initiatives such as the*

*recently concluded India-UK Free Trade Agreement and the much-awaited India-US bilateral trade agreement among others.*

*Bhansali added, "Our aim is to announce within a year a specific date by which IIJS will be completely carbon-neutral, possibly by 2030 or 2032. We are working with consultants to calculate our carbon footprint, including travel emissions, to achieve this goal through tree planting and other initiatives like rain harvesting, etc."*

*As part of its sustainability initiatives, GJEPC is committed to contributing to Mother Earth while creating a conducive ecosystem for discerning gem and jewellery members. The "One Earth" initiative is performing exceptionally well and has even received recognition from the central government. We have already planted 2.5 lakh trees and expect to plant another 1-1.5 lakh this year, bringing the total to over 4 lakh trees. This initiative goes beyond just carbon neutrality; these trees provide fruits and vegetables to marginalised farmers for 20 years, generating substantial income.*

*Furthermore, the show will continue to run on green energy. Show organisers have eliminated flex banners, opting for digital displays everywhere, including booth design and advertising. We also prioritise recycling, particularly for the approximately 3 million water bottles consumed at each show. We've partnered with bottle manufacturers and recyclers to ensure all bottles are collected and reused, minimising environmental pollution.*

*IIJS Premiere will feature a wide array of products including diamond, gemstone, and studded jewellery, gold and gold CZ jewellery, lab-grown diamonds, high-end couture jewellery, silver jewellery and artefacts, color gemstones and machinery, technology, and allied industries.*

# Jewellers for Hope

## *GJEPC's Jewellers for Hope Marks a Decade of Giving with Impact and Star Power*



*The 10th edition of Jewellers for Hope, the flagship charity fundraiser by the Gem & Jewellery Export Promotion Council (GJEPC), lit up Mumbai with compassion, commitment, and a celebration of social impact. Held alongside IIJS Premiere*

*2025, this landmark edition brought together industry leaders, philanthropists, and dignitaries to honour a decade of meaningful giving.*

*Organised in partnership with De Beers Group and World Gold Council, powered by GIA, and co-partnered by HRD Antwerp, this milestone evening paid tribute to the transformative power of collective effort. Since its inception in 2014, Jewellers for Hope has contributed over ₹12 crore to 20 NGOs working across healthcare, education, women's empowerment, and social welfare.*

*The funds raised this year will support the RK HIV AIDS Research and Care Centre, a beacon of humanitarian healthcare in India. With over 33,000 free medical camps and more than 5 crore individuals reached nationwide, its impact is expansive and deeply transformative.*





*The organization, backed by leading doctors across 50+ cities, has delivered services like distributing over 37 lakh spectacles, 3.5 lakh wheelchairs, nearly 1 lakh surgeries, and ₹500 crore worth of free medicines.*

*Their mobile fleet of 26 advanced cardiac ambulances and 14 mobile medical vans reaches deep rural areas in West Bengal, Jharkhand, Maharashtra, and beyond — delivering medical aid, health education, preventive screenings, and hope.*

*A special announcement was made regarding GJEPC's recent approval to rename IIJS as IIJS Bharat, in honour of national pride. A portion of the evening's funds will also go towards a meaningful project by the Indian Army.*

*The emotional high point of the evening was the presence of Anil Kapoor, whose warmth and sincerity resonated with the audience. He shared, "It's a real honour to be part of Jewellers for Hope 2025... Behind all the razzle-dazzle, there is a sincere effort to support causes like healthcare, education, and women's empowerment."*

*Mr. Kirit Bhansali, Chairman of GJEPC, reflected: "Jewellers for Hope reflects our industry's belief that business and benevolence go hand in hand. As we complete ten years, it underscores our deep sense of purpose."*

*Vivek Phansalkar, former Commissioner of Mumbai Police, noted, "The 'G' in gems also stands for generosity."*

*Shweta Harit, SVP, De Beers, emphasized that making a positive difference must be deeply woven into business culture. Sachin Jain, Regional CEO, World Gold*

*Council, added that CSR should become a sustained mindset, not just a mandate.*

*Sriram Natarajan, MD, GIA India, highlighted the role of humanitarianism in the industry's DNA, while Shaunak Parikh, Vice Chairman, GJEPC, celebrated the passion-driven compassion behind the initiative.*

*The finale featured a tribute to Mr. M.P. Ahammed, Chairman of Malabar Group, through a "Dinner with an Icon" auction, with proceeds benefiting a charity of his choice.*

*Since its launch in 2014, Jewellers for Hope has united the gem and jewellery trade — from miners to retailers — in raising funds for NGOs across education, tribal welfare, women's empowerment, and more. As an industry that employs over 5 million people directly, the GJEPC continues to set benchmarks in responsible success through this initiative.*



# Jewel Insights

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

## Mr. Mehul Shah

Strengthening the foundations of the gem & jewellery industry with decades of leadership and foresight



*Mr. Mehul N. Shah stands as one of the most respected figures in the global diamond trade. Currently serving as Vice President of the Bharat Diamond Bourse (BDB), he also holds key positions on the boards of Diamond India Limited and the India Diamond Trading Centre (IDTC), while leading as Chairman of SEEPZ++ SEZ, Mumbai. Internationally, he serves as the Treasurer General of the World Federation of Diamond Bourses (WFDB). Most recently, Mr. Shah has been elected as Chairman of the Gemological Institute of India (GII), further cementing his role in shaping the industry's future.*

*With over four decades in business and as head of the Star Brilliant Group, Mr. Shah continues to be a driving force behind India's leadership in the global gems and jewellery sector.*

*Mr. Shah, you have witnessed the diamond and jewellery industry evolve over four decades. How do you interpret this evolution—not just in business practices, but in values, global perception, and India's positioning?*

*Over the last four decades to be precise 48 years, I've seen the industry grow from being largely traditional and relationship-driven to becoming more global, transparent, and technology-oriented. Earlier, India was known mainly as a manufacturing powerhouse. Today, we're a key player in the global diamond and jewelry trade, and increasingly, a significant consumer as well.*

*In your leadership roles at the Bharat Diamond Bourse and the World Federation of Diamond Bourses, what are the core principles you believe should anchor decision-making in this dynamic industry?*

*For me, the three pillars are integrity, adaptability, and long-term thinking. It's essential for trade bodies to collaborate and work together.*

*With India being both a major manufacturing hub and a growing consumer market, where do you see the next shift in our industry's value chain—upstream influence, midstream excellence, or downstream innovation?*

*We've already proven our strength in cutting and polishing—our midstream capabilities are world-class. Value addition, Jewellery/Branding online business. We're not just makers anymore; we're storytellers*



and brand builders. That's where a lot of value will be created moving forward. In terms of jewelry design and brand sales, we should focus on promoting the Make in India brand. A platform trade to support smaller sectors will be key to driving growth.

*The industry today is increasingly driven by technology, data, and traceability. How can traditional diamantaires and manufacturers integrate modern tools without compromising on the craftsmanship and trust the industry was built on?*

*"Parivartan Sansar Ka Niyam Hai" – We Need to Change with time. Now all is technology on AI based & we need to adopt & focus on IT, Tech, AI etc. Almost all diamond & jewellery business is clean/kosher. Now let's focus on both designs & craftsmanship. Technology can help us become more efficient and transparent, but the soul of our industry is still craftsmanship*

*You've led and mentored institutions like GII, SEEPZ++, and Diamond India Limited. What institutional gaps still exist in India's gem & jewellery ecosystem, and how do we bridge them for long-term competitiveness?*

*We've built on a part of incredible institutions, but there's still a gap when it comes to research, innovations, and new materials. We need more structured programs around innovation and sustainability. Also, connecting academia with real industry problems—At GII, we are working on Diamond & Jewellery gradation course affiliated to SIGNMA University Vadodara.*

*Beyond business, you've played a crucial role in fostering transparency and ethics in the trade. In a global climate that's becoming more compliance-driven, how should Indian players realign their practices for international relevance?*

*The world is moving fast, and compliance is no longer a checklist but it's a culture. Indian diamond industries have been front runner in transparency and ethics.*

*Sakshi, your retail venture, blends modern retail aesthetics with legacy values. What is your philosophy when it comes to building consumer trust and long-term brand loyalty in a fast-changing retail landscape?*

*Trust is the tradition & quality without compromise.*

*How can the industry nurture the next generation—not just in terms of jobs or skills, but in building entrepreneurial thinking, ethical grounding, and global outlook?*

*It's not just about teaching skills; it's about shaping mindsets. Ethics, honesty & responsibilities towards diamond trade is more important.*

*Given the rise of lab-grown diamonds, ESG mandates, and changing consumer preferences, what guiding principles would you suggest to help Indian diamantaires navigate this inflection point responsibly?*

*Think beyond the traditional shape of diamonds. New shapes, new applications and also industrial uses is an ocean ahead.*

*Finally, what does leadership mean to you in today's world—and how should future leaders in our industry cultivate both vision and humility as they carry forward the legacy?*

*Give back to the society.*

## GJEPC Unveils Bold New Initiatives to Power India's Jewellery Industry into the Future

GJEPC announced major initiatives that reflect the Council's commitment to innovation, digital transformation, and national pride. Nirav Bhansali, Convener – National Exhibitions, GJEPC, and Sabyasachi Ray, Executive Director, GJEPC, gave a lowdown on the new projects aimed at elevating India's position in the global gem and jewellery industry.

### IGJME to Become India's Largest Independent Machinery Show

Starting 2026, the India Gem & Jewellery Machinery Expo (IGJME) will no longer run concurrently with IIJS Premiere. Instead, it will be held one month earlier with an

expanded footprint. This change, Bhansali explained, addresses long-standing feedback from participants who felt that the overlap diluted attention from both events.

The revamped IGJME will not only spotlight jewellery-making machinery but also offer a robust platform for advanced technologies such as artificial intelligence (AI), machine learning, ERP software, and digital process improvement tools. Alongside, GJEPC plans to host technology-driven symposiums focusing on productivity, product enhancement, and business growth—turning IGJME into a central hub for manufacturing excellence.

### Launch of an AI-Enabled Industry Directory and App

Within the next three months, GJEPC will launch an AI-powered website and mobile app that serves as a one-stop digital directory for the entire industry ecosystem. Designed to function like an intelligent version of Yellow Pages, the platform will allow





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users to browse and compare suppliers, service providers, designers, ERP systems, and more—with detailed catalogues and quotation comparisons.

This tool will be free for all GJEPC members to view and use, and businesses across the value chain will be encouraged to list their products and services. The goal is to simplify how our industry connects and collaborates—digitally and efficiently.

## **Introducing National Jewellers' Day – 17th September**

One of the evening's most rousing moments came when Bhansali unveiled the Council's proposal to mark 17th September as National Jewellers' Day. The date coincides with both Vishwakarma Jayanti and the birthday of Prime Minister Narendra Modi, making it a symbolic tribute to craftsmanship and leadership.

To mark the inaugural celebration this year, GJEPC will attempt to break two world records:

- Collect 1,00,000 units of blood across India in 24 hours, making it the largest blood donation drive by any industry worldwide.
- Gather 75,000 video messages from jewellers and citizens across India, wishing the Prime Minister on his 75th birthday.

Both initiatives will be executed in collaboration with trade associations nationwide. Bhansali emphasised that GJEPC will lead from the front in making this a permanent fixture on the national calendar, much like other celebrated days such as Akshaya Tritiya or Valentine's Day.

The Council also introduced a new start-up incubation initiative, Jewel Start to support jewellery entrepreneurs, from market access and funding to mentorship. In collaboration with institutes like NID and featuring top CEOs, the programme aims to build the first-of-its-kind jewellery start-up ecosystem.

With these bold announcements, GJEPC has positioned the industry not just as a pillar of the economy—but as a progressive, tech-forward, and socially responsible force in India's growth story.





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## **Shilpa Shetty Backs Conscious Luxury: Becomes Investor and Brand Ambassador for LimelightLab Grown Diamonds**

*India's first scaled lab-grown diamond brand doubles down on category leadership, consumer awareness, and purpose-led growth*

*Limelight Lab Grown Diamonds, India's leading, most trusted and fastest-scaling lab-grown diamond jewellery brand, has unveiled its boldest brand campaign yet: "Let's Get Real", a powerful*

*The campaign signifies a defining moment in the evolution of India's luxury jewellery landscape.*

*Limelight, with a presence across 50+ stores in 45+ cities, is the first lab-grown diamond brand to scale at a national level, pioneering both retail acceptance and consumer education. With "Let's*

*Get Real", Limelight takes a firm stance against outdated narratives and legacy perceptions, positioning itself as the torchbearer of new-age luxury in India.*

*"Limelight isn't just participating in the lab-grown diamond category, we're building it," said Pooja Sheth Madhavan, Founder and Managing Director, Limelight Lab Grown Diamonds.*

*"As a first mover, we carry the responsibility to lead the shift in how lab grown diamonds are perceived. With an aggressive roadmap to open 100 stores by 2026, we're scaling both reach and relevance. 'Let's Get Real' calls out traditional myths about luxury and offers a compelling promise of diamonds that shine boldly with a*



*call to reimagine luxury through the lens of innovation, ethics, and conscious consumption. At the heart of this movement is actor, entrepreneur, and wellness icon Shilpa Shetty, who joins the brand also as a strategic investor.*

*purpose. This campaign is more than marketing; it's a cultural reset."*

*Shilpa Shetty, as the Brand Ambassador, lends her voice and credibility to a campaign grounded in mindful luxury. Her entrepreneurial mindset,*



public commitment to conscious living, and aspirational appeal make her a strategic fit and a firm believer of the movement.

“What drew me to Limelight was the honesty of their story,” said Shilpa Shetty. “Lab-grown diamonds are a smart and a responsible choice. As someone who values authenticity and mindful choices, investing in Limelight felt natural. With ‘Let’s Get Real’, you can wear something stunning yet meaningful without any compromise. That’s the future of luxury, and I’m proud to help shape it.”

The campaign taps into a powerful consumer truth that the modern Indian woman is increasingly value-driven, informed, and conscious. With sustainability, innovation, and transparency rising as critical purchase factors, lab-grown diamonds are fast becoming the preferred choice for a new generation of luxury consumers.

“Let’s Get Real’ is not a cosmetic line, it’s our

core positioning,” said Rupali Shrivastava, Chief Marketing Officer, Limelight Lab Grown Diamonds. “Luxury today is about meaning, not legacy. Our integrated 360° campaign spans TV, digital, print, OOH, multiplex cinema, influencers, and in-store experiences. It’s backed by deep consumer insight showing strong traction for lab-grown diamonds among young, independent women across India. This is not meant to sit in lockers or wait for occasions. It’s made to be worn every day, everywhere by women who want their diamonds to reflect their values and lifestyle. We are not just responding to this shift, we’re driving it.”

With its uncompromising vision and a brand ambassador who puts belief into action through investment, Limelight is redefining what it means to lead a category. “Let’s Get Real” is not just a campaign — it’s a blueprint for the future of luxury in India.

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# Led by World-Class Gemology Experts: GSI's Colored Stone Professional Diploma Program is building tomorrow's Professionals

Batch commences November 10th, 2025

At GSI, we believe that expertise is the true currency in education. Our next batch for the “Colored Stone Professional Diploma Program”, set to begin on November 10th, is designed to equip students with a depth of knowledge that only seasoned professionals can provide. “It’s not just about learning; it’s about learning from the best in the industry, those who have dedicated years to mastering the craft and shaping the future of gemology”, says Ramit Kapur, Managing Director, GSI.

**Meenu Brijesh Vyas, Global Head Gemologist at GSI**, brings over 30 years of gemological expertise to the classroom. A leader in the field, Ms. Meenu's extensive experience of working with hundreds of colored stones daily in real-time provides her with a unique edge. She integrates this hands-on experience into her teaching, allowing students to stay updated with the constantly evolving landscape of gemstone treatments and market developments. The dynamic nature of the industry keeps her connected to the latest treatments, which she passes on to the students as part of their real-world education.



**Sunil Pareek**, a veteran with over 30 years of experience, is known for his deep-rooted knowledge of gemology. Holding an FGA from Gem-A, Mr. Sunil has worked with organizations like the GJEPC and KGK group. His experience with diverse student groups, from newcomers to professionals, allows him to simplify complex subjects while providing the foundational knowledge needed to build expertise from the ground up.

**Deepa Srinivasa, Chief Gemologist at GSI**, brings a blend of research and real-world application. With certifications from GIA, Gem-A, and SSEF, Ms. Deepa's background in advanced gemstone identification and research in gemological instrumentation adds another layer of expertise to the program. Her approach integrates technical precision with practical training, ensuring that students not only understand gemstone grading but also gain an understanding of the latest advancements in the field.







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## The Countdown to SAJEX 2025

### The Ultimate B2B Jewellery Destination

*With momentum building for SAJEX 2025, Saudi Arabia's ultimate B2B jewellery showcase, anticipation across the global trade community continues to rise.*

*Following our exclusive coverage in the **June–July** edition, **JewelBharat** now brings you a second series of conversations with distinguished participants, offering deeper insights into their aspirations, preparations, and perspectives on the opportunities this landmark exhibition presents.*

### **SAJEX 2025 Interview Series 2**





# R R Jewellers, Rajkot

## *Prepares to Dazzle at SAJEX 2025*

With a strong legacy of craftsmanship and an eye for contemporary design, **RR Jewellers** of **Rajkot** has steadily carved a niche for itself in India's jewellery landscape. Known for blending traditional artistry with modern techniques, the brand continues to push boundaries in design innovation and market presence. As they gear up for SAJEX 2025, RR Jewellers brings not just collections, but a vision of connecting Indian excellence with global demand.



### **What are your key objectives for participating in SAJEX September 2025?**

Our foremost objective is to expand our footprint in the Middle Eastern market, which we see as a vibrant hub for jewellery trade. The exhibition offers us an excellent opportunity to engage with potential corporate and wholesale buyers, understand evolving consumer preferences in the region, and build new relationships. At the same time, it's also about reinforcing our international presence and positioning RR Jewellers as a trusted name on the global stage.

### **Will you be unveiling any new products, designs, or innovations at the show?**

Yes, we're very excited about what we'll be presenting. This year, our focus is on lightweight CNC gold jewellery that delivers a striking visual appeal while ensuring comfort and wearability. Alongside this, we're introducing exclusive collections that feature delicate enamel accents, crafted in both 21 and 18 karat gold. These designs are a reflection of our continuous effort to blend innovation with tradition and to offer jewellery that appeals to both modern tastes and cultural sensibilities.

### **In your view, how does SAJEX contribute to the growth of the jewellery industry?**

We believe SAJEX is more than just an exhibition; it's a gateway to opportunities in a high-potential export market. For Indian manufacturers like us, it provides unmatched visibility in the Middle East and enables us to showcase our craftsmanship to a wider audience. The event fosters international collaborations and plays a vital role in strengthening the global jewellery trade ecosystem.

## How has your experience been with the support provided by GJEPC?

Our experience with GJEPC has been extremely positive. They have been proactive in every sense—right from offering timely updates and guidance to ensuring seamless coordination. Their support has allowed us to focus more on our preparations, knowing that the logistical and organisational aspects are being well-managed.

## Do you have any suggestions for future editions of SAJEX?

Looking ahead, we feel the exhibition could become even more impactful with greater pre-event promotion across the GCC region to attract a larger pool of buyers. Structured buyer-seller meetings would also add tremendous value by creating more focused business opportunities. Additionally, enhanced logistics support for exhibitors would go a long way in making the overall experience smoother and more rewarding.



# L Star, Mumbai

## *A Legacy of Gemstone Excellence Set to Shine at SAJEX 2025*

As part of our **SAJEX 2025** coverage, we spoke with **Mr. Nilesh Solanki** of **L Star**, a Mumbai-based diamond jewellery house making its debut at the exhibition. With a strong focus on design innovation and cultural sensitivity, the brand is preparing to showcase exclusive collections inspired by Middle Eastern aesthetics, aiming to build meaningful partnerships and expand its presence in the GCC market.



## How is your company preparing for SAJEX 2025 in September?

At Lstar, a diamond jewellery manufacturing house based in Mumbai, we are preparing for SAJEX 2025 with a focused strategy and deep cultural sensitivity. While this is our first time showcasing at SAJEX, our director brings valuable experience and longstanding insights into the Middle Eastern market — which strongly influences our design direction and business approach.

Our design and production teams are currently crafting an exclusive showcase of diamond jewellery that pays homage to Middle Eastern aesthetics — drawing from the region's love for bold elegance, intricate detail, and heritage-inspired motifs. Each piece is manufactured in-house, ensuring uncompromised quality and fine craftsmanship.





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With pricing tailored for both premium and accessible luxury segments, we aim to connect meaningfully with B2B buyers seeking trusted partners in high-quality, design-forward diamond jewellery.

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

Our key goal is to build meaningful relationships with retailers in Saudi Arabia and the wider GCC. We see SAJEX as a bridge to long-term retail partnerships and expansion within the premium diamond jewellery segment. We also hope to gain deeper insights into evolving preferences around bridal, occasion, and everyday luxury pieces in this region.

We aim to create meaningful B2B connections with retailers and distributors looking for trusted, design-driven partners in diamond jewellery.

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

Our booth will be a blend of elegance and precision — much like our jewellery. Hero diamond pieces, especially those highlighting our signature setting techniques, will be the focal point. We're also creating a clean, immersive space where buyers can understand the journey of each piece — from concept to creation. Targeted pre-event outreach and curated appointment slots will ensure deeper conversations with key buyers and partners.

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

Yes — at SAJEX 2025, we're unveiling a special collection that brings together the elegance of Italian craftsmanship with the richness of Middle Eastern motifs and sensibilities. The collection features high-luxury modular pieces crafted in diamond, mother of pearl, and coloured gemstones — offering versatility for both bridal and elevated everyday wear.

These designs are a response to the region's growing preference for jewellery that is both statement-making and adaptable. From reconfigurable necklaces to multifunctional earrings, each piece is manufactured in-house with precision to blend beauty, function, and fine craftsmanship — reflecting Lstar's design-forward and globally inspired approach.

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

SAJEX is a vital platform for Lstar — not just for expanding our footprint in the GCC, but also for reinforcing our brand on a global stage. It brings together a highly discerning audience and provides access to quality retail networks in the region. Participating in this show allows us to introduce our collections to a refined and international audience while gaining valuable insights into evolving consumer preferences in the region.



The exhibition offers an ideal setting for both B2B and B2C engagement, opening up meaningful dialogues with retailers, stylists, buyers, and international distributors. It also serves as an opportunity to highlight our core values: authenticity, ethical sourcing, and excellence in diamond craftsmanship — all of which define Lstar's identity in today's luxury landscape.

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

If SAJEX continues to bring together a well-curated mix of international and regional players, focused on quality and innovation, it will remain a valuable part of our annual calendar. For us, consistency in organization, strong buyer turnout, and an emphasis on relationship-building are key to long-term participation.



## **Om Automation, Rajkot**

### *Gearing Up for SAJEX 2025*

As SAJEX 2025 gears up to spotlight innovation across the jewellery industry, we connected with **Mr. Hiren Padia** of **Om Automation**, a Rajkot-based pioneer in CNC technology for gold jewellery manufacturing. Since 2012, the company has been redefining precision and efficiency with advanced machinery — from hollow ball and bangle CNC systems to lightweight jewellery solutions. With a growing global footprint and a strong commitment to teamwork and innovation, Om Automation is set to showcase how technology continues to transform the future of jewellery making.



### **As a confirmed participant, what are your key objectives for SAJEX September 2025?**

Our key objectives for SAJEX 2025 are to strengthen our presence in the Saudi market, connect with leading jewellery manufacturers, and introduce them to our latest CNC

technologies. We also aim to build strong relationships with potential customers and distributors, expand our service network, and understand emerging trends and requirements in the Saudi jewellery manufacturing sector.

### **What new products, designs, or innovations are you planning to showcase at this year's exhibition?**

At this exhibition, we will be showcasing our advanced Hollow Ball CNC Machine with enhanced productivity, our newly launched Sheet Cutting Machine with a 7-Tool Changer capable of delivering rainbow cutting effects, and our upgraded Pipe Designing and Faceting CNC solutions. Alongside these innovations, our dedicated sales and technical service team in Saudi Arabia will be available to demonstrate machine operations, explain technical benefits, and support customer requirements effectively. These innovations are designed to focus on lightweight jewellery manufacturing, improved speed, multi-process operations, and user-friendly software — all aimed at optimising jewellery production and reducing manufacturing costs.

### **How do you see SAJEX contributing to the growth and export potential of the Indian gems and jewellery industry?**

SAJEX provides an excellent platform for Indian manufacturers and technology providers to showcase their expertise and build strong business networks in Saudi Arabia. It enhances export potential by creating direct connections with Saudi buyers, helping us understand their specific market needs, and promoting Indian craftsmanship and manufacturing technology on a global stage.

### **How has your experience been with the support provided by GJEPC in preparing for this event?**

Our experience with GJEPC has been very positive. They have provided us with timely updates, guidance, and seamless support in areas such as exhibition coordination, stall allocation, and promotional activities. Their team ensures that Indian exhibitors receive the best possible opportunity to present their products effectively.

### **What improvements or additional support would you suggest to make future editions of SAJEX more beneficial for exhibitors?**

We would recommend more opportunities for B2B meetings with targeted Saudi buyers, as well as technical seminars or panel discussions on the future of jewellery manufacturing technologies. Increased marketing and promotional activities in Saudi Arabia ahead of the exhibition would also help draw stronger buyer participation. Additionally, enhanced logistical support for exhibitors showcasing heavy machinery would greatly improve convenience and participation.





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# Ansh Jewellery, Kolkata

*A venture by Divyansh Jewellers*

## *A Legacy of Gold Brilliance Ready to Sparkle at SAJEX 2025*

With a legacy rooted in excellence through Divyansh Jewellers since 2005, Ansh Jewellery is preparing to make a strong impression at **SAJEX 2025**. The brand is set to showcase the finest in 21K and 22K gold jewellery, blending timeless Indian craftsmanship with the refined sensibilities of the Middle Eastern market. From lightweight daily wear to exquisite bridal sets, Ansh Jewellery aims to bring elegance, purity, and cultural resonance to one of the most influential trade platforms in the region.

### **What are your main goals at SAJEX 2025?**

Our primary goal is to strengthen Ansh Jewellery's footprint in the Middle Eastern gold market, especially in Saudi Arabia. We aim to connect with potential B2B partners, wholesalers, and retailers who value high-quality 21K and 22K jewellery. This year, our focus is on expanding our export network, understanding evolving market trends, and building long-term business relationships that align with our vision for international growth. We also look forward to showcasing our craftsmanship to a wider audience, introducing new collections that reflect cultural elegance and the design preferences of the region. SAJEX 2025 offers us an excellent opportunity to position Ansh Jewellery as a reliable and innovative name in the global gold jewellery trade.

### **What booth experience are you planning for visitors at SAJEX 2025?**

At SAJEX 2025, we plan to create an immersive and visually striking booth experience. Our display will highlight the beauty of 21K and 22K gold through elegant lighting, clean showcases, and thematic zones ranging from bridal collections to daily wear essentials. Each piece will be displayed to reflect its craftsmanship and cultural relevance for the Middle Eastern market. On the marketing front, we are introducing digital catalogues, QR-based product scans, and personalised consultation areas to create smooth and memorable interactions. Exclusive show deals for B2B buyers and previews of upcoming collections will also be part of our offering. Our team will be present to share insights, build new relationships, and ensure every visitor leaves with a strong impression of Ansh Jewellery's legacy, quality, and innovation.

### **Will you be unveiling any new collections this year?**

Yes. At SAJEX 2025, we are unveiling new collections that merge traditional sensibilities with modern market trends in the Middle East. Our highlight is the "Desert Elegance" line — inspired by Arabian culture, featuring bold yet lightweight 21K and 22K designs



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suited for both daily luxury and bridal occasions. We are also addressing the rising demand for multi-functional pieces — jewellery that transitions seamlessly between festive and formal settings. Our innovation lies in combining intricate craftsmanship with wearable comfort, particularly in bangles, long necklaces, and signature sets. Additionally, with trend forecasting, we have developed designs that align with upcoming global movements while staying rooted in timeless Indian artistry — a balance that resonates deeply with Gulf clientele. Through these launches, Ansh Jewellery aims not just to meet but to exceed market expectations with creativity, quality, and cultural connection.

### **How important is SAJEX for your business strategy?**

SAJEX is a key platform for us as it directly supports our goals of networking, market expansion, and international visibility. It connects us with serious buyers, wholesalers, and industry leaders across the Gulf and beyond — giving us opportunities to build meaningful B2B relationships and explore new export markets. The exhibition allows us to showcase our 21K and 22K gold jewellery to a wider audience while positioning Ansh Jewellery as a competitive and credible brand in the international gold trade. The exposure helps us remain aligned with regional trends and buyer preferences, which is vital as we expand beyond India and Dubai. For us, this exhibition is not just a showcase but a strategic step toward building long-term roots in the Middle Eastern market.

### **Will you continue participating in future editions of SAJEX?**

Our decision to participate in future editions will depend on the quality of business connections, buyer engagement, and overall market response. If the platform continues to attract genuine B2B buyers, retailers, and wholesalers who appreciate high-quality 21K and 22K jewellery, it will remain a valuable platform for us. We also place importance on how well the exhibition supports brand visibility, facilitates networking, and helps us keep pace with evolving regional trends. A positive return on investment — both financially and in terms of relationships and market insight — will strongly influence our continued presence. Ultimately, if SAJEX continues to be a gateway for growth and global reach, we will be proud to return year after year with even more innovation and excellence.







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