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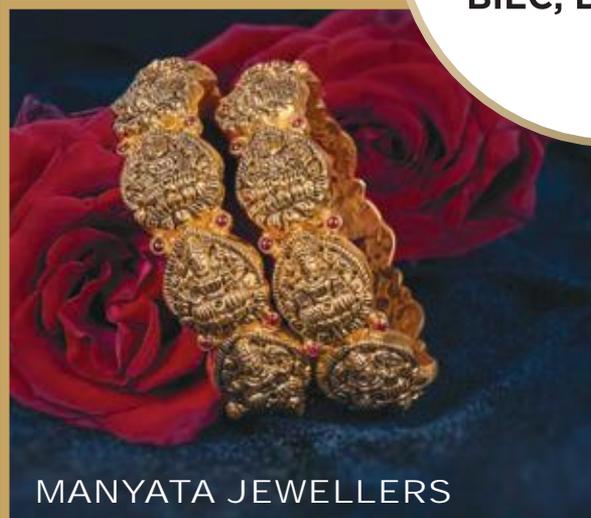
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INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2021

15th - 19th SEPTEMBER

BIEC, BENGALURU



MANYATA JEWELLERS



ANMOL SWARN

IIJS

INDIA
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PREMIERE **2021**



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Inauguration By:

K SRINIVASAN CMD

Emerald Jewel Industry India Limited,
Coimbatore

Date: 15th September, Time: 10.30AM

Venue: Bengaluru International Exhibition Centre
Hall No : 3A | Stall No: 3NO20 & 3NO22

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Venue : Bengaluru International Exhibition Centre.

Hall No : 3A

**Stall No : 3Q021 I, 3Q021 II, 3P021, 3N022,
3Q019 I, 3Q019 II, 3PQ19, 3N020.**

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BENGALURU, the land of temple jewellery, enforces design excellence

From incredible nakaashi work to flamboyant haarams, buyers with a strong clientele on temple and antique jewellery will definitely be in for a surprise with the inventory from Bengaluru



Bengaluru is currently trending as the most popular city in Indian jewellery circles. This is because IIJS, the indisputably biggest domestic B2B event, is going to happen at the Bengaluru International Exhibition Center (BIEC). This is the greatest thing to have happened to South Indian jewellery industry as many first-timers irrespective of scale or experience in precious jewellery industry will set their feet at IIJS as visitors and exhibitors.

Bengaluru is the land of the jhumkas and the legendary temple jewellery. The intricate carvings of deities, temples signify miniature recreation of the stupefying architecture of South India in each jewellery piece. Bengaluru is the metropolis that accommodates the variety of temple jewellery from Vadiyanam, Mang Mallai, Kasulaperu to Nethi chutti (maang tika) and other forms from other Dravidian states to promote across the country and borders.

“We have a goal to be known as a prominent Jewelry house that is deeply rooted in India’s rich cultural heritage. Bringing the most vital essence of our vibrant history into traditional and contemporary designs we pledge to keep the legacy alive.”



MAHIPAL JAIN

Managing Director, Anmol Swarn India Private Limited, Bengaluru



Apart from gold temple jewellery, diamonds also hold a different symbolic meaning in South India and Bengaluru has been a favourite for diamond lovers seeking the best colour, cut and clarity available in the country. The stage is being set for the vast range of jewellery that exhibitors from across South India will display at IIJS 2021. Here’s a detailed breakdown of what the best

“Millennials, Gen Z and the youth are sharing their fondness for temple and antique jewellery now more than ever. This was not the case before the pandemic. This change in preference has brought new opportunities to antique jewellery brands.”



CHAGAN KHATRI

Design Head, Anmol Jewellers

of fine jewellery manufacturers are planning ahead.

DESIGN AND INNOVATION POST-PANDEMIC:

Design is the most important element today. Be it a temple jewellery lover or a diamond fashionista, everyone is looking for that edge in design that sets her adornments apart from peers at



“Weight has been a strong concern for buyers this year. So, we are imbibing authentic nakaashi work in jewellery as light as 30 grams onward to cater to the demand.”



SANJEEV BABULAL GANNA
MD, Vishwas Jewels Pvt. Ltd.

a gathering. This is what Mahipal Jain. MD, Anmol Swarn India Pvt Ltd., Bengaluru, believes in. “As pandemic started in India, our entire team of designers focused on revival of ancient temple designs. We brainstormed on how to get the ancient art of temple and nature into the new design for the company,” Jain said. Sandeep Mehta, Mehta Gold, Bengaluru agrees to this notion. “There has been a gap in inventory availability due to the pandemic. So fresh ideas had to be imbibed in casting, open casting, filigree work, etc to give the wow factor,” said Mehta.

His company specializes in Geru polish jewellery from the city. At IIJS, the company is introducing their Maharani Collection, which scores well on a new metal finish and goes high on the artistic aspect of jewellery.

Kunal Kothari, partner, Padmashree Jewellers, Bengaluru, has been noticing a budding demand of colour gemstones. A diamond jeweller, he has decided to increase the frequency of colour stones in his diamond ranges for better appeal. “Baguettes, pears and other fancy shapes are a regular in



our diamond jewellery. With more colour stones in play, our jewellery will appeal the youth specially in the mid-to-lightweight segment,” maintained Kothari.

For Thirumala, Bengaluru, design



“Laxmi Diamonds is one of the few manufacturers who own and run a closed-setting mechanism. This is a 5000-year-old traditional Indian method of manufacturing with major focus on handcrafted artistry.”



CHETAN KUMAR MEHTA
MD-Chairman, Laxmi Diamonds



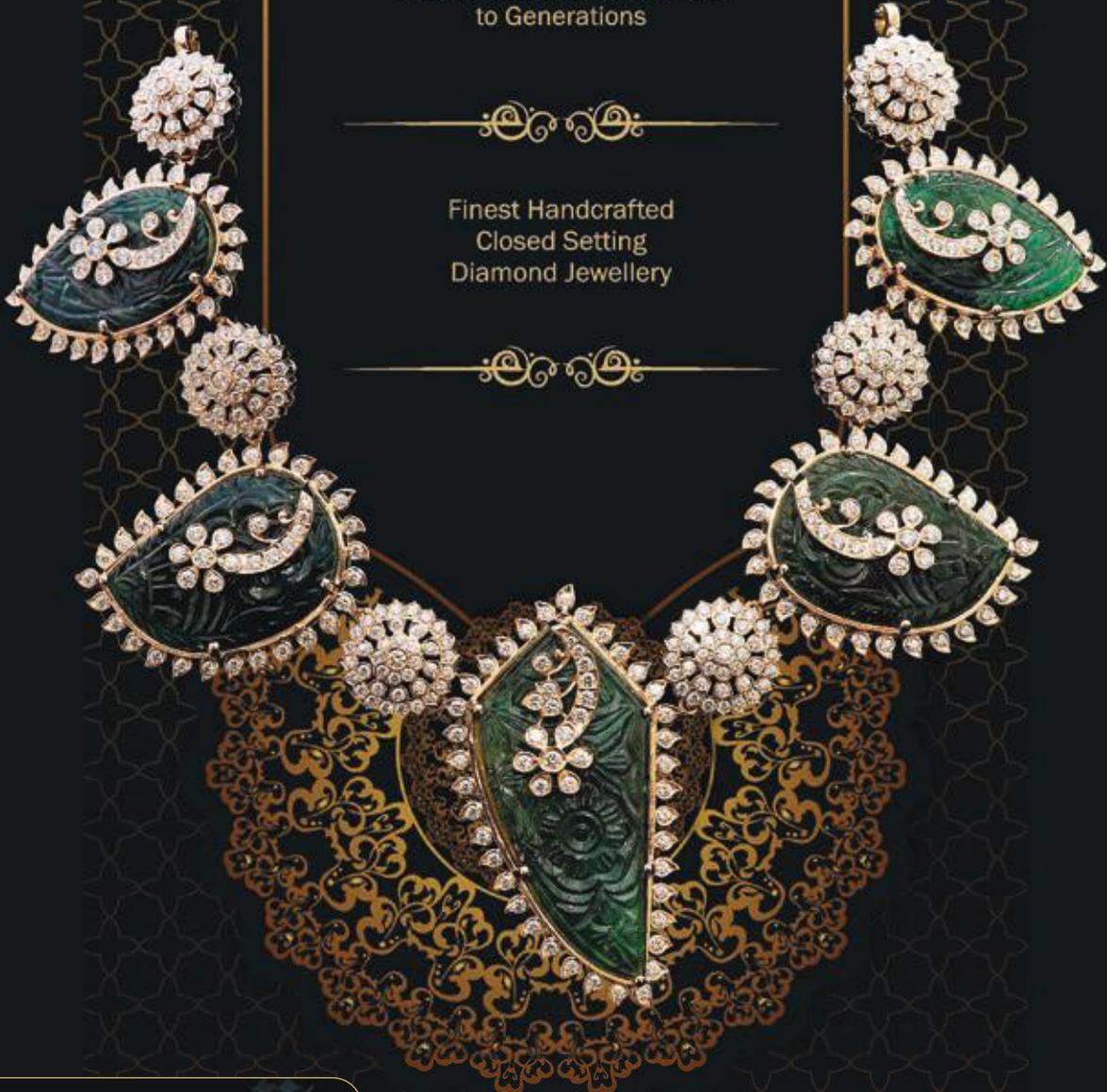
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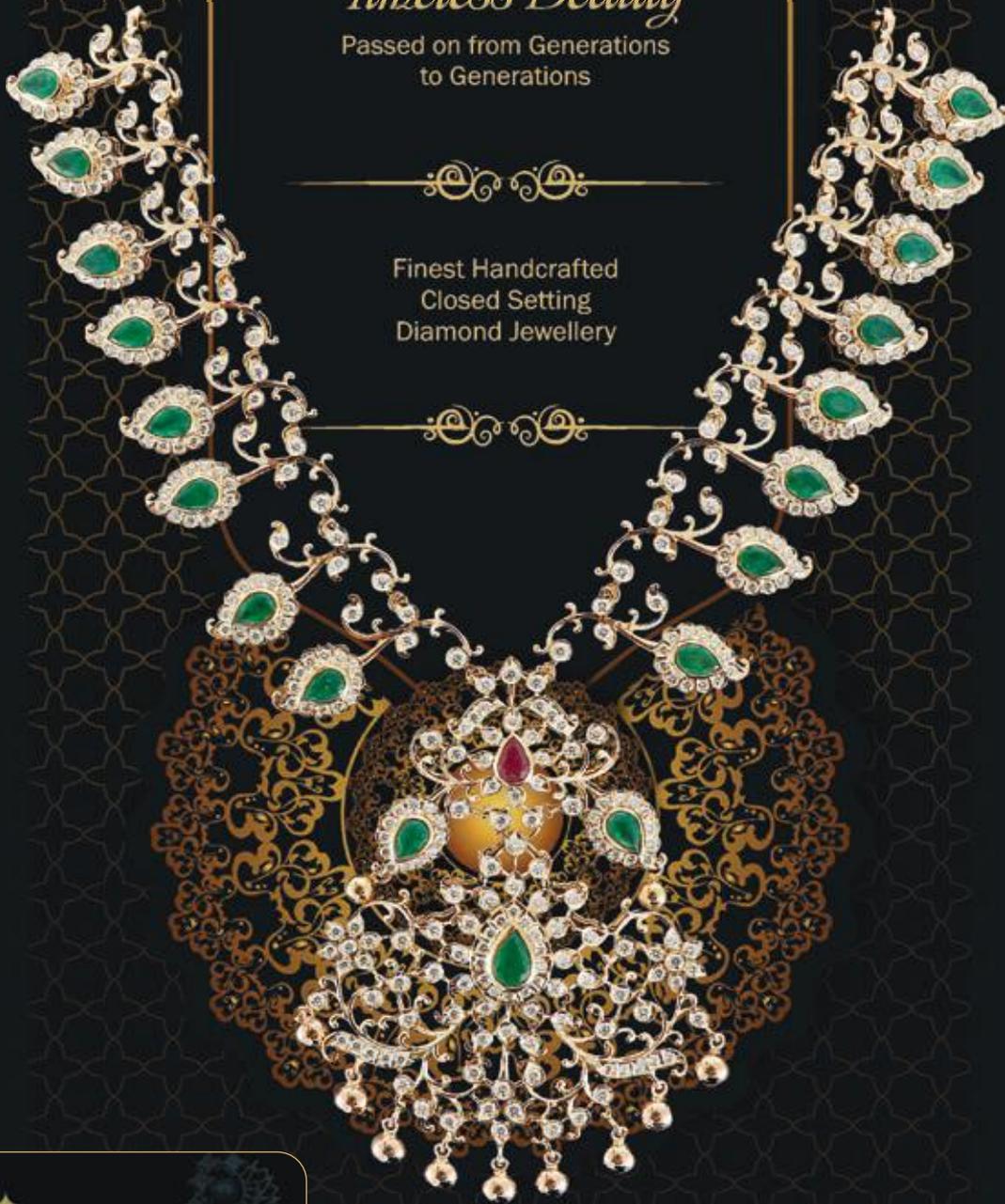


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“Customisation is the need of the hour, and manufacturers focusing on blending tradition with modernity will increase visibility at all trade meets. Also, we’ve focused on controlling weight without compromising the spread of designs.”



RAVINDRA KUMAR JAIN
Partner, Manyata Jewellers,
Benagloru

approach changes every year, but after Covid, a lot of attention was being paid into concepts. “We had our entire design team reconceptualise the way we make

antique South Indian jewellery. There were many more designs added, which will surprise buyers this year,” said Vishal Bohra, MD, Thirumala. Thus, the company is

introducing fusion jewellery with coloured stones like emeralds and rubies. That combination with antique jewellery will definitely

“Lightweight and heavyweight items have gained equal prominence for buyers. Therefore, we have introduced design innovation in both of them. In temple and antique jewellery, our prowess in deep, engraved and intricate nakaashi technique will give the best product across competition.”



ANKIT JAIN
Partner, Matushree Gold LLP.



“Innovation has been a must in the bridal category for antique jewellery. Shifting from regular usage of deities, Mehta Gold has focused on S. Indian temple architecture and is confident of good demand this time.”



SANDEEP MEHTA
Director, Mehta Gold, Bengaluru

pique the interest of buyers. Heritage jewellery is another forte of Thirumala, which will also be displayed in full force at IIJS 2021.

Sanjeev Babulal Ganna, MD, Ganna Bangles, maintained that design has been the sole selling proposition to satiate the changed consumer behavior of pandemic times. Weight has been a strong concern, for which the manufacturer is creating necklaces as light as 30-40 grams and necklaces of 50 grams weight. This is part of Ganna’s Kumkum Real Collection that will be the strongest point of attraction for his buyers at IIJS. “This consists of rubies and emeralds studded with the popular nakaashi work of Bengaluru and Hyderabad. This combination has enabled us to make lightweight and heavyweight jewellery under the same collection,” said Ganna. Hyderabad’s famous pacchi stone setting technique is reflected in the aforementioned collection. Ankit Jain, partner of Matushree Gold LLP, also vouched by the design upgradation in nakaashi work. “Lightweight and heavyweight items



have gained equal prominence for buyers. Therefore, we have introduced design innovation in both of them. In temple and antique jewellery, our prowess in deep, engraved and intricate nakaashi technique will give the best product across competition,” said Jain.



Agreeing with Ganna is PoyPELLI Nanjuda, proprietor of Varakrupa Jewellers, who says that before pandemic, manufacturers exercised a free hand in producing jewellery based on design aesthetics and value. “However, retailers started specifying certain weight categories while sourcing jewellery from us after pandemic struck. While that has limited our liberty, it has also given direction in creating exactly those kinds of jewellery that boost sales,” said Nanjuda. With such focus on specifics of sale, manufacturers in Bengaluru are creating jewellery with accurate sales proponent, thus helping

“Diamond jewellery is undergoing a transformation. With the bustling popularity of colour gemstones, diamond jewellery across bridal and non-bridal categories are infusing a decent mix of colour stones for greater appeal.”



AASHISH KOTHARI
Partner, Padmashri Jewellers



KUNAL KOTHARI
Director, Padmashri Jewellers

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“We noticed a strong upsurge in demand for heavyweight pieces after the pandemic from our buyer base. So we have focused only on heavyweight pieces with enamelling, rose gold and semi-precious colour stones for a trendy look.”



SACHIN SAKLECHA
MD, Saklecha Diamonds Jewellery and president of Diamonds Association, Bengaluru



in inventory movement in end-consumers.

This has also helped exports, maintained Nanjuda, adding that the same jewellery aesthetics from Bengaluru is being appreciated in overseas markets. “Those ranges have to be lightweight, beautiful and elegant at the same time,” said Nanjuda, who actually has his stock completely sold out before IIJS 2021. Such has been the popularity of his antique and temple jewellery, that his company is doing a complete design overhaul in the mid-to-big size jewellery segment for IIJS.

BRIDAL JEWELLERY NOW

Brides are going for increasingly artistic imprint in jewellery, feel manufacturers from Bengaluru. “Every traditional marriage ceremonies need more art-based designs and that is reflected in the kind of jewellery we produce,” says Jain.

Talking about how bridal jewellery has fared during the

pandemic, Bohra accredits the surprising rise in demand to the innovations and R&D undertaken by each manufacturer in his/her domain of expertise. “We are actually short of stock this time. This couldn’t have happened unless there was a huge demand for



bridal jewellery and the buyers saw potential of serving that demand through our inventory,” said Bohra. As a result, Vadianams, haarams, mathapatti and maangtikas are going to be the highlights from Thirumala this year.

Multi-usability has also emerged to be a strong demand for brides-to-be today, feels Ganna. Two-in-one and five-in-one pieces are now trending likewise. “Our necklaces can be worn as arm braces. The haarams can be worn as waistbands. We are confident that a similar approach to jewellery will be picked up by buyers more and more as demand strengthens,” said Ganna.

“I think research, development and planned execution of strategies have helped manufacturers come up with designs that are instantly liked by buyers.”



VISHAL BOHRA
MD, Thirumala: Jewels of South



RITESH KUMAR
Director, Thirumala: Jewels of South



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Manufacturer and Wholesaler

“We believe in ensuring product quality and great customer service. We believe that diversity in our antique jewellery will steal hearts of young and matured jewellery lovers alike.”



RAHUL BOHRA
Partner, Vajra

For Varakrupa Jewellers, there has been a 70% increase in the demand for bridal jewellery post-pandemic. “Industry-wise, there has been a 40-45% increase in popularity of bridal segments,” said Nanjuda, explaining how attention to innovation will stoke jewellery demand in the season.

There are different strokes for different folks. That’s because Padmashree Jewellers has noticed a dip in the heavyweight jewellery section post-pandemic. “This decrease in heavyweight demand is because of smaller, informal gatherings where the end-consumer doesn’t find it worthwhile to wear heavy sets. That’s how lightweight and elegant pieces are climbing up the priority list,” Kothari maintained.

MANUFACTURING POWER

Just like its intricacies, jewellery manufacturing in South India consist of two polarized worlds. One advocates for advanced technology that gives out-of-the-world experience to the end-consumers. While the other harps on the perennial beauty of ancient jewellery techniques that survive



only on handcraft. Priorities vary likewise. For Anmol Swarn, it’s the artisans who matter the most. “Skilled artisans from across India are our major manufacturing strength. We are completely into handmade jewellery. So, specialised artisans play the most important role in our products,” said Jain.

Handicraft is also the most important aspect of Thirumala’s design system, and the company has found a unique way to create fusion jewellery through its artisans only. “We have artisans from South

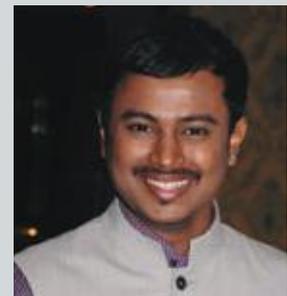


India, West Bengal and North India collaborate on select ranges. This helps create fusion jewellery,” said Bohra. Ganna Bangles also follows a similar manufacturing technique wherein it uses machinery for moulding and CAD/CAM but reserves the finishing touch of stone setting for expert artisans only.

Technology has also played a good role in helping move inventory faster in Bengaluru. Varakrupa Jewellers has devised an app for its buyers, through which an order and its specifications can be sent directly to the karigar concerned.

Jewellery in Bengaluru has seen no dip in the pandemic. On the other hand, drastic changes in public contact have given an impetus to end-consumers to splurge more on bridal jewellery specifically. The state’s biggest luminaries in jewellery manufacturing are tapping to that potential with an elaborate display of temple, antique, heritage and even lightweight fusion jewellery for visitors.

“Retailers started specifying certain weight categories while sourcing jewellery from us after pandemic struck. While that has limited our liberty, it has also given direction in creating exactly those kinds of jewellery that boost sales.”



VARUN PN
Proprietor, Varakrupa Jewellers,
Bengaluru


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Fusion jadau jewellery

Manufacturer and Wholesaler

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Chagan Khatri
Design Head,
Anmol Jewellers

Anmol Jewellers

Lightweight is in, proves customer demand all across India after the onset of pandemic. Capitalising on this trend is Anmol Jewellers, Bengaluru, bringing in an eclectic mix of polish techniques for its temple jewellery. The Retail Jeweller speaks with **Chandresh Khatri**, Design Head, Anmol Jewellers about the design palette on offer.

The Retail Jeweller (TRJ): How have you changed your approach to design post-Covid?

Chandresh Khatri (CK): Post-Covid, the demand for lightweight jewellery has increased. This is because of the rising price of gold. This has thrown a challenge for us to create

“ We are known for our work in temple and antique jewellery. Using a smart blend of red polish and black polish, we bring about antiquity in our inventory that appeals to traditional jewellery lovers. ”

heavyweight and lightweight jewellery by stopping budget overshoot. There has been a 40% decrease in demand for heavyweight jewellery post-pandemic, and thus we have about 60% of inventory on lightweight only for all audience bases.

TRJ: What are the innovations you are introducing at IIJS 2021?

CK: We are introducing five collections in lightweight and heavyweight segments combined. Details of their



specialties are reserved for IIJS buyers this time.

TRJ: What is your product specialty?

CK: We are known for our work in temple and antique jewellery. Using a smart blend of red polish and black polish, we bring about antiquity in our inventory that appeals to traditional jewellery lovers.

TRJ: How bridal jewellery has taken a new meaning post-Covid? What are your unique bridal product ranges?

CK: Millennials, Gen Z and the youth are sharing their fondness for temple and antique jewellery now more than

ever. This was not the case before the pandemic. This change in preference has brought new opportunities to antique jewellery brands.

TRJ: What are your manufacturing set-up USPs?

CK: We use metal detecting machines that check gold purity and assure a 100% trust to the end-consumers about products. We also have the marking machines that imprint a customer's mark on the jewellery for a heightened emotional value. Big brands are now offering such facilities, for which we feel that this trend will hold steam at IIJS this year.



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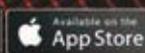
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Mahipal Jain
Director, Anmol Swarn

Anmol Swarn

Art has taken precedence over all other aspects of jewellery in South India. Taking note, Thirumala is imbibing royalty in their IIJS inventory. **Mahipal Jain, Director, Anmol Swarn** speaks with **The Retail Jeweller**

The Retail Jeweller (TRJ): How have you changed your approach to design post-Covid?

Mahipal Jain (MJ): Anmol Swarn prominently keeps a keen eye on the Design aspect, Our success and growth are fueled purely by our innovation in design. During Covid times we have done brainstorming and have come out with an idea of bringing the “ancient art

“ **This IIJS we are introducing our exquisite new collection - Maharani Collection. This collection narrates the story of the quintessential royal legacy by using art forms in jewelry with a new finish on metal.** ”

of temples and nature” as a new design for the company.

TRJ: What are the innovations you are introducing at IIJS 2021?

MJ: This IIJS we are introducing our exquisite new collection - Maharani Collection. This collection narrates the story of the quintessential royal legacy by using art forms in jewelry with a new finish on metal.



TRJ: What is your product speciality?

MJ: Our product is specialized in bridal and Bangalore Geru type Jewellery.

TRJ: How bridal jewellery has taken a new meaning post-Covid? What are your unique bridal product ranges?

MJ: Anticipation of evolving more affinity towards art form has gained popularity in traditional marriages. Our products are inspired more by the art and culture of ancient India. Inspired by our centuries-old tradition of the magnificence of

God's and Goddesses, our pieces are completely curated to bring a feel of a divine yet royal backdrop. Designs inspired by nature and Indian dance forms add novelty to our jewels and their beauty.

TRJ: What are your manufacturing setup USPs?

MJ: Our USP - An exclusive range of Nagas-based jewelry, Bangalore red antic jewelry. We pledge on celebrating our craftsmen and artisans who are involved in designing our vibrant ideas on Indian heritage.



MATUSHREE GOLD LLP.



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Chetan Kumar Mehta
Proprietor, Laxmi Diamonds

Laxmi Diamonds

Jewellery demand has diversified post-Covid, with heavyweight pieces remaining popular. Large pieces with luxury in gold and diamond spread continue to woo buyers. **Chetan Mehta, MD-Chairman, Laxmi Diamonds**, speaks with The Retail Jeweller on renewed demands now.

The Retail Jeweller (TRJ): How have you changed your approach to design post-Covid?

Chetan Mehta (CM): Post-Covid, we have observed that heavyweight jewellery has been limited to bridal occasions, while lightweight jewellery has been moving faster. This is because youngsters love lightweight pieces

“ This year, we are introducing the 18 carat close setting back open diamond jewellery ranges. Previously, we focused heavily on 22 karat jewellery, but the demands have changed now.”

at workplaces or for casual outdoor appearances. So, we have only 30% inventory in heavyweight, with the remaining in lightweight now.

TRJ: What are the innovations you are introducing at IJS 2021?

CM: This year, we are introducing the 18 carat close setting back open diamond jewellery ranges. Previously, we focused heavily on 22 karat jewellery, but the demands have changed now.



TRJ: What is your product speciality?

CM: We specialize in large-sized haarams. We don't cater to the mass segment. We create unique pieces that will carry the legacy of Laxmi Diamonds forward. For instance, one of our haarams have 800 grams of gold and about 200 carats of diamonds. It's that grand.

TRJ: How bridal jewellery has taken a new meaning post-Covid?

CM: If there is a positive aspect to Covid, it's the renewed faith in fine jewellery. Restrictions in assembly have encouraged couples and their families to channel investments away from catering and other related expenses to jewellery. They know

that this investment will give assured returns and so, the jewellery industry is benefitting.

TRJ: What are your manufacturing set-up USPs?

CM: Laxmi Diamonds is one of the few manufacturers who own and run a closed-setting mechanism. This is a 5000-year-old traditional Indian method of manufacturing with major focus on handcrafted artistry. We are thus one of the biggest manufacturers of closed setting jewellery. In terms of technology, we use latest machinery in CAD/CAM that accelerate manufacturing process of handcrafted jewellery, which has been our forte.

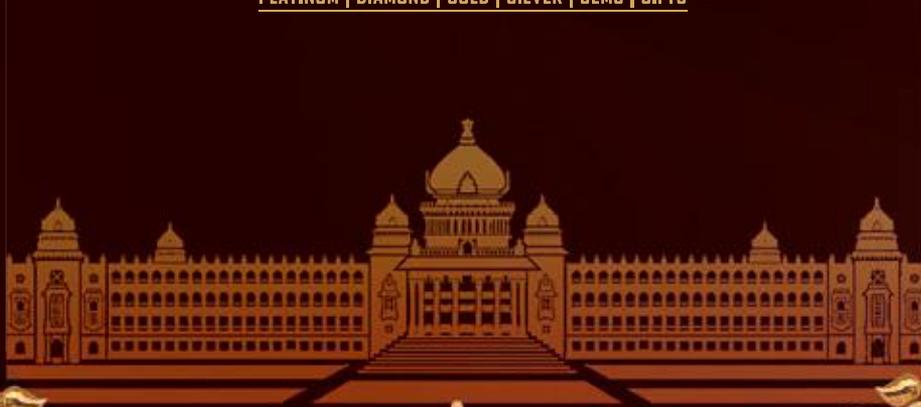


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Ravindra Kumar Jain
Partner, Manyata Jewellers,
Bengaluru

Manyata Jewellers

From ensuring best quality in temple and close-setting jewellery to bringing the inventory to the retailers' doorsteps, Manyata Jewels is undertaking a revolution in the way retailers procure jewellery from manufacturers. The Retail Jeweller speaks with **Ravindra Kumar Jain, Partner, Manyata Jewellers, Bengaluru** over his plans for IJS 2021.

The Retail Jeweller (TRJ): How have you changed your approach to design post-Covid?

Ravindra Jain (RJ): There is a tremendous change in clients' approach to business these days. Often, they can't visit us to procure jewellery because of Covid restrictions.

“ We are dealing in temple jewellery and close-setting jewellery. Apart from regular design changes, we are introducing items that look big but are light in weight. ”

Therefore, we have started an e-com app by the name of Manyata Jewellers, wherein we upload jewellery images for retailers to spot and source. New items are uploaded on the site in a timely manner. We also interact with retailers via video calls to dispatch desirable items through our logistic partner.

TRJ: What are the innovations you are introducing at IJS 2021?

RJ: We are dealing in temple jewellery and close-setting jewellery. Apart from regular design changes, we are introducing items that look big but are light in weight. There are gemstone-studded jewellery that resemble



kundan work. We are also introducing temple jewellery in 3D designs.

TRJ: What is your product speciality?

RJ: We are specialised in two different styles of jewellery. One is Temple jewellery, i.e. both in Red Antique and Black Nakaas Antique which consists of bridal sets along with the bangles and other accessories. The other is Close-setting jewellery comprising of bangles, pendent, necklace and rings.

TRJ: How bridal jewellery has taken a new meaning post-Covid? What are

your unique bridal product ranges?

RJ: We manufacture heavy and lightweight items. Post-Covid, clients have started purchasing lightweight bridal jewellery and we had to manufacture lightweight jewellery more. Our current jewellery range is now in the 20 grams-200 grams bracket.

TRJ: What are your manufacturing set-up USPs?

RJ: We create lightweight bridal jewellery with great look and spread that comes within an affordable budget.

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Sachin Saklecha
MD, Saklecha Diamonds
Jewellery and President
of Diamonds Association,
Bengaluru

Saklecha Diamonds and Jewellery

Bridal jewellery is soaring in demand after the onset of pandemic. This augurs well for Saklecha Diamonds and Jewellery, Bengaluru, a manufacturing company that is bringing the mix of precious, semi-precious colours tones with diamond jewellery for IIJS 2021. The Retail Jeweller speaks with **Sachin Saklecha, MD, Saklecha Diamonds Jewellery and president of Diamonds Association, Bengaluru**, about the grand offerings for retailers.

The Retail Jeweller (TRJ): How have you changed your approach to design post-Covid?

Sachin Saklecha (SS): Before the pandemic, the market was ripe for lightweight and heavyweight jewellery as well. We noticed a strong upsurge in demand for heavyweight pieces after

“ At IIJS 2021, we are introducing designer jewellery in the form of cocktail and chandeliers in the heavyweight range. White and rose gold are used with enameling and semi-precious colour stones to give the trendy, elegant look. ”

the pandemic from our buyer base. So we have focused only on heavyweight pieces since over a year from now. We have diamond bangles from 8 carats to 20 carats range. In necklaces, this goes in the 8 carat-25 carat range. For earrings, the range offered is 3 carat-10 carat ranges.

TRJ: What are the innovations you are introducing at IIJS 2021?

SS: At IIJS 2021, we are introducing designer jewellery in the form of



cocktail and chandeliers in the heavyweight range. White and rose gold are used with enameling and semi-precious colour stones to give the trendy, elegant look.

TRJ: What is your product specialty?

SS: As of now we are into traditional diamond jewellery, specializing in close and open-close settings respectively.

TRJ: How bridal jewellery has taken a new meaning post-Covid? What are your unique bridal product ranges?

SS: With the ongoing pandemic, an obvious change has been the limitation in public gathering. Elaborate wedding bashes have been lessened to short, informal events. Interestingly, people are directing budget meant for event

organisation, trips and other expenses to jewellery for investment. This has boosted demand for bridal jewellery and to stoke that demand, we are introducing a blend of precious colour stones for unique looks.

TRJ: What are your manufacturing set up USPs?

SS: In terms of expansion, we have doubled our manufacturing workforce from 70 to near about 150 employees post-Covid. We are applying new technologies in pressure casting, unlike vacuum pressure machines. The new machine reduces porosity by 90%. To boost production, we have started using premium CAD/CAM machines in the Rs30-40 lakh range for faster inventory movement.



Vishal Bohra
MD, Thirumala: Jewels of South

Thirumala: Jewels of South

Antique and heritage jewellery are grabbing attention of end-consumers. To pep up the category, Thirumala: Jewels of South is adding the lure of colour stones.

Vishal Bohra, MD, Thirumala: Jewels of South speaks with **The Retail Jeweller**

The Retail Jeweller (TRJ) : How have you changed your approach to design post- Covid?

Vishal Bohra (VB): We had our entire design team reconceptualise the way we make antique South Indian jewellery. There were many more designs added, which will surprise buyers this year.

“ We are fusing our antique and heritage jewellery ranges with gorgeous colour stones such as emeralds and rubies to accentuate the trend factor. ”

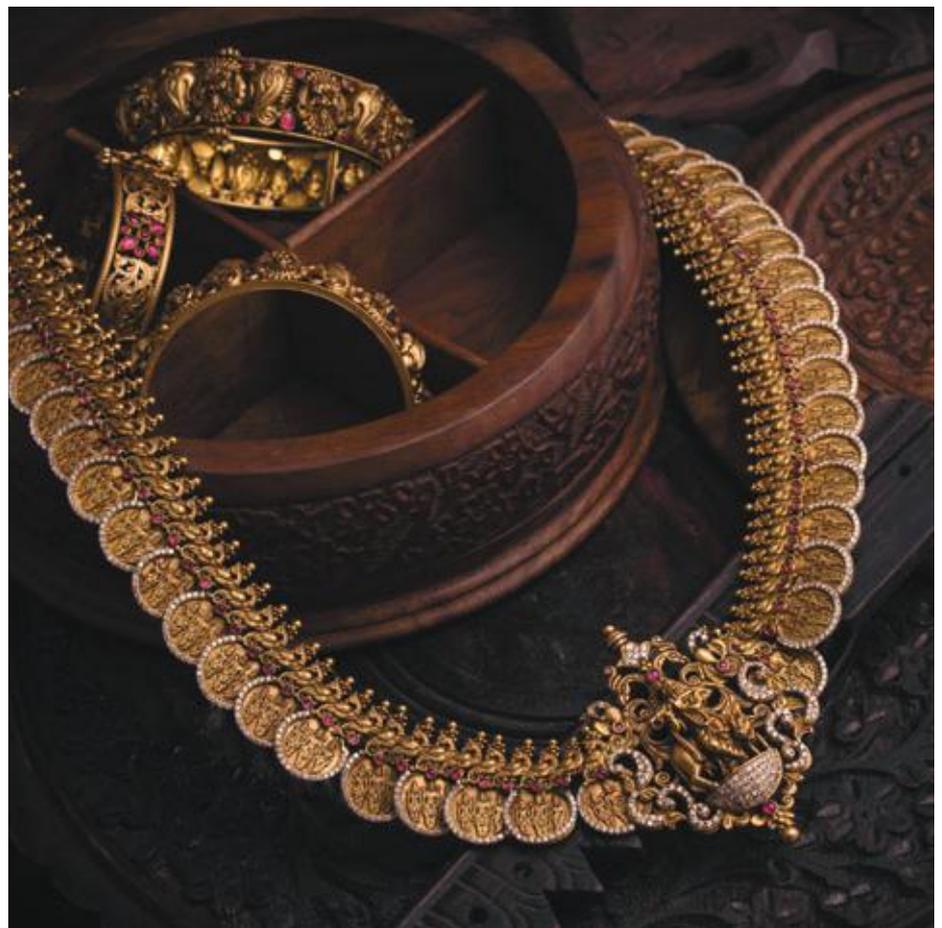
TRJ: What are the innovations you are introducing at IIJS 2021?

VB: We are fusing our antique and heritage jewellery ranges with gorgeous colour stones such as emeralds and rubies to accentuate the trend factor.

TRJ: What is your product speciality?

VB: We specialise in antique and heritage jewellery. From haarams, Vadianams, maangtikas to matha pattis, we cover the entire range for our clients.

TRJ: How bridal jewellery has taken



a new meaning post-Covid? What are your unique bridal product ranges?

VB: I think research, development and planned execution of strategies have helped manufacturers come up with designs that are instantly liked by buyers. Speaking about how fast inventory is moving for us, we are actually short of stock this time. This couldn't have happened unless there

was a huge demand for bridal jewellery and the buyers saw potential of serving that demand through our inventory.

TRJ: What are your manufacturing setup USPs?

VB: We have artisans from South India, West Bengal and North India collaborate on select ranges. This helps create fusion jewellery.

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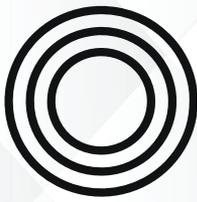
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