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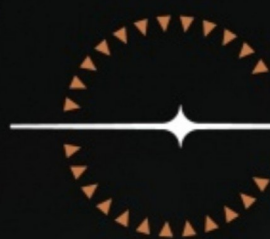
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The Emotional Value of Lab-Grown Diamonds Goes Far Beyond their Material Value

– Achal Gupta, Founder of Craftier

Diamonds were once celebrated as symbols of eternal love, wealth, and prestige. Traditionally mined and often passed down from one generation to another, their value was chiefly assessed based on the rarest size and clarity. However, with the advent of cutting-edge technologies and people's changing perceptions, a roaring revolution is witnessed in the global jewellery industry. Initially thought of as scientific curiosity and comparatively cheap alternatives, lab-grown diamonds in present times are viewed as more attractive options with an emotional appeal to the current environment-conscious generation of consumers, to whom the emotional and ethical resonance seems to outshine the material value of a gem.



A Conscious Expression of Love

Change in love, relationships, and values among people lies at the core of this change. According to BBC Future, around 70% of millennial and Gen-Z buyers are open to the idea of using lab-grown diamonds. For many of them, selecting a diamond that does not bring about environmental harm or human rights infringement is a very personal and emotional decision.

These diamonds are chemically and physically identical to the mined ones, and yet these diamonds leave manufacturers with clean consciences. There is no need to damage lands, uproot communities, or incur the risk of conflict financing during their manufacturing. Quite the contrary is the case with hard-core mining. In this light, lab-grown diamonds are a priceless tribute to love.

Personalization Enhances Emotional Worth

In the emotional appeal of lab diamonds, the possibilities for personalization indeed hold considerable preference. With options to control every aspect of growth, cut, and colour, clients can now set about co-creating jewellery to elaborate their own love story. This level of personalization takes each piece into the realm of being a bespoke expression of commitment and shared values, a trend well-recognized among young fashionistas.

Unlike traditional diamonds, lab-grown diamonds offer the freedom to design engagement rings or anniversary gifts unique to the couple and their relationship. In essence, this creative freedom is such that modern-day buyers see a purchase with increased sentimental value.

Redefining Legacy with Ethics and Sustainability



Lab-grown diamonds appeal to individuals who want their love to represent their humane values. On the other hand, the environmental and ethical benefits are significant. Studies show that lab-grown diamonds consume up to 85% less water and emit fewer carbon emissions than mined diamonds. This environmental friendliness becomes an important aspect of their lovable existence.

In fact, industry insiders are noticing that the narrative around lab-grown diamonds is moving from "cheap alternatives" to "conscious choices." These stones are quickly becoming symbols of a new sort of legacy, one based on compassion and environmental stewardship rather than extravagance and exclusivity.

Affordable Without Sacrificing Sentiment

Another component contributing to their emotional appeal is price. Lab-grown diamonds often cost 50-90% less than mined diamonds of comparable grade. This financial accessibility enables individuals to spend on more substantial or sophisticated designs without sacrificing clarity or carat. More significantly, it makes the concept of owning a diamond, which was formerly confined to particular economic strata.



A Shift in Emotional Perception

The conventional view of diamonds as everlasting relics linked to wealth and exclusivity is being challenged. The next generation is looking for bespoke fashion, authenticity, and emotional depth, not simply sparkle. As lab-grown diamonds have a remarkably shorter production period, they emerge as a powerful and clear representation of current values and emotional appeal.

Conclusion

The emotional worth of lab-grown diamonds is no longer determined by their age or price. Instead, they glow with significance in the moments we cherish, commemorating sensible, egalitarian, and enduring love. Today, people who are choosing lab-grown diamonds are not simply purchasing jewellery; they are deciphering the modern intricacies of love— a subtle relationship that prioritises nature over sunken vanity.



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Legal Advisor:

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Reporter:

Ajay Thakur

Suman Tiwari

District Court:

Buxar

Regd Office:

G-Block, Delta 2,

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AW AABHUSHAN WORLD MEDIA

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 2025, 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.

As we step into the exciting year of 2025, the world of jewelry continues to evolve in remarkable ways. What was once a space dominated by traditional craftsmanship and timeless designs is now experiencing a fusion of history and modernity, where new technologies, sustainable practices, and cultural influences are reshaping the landscape.

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, 2025's jewelry scene is a balance of classic beauty and forward-thinking ingenuity.

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.

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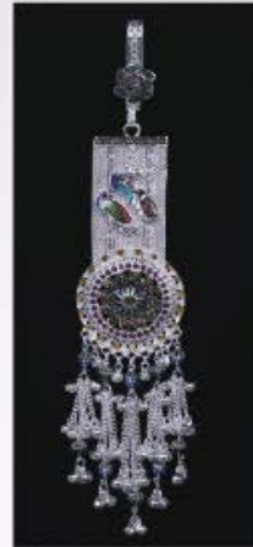
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GJEPC Delegation Engages Delhi Industries Minister to Address Regional Sector Challenges



AW News Delhi: In a strategic move to address pressing regional concerns in the gem and jewellery sector, a delegation from the Northern Regional Office of the Gem & Jewellery Export Promotion Council (GJEPC) met with Hon'ble Shri Manjinder Singh Sirsa, Delhi's Minister for Industries, at the Delhi Secretariat.

The delegation included Mr. Antarpal Singh Sawhney, Regional Chairman; Ms. Renu Sharma, Member, Regional Sub-Committee North; and Mr. Sanjeev Bhatia, Regional Director – North. During the meeting, the GJEPC team highlighted the Council's vital role in boosting exports and strengthening India's position as a global leader in the gem and jewellery trade.

Mr. Sawhney provided a comprehensive overview of the Northern Regional Office at Jhandewalan, emphasizing its training initiatives through IIGJ-RLC and IIGJ Delhi. He extended a formal invitation to the Minister for an official visit to the premises.

Minister Sirsa acknowledged the sector's significance to the regional and national economy and assured the delegation of his full support. He directed concerned officials to inspect the Council's facilities and prepare a detailed report ahead of his proposed visit.

India-UK Boost Trade Talks at London Roundtable.



Strengthening Bilateral Trade: GJEPC Joins India-UK Business Roundtable in London Led by Hon'ble Minister Shri Piyush Goyal.

Hon'ble Union Minister of Commerce & Industry, Shri Piyush Goyal, addressed the **India-UK Business Roundtable**, bringing together prominent CEOs and business leaders from both countries to explore avenues for deepening bilateral trade, driving innovation-led growth, and expanding investment partnerships.

Representing India's gem and jewellery sector at this high-level dialogue were **Mr. Kirit Bhansali, Chairman, GJEPC**, and **Mr. Sabyasachi Ray, Executive Director, GJEPC**.

During his address, Hon'ble Minister emphasized the potential for innovation-led growth, expanding investment partnerships, and enhancing bilateral trade between India and the UK. The roundtable aimed at fostering collaboration in key sectors including technology, manufacturing, and services.

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GJEPC Eastern Regional Office Celebrates Silver Jubilee

GJEPC's Eastern Regional Office celebrated its 25th anniversary on 11th January 2025 in Kolkata. The event was attended by a distinguished gathering, including Dr. S.H. Dange, Principal Commissioner of Customs, Kolkata, as the Chief Guest, along with Shri D.N. Singh, Development Commissioner, Manikanchan SEZ; Shri Vipul Shah, Chairman, GJEPC; Shri Kirit Bhansali, Vice Chairman, GJEPC; Shri Pankaj Parekh, Regional Chairman, GJEPC; and Shri Sabyasachi Ray, Executive Director, GJEPC.



The celebration saw the participation of members of the Committee of Administration (COA), Regional Committee Members, and approximately 150 members of the region, media representatives, and association heads. A key highlight of the event was the recognition of 18 skilled artisans from the region for their exceptional craftsmanship and invaluable contributions to the handcrafted gold jewellery industry. These artisans have been instrumental in driving the export of handcrafted gold jewellery over the past 25 years, significantly bolstering the region's position in the global jewellery market. The GJEPC Eastern Regional Office has played a crucial role in supporting the growth and development of the jewellery industry in the region over the past two and a half decades.

Gold Hallmarking Initiative Sees Growth in 2024: Dept. of Consumer Affairs



The Department of Consumer Affairs (DCA) announced a successful year for its hallmarking initiatives, with increased registrations and a wider reach for consumers.

In its 2024 year-end review, the DCA highlighted significant progress in ensuring the purity and quality of gold jewellery and artifacts. Between 1st April and 25th November 2024, hallmarking registrations saw a 4% increase, rising from 1,87,936 to 1,95,155.

Concurrently, the number of Assaying and Hallmarking Centres (AHCs) recognised by the Bureau of Indian Standards (BIS) expanded by 4%, growing from 1,540 to 1,604. A key development was the amendment to the Quality Control Order on 5th November 2024. This amendment expanded the scope of mandatory hallmarking from 343 districts to 361 districts, ensuring greater consumer protection in a wider geographical area.

GJEPC Launches Nationwide Exporters Development Program for Aspiring G&J Exporters

GJEPC has rolled out a two-month online Exporters Development Program (EDP) across India, which commenced on 13th December 2024. Designed to support gem and jewellery manufacturers and traders aspiring to enter export markets, the initiative focuses on enhancing participants' understanding of export fundamentals, providing practical knowledge, and addressing queries.



The EDP comprises eight critical modules tailored to build export readiness, including: Assessing Export Readiness, Export Procedures and Documentation, Identifying Buyers, Exporting via E-Commerce Platforms, Building Brands, MSME Schemes and Policy Incentives, Accessing Middle East Markets through IJEX, and Exporting under FTAs (e.g., UAE, Australia).

With 140 participants enrolled, GJEPC has also deployed Export Managers regionally to provide extensive guidance throughout the programme. This initiative is expected to expand India's G&J exporter base and boost exports, contributing to the sector's revival in the near future.

Republic Day Honour for IIGJ Udupi Alumni Under PM Vishwakarma Yojana

Two students from the GJEPC-run Indian Institute of Gems & Jewellery (IIGJ) in Udupi have been selected to participate in the Republic Day Parade in New Delhi on 26th January 2025. Mr. Arun Acharya (Batch 2) and Mr. Ravi S Acharya (Batch 4), both participants of the PM Vishwakarma Yojana at IIGJ, were chosen by the MSME department based on their excellent performance in the program.



The PM Vishwakarma Yojana, launched by the GJEPC at IIGJ on 18th June 2024, aims to empower artisans in the gem and jewellery sector by enhancing their skills and productivity. Since its inception, the program has successfully trained over 220 candidates.



MSME Exports Crucial for “Viksit Bharat”: IIFT Seminar

A seminar on the “Role of MSME Exports in Building Viksit Bharat,” recently organised by the Indian Institute of Foreign Trade (IIFT), brought together policymakers, industry leaders, and academics to discuss the critical role of Micro, Small, and Medium Enterprises (MSMEs) in India's economic growth.

The seminar, attended by Mr. Sanjeev Bhatia, Regional Director – North, GJEPC, and Mr. Sanjay Madaan, Chief Manager (M&R), highlighted the importance of government schemes, technological advancements, skill development, and interdepartmental collaboration in boosting MSME exports and achieving a “Viksit Bharat.”

Prof. Rakesh Mohan Joshi, Vice Chancellor, IIFT, emphasised the strong correlation between rising exports and employment generation, stressing the need for technological upgradation to bridge existing gaps and drive sustainable growth.

Mr. Devendra Kumar Singh, Chairperson of the Cooperative Election Authority, highlighted the increasing registrations on the Udyam portal but pointed out the disconnect faced by micro-enterprises. He emphasized the need for stronger identification and connectivity measures for these businesses.

Mr. Mohit Bhasin, Global Co-Lead and National Lead, Economic Growth and Public Services at KPMG, presented a roadmap for “Viksit Bharat in Manufacturing,” envisioning achieving USD 2 trillion in exports in the coming years.



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Industry luminary Kumar Mangalam Birla, Chairman of the Aditya Birla Group, graced the IIJS Signature exhibition on 6th January 2025. During his visit, Mr. Birla was briefed by Mr. Nirav Bhansali, Convener of National Exhibitions, GJEPC and Mr. Sabyasachi Ray, Executive Director, GJEPC, about the Council's key initiatives and activities aimed at driving growth and development of the Indian jewellery sector.

Mr. Birla was informed about the GJEPC's multifaceted efforts, including organising international exhibitions, establishing incubation centres such as IJEX Dubai, implementing worker insurance schemes like Swasthya Ratna, and developing common facility centres including the flagship Bharat Ratnam Mega CFC with state-of-the-art equipment.





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Kalyan Jewellers
 &
Rajesh Kalyanaraman
(Executive Director)
Kalyan Jewellers



Aabhushan World (Director) Mr. Vinod Verma
 With
K. Srinivasan (Managing Director)
Emerald Jewel Industry India Limited.



DE BEERS GROUP

Aabhushan World
(Director)
Mr. Vinod Verma
 With
Mr. Paul Rowley
(Executive Vice President)
De Beers Group



Aabhushan World
(Director)
Mr. Vinod Verma
 With
Mr. Chetan Kumar Mehta
(Managing Director)
Laxmi Diamonds



AABHUSHAN WORLD
(Director)
Mr. Vinod Verma
 &
Shri Vipul Shah
(Chairman)
GJEPC INDIA



Aabhushan World (Director)
Mr. Vinod Verma
 With
Mr. Paul Alukka
(Managing Director)
Jos Alukkas



Suvankar Sen, MD and CEO of Senco Gold Ltd, stated, "As a retailer, buyer, and manufacturer, I have witnessed how IIJS serves as a platform to innovate, create, and engage with the jewellery industry's future. India's unique strengths lie in quality, design, and technology. We must strive to make India synonymous with excellence, much like our Honourable Prime Minister Narendra Modi envisions. The future demands collaboration, skill development, and knowledge sharing. Together, let us inspire infinite possibilities for growth and prosperity in the jewellery sector."

Talking about exports Shri Vipul Shah added, "On the export front, we remain optimistic about 2025."

With American President Donald Trump's return to the White House, there is hope for renewed stability in the geopolitical landscape, revitalised trade, and stronger supply chains, driving global demand for gems and jewellery. However, GJEPC is continuously exploring new markets while strengthening its presence in existing ones. In a significant milestone, GJEPC will be organising its first exhibition in Saudi Arabia. The event will be held in the vibrant city of Jeddah from September 11 to 13, 2025. This will serve as a gateway to boost bilateral trade between India and the GCC region. Our gem and jewellery industry is highly equipped to meet the requirement of any market worldwide. With unparalleled capacity, advanced technology, skilled artisans, and talented designers, we are prepared to excel on the global stage. Together, we will contribute significantly to the Hon'ble Prime Minister's vision of a Viksit Bharat."

Shri Shah added that the India Jewellery Park Mumbai's (IJPM's) construction will commence this month. He

informed that Phase I of India Jewellery Park Mumbai, including the A1, A2, and A3 buildings spanning approximately 9 lakh square feet will be ready for possession by December 2026.

As the day unfolded, industry leaders, buyers, and stakeholders engaged in productive exchanges, solidifying IIJS Signature 2025 as a pivotal milestone in the gems and jewellery sector.



India-shaped Natural Diamond "Navbharat Ratna" gifted to Prime Minister Modi by Shri Govind Dholakia of SRK

In a heartfelt gesture of national pride, Shri Govind Dholakia, Founder-Chairman Emeritus of renowned natural diamond crafting and exports company Shree Ramkrishna Exports (SRK), has presented a natural diamond shaped in the form of outline of India, named "Navbharat Ratna" to Shri Narendra Modi, the Hon. Prime Minister of India.

It is a one-of-a-kind gift-Symbolizing the unity, beauty, and eternal brilliance of Bharat (India). This 2.120 carats masterpiece has been meticulously crafted by Indian artisans, reflecting the rich tradition and exceptional craftsmanship that Surat, the diamond city is known for. The craftsmanship behind the diamond reflects the skill and dedication of artisans like Rajesh Kachhadiya and Vishal Italiya. Kachhadiya, with 14 years of experience at SRK, spent 40 hours shaping the outline of India. Meanwhile, Italiya, a six-year employee at SRK, polished the diamond's girdle over 22 hours.

GRAND INAUGURATION

17th Edition of IIJS SIGNATURE 2025



✓AW VERIFIED

IIJS SIGNATURE 2025 COMMENCES ON AN EPIC NOTE AT THE JIO WORLD CONVENTION CENTRE

Epic start to the IIJS SIGNATURE 2025 at the Jio World Convention Centre with the Chief Guest Shri Mangal Prabhat Lodha, Hon'ble Minister of Skill, Employment, Entrepreneurship and Innovation Govt of Maharashtra and the Guests of Honour Shri Umesh Pandey, Thai Trade Representative, Thailand, and Shri Saurabh Gadgil, Chairman & Managing Director, PNG Jewellers along with other dignitaries and prominent figures from gem and jewellery industry.

The 17th edition of IIJS Signature 2025 is unveiling the second Brilliant Bharat theme which is on the Brahmi Script, the ancient language of India. The show is hosting 1500 exhibitors occupying 3000 stalls, spanning an exhibition area of 1.25 lac sq. metre and expects to draw 25000+ visitors footfall from 800+ Indian cities and 1000+ international visitors from 60+ countries. IGJME Signature 2025, Mumbai is a concurrent show on machinery and allied in Hall No. 5 at BEC, Mumbai.

IIJS SECOND VENUE BOMBAY EXHIBITION CENTRE





5th January at the Bombay Exhibition Centre (BEC), amidst a vibrant atmosphere and a bustling crowd of domestic and international buyers. The strong turnout underscored the show's importance as a premier platform for the gems and jewellery sector, setting the stage for exceptional business opportunities and industry engagement.

The BEC inauguration was graced by Chief Guest Ms. Amruta Fadnavis, a distinguished banker, singer, and social worker, alongside esteemed Guests of Honour Shri R. Arulanandan, Director, Dept. of Commerce, MoC.

Shri Suvankar Sen, MD and CEO of Senco Gold Ltd; and Shri Deependra Singh Kushwaha (IAS) - Development Commissioner (Industries), Govt. of Maharashtra.

The ceremony marked the beginning of a vibrant exhibition featuring over 1,500 exhibitors, showcasing a diverse array of products. With transformative projects like the Mumbai Jewellery Park and international expansions, including the upcoming Saudi Jex, the event demonstrated the industry's forward-thinking vision.

Amruta Fadnavis, Banker, Singer & Social Worker, said, "India is at the forefront of global economic activity, and your participation is crucial. You employ millions, contribute significantly to exports, and are vital to achieving our ambitious economic goals. Let's empower women and together, we can build a stronger, more prosperous India."

R. Arulanandan, Director, Dept. of Commerce, MoC&I, noted, "The jewellery sector is vital for India's exports & employment. We're working closely with the industry to address their concerns and promote ease of doing business. Let's make 2025 a year of aspiration!"

Deependra Singh Kushwaha (IAS), Development Commissioner (Industries), Govt. of Maharashtra, said, "The gems and jewellery sector is a vibrant tapestry of our nation's culture, tradition, and innovation. Maharashtra stands as the heart of India's gems and jewellery sector, contributing 7.5% to the state GDP and accounting for 47% of the nation's exports. With initiatives like the India Jewellery Park in Navi Mumbai and advancements in lab-grown diamonds, we are leading the way in ethical, sustainable, and innovative practices. Together, let us create a legacy of growth, opportunity, and shared prosperity."

GJEPC & DHL Express Partner to Boost Gem and Jewellery Exports Through E-commerce



The Gem & Jewellery Export Promotion Council (GJEPC) signed an MoU with DHL Express to facilitate the growth of India's gem and jewellery exports through e-commerce channels.

The partnership between GJEPC and DHL Express offers exclusive benefits to GJEPC members, including fast, trackable, and secure shipping for timely and reliable deliveries worldwide. Members also enjoy special pricing for more cost-effective shipping solutions. R.S. Subramanian, SVP South Asia, DHL Express, said, "India's gems and jewellery industry is a vibrant export segment. Our product offering for exporting fine jewellery shipments addresses critical pain points for local exporters through our trusted, seamless, and cost-effective shipping solution. Through this partnership, we are simplifying international shipping and providing jewellery makers with the tools they need

to thrive in global markets." The MoU aims to simplify the customs clearance process for jewellery shipments, reducing transit times, paperwork, and costs compared to traditional cargo shipping methods. Sabyasachi Ray, Executive Director, GJEPC, said "GJEPC has been actively working towards simplifying the export process for our members, as well as the industry on the whole, to enable the shipment of gems and jewellery across borders through e-commerce channels. While we have made significant progress towards this, cross-border logistics has always been a challenge given the complexities of international trade. The MoU signed with DHL today, which helps us navigate international waters by relying on their expertise to simplify the cross-border logistics process.

Through this MoU, members of the industry will now be empowered to showcase their craftsmanship on the global stage."

GJEPC members will benefit from exclusive discounts, dedicated seminars on global shipping best practices, and streamlined door-to-door delivery for e-commerce shipments valued at INR 10 lakh or below. Initially available in Mumbai, this service will soon be extended to key jewellery hubs like Surat, Jaipur, Delhi, and Bengaluru. Sandeep Juneja, Vice President of Sales and Marketing, DHL Express India, commented, "We are happy to support the growing gems and jewellery sector by partnering with GJEPC today. The collaboration will enable members to further their ambitions to grow their cross-border e-commerce partnerships globally and potentially reach over 220 countries and territories."



GJEPC & DE BEERS GROUP FORGE STRATEGIC COLLABORATION TO PROMOTE NATURAL DIAMONDS

As India becomes the world's fastest growing major diamond jewellery market, industry leaders De Beers Group and GJEPC will collaborate to support the gem and jewellery trade with education and promotional assets to support the natural diamond narrative

De Beers Group, the world's leading diamond company, and the Gem & Jewellery Export Promotion Council (GJEPC), India's apex jewellery trade body, announced the commencement of a strategic collaboration to strengthen the natural diamond narrative within the Indian gem and jewellery trade.

The collaboration titled Indian Natural Diamond Retailer Alliance (INDRA), will focus on supporting independent retailers in India with tools that go beyond the conventional. For example, leveraging Artificial Intelligence to create customized retailer campaigns. From multi-lingual marketing assets to immersive storytelling and superior customer experiences, as well as in-depth natural diamond jewellery training in local languages, it will support India's jewellery retailers with the tools they need to make sure that natural diamonds resonate deeply with every consumer who walks through their doors. Interactive roadshows regarding the collaboration will commence in January 2025, at which GJEPC members will be able to enrol in the programme.

Vipul Shah, Chairman, GJEPC, said, "The Indian gem and jewellery market, currently valued at USD 85 billion, is poised for rapid growth, projected to reach USD 130 billion by 2030. Indra is designed to harness this momentum by tapping into India's dynamic young population, the rise of organised players, and increasing demand across bridal, everyday wear, fashion, and entry-level jewellery. This initiative reflects a shared vision to educate stakeholders, empower retailers, and boost consumer demand, all while highlighting the timeless value of natural diamonds."

Sandrine Conseiller, CEO of De Beers Brands, said: "India's diamond growth story is quite remarkable, and it has now become the second largest market in the world for retail sales of diamond jewellery. However, with its vibrant economy, growing young population and large number of leading diamond businesses, India still holds a wealth of untapped potential. Presently in the Indian jewellery retail sector, the penetration of natural diamonds stands at only around 10% which is well below the rate seen in mature jewellery markets such as the US. Through this new collaboration with the GJEPC we will help unlock this growing opportunity for increased consumer demand for all types of natural diamond jewellery, including bridal, everyday wear and entry level pieces."

Retailers will be able to register for the programme on www.indraonline.in and will benefit from multi-lingual staff training modules focused on generic natural diamond product knowledge as well as access to a market intelligence portal. The programme will also provide customisable marketing assets and content for retailers to promote natural diamonds at a store level as they seek to enhance their returns and expand their customer base.

With 10,500+ members, GJEPC is the apex body driving India's gem and jewellery sector. Through its three large scale IIJS Shows, as well as multiple roadshows and direct outreach activities, GJEPC has the potential to reach a broad range of the businesses comprising the Indian gem and jewellery industry. Through this collaboration, the two partners will capitalise on GJEPC's deep understanding of the Indian market built up over five decades, combined with De Beers Group's expertise in the diamond category.

The new collaboration follows the GJEPC's adoption of the updated definition, nomenclature and guidelines for diamonds specified by the Federal Trade Commission (FTC) of the United States (US). The FTC's updated guidelines provide distinct terminology standards, supporting clarity and transparency both for industry stakeholders and consumers.



De Beers CEO Al Cook Visits GJEPC Mumbai Office.



Mr. Al Cook, CEO of De Beers Group, visited the GJEPC's office in Mumbai on 22 May, accompanied by Mr. Paul Rowley, Executive Vice President, Diamonds Trading, De Beers Group; Ms. Shweta Harit, Global Senior VP, De Beers; and Mr. Amit Pratihari, Vice President of De Beers Forevermark India. The visit underscores the deepening collaboration between De Beers and GJEPC, following the joint launch of the Indian Natural Diamond Retailer Alliance (INDRA) earlier this year.

Mr. Cook was warmly received by Mr. Shaunak Parikh, Vice Chairman, GJEPC; Mr. Russell Mehta, Advisor to the Chairman; Mr. Ajesh Mehta, Convener – Diamond Panel, GJEPC; Diamond Panel Members including Mr. Anoop Mehta, Mr. Nilesh Kothari, Mr. Anil Virani, Mr. Manish Jiwani and Mr. Ashish Borda; along with Mr. Sabyasachi Ray, Executive Director, GJEPC.

The meeting covered key industry topics including traceability, G7, fund raising, US tariffs, marketing strategies, and much more.

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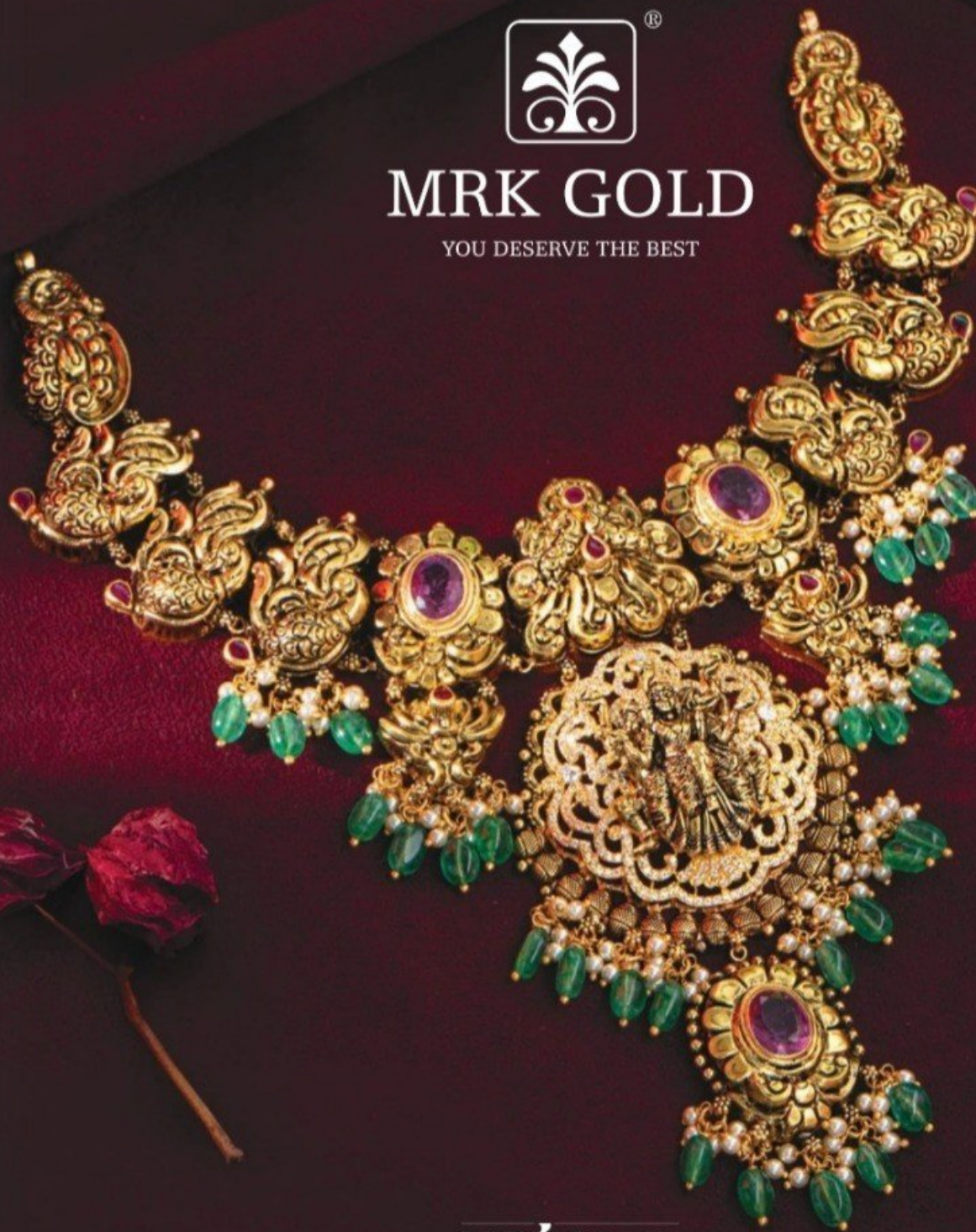
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