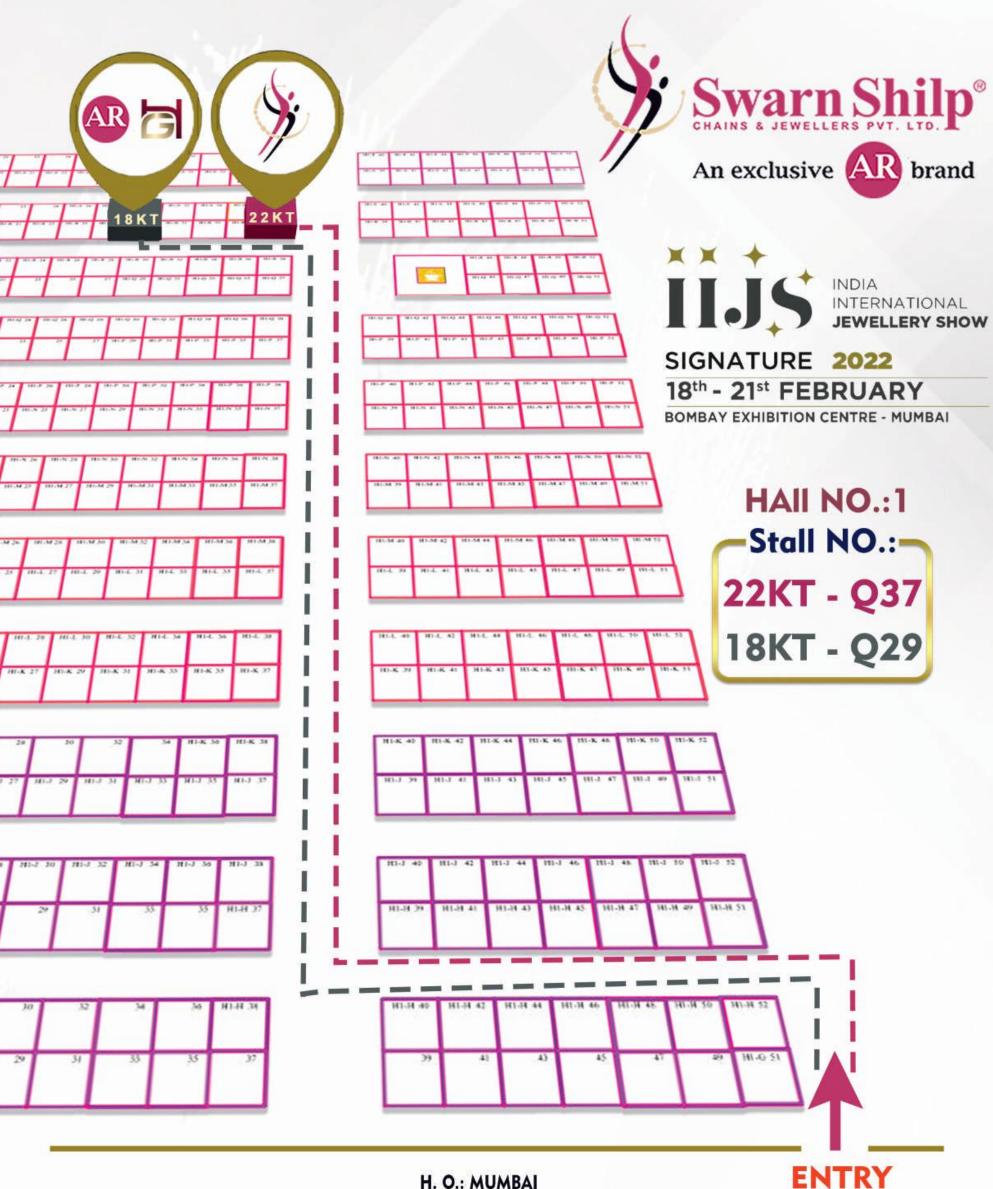






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H. O.: MUMBAI

Retail Jeweller

JANUARY-FEBRUARY 2022











GJEPC SIGNS LAND LEASE AGREEMENT WITH MIDC FOR INDIA JEWELLERY PARK MUMBAI



66 The India
Jewellery Park,
Mumbai will get
rolling with the
MIDC land draft
agreement.
The park will
augment the
jewellery

manufacturing ecosystem, complemented by ease of doing business, thereby evolving it into a preferred destination for global manufacturers and investors. It will attract investments of over Rs. 20,000 crore and create employment opportunities for over 1 lakh workers.

Colin Shah Chairman, GJEPC



66 The park is benchmarked against similar projects in China, Turkey, Italy, Thailand, etc. It will support jewellery manufacturers/

traders interested in expanding in Maharashtra to initiate new business or strengthen existing ventures. The emphasis will be on 17 sustainable development goals of the UN, including health, safety and de-congested working conditions, better food, hygiene and habitation facilities accessed by MSMEs.

Kirit Bhansali,

Chairman, India Jewellery Park Mumbai

TRADE GEARED UP FOR IIJS SIGNATURE 2022

The jewellery B2B exhibition will attract more than 14000+ visitors from across 620 cities and towns in India.

his February, the jewellery industry is returning to pre-pandemic normalcy with IIIS Signature 2022, the 14th edition, to be held from 18th to 21st of February 2022 at the Bombay Exhibition Centre in Mumbai. The jewellery B2B exhibition will attract more than 14000+ visitors from across 620 cities and towns in India. The show will have 5 major product sections, namely gold & gold CZ studded jewellery, diamond, gemstone & other studded jewellery, loose stones, silver jewellery, and artefacts. Gifting items, laboratory & education will form the ancillary services of the exhibition.

EXHIBITOR'S DISPLAYING VARIETY

V Chains is planning to display exclusive and latest lightweight designs in 18K rose gold jewellery at IIJS Signature. Their jewellery starts from 2 grams to 10 grams and comprises rings, pendants, pendant sets, kadas, etc. According to V Chains, this type of lightweight jewellery is quite

KANCHAN ANTIQUE GOLD JEWELLERY



R P ORNAMENTS



popular for gifting purposes. Apart from the usual women-centric jewellery, the manufacturer is also working on men's jewellery in 18K rose gold.

Matushree Gold basically deals in two types of products: traditional temple Jewellery and contemporary 18K rose gold jewellery. In temple jewellery, the weight ranges from 20 grams to 200 grams and in rose gold, the weight starts from 2 grams to 20 grams and is focused on complete bridal wear. The jeweller is providing a variety ranging from pendants, rings, bracelets, earrings, chokers, necklaces etc.

ANAND SHAH JEWELS





Industry shares heightened expectations from IIJS Signature 2022

Signature will attract serious buyers



I feel that the upcoming Signature show will be one of the most successful trade shows after the Covid pandemic. I think the main difference between IIJS and IIJS Signature is that the latter attracts more serious buyers. As compared with the last IIJS Signature event that happened in 2020, I believe that we will witness a demand hike to the tune of

10-15% this time. Apart from Indian markets, there will be a lot of international buyers at the exhibition.

Vinod Jain Vadala,

Director, V Chains

Wedding season on, show will attract buyers



We have high expectations from the show. We have been preparing for the show since long and the retailers are also eagerly waiting for the show to happen. The wedding season is currently going on, due to which I strongly believe that the show will attract a lot of visitors this time. If we compare the present show with the previous editions, I think

that it will attract 1.5 times more demand.

Ankit Jain,

Partner, Matushree Gold

Omicron still present, buyers may not risk visiting venue



I feel that the upcoming exhibition will draw a mixed response from the visitors. A lot of people might hesitate to personally be present at the show as the venue was previously reserved to cater to Covid patients in the city and this thing might remain in the back of the mind of lots of visitors. The Omicron variant is very much

present in other parts of the country, so some people might not want to risk travelling during this time.

Manish Jain,

Director, Royal Chains

There can be 80% of business as compared to IIJS Premier



The industry is overall very excited about the show. The Signature show has reached a milestone whereby it can be compared to the IIJS Premier. The trade has witnessed a very good business. As Signature attracts a lot of genuine buyers, most of them should be doing 70-80% of the business as compared to IIJS Premier. I have been participating

in this show for the last 10 years and I have seen this show grow very well. This show holds a special place in the industry for the exhibitors as well as buyers.

Rajen Gandhi,

Director, Kanchan Jewellers

Expecting great retail demand as usual



We are expecting great demand from retailers in IIJS Signature 2022. With the wedding season still going strong, demand for jewellery is going to be much closer to the pre-pandemic levels. We have been a part of IIJS Signature since 2016. The footfall has always been great and we expect it to be the same this year.

Rikin Mehta,

Director, Touch 22

Hoping for seamless experience for buyers



We hope that customers have a seamless experience and enough time to witness the exquisite jewellery collection that we have for them. There has been a huge uprise in our collection and demand since Signature 2020. We are gratified to state that MY Gold is well-positioned to take advantage of this changing proclivity.

Tanish Suresh Vadala,

Director, MY Gold

Demand may be same as that of 2021



To be honest, I do not have very high expectations from IIJS Signature because we are currently in the middle of the season and a lot of weddings have already happened. As compared with 2020, I believe that the demand would be almost the same this year. However, if the show happened at the start of January as per the planning, we would have

gotten more responses from the retailers.

Mihir Soni,

Owner, Ramniklal & Sons

Trade excited about show at BEC



We have high expectations from Signature. The show is happening after a long time in its original place. So, there is a lot of excitement in the trade. The retailers are currently in the buying mode, so, I believe they will grab this opportunity.

Bhavik Shah,

Owner, R P Ornaments

GJEPC is doing its best for domestic/global retail base



IIJS Signature is an important show for the entire industry and we manufacturers and design houses are expecting a super-successful show. We are back to our original venue at BEC and I am confident that the GJEPC is doing its best to invite retailers from the domestic as well as international regions.

Anand Shah,

Owner, Anand Shah Jewels

v-design architectural solutions pvt. ltd.

phone 91 22 2308 8778 phone +9184518 48252 email info@vdesign.co.in

website www.vdesign.co.in

v-design



Office: 61/63, Keshavrao Khadya Marg, Jacob Circle (Saat Rasta), Byculla - Mumbai - 400 011.

cover story - continued from page 1

Royal Chains is working on a lot of new jewellery varieties to display at the exhibition. They are planning to display CNC jewellery such as bangles, bracelets, chains, rings, necklaces, etc at the exhibition. The jewellery weight starts from 6 grams to 50 grams. However, at Signature, they are planning to display jewellery between 6-20 grams in weight. The manufacturer is also coming up with lots of jewellery designs in 18K and is launching 14K plain gold jewellery exclusively for Signature.

Touch 22 is going to introduce

MYGOLD



some new lightweight and affordable collections targeted towards the younger audience. These one-of-a-kind CZ collections are the USP of Touch 22 and have something to offer from everyday wear to luxurious and exclusive designs.

MY Gold has been at the forefront of innovation and design, and

Our wedding collection ranges within 75-150 grams.
Besides bridal, we are showcasing light and medium weight collections with colour gemstones as well.

Rajen Gandhi, Director, Kanchan Jewellers

have prepared extensively for this exhibition with an 18K Italian and rose gold jewellery collection.

According to Ramniklal & Sons, the season is currently going on and there is a good demand for lightweight jewellery and handcrafted jewellery worn by kings and queens of yesteryears. At IIJS exhibitions, their prime focus is on wedding jewellery and the weight range on offer is 125

RAMNIKLAL & SONS



grams to 175 grams. They have also introduced polki jewellery in the bridal category which will be displayed at Signature.

R P Ornaments have four brands, namely Rajkot gold Jewellery, Diva, Zonira and Aarpee in yellow gold jewellery from lightweight to heavyweight categories. The jewellery caters to the middle class as well as the upper-class customers. In Rajkot gold Jewellery, the manufacturer has a huge stock of readymade jewellery of Rajkotmade products in 22K, such as bali, chain, mala, mangalsutra, dokiya, etc. Diva is a fusion of laser CNC where the entire antique jewellery is transformed into machinemade jewellery with the help of technology. Zonira is an 18K and 22K collection just like Italian jewellery and includes unisex bracelets, pendant sets, chains, etc.

TOUCH 22



Anand Shah Jewels will be presenting some fresh lines in gold, combined with an alternative material. The bridal lines have always been a blend of traditional and contemporary aesthetics. This time, they will also be unveiling lighter designs in terms of weight for pret and couture wear. The USP of the brand is to be unique and they aim to make jewellery that is one-off with a high design quotient. The brand loves to experiment with alternative material but they also retain the beauty of ancient handcrafted techniques that preserve the crafts and heritage.

Besides blending traditional and lightweight, we are experimenting with gold and alternate material for Signature. We are bringing out lightweight ranges for pret and couture wear.

Anand Shah, Owner, Anand Shah Jewels

V CHAINS



Kanchan Jewellers will come up with new concepts and more variety in designs for IIJS Signature. They are basically making bridal collections, light and medium weight designs with fancy work in antique jewellery, using colour stones. The wedding collection starts from 75-150 grams.

With evolving consumer demands and a supporting manufacturing expertise, IIJS Signature 2022 will definitely be a success for the trade preparing for Akshay Tritiya.





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Rikin Mehta: 98207 88821 | Gaurav Jain: 98922 58829





DP Abhushan Jewellers opens new store Rajasthan

ANSWARA: DP Abhushan has recently opened a new store in Rajasthan's Banswara which took the total number of stores to 8 across the country. The total area of the newly opened store is 3363 sq ft. which will cater to traditional heavyweight jewellery as well as modern lightweight designs in gold, platinum and various other mediums. This store is the largest store of Banswara and will bring the ease of buying jewellery through schemes like Dazzling Diamond and Swarn Samridhhi for people of Banswara and the surrounding region.



Kalyan Jewellers offers re-imagined shopping experience to customers in Pune

UNE: Kalyan Jewellers recently launched its newly designed showroom in Pune. The new showroom promises to present a luxurious, re-imagined experience with unique and trendy jewellery designs

at display. Kalyan Jewellers will offer patrons with an extensive range of contemporary and traditional designs, from the brand's hyperlocal wedding jewellery line 'Muhurat' to the Maharashtrian traditional jewellery

collection 'Sankalp', suiting the distinctive taste and preferences of customers in Pune. Celebrating the launch, Kalyan Jewellers has also announced special offers that will enable customers to maximize the value of their purchases this season. For one, Kalyan Jewellers has announced its newly slashed board rate – the lowest in the market, at the

renovated Hadapsar showroom. Kalyan Jewellers will also be offering mega discounts and bumper giveaways for its customers. On gold jewellery purchases of Rs.30,000 and above, customers can avail the 0% wastage

offer, on half the purchase value. Shoppers can maximize the value of their purchases with up to 20% off on diamond, uncut and precious stone jewellery. These offers are valid until 31st January, 2022. Talking about the

new showroom, T S Kalyanaraman, Chairman and MD, Kalyan Jewellers said, "Since our entry into Maharashtra, we have been successful in establishing Kalyan Jewellers as one of the most preferred jewellery brands in the region. We are delighted to announce the launch of our newly-revamped showroom in Pune."

Malabar Gold and Diamonds launches new store in Bengaluru

Big ENGALURU: Malabar Gold and Diamonds launched its new store in HSR Layout in Bengaluru. The new store provides a large range of collections as well as fair prices for jewellery with reasonable making charges starting from 4.9 percent. The store offers a wide range of gold, diamond, precious gemstone and bridal collections. This store also offers exclusive designer jewellery sub-brands from Malabar Gold and Diamonds such as Divine Indian Heritage



Jewellery, Viraaz Royal Polki jewellery, Zoul lifestyle jewellery, Era uncut Jewellery, Precia gemstone jewellery, Ethnix handcrafted designs and more.

"Our store in HSR layout will provide the exceptional quality and product variety that customers in Bengaluru have come to expect from us. With every new store launch, we aim to be more accessible to our customers and cater to their requirements," said MP Ahammed, chairman, Malabar Group.



BK Saraf Jewels open a new store in Lucknow

UCKNOW: BK Saraf has opened a freshly designed 6,000 sq ft flagship shop in Lucknow. A closer examination reveals that it is an offshoot of the 2,000 sq ft store that opened over two decades ago. The new store is a mecca for kundan jewellery and a delight for its patrons. The store also has Antique kundan and meenakari designs. Apart from it there is lightweight modern jewellery and a comprehensive selection of 18K jewellery to contrast the traditional styles.

ORRA expands retail footprint, announces the launch of its largest store in Mumbai

UMBAI: ORRA have expanded their retail presence with the launch of the 58th store in Mumbai's commercial hub, Andheri West. The sprawling store in

Andheri spans 5500 sq. ft., making it the largest showroom for ORRA in India. The store houses the latest diamond jewellery collection from ORRA with exclusive bridal designs as well as, its platinum collection for men and women. Being the innovator in diamond jewellery, ORRA's patented

73 faceted Crown Star diamond is available exclusively at ORRA Stores.

The all-new showroom also has two dedicated Bridal zones, a one-stop destination for brides

with a highly skilled team to assist them with the brightest diamond jewellery for their special day.

On the occasion of the store launch, Dipu



Mehta, MD, ORRA said, "It gives me great pride and joy to announce the launch of India's largest ORRA showroom in Mumbai at Andheri, West. As always, we strive to provide our esteemed clientele with the best shopping experience. Our brand-new outlet takes our store count

to 11 in Mumbai and 58 in India. Mumbai has been a key market for ORRA and with this launch, we aim to strengthen our brand presence."

FOCUS ON NEW CUSTOMERS = 100% FOCUS ON OLD CUSTOMERS = ?

YOUR ANSWER HERE:

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CaratLane launches the 'Love it or Hate it' campaign so that this Valentine's Day is for everyone

UMBAI: CaratLane has launched its digital campaign, 'Love it or Hate it' in an attempt to make Valentine's Day special for everyone. CaratLane honours the strong bond between a couple, mother-daughter and sisters with three very relatable films, a renewed take on celebrating our closest relationships this Valentine's Day.



Talking about the launch, Avnish Anand, COO and Co-Founder of CaratLane said, "As a brand, we have been witness to how our country has been celebrating Valentine's Day in the last few years. We've realised that people need an excuse to gift and celebrate the love they have for someone in their life."

Kalyan Jewellers launches exclusive limited edition jewellery to celebrate the occasion of Valentine's Day

elebrating the spirit of Valentine's Day, Kalyan Jewellers has launched an exclusive collection for everyone who wants to gift special jewellery that highlights the uniqueness



of their companionship. This unique line comprises lightweight gold jewellery including pendants, rings, earrings and more - studded with precious stones and diamonds. The collection also includes jewellery with exquisite motifs in rose gold. Celebrating this season, Kalyan Jewellers has also announced its newly slashed board rate – the lowest in the market allowing customers to register instant savings on their jewellery purchases.

Konika jewellery indulges in audio-visual ASMR with banglemaking video

hroughout the gem and jewellery industry, promotions have been stereotyped in such a manner that only



the finished product qualifies to be exposed and appreciated for. But as unceremonious

as the term 'back-end' sounds, there hasn't been enough talk on the process of jewellery manufacturing. Konika Jewellery has broken

that stereotype with a video that would make everyone pause, breathe and put a smile on their faces. The video shows the different soldering, washing, beading and other techniques, each of which add to the journey of a jewellery piece meant for everlasting adornment. The beauty of the video is its originality and simplicity with which the brand has proudly

showcased the traditionally Indian way of manufacturing.

Reliance Jewels rekindles memory lane of followers via #ToNewBeginnings campaign

veryone starts from somewhere. Be it in the professional or personal sphere, the beginning is always special and is forever memorable. Relating to this sensitivity, Reliance



Jewels started a campaign raising a toast to all new beginnings. The #ToNew Beginnings campaign started on January 15, with the brand urging followers to share their treatises on new journeys.

'Celebrate your first job with us' mentioned one of the communications from the brand, urging people to be nostalgic about their first experience, that zeal of proving oneself inside an office after getting an appointment.

Manubhai introduces Magraise diamond collection; trademarks the setting

umbai: Manubhai Jewellers has come up with a brilliant collection that offers diamond jewellery lovers the feel of a bigger gemstone at an affordable price. Called the Magraise collection, the pieces feature a collection of smaller stones in marquise and princess cuts, set together expertly. The concept is to put these diamonds together in a way that gives an illusion of a bigger diamond.



Every woman a diamond, Tanishq's latest campaign unveils unknown gems in women

ewellery is every woman's love interest and diamonds hold a special place in their hearts. It so happens that diamonds often bring out the inner sparkle

of a woman.
Tanishq has
now taken a
stand to spot
the diamondlike shine
in select
personalities
across the
walks of life
through the
'Every Woman
A Diamond'
campaign. The

brand-new campaign started with a brilliant sneak-peek, in which Tanishq released highly contrasted images of the people and the jewellery adorning the same. Before



announcing the name of the campaign, the teasing images gave just the right amount of exposure to the darkened faces, while keeping the luminosity in the jewellery intact. This kept the excitement palpable.







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Dancer-influencer drives Om Jewellers' reel views sky-high with peppy Bollywood performances

ollywood songs make for a sure-fire tool to grab eyeballs of Indians any day. Jewellery brands have thus been making thousands of reels to showcase their jewellery with peppy Hindi songs as background scores. However, Om Jewellers just concocted the right mix of entertainment with jewellery through an apt collaboration with an influencer.



Collaborating with dancer-influencer Akansha Vora, Om Jewellers has shared three exciting reels with jewellery that becomes a part of the performances. The make-up and accessorisation of the performances on the songs 'Suno Aisha', 'Sajna' by Badshah and 'Piya Basanti'by Nusrat Fateh Ali Khan has been different.

Joyalukkas' latest ad reminds jewellery lovers about thanking true friends

oyalukkas' latest video commercial is more than just a brand recall ad. It is a bittersweet reminder of friendship and the essence of it that lasts forever, even if you miss your bestie. With the unmistakable elegance of Kajol, the commercial starts with a reunion



party. Friends bump against each other, but the Bollywood diva is searching for a long-lost soulmate. The first encounter lasts a while with each other surprised to the core and never stopping to smile at each other. Kajol goes on to gift a Joyalukkas set. Enchanted by the grandeur, the friend in question, Amruta Subhash, thinks of returning the expensive gift, but Kajol interrupts her, insisting on focusing on the beauty of the jewellery piece as a memento of friendship.

NDC's campaign thanks natural diamond sector for sustaining lives of millions in India and abroad

atural Diamond Council took a few leaves out of the glorious history to

highlight the countless lives this gemstone has touched in the employment sector. 'Thank you, by the way' is an informative series on social media platforms of Only Natural Diamonds, in association with Natural Diamond Council and GJEPC. Starting on December 16, 2021, the series had its first post talking about how about 2 million Indians are helped by this mammoth

industry. Guiding followers to links of detailed reports by GJEPC and NDC, the

platform is exposing countless social media enthusiasts to how over 55,000 students have



been trained in diamond manufacturing through common facility centers.

Lala Purshottam Das Jewellers engages followers with

exciting jewellery contest on social media

ala Purshottam Das Jewellers banked on the New Year hype to create a series of exciting contests. The series comprised three contests, of which two was pictorial and one was based on a GIF. One contest had a maze created that participants had to solve to reach a particular jewellery piece. Another had a jigsaw puzzle of a neckpiece that the participants had to complete. Rules demanded each participant to like, share, comment on and follow the brand's page on Instagram and Facebook.





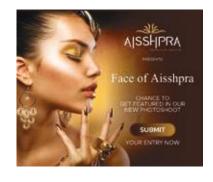
Aisshpra Gems and Jewels picks face of the brand from its target audience via social media contest

isshpra Gems and Jewels had recently organized a digital-only contest called 'Face of Aisshpra' on Facebook and Instagram. As per the contest, the winner will get a chance to be the official face of the brand for any

upcoming campaign in 2022. The contest was valid only for female participants between the age group of

18 - 40 years

from UP. Each



contestant needed to shoot a video within a minute, stating the attributes of Aisshpra Gems and Jewels which she liked and reasons why she feels she should represent the brand. The video needed to be uploaded on the social media profile of the participant, tagging the official handle of Aisshpra Gems & Jewels.

Platinum Evara's ad on self-purchase is bringing Kirtilals attention online

he video commercial is peppered with monologues reemphasizing the delight of self-purchase. Different

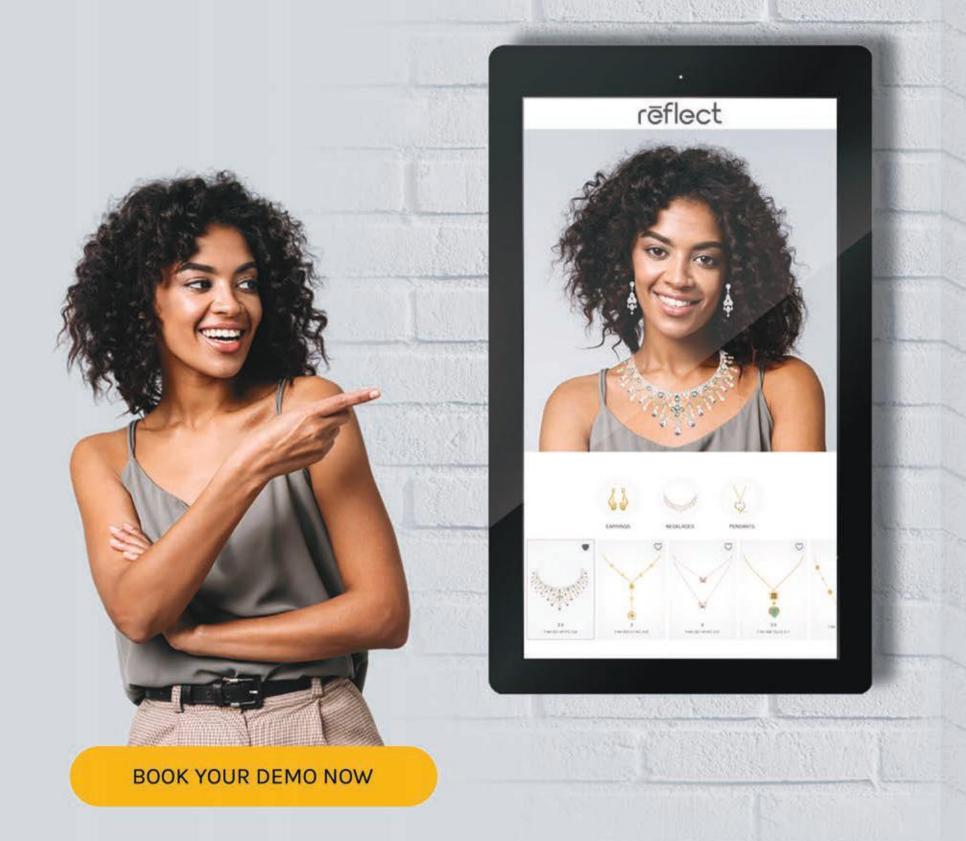


models adorn themselves with different platinum jewellery, expressing their joy in pampering themselves sometimes with

their entire salary or just an indulgence without the need for approval from society. The jewellery fit the individualism of each woman perfectly in the ad. The year 2021 witnessed a 10% growth in the demand of platinum jewellery, thus encouraging Kirtilals to put more focus on promotion of platinum.



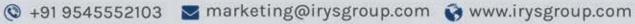
CHECK-OUT YOUR PERFECT LOOK

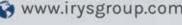














LIKE SHARE TAG



Kalyan Jewellers #BangarrajuContest

In order to engage with customers on the social media, Kalyan Jewellers came up with a new contest named Bangarraju. As per the contest, the participants had to adorn a traditional look and upload their photos clicked with their father or grandfather. Then, one had to download the image with the Bangarraju frame and share it with the hashtag #BangarrajuSankranthiKanuka on their Facebook or Instagram page. Participants also had to tag Kalyan Jewellers' official social media handles. The 10 lucky winners won Pulligoru Design Harams and Navarathna Harams from Kalyan Jewellers.

Reliance Jewels #Newbeginnings

Reliance Jewels celebrated the new beginnings with their

latest online contest. In order to participate in the contest and win exciting prizes, the contestants had to first follow Reliance Jewels and share a picture of a beginning they wish to



celebrate. Then, they had to post it on story/ feed with the hashtag #ToNewBeginnings and Reliance Jewels, and omment 'done' on the original post after posting and tagging three friends.

Aisshpra Gems and Jewels #FaceofAisshpra

Aisshpra Gems and Jewels had recently organized a digital contest for its women

customers called 'Face of Aisshpra'. As per the contest, the winner would get a chance to be the official face of the brand for any upcoming campaign in 2022. The age of participants should be between 18 - 40



years only. Each contestant needed to shoot a short video for a minute or more, stating why she feels she should be the face of the brand and what she likes about Aisshpra.

GIA grades the most important diamonds in the world

arlsbad: The joy diamonds bring to people's lives and the confidence inspired by a diamond grading report from the experts at GIA (Gemological Institute of America) are at

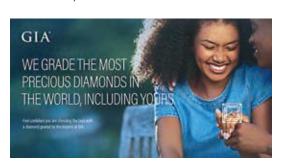
the center of GIA's first new global consumer marketing campaign in more than a decade. The Institute, which pioneered mission-driven consumer marketing about diamond quality, launched a new multi-media effort that focuses on the special moments diamonds

represent in people's lives and the deep knowledge that goes into every GIA grading report.

Featuring 12 diverse couples and seven selfpurchasers, the global campaign will run in both consumer and trade channels. The campaign is designed to reach consumers early in their diamond purchase journey with a highly-targeted multi-channel rollout.

"This exciting new campaign marks a significant evolution in how every GIA grading report demonstrates our dedication to protecting consumers," said GIA President and CEO Susan Jacques. "GIA brings the same passion and independent, research-

based diamond grading expertise to every gem, whether it is the world-famous Hope Diamond or the special diamonds which people choose to celebrate the most important events in their lives."



Jonathan Tack joins GSI as Executive Vice President of Business Development

emological Science International recently announced that Jonathan Tack will join the organization as Executive Vice President of Business Development.

"I am thrilled to welcome
Jonathan Tack to GSI," says
Debbie Azar, President and
Co-Founder of GSI. "Our
team is made up of leaders
from the diamond and jewelry
industry, and I am confident that
Jonathan's enthusiasm, energy,
and vast industry knowledge
will help GSI achieve continued
growth and success."

Jonathan has over 25 years of experience in the luxury goods sector. Following a decade of service as Vice President of Sales for Suberi Brothers where he revamped the legacy brand and launched e-commerce, Tack then founded Proposition Love where he designed for Cher, Kathy Griffin, and Tori Spelling and even appeared on the Chelsea Handler Show. Later, he led sales and marketing at Beauty Gem and SDC Designs. Throughout his career, Jonathan has successfully guided cross-functional teams while launching products



into new markets, developing business strategies for multichannel sales, and fostering lucrative partnerships. His professional drive and loyal relationships have brought him great success which he plans to continue at GSI.

GSI becomes first gemological laboratory to join the Plumb Club

emological Science International, one of the largest gemological organizations in the world, announced its new membership in The Plumb Club, becoming the

first ever gemological laboratory to be invited to join the prestigious organization.

"GSI is thrilled to become a member of The Plumb Club," says Debbie Azar, President and Co-Founder of GSI. "We are honored to join thisprestigious organizationthat is recognized for its leadershipand positive

impact on the diamond and jewelry industry." Since its inception in 1983, The Plumb Club has been an organization of responsible jewelry

and watch suppliers committed to ethics and

to observing the highest standards of business and personal conduct. All members annually sign The Plumb Club Code of Responsibility and seek to enhance retailer and consumer

confidence in the club and its members. Recently, the board decided to allow respectable and fully vetted service suppliers to join the organization.

"The Plumb Club is thrilled to welcome GSI to our membership roster," said Lawrence Hess, executive director

of The Plumb Club. "With our Board's recent decision to open membership to service providers, GSI will become the very first gem lab to join our membership."





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H1-N39, H1-N41, H1-N43



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GJEPC signs 95-year lease agreement with MIDC for possession of land for Jewellery Park

UMBAI: Gem & Jewellery **Export Promotion Council** and Maharashtra Industrial Development Corporation signed a draft agreement for granting possession of land for a period of 95 years for setting up India Jewellery Park Mumbai. India Jewellery Park Mumbai is the first-of-itskind integrated gem and jewellery industrial park with manufacturing units, commercial areas, residences for industrial workers, and commercial support services. It will provide effective support to jewellery manufacturers/traders who are interested in expanding in the state of Maharashtra to initiate

new business or strengthen their existing ventures.

GJEPC has formed IJPM as a Special Purpose Vehicle (SPV) and its wholly-owned subsidiary Section 8 Company known as IJPM in 2018, limited by guarantee as a SPV. IJPM is the primary stakeholder and implementing agency of the project and will work closely with other stakeholders like MIDC, Government of Maharashtra, Ministry of Commerce and Industry, Central Government, DGFT, Board Members, Trade and Industry associations, for implementing and operating the project.





Gold demand hits highest level in more than two years: World Gold Council

he World Gold Council's latest Gold Demand Trends Report revealed that annual demand (excluding OTC markets) has recovered many of the COVID-induced losses from 2020 to reach 4,021t for the full year in 2021. Demand for gold reached 1,147t in Q4 2021, its highest quarterly level since Q2 2019 and an increase of almost 50% year-on-year, according to the World Gold Council.

Gold bar and coin demand rose 31% to an 8-year high of

1,180t as retail investors sought a safe haven against the backdrop of rising inflation and ongoing economic uncertainty caused by the coronavirus pandemic. The use of gold in the technology sector in 2021 increased 9% to reach a three-year high of 330t. While technology demand is comparatively smaller than other sectors, its uses are far reaching and prevalent in a variety of electronics, from mobile devices to the sophisticated James Webb telescope recently put in orbit.

GJEPC & BDB felicitate Padma Shri awardee Savjibhai Dholakia

UMBAI: At a glittering function held by The Gem & Jewellery Export Promotion Council and Bharat Diamond Bourse, diamantaire, entrepreneur and philanthropist Savjibhai Dholakia, Founder Chairman, Hari Krishna Exports, a diamond manufacturing and exporting company, was felicitated amidst an august gathering of industry leaders for being conferred with Padma Shri

Award for social work.

In his keynote address, Colin Shah, Chairman, GJEPC said, "We are proud to have Savjibhai as a member of our diamond industry who has led by examples with exemplary values, and grounding fundamentals that have been the force behind his never-say-die attitude. Savijibhai is a visionary, who has worked hard in the drought-hit region of Saurashtra."



Retail Jeweller **Market**

ART OF GIVING



Hari Krishna Exports celebrates 9th anniversary with a blood donation drive

UMBAI: Hari Krishna Group has organized a blood donation drive on the occasion of HK's 9th anniversary at The Capital Building in BKC. It was an open-for-all event for people to participate in a noble cause and motivate others by understanding and spreading the importance of each blood drop.

A total of 12155 units of blood have been collected to date from all the Blood Donation drives hosted by HK Group. The company organizes such events 3 times a year at their Surat and Mumbai offices, where people actively participate in giving their contribution.

This drive aimed to raise awareness about the importance of blood donation in saving lives, not only in medical emergencies but also in the treatment of people who are suffering from severe lifethreatening diseases that necessitate a timely and safe blood transfusion. As a result, people become more motivated to do it on a regular basis.



Invitation

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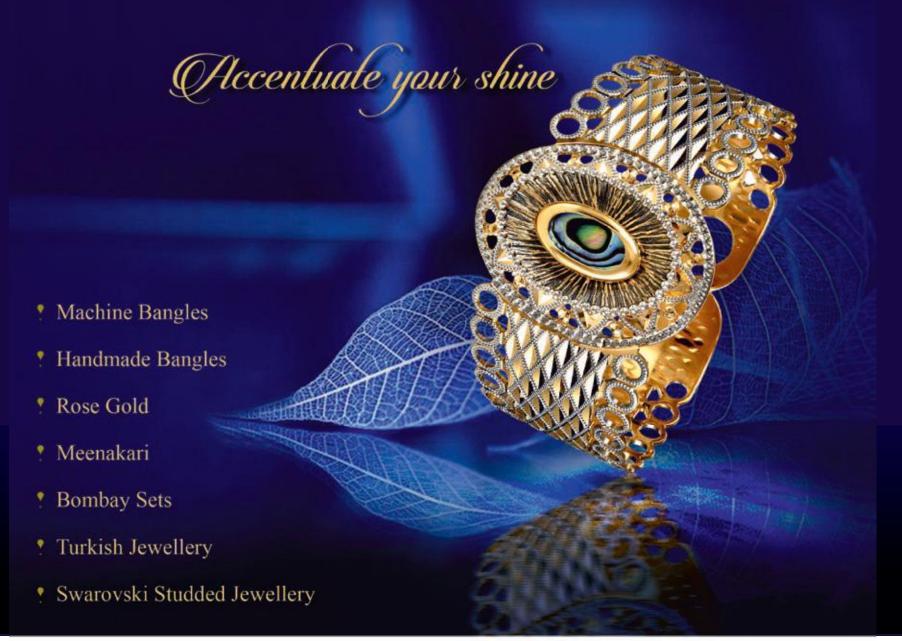
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Karishma Tanna paraded in pastel-hued jewellery by Tyaani Fine Jewellery for her Big Day.



Mouni Roy proves temple jewellery set can be a go-to bridal pick, Anmol Jewellers, Mumbai.

Who's Waring



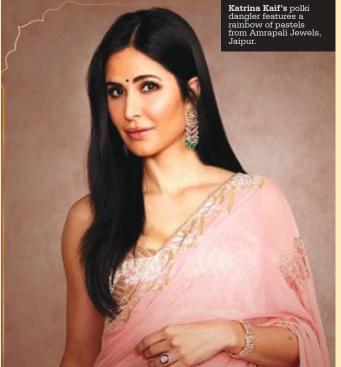
Reginaa Cassandraa's modern 'balis' exudes sheer elegance, by Akoya Jewels, Hyderabad.



Rasika Dugal stuns in a regal, twotoned jadau mala in Razwada Jewels, Mumbai



Mrunal Thakur's fierce, panelled choker is a party-ready number, by Amaris by Prema Raipal New Delhi











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