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India's Leading Jewellery Magazine & Media
Sept-Oct 2026



LEADING JEWELLERY MAGAZINE OF INDIA
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Editorial Page

Welcome to the latest edition of our jewelry magazine, where timeless elegance and modern innovation collide. As a leading jewelry publishing company and media group, we've always prided ourselves on providing you with the freshest insights, trend reports, and expert commentary on the ever-evolving jewelry industry. In 2026, however, we're excited to share how our platform continues to transform, bringing you even closer to the world of luxury, craftsmanship, and design through the power of digital media.

Aabhushan World is not just a Magazine, but a "Jewellery community" –

where every story, every article, and every image is a harmonious blend of luxury, tradition, and creativity.

I truly believe –

"The success of every jeweller lies in the way their story is told, and Aabhushan World is the most beautiful page of that story."

For many, jewelry is more than just an accessory—it's a reflection of identity, a symbol of love and legacy, and a testament to artistry. As trends shift and the definition of luxury grows more inclusive, one thing remains constant: jewelry's ability to captivate, inspire, and express our deepest emotions.

In this issue, we explore how established maisons and emerging designers alike are blending the old and the new. From the intricate artistry of handcrafted pieces to the cutting-edge innovations brought by 3D printing and lab-grown gems, 2026's jewelry scene is a balance of classic beauty and forward-thinking ingenuity.

I Extend My Heartfelt Gratitude to all our Readers and the Entire Jewellery Fraternity who continue to support us in this Creative Journey.

We invite you to journey through the pages of this issue with us, celebrating the brilliance of the designers, artisans, and innovators who continue to push the boundaries of the jewelry world.

India's Leading Jewellery Media

05
August
2026

AW **STBHUSHAN WORLD**
A Complete Jewellery Magazine

AW UPDATE

A Grand Beginning for IJS Bharat Premiere 2026



AW NEWS: The Grand Inauguration of IJS Bharat Premiere 2026 marked the beginning of another spectacular chapter for the global jewellery industry at JWCC.

The ceremony brought together distinguished dignitaries, global industry leaders, and trade representatives to officially inaugurate India's largest B2B gem & jewellery exhibition.

The ceremony was graced by Chief Guest, Shri C.K. Bawankule – Hon'ble Minister of Revenue, Government of Maharashtra.

Guests of Honour - Mr. Ananthanarayanan Hariharan – CEO, Damas Jewellery, Mr. Pritesh Patel – Chief Executive Officer & President, GIA India, Dr. Vijay Darda – Former Member of Rajya Sabha, Shri Dnyaneshwar Patil, IAS – Development Commissioner, SEEPZ-SEZ

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AW UPDATE



GJEPC Leadership - Mr. Kirit Bhansali – Chairman, GJEPC, Mr. Shaunak Parikh – Vice Chairman, GJEPC, Mr. Anil Virani – Convener, A & F, Mr. Sabyasachi Ray – Executive Director, GJEPC

The inauguration commenced with the ceremonial Lamp Lighting, followed by a welcome address, floral felicitations, and the felicitation of eminent Indian and international dignitaries, including: Ms. Kinga Gajewska – Member of the Polish Parliament, Ms. Amber Pepper – CEO, Natural Diamond Council (NDC), Mr. Peter Karakchiev – Head of International Relations Department, ALROSA

Mr. Pramod Agrawal – Chairman, National Gems & Jewellery Council of India (NGJCI), Mr. Rajesh Rokde – Chairman, GJC, Mr. Prithviraj Kothari – National President, IBJA.

The ceremony also featured the release of the IIJS Premiere Pocket Guide, unveiling of the IIJS Premiere Show Map, the launch of the IIJS Bharat Premiere Special Edition,

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AUGUST
2026

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AW UPDATE



presentation of the Brilliant Bharat – Music of India Jewellery Crafts Design Competition Awards, inspiring keynote addresses, and the official exhibition walkthrough.

IJS Bharat – Premiere 2026 is spread across over 135,000 sq. metres of exhibition space. The show features 2,100+ exhibitors across 3,600 stalls and is expected to attract 50,000+ visitors, including 2,700+ international visitors from more than 80 countries.



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2026

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IJS Bharat Premiere 2026 Opens at BEC, Mumbai; Chirag Paswan Inaugurates India's Biggest Jewellery Sourcing Show



AW NEWS: The inauguration ceremony was graced by Shri Chirag Paswan, Hon'ble Union Minister of Food Processing Industries, Government of India, as the Chief Guest. Guests of Honour included Paul Rowley, Executive Vice President – Diamond Trading, De Beers Group; K. P. Abdul Salam, Vice Chairman, Malabar Gold & Diamonds; and Lamon Rutten, MD & CEO, India Gold Metaverse.

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Representing GJEPC were Kirit Bhansali, Chairman; Shaunak Parikh, Vice Chairman; and Sabyasachi Ray, Executive Director, who welcomed the industry and highlighted India's growing role as a global jewellery manufacturing and sourcing hub.

The inauguration featured a flag hoisting ceremony, ribbon cutting, traditional lamp lighting, floral felicitation, release of the IJS Premiere Visitor Guide & Show Map, launch of the Solitaire International IJS Bharat Premiere Special Edition, an MoU signing between GJEPC and IIBX, dignitary addresses, and an exhibition walkthrough, setting the stage for five days of business networking, product showcases and global trade opportunities.

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IIJS Bharat

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JEWELLERY SHOW —
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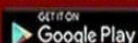
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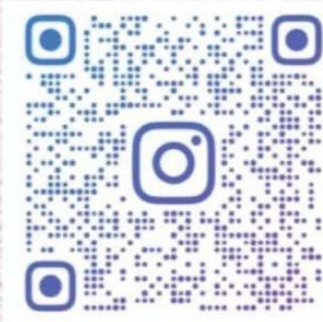


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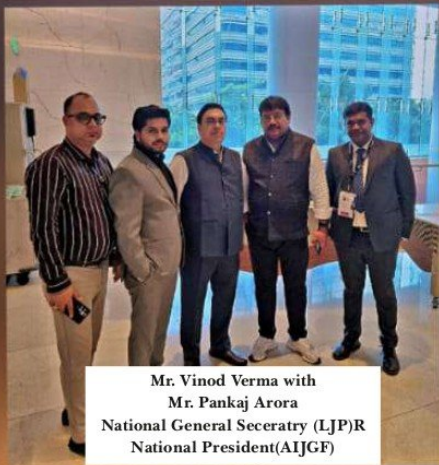
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Glimpses Of IJBS Bharat Premier 2026



Mr. Vinod Verma with
Ashok Kumar Verma
National President (Business Cell IJP) &
Pankaj Arora & GJEPC Members



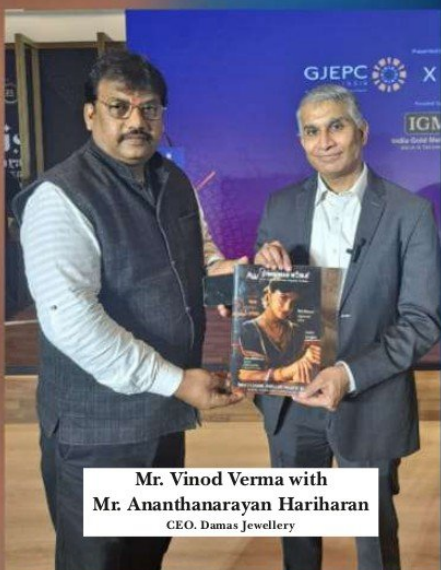
Mr. Vinod Verma with
Mr. Pankaj Arora
National General Seceratry (IJP)R
National President(AIJGF)



Mr. Vinod Verma with
Mr. Ahmed Bin Sulayem
Executive Chairman & CEO, DMCC, Dubai



Mr. Vinod Verma with
Mr. Tawhid Abdulla
CEO, Jawhara Jewellery, UAE



Mr. Vinod Verma with
Mr. Ananthanarayan Hariharan
CEO, Damas Jewellery



Mr. Vinod Verma with
Mr. Chirag Paswan
Union Minister Of Food Industry GOI

Glimpses Of IJBS Bharat Premier 2026

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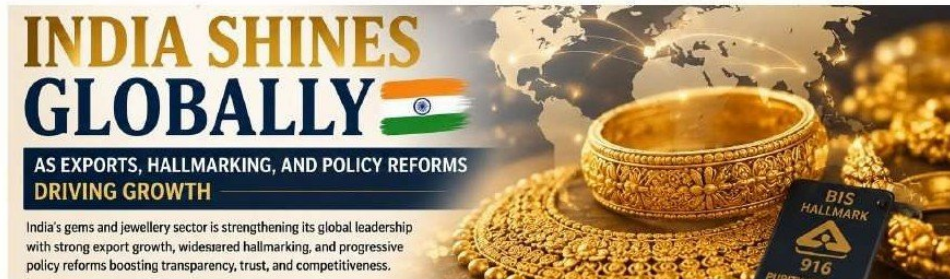


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India Shines Globally as Exports, Hallmarking, and Policy Reforms Drive Gold Industry Growth



New Delhi: India's gems and jewellery sector is strengthening its position on the global stage, supported by rising exports, expanding hallmarking coverage, and government-led policy reforms aimed at improving transparency, quality, and international competitiveness. Industry experts believe these developments are helping India reinforce its reputation as one of the world's leading hubs for gold jewellery manufacturing and exports.

Gold jewellery exports have shown renewed momentum as demand from key international markets improves and Indian manufacturers continue to diversify their product offerings. The country's skilled craftsmanship, competitive production capabilities, and growing adoption of modern technologies have enabled exporters to meet evolving global consumer preferences while maintaining high quality standards. Industry stakeholders expect exports to remain a significant contributor to economic growth and employment in the coming years.

A major milestone for the sector has been the expansion of mandatory gold hallmarking, which has significantly improved consumer confidence by ensuring the purity and authenticity of gold jewellery sold in the domestic market. The hallmarking system has encouraged greater transparency across the supply chain, strengthened trust between buyers and sellers, and aligned India's quality standards more closely with international benchmarks. As more jewellers adopt certified practices, the industry is expected to benefit from increased formalization and stronger consumer protection.

Government policy reforms have also played a crucial role in modernizing the industry. Measures focused on simplifying compliance, promoting digitalization, encouraging responsible sourcing, and enhancing ease of doing business have created a more supportive environment for manufacturers, exporters, and retailers. These initiatives are expected to improve operational efficiency, attract investment, and strengthen India's position in the global precious metals and jewellery market.

The growing emphasis on sustainability, innovation, and value-added jewellery is further enhancing India's competitive advantage. Manufacturers are increasingly investing in advanced production techniques, contemporary designs, and digital retail channels to reach a broader international customer base. This transformation is enabling Indian brands to compete more effectively in premium global markets while preserving the country's rich heritage of jewellery craftsmanship.

Despite ongoing challenges such as fluctuations in global gold prices, geopolitical uncertainty, and changing consumer spending patterns, industry analysts remain optimistic about the sector's long-term prospects. Continued export growth, wider hallmarking adoption, supportive government policies, and strong domestic demand are expected to provide a solid foundation for sustained expansion.

With a combination of traditional craftsmanship, modern manufacturing capabilities, and progressive policy support, India is well positioned to strengthen its leadership in the global gold and jewellery industry. As exports expand, quality standards improve, and reforms continue to reshape the sector, the country is expected to play an increasingly influential role in meeting global demand while driving economic growth and employment at home.

A WORLD OF SPARKLE AWAITS

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Show Format: B2B

Duration: 3 days

Venue: JEDDAH SUPERDOME, SAUDI
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BOLD DESIGN, BRIGHT FUTURE: INDIA'S GOLD AND JEWELLERY INDUSTRY SETS THE NEXT CHAPTER OF ITS JOURNEY

India's gold and jewellery industry is entering a new phase of transformation, driven by a combination of innovative design, evolving consumer preferences, technological advancement, and supportive policy initiatives. As one of the world's largest markets for gold consumption and jewellery manufacturing, the sector is increasingly focusing on value creation through design excellence, sustainability, quality assurance, and global competitiveness. Industry leaders believe that this strategic shift is laying the foundation for the next chapter of India's growth story in the global jewellery landscape.

Traditionally recognized for its rich craftsmanship and cultural heritage, the Indian jewellery industry is now embracing modern design philosophies to appeal to both domestic and international consumers. Manufacturers are investing in research, product development, and advanced manufacturing technologies to create lightweight, contemporary, and customized jewellery collections that align with changing fashion trends. This transition is helping Indian brands strengthen their presence in premium global markets while continuing to preserve the country's centuries-old artisanal traditions.

The sector is also benefiting from a stronger emphasis on transparency and quality. The wider adoption of hallmarking has improved consumer confidence by assuring the purity of gold jewellery, while digital technologies are enabling greater traceability and operational efficiency across the supply chain. These developments have enhanced trust among consumers and strengthened India's reputation as a reliable source of high-quality jewellery for international buyers.

Government reforms aimed at improving the ease of doing business, promoting exports, encouraging formalization, and supporting digitalization have further accelerated the industry's transformation. Policy measures focused on strengthening manufacturing capabilities and expanding market access are expected to enhance India's competitiveness in global trade. Exporters continue to diversify their product portfolios and explore new international markets, helping reduce dependence on traditional destinations while creating fresh growth opportunities.

Sustainability has also emerged as a defining theme for the industry's future. Jewellery manufacturers are increasingly adopting responsible sourcing practices, improving environmental performance, and investing in ethical production standards that meet the expectations of global consumers.



As India continues to blend heritage with innovation, the country's gold and jewellery industry is positioning itself for a bold and resilient future. By prioritizing world-class design, trusted quality, responsible business practices, and global market expansion, the sector is not only strengthening its international standing but also shaping the next chapter of its journey—one defined by creativity, confidence, and sustainable growth. With its unique combination of skilled craftsmanship, modern manufacturing, and forward-looking policies, India is well placed to remain a global leader in the gold and jewellery industry for years to come.



Industry experts believe that innovation in design will remain one of the strongest competitive advantages for Indian manufacturers. Younger consumers increasingly seek jewellery that reflects individuality, versatility, and everyday wearability, encouraging brands to develop products that combine traditional craftsmanship with contemporary aesthetics. This evolution is expanding the customer base while creating new opportunities across luxury, bridal, fashion, and investment jewellery segments.

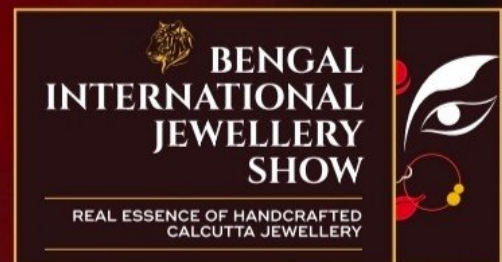
Despite challenges such as fluctuations in global gold prices, geopolitical uncertainty, and changing consumer spending patterns, the long-term outlook for the sector remains positive. Strong domestic demand, growing exports, improved quality standards, and continued investment in technology are expected to support sustainable growth over the coming years.



A GLIMPSE INTO BENGAL'S ROYAL JEWELLERY

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IIJS BHARAT RETAILERS' CONNECT IN AMRITSAR DRAWS 160+ ATTENDEES, HIGHLIGHTS EXPORT OPPORTUNITIES



More than 160 jewellery retailers and industry stakeholders attended the IIJS Bharat Retailer Connect held in Amritsar on 11 July 2026. Organised with the support of the Swarankar Sangh Punjab, the programme focused on expanding industry outreach, promoting exports, and encouraging local jewellers to explore opportunities in international markets.

Addressing the gathering, Antarpal Singh Sawhney, Regional Chairman - North, GJEPC, outlined the Council's key initiatives, including IJEX, Dubai, and the Bharat Ratnam Mega Common Facility Centre. He stressed GJEPC's continued focus on strengthening India's gem and jewellery exports and encouraged retailers to consider transitioning into exporters. Sawhney also urged participants to attend IIJS Bharat Premiere 2026 to benefit from its extensive business networking opportunities, product showcases and commercial prospects.

Providing an overview of IIJS Bharat Premiere 2026, Pranabes Hazra, Chief Manager, GJEPC, highlighted the exhibition's scale, international buyer participation and the business advantages it offers exhibitors and visitors. He explained how the show serves as a key platform for sourcing, networking and expanding market reach.

The programme also featured a dedicated session on MSME support by Sanjay Madaan, Chief Manager, GJEPC. He outlined various government schemes available to the gem and jewellery sector, explained eligibility requirements, and highlighted how MSME registration can help businesses access financial and operational benefits while improving their competitiveness.

GJEPC SEMINAR IN VARANASI SPOTLIGHTS IIJS GROWTH PLATFORM & EXPORT OPPORTUNITIES FOR MSME JEWELLERS

The Gem & Jewellery Export Promotion Council (GJEPC), in association with the All India Jewellers and Goldsmith Federation (AIJGF), organised a seminar on "Export Opportunities for MSMEs and IIJS Retail Connect" in Varanasi on 12 July, attracting over 100 members of the jewellery trade. The event aimed to help MSME jewellers explore global export opportunities while highlighting how IIJS Retail Connect supports business growth in domestic and international markets.

Mansukh Kothari delivered a detailed presentation on the India International Jewellery Show (IIJS), describing it as a premier business platform for the Indian gem and jewellery industry. He explained that participation in IIJS enables businesses to build valuable networks, access new markets, strengthen buyer-seller relationships and achieve sustainable growth.

Mithilesh Pandey, Senior Director, GJEPC, outlined the Council's initiatives to strengthen India's gem and jewellery export ecosystem. He guided participants through the essentials of starting an export business, including obtaining an Import Export Code (IEC), GST registration and meeting statutory compliance requirements. He also highlighted GJEPC initiatives such as IJEX, e-commerce opportunities through platforms like eBay, international trade exhibitions, overseas market access, Free Trade Agreements (FTAs), MSME support schemes and government assistance. The seminar concluded with an interactive Q&A covering exports, MSME schemes, business expansion, the GJEPC Parichay Card and Health Insurance Scheme.

केन्द्रीय मंत्री चिराग पासवान ने किया IIJS Premiere 2026 का शुभारंभ

आभूषण वर्ल्ड ने केंद्रीय मंत्री को भेंट किया विशेषांक

मुंबई | नेस्को एग्जीक्यूटिव सेंटर | 6 अगस्त 2026

जेम्स एंड ज्वेलरी एक्सपोर्ट प्रमोशन काउंसिल (GJEPC) द्वारा आयोजित विश्व के सबसे बड़े बी2बी जेम्स एवं ज्वेलरी आयोजन IIJS Premiere 2026 का भव्य उद्घाटन आज मुंबई के नेस्को एग्जीक्यूटिव सेंटर में केंद्रीय खाद्य प्रसंस्करण उद्योग मंत्री श्री चिराग पासवान ने किया।



इस गरिमामय अवसर पर जेम्स एवं ज्वेलरी उद्योग से जुड़े देश-विदेश के अनेक प्रतिष्ठित उद्योगपति, नीति-निर्माता एवं गणमान्य अतिथि उपस्थित रहे। समारोह में श्री किरीट भंसाली (चेयरमैन, GJEPC), श्री शौनक पारिख (वाइस चेयरमैन, GJEPC), श्री नीरव भंसाली, श्री सच्यसाची रे (कार्यकारी निदेशक, GJEPC), सुश्री पौल रोले (CEO, De Beers Brands एवं Chair, Natural Diamond Council), श्री सौमेन भौमिक (एमडी, CaratLane) तथा श्रीमती हर्षा बांगरी (एमडी, EXIM Bank) सहित अनेक प्रमुख हस्तियों ने अपनी उपस्थिति दर्ज कराई।

उद्घाटन समारोह के पश्चात आभूषण वर्ल्ड ज्वेलरी मैगज़ीन के संस्थापक, डायरेक्टर एवं प्रधान संपादक तथा स्वर्णकार समाज, बिहार के प्रदेश उपाध्यक्ष श्री विनोद वर्मा ने केंद्रीय मंत्री श्री चिराग पासवान से शिष्टाचार भेंट कर उन्हें मैगज़ीन का नवीनतम विशेषांक भेंट किया। इस दौरान भारतीय ज्वेलरी उद्योग के विकास, निर्यात संवर्धन, रोजगार सृजन तथा उद्योग में मीडिया की महत्वपूर्ण भूमिका पर सार्थक चर्चा हुई।

इस अवसर पर लोक जनशक्ति पार्टी (रामविलास) के राष्ट्रीय महासचिव श्री पंकज अरोड़ा तथा लोक जनशक्ति पार्टी (रामविलास) के व्यवसायिक प्रकोष्ठ के राष्ट्रीय अध्यक्ष एवं CAIT बिहार के प्रदेश अध्यक्ष श्री अशोक कुमार वर्मा भी विशेष रूप से उपस्थित रहे। सभी ने केंद्रीय मंत्री का अभिनंदन करते हुए IIJS Premiere 2026 के सफल आयोजन के लिए शुभकामनाएं प्रेषित की।

चिराग पासवान (केंद्रीय मंत्री) का वक्तव्य:



“IIJS Premiere 2026 भारत के जेम्स एवं ज्वेलरी उद्योग की वैश्विक पहचान का प्रतीक है। यह मंच भारतीय कारीगरों की उत्कृष्ट कला, नवाचार और निर्यात क्षमता को विश्वभर में नई पहचान देगा। सभी आयोजकों एवं प्रतिभागियों को हार्दिक शुभकामनाएं।”

श्री विनोद वर्मा ने कहा

“IIJS Premiere 2026 भारतीय ज्वेलरी उद्योग की वैश्विक प्रतिष्ठा को नई उंचाईयों तक पहुंचाने वाला महत्वपूर्ण मंच है। आभूषण वर्ल्ड पिछले कई वर्षों से देश-विदेश के ज्वेलर्स, निर्माताओं, निर्यातकों एवं व्यापारियों को एक सशक्त मीडिया प्लेटफॉर्म प्रदान कर रहा है तथा उद्योग की उपलब्धियों और नवाचारों को राष्ट्रीय एवं अंतराष्ट्रीय स्तर पर प्रभावी ढंग से प्रस्तुत करने के लिए निरंतर कार्यरत है।”

श्री अशोक कुमार वर्मा (बिहार प्रदेश अध्यक्ष, ऑल इंडिया ज्वेलर्स एंड गोल्डस्मिथ फेडरेशन) का वक्तव्य:



“IIJS Premiere 2026 भारतीय आभूषण उद्योग के लिए गर्व का अवसर है। इस तरह के अंतराष्ट्रीय आयोजन से व्यापार, रोजगार और 'मेक इन इंडिया' को नई गति मिलेगी। मैं GJEPC एवं सभी सहभागी ज्वेलर्स को सफल आयोजन के लिए हार्दिक बधाई एवं शुभकामनाएं देता हूँ।”

उन्होंने विश्वास व्यक्त किया कि इस वर्ष का IIJS Premiere भारतीय जेम्स एवं ज्वेलरी उद्योग के लिए नए व्यापारिक अवसर, वैश्विक साझेदारियाँ तथा निर्यात वृद्धि के नए आयाम स्थापित करेगा।

आभूषण वर्ल्ड की टीम पूरे आयोजन के दौरान प्रदर्शनी की प्रमुख गतिविधियों, नवीन उत्पादों, उद्योग से जुड़ी महत्वपूर्ण घोषणाओं तथा विभिन्न हस्तियों के विशेष साक्षात्कारों को अपने प्रिंट, डिजिटल एवं सोशल मीडिया प्लेटफॉर्म के माध्यम से देश-विदेश के पाठकों एवं उद्योग जगत तक पहुंचाएगी।



Adding further prestige to the inauguration were several eminent dignitaries, including Dr. Martino Castellani, Trade Commissioner, Italian Trade Agency; Mr. Paolo Zampella, Vice Consul General of Italy; Mr. Bhavik Shah, CEO, Doit Industries Ltd.; Mr. Chetan Thadeshwar, Chairman & Managing Director, Shringar House of Mangalsutra Ltd.; and Mr. Nitesh Lalitji Jain, Managing Director, Classic Ornaments Pvt. Ltd. Their participation reflected the strong partnership between Indian and international stakeholders in advancing manufacturing capabilities and embracing cutting-edge technologies.

The event also witnessed the presence of the leadership of the Gem & Jewellery Export Promotion Council (GJEPC), including Mr. Kirit Bhansali, Chairman; Mr. Shaunak Parikh, Vice Chairman; and Mr. Sabyasachi Ray, Executive Director. Their attendance underscored GJEPC's continued commitment to strengthening India's gem and jewellery manufacturing ecosystem through innovation, skill development, and global competitiveness.

IGJME Bharat – Premiere 2026 serves as a comprehensive platform showcasing the latest advancements in jewellery manufacturing machinery, precision tools, automation, CAD/CAM solutions, casting technologies, laser equipment, quality control systems, and allied services. The exhibition offers visitors valuable opportunities to explore next-generation technologies, build strategic business partnerships, and gain insights into emerging industry trends.

With a strong focus on innovation, sustainability, digital transformation, and manufacturing excellence, the exhibition continues to empower jewellery manufacturers to enhance productivity, improve precision, and remain competitive in the evolving global marketplace.

IGJME Bharat – Premiere 2026 Opens, Showcasing the Future of Jewellery Technology



AW NEWS: The 42nd edition of IGJME Bharat – Premiere 2026, India's leading machinery exhibition dedicated to the gem and jewellery industry, commenced on a high note at the Bombay Exhibition Centre (BEC), Mumbai. The prestigious event brought together industry leaders, global technology providers, manufacturers, and trade professionals, reaffirming its position as the country's premier platform for innovation, advanced manufacturing, and technological excellence.

The exhibition was inaugurated in the distinguished presence of Mr. Paul De Wachter, Chief Executive Officer, HRD Antwerp NV, Mumbai, who attended as the Chief Guest. His presence highlighted the growing importance of international collaboration and technological advancement in shaping the future of the global gem and jewellery sector.

JEWELSTART INNOVATION CHALLENGE ENTERS EVALUATION STAGE AS GJEPC, SINE IIT BOMBAY SHORTLIST 27 STARTUPS



The inaugural JewelStart 2026 Industry Innovation Challenge has moved into its next phase with GJEPC and SINE IIT Bombay commencing the evaluation of shortlisted startups through a three-day virtual pitch round. The initiative aims to identify practical technology-led solutions to some of the gem and jewellery industry's most pressing operational challenges.

The evaluation round, being held from 15 to 17 July, follows months of industry consultation that began with the collection of more than 90 problem statements from manufacturers, retailers, innovators and other stakeholders. Working jointly with SINE IIT Bombay, these were refined into 22 priority challenges, which formed the basis of the first JewelStart Innovation Challenge.

The challenge attracted over 120 startup applications, of which 62 complete submissions were received. Following an initial screening process, 27 startups have advanced to the virtual pitch stage, where they will present their solutions before an expert jury.

Addressing the opening session, Vikrant Pradhan, Director – Events, GJEPC, said the initiative was designed to connect the industry's real-world challenges with India's innovation ecosystem.

Six months ago, we reached out to around 50 companies and gathered more than 90 problem statements from across the industry. Together with SINE IIT Bombay, these were narrowed down to the most critical challenges. The objective was simple: bring the best minds from outside the industry to develop solutions that can solve these problems. From over 120 applications, we have shortlisted 27 startups, and ultimately only seven will be selected to move forward," Pradhan said.

The seven finalists will present their innovations during Demo Day on 8 August 2026, where they will showcase their solutions to leading jewellery companies, investors and mentors. Beyond recognition, the selected startups will receive opportunities for industry mentorship, investment access and incubation support to help commercialise their technologies.

Disha Kadam, Program Manager and Coordinator at SINE IIT Bombay, outlined the evaluation framework. She said the shortlisted startups would be assessed on five parameters worth 20 marks each: Product & Solution Offering, Innovation, Alignment with the Industry Problem Statement, Team Capability to Execute, and Incubation Readiness. Each startup had 15 minutes, comprising an eight-minute presentation followed by a seven-minute Q&A session with the jury.

The evaluation process also emphasised two key considerations: the practical relevance of each solution for the gem and jewellery industry, and the startup's readiness to benefit from the JewelStart incubation programme.

The JewelStart Innovation Challenge was launched earlier this year by GJEPC in partnership with SINE IIT Bombay to encourage startups to develop solutions across manufacturing, retail and supply chain operations. The programme forms part of GJEPC's broader effort to accelerate innovation and technology adoption across India's gem and jewellery sector.

Conclusion

The JewelStart 2026 Industry Innovation Challenge marks a significant step in driving innovation within India's gem and jewellery sector by connecting industry challenges with startup-led technological solutions. Through its partnership with SINE IIT Bombay, GJEPC is fostering a collaborative ecosystem that supports innovation, incubation, and commercialization. As the competition advances toward Demo Day, the initiative is expected to accelerate technology adoption, improve operational efficiency, and strengthen the industry's long-term competitiveness through practical, scalable solutions.

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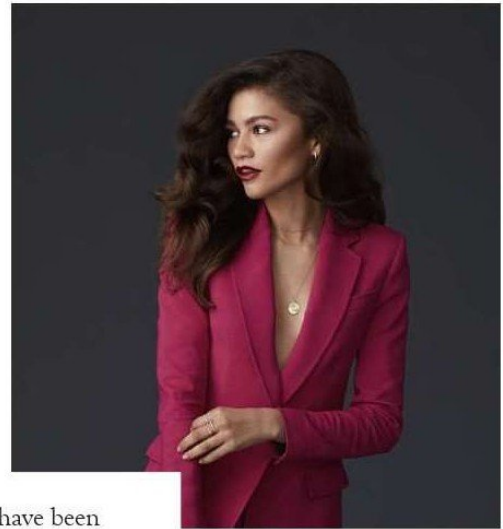
NATURE SAUVAGE

Cartier unveils its breathtaking Nature Sauvage collection, a bold celebration of the wild and untamed beauty found in nature. Blending creative imagination with exquisite craftsmanship, the collection transforms powerful animal figures into stunning high jewellery pieces. Every creation – from majestic big cats to exotic birds – reflects Cartier’s artistic excellence and deep respect for the natural world.

Representing the spirit of Nature Sauvage is global icon Deepika Padukone. With her natural elegance and strength, Deepika brings a modern energy to the collection, embodying both fierceness and sophistication. From intricate necklaces inspired by zebras and crocodiles to dazzling rings capturing the vibrancy of tropical creatures, each piece tells a story of freedom, boldness, and artistry.

Deepika’s personal love for animals makes her association with Nature Sauvage even more meaningful. Her presence not only amplifies the collection’s message but also bridges Cartier’s historic legacy with today’s powerful, expressive femininity. Nature Sauvage is more than jewellery – it’s a tribute to nature’s raw, mesmerizing charm, worn by a woman who embraces her wild beauty with pride.

New perspective on
the Cartier Fauna,
through new and
unexpected encounters



Luxury jewellery houses have been quick to recognize Zendaya's undeniable influence. She became the radiant face of Bulgari, embodying the brand's bold spirit and timeless elegance. Her campaigns, filled with effortless sophistication, have connected Bulgari's heritage with a younger, more diverse audience.

In addition to Bulgari, Zendaya has dazzled in iconic pieces from Cartier and Valentino, bringing a modern, fearless energy to traditional luxury. Her collaborations are not just about showcasing jewels — they are about telling stories of empowerment, confidence, and individuality. Whether gracing red carpets or magazine covers, Zendaya's impact has made high jewellery feel more accessible and aspirational to the new generation.

More than just a model, Zendaya represents the future of luxury branding: authentic, inclusive, and inspiring. Her partnerships reflect a shifting industry landscape where charisma and narrative matter as much as beauty and style.

Zendaya's partnerships with iconic jewellery houses signal a shift toward modern luxury. Her blend of authenticity and elegance makes her the perfect muse, redefining how jewellery connects with a new generation of global icons. With her rising influence, brands are finding fresh ways to tell their timeless stories through her.

A LEGACY OF MAGNIFICENCE

BULGARI

At the helm of Bulgari stands Jean-Christophe Babin, a visionary leader whose influence has redefined the very spirit of the Italian maison. Since joining Bulgari as CEO in 2013, Babin has steered the brand into a new era of innovation, creativity, and global expansion, while preserving the soul of Roman craftsmanship that has defined Bulgari for more than 130 years. With a career spanning decades in the luxury industry, Babin brings a deep understanding of how tradition and modernity can coexist beautifully, creating a blueprint for timeless elegance.

Under Babin's leadership, Bulgari has strengthened its identity as a pioneer in fine jewellery, watches, and high-end hospitality. His strategic vision focuses on blending bold design with heritage,

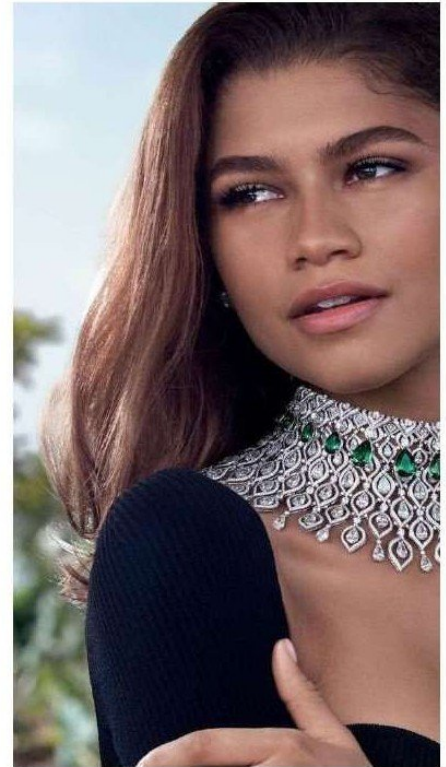


Jean-Christophe Babin

ensuring that every piece embodies the maison's spirit of audacity and beauty. Babin has been instrumental in expanding Bulgari's presence in new markets, launching spectacular high jewellery collections, and embracing new technologies to offer unparalleled transparency and sustainability practices.

A strong advocate for innovation, Babin introduced initiatives like Bulgari's commitment to carbon neutrality and ethical sourcing of gemstones. He has also overseen key creative collaborations and pushed the brand's storytelling onto a global stage, attracting a new generation of luxury enthusiasts. Through his dynamic leadership, Bulgari has not only grown commercially but also emotionally, staying intimately connected with its clients' dreams and aspirations.

Jean-Christophe Babin's philosophy is simple yet powerful — to transform Bulgari into a symbol of contemporary magnificence, rooted deeply in Rome's eternal spirit. His passion for excellence, artistry, and human connection continues to illuminate Bulgari's path, ensuring that every creation is not just an object of beauty but a lasting experience of wonder.



Beyond just business, Babin's passion for art, architecture, and culture resonates deeply with Bulgari's Roman DNA. His leadership embodies a rare balance of innovation and heritage, ensuring that every Bulgari creation is not only a masterpiece of design but also a celebration of timeless Italian grandeur.

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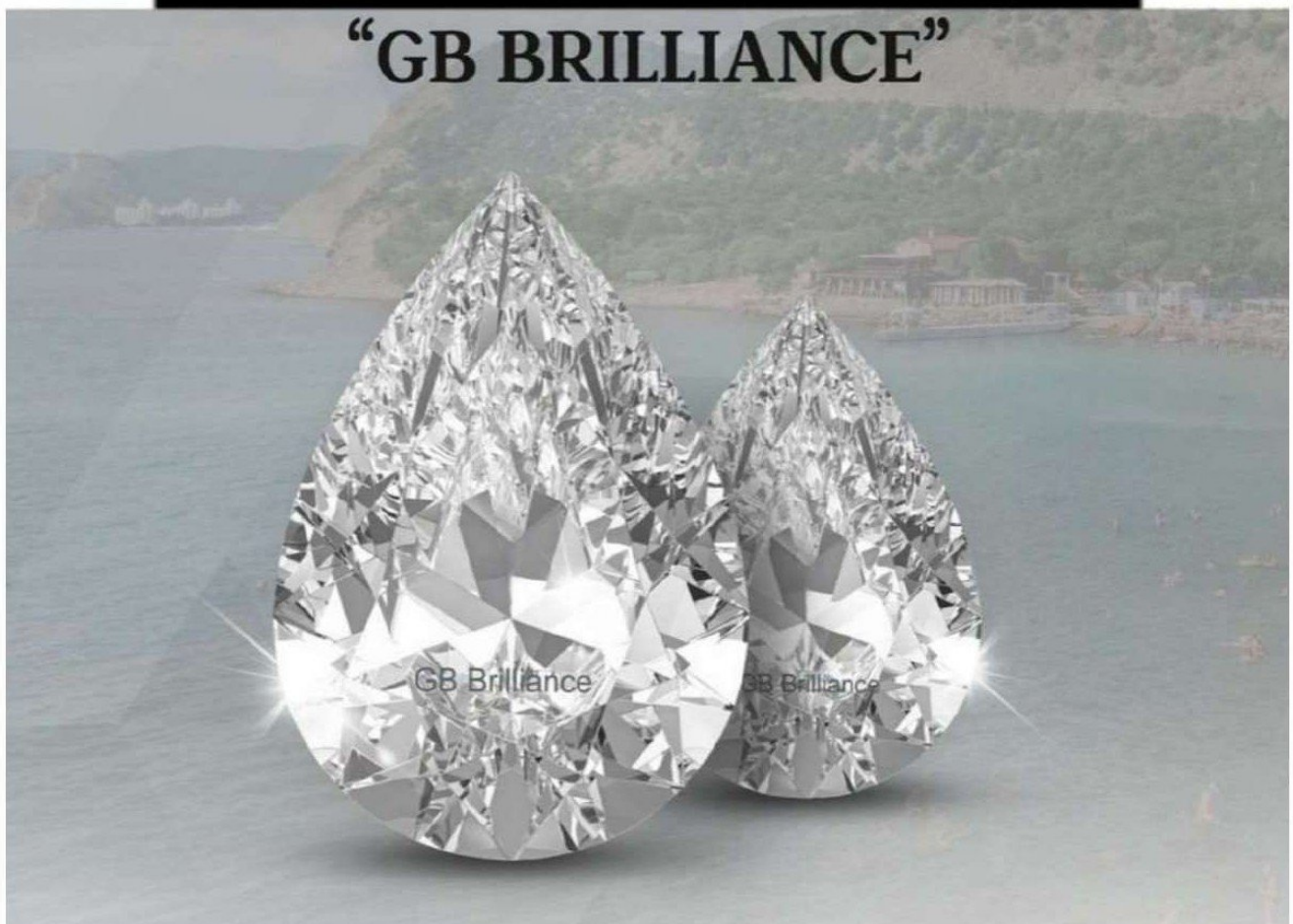


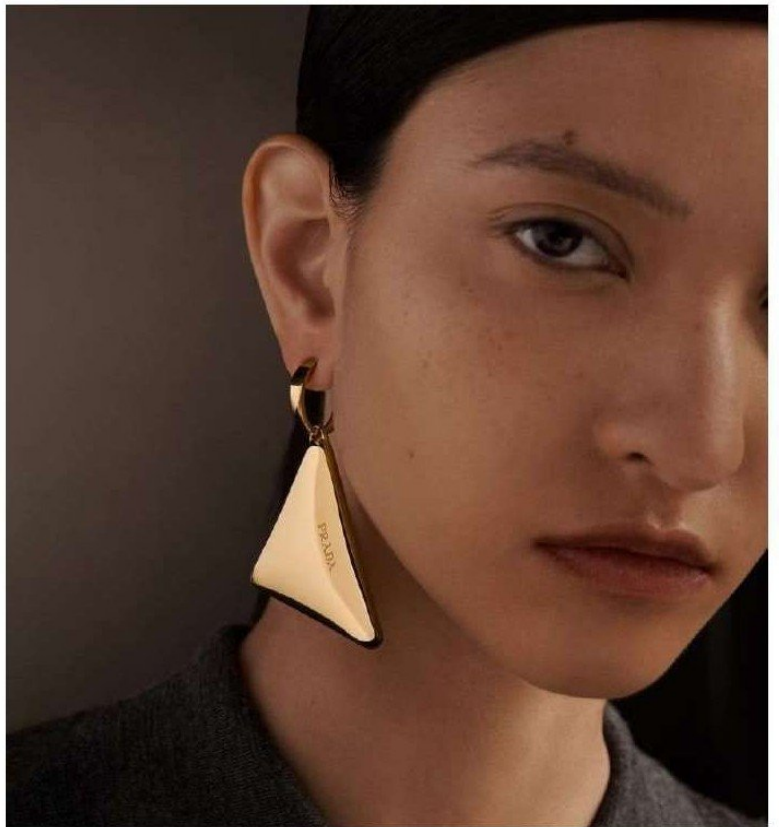
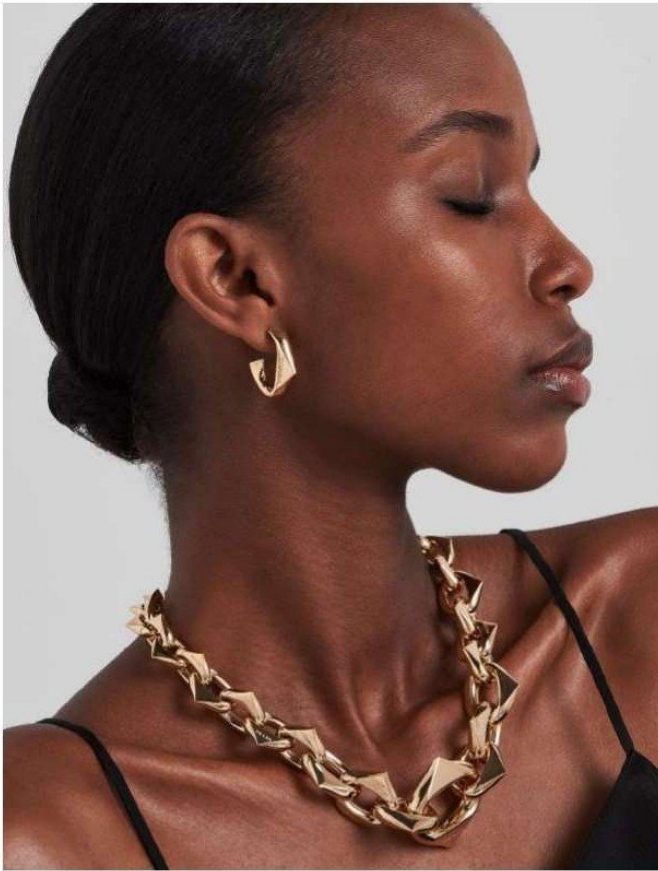
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PRADA

ETERNAL GOLD COLLECTION

In a world where luxury is constantly being redefined, Prada makes a bold and conscious statement with Prada Eternal Gold — the brand's first-ever fine jewellery collection crafted entirely from 100% certified recycled gold. With this revolutionary move, Prada not only enters the high jewellery space but also reshapes its future, blending exceptional craftsmanship with environmental responsibility.

At its core, Eternal Gold is a celebration of heritage and innovation. Each piece, whether it's the powerful sculptural bracelets, the sleek spiral earrings, or the signature chunky chains, carries a story of meticulous Italian artistry. What sets this collection apart is its unwavering commitment to authenticity and traceability. Every jewel is embedded with blockchain technology, offering clients complete transparency on the origin of their precious materials — a first for any global luxury brand. This is not just jewellery; this is jewellery with a conscience.

Design-wise, the Eternal Gold collection is a seamless extension of Prada's iconic aesthetic language. The house's signature triangle motif — symbolic of strength and modernity — makes a subtle yet powerful appearance throughout the collection, creating a visual thread that ties each piece back to Prada's legacy. The designs balance boldness with timeless elegance, resulting in jewellery that feels as contemporary as it is enduring.

But Eternal Gold isn't merely about form or material; it's about redefining what "eternal" truly means. These are pieces designed to transcend seasons and generations, becoming modern heirlooms in a world that craves both style and substance. Prada's daring approach challenges the traditional codes of high jewellery, proving that sustainability and luxury are no longer opposing forces but natural partners in the evolution of fashion.

Through Eternal Gold, Prada invites a new generation of luxury consumers — those who demand beauty, transparency, and ethics — to experience jewellery not just as ornamentation, but as a lasting statement of values. It is a bold step into the future, one that honours the past while setting a visionary course ahead.

With its masterful blend of cutting-edge innovation, iconic design, and deep respect for the planet, Prada Eternal Gold is more than a collection — it is a milestone. A promise that true luxury, like true beauty, is forever.

Each creation within Prada Eternal Gold speaks to a modern philosophy of beauty — one that values responsibility as much as craftsmanship. By intertwining heritage techniques with pioneering technology, Prada redefines what precious truly means in today's world, offering jewellery that is as meaningful as it is magnificent.



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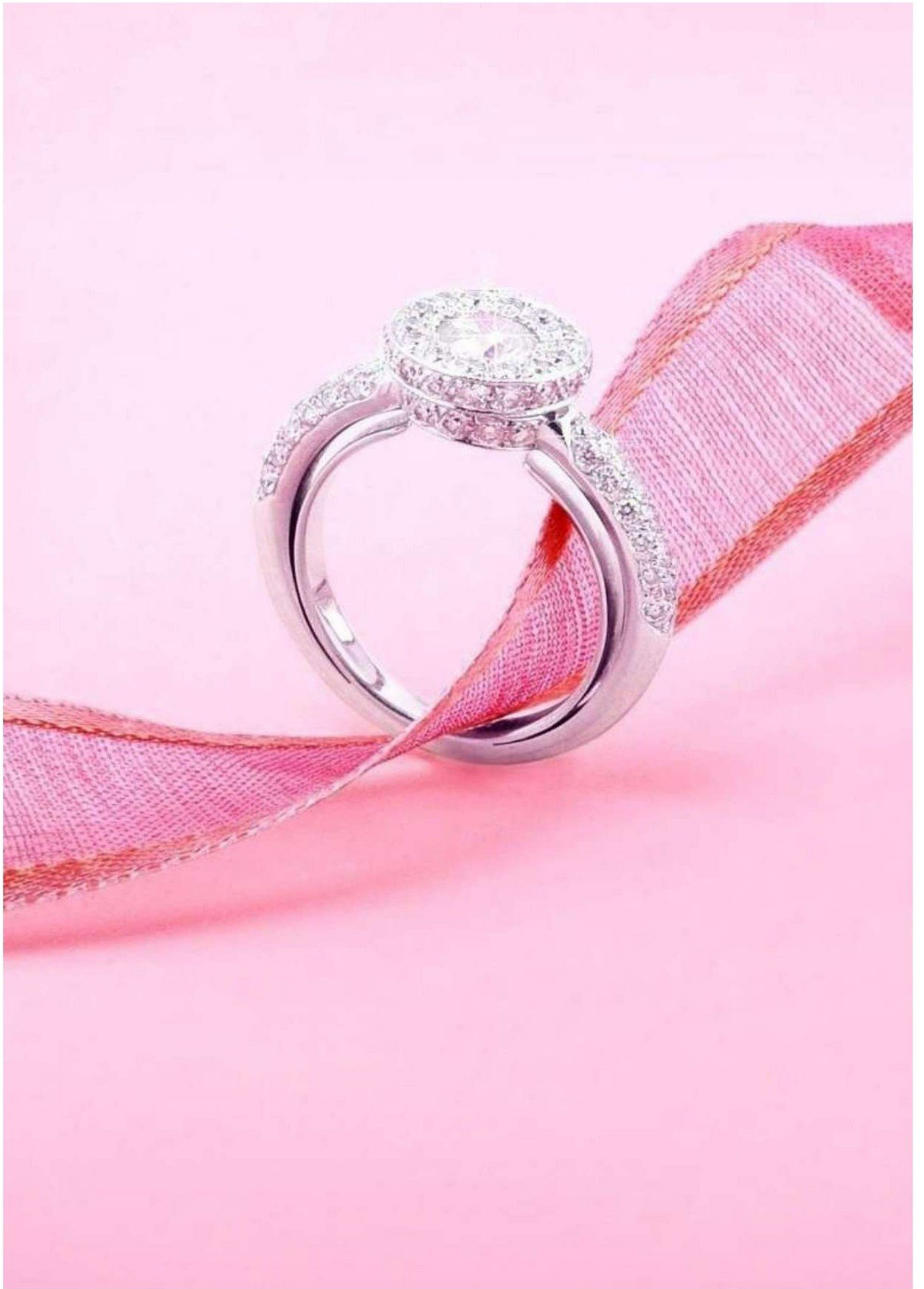
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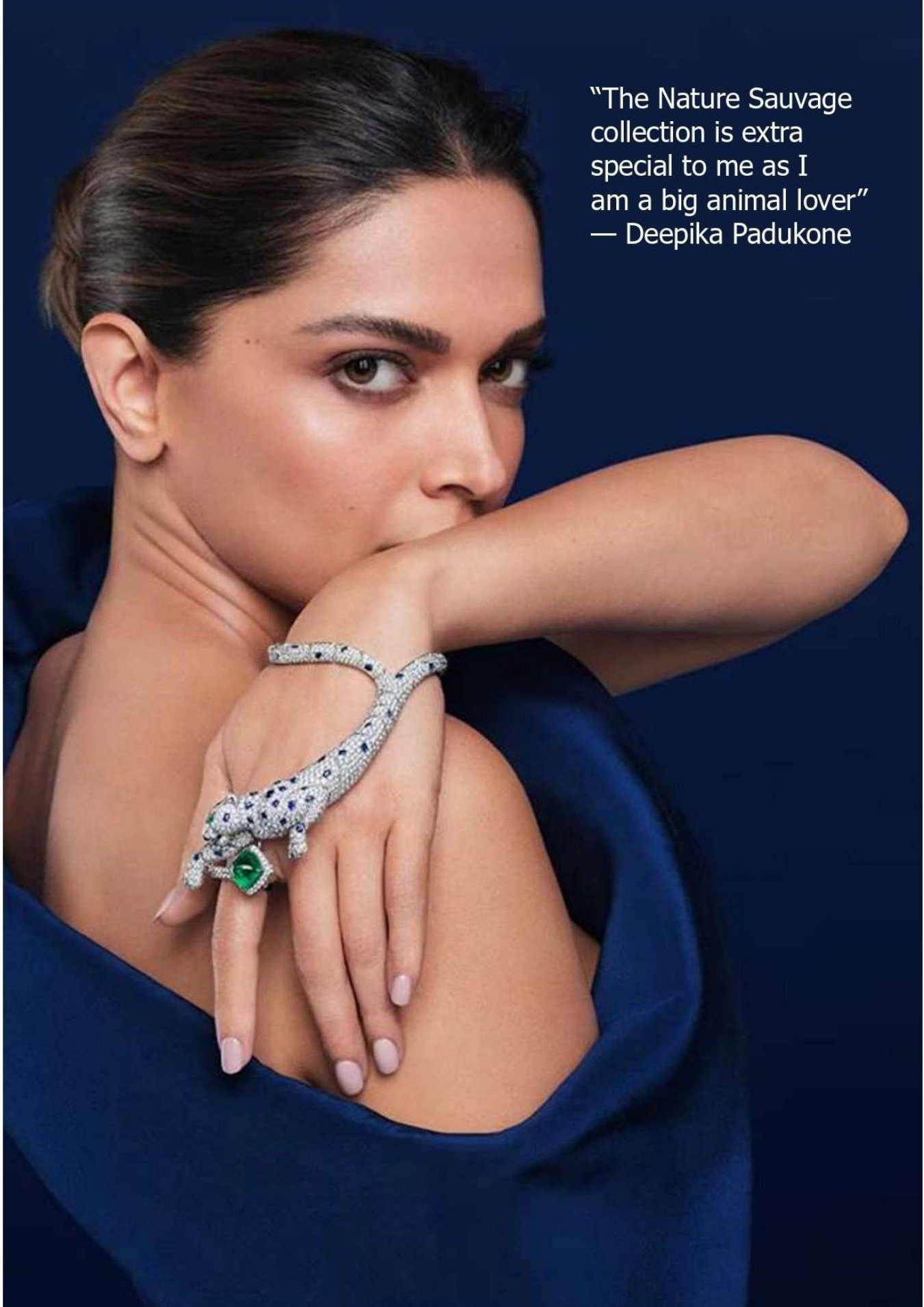
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UNEXPECTED WONDERS

Bulgari's Unexpected Wonders collection captures the extraordinary joy hidden in everyday moments. Inspired by life's spontaneous magic, the collection features radiant gemstones, bold designs, and a spirit of pure Italian sophistication. Each piece celebrates the wonder that unfolds

when elegance meets surprise. Worn by icons like Priyanka Chopra Jonas and Zendaya, Unexpected Wonders invites us to embrace life's brilliance — whenever and wherever it appears. It is a reminder that true beauty often arrives when we are simply open to the unexpected.

A portrait of actress Deepika Padukone against a dark blue background. She is wearing a dark blue, off-the-shoulder dress. Her hair is pulled back, and she is looking towards the camera with a slight smile. Her right arm is raised, with her hand resting near her face. She is wearing a wide, diamond-encrusted bracelet on her right wrist and a matching diamond ring with a large emerald on her right ring finger. The jewelry is part of the 'Nature Sauvage' collection.

"The Nature Sauvage collection is extra special to me as I am a big animal lover"
— Deepika Padukone