

#SHOWBUZZ - IIJS TRITIYA 2024

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IIJS TRITIYA 2024 OPENS IN BENGALURU

IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
TRITIYA 2024

5th - 8th April, 2024
BIEC, Bengaluru



IIJS Tiritiya 2024 organised by GJEPC, opened at BIEC, Bengaluru today. The formal inauguration was done by Chief Guests **Dr B Govindan**, Chairman - Bhima Jewellery and **Vinod Hayagriv**, MD - C Krishna Chetty Group. Representing GJEPC were **Vipul Shah** Chairman - GJEPC, **Kirit Bhansali**, Vice Chairman - GJEPC and **Nirav Bhansali**, Convenor, National Exhibitions -GJEPC and other CoA members.



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IIJS TRITIYA 2024 AND IGJME TRITIYA 2024 INAUGURATED IN BENGALURU

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IIJS Tritiya 2024 and **IGJME Tritiya 2024** opened at BIEC, Bengaluru today. The power-packed inauguration ceremony was graced by presence of Principal Chief Guest **Dr. Selvakumar**, IAS Principal Secretary to Govt- Dept of Commerce and Industries, Govt of Karnataka, Chief Guests **Dr B Govindan**, Chairman - Bhima Jewellery and **Vinod Hayagriv**, MD - C Krishna Chetty Group. Present at the inaugural ceremony were **Dr Chetan Kumar Mehta**, President- JAB and other dignitaries of the GJ industry.

Representing GJEPC were **Vipul Shah** Chairman - GJEPC, **Kirit Bhansali**, Vice Chairman - GJEPC and **Nirav Bhansali**, Convenor, National Exhibitions - GJEPC, **Sabyasachi Ray**, ED - GJEPC and other CoA members.



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DR. SELVAKUMAR SPEAKING AT THE INAUGURATION OF IIJS TRITIYA 2024

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Dr. Selvakumar, IAS, Principal Secretary, Industries and Commerce, Govt. of Karnataka, said, “Karnataka’s gem & jewellery industry sets new benchmarks in entrepreneurship, excellence and innovation through technology. Karnataka’s skilled craftsmen are renowned for creating world famous for exquisite and intricate jewellery such as temple jewellery, antique jewellery and Nakash jewellery among others. IIJS Tritoia is a testament to India’s positioning as a hub for designer jewellery powered by smart technology. IIJS Tritoia reconfirms the industry’s commitment, contribution and collaborative efforts to increase gem & jewellery exports from Karnataka and south India.”



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VIPUL SHAH SPEAKING AT THE INAUGURATION OF IIJS TRITIYA 2024

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Vipul Shah, Chairman, GJEPC said, "We are a USD 40 billion export industry today, but the scope and potential for further growth is immense, with the ever-increasing demand in the global gem and jewellery market. GJEPC is working closely with Government to secure favorable policies in the upcoming trade pacts for our sector including FTAs with GCC, Canada, UK and EU. Additionally, GJEPC has successfully pursued the government to introduce measures to facilitate ease of doing business in the e-commerce for retail exports of jewellery from the country, enabling Indian sellers to seamlessly deliver their products to global buyers."



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NIRAV BHANSALI SPEAKING AT THE INAUGURATION OF IIJS TRITIYA 2024

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“ Nirav Bhansali,
Convener, National
Exhibitions, GJEPC,
said, “IIJS is India's
leading platform to
facilitate gems and
jewellery business.
Between 3 shows and
9000 booths IIJS is the
gateway for Indian gems
and Jewels to the world.
IIJS gives opportunities
to MSME companies
meet customers from
across the world.”



KIRIT BHANSALI SPEAKING AT THE INAUGURATION OF IIJS TRITIYA 2024

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Kirit Bhansali, Vice Chairman, GJEPC said,
“The Council is focused on empowering MSMEs through initiatives like Common Facility Centres, Mega CFCs, Jewellery Park in Mumbai, Gem Bourse in Jaipur alongside digital platforms for enhanced marketing and sales. These efforts not only contribute to the industry's expansion in the global market but also ensure its alignment with the principles of Viksit Bharat.”



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VINOD HAYAGRIV SPEAKING AT THE INAUGURATION OF IIJS TRITIYA 2024

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Vinod Hayagriv, MD & Director, C. Krishniah Chetty Group, said, IIJS Tritoia will soon become the landmark show for the whole of India. The show has not only got bigger, but it's got smarter – similar to Bangalore's reputation as a smart city. We look forward to a very smart industry in the coming decade. I think \$70 billion is a very doable target and with GJEPC being there at the helm, I think we could easily achieve that much earlier than 2030."



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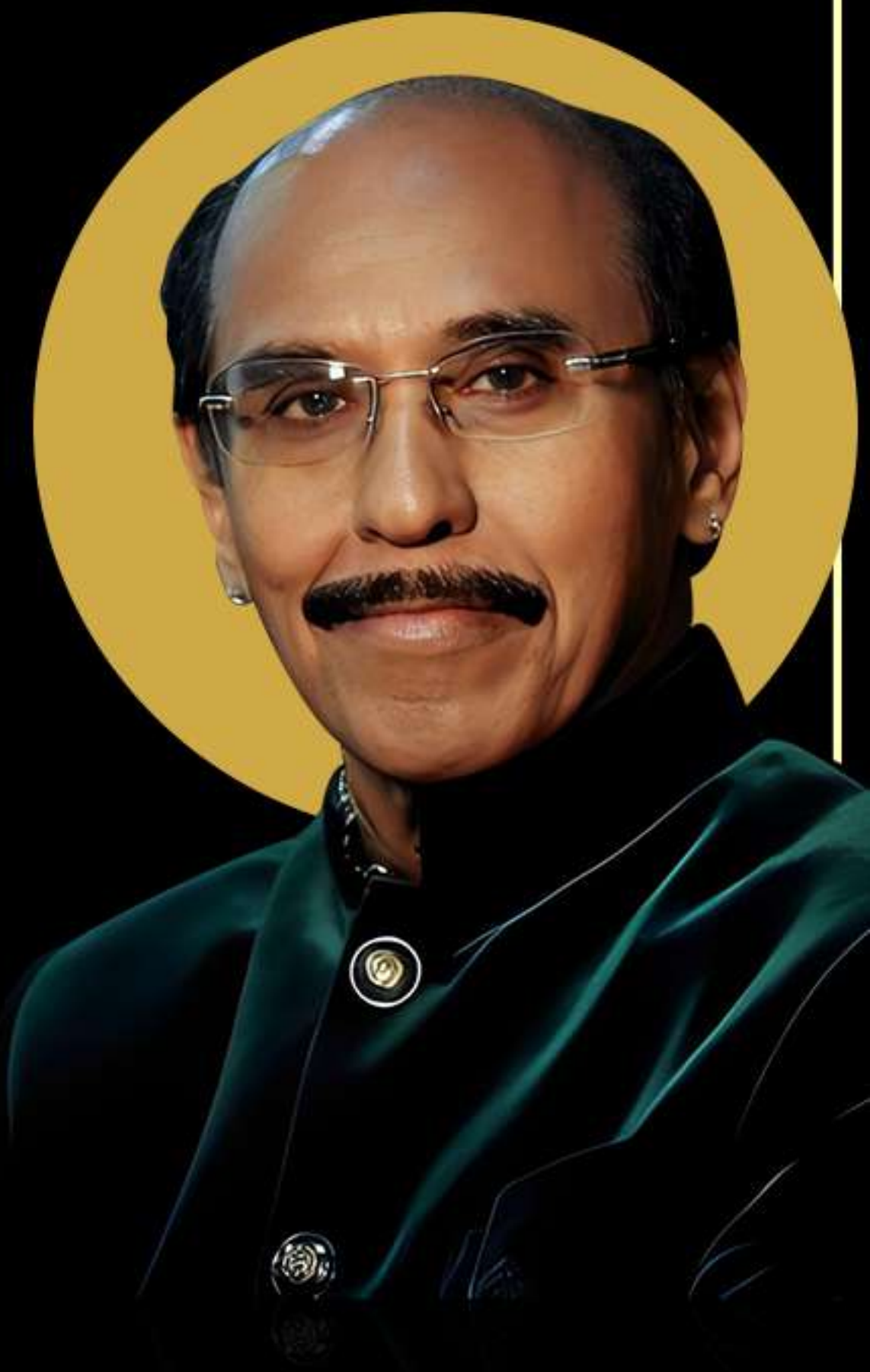
B GOVINDAN SPEAKING AT THE INAUGURATION OF IIJS TRITIYA 2024

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B Govindan, Chairman, Bhima Jewellery, said, "Investing in the jewellery industry not only creates jobs but also contributes significantly to the economy. It's essential for every citizen to recognise its potential and participate in its growth. With proper support and industry knowledge, this sector can thrive, providing employment opportunities and driving economic development."



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**DR. CHETAN KUMAR MEHTA
SPEAKING AT THE INAUGURATION
OF IIJS TRITIYA 2024**

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Dr. Chetan Kumar Mehta,
President, Jewellers
Association Bengaluru said,
“We pledge unwavering support
from the Jewellers Association,
Bangalore (JAB), to ensure the
industry's continual growth and
prosperity. With GJEPC's
commendable efforts and
initiatives, our industry is on a
path to greater organisation
and success. As President of
JAB, I extend our full support
to GJEPC and all industry
stakeholders. Thank you to
everyone for joining this
celebration, and here's to
the success of the second
edition of IIJS Tritiya.”



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Manushi Chhillar, brand ambassador for GJEPC graced IIJS TRITIYA 2024 with her presence

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Manushi Chhillar, brand ambassador - GJEPC was escorted by Vipul Shah Chairman - GJEPC, Kirit Bhansali, Vice Chairman - GJEPC and Nirav Bhansali, Convenor, National Exhibitions GJEPC during her visit to IIJS TRITIYA 2024



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**Vipul Shah, Chairman, GJEPC
and Dr. Chetan Kumar Mehta,
President, JAB signed a MoU,
at IIJS TRITIYA 2024, to
promote GJ exports from
Karnataka**

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IIJS PRIME ASSURE LAUNCHED AT IIJS TRITIYA 2024

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- ### Benefits of IIJS PRIME ASSURE
1. Guaranteed Participation- Secure your booth at the prestigious IIJS Shows
 2. Assured Booth Area- Guaranteed Booth Area in next two editions of IIJS Premiere & IIJS Signature at Nesco in spite of renovation
 3. Room Accommodation- 4 nights Hotel Accommodation at IIJS Tiritiya 2025 & 2026
 4. Food Coupons- Worth Rs. 10,000 to Rs.30,000 at IIJS Tiritiya in 2025 & 2026
 5. Exclusive Access-Double the Prime Plus Lounge Benefits at each show
 6. Security Deposits- Say Goodbye to security deposits

IIJS Prime Assure launched at IIJS Tiritiya 2024 opens numerous windows of opportunity for exhibitors. IIJS Prime Assure marks a significant milestone, unlocking a myriad of opportunities for exhibitors. This pioneering initiative comes bundled with a plethora of advantages for those who choose to enrol in the six-show combo deal.

The comprehensive benefits package includes:

- Guaranteed participation and securing the spot at IIJS Premiere 2024 & 2025, and IIJS Signature in 2025 & 2026
- Assured stall area at IIJS Premiere 2024 & 2025, and IIJS Signature in 2025 & 2026
- Room accommodation for 4 Nights during IIJS Tiritiya in 2025 & 2026
- Food coupons of up to Rs. 30,000 at IIJS Tiritiya in 2025 & 2026
- Exclusive access to the Prime Plus Lounge at each show.
- Zero Security Deposit



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INDIA JEWELLERY PARK, MUMBAI BOOKING LAUNCH ANNOUNCED AT IIJS TRITIYA 2024

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IIJS Tiritiya 2024 announces the launch of booking for iconic customers at India Jewellery Park Mumbai (IJPM). Booking for iconic customers is now open at the much-awaited IJPM.

One can now participate in a ground-breaking project by GJEPC, set to revolutionize the gems and jewellery industry. With state-of-the-art facilities and endless opportunities, the project is expected to attract investments of over Rs. 50,000 crores and create employment opportunities for over 1 lakh people.



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INNOV8 TALKS AT IIJS TRITIYA 2024

HOW TO BUILD A JEWELLERY EMPIRE BRICK
BY BRICK - 1 TO 250: THE KALYAN STORY

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Rajesh Kalyanaraman, ED- Kalyan Jewellers took the audience through an inspiring and fascinating journey of **KALYAN JEWELLERS**, an icon of the Indian jewellery sector. The session was moderated by **Nirav Bhansali**, Convenor, National Exhibitions - GJEPC.

The story commences with T S Kalyanaraman transitioning from textiles to jewellery- and then conquering the glittering jewellery sector. TS Kalyanaraman was focussed: organising the jewellery segment, and operating in a transparent and honest manner.

Kalyan Jewellers leveraged the understanding of consumer behaviour, the importance of hyperlocal strategy mixed with a pan-India strategy, the power of branding and marketing using national and regional brand ambassadors, leverage reach and impact of social media-the list of Kalyan's growth and expansion is awe-inspiring.

Transparency and service were paramount: The company is a pioneer in introducing detailed price tags. It also introduced the concept of neighbourhood customer service centers in the jewellery industry under 'My Kalyan' brand.

Kalyan Jewellers' plans to increase the contribution of its Candere brand to its bottomline by adding more physical stores. Candere, which began life online, aspires to become a destination for lightweight and studded jewellery, particularly appealing to Gen Z and working women. Kalyan Jewellers recently opened its 250th showroom in Ayodhya. It plans to open 130 showrooms this year- 80 KALYAN showrooms and 50 CANDERE showrooms.

What sustains the growth and success of brand KALYAN are values, virtues, family bonds and relationships and a commitment to honest and ethical business practices.

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INNOV8 TALKS AT IIJS TRITIYA 24

Coffee with **Dr Chetan Kumar Mehta** featuring
**Vipul Shah, Chairman - GJEPC & Nirav
Bhansali, Convener, National Exhibitions**

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Mr. Nirav Bhansali -
Convener National
Exhibitions

Coffee
WITH
Dr. Chetan Kumar Mehta

Dr. Chetan Kumar Mehta
- President Jewellers
Association Bangalore

Dr Chetan Kumar Mehta, in a delightfully informal chat took the audience across **Vipul Shah** and **Nirav Bhansali's** journeys-charting their personal lives, their respective companies trajectories and their dedicated tenures at GJEPC.



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VIPUL SHAH

I have been fortunate to work with stalwarts at GJEPC who helped at every step. I have been fortunate that during my two tenures we have held the WDC, initiated Mega CFC, IJPM, IJEX etc. My goals are to take industry from \$40bn to \$75bn. When the world thinks of GJ, INDIA should be top of the mind. My dream is to bring all our industry associations together and create a giant umbrella organization— and speak with one united voice.

My journey at my company Asian Star was difficult and challenging- I came in as the family business amicably separated. While we knew about purchasing rough and manufacturing, we were clueless about marketing and doing global business. I was fortunate to be guided and mentored in creating a global network of clients. It was tough, but a rewarding journey. I had an aggressive, risk taking appetite. Here again I was guided by my uncle to balance it with conservative opinions of others.

My business style is to take quick decisions—and not keep issues lingering. And I am in a hurry to implement the decision once it is taken.



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NIRAV BHANSALI

I have been fortunate to have a chairman and team at GJEPC that backs me and motivates me to carry on. In the case of this IIJS TRITIYA, the elections and code of conduct was a big issue; there was pressure to scrap the show. But, I told everyone that we are GJEPC and can do it. And here we are with a great show running smoothly. I see IIJS TRITIYA reaching a mature level in 3-5 years and being an important mega show.

The fortunate aspect about my journey at my company Prism Jewels was the whole hearted support from my father, my role model, when I proposed that we move up from manufacturing to Jewellery. It was tough as we adapted to manufacturing, delivery, payment cycles in jewellery—but it all ended well. The learning was: every challenge is an opportunity

From a young age, I have observed my family's mantra of "giving back" through their social work. I have been motivated to do the same- give back to employees, industry, our community and society at large.



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