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Special Supplement along with July-August 2019 Edition

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**IJS  
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# Rajkot's **HIGH-TECH JEWELLERY** all set for **GLOBAL MARKET**

**T**he jewellery industry of Rajkot seems poised for a glittering future. The city is well known in the past five decades for engineering skills, and boasts of four Gujarat Industrial Development Corporation (GIDC) and over 5,000 small, medium and large-scale units. Rajkot almost enjoys monopoly, with a 60 per cent share in auto components manufacturing

using Computer Numeric Control (CNC) and Laser cutting technologies, apart from significant diesel pump production. The city has well adapted its manufacturing expertise and technological leadership into gold jewellery crafting, apart from silver and imitation jewellery manufacturing.

Rajkot's craftsmanship is famous for its lightweight, wired and delicate jewellery. There are around 1.5 lakhs artists who work

their day & night to fulfil the demands coming from all over India to provide the best polished result, along with that people from all over the world import these jewellery.

The goldsmiths here keep an eye on changing trends and customers' demands to ensure that this knowledge adds to their novelty in catering the finest and appealing designs. This defines the importance



*"We have many new brands and designs in our forthcoming goals. This IIJS, we are launching a new brand which will be a game changer for Rajkot gold jewellery and CNC products."*

**BHAVIK SHAH**  
Owner, RP Ornaments

#### RP Ornaments

1. Year of establishment: 1990
2. Product Specility: Pioneers in Rajkot Jewellery
3. New Innovation for IIJS: Launching new exciting collection

of Rajkot in Jewellery whether its Gold or Silver, it marks its significance & any showroom would be incomplete without its presence. The speciality of Rajkot is chains, bangles, bracelets, rings etc., using CNC technology. These are manufactured by setting dices of different sizes and shapes, and produces defect-free jewellery.

The advantage of using CNC and laser technology is the accuracy and precision, which are crucial if working

with expensive materials and gemstones. It also gives broader range of possibilities which empower design and creativity. Less human resources and faster production allows jewellers to invest their time into design rather than long and laborious tasks. Modern units have smart software, which would just 'eat' a CAD drawing and construct a program for the machine.

Last decade has seen many changes in the jewellery making industry. Manufacturers







***“Our future plans are to bring in innovative business models into this industry. We are adopting latest digital technologies to make the organisation future ready. We are also working on expanding our product line to gain bigger market share. We are also planning to manufacture Temple Jewellery with Laser and CNC technology.”***

**VINEET VASA**

Owner, Lotus Jewellery Creation

### Lotus Jewellery Creation

1. Year of establishment: 2014
2. Product Specility: Light weight indo-italian jewellery
3. New Innovation for IJJS: This year we are delighted to introduce our newest collection 'Auspia'. A versatile, reversible, colourful and sparkling – three in one collection of jewellery manufactured with two astonishing and rare combination of technology.

felt the need to increase production of premium quality jewellery and production has gone up by about 40% using CAD/CAM. The artisans also get lot more freedom in adding their touches to CAD designs and catering to world market has become easier, thanks to innovation and upgradation of technologies.

Interestingly with changing times, the great Indian middle class has come into its own too—and sent the Indian jewellery segment into a new trajectory altogether. The transition of preferences from mere weight to design, from gold to stone-studded, from traditional to fusion, has prompted jewellery manufacturers in Rajkot to get into an entirely new ethos.

Initially Rajkot was mostly into silver manufacturing, but slowly it is gaining popularity in gold jewellery manufacturing. The CNC and laser cutting technology which was earlier used in automobile



***“Our plan for 2019-20 is to grow our customer database and to give constant design innovation.”***

**CHETAN SATIKUNVAR**  
MD, RKS Gold

### JP Exports

1. Year of establishment: 2008
2. Product Specility: CNC jewellery
3. New Innovation for IJJS: India's largest CNC ring

industry are now being used in jewellery making and that is what sets Rajkot apart from others. The Retail Jeweller gets in touch with some of the manufacturers who have been a part of this evolution process.

“For many years, Rajkot was known for silver and imitation jewellery but now we're venturing into gold jewellery as well. With advancement in technology and living standards of Indians, the shift from silver to gold was obvious. Moreover, machine-





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made and lightweight jewellery are in trend these days, and with our experience in 3D printing, CNC and laser cutting technology our jewellery is making a mark in international markets too," says Vineet Vasa, owner of Lotus Jewellery Creation.

Reconfirming the same, Tejas Shah of RR Jewellers said that "We strongly believe in giving the best to our retailers. The yield of Rajkot's jewellery is such that without our inputs, stocks across India

will be incomplete. We have created that mark in the industry with our designs and perfection. Over a decade, Rajkot's jewellery industry is fast evolving from being an unorganized small sector to an organised format with help from German manufacturing companies."

Rajkot jewellery manufacturers also use casting technology and focuses on lightweight jewellery concept, keeping in mind the demands of millennials. "Rajkot



*"We want to strengthen our distribution network across India and in other countries. Plans are also in the pipeline to enter into retail business with Elanzaa, through company owned stores as well as franchise model."*

**VIJAY KOTAK**

Director, VK Jewels Pvt Ltd.

### VK Jewels

1. Year of establishment: 1993
2. Product Specility: Light weight casting jewellery
3. New Innovation for IIJS: This IIJS we are launching many new concepts in Elanzaa specially very lightweight to medium weight Jewellery with many fusion technology along with Casting. In many designs we have used fusion of yellow hold rose gold as well as green gold in beautiful combination.





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ZONE : 5B, SECTION - PLAIN - GOLD



***“We are coming up with three new collections for IIJS, namely – Meva, Sitara and Shree. We are focusing on trendy lightweight antique jewellery with new technology.”***

**JAYDEEP VADHER**  
Director, RKS Gold

### RKS Gold

1. Year of establishment: 1984
2. Product Specility: Fusion between Meenakari & Italian Designs
3. New Innovation for IIJS: Traditional jewellery with new technology



jewellery has a flavour of its own and provided finest finishing in a huge range of unique design concepts including cast plain jewellery, CZ studded jewellery and wire jewellery of Turkish/Italian styles. We have been in the business of manufacturing traditional jewellery for past two generations, but giving it a modern touch is our forte,” says Chetan Satikunvar, Managing Director, JP Exports.

Hiren Kotak, Director of VK Jewels said “Handmade jewellery consisted 100% of the produce back in ancient times. But over the years, immigration of skilled craftsmen from Kolkata, Jaipur etc improved labour quality in the state. Our speciality lies in lightweight, CZ studded jewellery and wire jewellery of Turkish styles. Due to our expertise in advanced production







technologies, we can deliver the designs of international standards. Rajkot Jewellers doesn't produce Jewellery, they create art."

"We are working hard to make customers flock to Rajkot instead of Ahmedabad or Mumbai for buying gold jewellery and are confident about our progress. We just hope to have better infrastructure for increasing our exports. Even though our jewellery is being exported across the world, we are

not being able to reap full benefits. We are expecting an international airport very soon, which will be a great boon to the industry," he further added.

"Rajkot has an essence of its own, which is well testified in each jewellery piece. We are an industrial city and have been into manufacturing for generations. The young generation is now actively taking part in improvisation, experimentation



*"We want to increase our availability index. We already have a strong hold in South India, our strategic plan for 2019-20 is to focus on North and East India. For IJS, we are coming up with lightweight version of our famous Urja collection."*

**JIGNESH RAMESHBHAI SHAH**  
Director, RR Jewellers

### RR Jewellers

1. Year of establishment: 2011
2. Product Specility: Trendy & innovative light weight gold jewellery
3. New Innovation for IJS: Introducing new light weight in U'rja L'or collection



*"It's a competitive market, and we aim to be the best in terms of quality and customer service. Our vision for the coming year is to become a brand entity and build a strong relationship with all our retailers."*

**LOVKESH SHAH, DHAVAL SONI**  
Partners, Swastik Jewels

### Swastik Jewels

1. Year of establishment: 2015
2. Product Specility: Gold copper bangles
3. New Innovation for IJJS: Fusion bangles collection



and bringing in new technologies to achieve newer heights. Everyone is equally passionate to give out the best and excel in whatever they do. We are the first one to invest in latest technology and are therefore ahead of others" maintained Bhavik Shah, owner of RP Ornaments.

"Last year, we had proposed for an international airport, as that would make it very accessible for retailers abroad and increase exports multi-folds. It will be beneficial for the growth of entire city," says Bhavik.

He believes that people have become more avant-garde with their jewellery and want to try new things at an affordable price. Another major boon for the industry is the fusion of tastes; the South Indians are opting for Kundan or polki and North Indians are going for Temple jewellery. This again makes Rajkot stands out from other cities manufacturing jewellery, as their technology allows them to produce jewellery of all kinds.

Giving full credit to the craftsmen, Jaydeep Vadher of RKS Gold says that, "The craftsmen of Rajkot have the zeal to come up with innovative designs and make full use of

technology to experiment and come up with new concepts and designs. We believe in Innovation and not Revolution, we re-create traditional designs using latest technology that are lightweight and more intricate."

"Indians are more experimental in their taste for jewellery and are opting for Italian and Turkish designs over traditional designs. We cater to all kinds of jewellery and with absolute perfection," says Lovekesh Soni, Partner at Swastik Jewels.

He even affirms that "Rajkot has long been into jewellery manufacturing but due to lack of proper infrastructure we are still lagging behind in exports. Suppliers from across the country make purchases from here and export it in the global market. With better infrastructure and platforms like IJJS, our exports have increased exponentially and we hope to better it in coming years."

The Rajkot jewellery manufacturing industry is all set for the upcoming IJJS with their high-tech gold jewellery designs. Keeping quality and perfection at the helm of their entire product range, the jewellers are positively looking forward to woo National and International buyers this year and mark up their position in the industry.



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**Jaydeep Vadher,**  
Director, RKS Gold

## RKS Gold

Regular feedback from consumers and updated jewellery manufacturing techniques keeps RKS Gold ahead of others.

**Jaydeep Vadher**, Director of RKS Gold in a conversation with *The Retail Jeweller*

**The Retail Jeweller (TRJ):** What sets you apart from your competitors?

**Jaydeep Vadher (JV):** Our Technology, finishing and details in design are our strengths and sets us apart from our competitors. Reordering and resizing of jewellery is also our differentiating ability.

**“ We have monthly meetings where we discuss ongoing and upcoming marketing trends. We also seek tips from our consumers, the retailers on the designs they want.**

**”**

**TRJ:** What is your product strength?

**JV:** 22 karat lightweight gold jewellery with Italian designs is our product strength. Usually, Italian jewellery is made on 14 and 18 karat gold but we are doing it in 22 karat. This year we are also introducing traditional antique jewellery in lightweight using latest technologies.

**TRJ:** Constant innovation and product development is vital. How do you work on that?

**JV:** We have monthly meetings where we discuss ongoing and upcoming marketing trends. We also seek tips from our consumers, the retailers on the designs they want. Attending international exhibitions also gives us a bird's eye view of future trends on which we work accordingly.

**TRJ:** How is the popularity of Rajkot jewellery growing?

**JV:** We believe in giving the best to our customers and always thrive to provide unique and latest designs. There is no impurity in Rajkot made jewellery and we cater to all categories of customers and fulfil the smallest of orders with same amount of earnestness.

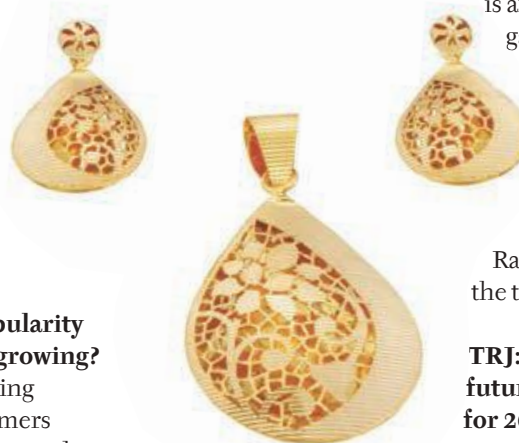
**TRJ:** How has been the consumer demand evolving?

**JV:** For our Italian jewellery, demand is high among women in the 18-28 years age group. They are lightweight and can even weigh down to 10 grams.

Online shopping is another major game-changer. Lightweight jewellery is catching up the market on online platforms and Rajkot is leading the trend.

**TRJ:** What are your future plan/ vision for 2019-20?

**JV:** We are coming up with three new collections for IIJS, namely – Meva, Sitara and Shree. We are focusing on trendy lightweight antique jewellery with new technology.







**Hiren Kotak,**  
Director, VK Jewels Pvt Ltd.

## VK Jewels Pvt Ltd.

**Hiren Kotak**, Director, VK Jewels Pvt Ltd., speaks to *The Retail Jeweller* about the next generation trends and collections in work wear jewellery with Elanzaa, premium lightweight jewellery crafted with Swarovski Zirconia.

**The Retail Jeweller (TRJ):** What sets you apart from your competitors?

**Hiren Kotak (HK):** The journey of VK Jewels started in 1993, when my father, Vijay Kotak, established Vijay Enterprises in Rajkot. Over the span of 25 years, we have expanded our business in terms of products, volume,

**“ We are known for making lightweight gold jewellery. In fact, our casting is so lightweight that people call it paper casting. ”**

technology, exports and manpower. Today, we are India's one of the leading manufacturers and exporters of gold casting jewellery. Our jewellery is loved and cherished across 4 continents.

**TRJ: What is your product strength? How is it different from last year?**

**HK:** We are known for making lightweight gold jewellery. In fact, our casting is so lightweight that people call it paper casting. At present, our jewellery collections include CZ studded casting jewellery, Elanzaa



(crafted with Swarovski Zirconia) and plain casting jewellery. Elanzaa is our premium range of lightweight jewellery. With Elanzaa we want to provide new generation casual and work wear jewellery that is trendy, fashionable and at the same time more comfortable to wear.

**TRJ: Constant innovation and product development is vital. How do you work on that?**

**HK:** We have an expert team of craftsmen at every stage of jewellery manufacturing, be it Elanzaa or

other collections. In addition, we are equipped with cutting-edge technology imported from Germany, Japan, Italy and the US to deliver superior precision. Before we start making any new design, we undertake in-depth research on market trends and consumer preferences. These insights combined with our passion drive us to deliver continuous innovation.

**TRJ: How has been the consumer demand evolving? Any distinct change that you witnessed?**

**HK:** The consumers of today are dynamic; they want to wear their jewellery and not keep them in lockers. We manufacture yellow and rose gold jewellery under the Elanzaa label. It is very lightweight, so you don't feel a thing even if you wear it for an entire day, during work or on an adventure trip. It comes with the legacy of trust established by VK Jewels. Cherry on the top is that customers get the

bifurcation of stone and jewellery weight; hence they don't have to pay gold price for the stone weight.

**TRJ: What is your vision going forward?**

**HK:** We want to strengthen our distribution network across India and in other countries. Plans are also in the pipeline to enter into retail business with Elanzaa, through company owned stores as well as franchise model.



**Vineet Vasa,**  
Owner, Lotus Jewellery  
Creation

**The Retail Jeweller (TRJ):** What sets you apart from your competitors?

**Vineet Vasa (VV):** We care for quality and work for vividness. With the use of high-tech machinery, our skilful

**“ We are regularly updating our knowledge of technological changes on International platform, market research on national level and to create new designs regularly we also focus on our valuable customer’s experience and feedback.”**

and experienced craftsmen prepare gorgeous jewellery. We have a trained research and development team which is always focused on developing timeless collections for the millennials.

**TRJ: What is your product strength? How is it different from last year?**

**VV:** This year we are delighted to

**Technological innovation and creativity is the way ahead to sustain in the highly competitive jewellery market.**

## Lotus Jewellery Creation

**Vineet Vasa**, owner of Lotus Jewellery Creation on how having a dedicated design team and latest technology helps in creating world-class jewellery



introduce our newest collection ‘Auspia’. A versatile, reversible, colourful and sparkling – three in one collection of jewellery manufactured with two astonishing and rare combination of technology. Through-cutting and filigree is comparatively easy in thin gold sheet but diamond cutting on the thin sheet may get damaged. On the other hand while beautifying jewellery with bikanari minakari, thin filigree lines may melt. We made it possible with the latest technology and brought a wide new range of lightweight and colourful jewellery. In this you will get an elegance of glittery filigree work and beauty of bikanari minakari.

**TRJ: Constant innovation and product development is vital. How do you work on that?**

**VV:** We are regularly updating our knowledge of technological changes on International platform, market research on national level and to create new designs regularly we also focus on our valuable customer’s experience

and feedback. These are three pillar of product development.

**TRJ: How has been the consumer demand evolving? Any distinct change that you witnessed?**

**VV:** Our marketing team is always trying to satisfied customer’s requirement with the help of highly experienced designers, trained Research & Development team.

**TRJ: What’s your message to the retailers?**

**VV:** Good things come to those who wait but best things come to those who try. Try Auspia - an auspicious jewellery collection to feel trust, culture and innovation.

**TRJ: What is your future plan/ vision for the year 2019-20?**

**VV:** Our future plans are to bring in innovative business models into this industry. We are adopting latest

digital technologies to make the organisation future ready. We are also working on expanding our product line to gain bigger market share. We are also planning to manufacture Temple Jewellery with Laser and CNC technology.







**Chetan Satikunvar,**  
MD, JP Exports

## JP Exports

Craftsmanship, innovative design and a prompt after-sales service are the advantages of JP Exports, which has achieved great applause from the retail industry. **Chetan Satikunvar**, Managing Director of JP Exports discusses his success mantra with *The Retail Jeweller*.

**The Retail Jeweller (TRJ):** What sets you apart from your competitors?

**Chetan Satikunvar (CS):** The quality of customer service and design innovation that we give to our customers is what sets us apart from other manufacturers.

**TRJ:** What is your Product Strength? How is it different from last year?

**CS:** Our Product strength is the mixing and matching of laser cutting and CNC Machine techniques. Our Antique jewellery and Swarovski stone collections are our strength.

**TRJ:** How is the popularity of Rajkot Jewellery growing?

**CS:** The popularity of Rajkot jewellery is growing constantly and we are able to say that with reference to our sales report. The machine made lightweight products is what makes us popular.

**TRJ:** Constant innovation and product development is vital. How do you work on that?

**CS:** To meet the constant demands of the customers we have a huge team of designers who constantly work towards delivering something unique and innovative.

**TRJ:** How has been the consumer demand evolving? Any distinct change that you witnessed?

**CS:** The consumer demand and

“ Our Product strength is the mixing and matching of laser cutting and CNC Machine techniques. Our Antique jewellery and Swarovski stone collections are our strength. ”



requirements has been evolving gradually and millennials are looking for wearable lightweight, trendy jewellery.

**TRJ:** Any new technology that you have introduced recently?

**CS:** We are always up to date with the new technologies

and constantly updating machines to keep up with the changing trends.

**TRJ:** What's your message to the retailers?

**CS:** Our Motto is to give the best customer service with at-most passion and sincerity.

**TRJ:** What is your future plan/ vision for the year 2019-20?

**CS:** Our plan for 2019-20 is to grow our customer database and to give constant design innovation.





**Bhavik Shah,**  
Owner, RP Ornaments

## RP Ornaments

**Bhavik Shah**, owner of RP Ornaments highlights the need for technological advancement and lightweight designs as the future of jewellery industry.

“ With changing times, the buying capacity of customers is changing and so is their intention. Women want jewellery that is wearable and hence the demand for lightweight jewellery has gone up. ”

**The Retail Jeweller (TRJ):** What sets you apart from your competitors?

**Bhavik Shah (BS):** Our dynamic design development and high quality standard using latest technology keeps us ahead of our competitors.

**TRJ: What is your product strength? How is it different from last year?**

**BS:** We have three existing product range with unique features in it, namely

- Rajkot Gold Jewellery: It consists of products like Bali, Earrings, Rings, Mala, Pendant sets and sets with various designs.

- Zonira: Unique designs crafted with help of Laser and CNC technologies

- Diva: Antique Jadau jewellery created with glory and contains no wax.

**TRJ: How is the popularity of Rajkot jewellery growing?**

**BS:** Demand for Rajkot jewellery is growing at a steady pace and Rajkot has emerged as a big Gold jewellery manufacturing hub. The flexibility and technological leadership of manufacturers to produce any kind of jewellery is another boon. We cater to the needs of every Indian cultured lady and will last for generations.

**TRJ: Constant innovation and product development is vital. How do you work on that?**

**BS:** Latest technology and constant innovation is making a lot of difference in the manufacturing period and final



finish of the product. Our team of skilled artisans and designers work tirelessly to develop new designs for our clients. To add to it, continuous support of our customers has helped us in maintaining pioneer position in market.

**TRJ: How has been the consumer demand evolving? Any distinct change that you witnessed?**

**BS:** With changing times, the buying capacity of customers is changing and so is their intention. Women want

jewellery that is wearable and hence the demand for lightweight jewellery has gone up. Technology plays an important role in producing lightweight jewellery, so we keep ourselves updated with trends and designs.

**TRJ: What's your message to the retailers?**

**BS:** We kindly invite the retailers to visit us at our stall in IIJS and we assure that we will be one-stop solution for all your

buying needs.

**TRJ: What is your future plan/ vision for the year 2019-20?**

**BS:** We have many new brands and designs in our forthcoming goals. This IIJS, we are launching a new brand which will be a game changer for Rajkot gold jewellery and CNC products.



## JP EXPORTS



**Product Details :**  
All products available in 22 carats

Contact Details: **Piyush Modasara**  
M. : +91 9909625677  
Email : jpexports99@gmail.com

## LOTUS JEWELLERY CREATION



Design No.: PS-1758 B  
Gross Wt: 16.000 gms  
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Design No.: VT-1707 E  
Gross Wt: 6.000 gms



Design No.: BR-1722 C  
Gross Wt: 26.000 gms  
Reversible



Design No.: ER-1703 RP  
Gross Wt: 13.000 gms  
Detachable



Design No.: PS-1719 A  
Gross Wt: 16.000 gms  
Reversible & Detachable



Contact: Vineet Vasa  
M.: 9824295859  
E-mail: info4lotusjewellery@gmail.com

## **RKS GOLD & SILVER**



Contact Details: **Yash Vadher**  
M.: +91 8511118613  
Email id: rksilverrajkot@gmail.com

**Product Details** : All products available  
in 18 and 22 carats

## **RP ORNAMENTS**



Design Code: Rajkot01



Design Code: Zonira01



Design Code: Zonira02



Design Code: Rajkot02



Design Code: Diva01



Design Code: Diva02

Contact Details: **Bhavik Shah**  
M. : +91 9879510062  
Email : rporajkot@gmail.com



## RR JEWELLERS



Design no : 1NS00055  
Gross Wt: 41.700 gms



Design no : 1ER07055  
Gross Wt : 17.000 gms



Design no : 9BA00024  
Gross Wt: 25.950 gms



Design No.: ANS00010  
Gross Wt: 29.400 gms



Design No.: LER07270B  
Gross Wt: 7.350 gms



Design no : 8ER05027B  
Gross Wt: 4.120 gms

Design no : 8PE05027B  
Gross Wt: 3.620 gms

Design No.: LNS00270B  
Gross Wt: 34.650 gms

Contact: **Tejas Shah**  
M.: 9374110062  
E-mail: rrjrajkot@gmail.com

## SWASTIK JEWELS



Design Code: Fusion



Design Code: Italian



Design Code: Fusion (2)



Design Code: Italian (2)

Contact Details: **Lovkesh Shah**  
M. : +91 9824431877  
Email : info@swastikjewels.in

## VK JEWELS



**Design Code:** ELCHS 71049  
**Gross Wt:** 10.850 gms  
**Less Stone Wt:** 0.814  
**Net Wt:** 10.036 gms



**Design Code:** ELLER 70015  
**Gross Wt:** 6.230 gms  
**Less Stone Wt:** 0.667  
**Net Wt:** 5.563 gms



**Design Code:** ELLER 70027  
**Gross Wt:** 5.495 gms  
**Less Stone Wt:** 0.481  
**Net Wt:** 5.014 gms

**Design Code:** ELLER 71009  
**Gross Wt:** 6.367 gms  
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