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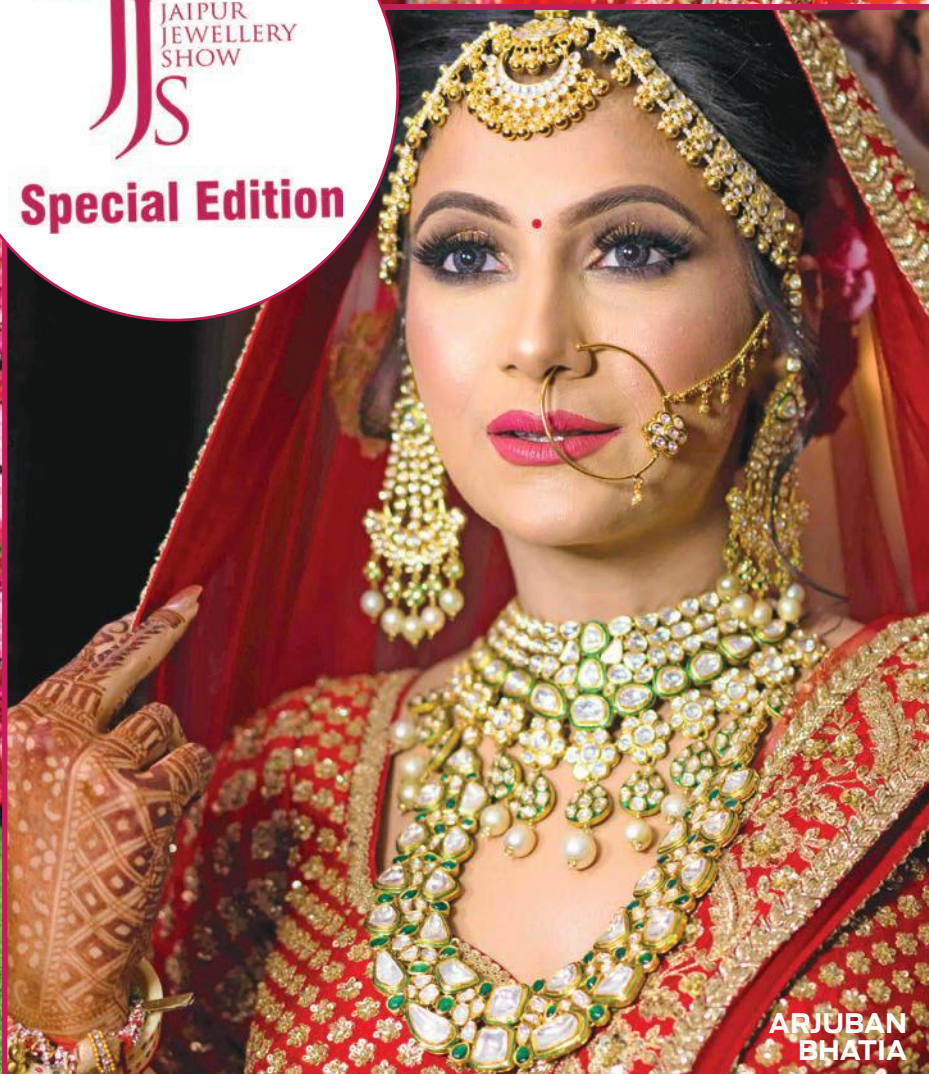
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Speaker Announcement

Building a design-led strategy:

Creating a new eco- system of product design and innovation to increase profitability.



Revathi Kant
Chief Design Officer
Titan Company Limited

Learnings from creating ultra luxury and affordable luxury brands in Jewellery.



AMIT Dhamani
CEO & Managing Director
Dhamani Jewels, UAE

Winning consumers in mobile-first age



Sandeep Ranade
Executive Director, Co-Lead West
(Quantitative) & Key Account Director
Kantar

Importance of combining the journey of clicks and bricks in future



Rupesh Jain
Founder & CEO
Candere

WHAT ARE WE DISCUSSING?

- Building a design-led strategy:**
Creating a new eco system of product design and innovation to increase profitability
- Innovating customer experience:**
a: Role of Data and analytics
b: Winning consumers in the Mobile first age
- Opportunities beyond the shores:** How to become a Retailer Exporter to the Large Indian Diaspora living abroad.
- Game changing HR best practises for scaling business performance and growth**
- Powering organized growth and transformation:**
a: How retailers are changing for their customers
b: Game Changing Strategies and Campaigns driving business
- Leverage the power of your legacy brand:**
a: Create new markets by way of sub brands
b. Tracing the Journey of a legacy brand
- Estimating the size and growth of unrecorded sales of lab grown diamonds and impact on future business in India**
- Importance of combining the journey of bricks with clicks in future**

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For your business

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to **Maximize Future**
Opportunities

4
MEET EXPERTS
AND INFLUENCERS
FACE TO FACE



5
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Varied Topics
of Relevance:
New Order in Modern Retail,
Challenges & Opportunities.

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7. **Locate New Innovative**
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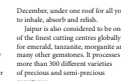
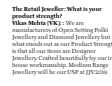
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Incredible **JAIPUR 2019** | COVER STORY

Japur the state capital city of Rajasthan which is famous for its heritage, culture, historical monuments and jewellery is considered to be the largest gem and jewellery market in Asia. Although the gemstones are not really,apur gemstones centre town or semi-urban centres. The city is famous for the pick city are the masters in the carving of rough gemstones which they have acquired from their forefathers. The top-notch quality and expertise of artists have taken the city to the top of the gem and stone markets. Many international gems and jewellery fairs have witnessed the unbeatable beauty and quality of gems & jewellery from Japur. The city is a hub of Japur's industry stretches back to the reign of Maharaja Sawai Jai Singh the first half of the 18th century. He is responsible for much of the physical and economic growth. He invited jewellers from all over the world to the city. The city has sustained jewelry and fashion gems and jewelry trade. It attracts a large number of buyers from all over the world to the city. Some of the finest world-class jewellers and jewellers. Presently, the

Incredible **JAIPUR 2019** | INTERVIEW

Achal Jewels is a well-known polki and diamond jewellery manufacturing unit, specializing in creating products for the new-age customer. In a conversation with *The Retail Jeweller*, **Vikas Mehta**, Director & CEO, Achal Jewels, talks about the need to educate the customers regarding the importance of buying quality jewellery.

“There is a need to build relationships with the consumers which will help the retailers to understand the consumer needs and easily connect with them.”

consumers who cannot help them to **PRODUCTS AND USE IT FOR A LONG TIME.**




14

to offer magnificence of G&J industry and
expand its horizons

16

Meenakari Jewellery Jaipur jewellery is renowned for its centuries-old traditions and techniques, mesmerizing designs, and competent craftsmen, combined with modern-day innovations.

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Vikas Mehta

Director & CEO, Achal Jewels

Partner, Geeta Shyam Jewellers

Directors of Rambhajo

Directors, Raniwala Jewellers

Owner: Tatiwala Gehna

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Achal Jewels
Geeta SHYAM Jewellers
Agarwal & company
Parina International
Radhika Jewelscraft Pvt. Ltd.
Raniwala Jewellers
Rambhajo's
Tatiwala Gehna

Incredible **JAIPUR 2019** | SHOW REVIEW - JJS

With around 30,000 online registrations, the 2019 edition had a waiting list for jewellers' participation.

With around 30,000 online registrations, the 2019 edition had a waiting list for jewellers' participation.

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Incredible JAIPUR 2019 | BUYING LIST

ACHAL JEWELS

**AGARWAL & COMPANY**

GEETA SHYAM JEWELLERS



PARINA INTERNATIONAL





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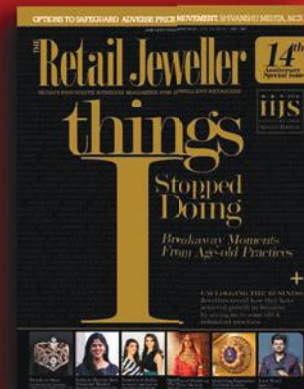
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16th Jaipur Jewellery Show to offer magnificence of G&J industry and expand its horizons

With around 30,000 online registrations, the 2019 edition had a waiting list for jewellers' participation.



Stepping in its 16th edition, the Jaipur Jewellery Show (JJS) is scheduled from 20 December to 23 December at Jaipur Exhibition and Convention Centre (JECC) in Sitapura. This year the show is themed 'Inspire to create a fashion statement' and aims to showcase individual sense of style and beliefs through a striking collection of dazzling gems and jewellery.

The exhibitor's meet of Jaipur Jewellery Show, popularly known as the December Show, was successfully held at Jaipur Marriott in Jaipur on November 8, 2019 in the august presence of Vimal C Surana, Chairman, JJS; Dinesh Khatoria, Vice

Chairman, JJS; Rajiv Jain, Secretary, JJS; Kamal Kothari, Treasurer, JJS; Ashok Singhi, Jt. Secretary, JJS and Ajay Kala, Jt. Secretary, JJS. Nirmal Kumar Bardiya, Regional Chairman, GJEPC along-with the Directors of the JJS Organising Committee also attended the event.

The latest edition of JJS which will be held from 20th to 23rd December will host over 500+ exhibitors housed in 850 booths from different parts of the country. Spread over 2 lakhs square feet area, the show would comprise of 250 booths of gemstone, around 450 booths of jewellery and remaining booths are for allied machinery and publications. The exhibitors at the show

will be able to avail better flooring, lighting, carpets, lounge as well as parking, high-end security and much more. With around 30,000 online registrations, the 2019 edition had a waiting list for jewellers' participation. Other than this, around 500 top retailers of the country visited the show last year and picked up their collection of jewellery and gemstones. With 'Reflection of Royalty and Creativity' being the theme of JJS 2018, jewellers also developed new designs for Kundan Meena Jadau, Polki, silver jewellery lightweight and functional jewellery, statement pieces and much more.

In the past, JJS has attracted a large number of visitors and the numbers



continue to grow each year. JJS 2018 recorded the highest ever footfalls touching a whopping around 40,000 visitors over the course of the 4-day festival. What is even more gratifying is that there were around 70% designer booths with varying and unique themes like – Egyptian, luxury, contemporary, marble, floral, among others. The 'December Show' also witnessed a large number of repeat exhibitors which is a symbol of the continual success of the event. With around 30,000 online registrations, the 2019 edition had a waiting list for jewellers' participation. Other than this, around 500 top retailers of the country visited the show last year and picked up their collection of jewellery and gemstones. With 'Reflection of Royalty and Creativity' being the theme of JJS 2018, jewellers also developed new designs for Kundan Meena Jadai, Polki, silver jewellery lightweight and functional jewellery, statement pieces and much more.

The humble beginning in 2003 with 67

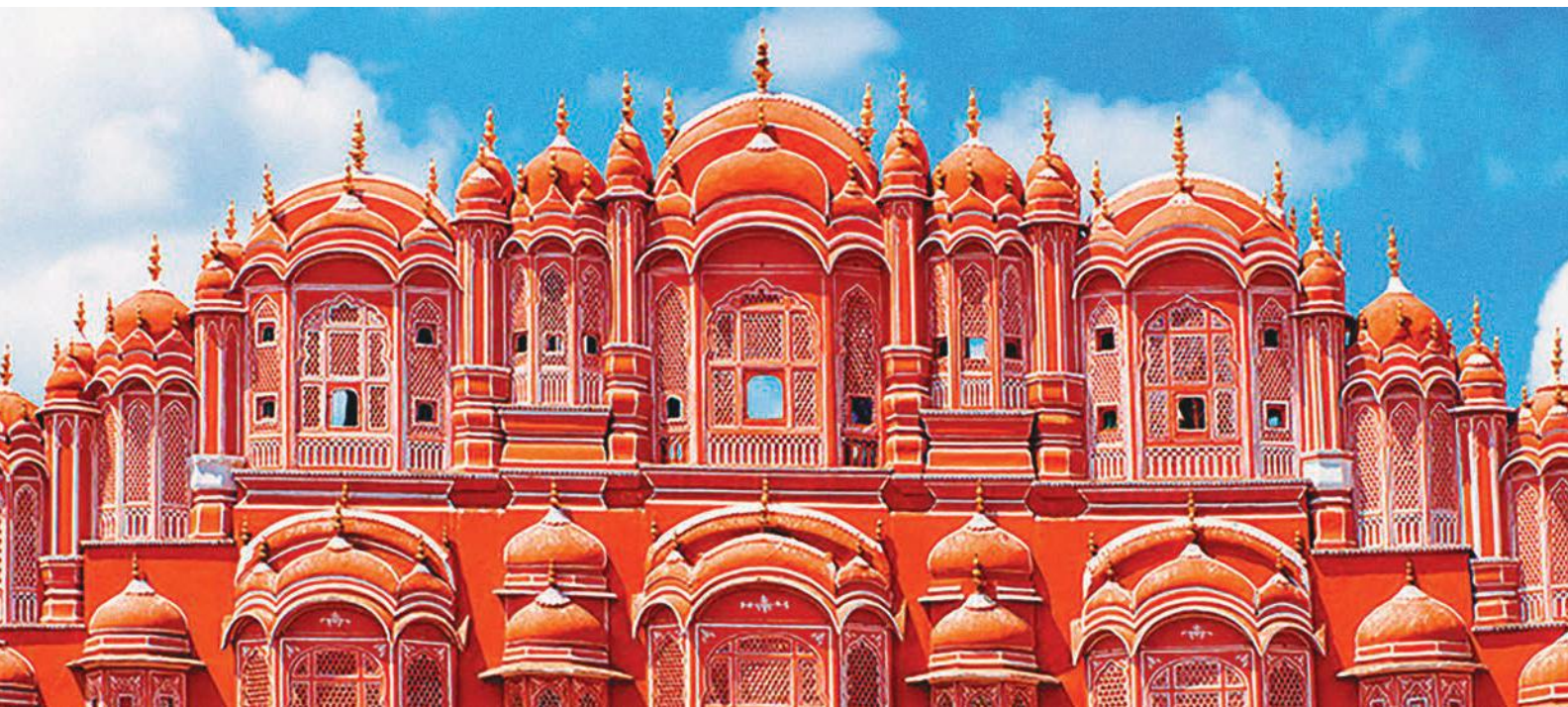
stalls at Entertainment Paradise (EP) saw an encouraging response, interaction and zeal. Small wonder then that the 2004 JJS witnessed a quantum leap to 189 booths. There has been no looking back since then. In 2005, the venue was shifted to the Rajmahal Palace, with as many as 276 stalls. This venue provided greater space and facilities to the exhibitors, other participants and visitors. In 2006, the number of booths saw an impressive increase to 308; 354 in 2007; 357 in 2008, 372 booths in 2009; 413 booths in 2010; 451 in 2011; 464 in 2012; 456 in 2013; 552 booths in 2014; 730 booths in 2015; 800 plus booths in 2017 and 2018.

JJS has always been a trendsetter for the gems & jewellery sector. People get the exclusive opportunity to see the latest in fashion from traditional heavy gold ornaments to lightweight jewellery. New and past trends will be highlighted with unique designed yellow and white gold ornaments as well as traditional and oriental styles. Shoppers will also be delighted with

affordable items of lightweight jewellery and innovative use of colour gemstones.

A special feature of the Jaipur Jewellery Show (JJS) has always been the fact that different stones and jewellery items have been proactively promoted as a theme. In 2003 and 2004, 'The December Show – JJS' sported the theme 'Redefining Colours' and 'Defining Colours, Defining Value'. The following year in 2005, the theme of JJS was 'Mystique of Gems'. In 2006, JJS initiated a new tradition selecting a stone for the first time as a theme. The unanimous decision was 'Emerald'. In 2008 and 2009, 'Tanzanite – Rarer than the Rarest' was the theme of the show. A standard of ethereal elegance and master craftsmanship, 'Kundan Meena' was the theme for 2010 and 2011. In 2012 and 2013 diamond as a gemstone for the finest was selected. In the following years, gemstone Ruby was chosen because Jaipur is the largest manufacturer of the stone, whereas in 2018, the theme of JJS was 'Reflection of Royalty and Creativity'.





Jaipur, the land of Polki and Meenakari jewellery

Jaipur jewellery is renowned for its centuries-old traditions and techniques, mesmeric designs, and competent craftsmen, combined with modern-day innovations.

Jaipur the state capital city of Rajasthan which is famous for its heritage, culture, historical monuments and jewellery is considered as one of the largest gems and jewellery market in Asia. Although the gemstones are not found in Jaipur naturally, Jaipur has become a key business centre for almost every precious or semi-precious stones. The jewellery artists

from the pink city are the masters in the carving of rough gemstones which they have acquired from their forefathers. The top-notch quality and expertise of artists have taken the world of gems and jewellery on the storm. Many international gems and jewellery fairs have witnessed the unbeatable beauty and quality of gems & jewellery from Jaipur.

The history of Jaipur's gem industry stretches back to the reign

of Maharaja Sawai Jai Singh in the first half of the 18th century. He was responsible for much of the city's physical and economic growth and he invited jewellers from across India to come to the city as a way of sustaining Jaipur and flourishing gems and jewellery trade. It often attracts a large number of visitors from all over the world to explore some of the finest works in gems and jewellery. Presently, the city is

recognized worldwide as a jewellery hub and arts like theva, kundan-meena & polki are taking world jewellery fashion on the storm. There is a market in Jaipur called Johari Bazar which means market of jewellers. The Johari Bazar is so old that the jewellery shops originally settled by King of Jaipur still exist in this market.

The old city built around various bazaars and chowks with special places given to various artists, artisans and craftsmen. The city built on such curated art and culture has not only kept its old art, craft and charm alive but has also evolved from traditional to modern and contemporary art forms. All its



products, especially the coloured gemstones, gold or silver Jewellery, kundan-meena and many other products continue to place the city on the world map of the jewellery industry. The Jaipur Jewellery Show (JJS) or more popularly known as the December show, brings together all these art forms every year, in

December, under one roof for all you to inhale, absorb and relish.

Jaipur is also considered to be one of the finest cutting centres globally for emerald, tanzanite, morganite and many other gemstones. It processes more than 300 different varieties of precious and semi-precious gemstones.



“Our long-standing vision is to provide quality kundan, meena, jadau and polki jewellery to our clients. Our designs symbolise affection, respect, appreciation, love — all the wholehearted, positive feelings that individuals have for each other.”

Rambhajo Jewellers
Director,
Rambhajo Jewellers

Rambhajo Jewellers

1. Year of Establishment: 1921
2. Product Speciality: Jadau Jewellery
3. CSR Initiatives: NA
4. New innovations for Jaipur jewellery show: NA

The gems and jewellery industry is finalising plans to set up a full-fledged Gem Bourse in Jaipur which will provide improved infrastructure and work environment and also help the industry better serve the ever-increasing demand of the global market. The bourse is expected to house more than 2000 offices of coloured gemstones manufacturers and traders along with the offices of customs, customs bonded area, banks, and other service providers.

Growing popularity of Jaipur jewellery

The appeal of Jaipur jewellery seems to be evergreen. Abhishek Gilara, Director, Rambhajo Jewellers share, “The gems and jewellery market in Jaipur is one of the largest in the country. There are more than 400 jewellers spread all over in Jaipur, but only a handful of them deal in luxury jewellery. The definition of what classifies as luxury jewellery varies from one jeweller to another but most agree that any piece of jewellery above Rs. 15 lakh could be called luxe. Until a decade and a half ago, ethnic luxury jewellery from Jaipur had only a few takers such as rich individuals and royalty. But the scene has changed since the turn of the century. The booming rich class and the rising popularity of traditional Indian products around the world has increased demand for the luxury segment in Jaipur. Even Hollywood stars now wear Jaipur-made jewellery for their international events while Indian celebrities and affluent individuals adorn Jaipur jewellery the world over frequently too.”

Abhishek adds, “There are new emerging-market consumers, for whom established brands inspire trust and the sense of an upgraded lifestyle — a purchasing factor quoted



“Raniwala 1881: As a purveyor art of handcrafted heritage jadau jewellery, we vision to take this art to the household of India.”

Abhishek & Abhiyant Raniwala
Directors,
Raniwala Jewellers

Raniwala Jewellers

1. Year of Establishment: 2007
2. Product Speciality: Handcrafted in 18kt gold, Princess collection set in intricate jadau and open setting technique, exudes contemporary luxury with the centuries-old grandeur of Indian tradition.
3. CSR Initiatives: BRDM for deaf and dumb
4. New innovations for Jaipur jewellery show: The “Ready-To-Wear” Line by Raniwala 1881



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TIMING: 10:00 AM TO 7:00 PM

JECC ,SITAPURA ,JAIPUR



“Stand up to the two pillars of India’s gem and jewellery Industry - service and reliability.”

Vikas Mehta
Director & CEO,
Achal Jewels

Achal Jewels

1. Year of Establishment: 1985
2. Product Speciality: Open-setting Polki jewellery and diamond jewellery.
3. CSR Initiatives: We are coming up with a video which will educate the end consumers about jewellery so that they can rely upon one brand for a longer duration.
4. New innovations for Jaipur Jewellery Show (JJS): We are focusing on Medium Range Jewellery varying from 2lac to 7lac with a variety of colourstones amalgamated with Polki, Diamond and Talaf. The combination of colourstones used will be unique and each item will stand out with others.



by 80 per cent of our interviewees. The young consumers turn to brands as a means of self-expression and self-realization.”

Commenting on the current marketing trends, Vikas Mehta, Founder, Achal Jewels said, “The Jaipur Jewellery has become quite popular and has become the first choice for destination weddings.”

Vipul Agarwal, Business Development Head, Agarwal & Co said, “Jadau jewellery is famous in Jaipur. The Kundan-Meena work and the availability of colour stones are not found anywhere else in the world. The market has evolved in the last few years and technology has played a major role in it. There is an extensive use of CAD (Computer-Aided Design) and CAM (Computer Aided Manufacture) technology due to which more lightweight jewellery is being made. Under the flagship program of the government called Skill India, the local artisans are learning new techniques and new ways in jewellery making. Most of the artisans and workforce belongs from Rajasthan because it is local art and most of the karigars making Kundan-Meena jewellery are locals.”

According to Sanchit Tatiwala, Partner, Tatiwala Gehna, there is no competition for Jaipur when it comes to Polki because of the quality of Polkis available in this part of the country and the types of work done on it.

“Jaipur is famous for all kinds of Polki jewellery but in that Polki with colour stone and enamelling. We are using a different colour of stones and not just rubies and emeralds to give it a pastel look. From the last 4-5 years, the diamond market has become less aggressive which has led to growth in the demand of Polki jewellery because of the preference of the customers changed to Polki. Initially,



“We aim at focussing on working in a more organised way so that we can continue to provide our clients with products of the best quality.”

Praveen Agarwal
Partner, Geeta Shyam
Jewellers

Geeta Shyam Jewellers

1. Year of Establishment: 3 generations
2. Product Speciality: Antique, Billor, Diamond, Kundan Meena Polki Jewellery Collection
3. CSR Initiatives: We donate to old age homes
4. New Innovation for jaipur jewellery shows: Jadau with stone carving work



“Since the founding of the company, our mission has been constant; to provide quality products and service to the clients. Our innovativeness in products and a wealth of experience in this complex market, enable us to deliver fast-changing requirements to our clients.”

Sanchit Tatiwala
Owner,
Tatiwala Gehna

Tatiwala Gehna

1. Year of Establishment: 150 Years
2. Product Speciality: Kundan Meena Polki with colour stones
3. CSR Initiatives: NA
4. New innovation for Jaipur Jewellery Show: Enamel work with colour stone combinations



there was no standard size for Polki but now most of the Polki jewellery is being made in 18 carat. IGI & SGL has recently started with Polki certifications which gave a further boost to this category,” Sanchit added.

The global demand for Jaipur Jewellery has been on a rise. A lot of credit for this goes to organizations like GJC & GJEPC that have been putting tremendous effort to place Jaipur Jewellery on the world map by orchestrating numerous international events. Within the next 5 years, we definitely see Jaipur Jewellery with widespread global demand and overall substantial growth, Rahul Jain, Director, Radhika Jewelscraft said.

Praising Jaipur Jewellery Show (JJS), Parina Jain, Owner, Parina International said that the local manufacturers can't go everywhere and display their product. So, JJS serves a platform where all the manufacturers can come under one roof and show their jewellery to the visitors. The show is growing leaps and bounds with time as it is getting more and more visitors with the passing of each year. If we compare the footfalls with other trade shows happening in the country then it will be in the second position after IIJS.

The kind of karigari in Jaipur for Kundan-Meena and Polki is special and you cannot find it anywhere else. Jaipur is the only place which has a specialised workforce for Kundan-Meena and Polki jewellery. The designing is done in such a way that it gives a royal look to the pieces. The demand for Polki and Kundan-Meena is growing around the world as foreigners want to wear with their western outfits. We get visitors from America, Europe as well as Gulf countries who come to Jaipur to buy Polki and Kundan-Meena jewellery, Parina said.



“An absolutely timeless and classic creator of handcrafted fine jewellery and precious gemstones, Parina Jewels is the epitome of sheer royalty and elegance. Our vision is to expand the business internationally and spread the word about the pristine collection.”

Parina Jain
Owner,
Parina International

Parina International

1. Year of establishment: 2009
2. Product speciality: Fine Jadau colour stone jewellery
3. CSR Initiatives: We donate to NGO Akshat Patra. We also donate to cow shelters or goshalas, education of poor children especially girls and in hospitals.
4. New Innovation for Jaipur Jewellery Show: We are coming up with lots of new designs with unique and antique concepts. For example, one set which is wearable from both side. Unusual shape of precious stone jewellery.



“Our motto is to not only deliver a jewellery piece that sparkles but also create a statement waiting to be made. We aim to create a design sensibility within a wholesale set up which makes the jewellery buying experience very personal.”

Vipul Agarwal
Business Development
Head, Agarwal

Agarwal & Company

1. Year of Establishment: 1964
2. Product Speciality: Kundan Meena, Polki, Open Polki, Diamond and Antique Gold Jewellery
3. CSR Initiatives: Life time member at Akshay Patra Temple for their mid-day meal program. Regular donations at Hingoniya Goshala. Active member at YUVA NGO.
4. New Innovation for Jaipur jewellery shows: NA



Need to update infrastructure

Vikas stressed that the city doesn't have the required infrastructures to deal with the growing jewellery demand. It is important for people to understand that with globalization, we need to learn and to adapt to the corporate style of working and move ahead with time, he said.

Jaipur needs at least one jewellery park, feels Vipul. Most of the work related to colour stones such as cutting, grading and designing happens from Jaipur and a jewellery park will be a huge step in improving the existing infrastructure of the city. It will also serve as one platform for buyers from other states as well as foreign countries that don't have to visit different locations to buy jewellery.

However, Rahul Jain is of the opinion that Jaipur is more than ready to accommodate and even propagate the growing jewellery demand. Sitapura Industrial Area has been the highlight of the town as this consistently developing zone of Jaipur offers an excellent environment for Jewellery manufacturing in terms of infrastructure as well as accessibility.

Jaipur Jewellery Show (JJS) has become a big brand after Mumbai's India International Jewellery Show (IIJS). The show attracts buyers from different parts of the country as well as foreign lands. We are hoping for a successful JJS this time, Vipul added.

So here's hoping that JJS 2020 is also a huge success with its patrons and that the tale of the triumph of Jaipur's flourishing jewellery industry continues forever. With Jaipur being the undisputed hub for all things heritage, handcrafted and traditional, we hope that Jaipur jewellery never ceases to be irresistible for not only domestic but also international markets in the years to come.



“The global demand for Jaipur Jewellery has been on a rise. A lot of credit for this goes to organizations like GJC. Within the next 5 years, we definitely see Jaipur Jewellery with widespread global demand and an overall substantial growth.”

Rahul Jain
Director,
Radhika Jewelscraft

Radhika Jewelscraft

1. Year of establishment: 1986
2. Product speciality: Manufacturer of gold, kundan and diamond jewellery
3. CSR Initiatives: NA
4. New Innovation for Jaipur Jewellery Show: NA



Agarwal & co
Narain Agarwal



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Vikas Mehta
Director & CEO, Achal
Jewels

Achal Jewels

Achal Jewels is a well-known polki and diamond jewellery manufacturing unit, specializing in creating products for the new-age customer. In a conversation with **The Retail Jeweller**, **Vikas Mehta**, Director & CEO, Achal Jewels, talks about the need to educate the customers regarding the importance of buying quality jewellery.

The Retail Jeweller: What is your product strength?

Vikas Mehta (VK): We are manufacturers of Open Setting Polki Jewellery and Diamond Jewellery but what stands out as our Product Strength is that all our items are Designer Jewellery. Crafted beautifully by our in-house workmanship. Medium Range Jewellery will be our USP at JJS'2019.

“ There is a need to build relationships with the consumers which will help the retailers to understand the consumer needs and easily connect with them. ”

TRJ: What sets you apart from your competitors?

VK: We are a customer-centric company. We try to cater to all the requirements of the customers. We make sure that our focus remains on what the customers want and what will benefit them. We value our customers and are ready to go the extra mile in order to make them happy. We believe that for the success of any company, we must have a healthy relationship with our customers.

TRJ: What is your message to the retailers?

VK: My message to the retailers is they should give complete knowledge of the product to the customers. They need to educate the customers regarding the importance of buying quality jewellery. I feel the retailers should promote jewellery during the current season time. There is a need to build relationships with the consumers which will help them to

understand the consumer needs and easily connect with them.

TRJ: What are your future plans?

VK: We are planning to digitally promote jewellery and spread awareness regarding the product amongst the people and the society. We are working on fresh ideas and techniques which will make our products saleable and fulfil the needs of the consumers so that they can rely on our products and use them for a long time.





Praveen Agarwal
Partner, Geeta Shyam
Jewellers

Geeta Shyam Jewellers

Geeta Shyam Jewellers is well known traditional jewellery manufacturers from Jaipur. The company is using modern technique designs for making hallmarked jewellery products. **Praveen Agarwal**, Partner, Geeta Shyam Jewellers, in a conversation with **The Retail Jeweller**, talks about the use of Artificial Intelligence to automatize his

The Retail Jeweller (TRJ): What is your product strength?

Praveen Agarwal (PA): Every piece we create is a masterpiece in workmanship. The quality and customer satisfaction we offer is unmatched. Our team of designers and craftsmen are always on move to create best jewellery for our clientele.

TRJ: What sets you apart from your

“ The retailers should continue strive to be innovative in whatever they do, be it marketing, merchandising or social media presence. ”

competitors?

PA: Each of our products is a unique offering that sets us apart from our competitors. Our organisation believes that everybody has their own space in the industry. From designing the product to after sales service and everything else that takes place at our end. We are in business since three generations and follow our old family traditions and an ethical value in business. Purity and surety is our motto.

TRJ: What is your message to the retailers?

PA: Our message to the retailers is to continue strive to be innovative in whatever they do, be it marketing, merchandising or social media presence. We also firmly believe that inventory management is the key to the success of a retailer.

TRJ: What are your future plans?

PA: My future plans are to create some cost effective master pieces of jewellery which can charm hi-tech young generation. I want to apply AI (Artificial Intelligence) to automatize my jewellery business which is still lacking in jewellery industry.





Rambhajo

In a field dotted with many players, it helps to create your own distinct identity according to Rambhajo Jewellers. In conversation with *The Retail Jeweller*, they talk about their brand and much more.

The Retail Jeweller (TRJ): What is the strength of your product?

Rambhajo Jewellers (RJ): We know that the future of a product depends on its metiers. Our unique designs and manufacturing methods are our biggest strengths. Add to that our flexibility. We are happy to customize our pieces so that they complement the wearer. Our comprehensive distribution network adds to our USP.

“ We plan to invest in more advanced technology to enhance our production process. ”

TRJ: What sets you apart from your competitors?

RJ: We have a distinct identity created by our very own in-house design team. Our designers are artisans who have been working with us for generations. We do not outsource the key areas. Everything is done internally from design, to marketing and wholesale deals.

TRJ: What is your message to retailers?

RJ: Every jewellery company should seek to strengthen its brand through unique, distinctive designs. That is what

will set it apart from the rest of the field. Jewellery players can consider focusing on mono-brand retail, which would give them more control over their brand. It will also result in closer contact with consumers and higher margin potential. Multi-brand boutique chains are another potentially promising channel. They provide a carefully curated assortment of brands and products as well as a unique shopping experience. However, to achieve sufficient margins, such concepts may need to be operated on a large scale.

TRJ: What is your vision for the future?

RJ: Our brand is about heritage and continuity. We intend to continue to build on that and maintain our long-standing relationship with our customers by providing more value-added services. These include technical support and responsive after-sales service. For instance, we plan to provide more comprehensive, in-coming certification testing for customers on their clean-room products. To enhance our customers' quality control procedures, we intend to make available our current electronic reports on the quality of our products to more customers. We also intend to extend the provision of our glove reconditioning services to a larger number of customers. Technology is the key to the future so we plan to invest in more advanced technology

to enhance our production process.

By upgrading our existing production, laboratory-testing and research and development facilities, we believe that we will be able to keep abreast of industry trends and meet evolving demands of our customers.

We plan to invest in information technology and management information systems so that we can manage the manufacturing processes better. This would also help us to improve procurement of raw materials and utilization of resources for our business.



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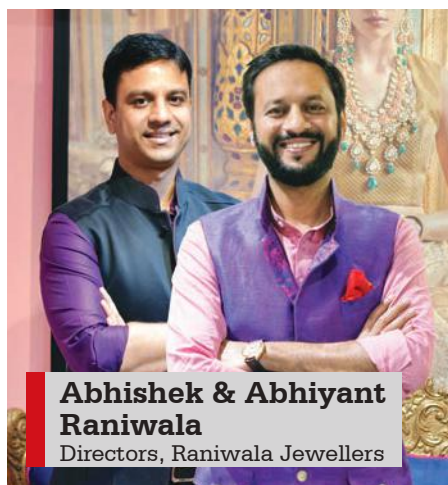
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Abhishek & Abhiyant Raniwala
Directors, Raniwala Jewellers

Raniwala Jewellers

Known for creating unique handcrafted heritage jadau jewellery, Raniwala Jewellers has built its reputation in jewellery manufacturing and retail. In a conversation with *The Retail Jeweller*, **Abhishek and Abhiyant Raniwala**, Directors, Raniwala Jewellers shares what is so distinct about the brand and its future plans.

The Retail Jeweller (TRJ): What is your product strength?

Abhishek & Abhiyant Raniwala (A&AR): The jewellery from the brand echoes the imperial history of not just Rajasthan but also the country in a very modern way by extracting the motifs and inspirations from our legacy. Although the concept is old but the techniques and settings used is contemporary. By keeping the latest trends in mind, we experiment with pastel colour palette, navratnas etc.

“ We are so passionate about jadau that we want to place this jewellery form as a piece of art that can be worn. We also want to develop our design sense and philosophy further, so that we can connect with the contemporary buyer. ”

TRJ: What sets you apart from your competitors?

A&AR: Craft and design philosophy are the two pillars that differentiate Raniwala1881 from others. We understand the various needs of bride across regional,

cultural barriers, which in turn inspire us to create bespoke collections catering to every community across India. We provide complete services to our customers that include unique design philosophy, a strong manufacturing infrastructure and presence in different B2B shows with on time delivery which ultimately gives us the winning edge. With time, we have created immense trust among our customers.

TRJ: What is your message to the retailers?

A&AR: As the digital media is evolving, there is transformation in design and Information technology also. We see that minimalistic millennial world is approaching so the taste and prefer-

ences will also be changing much faster and adaptation towards that front is what we would like to convey to our co players.

TRJ: What are your future plans?

A&AR: As a purveyor of handcrafted heritage jadau jewellery, our vision is to take this art form to every household of India. We are so passionate about jadau that we want to place this jewellery form as a piece of art that can be worn. We also want to develop our design sense and philosophy further, so that we can connect with the contemporary buyer. We have resolved to keep up with the constant evolution of the industry in every way so that we remain relevant for future generation.





Sanchit Tatiwala

Owner,
Tatiwala Gehna

Tatiwala Gehna

From creating customized jewellery to retail, Tatiwalas family is serving their clients beyond excellence from the past 250 years. In a conversation with *The Retail Jeweller*, **Sanchit Tatiwala** Owner, Tatiwala Gehna talks about the kinds of products they are manufacturing.

The Retail Jeweller (TRJ): What is your product strength?

Sanchit Tatiwala (ST): The strength of our product is Kundan Meena Polki jewellery with impeccable design combined with extremely intricate work, created with utmost precision.

“ We ask our retailers to sell only original Polki products to the customers. ”

TRJ: What sets you apart from your competitors?

ST: We have our in-house production where we manufacture all the jewellery products. We also give 100% guarantee of weight and carat of gold in our products.

TRJ: What is your message to the retailers?

ST: Our message to the retailers is simple. Try to focus on original Polki products and don't buy non-guarantee products from anyone.

TRJ: What are your future plans?

ST: We are planning to export Kundan Meena jewellery to the attractive foreign markets.



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ACHAL JEWELS



973A4554 - 18kt Polki Earring
crafted with polki surrounding
pear shaped pink tourmaline



973A4941 - 18kt Single line Polki
Necklace spotted with polki over
the pearls



973A4740 - Witnessing a
combination of different
colorstones studded in 18kt Rose
Gold Diamond Cocktail Ring



973A4719 - 18kt rose gold
diamond ring with fancy shaped
diamonds

Contact Details:

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Email: vikas@achaljewels.com/
office@achaljewels.com
Web: www.achaljewels.com

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GR. WT.: 224.75gms
GOLD FINE WT.: 98.53gms



GOLD FINE WT.: 36.943gms
DIAMOND WT.: 1.90cts
POLKI WT.: 5.35cts
STONE WT.: 60.00cts



GOLD FINE WT.: 156.63gms
POLKI WT.: 39.15cts
STONE WT.: 207.00cts



GOLD FINE WT.: 40.662gms
DIAMOND WT.: 2.49cts
POLKI WT.: 6.78cts
STONE WT.: 173.30cts

Contact Details:

Vipul Agarwal
Tel: 95875 55564
Email: agarwal724@gmail.com

GEETA SHYAM JEWELLERS



CHURI & KADA 22K
GROSS : 350gms
NET : 250gms



NECKLACE SET 18K
GROSS WT.: 247.350gms
NET: 149.230gms
POLKI: 28.65cts
PEARL: 99.20cts
BEADS: 118.30



PENDANT SET 18K
GROSS: 197.300gms
NET: 84.440gms
STONE: 180pcs
POLKI: 10.65cts
PEARL: 237.25cts
BEADS: 77.50cts

EARRING 18K
GROSS: 107.030gms
NET: 65.440gms
POLKI: 12.60cts
PEARL: 74.05
BEADS: 84.10cts



PENDANT SET 22 K
GROSS WT.: 365.570gms
NET 22 K: 130.050gms
24K: 7.720gms
PEARL: 267.20cts
GREEN: 158.00cts
BEADS: 535.50cts

Contact Details:

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RING IN 22K GOLD**



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Email: ankur@rataninternational.com |
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Jadau Earrings



Design ID : PGD-614



Design ID : ERG-1619



Design ID : NCK - 1061

Contact Details:

Rashu Jain

Mobile: +91 9829710018

Email: radhikajewels@yahoo.co.in

Web: www.radhikajewels.in

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PO Ct: 240.45 cts



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Gold Wt: 45.600 gms
PO Ct: 17.46 cts



KHB0080

Gold Wt: 190.500 gms
PO Ct: 36.40 cts



KKBN0123

Gold Wt: 104.500 gms
PO Ct: 39.10 cts



KKNR0249

Gold Wt: 246.180 gms
PO Ct: 52.32 cts

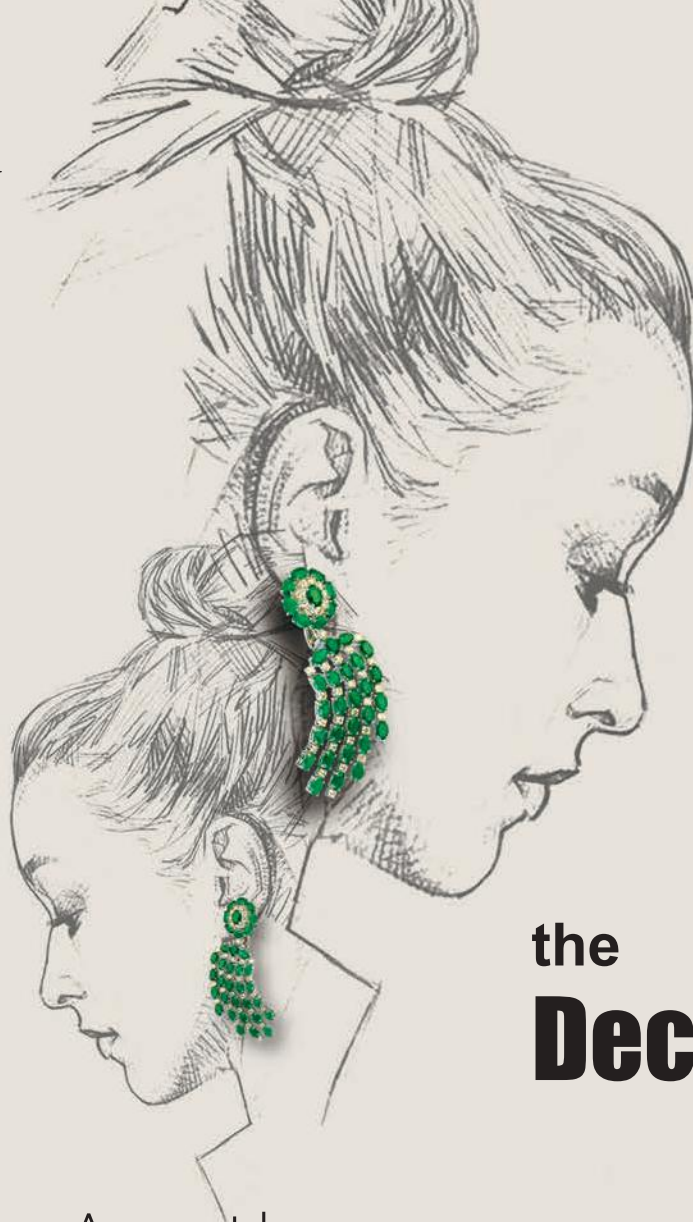
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K29405A
GWT: 254.360
NWT: 117.27
DIAMOND WT: 32.31cts



K25629A
G WT: 276.610
N WT: 129.300



K29410A
G WT: 268.610
N WT: 181.780
DIAMOND WT: 47.15cts



Contact Details:

Sanchit Tatiwala

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Email: tg@tatiwalasgehna.com



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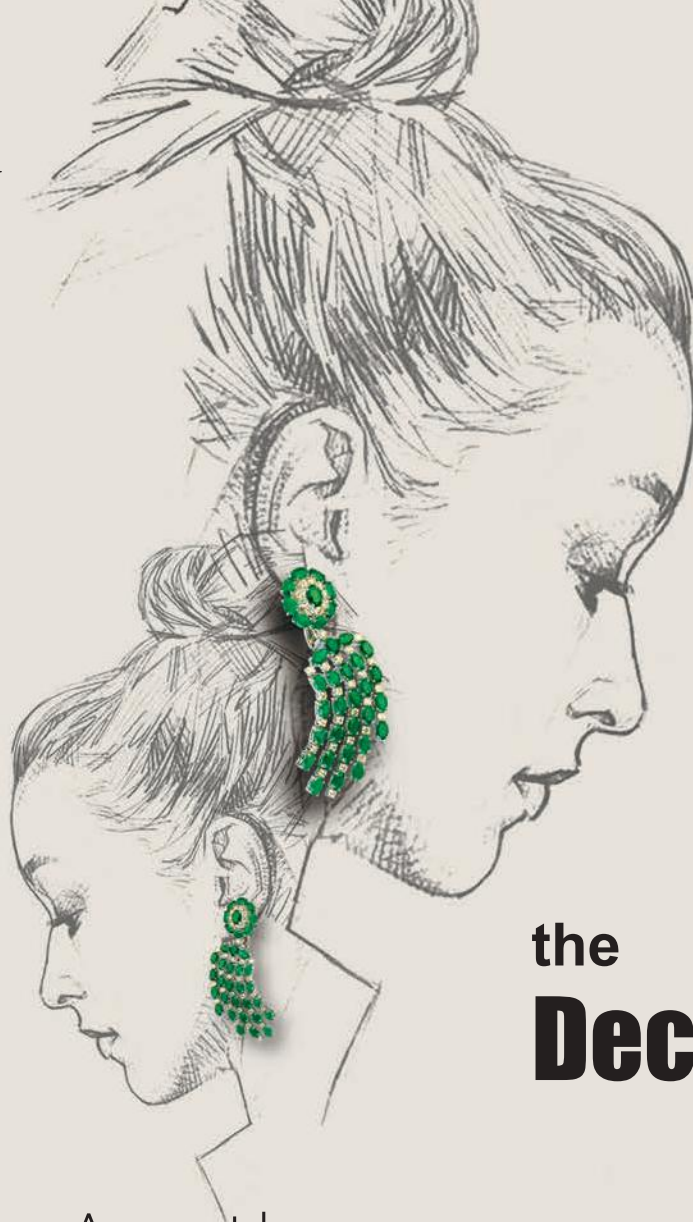
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