

Platinum Buyer Seller Meet 2022

14th, 15th July 2022, Bengaluru



VAISHALI BANERJEE

MD - PGI , INDIA

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Platinum Guild International – India is hosting its most coveted fifth edition of ‘Platinum Buyer-Seller Meet’ (BSM) on 14th and 15th July in Bengaluru. Making a comeback after a hiatus of two years, this meet is organized exclusively for the authorised platinum jewellery manufacturers and retailers of India under the PGI Programme. The meet aims to showcase the true business potential of platinum and help deepen their exposure to the category.

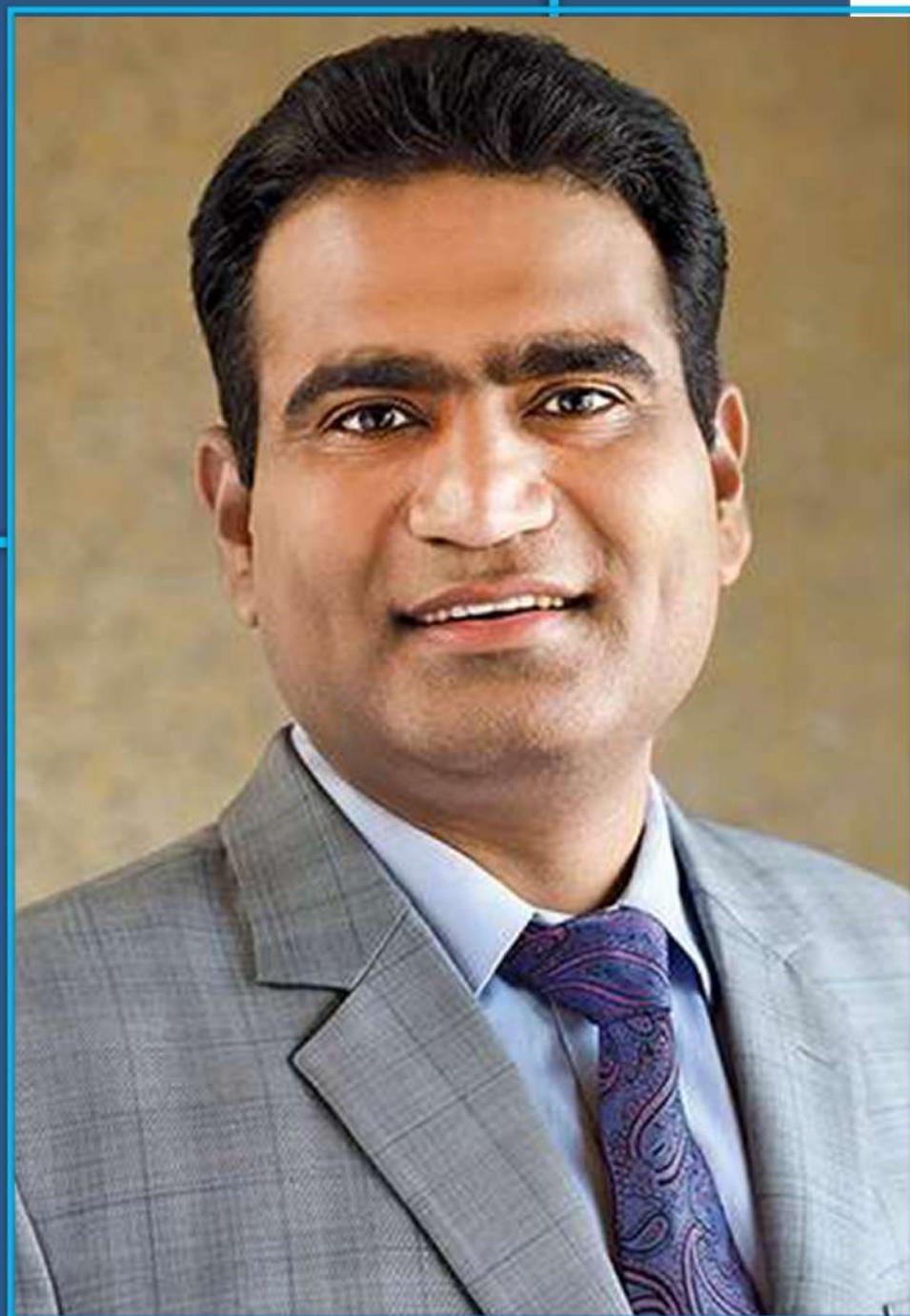
“We are extremely excited about the upcoming 5th edition of Platinum Buyer Seller Meet, especially as we make a comeback after 2 years. This platform has consistently grown from strength to strength over the years. And this year especially we look forward to maintaining the progress that we had witnessed in the second half of 2021. We are also positive that the meet will further accelerate and add momentum to the growth trajectory for 2022.” ”

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P L A T I N U M
BUYER SELLER **MEET**

14TH-15TH JULY, 2022

PLATINUM - IN IT TO WIN IT



RAJESH KALYANARAMAN

**EXECUTIVE DIRECTOR,
KALYAN JEWELLERS**

Platinum Buyer Seller Meet 2022

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We are very excited about the much-awaited PGI's Platinum Buyer Seller Meet, as it makes a comeback after two years. Both the branded segments Platinum Days of Love and Men of Platinum are doing very well across all our stores. This year at BSM we look forward to strengthening our replenishment model for our bestsellers and also witnessing a newer design narrative, especially for Men of Platinum.

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DIPU MEHTA

MANAGING DIRECTOR
ORRA FINE JEWELLERY

Platinum Buyer Seller Meet 2022

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“We are looking to expand our footprint across geographies and at Platinum Buyer Seller Meet, we would like to use the opportunity to expand our offerings for the Platinum Days of Love, especially the solitaire and engagement rings and strengthen our offerings for Men of Platinum. For Q4 2022, we forecast higher sales on the back of the festive & wedding seasons and hence would like to book and stock up our complete product range for the next six months.””

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G. R. RADHAKRISHNAN
MANAGING DIRECTOR
GRT JEWELLERS

Platinum Buyer Seller Meet 2022

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This Platinum Buyer Seller Meet we look forward to witnessing design excellence across Platinum Evara and Men of Platinum to strengthen our footprint in these two categories. We also see an incremental opportunity in self-purchase Platinum Evara and hope to scale the category.

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G.R. 'ANAND'
ANANTHAPADMANABHAN

MANAGING DIRECTOR
GRT JEWELLERS

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As PGI's Buyer Seller Meet returns after two long years, we are looking to scale up offerings in the self-purchase Platinum Evara category and continue to strengthen our Men of Platinum range. Innovation in designs for the women's jewellery segment will help us tap a new customer segment that is young and discerning. We will focus on our replenishment model to ensure we have a wide product range across price points during the high octave festive & wedding seasons.”

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SUVANKAR SEN

**EXECUTIVE DIRECTOR,
SENCO GOLD & DIAMONDS**

Platinum Buyer Seller Meet 2022

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At this year's Platinum, Buyer Seller meet, we are looking forward to seeing new innovative designs that appeal to the newer generation, especially in tier 2 & 3 markets. As we scale into newer geographies, we have seen a strong potential for growth for Platinum Jewellery, especially for Platinum Evara's self-purchase segment. Furthermore, we also believe that dual-toned jewellery offers an excellent growth opportunity, and hence at BSM, we would like to also focus on design innovation in dual-toned jewellery and neckwear. ”

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SUNIL RAJ

**HEAD – MERCHANDISING &
NPD OF TANISHQ**

Platinum Buyer Seller Meet 2022

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The previous editions of PGI's Platinum Buyer Seller Meet have helped us expand our category offerings, which further has led us to connect with a new set of customers, especially the younger segment. We hope that this year's BSM will serve as a great opportunity to further scale up our offerings in the Men of Platinum category across price points. We also look forward to replenishing our bestsellers for the upcoming festive & wedding seasons. ”

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