

DIAMOND WORLD

SHOW REPORT



IIJS Premiere 2024 IIJS Premiere 2024 Sets New Benchmark with ₹1 Lakh Crore in Orders

IIJS Premiere 2024 more than lived up to its promise, generating orders worth ₹1 lakh crore, setting new benchmarks, and leaving exhibitors overwhelmed by the response of the buyers. Some collections were sold out on the second day itself, with the rush of buyers remaining unabated throughout the course of the event.

IIIJS Premiere 2024, one of the most prestigious jewellery events globally, opened on a grand note, exceeding all expectations and setting new benchmarks in the industry. The event, which spanned two venues — Jio World Convention Centre (JWCC) and Bombay Exhibition Centre (NESCO) — saw unprecedented participation. According to GJEPC, the event's organizers, orders worth Rs 1 lakh crore were secured, a testament to the show's growing influence in

the global jewellery market.

With over 3,600 stalls and 2,100 exhibitors, the event attracted more than 50,000 buyers, including international delegations from over 13 countries. The 40th edition, themed "Brilliant Bharat", truly lived up to its name, showcasing India's prowess in the gem and jewellery sector, while also highlighting the country's role as a global leader in this space.

Speaking at the occasion, Vipul Shah, Chairman, GJEPC, said, "The Maharashtra state government



L to R: Nirav Bhansali, Convener-National Exhibitions, GJEPC; Vipul Shah, Chairman, GJEPC; Manushi Chhillar, brand ambassador, GJEPC; C. P. Radhakrishnan, Governor of Maharashtra; Mangal Prabhat Lodha, Minister of Skill Development and Entrepreneurship, Govt. of Maharashtra; and Kirit Bhansali, Vice Chairman, GJEPC

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Vipul Shah, Chairman, GJEPC, with Union Minister of Commerce and Industry Piyush Goyal

has been incredibly supportive of our efforts, be it the allocation of land, the approval of incentives for a jewellery park in Navi Mumbai, or the rapid completion of the Bharat Ratnam Mega Common Facility Centre in SEEPZ. These initiatives include standard duty exemptions, additional FSI allowances, and an electricity duty waiver for up to five years.”

Creativity at the Forefront

This year, IIJS Premiere 2024 was marked by a notable shift towards innovation and creativity, with exhibitors pushing the boundaries of traditional jewellery design. The event provided a platform for brands to showcase their ability to blend heritage with modernity, capturing the evolving tastes of today's consumers.

For instance, the lightweight jewellery collection from Shashwat Atelierr specifically targeted young professionals,



VIPUL SHAH
Chairman, GJEPC

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Mangal Prabhat Lodha (Right), Minister of Skill Development and Entrepreneurship, Govt. of Maharashtra; being felicitated by Kirit Bhansali, Vice Chairman, GJEPC



Dilip Gaur, Business Director - Novel Jewels, Aditya Birla Group, being felicitated by Nirav Bhansali, Convener-National Exhibitions, GJEPC



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Highlights

▶ **2100**
companies exhibiting

▶ **3600+**
stalls

▶ **50,000+**
visitors including international delegations from over 13 countries

Two venues

▶ Bombay Exhibition Centre (NESCO) and Jio World Convention Centre

resonating strongly with the audience due to its blend of geometric shapes and natural motifs. Reflecting on his experience at the event, Rhishabh Solanki, Partner, Shashwat Atelierr, remarked, “We designed pieces like necklaces, earrings, and tanmaniyas that are ideal for 9-to-5 wear. Our collection uses unique motifs, combining geometric shapes with elements from nature to create a fusion that has resonated strongly with our audience. The emphasis on everyday wearability, without

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Partner, Shashwat Atelierr

We designed pieces such as necklaces, earrings, and tanmaniyas that are ideal for 9-to-5 wear. Our collection uses unique motifs, combining geometric shapes with elements from nature to create a fusion that has resonated strongly with our audience. The emphasis on everyday wearability, without compromising on style, has made it a standout at the show, with many praising it as ‘the need of the hour’.



VINAY JAIN
Creative Director, PR Jewels

Our goal was to create pieces that are not just stored away, but worn comfortably and frequently. The Vantara Collection draws inspiration from the natural world, while the Glimmer Collection features innovative diamond arrangements that add a fresh twist to classic jewellery. A highlight of our Glimmer Collection is a floral-themed necklace, which seamlessly transitions between traditional and modern outfits.



Parth Diamond



Anam Jewels India



Naukaho Fine Jewels

compromising on style, made it a standout at the show, with many praising it as ‘the need of the hour’.

Another brand that garnered significant attention was PR Jewels. The brand’s Vantara and Glimmer collections reflected a deep understanding of the modern consumer’s preferences. Vinay Jain, Creative Director at PR Jewels, said, “Our goal was to create pieces that are not just stored away, but worn comfortably and frequently. The Vantara Collection draws inspiration from the natural world, while the Glimmer Collection features innovative diamond arrangements that add a fresh twist to classic jewellery. A highlight of the Glimmer Collection is a floral-themed necklace, which seamlessly

transitions between traditional and modern outfits.”

Global Trends and Collaborations

Beyond individual collections, IJS Premiere 2024 served as a melting pot of global trends, fostering international collaborations and partnerships. Eiji Fuksawa of the Japan Jewellery Association expressed enthusiasm about the vast opportunities for collaboration, while Dubai’s Maha Al Sibai praised the platform for its ability to connect global designers and manufacturers.

The event’s success was further underscored by the significant announcements made during the show. Piyush Goyal, Union minister of Commerce and

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Gem Plaza Pvt. Ltd



The IJS events not only showcased the finest in jewellery design but also emphasized the industry's commitment to philanthropy. A key event was the "Jewellers for Hope" charity dinner at JWCC, where industry leaders gathered to support important social causes.

Industry, took the stage at the Bombay Exhibition Centre to announce key policy initiatives, including the reintroduction of the Diamond Imprest Licence, which promises to bolster the gem and jewellery sector further.

Innovations in Design and Technology

IJS Premiere 2024 was not just about innovation; it also highlighted how traditional designs are being reimagined for the modern consumer. Several exhibitors showcased their ability to breathe new life into classic designs, ensuring they remain relevant in today's market.

Tatiwalas Gehna from Jaipur presented a collection that blended antique gold



SRIRAM NATARAJAN
GIA India

Our industry values craftsmanship, but also embraces giving. I am proud to be part of an industry that makes a collective effort to contribute to the betterment of society. We work with GJEPC on the Swasthya Kosh programmes to help thousands of workers.

and open polki jewellery with contemporary aesthetics. Meanwhile, Devi Jewellers showcased its Aranya collection, which exuded both grandeur and sophistication, demonstrating that there is still a strong market for traditional craftsmanship, albeit with a modern twist.

Darshit Hirani, Director, P Hirani Exports, which has honed its expertise in coloured diamonds for over four decades, pointed out that coloured diamonds are a niche market. "Our goal is to introduce the Indian diaspora to the vast possibilities coloured stones offer. We showcased a diverse range of high-end jewellery that combines coloured diamonds with gemstones in pinks, blues, greens, and yellows.

"We have observed a growing interest in fine jewellery featuring large yellow, pink, and blue diamonds, and have developed collections centred around these, including statement pieces with yellow diamonds. Besides, the new range of bracelets we introduced is doing very well, and is quite popular. We have drawn inspiration from Western styles, adapting them to suit Indian tastes and price points," he said.

Several brands pushed the boundaries to create pieces that are not just accessories, but works of art. This was particularly evident in collections such as House of Sparsh's "Vaticana", inspired by the architectural grandeur of Vatican City, and Anan Jewels's modern bridal jewellery, which took advantage of the incredible charm of rare argyle pink diamonds. Valentine

Jewellery India presented a collection which had emerald drops in a modern setting. "This collection has been particularly well-received, with emerald drops being used creatively in brooches, necklaces, and earrings," said Vijay Chordia of Valentine Jewellery.

Venus Jewel, a renowned name in the diamond industry, made a significant impact at IJS this year by doubling its booth size from 18 sqm to 36 sqm. This expanded space allowed for a spectacular display of over 300 carats of its finest natural diamonds, both large and small. Attendees had the opportunity to explore unique diamond stories, access marketing materials tailored for retailers, and experience the advanced 3D holographic machine, which provided a seamless digital interface for viewing diamonds in extraordinary detail.

Rajesh Shah, Partner at Venus Jewel, said, "This year, we introduced innovative showcases and new launches that cater specifically to the Indian market, including IGI and HRD-certified inventory, conditional certification, consignments for in-person viewing, special packaging, and India-specific diamond information, such as no-black inclusions (with strict QC) and inclusion visibility to the naked eye."

Philanthropy in Action

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In a memorable moment, Bobby Kothari of Jewelex secured a dinner with Rajesh Kalyan of Kalyan Jewellers for Rs 52 lakh during a charity auction, further exemplifying the evening's success in raising significant funds for noble causes.

Celebrating the Future of the Industry

The 40-Under-40 initiative was a major highlight, celebrating the next generation of talent in the jewellery industry. This prestigious award recognised young visionaries such as Arpit Kala of Gem and Jewellery Information Centre, Harsh Badalia of M. Sashi Badalia & Sons Pvt. Ltd., Gautam Totuka of P.C. Totuka & Sons, Devansh Shah of Venus Jewels, Arpit Narola of SRK, among others, for their exceptional contributions, innovation, and dedication to the field. The awards ceremony also honoured industry stalwarts Sevantilal Shah and Ramaniklal Shah of Venus Jewel for their pioneering marketing efforts in diamonds.

IJS Premiere 2024 was a celebration of the jewellery industry's resilience, creativity, and ability to adapt to changing consumer preferences. The event set a new standard for what a global jewellery show can achieve, both in terms of business generated, and the quality of innovation on display. As the industry moves forward, the trends and partnerships forged at IJS Premiere 2024 will, undoubtedly, shape the future of jewellery design and retail, ensuring that India remains at the forefront of the global market. 🌐

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P Hirani Exports

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leaders gathered to support important social causes. Organized by GJEPC in collaboration with De Beers Group and World Gold Council, the event featured Bollywood star Kareena Kapoor Khan, who lent her support to the industry's charitable efforts.

Funds raised during the event were directed towards MIAM Charitable Trust and G&J Sahyog, focusing on the upliftment of underprivileged children, particularly girl children, across India. Sriram Natarajan, Managing Director of GIA India, highlighted the importance of such initiatives, stating, "Our industry values craftsmanship, but also embraces giving. I am proud to be part of an industry that makes a collective effort to contribute to the betterment of society. We work with GJEPC on the Swasthya Kosh programmes to help thousands of workers."