



IN FOCUS

IIJS Premier 2024: Market Trends & Ground Report from Industry Expert Venus Jewel

The IIJS Premier 2024 opened with an exceptional start, as Day 1 witnessed an overwhelming number of visitors, surpassing expectations and showcasing the growing interest in the jewellery industry. Day 2 caught a revival of energy at the JIO World Convention Centre, where activity and interest peaked again.

Venus Jewel, a prominent participant in the show, observed a substantial increase in inquiries from both domestic and international customers. Venus Jewel attracted visitors from across India and beyond, including from countries like Japan, highlighting the global appeal and influence they have cultivated over the years.

This influx of interest underscores the brand's reputation for delivering high-quality, luxurious natural diamonds that resonate with a diverse audience. Industry professionals and participants noted the positive vibes.



The initial days have already laid a solid foundation for business engagements. As the weekend approached, there was a rise in more meaningful interactions and business deals. Many convey the realization that quality products are readily available from Indian brands like Venus Jewel, breaking the stereotype.

This evolving narrative underscores a broader trend where Indian craftsmanship is gaining well-deserved recognition on the world stage, says Devansh Shah, Partner Venus Jewel.

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Hall JWCC | Booth JIO-G 13d
Venue Jio World Convention
Centre