

#SHOWBUZZ - KIJF 2024

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KIJF 2024 inaugurated at Kochi



Kerala International Jewellery Fair 2024 opened at the ADLUX International Exhibition and Convention Centre, Kochi today. KIJF was formally inaugurated in the presence of Chief Guest **Saiyam Mehra**, Chairman - GJC, **Rajesh Rokde**, Vice Chairman - GJC, **Dr B Govindan**, Chairman - Bhima Jewellers, State President - AKGSMA, South Zonal Chairman - GJC, South India Head- IBJA, Chairman - KIJF, **Ba Ramesh**, Joint MD-Thangamayil Jewellery Ltd., **S Abdul Nazar**, Treasurer - AKGSMA, Convenor-KIJF, members of AKGSMA and dignitaries from the GJ industry. Present at inauguration were **VK Manoj**, Project Director -United Exhibitions and the team at United Exhibitions.

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Coffee with Dr Chetan Kumar Mehta In conversation with Dr B Govindan



Dr Chetan Kumar Mehta showcased the various facets of an icon of the jewellery industry: **Dr B Govindan**, Chairman -Bhima Jewellers, State President -AKGSMMA, South Zonal Chairman - GJC, South India Head- IBJA, Chairman - KIJF.

Dr Govindan, who wears so many hats, opened his heart out as he charted his journey as an 8th standard student who was fascinated by his father's jewellery business. His father, the legendary K. Lakshminarayana Bhattar instilled in him the ethics and honesty that was the cornerstone of a successful business. Dr Govindan learnt the "gold is Laxmi, and purity of gold in jewellery is not negotiable." This was the mantra that earned Bhima the respectability and acceptance from consumers.



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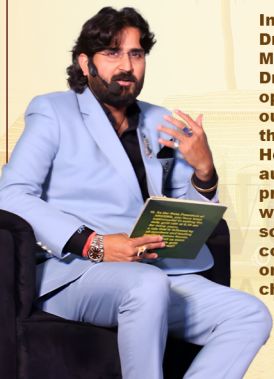
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His passion and never say die attitude was evident when he spoke of the way he established his business in Trivandrum after the family business separation, resulting in 20 showrooms and Rs 8500 crore turnover. Bhima will be coming out with an IPO soon; also there are plans for opening 6 to 12 showrooms in the next year.

Dr Govindan, opened his heart out on fate, faith and God. He had summoned all his inner strength to accept the death of his one month old son. He said one should have faith, one's thoughts and actions should be morally right with a belief that a superior power is watching you.

In conclusion Dr Chetan Kumar Mehta thanked Dr Govindan for opening his heart out and inspiring the entire industry. He thanked the audience for their presence and all who joined the scintillating conversation on the YouTube channel



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Glimpses of Coffee with Dr Chetan Kumar Mehta In conversation with Dr B Govindan



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M Pramod Kumar
Partner(Operations) - Krishna
Jewels(Kannur)

I have been a regular visitor to KIIF. Here I have the opportunity to meet manufacturers we are doing business with, and also meet some manufacturers for the first time. At KIIF we can source trendy designs, including lightweight jewellery especially from the Thrissur manufacturers; and all this at attractive prices. This is not available at larger, national level exhibitions.

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KERALA INTERNATIONAL JEWELLERY FAIR 2024

6

SAT

7

SUN

8

MON

JULY 2024

ADLUX INTERNATIONAL EXHIBITION &
CONVENTION CENTRE, KOCHI

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#RetailerSpeak

KIJF 2024 Day1: Trade visitors throng aisles, stalls; serious buyers, brisk sales seen on opening day



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