

#SHOWBUZZ - IIJS PREMIERE 2023

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# IIJS PREMIER 2023 (JWCC SECTION) OPENS IN MUMBAI

**iijs** INDIA  
INTERNATIONAL  
JEWELLERY SHOW  
PREMIERE 2023

3<sup>rd</sup> - 7<sup>th</sup> August, 2023

Jio World Convention Centre- Mumbai

4<sup>th</sup> - 8<sup>th</sup> August, 2023

Bombay Exhibition Centre- Mumbai



IIJS PREMIER 2023- (Jio World Convention Centre section) was formally inaugurated by Honoured Guests **G R Radhakrishnan**, MD, GRT Jewellers , **Mike Hanjey**, Consul General, USA, **Dr Sanjay Mukherjee** IAS, Metropolitan Commissioner, MMRDA, **Paul Rowley**, Executive VP-De Beers, Global Sightholder Sales.

Present at the inauguration were **Vipul Shah**, Chairman-GJEPC, **Kirit Bhansali**, Vice Chairman, GJEPC, **Nirav Bhansali**, Convenor, National Exhibition-GJEPC, **Sabyasachi Ray**, ED, GJEPC



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4<sup>th</sup> - 8<sup>th</sup> August, 2023  
Bombay Exhibition Centre- Mumbai



IIJS PREMIER 2023 - (Bombay Exhibition Centre, NESCO section) was formally inaugurated by Honoured Guests **C K Venkatraman**, MD- Titan Co Ltd, **G R Ananthapadmanabhan**, MD, GRT Jewellers

Present at the inauguration were **Vipul Shah**, Chairman - GJEPC, **Kirit Bhansali**, Vice Chairman, GJEPC, **Nirav Bhansali**, Convenor, National Exhibition-GJEPC, **Sabyasachi Ray**, ED, GJEPC and other dignitaries of G&J Industry



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DIVINE SOLITAIRES LAUNCHES LIGHT COLLECTION - SOLITAIRES IN PLATINUM LIGHTWEIGHT, AT IIJS PREMIER 2023



DIVINE<sup>®</sup>  
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Stall No - K - 17H

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ARITZA GOLD PRIVATE LIMITED LAUNCHES  
18CT ROSE GOLD COLLECTION  
AT IIJS PREMIER 2023



aritzza  
GOLD

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Stall No - N - 26F

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**V K PRECIOUS LAUNCHES  
KOHIRA LAB GROWN DIAMONDS  
JEWELLERY AT IIJS  
PREMIERE 2023**

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**VK Precious Private Limited** launched the **KOHIRA** brand of lab grown diamonds jewellery at IIJS PREMIERE 2023.

Present at the launch were

**Dr Chetan Kumar Mehta** CMD - Laxmi Diamonds

**Paul Alukka**, MD - JosAlukkas,

**N.Anantha Padmanabhan**, MD - NAC

**Srikanth Kari**, Chairman - KJF

**Sumesh Wadhwa**, MD - AOJ Media Pvt Ltd and

**Hiren Kotak**, MD - V K Precious Ltd & other dignitaries of Jewellery Industry

**KOHIRA**  
Luxury Diamonds, Reinvented

Lab Grown Diamond Jewellery  
Collections brought to you by

**VK PRECIOUS**  
Private Limited

**VK**  
JEWELS PVT.LTD.  
— Leading Jewellery Manufacturer —



**KOHIRA**  
Luxury Diamonds, Reinvented

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Stall No - W - 41E

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LUV DIAMONDS LAUNCHES SOLISHQ POLKI, THE FIRST  
LAB GROWN DIAMONDS POLKI COLLECTION AT  
IIJS PREMIER 2023



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Stall No - V - 39A

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A NEW BEGINNING OF PLATINUM ERA

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PURE PLATINUM LAUNCHED THE MEDLEY COLLECTION AT IIJS PREMIERE 2023, A TRI-METAL COLLECTION. JUST LIKE A MUSICAL MEDLEY FUSES BEAUTIFUL TUNES, WE BRING TOGETHER PLATINUM, YELLOW GOLD AND ROSE GOLD.



PURE PLATINUM™  
A NEW BEGINNING OF PLATINUM ERA

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Stall No - B - 4B

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**EMERALD JEWEL INDUSTRY  
ANNOUNCES PARTNERSHIP WITH  
PRECIOSA, LEADING CZ COLOUR  
STONE MANUFACTURER FROM  
CZECH REPUBLIC**

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Emerald Jewel Industry, a renowned name in the jewellery manufacturing sector, is pleased to announce its partnership with Preciosa, a leading CZ colour stone manufacturer from the Czech Republic. The much-anticipated launch event took place at the IIJS PREMIER 2023. The partnership was officially unveiled by **Saurabh Gadgil**, MD & CEO- PNG Jewellers

The evening witnessed an exciting collaboration as two giants of the industry, Emerald Jewel Industry, and Preciosa, joined hands to bring forth an extraordinary fusion of craftsmanship and innovation. The event was graced by the esteemed presence of **K Srinivasan**, Chairman and Managing Director of Emerald Jewel Industry, and **Dhiaan Srinivasan**, Director of Emerald Jewel Industry, along with and esteemed team from Preciosa - **Jan Stiller** – Director - Sales and Marketing, **Lubos Petrzilka** - Head of Sales - SE Asia, **Michal Šťastný**, Senior Press Officer and **C V Sundarrajon** - Consultant - Indian Territory, who officially inaugurated the partnership at the IIJS PREMIER 2023





**EMERALD JEWEL INDUSTRY  
LAUNCHES  
22 NEW COLLECTIONS AT  
IIJS PREMIER 2023**

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Emerald Jewel Industry launched 22 new collections at IIJS Premier 2023. The formal launch was done by **Vipul Shah**, Chairman GJEPC. Present at the launch were **Richa Singh**, MD- India & Middle East, Natural Diamond Council, **Anurag Rastogi**, UP State President - IBJA, **K Srinivasan**, CMD, Emerald Group, **Dhiann Srinivasan**, Director - Emerald Jewel Industry India Limited and other dignitaries and veteran from the GJ industry.



“ Speaking on the occasion, **Dhiann Srinivasan** said, “We have launched 22 new collections at IIJS Premier 2023. These collections will cater to all consumer segments from Kashmir to Kanyakumari. We want to be relevant to all consumers, across all demographics. We have created 8000 new designs, especially for IIJS Premiere 2023.”



Hall No - 1  
Stall No - 1F 129

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**EMERALD JEWEL INDUSTRY  
ANNOUNCES PARTNERSHIP WITH  
PRECIOSA, LEADING CZ COLOUR  
STONE MANUFACTURER FROM  
CZECH REPUBLIC**

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SHIV NARAYAN JEWELLERS UNVEILS  
A MAJESTIC MASTERPIECE  
'SHRI ANANTHPADMANABHASWAMY'  
AT IIJS PREMIER 2023

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The pride of the nation, **Shiv Narayan Jewellers Pvt Ltd**, unveiled a brand new masterpiece **Shri Ananth Padmanabhaswamy**, dedicated to **Dr. B. Govindan**, Chairman of Bhima Jewellers Thiruvananthapuram at IIJS 2023.

The splendid affair was attended by respected dignitaries of the industry from across the country and the jewel itself was praised by all who were present.

The impressive piece is a remarkable demonstration of their precise craftsmanship and meticulous attention to detail. The Shri Ananth Padmanabhaswamy Jewel measures 8in height and an astounding 18in in length. Handcrafted by 32 people working 16 hours every day for 2 months, this paragon piece weighs an astounding 2.8kg. Adorned with around 75,000 high-quality diamonds, totalling an astounding 500 carats, Sri Ananth Padmanabhaswamy is a sight to behold. Each diamond has been thoughtfully sourced, masterfully polished, skilfully set.

Crafted under the guidance of the Chairman, **Kamal Kishore Agarwal**, and MD, **Tushar Agarwal**, the piece is a true testament to the brilliance of human creativity and the timeless allure of luxury jewellery.



 **Shiv Narayan**  
JEWELLERS PVT. LTD.  
MANUFACTURERS & EXPORTERS

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Stall No - 1B - 57A

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# SHINESHILPI LAUNCHES EVARA PLATINUM COLLECTION AT IIJS PREMIERE 2023

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**SHINESHILPI launched Evara platinum at IIJS PREMIER 2023. The formal launch was done by Vaishali Banerjee, MD- PGI - India. Present at the launch was Pramod Mehta, Director, Shineshilpi.**



**SHINESHILPI**  
THE MARK OF TRUST

Hall No - 3  
Stall No - 3M.369A

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# RM PRECIOUS JEWELRY LAUNCHES NEW COLLECTIONS AT IIJS PREMIERE 2023

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RM Precious Jewelry India Ltd formally launched Honey, Waves, Splash and Mother of pearl collections at IIJS PREMIER 2023 The formal inauguration was done by **Dr B Govindan**, Chairman - Bhima Jewellers. **Saiyam Mehra** Chairman - GJC, **Rajesh Rokde** Vice Chairman GJC, **Mitesh Dhorda**, Secretary GJC and GJC team members

Present at inauguration and representing RM Precious Jewelry India Ltd were **Sandip Mandli**, CMD, **Maulik Mandli**, Director and **Rajesh Purohit**, CEO



Hall No - 1  
Stall No - 1E - 96A

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## KAMAKHYA JEWELS LAUNCHES LITTLE MAMA COLLECTION AT IIJS PREMIER 2023

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Kamakhya Jewels launched the **Little Mama Collection** at IIJS PREMIER 2023. The formal launch was done **Joita Sen**, Director of Senco Gold Ltd.

Present at the launch were **Suvankar Sen**, CMD, Senco Gold Ltd, **Manoj Kumar Jha**, MD, Kamakhya Jewels, **Poonam Jha**, Director, Kamakhya Jewels and other dignitaries.

Speaking at the launch, **Joita Sen** said "The Little Mama Collection, a lightweight jewellery collection, dedicated to the new mothers, was a novel and innovative concept. There will always be an emotional connection; this jewellery will always find a place in the heart of the owner."

**Joita Sen** and **Suvankar Sen** were felicitated and honoured with the title Most Trusted Retail Brand Partner of Kamakhya Jewels for the year 2023/24.



**Kamakhya Jewels**  
Precious Touch To Heart

Hall No - 1  
Stall No - 1B - 66B

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**PALLAVI BISWAS**, a GIA Jewelry Design Graduate and GIA Graduate Gemologist, showcases her latest jewellery designs at the Design Gallery, booth no. 5V 558 C, IIJS Premiere at the Bombay Exhibition Centre (NESCO). Sharing her journey as a budding jewellery designer, Pallavi said,



*"I had a passion for jewellery designing and a simple internet search on jewellery design institutes brought me to GIA India. GIA has helped me translate my passion for design into a career."*



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Stall No - 5V 558C

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POWERED BY SRDC SINCE 1965



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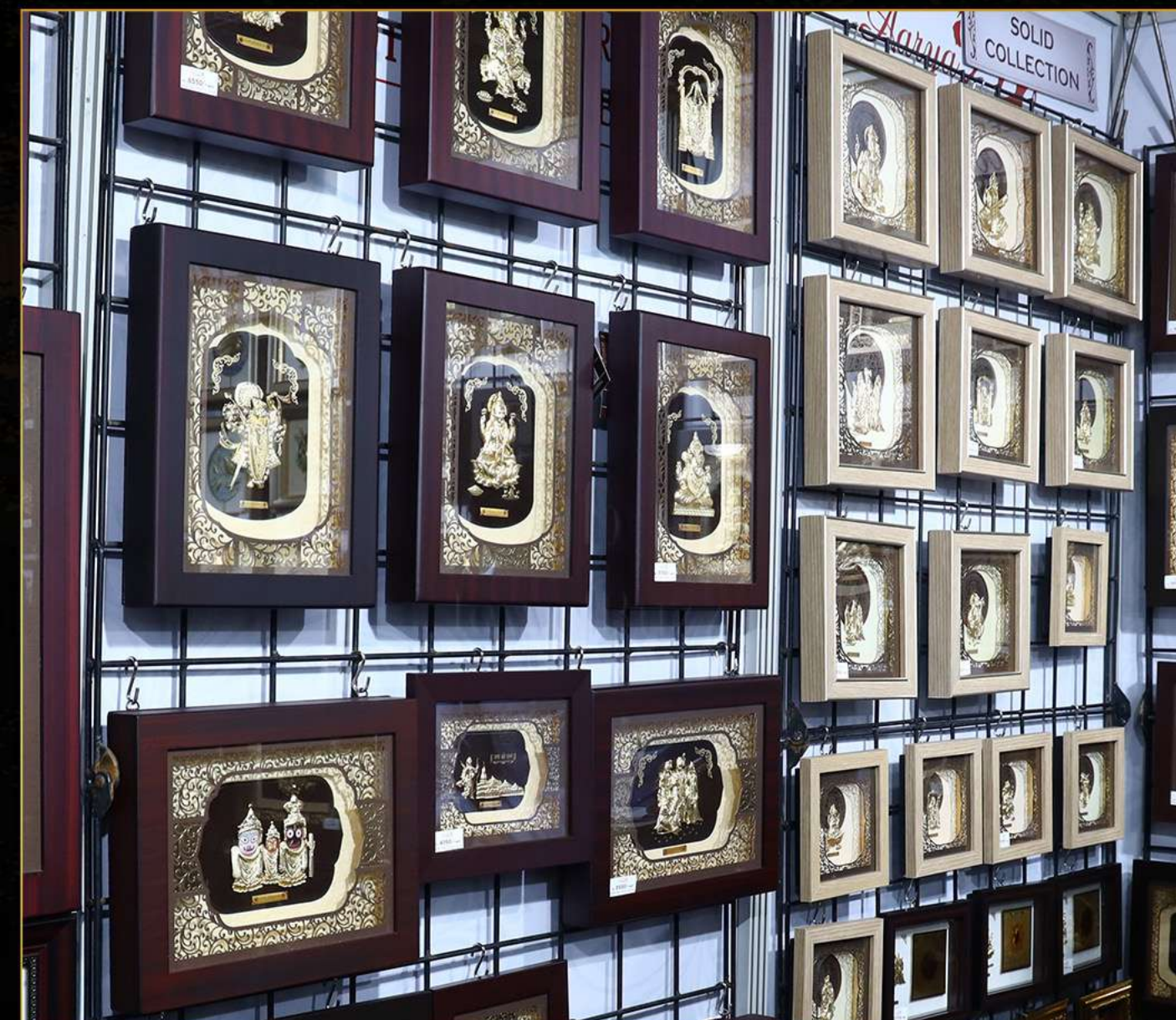


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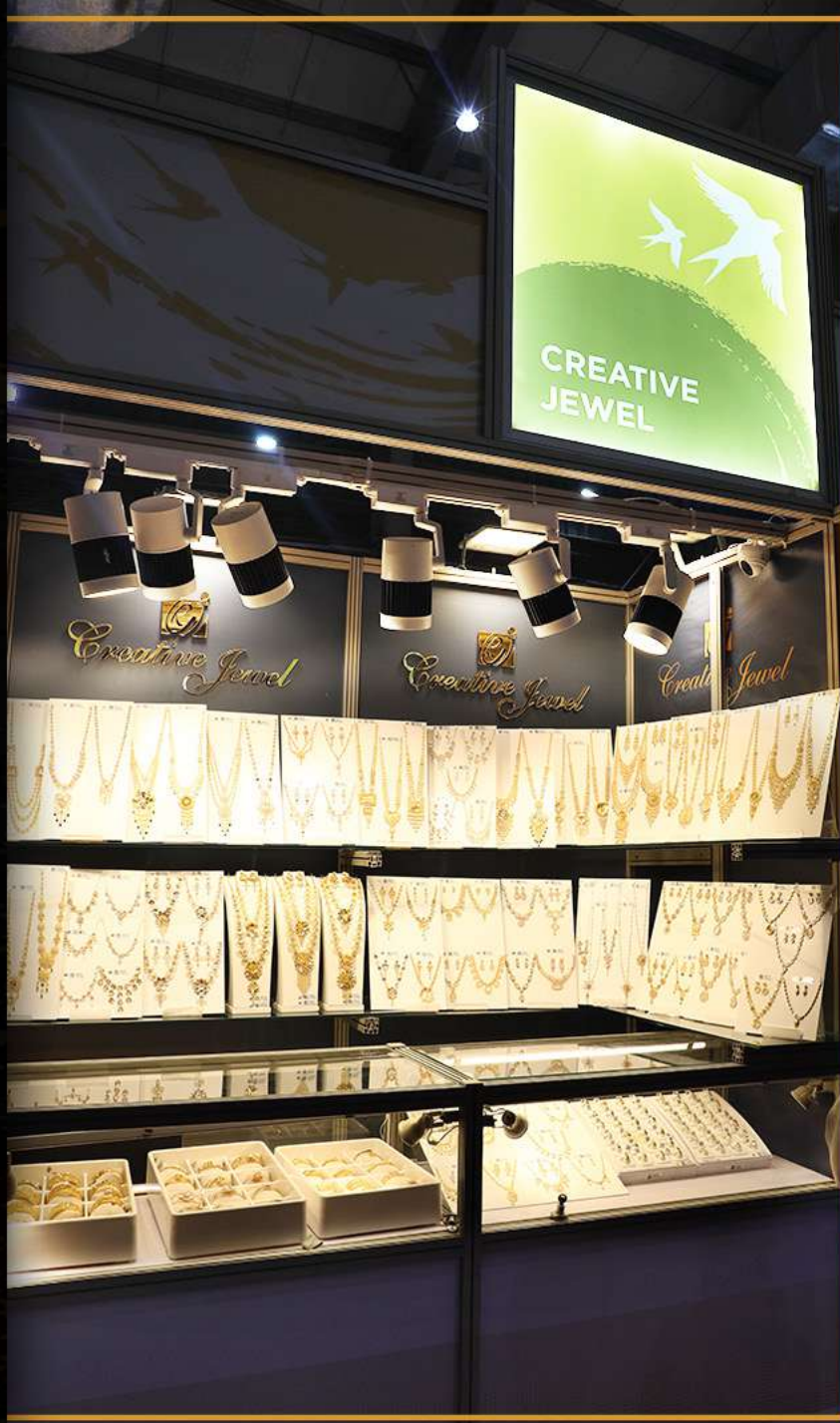
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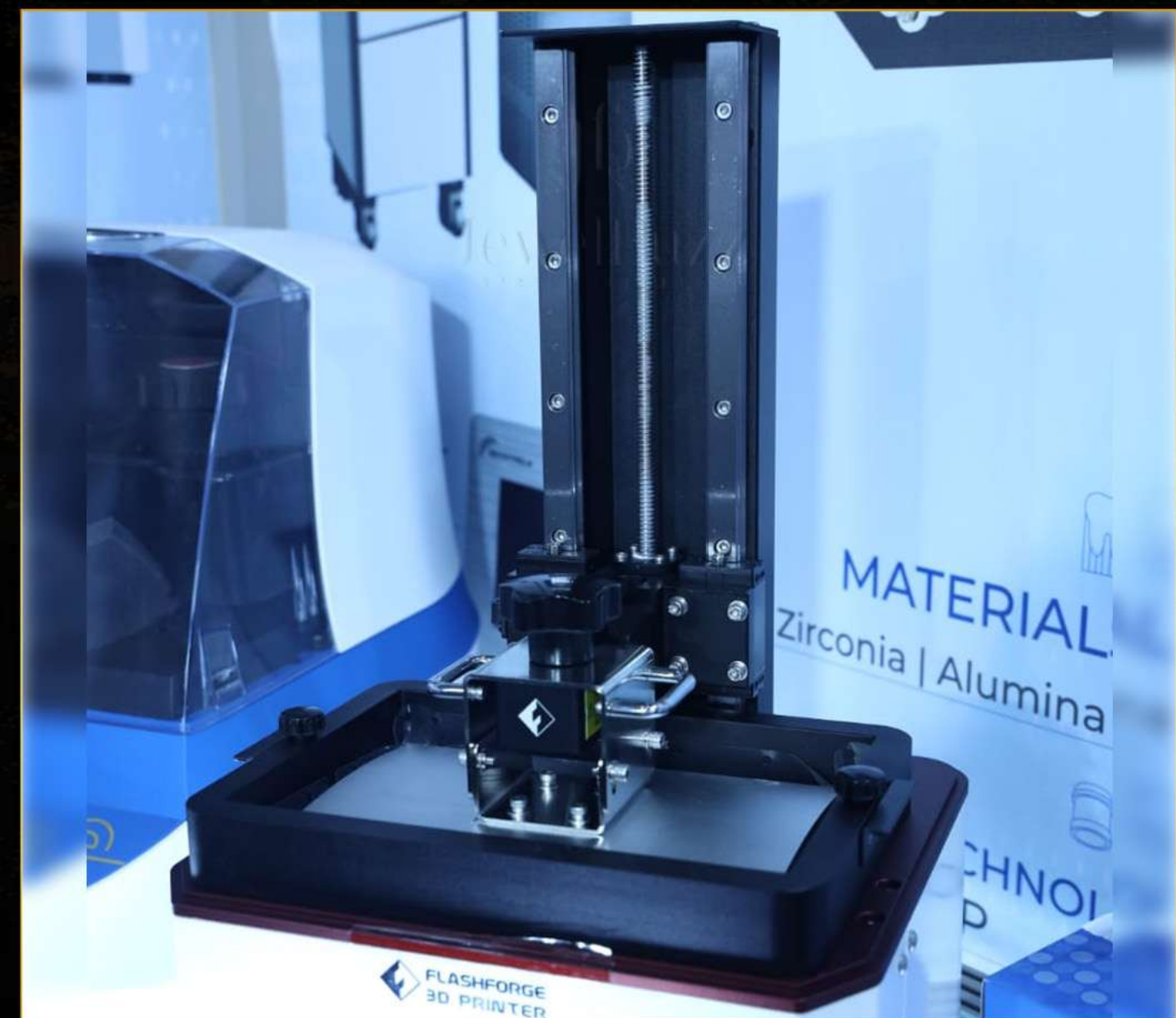
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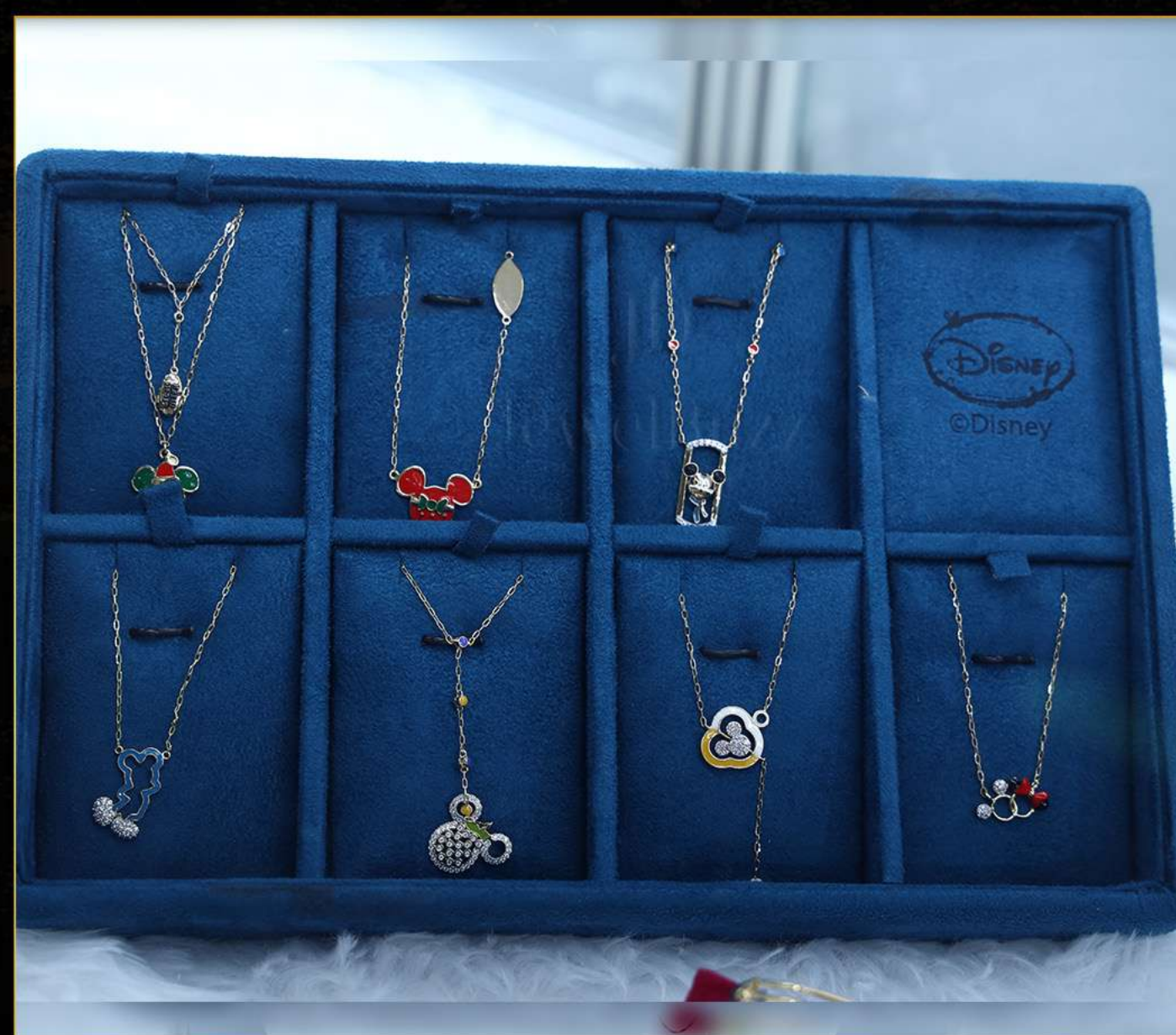
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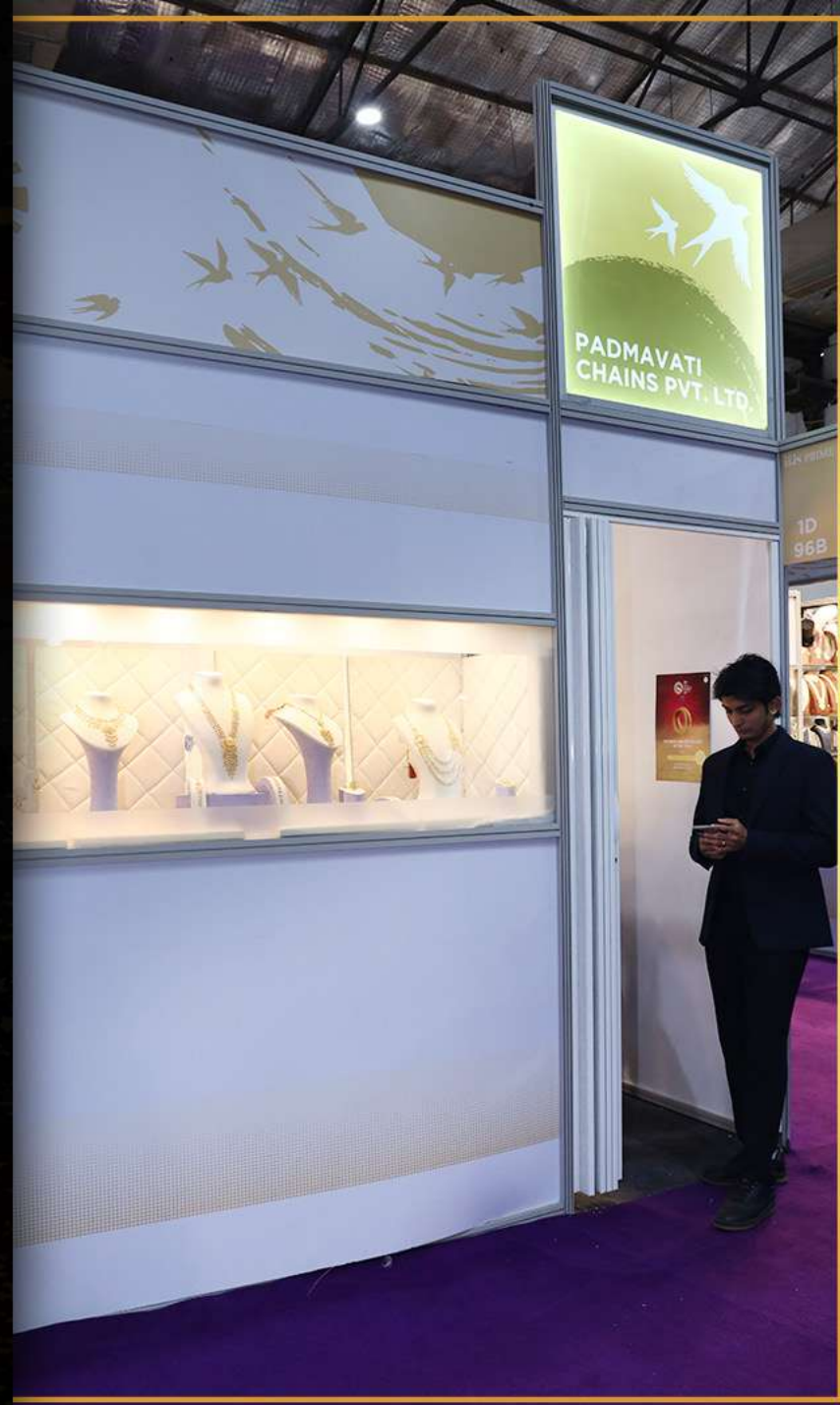
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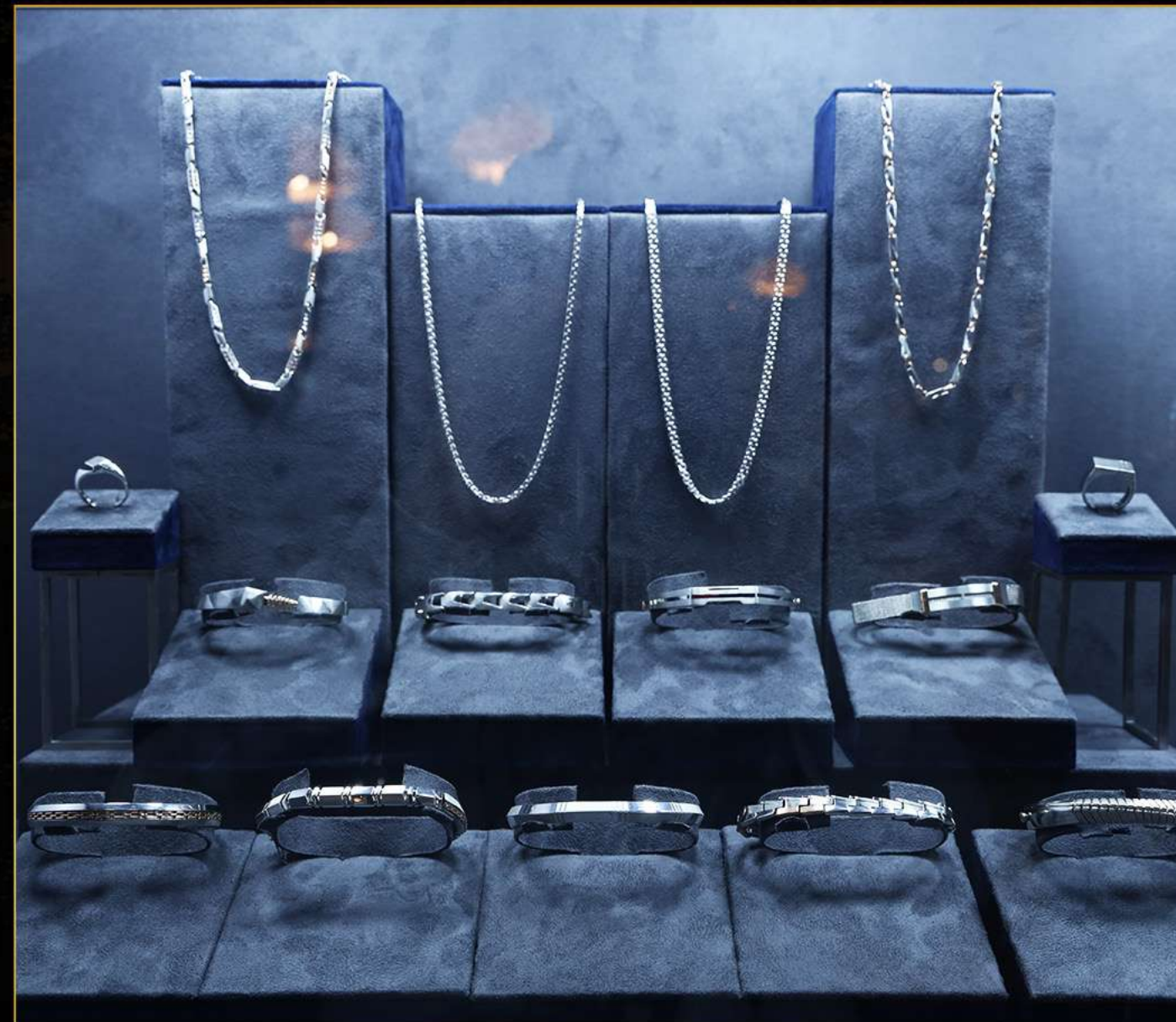


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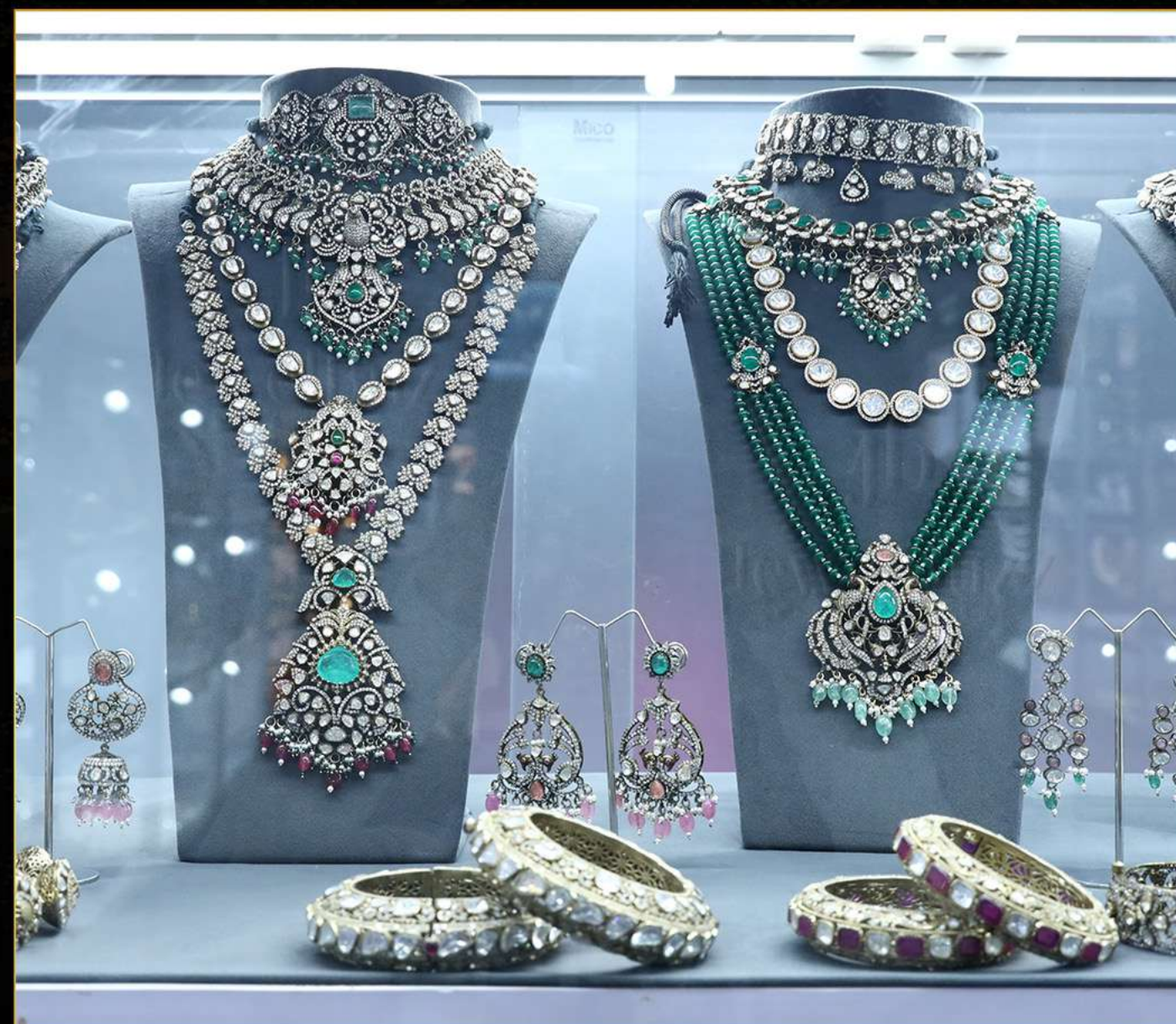


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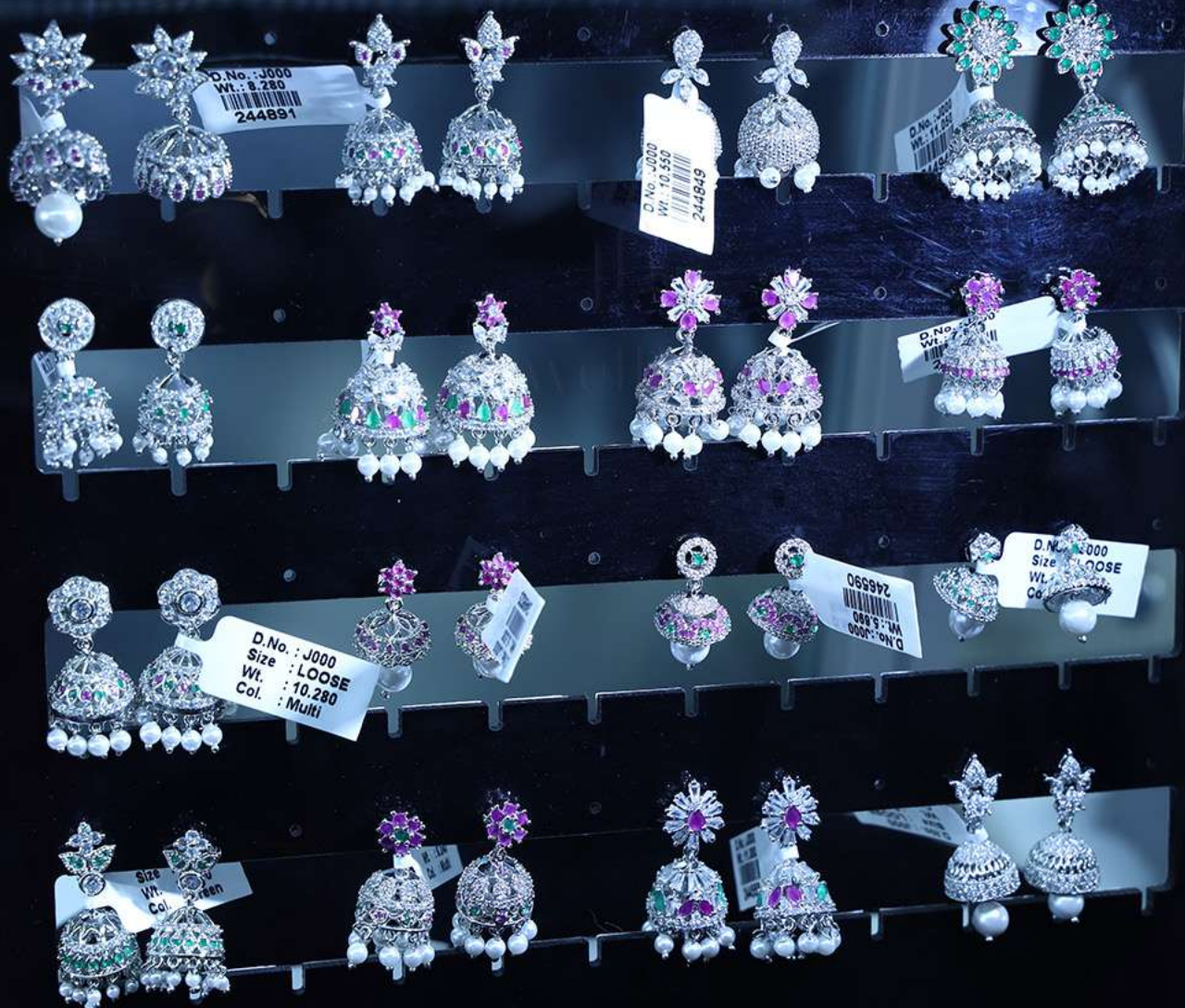
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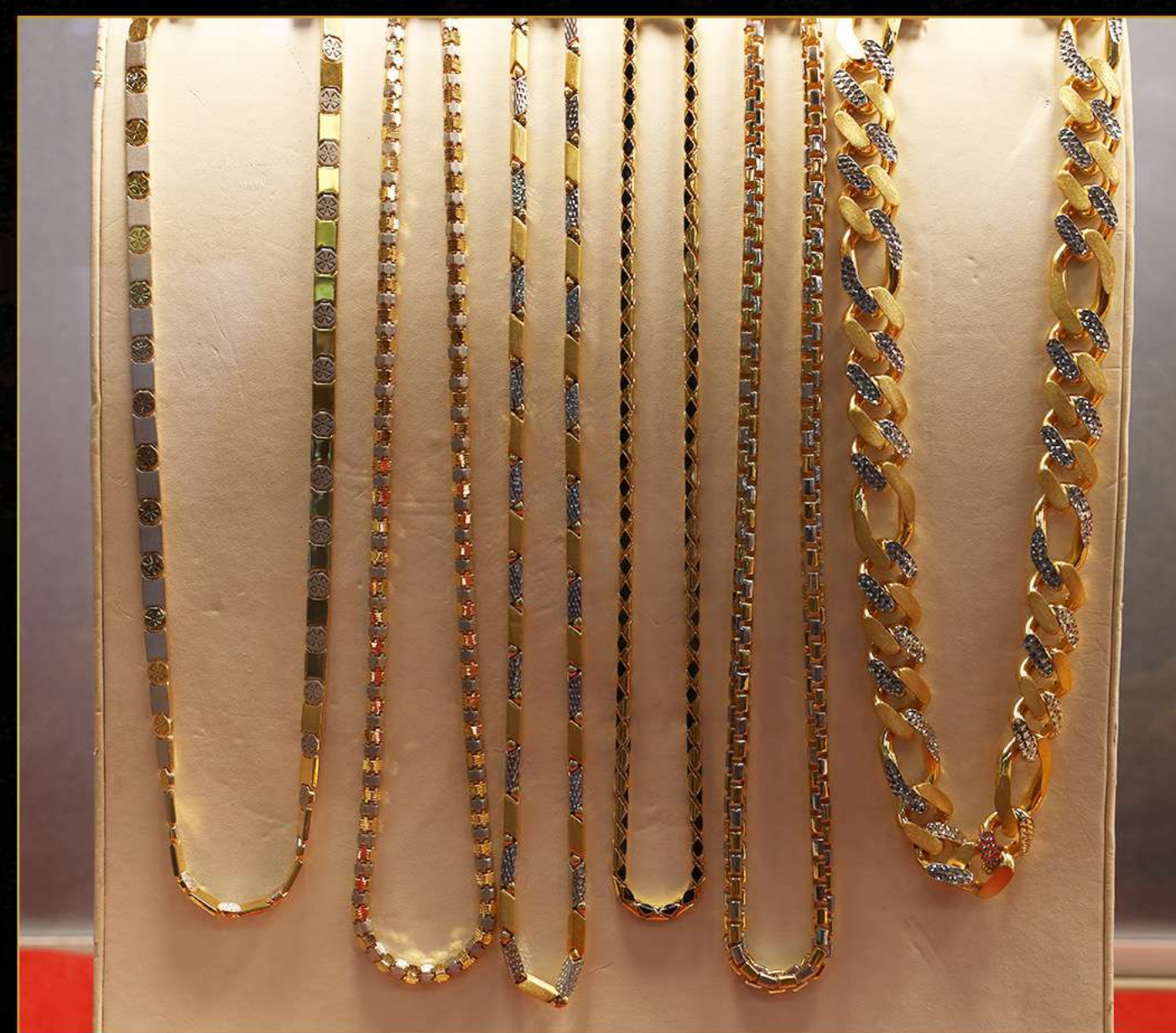
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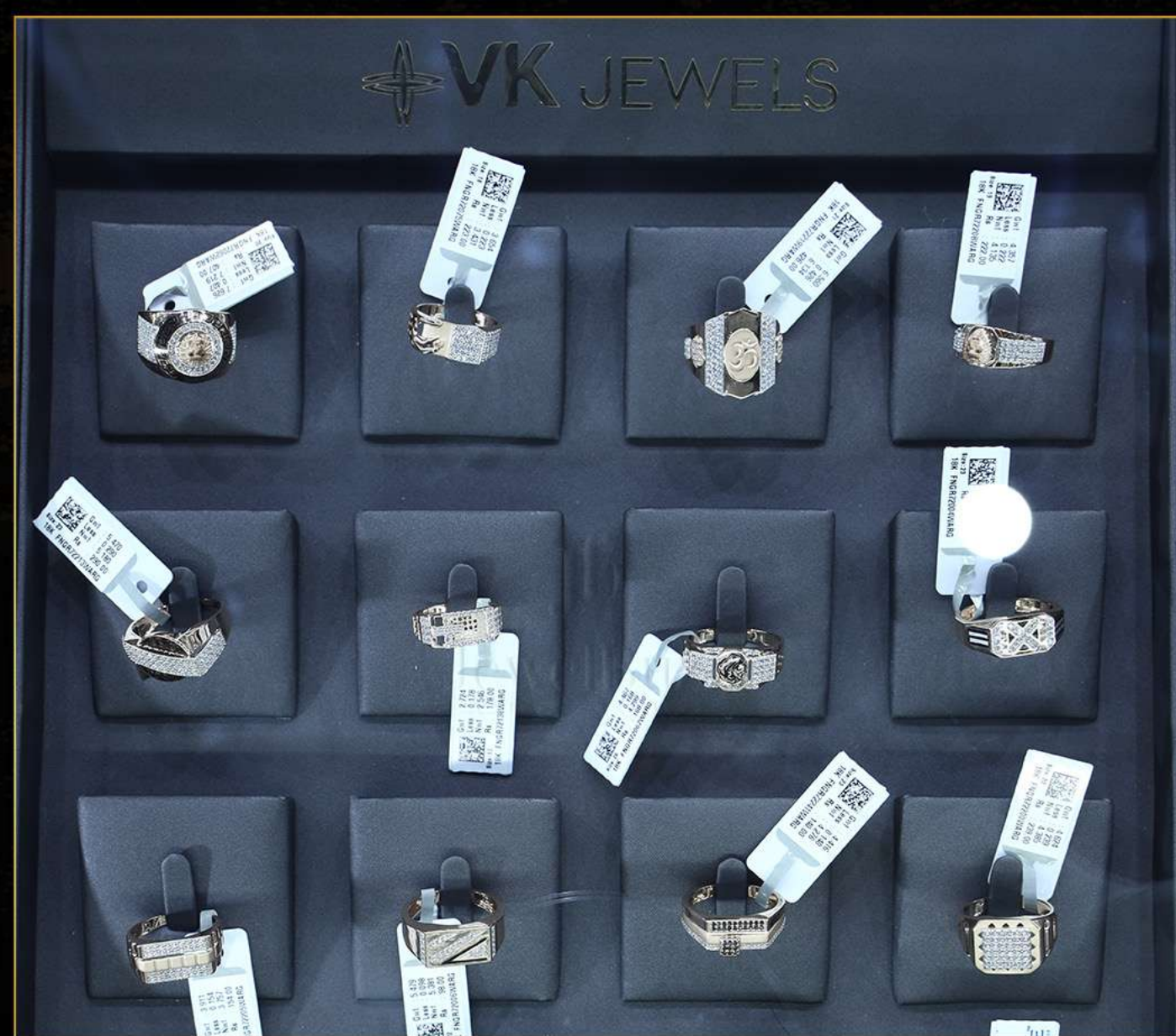
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**DR CHETAN KUMAR MEHTA**  
CMD- Laxmi Diamonds

“ IJJS PREMIER is the largest , most popular show. I believe IJJS is a great platform for all stakeholders- including manufacturers and wholesalers. It has been a great platform where brands have been built and grown. I express gratitude to GJEPC, IJJS for providing this platform.

At Laxmi Diamonds, we have put in great effort over the last 4-5 months to create maximum ranges to be showcased at IJJS. We have left no stone unturned to create the best. At IJJS we are launching a very special South Indian heritage close setting bridal collection—with the festive and marriage season coming we are certain to receive a tremendous response.

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Stall No - 1A 32G

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LAXMI  
DIAMONDS  
BENGALURU



**JIGNESH MEHTA**  
Founder & MD- Divine Solitaires

“ IJJS is a premier show, not just in India, but across the world. It is impressive in size and scale- IJJS is a trendsetter.

Things have not been too good , the market has slowed down—hence IJJS is looked upon as a turning point. Another important aspect about IJJS: it is not just about demand, sales etc. IJJS is able to create a mind shift in GJ industry—provide a fresh mindset, fresh attitude, provide a positivity, flexibility that is very much required in an ever changing world. IJJS drives followers to be ambitious and catch up with the leaders.

IJJS is a platform for newness and innovation. WE will be announcing an interesting aspect regarding The Solitaire Festival of India (TSFI)

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Stall No - K 17H

Jio World Convention Centre- Mumbai

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**K. SRINIVASAN**  
CMD – Emerald Group

“ IJJS is the biggest festival for the GJ sector—nothing compares to it. Expectations are high from all stakeholders of GJ industry. Everyone expects big business at IJJS. IJJS is a game-changer.

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Stall No - 1E.103

Bombay Exhibition Centre- Mumbai



EMERALD



**KAIVAN SHAH**  
President - Aarya24kt India Pvt Ltd

“ The stage for IJJS is set by the GJEPC; an array of exceptional craftsmanship and creativity awaits, that will elevate the industry to new heights of splendour.

At the glittering crossroads of brilliance and elegance of the IJJS show, Aarya24kt is introducing two breathtaking new brands. As we raise the curtain on these gems of inspiration, let your imagination adorn itself with the promise of a radiant future filled with timeless beauty and boundless allure.

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Hall No - 3  
Stall No - 3Q 443

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Aarya24kt<sup>®</sup>  
Gold Foil Artwork Collection



Meet Akansha Mukesh Dugar, a promising jewellery designer with a background in Sociology. As a proud GIA Jewelry Design Graduate, she is displaying her jewellery sketches inspired from nature at the Design Gallery, booth no. 5V 588 C, IIJS Premiere 2023 at Bombay Exhibition Centre (NESCO).

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Visit Booth

Hall - JWCC  
Stall No - G 14a

Jio World Convention Centre- Mumbai



**BHAVIK SHAH**

Founder & MD - Do It Impex Pvt Ltd

There are high expectations from IIJS and positive sentiment in the machinery segment, as the jewellery industry is upgrading machinery and technology to remain competitive. We have always been in the forefront in offering the latest and most innovative technology.

At IIJS we are launching, for the first time in India, a ceramic 3D printer. Also, we are showcasing our electrofiling and electropolishing machinery.

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Hall No - 7  
Stall No - 7W728A

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**BIPIN VIRADIYA**

Founder Director - Tanvi Gold Cast LLP

IIJS is one such platform that encourages and empowers jewellery industry to showcase creativity in jewellery to audiences across the globe. IIJS premiere 2023 will provide an ideal opportunity to network and forge new associations with Jewellery lovers, Jewellery makers & takers across the nation.

We at Tanvi Gold Cast LLP & YUG expect a huge turnout and are sure IIJS will be great show and surpass the expectations of industry members.

Like always, TGC & YUG is upbeat & highly motivated to present our newest concepts and jewellery collections which we are sure will receive great response.

At IIJS Premiere 2023 we are introducing CLARA, plain casting and light weight jewellery targeted at modern working women and millennials who are looking forward to wearability with style and substance. We are showcasing a wide range of plain casting and light weight Jewellery that has delightful designs, minimalist outlooks, abstract shapes, contemporary decor, artistic texture.

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Stall No - 1E 101A

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**CHETAN THADESHWAR**

MD- Shringar - House Of Mangalsutra Pvt Ltd

There is something special and different when we speak of expectations from IIJS. This is a special show—for exhibitors and retailers. Exhibitors make great efforts to offer wide variety and innovative collections. Every retailer wants to be at IIJS- they can't afford to miss out on what is offered at this show.

We are launching ZIYA, the limited edition couture mangalsutra collection at IIJS, and we are certain of very good response from buyers.

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Stall No - 1F\_128

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**DEEPAK M SETH**  
Partner- S K Seth

THE timing of IJS is perfect. Expectations are running high. IJS will be a superhit. Overall market sentiment is good. For us it is encouraging that demand for high range jewellery segment is high.

At IJS we are launching a special Grooms Collection—Jewellery to complement bridegrooms wedding wear. We are certain to receive a great response.

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Stall No - 1F 130A

Bombay Exhibition Centre- Mumbai



**S K SETH JEWELLERS**  
MOHANLAL SETH  
Mumbai



**KHUSHBOO RANAWAT**  
Director - Swarnshilp Chains

As always, expectations run high when it comes to IJS. This year the visitor registrations have increased considerably. Retailers are looking to IJS to stock up – they are looking forward to innovation, variety from manufacturers. Manufacturers actually make efforts to bring out novel and innovative collections.

For IJS, we have innovated new designs in our Singapore collection, Verona collection and bangle collection.

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Bombay Exhibition Centre- Mumbai



An exclusive AR brand



**JIGNESH MEHTA**  
Founder & MD- Divine Solitaires

IJS is a premier show, not just in India, but across the world. It is impressive in size and scale- IJS is a trendsetter.

Things have not been too good, the market has slowed down—hence IJS is looked upon as a turning point. Another important aspect about IJS: it is not just about demand, sales etc. IJS is able to create a mind shift in GJ industry—provide a fresh mindset, fresh attitude, provide a positivity, flexibility that is very much required in an ever changing world. IJS drives followers to be ambitious and catch up with the leaders.

IJS is a platform for newness and innovation. WE will be announcing an interesting aspect regarding The Solitaire Festival of India (TSFI)

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Jio World Convention Centre- Mumbai

**DIVINE**  
SOLITAIRES



**MAHENDRA JAIN**  
MD - Mukti Gold Private Limited

Expecting a lot from IJS. This is the first mega Jewellery show after surging gold prices impacted sales—hence hopes are high. This will be a game changer. IJS plays vital role in instilling hope and positivity in the trade and industry.

We are launching the LUV polki diamond collection at IJS; this is the first time a polki collection using lab grown diamonds is being launched. We are hoping for a great response.

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Stall No - 4S 482B

Bombay Exhibition Centre- Mumbai



**MUKTI**  
GOLD | DIAMONDS  
GEMS | PLATINUM



**MAHIPAL JUHARMAL**  
MD- Anmol Swarn (I) Pvt Ltd

There is a positive sentiment in jewellery trade and industry with IIJS around the corner. There are great hopes and expectations around IIJS. IIJS will create the necessary momentum to boost sales. We are hoping to connect with quality buyers and get new clients. We are launching Rathnam, a temple jewellery collection, and hoping for a very good response.

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**MANOJ KUMAR JHA**  
MD  
Kamakhya Jewels Pvt Ltd



**POONAM JHA**  
Director  
Kamakhya Jewels Pvt Ltd

This edition of IIJS is the biggest ever. Visitors from large metros to tier 2 and tier 3 towns will be attending. These retailers have slowed down buying because of gold price fluctuations and drop in demand. Hence there will be heavy buying for the festive season. This is the show where order basis work is done.

We are very optimistic regarding IIJS. We are launching Little Mama Collection- these are western design bracelets with multi-shaped diamonds. The collection, despite having multishaped diamonds, is attractively priced. We are looking forward to a very good response.

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**Kamakhya Jewels**  
Precious Touch To Heart



**MEGHAL SHAH**  
Partner, Sparkling Gold

We have made efforts to bring novel, innovative offerings as compared to last year. While the theme is temple Jewellery, we have introduced new concepts.

Expectations to do brisk business are high. While we are engaged with most of the corporate buyers, we are aiming to connect to high-end single stores, premium boutiques at IIJS this year.

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**SPARKLING GOLD**



**NIKHIL PAREKH**  
DIRECTOR - HASMUKH PAREKH JEWELLERS

Expectations from IIJS premiere are always high. GJEPC has put in great efforts in promoting IIJS. Expecting new buyers, both domestic and international, who will be stocking for festival seasons and other buying seasons in their respective countries. This show will provide a big boost for GJ exports from India.

We are showcasing new ranges in fancy, modern lightweight and heavyweight Jewellery, catering to the domestic and international markets.

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**HASMUKH PAREKH**  
Jewellers



**NITESH SANGHVI**  
CEO - Golay Buchel India

The scale of IIJS PREMIERE being held across two venues is huge. Just not in size and number of exhibitors, but the sheer variety on offer will be huge. This also means intense competition. This is a buyers market- the price conscious buyer will have a wide variety of designs and ranges to choose from, and also wide range of price points.

At IIJS, we will showcase a new look, and introduce a new range. This show is very important for us; a senior international representative of Golay Buchel will be attending IIJS.

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Meet Pallavi Biswas, a promising jewellery designer with a background in IT. As a proud GIA Jewelry Design Graduate, she is displaying her jewellery sketches inspired by Art Nouveau at the Design Gallery, booth no. 5V 588 C, IIJS Premiere 2023 at Bombay Exhibition Centre (NESCO).

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Jio World Convention Centre- Mumbai



Pallavi Biswas, a GIA Jewelry Design Graduate and GIA Graduate Gemologist, showcases her latest jewellery designs at the Design Gallery, booth no. 5V 558C, IIJS Premiere, at the Bombay Exhibition Centre (NESCO). Sharing her journey as a budding jewellery designer, Pallavi said, "I was passionate jewellery designing and a simple internet search on jewellery design institutes brought me to GIA India. GIA has helped me translate my passion for design into a career."



**POOJA SHETH MADHAVAN**  
Founder & MD - Limelight Lab Grown Diamonds Ltd.

IIJS is great platform to introduce new collection and product category. With high quality buyers coming in from across the country- and from abroad, it is a place where serious business happens for upcoming festive season. We are looking forward to another successful year at IIJS. IIJS Premiere continues to remain a great platform to introduce unique and interesting products to retailers pan India. With our recent partnership with Emerald Group, we are here to produce the finest finish lab grown diamond jewellery to our retailers and distributors.

Given that the product has now been well recognized by the Indian government, and with PM Modiji offering a 7.5 ct lab grown diamond to the US First Lady, we expect the acceptance of lab grown diamonds to increase amongst consumers across the country. No retailer in my view would like to miss the opportunity to offer lab grown diamond jewellery this time to their consumers and Emerald x Limelight is here to provide full support to them which shall reflect in IIJS.

At IIJS Premiere, we are excited to launch two new collections, one of which is Diamante Royale - Where Solitaires Speak Luxury. This collection will contain pieces with big solitaires apart from the 1000+ SKUs in pure solitaire-based designs. The other interesting collection is Polki Éclat - Redefining Tradition & Purity, showcasing a huge range of polki designs illustrating its brilliance through our designs.

Our CVD diamond collection ranges from classic and timeless pieces to contemporary and trend setting designs something that customers can find the perfect jewellery to suit their individual style for everyday luxury.

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## PRAFUL RANAWAT

Director- Swarnshilp Chains & Jewellers Pvt. Ltd.

IIJS is special, and there is always hope and high expectations from IIJS. Manufacturers put in great efforts to bring out a wide range of collections that are innovative; giving buyers a wide variety to choose from.

At IIJS we are showcasing the new designs we have innovated for our Singapore collection, Verona collection and bangle collection.

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Bombay Exhibition Centre- Mumbai



## VISHAL SHAH

Co-Owner - Sunbera Exports

We have great expectations from IIJS PREMIER, which will have quality visitors, serious buyers. All segments—gold, diamonds, silver will see brisk business. I am 100% certain it will be a superhit.

We are very bullish—we are launching YUVRAJ and BAHUBALI collections consisting of 100 new, innovative designs at IIJS.

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## RAHUL MEHTA

MD - House Of Silver Emporium

IIJS is great platform to introduce new collection and product category. With high quality buyers coming in from across the country- and from abroad, it is a place where serious business happens for upcoming festive season. We are looking forward to another successful year at IIJS.

House of Silver Emporium will introduce a new collection in 22KT contemporary gold and 18KT Polkhi jewellery, diamond jewellery (Open setting, Close setting, Pan Marquis) along with artefacts and pooja articles in silver.

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Stall No - 1F 113A

Bombay Exhibition Centre- Mumbai

SILVER EMPORIUM



## RAJENDRA JAIN

Director - Padmavati Chains Pvt. Ltd

At IIJS Premier, Padmavati Chains is introducing a plethora of jewellery collections catering to various regions of the country. Along with the domestic market, we aspire to attract overseas buyers with our unparalleled designs, exceptional customer service, and state-of-the-art jewellery that represents the rich culture of India on an international level.

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IIJS INDIA INTERNATIONAL JEWELLERY SHOW PREMIERE 2023

3<sup>rd</sup> - 7<sup>th</sup> August, 2023 Jio World Convention Centre- Mumbai

4<sup>th</sup> - 8<sup>th</sup> August, 2023 Bombay Exhibition Centre- Mumbai

Visit Booth

Hall No - 1  
Stall No - 1D 96B

Bombay Exhibition Centre- Mumbai

PC Padmavati Chains EMBRACE THE GRACE



**SUMIT DASSANI**  
Partner - Dassani Brothers

The market has slowed down a bit, and there are very high expectations from IIJS to create a momentum and trigger growth.

There will be great demand for the small and medium range Jewellery. Also, innovative designer Jewellery will see demand.

Our polki range is always in demand; especially with the wedding season coming up. We are very optimistic; we are launching new collections and looking forward to brisk business.

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**VISHAL SHAH**  
Co-Owner - Sunbera Exports

We have great expectations from IIJS PREMIER, which will have quality visitors, serious buyers. All segments—gold, diamonds, silver will see brisk business. I am 100% certain it will be a superhit.

We are very bullish—we are launching YUVRAJ and BAHUBALI collections consisting of 100 new, innovative designs at IIJS.

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Stall No - 5V 549A

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**SURESH GANNA**  
MD- SK Jewels

There is a buzz and excitement all around about IIJS. It is heartening to see such a great registration of domestic and international visitors. With marriage and festival seasons around the corner, all players are confident of doing good business.

We are launching new collections, and are certain that we will get great response.

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Hall No - 2  
Stall No - 2K 294

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**VAISHALI BANERJEE**  
MD- Platinum Guild India (PGI)

Over the years, IIJS Premiere has solidified its position as one of the most esteemed and celebrated jewellery shows nationwide. It plays a pivotal role in bringing together the entire gem and jewellery industry, from within India and globally, and this year too, we eagerly look forward to engaging with key industrystakeholders.

This IIJS will see a large range of exclusive designs meticulously crafted by our esteemed manufacturing partners, presented across our branded categories: Platinum Love Bands, Evara, and Men of Platinum. Moreover, IIJS will serve as a crucial platform to share our strategic vision and the immense potential of platinum jewellery with prospective partners for the upcoming year. This presents an opportunity to bolster growth for platinum jewellery as we prepare for a buoyant festive and wedding season in the latter half of the year.

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Stall No - 3L 369B

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**VIJAY POKHARNA**  
Co-Founder, Chairman  
Pure Platinum Jewellery Ltd

IIJS is going to be a game changer. The sheer scale is staggering – visitors from 800 districts of India, and international visitors from 80 countries. IIJS will be turning point for the Jewellery sector—and in fact for the Indian economy. This is the positive impact of IIJS.

We at Pure Platinum have an objective: every store should stock platinum Jewellery. And IIJS is the avenue to help us achieve our goal.

At IIJS we are launching our MEDLEY collection, a tri-metal collection. Just like a musical medley fuses beautiful tunes, we bring together platinum, yellow gold and rose gold.

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**Hall No - JWCC**  
**Stall No - B 4b**

Jio World Convention Centre- Mumbai



**PURE PLATINUM**  
A NEW BEGINNING OF PLATINUM ERA



**VISHAL GANDHI**  
Director -Tiara Silver Pvt Ltd

There is a sense of over expectations from IIJS. Retailers always adopt a wait and watch approach before IIJS. They are awaiting innovative, high quality, attractively priced collections at IIJS to stock up.

We are optimistic; we are launching polki and mother of pearl collections at IIJS, and are certain to good business.

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**Hall No - 5**  
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THE FINEST SILVER JEWELLERY

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**JOHN PAUL ALUKKAS**  
**JOYALUKKAS**



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**NIKHIL PAREKH**  
**HASMUKH PAREKH JEWELLERS**

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**RAJ BHALARA**  
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