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GJC Connect

VOL. 1 | ISSUE 04 | JULY 2023

“
Nurtured diamond jewellers should avoid mimicking the natural diamond industry’s commodity-focused approach and prioritise on creating intrinsic value.”

Vandana Jagwani,
Founder, Vandals

STAR-STAMPED TREND

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RUKMAI RATHINAM
Jewellery Designer and
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From the Chairman's Desk

Dear Members,
Greetings to all our members and readers.



It gives me great pleasure to extend my best wishes and present the most recent issue of our prestigious jewellery magazine to you. I am delighted to get in touch with you once more and share the fascinating world of gems and jewellery with you, which never ceases to enthrall and inspire us all.

In this edition, we have curated a selection of stories, from how lab-grown diamonds are disrupting the marketplace to the latest advancements in computer-aided design. We seek insights on how this market is evolving in India where diamonds are still viewed as a status symbol and an asset class? Can mindset be changed is the big question we ask. As we mentioned previously, our mission is to keep you abreast of the latest insights and trends to help you build relevance in your customer interactions.

We are delighted to showcase the works of renowned jewellery designers—an industry expert and a young innovator who have pushed the boundaries of creativity. Their exceptional talent, coupled with their ability to infuse emotions into their creations, has undoubtedly elevated the art of jewellery design to new heights.

Lastly, I would like to express my heartfelt gratitude to our readers, contributors, and partners who have been the pillars of support throughout this incredible journey. Your unwavering enthusiasm and dedication continue to inspire us to reach new heights of excellence. I encourage you to indulge in the pages of this magazine, to explore, and to be captivated by the sheer brilliance of the jewellery world. Let us revel in the stories that each piece holds and the emotions they evoke.

Thank you for being a part of this vibrant community, and I eagerly await your feedback and suggestions. Together, let us continue to celebrate the timeless allure of jewellery.

Best Regards,
Saiyam Mehra

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From the Editorial Desk

Dear Members,



Peter F Drucker, the renowned management guru once said, “Whenever you see a successful business, someone once made a courageous decision.” In a disruptive and volatile market such as the one that we live in today, one needs to have the courage to take decisions that would make our business relevant, resilient, and future-ready. In this issue’s cover story, we speak to Vandana Jagwani of Vandals on her foray into lab-grown diamonds when it is still not a well-known concept. It took courage to forge her own path and not take the well-worn path.

Elsewhere in the issue, we have an in-depth feature on the trend of celebrity endorsements for brand promotions. We take you through its nuances, the dos and don’ts. Fine jewellery is mostly associated with women. However, the new age man is now ready to flaunt his solitaires too. Our article, What The Man Wants decodes men’s jewellery trends.

GJC and GJC Connect are committed to bringing insights that add value to your business and help it grow stronger. The interview with award-winning designer Rukmani Rathinam on how she marries affordability with artistry to create unique pieces and the evolution of CAD in jewellery-making offers valuable insights.

Your feedback and suggestions are key to helping us bring together relevant content for this magazine. We would be happy to hear your suggestions.

Happy reading

Best Regards,
SUYASH SANJAY AGRAWAL



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Founder, Vandals



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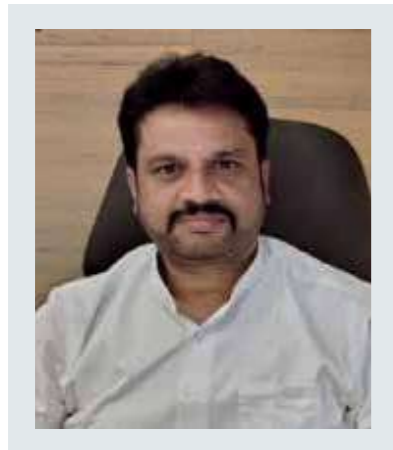
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RAJESH ROKDE
Vice-Chairman

It is with great pleasure and enthusiasm that I extend my warmest greetings to all the esteemed readers of our beloved jewellery magazine. Our magazine has remained committed to showcasing the mesmerizing beauty, artistry, and elegance of the world of jewellery. We have strived to be at the forefront of the industry, bringing you the latest trends, expert insights, and captivating stories that celebrate the craftsmanship and passion behind every piece.

In this edition of GJC Connect, we have some interesting features—the evolution of CAD in jewellery making, colours that could add character to your jewel box and exclusive interviews with leading designer Rukmani Ratnam. Through these amazing content pieces, we take you into the mesmerizing world of gemstones, and precious metals.

I encourage you, our esteemed readers, to actively engage with us by sharing your thoughts, ideas, and suggestions. Your feedback is invaluable and plays an instrumental role in shaping the future direction of our magazine. We aim to foster a vibrant community where passionate individuals like you can connect, learn, and celebrate the artistry that adorns our lives.

Thank you once again for your unwavering support. Together, let us embark on a remarkable journey through the captivating world of jewellery, where beauty, craftsmanship, and inspiration converge. ♦



NILESH S. SHOBHAWAT
Co-Convenor

The GJC Connect magazine has always strived to be a beacon of creativity, innovation, and education within the world of jewellery. We believe that jewellery holds a unique power to evoke emotions, tell stories, and elevate the human spirit. It is a medium through which we express our individuality, celebrate our heritage, and adorn ourselves with symbols of love, achievement, and personal significance.

Keeping the above aspects in mind, we have curated some interesting content pieces that talk about the latest happenings in the jewellery industry, the most awaited India Jewellery Shopping Festival (IJSF), and light-hearted read on men's jewellery.

Through GJC Connect, we seek to create a platform that encourages dialogue, collaboration, and exchange of ideas among industry professionals, designers, artisans, collectors, and enthusiasts. Together, we can forge new paths, challenge conventions, and collectively elevate the art of jewellery.

I express my gratitude for all the support you have shown, and I look forward for a long-term association with each one of you. ♦

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Here is a most noteworthy news and events that have graced the jewellery industry.



GJS Jewellers Meet and 154th Edition of Labham Seminar Held in Akola



The GJS jewellers meet was held along with the 154th Edition of WGC's Labham Seminar, Commodity and Exchange Partner MCX was held in Akola on 28th June. This event witnessed a massive response from jewellers, with over 400 participants from five districts. The seminar is known for its informative sessions and networking opportunities and provides jewellers with valuable insights about recent changes in GST Act, HUID, PMLA, etc.



Mr Sandip Ghuge, SP of Akola, addressed the seminar and emphasized the importance of collaboration between the police and the jewellery industry. The participants actively engaged in discussions, exchanged ideas and expanded their knowledge. The overwhelming response highlighted the industry's commitment to staying updated and fostering growth. ♦



(source: GJC - News Media)



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NextGen Seminar held at the Jio Convention Centre

The 2nd event of the NextGen Seminar powered by GIA was held at the Jio Convention Centre in BKC on July 22nd, 2023. GIA's support and contribution were instrumental in making the seminar a resounding success.

GIA's commitment to fostering knowledge sharing and innovation had a significant impact on the attendees and participants. The cutting-edge technologies and solutions provided by GIA undoubtedly enriched the experience of all those present at the event. The NextGen Seminar was a memorable and insightful gathering.



GJC is exploring the possibility of collaborating with GIA in the future as well. ♦

Indian Government Implements Restrictions on Gold Imports

The Directorate General of Foreign Trade (DGFT), Department of Commerce, Ministry of Commerce & Industry, has announced amendments to the import policy and policy conditions for certain categories of gold in India. The notification dated 12th July 2023, published in the Gazette of India Extraordinary Part – II, Section-3, Sub-Section (ii), signifies a shift from “Free” to “Restricted” import status for specific HS codes related to gold.

Under the revised regulations, HS code 71131911, which pertains to unstudded gold, will be subject to restrictions on imports. However, a significant exception has been made for importers operating under a valid India-UAE Comprehensive Economic Partnership Agreement (CEPA) Tariff Rate Quota (TRQ). Such importers will be allowed to bring in unstudded gold freely, without the requirement of an import licence.



Commenting on the amendments in the gold import policy, Vipul Shah, Chairman of the Gem & Jewellery Export Promotion Council (GJEPC), noted, “We acknowledge the Indian government’s decision to implement restrictions on certain categories of gold imports. While this move aims to regulate the inflow of gold, we understand that it may have implications for businesses involved in the gold trade. As an industry, we will closely monitor the impact of these changes and work with the relevant authorities to ensure that jewellery exports stay robust.”

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The other affected HS codes are 71131919 and 71141910, covering other forms of gold and articles respectively. These categories will also now fall under the “Restricted” import policy. These amendments to the import policy and policy conditions for gold, as stipulated in Chapter 71 of Schedule - I (Import Policy) of ITC (HS) 2022, come into effect immediately.

Colin Shah, MD, Kama Jewellery and Former Chairman of GJEPC,

stated, “The government has curbed imports of gold with specific riders. Imports of gold affect the trade deficit negatively. The latest trade at \$22 billion was the highest in 5 months. The reduced gold imports will help balance the same. Heavy gold imports also impact the Indian Rupee. Gold imports from UAE are allowed under CEPA to boost trade relations under the pact. Imports from UAE have been dismal despite the pact. Though the steps by the government are to balance the macroeconomics. Gold, as raw material, should be available at reasonable prices for the gems & jewellery industry to maintain the competitive edge for exports.” ♦

BIJC Jewellery Design Competition Open for Entries



The Black in Jewellery Coalition (BIJC) is inviting jewellery designers of all levels to showcase their creativity and craftsmanship in the “Together by Design” competition that celebrates Black love and jewellery design. From July 10th to August 25th, jewellery designers can submit

their creations that incorporate elements from the winning couple’s love story into a bespoke engagement ring. The winning designer will receive a prize package and all materials needed to create the design.

The first phase of the competition had couples, or one partner, submit their heartfelt love stories for a chance to win a custom engagement ring. A distinguished panel of judges carefully reviewed each application and selected the winning entry, marking the start of this jewellery design competition.

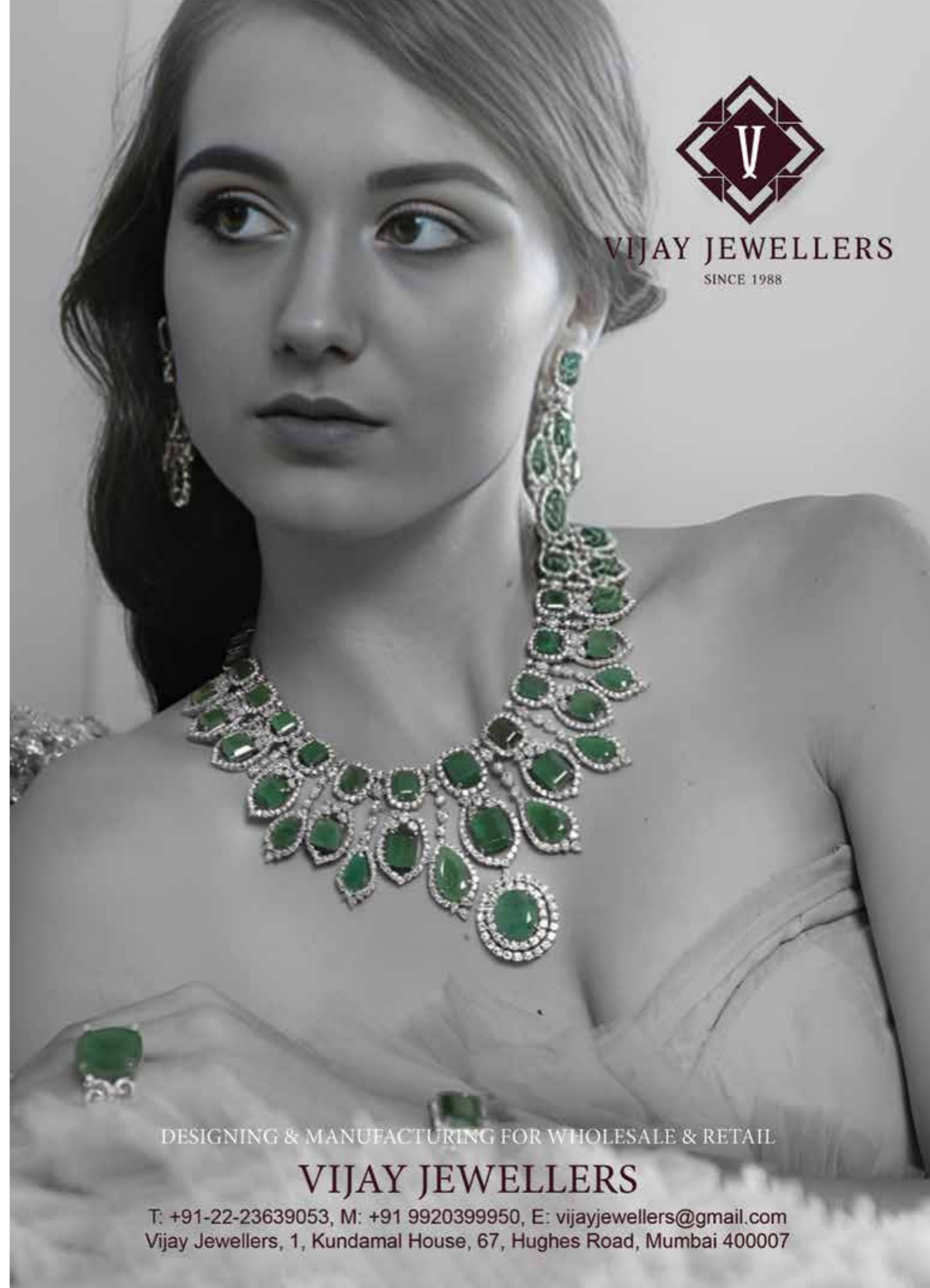
The competition is to create a unique and meaningful design that captures the essence of the couple’s love. All designs submitted for this must incorporate elements of the 1.44-carat fancy yellow diamond donated by Nungu Diamonds, as well as platinum contributed by Platinum Guild International USA. Accent stones, which are optional, will be donated by Anza Gems and B&B Fine Gemstones.

Once the winning jewellery designer is selected, they will collaborate with the recipient of the love story to bring the design to life, ensuring it reflects the couple’s shared experiences and aspirations. For designers unfamiliar with working with platinum, PGI is committed to providing resources and support to create an exceptional ring.

The winner of the jewellery design portion of this competition will receive \$5,000 cash, a scholarship for GIA education, membership to Jewellers of America and Jewellers Vigilance Committee, and a scholarship to the GRS school. ♦



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IJSF: Making India a Jewellery Tourism Hub for the World



The B2B scheme of the India Jewellery Shopping Festival (IJSF) has started from June 1st and will go on till October 31st, 2023. The B2C scheme will run from October 12th to November 17th, 2023. This five-week-long festival aims to provide consumers with participation but is limited to GJC members. Also, it aims to position India as a global destination for jewellery shopping.

This festival is the right platform to promote India's art, heritage, and culture by showcasing and auctioning the finest jewellery pieces for CSR activities while boosting sales in the industry.

IDT Gemological Laboratories Worldwide is the Title sponsor, and Divine Solitaires is the Powered Sponsor for this event.

Dinesh Jain, GJC Director and IJSF Convenor, explains, "The objective of IJSF is to develop jewellery tourism in India and establish the country as a jewellery hub. The event aims to garner attention from global business leaders and consumers, like the Dubai Festival. IJSF seeks to build credibility for Indian jewellers and educate consumers about innovative trends. With only around 10% of approximately 200 countries involved in jewellery manufacturing, the industry presents significant potential. The GJC is in discussions with the Government to promote jewellery tourism in India by incentivizing tour packages in collaboration with the Tourism Ministry and travel agents. Talks regarding import duty and GST refunds for tourists are also underway to further support this initiative."

BENEFITS FOR THE RETAILERS

This digital event will engage over 5 million consumers, with an expected growth in jewellery sales of 30-35%. The scheme will reduce the cost for retailers by up to 30%. Around 5,000 distributors, retailers, and corporates from across the country, except Tamil Nadu, will be eligible to participate. The scheme anticipates generating business worth 12,000 crores, which accounts for 20% of the total jewellery business during that period. Consumers will receive an assured gift with every coupon and, upon validation, can participate in periodic draws and a bumper draw.

A dedicated app will provide distributors, retailers, and consumers with log in facilities to transfer, track, and validate the coupons they receive. Coupons will be digitally transferred at each stage, with data privacy being a top priority for GJC. EY, the process advisor, and the app developer will ensure the privacy and confidentiality of the data. Consumers will receive free coupons upon purchasing jewellery worth Rs. 25,000. Retailers are advised to issue only the necessary number of coupons, avoiding any shortages or excesses, except for rounding off. Retailers are not required to upload end consumers' information on the app. ♦

Prizes to be won

The prizes are mentioned below:

- ♦ Limited edition silver coin to be issued as an assured gift with every coupon
- ♦ 25 gms gold coin on every set of 5000 coupons, as per the periodical draw. Bumper prize-
- ♦ 5 prizes of 1 kg Gold each (1 prize for national and 4 zonal prizes i.e., 1 prize for every zone).
- ♦ 5 prizes of Jadau Jewellery worth Rs. 10 Lakhs each.
- ♦ 5 prizes of Temple Jewellery worth Rs. 10 Lakhs each.
- ♦ 10 prizes of Diamond and Precious Stone Studded Jewellery worth Rs. 5 Lakhs each.
- ♦ 10 prizes of Gold Jewellery worth Rs. 2.5 Lakhs each.
- ♦ 100 Prizes of Diamond studded Gold Coins of Divine Solitaires
- ♦ Bumper prizes to be distributed in a ceremonial function in every zone.
- ♦ Periodical prizes will be distributed from the retailers' stores.

HOW ARE THE WINNERS SELECTED?

The periodical prize shall be selected in the following manner:

- ♦ Retailer who subscribed for more than 5000 coupons. Participants of respective cities subscribed for more than 5000 coupons.
- ♦ Participants from respective states subscribed for more than 5000 coupons.
- ♦ Remaining shall be selected nationally.

The bumper prize shall be selected in the following manner:

- ♦ 100 Prizes of Diamond studded Gold Coins of Divine Solitaires
- ♦ 20 prizes of gold jewellery worth Rs. 2.5 lakhs each.
- ♦ 10 prizes of diamond and precious stone studded jewellery worth Rs. 5 lakhs each.
- ♦ 5 prizes of temple jewellery worth Rs. 10 lakhs each.
- ♦ 5 prizes of jadau jewellery worth Rs. 10 lakhs each.
- ♦ 5 prizes of 1kg gold each (1 prize for national and 4 zonal prizes i.e., 1 prize for every zone).

** Every coupon will get one chance in the periodical as well as the bumper draw and the winner coupon in the bumper draw shall not be entitled to another draw.

For more information, contact: Mr Rajendra Sahani - +91 8828133495 / rajendra@gjc.org.in Mr Sunil Talsaniya - +91 7021510477 / sunil@gjc.org.in or email us at: ijsf@gjc.org.in

LAYER 'EM UP

The art of layering is as much a man's forte as it is a woman's. Solid gold chains of varying sizes are worn over one another to create an impression of a sophisticated yet carefree existence. The flashes of gold in chunky links and in different designs such as rope, figaro, wheat, cable or rolo, are enough to turn heads in your direction and make you the centre of attention. Geometric patterns and gemstones on lockets further add drama to the whole get up.

STACK FOR STYLE

Keep the layering game on with bracelets, too, with a combination of metallic and leather belts. Gold and diamond-studded details such as alphabets will surely amp up the mood. For those of you who dare to be different, try adding charms to your gold bracelets or kadas. Remember this season, jewellery is all about fluidity and personalisation.



WHAT MEN WANT

Jewellery for men has come of age. The new-age man is adding bejewelled accessories to up his style quotient, and he's doing it with panache.

Kanishka Ramchandani gives you a lowdown on what's trending in men's jewellery.

Gone are the days when jewellery was considered appropriate for one gender only. Millennials and GenZ are bending all rules of fashion and accessorising with jewels like never before. Jewellery has become more fluid across genders with jewellery for men making a big loud appearance in both fashion weeks and high streets.

This season, you have to do better than a gold band on your finger! Jewellery for men ranges from layers of chunky chains to statement pendants. And if you have piercings, the sky's the limit for you!

PUT A RING ON IT

Maximum impact is the mantra for rings for men. Go all out and splurge on rings – big, chunky, oversized pieces. These are not just excellent conversation starters, they are also statement pieces that announce your style quotient to the room.

Men are playing it really cool with jewellery this season. With an eye for detail and a thumb on the pulse of the latest trends, men's jewellery is going to get more and more bling-y. Are you ready for it? ♦

“
Nurtured diamond jewellers should avoid mimicking the natural diamond industry’s commodity-focused approach and prioritise on creating intrinsic value.”

Vandana Jagwani,
Founder, Vandals



An outlier, a disruptor, and a purveyor of aesthetics, sentiment, and culture. Not quite the phrases one would typically expect to hear when engaging in a conversation with a new-age entrepreneur dealing with lab-grown diamonds. When I walked in to interview, Vandana Jagwani of Vandals for the *GJC Connect*, I expected our conversation to centre around affordability, sustainability, and ethical sourcing—topics most lab-grown diamond manufacturers, designers, and industry experts wax eloquent on.



I was surprised, to say the least, when she said, “Sustainability is such a heavy word to use so casually. We don’t do it. I don’t want to use that word when there are so many things that people don’t understand about it.” She, then, nonchalantly turned the table again by saying, “We also do not talk about diamonds at Vandals. We talk about adding value and the product.”

An alumnus of Babson and Regents, Vandana talks about education and experience when asked about mentors. She says, “I was a shy child who’s grown. And education and experiences have really shaped me, and that’s what worked.”

Disruption and challenging the rules of the game business are qualities that many business leaders value hugely. In the case of Vandals, it is a disruptor—the brand seeks to make its customers look beyond the conventional idea

of jewellery and intrinsic value. A rebel, like its founder, one of the brand’s iconic designs, Heart, combines natural emeralds with lab-grown diamonds.

In this exclusive with Poornima Subramanian, Vandana Jagwani traces the story of Vandals’ origins, and their place in the market today, and elaborates on why challenging the status quo is important to stay relevant. She also breaks another norm as if it were par for the course—the impossibility of achieving the right balance between a traditional fine jewellery line and a contemporary, ahead-of-the-time business line.

What’s in a name? I ask her. “Vandals is a name inspired by the art of street and graphic artists which were initially considered as acts of vandalism, of making a mark on existing structures. I seriously considered using Vandana Notandass but Vandals just felt correct. It’s part of me. It’s my legacy.”

How do you see the lab-grown diamond market evolving in India? Especially when



This masterpiece boasts of Zambian Emeralds with fancy shaped lab-grown diamonds—definitely a show stopper!

most customers and jewellery manufacturers view diamonds as an asset class...

The industry is trying to replicate the natural diamond industry, where diamonds and diamond jewellery are viewed and traded as commodities—and that in my view is the biggest challenge that we face today. Almost everyone has leveraged it being a commodity instead of adding value themselves. In lab-grown diamonds, pricing is for the technology, but it is essential that businesses add their value after the diamond, which is a big challenge.

When it comes to consumers, the priority is education and it is imperative that we do that. It is in this context that organisations such as the Gemological Institute of America (GIA) and the International Gemological Institute help in bringing about a mindset shift by supporting and validating the product. Do note that I am saying ‘product’. We cannot become a commodity.

The trade-off is simple—if they [the industry] persist on going the commodity route, they have

to offer buyback. And given that buyback is not a feasible option, they will have to just build their own brands. That is the way forward.

Consider this scenario. Customers buying a handbag from a luxury brand are not looking at or considering the price of the leather that is used to make it. They are paying for the finished product—the bag. So that is a big challenge is that we cannot function like a ‘mined’ diamond and must carve our own path.

In my view, you need to add value even for mined diamonds today. We are not just traders. If I am a brand, there needs to be value addition, which is what many in the business fail to understand. This is also because many growers are getting into it and are used to only trading.

When you read about lab-grown diamonds, many say it is like natural diamonds...

No, they are the same except for in just where the rough is grown. Apart from that there is no difference at all. It is cut, polished, and



Heart shaped blue and pink diamonds set in rose gold.



This twined bracelet is made with semi-precious stones and lab-grown diamonds.



The artistic signature ring of VANDALS with a unique design, one of its own kinds!

designed just like any other natural diamond.

In fact, in a recent Lab-grown Diamond Symposium held in Dubai, I was surprised when we were asked if lab-grown diamonds offered more creativity. I was surprised because why would there be more creativity than natural diamonds when it is the same? thing? As creative as you are with natural, you can be with this. I guess access [to lab-grown] diamonds is better though.

What are the challenges you foresaw in this business when you launched Vandals?

The first was education—educating the client. My view on this is quite clear—if we do not do this, who else will? People closest to the market are first educated and hence it is our job to educate the customer.

If one were to analyse the past few years, the business had become too commercial and many in the industry were more catering to customers’ desires than guiding them on what’s trending. My point is we are closest to the

market and are supposed to identify what’s trending next, instead of the other way around.

See, of course, you must cater to public needs but one should not change one’s business’ vision to match up to the expectations. My view is how can we offer customers a superior experience if we restrict ourselves to just catering to existing demands?

I, personally, want to give them more than what they want and that is what a good brand should do.

Lab-grown diamonds are creating a market for themselves. However, as someone managing both ends of the business—Mahesh Notandass and Vandals—how do you differentiate?

Let me answer this by asking you a question. Despite having an iPhone do you not buy one when a new version is launched? And that is exactly the point I am making about Vandals—we are not about diamonds. Yes, we need to educate our customers and third-party certification helps but at Vandals, we talk about

the brand, and its products and not about the diamonds. At the risk of repeating myself, we do not treat it as a commodity. We treat it as a finished product and add value to the brand.

It is an ideology. We dare to disrupt. The name, Vandals, is about making our mark on existing structures. That is how we are differentiating.

I am not talking about sustainability because the entire world will be sustainable at some point and everyone’s trying. So how does talking about it make me unique? Also, not many understand sustainability comprehensively—it is not just about energy consumption or ethical sourcing. There are more than 17 aspects to it but most focus only



MOMENT OF INSPIRATION

It was at GIA. On the last day, they gave us some diamonds to grade and after spending 8 hours in the lab everyone graded it. And then they showed us the difference and there was no difference. The difference was there was no difference. It then that realisation hit me—it is all about perception. I then decided to offer more value to my customers. Like, we deal with gold, polki, uncut, etc. So why not offer lab-grown too. Why should I restrict and be the barrier to entry?

on energy consumption when they talk about being sustainable.

Do you think Vandals and Mahesh Notandass complement each other given the audience that each of them cater to?

So for me, there are two aspects here—complement and protect. I must protect both. We complement because we are an ideology as Vandals—we are about the future and disruption. However, we have roots and together we hold hands. I hold both hands and Mahesh Notandass is today relevant yet traditional too. So, it is like the pull and the push and that serves us just fine.

How are government policies encouraging your industry?

The government is helping in job creation. The industry is still struggling because they are not sure of how to differentiate themselves. It also does not help that many of them in the lab-grown sector have their origins in natural diamonds and are mostly traders with little or no exposure to retail marketing and branding. So they are trying to follow the same trade here.

While one could say that natural is unorganised [even after so many years] lab-grown is still in a very nascent stage as people are not sure of the path to take.



“

Vandals store designed by Ayesha Puri, is an embodiment of the brand's dedication to showcasing jewellery not just as a symbol of status, wealth or luxury-but as a work of art in its own right.

Vandals aims to redefine the culture around jewellery by bringing it to a new generation in a way that is bold, adventurous and unapologetic but at the same time, show a reverence for the artists-and traditions.”

What are the technology advancements you're excited about in this industry?

The only thing that's going to happen with technology is the cost is going to come down, but no one needs to know that.

How much AI do you use?

Presently, we use a little bit in terms of jewellery trying for our clients. They can try our jewellery through an app sitting in their home. However, I still feel like being such an expensive product, they want to wear it actually for a trial. And that's the reason we don't sell online and are still selling brick and mortar. I personally believe that online jewellery works only under a certain price point. ♦

Do you think AI can replace human designs?

If AI replaces human experience then maybe, yes. Are we going sit in Metaverse and wear jewellery?



“

VANDALS' DESIGN PHILOSOPHY

Even without words, jewellery tells a story. There are questions and answers, there is always a statement that can be interpreted. Each and every piece like graffiti and writing on the wall leaves a little mark, encourages a conversation and tells you a little story (if you read it right).

Through the art of design there is always a chance for storytelling because we believe that designing jewellery is based on tension and resolution, just like any plot or narrative. The thought behind each facet, cut and groove is based on the tension between what is expected and what is possible, the resolution by creativity defined by human ingenuity and technology.”

What inspired you to start Tismey Jewelry?

Tismey Jewelry was propounded to horizontally expand an already booming Handcrafted Jewelry Manufacturing family business, which is in existence since more than 35 years and is spearheaded by my Father (Mr Ashok Amritlal Vaya).

After joining the business in 2016 and gaining valuable experience of monitoring the operations of a Handcrafted Jewelry Factory, I quickly realised that the production efficiency can drastically be increased by the virtue of State-of-the-art machinery. Fast forward 4 years, Tismey Jewelry was propounded, where we can fabricate 22k Fine Jewelry that's objectively lighter, with top-class finishing and take minimal manufacturing time; which in turn provides peace of mind to our customers.

What do you think will be the driving factor of Gold Jewelry in the Future?

India is blessed with a very young demographic, where more than half of the country's population is below 26 years of age, and with women marrying at an average age of 22; these numbers ensure that the demand for Jewelry, especially in the bridal sector will be robust for years to come.

Raised in the Family of Jewellers, I have always been an advocate of Gold Jewelry, and Gold in general; as it not only plays the role of being a beautiful adornment piece, but also is a lucrative form of investment; as it has a compound annual growth rate of a north of 11% in the last 12 years.

Moreover, I believe that the demand for Gold Jewelry will also be driven by developments in Economic Growth, Income Growth, wealth distribution as well as the rate of Urbanisation.

You said that the Jewelry Pieces can be crafted at lighter weights than usual, can you shed some light on the thought process behind the whole idea?

We are witnessing times where Consumer Behaviour has been affected by the trend in Rupee-Gold Prices, pertaining to the fact that they have a fixed budget in their mind while shopping for Gold Jewelry; hence, the amount of gold that they buy will vary, depending on the changing gold prices.

Thanks to the intersection between bespoke designs and craftsmanship at our manufacturing facility, Lightweight Jewelry caters to these customers, as they can opt for the designs that they prefer, and have more design options to choose from that fit in their desired weight range.

To put that in perspective, A necklace that normally weighed around 70grams can now be made between 58 to 60 gram weight ranges.

What is the target audience for Tismey Jewelry?

Presently, we specialise in making 22k yellow gold Bangles, Bracelets, Necklace Sets, in specific weights and immensely good finishing.

We strive to be a go-to enterprise for all the distributing and retail parties, who aspire to deliver the very best to the Customers in terms of Quality, Weight Range and Service.

What are the plans in terms of expansion and growth?

We're a young Company, and nurturing the company by maintaining the right values, and making the right hires will prove to be beneficial; it wouldn't be evident but fabricating Fine Jewelry asks for an incredible amount of Patience, idea filtering and creativity. We strive to further expand our team in the coming months, as the team we possess is and will prove to be our Biggest Asset.

In terms of the jewelry that we make, furthering our expanse in the market, and introducing Jewelry of lower caratages is the next step, as the 18k Jewelry Realm gains more traction.

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Shine LIKE A Star

The glittery business of jewellery needs a bit of glam to catch eyeballs. An exquisitely crafted necklace on a billboard will perhaps grab your attention but if a beautiful A-lister is wearing it, it will stop you right in your tracks. Celebrity brand ambassadors add to the brand value and recall and instantly connect the brand with the target customer. KANISHKA RAMCHANDANI delves into the trend of celebrity endorsements of jewellery lines that is all the rage right now.

The youth sensation and star of the upcoming Hollywood film *Heart of Stone*, Alia Bhatt

looked stunning as the showstopper for Manish Malhotra's Bridal Couture Show 2023-24. Sharing the limelight with the charismatic Ranveer Singh, Alia glowed in a lush grey velvet *lehenga*, illustrated with meticulous high-shine silver *nakshi* hand embroidery and delicate pearls. Her ensemble was complemented by a diamond studded statement necklace from the latest collection of Manish Malhotra Jewellery. The necklace in itself is a masterpiece of craftsmanship and the designer's aesthetic sensibility. But when the same is flaunted by a star like Alia Bhatt, its appeal is magnified. That is the power of celebrity influence.

In the world of fashion and luxury, jewellery holds a special allure, symbolising elegance, wealth and status. The easiest way to announce these qualities is by displaying the product's price tag. But that would be in poor taste and that's why jewellery brands turn to a powerful marketing strategy - celebrity endorsements. The fusion of celebrity charisma with sparkling gems has proven to be a winning formula for many brands, creating a sense of desirability and prestige around their products.

Let's look at how celebrities make a difference to the way high-end jewellery is perceived by consumers.

THE INFLUENCER EFFECT

One of the most obvious reasons why celebrity endorsements work is the influencer effect. Celebrities are fashion influencers in their own right and fashion-conscious consumers tend to follow their lead, especially when it comes to following trends. The term endorsement has undergone a sea change in recent times. Traditionally a celeb would endorse a brand only if they are signed up as the official brand ambassador. But today, thanks to social media, whatever style they wear, whichever label they flaunt, is instantly termed as endorsing. If they are sure about a brand or a product and are showing it off on social media, it's good enough for their followers. That explains the popularity of *kundan* and *polki* jewellery for brides in the aftermath of Alia Bhatt and Kiara Advani's weddings.

THE EMOTIONAL CONNECT

This is perhaps the most important factor to rope in a celebrity to endorse a brand, especially a jewellery brand. In India, jewellery shopping is associated with significant events such as marriages. Getting a celebrity to highlight the emotional undertone of buying jewellery adds to the brand's recall. In the TVC for Joyalukkas, brand ambassador Kajol is seen surprising a wheelchair-bound fan on her wedding day with a diamond and ruby necklace. Similarly, the entire Bachchan family endorsing Kalyan Jewellers brings to fore a multitude of emotions. The image that celebrities have off-screen and on social media combined with their iconic on-screen characters help the consumers identify with the brands they are wearing.





THE BRAND RECALL

Celebrities increase the chances of brand recall due to their association with a brand. The celeb's name becomes synonymous with the brand eventually and consumers don't have to think twice before making the connection. This association might continue even after the celebrity has stopped endorsing the brand. For instance, Deepika Padukone for Tanishq's Gulnaaz collection. Another important factor is the way the celebrity wants to position their own marketing strategy. With Tanishq Deepika was seen wearing heavy diamond jewellery whereas Anushka Sharma sports more casual wear collection for Giva.



The celeb's name becomes synonymous with the brand eventually and consumers don't have to think twice before making the connection.

THE OFF-SCREEN PRESENCE

Celebrities transcend geographical boundaries and their fan base span the globe. The celebrity's influence can introduce the brand to a diverse audience, creating opportunities for international expansion. Apart from the TVC and ads that the celebs shoot for the jewellery brands, it's what they do off-screen that is etched in the consumer's psyche. Popular celeb appearances such as airport looks, red carpet, movie premieres etc. offer brands with more product positioning options. The way celebrities are monitored in today's digital world, every instance of public view is an opportunity for endorsement.

Brand endorsements bring a lot to the table for celebrities, too. Priyanka Chopra had done a handful of campaigns for Indian jewellery brands but today she is the face of Bvlgari. That not only elevates her position but also puts her in the league of Hollywood A-listers. It is therefore important for the brand to select the right kind of celebrity. The celeb's public image and on-screen persona should be in tandem with the brand's identity. Unless that happens, the celebrity will not be able to use their influence to connect with the audience. Brands have been known to change their ambassadors to meet the changing requirements of the consumer and the market dynamics. For instance, Katrina Kaif replaced Aishwarya Rai Bachchan as the brand ambassador for Nakshatra by Gitanjali. It is important that the right celeb is the face of the brand and the right kind of channels – TVCs, social media, print ads, collection shoots, etc. – are used to leverage on it.



A celebrity endorsement comes with its set of disadvantages, too. Let's look at some of them:

HIGH COSTS | Hiring celebrities for endorsements can be an expensive endeavour, especially if the celebrity is an A-list star. Apart from upfront fees, there might be additional costs for promotional events, photo shoots and other marketing activities involving the celebrity. For smaller or emerging jewellery brands, these costs may outweigh the benefits.

CELEBRITY MISCONDUCT | Celebrity endorsements come with a risk: if the celebrity's reputation is tarnished due to personal misconduct or controversies, it can reflect poorly on the brand. Brands may find themselves entangled in negative publicity, and their association with the celebrity may have a detrimental impact on sales and brand loyalty.

LACK OF AUTHENTICITY |

Sometimes, celebrity endorsements can feel forced and insincere, leading consumers to perceive the brand's association with the celebrity as merely a marketing gimmick. In such cases, the endorsement may fail to resonate with the audience, and the brand might struggle to establish a genuine connection with potential customers.

SHORT-TERM IMPACT |

Celebrity endorsements often generate short-term buzz and excitement. However, once the initial hype fades away, maintaining sustained interest and brand loyalty becomes a challenge. For long-term success, brands need to focus on product quality, design innovation and customer experience alongside celebrity endorsements.

International Flavours

Here's looking at some of the most successful celebrity endorsements from the global arena of high-end jewellery.

HARRY WINSTON MARILYN MONROE |

Marilyn Monroe's legendary performance of 'Diamonds Are a Girl's Best Friend' in the movie *Gentlemen Prefer Blondes* established a timeless association between the actress and the world of diamonds. Jewellery brand Harry Winston capitalised on this by using her image in their marketing, solidifying their status as the 'King of Diamonds.'



TIFFANY & CO. - AUDREY HEPBURN |

Tiffany & Co.'s association with iconic actress Audrey Hepburn is legendary. The brand's memorable ad campaigns featuring Hepburn's elegance and charm helped cement Tiffany's reputation as a symbol of luxury and sophistication.



CARTIER - KATE MIDDLETON |

When Kate Middleton, the Princess of Wales, was spotted wearing a Cartier Ballon Bleu watch, it sparked a surge in interest for the brand. Her association with Cartier has strengthened its position as a prestigious and timeless luxury jewellery brand.

BVLGARI - ELIZABETH TAYLOR |

Iconic actress Elizabeth Taylor had an enduring love affair with jewellery, and her passion was matched by her association with the luxury brand Bulgari. Her endorsement of the brand's designs, particularly the iconic Serpenti collection, catapulted the brand to new heights of fame and prestige.

CONCLUSION

Striking the right balance between authenticity and star power is key to a successful and enduring celebrity endorsement strategy in the ever-evolving world of jewellery marketing. When executed thoughtfully, these partnerships can elevate brand perception, expand market reach, and create emotional connections with consumers.



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DOI 2021 Award winning design

“Design innovations are the need of the hour to ensure affordable jewellery”

– Rukmani Rathinam

Winning the prestigious ‘Designers of India’ award not once, but twice, and securing the position of 1st runner-up once, truly exemplifies the consistent excellence in jewellery design. Hailing from the southern part of India, where conventional career paths were the norm, the idea of pursuing design as a serious profession was not widely embraced until recent times.

Rukmani Rathinam, however, considers herself incredibly fortunate to have parents who wholeheartedly supported her aspirations and had unwavering faith in her abilities.

In this exclusive with GJC Connect, Rukmani, talks about her career milestones and shares experiences that gave her invaluable insights and learning to shape her into the person she is today. A designer who is fascinated by the play of light in a diamond’s facets, she is keen to push the boundaries to create jewellery that brings joy. She also tells us why continuous innovation in manufacturing becomes essential to strike a balance between affordability and the use of high-quality materials and craftsmanship in jewellery design.



Collection of cocktail rings designed with custom cut gemstones and diamonds

THE LIGHT BULB MOMENT

My interest in jewellery design started off as a combination of being interested in art and jewellery. The best course that would combine both of these interests was the accessory design course in NIFT, and I pursued it after school. It was during college that my mere fascination towards jewellery took a momentous path to turn into a serious passion for design. The nuances of jewellery making, the detailing that goes into designing a piece of jewellery, the creative thought process behind each design, the highly technical process of converting design in paper to design in a product--all of these were very new subjects that really ignited my passion for the craft. Although there are many projects that motivated me to take up a career in jewellery design, the first spark was simply just being introduced to the depth of the subject and the endless possibilities it beholds. ♦

MAIDEN ACCOMPLISHMENT

During my graduation project, at Titan Delhi I worked on two main projects. The first one was a high-value diamond jewellery collection that targeted the fashionista vogue consumer segment and the second was a gold collection to be launched during Diwali that year.

The high-value project deepened my understanding of the faceted world. Working with diamonds and alluring gemstones, different stone settings, and creating contemporary silhouettes for modern women were all a thrill like never before. The Diwali project on the other hand explored a lot of gold jewellery techniques like meenakari, engraving, laser etc. Drawing inspiration from India’s rich architectural heritage, that collection was all about grandeur and tradition. Both projects were completely different in terms of design inspiration and technique which helped me gain a very wide spectrum of knowledge.

Receiving the Best Graduation Project Award served as a great boost in my journey. However, more than receiving the award, what really boosted my confidence to step into the professional world was my experience learning from the best mentors in the industry ♦



Contemporary amethyst earrings

Image Courtesy: Tanishq



THE JEWELLERY
The unique earring can be worn in five different ways as per the style desired and occasion. There is a 360-degree hinge which can be adjusted to either shorten the earring as a simple stud or lengthen it with a hexagonal drop.

There is an elegant detachable part of the earring, which can be used as per the desired outfit. This detachable part adds elegance to the earring.

ARTISTRY WITHIN REACH

Designing modular mechanism-oriented jewellery that provides value for money is one of my areas of interest. With gold prices skyrocketing, offering value for money to customers has become even more important today. Designing modular jewellery that can be worn in multiple ways excites the majority of consumers today. I used basic rivet and lock mechanisms to create a range of modular earrings that can be worn in four different ways.

In the same collection, another screw mechanism involved sliding a unit of design vertically to give the design a new look. Both mechanisms were highly appreciated by professors and consumers. Although modularity as a concept is a very exciting one, it requires a lot of trials to pass the quality checks and there still exists challenges in development when it comes to producing them for the mass consumer segment. ♦



COSMOS INSPIRED CONCEPTS

Freshness in my opinion is just perspective and creative thinking. One could look at a flower and just notice the stem and petals. Or one could spend some time with it to smell its fragrance, look deep into the texture of the petals, the colour gradients, how the petals dance to the tunes of the gentle breeze etc. When one is more observant and appreciative of the simple joys of life, it translates into fresh thinking with a very different perspective. Innovation requires one to be more experimentative and have a curious questioning mind. Staying up to date with the trends in the manufacturing industry goes a long way in drawing interesting inspirations

to innovate and adapt innovations from other fields in jewellery.

Personally, I deep dive into nature and architecture to draw design inspirations. Nature offers endless inspiration to bank on. Apart from these, topics that relate to the culture of various communities particularly interest me. Examples are the handicrafts of communities, languages, festivals etc. On an experimentative note, I also enjoy drawing forms out of intangible inspirations such as fragrances, audio notes, emotions, memories etc.

One such design was my entry for DOI 2022 where I attempted to freeze my convocation event through a piece of jewellery. ♦





Rukmani with her mother at the DOI Award ceremony

Mother: Global Language of Affection

Mother is the only word that translates into a similar-sounding word in all the Indian languages. It is quite a wonder, how the many languages of India being so distinctively unique in vocabulary unite at the word of mother. So, my design for the 2021 Designers of India was a piece of jewellery that took inspiration from this concept.

I wrote down the word mother in the script of all Indian languages, converted the script into design elements and fabricated it with metal, gemstones and modularity to suit the present-day modern woman. This design and the award that it won are my dedication to the woman who means the world to me- my mother. Amongst a world of competitions and comparisons, she keeps reminding me to celebrate the little joys of life, take things lightly and enjoy the present moment.



Word mother in all Indian languages

SENSE AND SENSIBILITIES

Working in a mass consumer brand has taught me that the consumer is indeed the king. One might have all the necessary sources to create the most extravagant design but if it doesn't resonate with or suit the consumer's pocket, it is not going to go off the shelf.

Tanishq being a pan India company that caters to consumer segments in various economic segments, was a lovely opportunity to meet and understand consumers of different regions. Although gold can be considered a common metal that people are fond of, the way the metal is crafted, both in terms of the look and the technique, is very different and unique to each region.

The aesthetics of traditional jewellery

Image Courtesy: Tanishq



Shoulder dusters to steal the show



Tanzanite pendant



Contemporary cocktail ring



Elegant floral motifs in gold



is highly influenced by history and culture as people often tend to look for some similarity between what the women in their family previously owned. That's why, jewellery passed down through generations holds such enormous emotional value in India. Even within a particular demography, traditional jewellery is still very different for each community. For example, the thali/mangalsutra of the Chettiar community in Tamil Nadu is very different from that of other communities in the state. Jewellery, apart from adornment and investment, is a celebration of the rich culture and heritage of communities. So, the key to designing for different markets is to understand the culture, consumer preferences and traditions of that market. ♦



FINGERS ON THE PULSE

How do I see the industry evolving? We could look into the answer to this question from two perspectives. First, from the industry point of view, and then from the consumer point of view. From the industry side, all major companies are aware of the latest technologies. How much of it they invest in really depends on their scale, risk-taking ability and willingness to stay atop the industry.

From the consumer point of view, there is still quite some inhibition in accepting new products and technologies. Coloured diamonds, which have been all over the international market for a long time, are still yet to reach popularity status in India. Similarly, lab-grown diamonds are still not widely accepted by people locally.

It is quite natural that drastic innovations would take time to be accepted by local people as jewellery has traditionally always been associated with trust and investment firstly, with adornment coming in only as the secondary factor. ♦

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Expertise and integrity are aspects that MANTR Jewels pays great attention to and provide the highest quality and purity gold and silver bars at the most competitive prices. At MANTR Jewels, we understand the importance of convenience and efficiency in the precious metals industry. Our user-friendly ordering platform allows customers to easily purchase their desired gold and silver bars. Additionally, our dedicated customer support team, composed of seasoned professionals, is always available to address any inquiries or concerns, further enhancing the overall customer experience.

Our inventory includes a diverse selection of coins, bars, and rounds, each meticulously crafted with precision and purity. From iconic sovereign coins to exquisite bullion bars, every item in our collection is carefully vetted to ensure authenticity and value, giving you peace of mind when investing in precious metals.

MANTR Jewels aims to realise its dream of Har Ghar Sona—to achieve this lofty goal we are trying to spread awareness of gold as an asset class among women from the lower-income group. The idea has been proposed to the government to make gold accessible to low-income group women by offering government subsidies and jewellery discounts.

ALL ABOUT THE APP

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MANTR Jewels predicts that the gold rates during the Diwali season this year is likely to be around Rs 57,000 — Rs 65,000. Keep checking the app to lock the price and place your order without any hassles.

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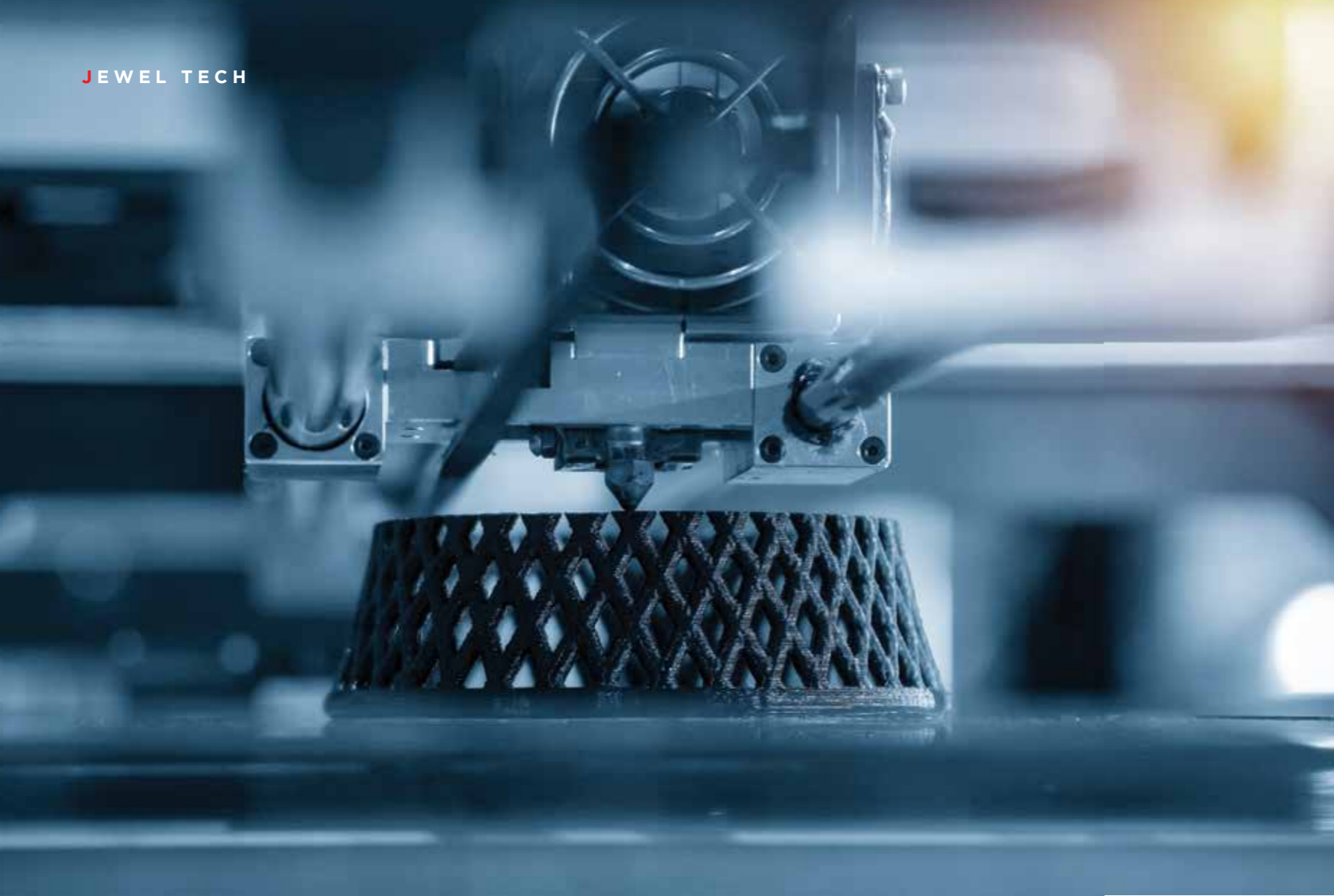
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CAD: marrying precision technology with artistic craftsmanship

The fusion of art and technology has fundamentally changed the way we produce priceless jewellery. The time when meticulous planning and creation required endless hours is long past. The industry is currently enjoying an era of speed and innovation by embracing the cutting-edge power of computer-aided design (CAD).

“What new technology does is create new opportunities to do a job that customers want done.”

– Tim O’Reilly

REX MERTEN, an internationally acclaimed designer and master jeweller in his 2011 article *Design Revolution-The power of CAD-CAM* wrote that Euclidean geometry could have served as the foundation for computer-aided design and manufacturing (CAD-CAM) applications pertinent to the jewellery sector. He went on to write¹, “While he could never have foreseen today’s application of his theories, Euclid of Alexandria, in his 350 BCE treatise on mathematics, *The Elements*, defined many of the postulates and axioms of the geometry upon which today’s 3D software programs and systems are built. It may further surprise that CAD-CAM programming as we understand it today, began in the auto factories of Renault and Citroën in France.”



CAD AND THE JEWELLERY INDUSTRY

CAD (computer-aided design) has revolutionised the jewellery design process. Its introduction in the 1980s caused a significant stir within the industry, and the CAD software had a profound impact on the way the industry worked. While there is not much clarity as to which CAD software was first used for jewellery making, Sketchpad², developed by Ivan Sutherland as a part of his PhD thesis in 1963 is considered a

forerunner to modern CAD. It allowed users to draw directly on the computer display.

Later, as technology advanced, numerous other people created software that aided in designing. However, only larger businesses could afford to purchase and maintain the hardware and software that makeup CAD infrastructure. CAD applications increased in popularity in the late 1990s and early 2000s. In fact, the Jeweller publication posed the query “Is CAD/CAM here to stay?” when it released its first CAD/CAM Guide in 2012. However, a new era of CAD

FROM HANDCRAFT TO HI-TECH

Filigree work was traditionally completed entirely by hand, which made it a labour- and time-intensive process. However, the production of filigree designs underwent a remarkable transformation with the introduction of CAD. Jewellery designers are now able to develop complex filigree patterns with the highest level of accuracy and detail using CAD software. Design professionals can visualise their work from every angle and make adjustments as necessary thanks to 3D modelling capabilities. Once the digital filigree design is finished, it can be 3D printed or used to make a master model using milling machines that are operated by computers. The final product can then be handcrafted using this master model as a guide or by using it to make moulds for mass production. By pushing the limits of what is possible, the use of CAD in filigree not only preserves the artistry and traditional beauty of the technique but also enhances it. It enables designers to experiment with novel patterns, discover new forms, and produce intricate filigree designs that were once thought to be nearly impossible to produce by hand alone.



in jewellery began around 2010 as a result of a significant drop in the price of software and hardware as well as an increase in the availability of qualified CAD talent. This new era brought about a democratisation in the jewellery industry, allowing smaller companies and independent designers to also benefit from the advantages of CAD. As a result, it became an essential tool for designing and creating intricate and complex jewellery pieces, revolutionising the industry.

ADVANTAGES OF USING CAD

CAD changed the way the jewellery industry worked. It brought into play newer and innovative ideas. It helped designers to push boundaries and offered several advantages.

- ◆ **COST-EFFECTIVE** | The use of CAD has made jewellery designing much more cost-effective than before. Earlier, creating physical prototypes used to be time-consuming and expensive. With CAD, the designers were able to create 3D prototypes before the final production, hence making their work cost-effective.
- ◆ **PRECISION** | CAD jewellery software helps designers create intricate masterpieces with accuracy and precision. With various tools at their disposal, designers can create, sketch and experiment with their intended designs easily. Moreover, it helps save

time, as the designer does not need to erase and recreate designs time and again on paper to get the desired result. Also, the precision achieved through CAD software is far better than the one achieved on paper through rough sketches. Along with this, CAD ensures accurate measurements. This reduces the chances of any error during the time of manufacturing of the final product.

- ◆ **3D VISUALISATION AND CUSTOMISATION** | The best part about using CAD is that the designer can get a 3D visual of the design that he or she intends to create. This enables them as well as the customers to analyze and see the design from all angles and make the required modifications and changes. With CAD at hand, the designer has the liberty of showing his intended design to the customer. If the customer wants to customise or personalise the piece in any way, the designer can make the required changes quickly.
- ◆ **RAPID WORKING AND TIME SAVING** | With the use of CAD, the designers can create prototypes quickly and efficiently. The designers can quickly transform their prototypes into physical models and analyse them before the final production.
- ◆ **EFFICIENCY** | use of CAD helps designers streamline their work. This helps them work more efficiently. ◆



COLOUR THERAPY

Jewelled tones are back in trend. If you cannot decide which ones to add to your jewellery box, here's a little help from us. We bring you the choicest coloured gemstone recommendations that are sure to put you on the front row of this season's fashion parade.

Jewellery is quintessential to your overall look. You can glam up your look with a signature **pièce de résistance** or play it casual with some eye-catching bejewelled accessories. Whichever mood you are ready to sport, coloured gemstones are your go-to option for a quick fashion fix. Coloured gemstones are making a bold comeback, offering endless possibilities to add a touch of elegance and individuality to your jewellery box. Here we present to you our top picks from the wide spectrum of hues that are on offer. Add these to your repertoire and nail that trending look.

GORGEOUSLY GREEN

► Emeralds are ever green (pun intended!). Regarded as a symbol of life, renewal and prosperity, these green marvels instantly add sophistication to any ensemble. A hit at celebrity weddings and gaining popularity as engagement rings, emeralds are ruling the trend game this season. Make sure to add them to your collection.



PURPLE HEARTS

▼ Amethysts, with their captivating purple hues, are an excellent choice for those seeking to add a touch of mystery and allure to their jewellery collection. These gemstones are not only stunning but also believed to have spiritual properties, promoting tranquillity and protection. Consider an amethyst cocktail ring or a delicate amethyst pendant for an ethereal and whimsical touch to your ensemble.



VIVA MAGENTA

🏠 Ever since it was declared the colour of the year, magenta has taken the fashion world by storm. In jewellery, we see its interpretations in rubies and garnets. A ruby-encrusted ring or a pendant paired with diamonds exudes a classic and timeless charm that will surely turn heads this season. For a more vintage vibe, you can opt for garnets in gold or silver setting. For a more sophisticated appeal, you can even explore pink diamonds. Whatever the gemstone of your choice, make sure you have your own personalised version of magenta in your jewellery box.



SEA OF COLOURS

▼ As the name suggests, aquamarines embody the mesmerising hues of the ocean. With their calming blue tones, aquamarines bring a refreshing and tranquil vibe to your jewellery collection. Aquamarine is not your typical jewel tone, which allows you to experiment with this cool hue and stand out in the crowd. We are sure you have it in you to pull off a look with aquamarine accessories. So, go for it!

No matter which (or all) shades you decide to add to your jewellery box, you can pair them merrily with diamonds. The sparkle of diamonds beautifully offsets the deeper tones of gemstones, making them more appealing and alluring. From cocktail dresses to designer sarees, your fashion choices range from bespoke Indian couture to smart western attire. With these gemstones in your collection, you are sure to rule the fashion scene this season, irrespective of which outfit you decide to wear.

Each gemstone carries its unique symbolism, making them not only stunning accessories but also a reflection of your personality and style.



THE BLUE HUE

🏠 If you are seeking a bejewelled piece that states luxury and elegance, opt for deep blue tones of a sapphire. From deep blue to velvety violet hues, sapphires offer an array of captivating colours that resonate beautifully with the changing seasons. With a pair of earrings with sapphires nestled amongst rows of diamonds, you can never go wrong. So, have you made up your mind about adding a touch of blue to your precious collection?





popular as celebrities flaunt it on the red carpet and on the silver screen, driving up the aspirational value of such curated jewellery pieces. Finally when these looks become more accessible to jewellery lovers, the real trends are born. From what's trending on Instagram to what your favourite A-lister is wearing, jewellery trends encompass designs, shapes, gemstones, cuts and most importantly, the oomph factor.

In India, where jewellery is integral to our culture, trends take on a completely new meaning. The allure of jewellery, especially diamond jewellery, holds a special place in the hearts of Indians. The jewellery trends for 2023 see a beautiful marriage between craftsmanship and contemporary designs. In this trend report, we will see how the timelessness and elegance of jewellery is translated into a fashion statement for the millennials and Gen-Zers. Indian jewellery, be it brands or designers, offer a dazzling array of choices for connoisseurs and enthusiasts alike.

So, without much ado, let's look at the jewellery trends that will rule the heads and hearts of end users in 2023.

CHARTBUSTING TRENDS

It all starts with the runway. The world's fashion capitals put on display an array of design ideas, creating a storm of colours, fabrics, silhouettes and textures. To this melting pot of innovative thoughts is added the dynamics of avant garde footwear, bags and hair accessories. And the entire picture is glamourised with statement jewellery pieces.

Jewellery trends stem from the throes of the fashion world, deriving inspiration from the swirl of fabrics and the moodboards of designers. What we see on the ramp becomes

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LARGER THAN LIFE

Large hoops

TREND-O-METER Fashion jewellery goes through many phases and trends over years till it reaches a stage of a sharp U-turn and currently the Y2K trend is everywhere from clothing (low waist, flared denims) to footwear (chunky platforms) and jewellery. But like everything else, fashionistas love to take things a little too far. This time our obsession with hoops has turned into big hoops, which grew into huge hoops. Giant hoops are definitely a power move and we can see why our girl bosses love to flaunt this trend so much.



STYLE QUOTIENT Large hoops can be paired with any outfit, from breezy brunch dresses to after-hours party wear attires. You need to keep the rest of your jewellery minimum while sporting big hoops. They kinda like to be the centre of attention, just like you!

But if you aren't a big fan of oversized jewellery, a regular hoop would still do the trick for you. ♦



STACK'EM UP!

Stackable rings

TREND-O-METER Gone Another one on our list of top trends in jewellery is a stack of rings. Stacking fashion jewellery is definitely having its moment from bracelets to earrings to rings in different textures, designs and even sizes. Mid-finger rings to nail rings, no part of the finger is left unadorned. Many big fashion houses have picked up on this trend and come up with cool and funky designs in colours and shapes that can be worn in specific colours to match the outfit or to add a bright pop of colour to elevate any outfit.

STYLE QUOTIENT When it comes to stacking rings there really are no rules anymore; silver can be paired with gold as well as enamel coloured jewellery in various styles and sizes. We definitely recommend hopping on this trend to all our fashion enthusiasts. ♦



Festive Finesse: 5 Gifts to Elevate Your Celebrations

Celebrate the spirit of Ganpati and the cherished bond of Raksha Bandhan with these five exquisite jewellery gifts.

What better way to express your love and devotion than with precious jewellery gifts? From traditional to contemporary designs, here are five exquisite jewellery gift ideas that are sure to add a touch of sparkle to these auspicious occasions.



DIVINE PENDANTS AND LOCKETS

Embrace the spiritual essence of Ganpati and Raksha Bandhan with intricately designed divine pendants and lockets. You can opt for Lord Ganesha pendants, believed to bring wisdom, good fortune, and protection.

For Raksha Bandhan, select lockets featuring divine symbols or engravings that reflect the bond of love and protection between siblings. These timeless pieces will not only adorn your loved ones but also serve as a constant reminder of their faith and affection.



ELEGANT BRACELETS AND BANGLES

Surprise your loved ones with elegant bracelets or bangles that blend tradition with contemporary style.

Delicate gold or silver bracelets featuring auspicious motifs like flowers, leaves, or elephants are perfect for both Ganpati and Raksha Bandhan.

Alternatively, choose gemstone-studded bangles that exude charm and bring positive energies to the wearer. These graceful accessories are versatile additions to any jewellery collection.



SPARKLING EARRINGS

Enhance the festive spirit with a pair of dazzling earrings that capture the essence of the celebrations.

For Ganpati, consider earrings inspired by Lord Ganesha's iconic elephant ears or trunks. To celebrate Raksha Bandhan, choose classic studs or hoop earrings with intricate patterns that resonate with the joyous bond of siblings. Whether it is gold, silver, or studded with precious gemstones, earrings make for a cherished gift that can be cherished for a lifetime.



GRACEFUL RAKHIS OR GANPATI IDOLS

Enhance the festive spirit with a pair of dazzling earrings that capture the essence of the celebrations.

For Ganpati, consider earrings inspired by Lord Ganesha's iconic elephant ears or trunks.

Consider the charm of graceful silver or gold Rakhis adorned with intricate designs and auspicious symbols to strengthen the bond of love between siblings.

Alternatively, Ganpati Idols crafted with exquisite detailing and reverence offer a sacred and thoughtful gifting option to seek blessings and prosperity during festive celebrations.



PERSONALISED JEWELLERY

Create an unforgettable moment by gifting Personalised jewellery that carries a heartfelt message. Engrave the initials of your loved ones or inscribe a meaningful word or date on a pendant, bracelet, or ring. Even rakhis with the initial of the person is a lovely idea to be explored. Customised jewellery adds a unique touch, making it an extraordinary gift that conveys your love and appreciation on these auspicious occasions.

As you prepare to celebrate the divine presence of Lord Ganesha during Ganpati and the cherished bond of love between siblings on Raksha Bandhan, let these five exquisite jewellery gift ideas inspire you. Remember, it is not just the beauty of the jewellery that matters but the sentiment and love that accompany these thoughtful gifts.



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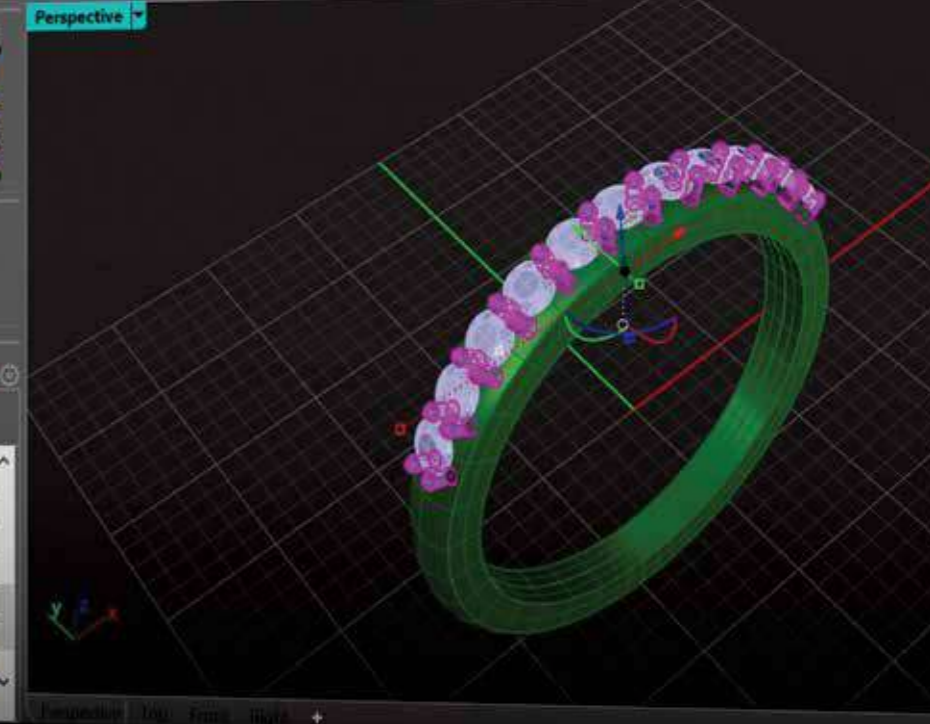
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