

#JBSHOWBUZZ - SJS 2025

JewelBuzz
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SJS 2025 inaugurated in Bengaluru

7th EDITION
SJS
SOUTH JEWELLERY SHOW
A B2B EXHIBITION
28 - 30 JUNE 2025
BIEC BANGALORE INTERNATIONAL
EXHIBITION CENTRE - HALL 1 & 3
TUMKUR ROAD - BENGALURU

South Jewellery Show (SJS) 2025, South India's Premier B2B Exhibition on GJ was inaugurated at **BIEC, Bengaluru** in the presence of Guests of Honour **Dr. T A Sharavana**, Member of Karnataka Legislative Council, **Sharath Sakala**, Pratibha Jewellery House, **Pratap Kamath**, MD - Abaran Timeless Jewellery Pvt Ltd. **Khushboo Ranawat**, Director - SwarnShilp Chains and Jewellers Pvt Ltd, **Manisha Gupta**, Group Commodities Editor CNBC TV18, **Sumesh Wadhera**, State President - Karnataka - IBJA, **OV Diwakar**, Jt Sec - KJF, **Suresh Kumar Ganna**, Director - JAB, **Dr. Chetan Kumar Mehta**, President JAB, President - Jewellery Division - IBJA, CMD - Laxmi Diamonds, Bengaluru, **Sreekanth Urs**, CEO - GES India Inc and dignitaries from the GJ industry.

South India's Premier B2B Exhibition
on Gems & Jewellery

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IBJA Leadership Conclave inaugurated at Bengaluru

IBJA LEADERSHIP
CONCLAVE

IBJA Leadership Conclave was inaugurated at **BIEC, Bengaluru**. Present at the inauguration were **Dr. Chetan Kumar Mehta**, President - Jewellery Division - IBJA, President - JAB, **Malleswara Rao**, State President - AP, IBJA and Convenor - IBJA Leadership Conclave, **Chandrasreenivas Rao**, State President - Telengana, IBJA, **Sumesh Wadhwa**, State President - Karnataka -IBJA **P V Jose**, State President - Kerala, IBJA **Ankit Vaidya**, State President - MP, IBJA, **Suresh Kumar Ganna**, Director - JAB and **Sreekanth Urs**, CEO - GES India Inc.

Dr. Chetan Kumar Mehta, provided the requisite trigger in his inspirational motivational address stating **"Followers are temporary, leaders are permanent. SO BE A LEADER!"**

Dr. Chetan Kumar Mehta took the audience through his personal story and how his life's learnings have made him the successful man he is today. Advice from Dr. Chetan Kumar Mehta: Humility, hard work, and a willingness to embrace technology and innovation are the key ingredients for success.

Next Gen Jewellery: Provenance, Precision and Personalization with AI & Blockchain

IBJA LEADERSHIP
CONCLAVE



Kamlesh Nagware, Founder - Global Tokenization Forum in a chat with **Rahul Desai**, MD and CEO - IIG, underscored how consumers increasingly demand transparency around ethical sourcing and authenticity, especially with diamonds and precious metals. AI, Blockchain will not be choice anymore, one will have to adopt it.

Retail Sales and Merchandise

IBJA LEADERSHIP
CONCLAVE

4. Limited-Edition Packaging

- Introduced elegant festive boxes with every purchase above
- Created urgency and increased desirability.



Rajiv Pandey, HOD - Jewellery Design, IIG South listed critical components for success in Retail Sales and Merchandise.

Some salient points:

- Strategic planning, execution, and oversight of retail sales operations.
- Maximizing overall sales performance and customer conversion rates.
- Effective product bundling and compelling visual merchandising.
- Leveraging upselling and cross-selling techniques to increase average transaction value.
- Ensuring gemstone certification and product authenticity.
- Optimizing inventory management for availability and turnover.
- Implementing a structured training program to build staff expertise and consistency.

Necessity of hedging in bullion

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Jigar Pandit, SVP & Business Head - Commodity Mirae Asset Sharekhan in a conversation with **Sumesh Wadhera**, MD - AOJ Media underscored **Necessity of hedging in bullion**. Some key points made:

- Hedging helps lock in prices and mitigate risk during this time lag. The goal of hedging is to reduce risk, not to maximize gains.
- A jeweller should hedge only their exposure (e.g. metal purchased or to be purchased) not take extra positions hoping for a price move.
- Local jewellery retailers in India urgently need education on hedging.
- Gold Metal Loans (GMLs) are highly effective for jewellers, especially in India. They offer a structured, practical way to manage raw material procurement while minimizing price risk.

IBJA View on PMLA

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ARANDA HALL

TUMKUR ROAD
BENGALURU

JUNE 2025
SAT & SUN

DAY OF LEADERSHIP CONCLAVE 2025

3:15 PM

3:30 PM - 4:15 PM

4:15 PM - 4:30 PM

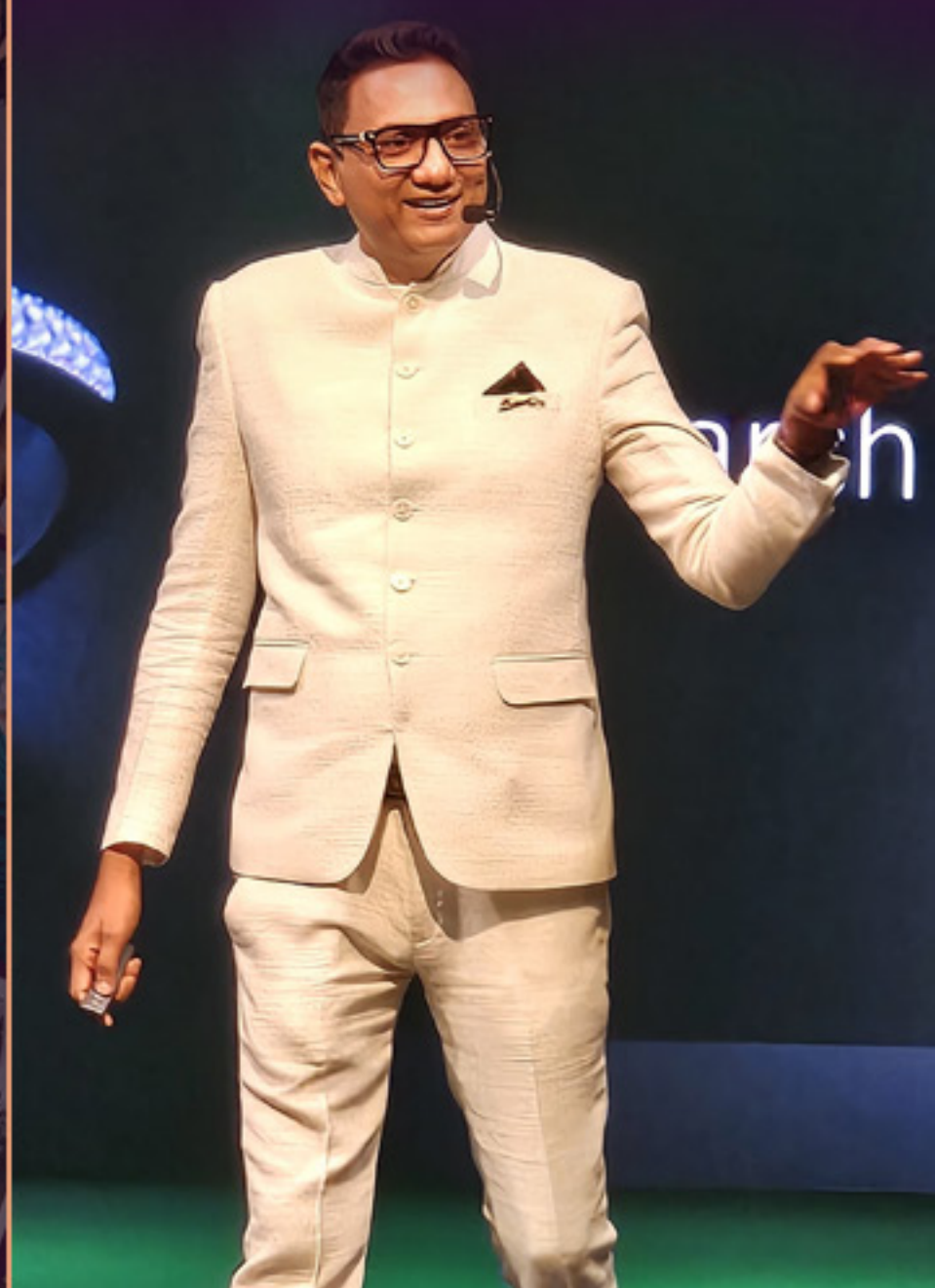
Surendra Mehta, National Secretary - IBJA, in his characteristic styled underscored the importance of understanding PMLA, the serious repercussions of non compliance, including imprisonment.

Surendra Mehta said it was alarming that such a huge percentage of jewellers were not aware that they had to be registered with FIU (in case of turnover above Rs 500 cr) or be a member of a trade association which will appoint a nodal officer.

He took the audience through other compliances regarding cash transactions, reporting suspicious transaction, obtaining KYC of customers for transaction above Rs 50,000. Details of other procedures and modalities to ensure compliance were provided.

Legacy to Leadership: How traditional jewellers can rule the new era

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Dr. Ujjwal Patni, iconic motivational speaker and business coach, electrified and ignited the audience with his advice, insights, business strategies and more.

The session emphasized that complacency has no place in the pursuit of excellence. To achieve meaningful success, there must be an unrelenting hunger for growth.

Well-defined systems, robust processes, focused strategies, and a written vision are not optional-they are the cornerstones of sustainable success.

Dr. Ujjwal Patni provided the secret sauce of success: Owner Growth Hour strategy, Market Analysis strategy, USP strategy, Cartier strategy.

Silver in Focus - Comprehensive look at silver trajectory

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Ajay Kedia, Founder and Director - Kedia Capital Service stressed that silver is the most mispriced asset in the monetary system. Silver is not just a commodity - it is a currency hedge, a strategic metal and an early signal of systemic fragility.

Kedia took the audience through the reasons for silver's surge which include industrial demand including clean energy, jewellery consumers moving to silver. And, the buzz that Russian central bank considering silver as a reserve. He was bullish on silver, predicting that silver could touch USD 70 in the short term

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