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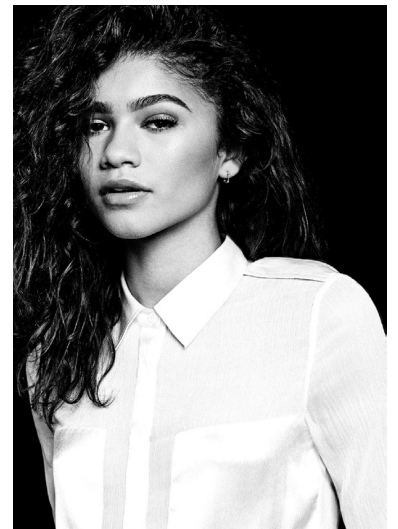
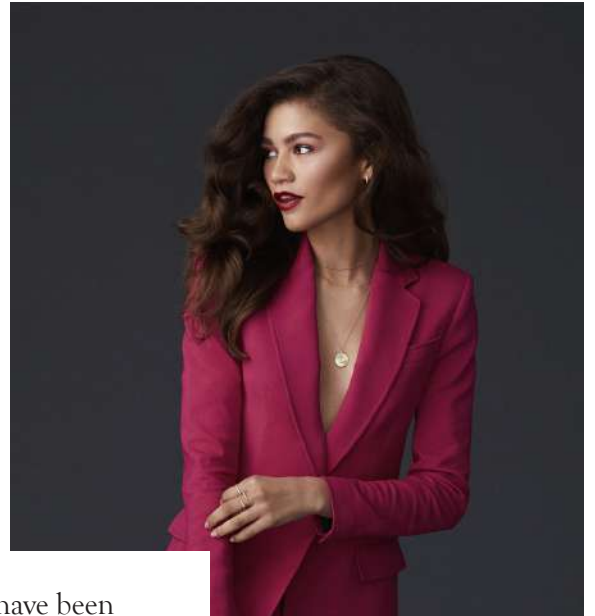
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Zendaya Maree Stoermer Coleman

The new jewellery brand face

Zendaya's unstoppable rise in Hollywood has made her the perfect muse for luxury jewellery brands. With her elegance, youth, and powerful global presence, she is redefining glamour for a new generation. Today, she stands as one of the most sought-after faces in fashion and fine jewellery campaigns.



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.



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.

AABHUSHAN WORLD MEDIA

"Expanding Horizons: Aabhushan World to Cover SAJEX
Jeddah & Bangkok Gems Fair"



GJEPC Launches SAJEX at Jeddah Curtain Raiser in a Grand Ceremony

Jeddah, Saudi Arabia – The Gem & Jewellery Export Promotion Council (GJEPC) marked a significant milestone with the grand launch of **SAJEX** at its Curtain Raiser event held in Jeddah. The prestigious evening witnessed the presence of distinguished dignitaries and industry leaders, underlining the strengthening ties between the gem and jewellery sectors of India and Saudi Arabia.

The event was honoured by the **Chief Guest, Mr. Fahad Ahmed Khan Suri, Consul General of India to Jeddah, Kingdom of Saudi Arabia**. Also gracing the occasion were **Mr. Eng. Raed Ibrahim Almudaiheem, First Vice Chairman of the Jeddah Chamber of Commerce**, and **Mr. Sheikh Ali Batarfi Al Kindi, President of the Jeddah Jewellery Association**. They were joined by the GJEPC leadership team, including **Mr. Kirit Bhansali (Chairman)**, **Mr. Nirav Bhansali (Convener, National Events)**, and **Mr. Sabyasachi Ray (Executive Director)**.

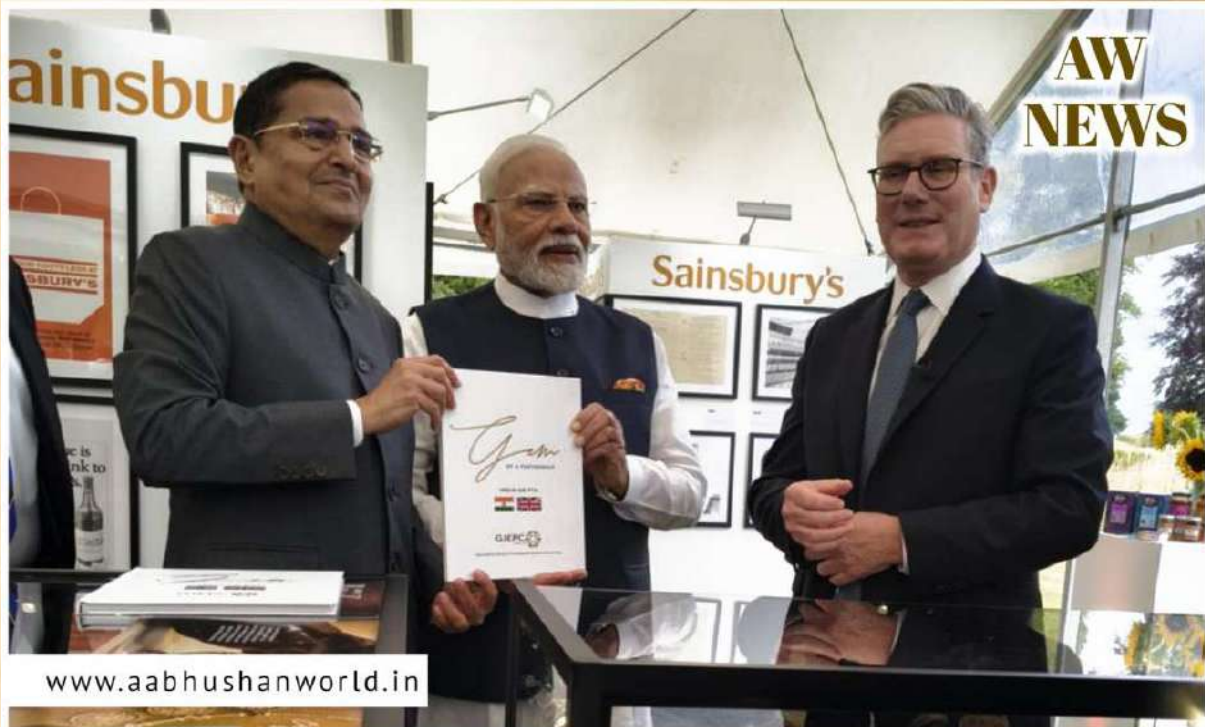
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"Shining Beyond Borders September Journey to Jeddah & Bangkok"



Aabhushan World News, London (24th July 2025): At the "India Crafts Reimagined" booth, GJEPC (Chairman) Shri Kirit Bhansali had the Honour of Presenting GJEPC's commemorative book 'Gem of a Partnership' to Hon'ble Prime Minister Shri Narendra Modi and UK Prime Minister Hon'ble Keir Starmer.



It was a Moment of Immense Pride for GJEPC and a Shining Milestone for India's Gem and Jewellery Industry on the Global Stage.

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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.

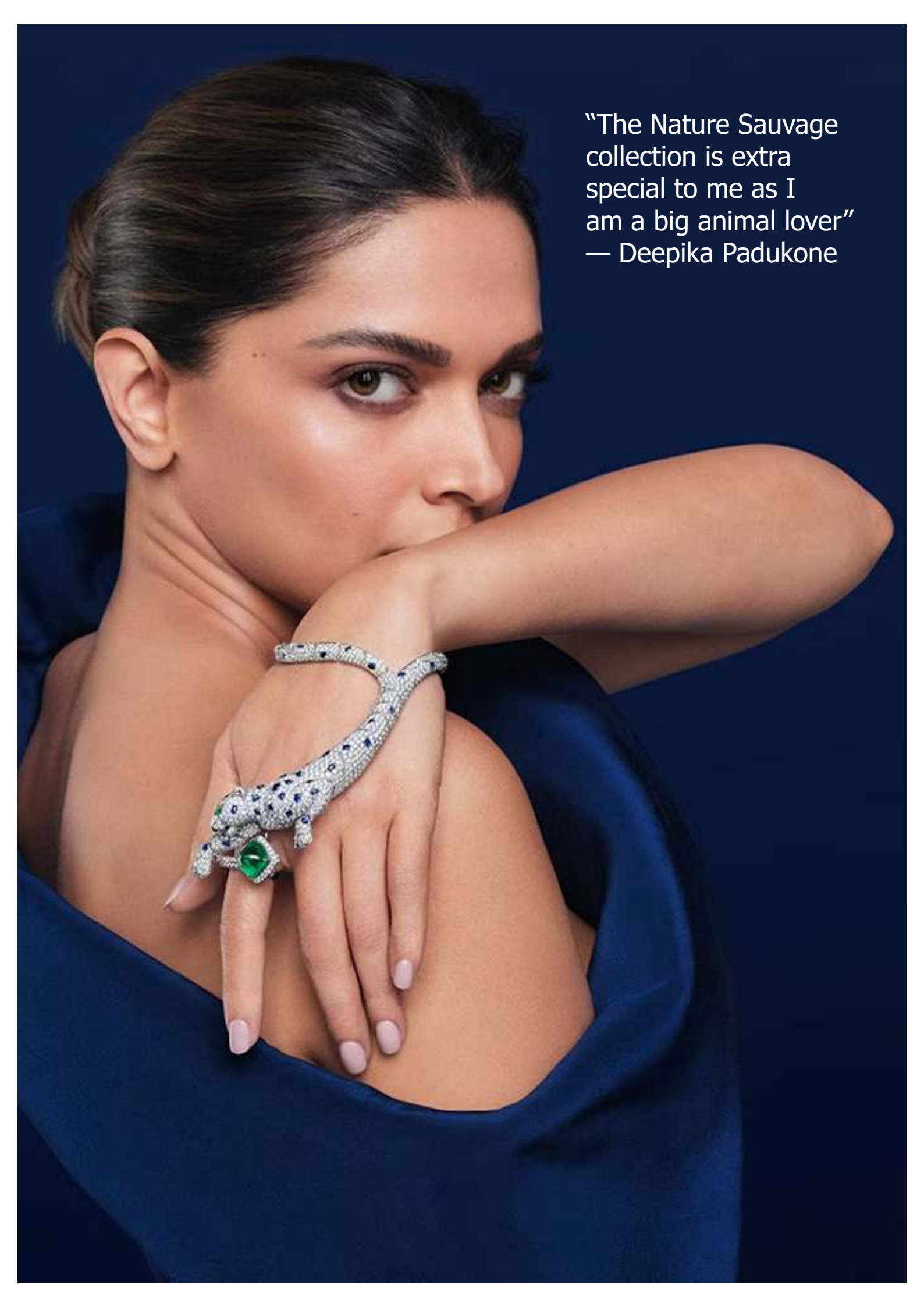


A Shift in Emotional Perception

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.

A portrait of actress Deepika Padukone against a dark blue background. She is wearing a dark blue, draped garment. Her hair is pulled back, and she is looking towards the camera with a slight smile. Her right arm is raised, resting her chin on her hand. On her right wrist, she wears a wide, curved bracelet made of diamonds and small dark stones. On her right ring finger, she wears a ring featuring a large, vibrant emerald set in a diamond-encrusted band. 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

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



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L-R: Mr. Shaunak Parikh (Vice-Chairman) GJEPC, Mr. Nirav Bhansali (Convener) National Events, GJEPC, Mr. Kirit Bhansali (Chairman) GJEPC, Mr. Vinod Verma (Director & Chief-Editor) Aabhushan World & Mr. Sabyasachi Ray (Executive Director) GJEPC India.



Congratulations

To

Mr. Vinod Verma

And Entire AW Team!

Aabhushan World has been honoured for deeply Gem & Jewellery Journalism, Insightful Coverage & Consistent Contribution to the Gem & Jewellery Industry by GJEPC (Sponsored by Ministry of Commerce & Industry) India.

Memorable Achievement

KOLKATA CUSTOMS INTRODUCES PERSONAL CARRIAGE SCHEME FOR GEMS AND JEWELLERY EXPORTS



The newly launched facility is designed to simplify and streamline the export procedures for the gems and jewellery sector, allowing exporters to personally carry high-value consignments for international exhibitions, trade shows, and promotional events—thereby enhancing global market access and significantly boosting trade potential from Eastern India.

The Office of the Principal Chief Commissioner of Customs, Kolkata Zone, officially launched the personal carriage facility for gems and jewellery from Kolkata Port in a landmark move likely to facilitate trade and boost exports from Eastern India.

This new initiative aims to enhance the ease of doing business and promote exports from West Bengal. Customs officials presented detailed guidelines and procedures for availing the personal carriage facility at the launch ceremony.

Shri S.H. Dange, IRS, Principal Chief Commissioner of Customs, Kolkata Zone, encouraged exporters to utilise the new facility, stating it was introduced in the interest of the G&J sector. The launch event, which witnessed the participation of the GJEPC represented by Shri Pankaj Parekh, Eastern Regional Chairman, Regional Committee Members, and officials.

Representatives from leading jewellery houses such as M/s. Sabyasachi Calcutta LLP, M/s. Has Mukh Parekh Jewellers, and M/s. Modern Impex attended the event and expressed interest in using the facility to hand-carry branded jewellery for exhibitions and promotional events abroad. write again



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**AW AABHUSHAN WORLD
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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 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.

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, 2025'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

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GJEPC Enhances Saudi Collaboration with Strategic Jeddah Outreach for SAJEX & IIJS Premiere



As part of its international outreach, GJEPC visited Jeddah to promote SAJEX 2025 and IIJS Premiere, receiving strong interest from the local jewellery community. The initiative aims to foster collaboration between Saudi and Indian jewellers, enhance trade ties, and position SAJEX as a key regional sourcing and networking platform.

Building on the momentum of its successful SAJEX campaign in Kuwait, the Gem & Jewellery Export Promotion Council (GJEPC) extended its outreach to Jeddah, receiving a warm and enthusiastic response from the city's dynamic jewellery community.

During the visit, the GJEPC delegation engaged with prominent jewellers and industry stakeholders to promote SAJEX 2025, set to take place from 11th to 13th September at the Jeddah Superdome, as well as the IIJS Premiere in Mumbai.

Jeddah's jewellers expressed a strong desire to collaborate with Indian counterparts, reaffirming the city's growing influence in the regional gem and jewellery trade. The meetings offered a valuable platform for dialogue, idea exchange, and the exploration of new synergies. Stakeholders showed particular interest in SAJEX 2025 as a key gateway for expanding business opportunities and partnerships.

This outreach is part of GJEPC's wider global engagement strategy, aimed at increasing international participation at IIJS and establishing SAJEX as a premier sourcing and networking hub for Saudi buyers, designers, and manufacturers.



De Beers CEO Al Cook Visits GJEPC Mumbai Office



Al Cook, CEO of De Beers Group, brings a wealth of leadership experience from the energy sector. He previously served as EVP of Exploration & Production International at Equinor, overseeing global operations across Africa, the Americas, and Europe. At Equinor, he also led global strategy and developed its net-zero roadmap. Prior to that, Al spent 20 years at BP, concluding as Chief of Staff to the CEO, where he played a key role in climate initiatives and diversity programs. He holds an MA in Natural Sciences from Cambridge and completed the International Executive Programme at INSEAD.



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

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

The high-level discussions focused on crucial industry topics such as traceability, G7 regulations, fundraising strategies, US tariffs, marketing approaches, and broader sectoral challenges and opportunities.

GJEPC Welcomes Vietnam Trade Delegation to Strengthen Bilateral Ties at IIJS Premiere & SAJEX 2025

The Vietnam delegation's participation is a strong indicator of growing Southeast Asian interest in Indian jewellery exports and a promising step toward broader trade integration between the two nations.

The discussions highlighted India's position as a global hub for gem and jewellery craftsmanship and Vietnam's growing interest in accessing India's expansive market and production expertise. The Vietnamese delegation's presence at both IIJS Premiere and SAJEX is expected to foster business collaborations, facilitate knowledge-sharing, and open new avenues for trade partnerships.

The engagement reflects GJEPC's proactive international outreach strategy and underscores its commitment to promoting India's gem and jewellery industry on a global stage, while supporting the Indian government's larger goal of expanding trade relations with Southeast Asian nations under the Act East policy.



Mr. S. Chinpau Ngaihte, Counsellor (Economic & Commercial), and Mr. M.A. Pham Quyet Thang, Economic and Commercial Official at the Embassy of India in Hanoi, Vietnam, held a strategic meeting with Mr. Gaurang Vora, Manager – National Events, Gem & Jewellery Export Promotion Council (GJEPC), as part of an ongoing initiative to enhance bilateral trade ties between India and Vietnam in the gem and jewellery sector.

This high-level interaction served to lay the groundwork for a significant upcoming development: a visiting delegation from Vietnam's gem and jewellery industry is set to participate in two major international trade shows—IIJS Premiere 2025, to be held in Mumbai, and SAJEX 2025, the South Asian Jewellery and Gem Exhibition scheduled to take place in Saudi Arabia. The meeting focused on creating meaningful linkages between industry stakeholders from both countries and strengthening commercial cooperation in the areas of gemstone sourcing, jewellery manufacturing, and technology exchange.



Key Highlights:

This visit is part of GJEPC's outreach strategy, following roadshows in Vietnam aimed at enhancing business connectivity. The Council extended formal invitations to the delegates to attend both IIJS Premiere 2025 and SAJEX 2025 in Mumbai

- IIJS (India International Jewellery Show) Premiere is among the world's largest B2B jewellery fairs, with over 2,000 exhibitors and 50,000+ trade buyers.
- SAJEX (South Asian Jewellery and Gem Exhibition) runs alongside IIJS, spotlighting South Asian markets and emerging regional partnerships.

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HIGHLIGHT HOW THE VISIT FOSTERS TRADE AND CULTURAL EXCHANGE BETWEEN INDIA AND THE UAE



"CONSUL GENERAL SATISH KUMAR SIVAN APPLAUDS INDIA'S JEWELLERY EXCELLENCE AT SHARJAH EXHIBITION"

"It is inspiring to see the exceptional creativity and craftsmanship that Indian jewellers bring to the global stage. Platforms like the Sharjah Jewellery Show are crucial in enhancing India's visibility and opening up new market opportunities. The Consulate remains committed to supporting Indian exporters and promoting Brand India across the UAE and beyond."

– **Shri Satish Kumar Sivan, Consul General of India in Dubai**



Shri Satish Kumar Sivan, the Consul General of India in Dubai, paid a visit to the India Pavilion at the ongoing Sharjah Jewellery Show. The Pavilion, thoughtfully curated by the Gem & Jewellery Export Promotion Council (GJEPC), showcased a vibrant array of India's finest jewellery craftsmanship and contemporary design excellence.

As he toured the Pavilion, Shri Sivan took a keen interest in the intricate artistry and innovative techniques demonstrated by Indian jewellers. He engaged in meaningful conversations with several participating exporters, offering words of encouragement and stressing the importance of exploring new and emerging markets. He noted that such international platforms provide valuable opportunities to expand India's footprint in the global gems and jewellery sector.

Shri Sivan's visit reaffirmed the Indian Consulate's steadfast support in promoting Brand India on the world stage. His presence also emphasized the Consulate's ongoing efforts to enhance the visibility of Indian artisans and ensure wider market access for Indian jewellery exporters, particularly in the UAE—a key hub for the trade.

CROWN PRINCE OF DUBAI TOURS WORLD'S LARGEST DIAMOND TENDER FACILITY AT DMCC

MILESTONE VISIT MARKS OVER 1 BILLION CARATS TRADED AND LAUNCH OF STRATEGY 2033



STRATEGIC VISIT BY HIS HIGHNESS SHEIKH HAMDAN

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, and Minister of Defence of the UAE, recently visited the Dubai Multi Commodities Centre (DMCC) to commemorate a significant achievement: over 1 billion carats of diamonds traded through the centre in just five years.

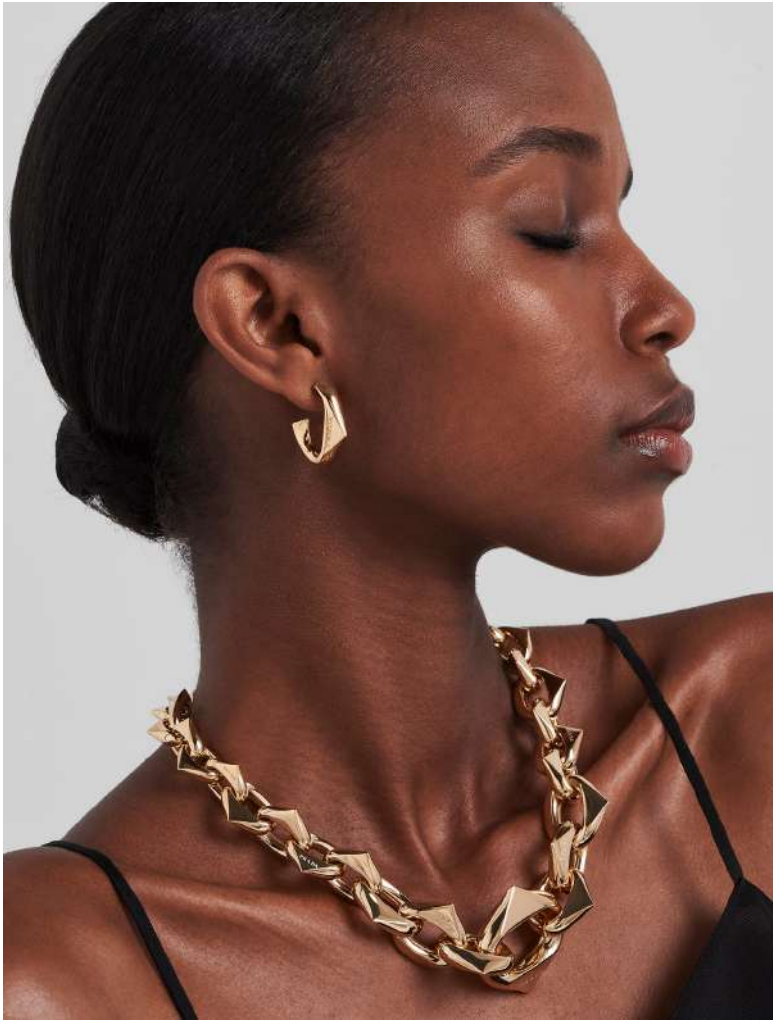
During his tour of the Dubai Diamond Exchange (DDE)—the world's largest diamond tender facility—His Highness was briefed on DMCC's evolving diamond ecosystem. The briefing included updates on the opening of the Gemological Institute of America (GIA) in Uptown Dubai, which further strengthens DMCC's position as a global hub for diamond trade.

HIS HIGHNESS SHEIKH HAMDAN SAID:

"The visit provided the opportunity to see first-hand how DMCC continues to play a central role in driving global trade and investment flows to Dubai, positioning the emirate as a world-class business hub. As we advance our economic diversification journey under the Dubai Economic Agenda D33, DMCC is leading the way in building high-performance, globally connected ecosystems that attract innovation, talent and capital across priority sectors."

UNVEILING OF STRATEGY 2033

The visit also marked the official launch of DMCC's Strategy 2033, a comprehensive plan to expand its specialised ecosystems across key sectors including diamonds, gold, artificial intelligence, and Web3 technologies. DMCC anticipates crossing the 26,000-member company mark this year, with contributions of 15% to Dubai's foreign direct investment and 7% to its GDP.



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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.

INDIA SEEKS FULL TARIFF WAIVER IN INTERIM TRADE PACT WITH US: REPORT



Shri Piyush Goyal with Mr. Howard Lutnick, US Secretary of Commerce.

Image: @PiyushGoyal

Both nations are aiming to double bilateral trade to \$500 billion by 2030, as per The Hindu Business Line. The U.S. has repeatedly flagged non-tariff barriers and India's growing trade surplus as key challenges. In FY2024–25, bilateral trade between India and the U.S. stood at \$131.84 billion, with India enjoying a \$41.18 billion surplus. The U.S. has remained India's largest trading partner for four consecutive years and currently accounts for around 18% of India's total goods exports.

India Seeks Full Tariff Waiver in Interim Trade Pact with U.S.

India is pushing for complete relief from both the 26% additional reciprocal tariff and the existing 10% baseline U.S. duty as part of an interim trade agreement expected to be finalized before 8 July, according to a report by The Hindu Business Line.

To accelerate negotiations, Hon'ble Commerce & Industry Minister Shri Piyush Goyal visited Washington earlier this week. He held high-level discussions with U.S. Trade Representative Jamieson Greer and U.S. Commerce Secretary Howard Lutnick, advocating for critical concessions across India's labour-intensive sectors, particularly textiles, leather, and gems & jewellery.

An official quoted by The Hindu Business Line indicated that the talks are progressing positively. The goal is to finalize a first-phase deal before 9 July, when the 90-day suspension of the additional tariffs is set to expire.

The interim agreement is likely to include provisions related to goods, services, digital trade, and the easing of non-tariff barriers, laying the foundation for a broader bilateral trade agreement.

GJEPC EMPLOYEES CELEBRATE LINGUISTIC PRIDE THROUGH ALL-INDIA HINDI COMPETITION



Employees of the Gem & Jewellery Export Promotion Council (GJEPC) demonstrated enthusiastic participation in the nationwide Hindi language competition, reflecting their commitment to promoting linguistic diversity and cultural heritage within the organization.

In a commendable effort to foster greater linguistic inclusivity and promote the use of Hindi in official communication, the Gem & Jewellery Export Promotion Council (GJEPC) conducted a special programme on 12th June 2025 across its offices nationwide. The initiative was part of the Council's ongoing commitment to strengthening the implementation of the Official Language Policy and encouraging employees to embrace Hindi in their daily professional interactions.

The programme aimed to enhance employees' proficiency in Hindi for official communication, offering guidance on Hindi typing and usage in emails, notesheets, and documents. Over 25 employees participated enthusiastically, showcasing their language skills and expressing interest in using Hindi more in daily work.

The Rajbhasha Department plans to continue such initiatives, reaffirming its commitment to strengthening the use of Hindi within the organisation.

SUMMARY

GJEPC organised a special Hindi promotion programme on 12th June 2025 to encourage the use of Hindi in official work. Conducted by the Rajbhasha Department, the initiative included a Sentence Formation and Translation Competition, along with training in Hindi typing and communication. Over 25 employees participated enthusiastically. The Council plans to continue such efforts to strengthen the use of Hindi within the organisation.

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GJEPC Promotes Eco-Friendly Trade Shows with 'One Earth' Drive on World Environment Day



With a focus on land restoration and climate resilience, GJEPC leads the way in sustainable event management in the gem and jewellery sector

On the World Environment Day, the Gem & Jewellery Export Promotion Council (GJEPC) reaffirmed its commitment to sustainability by embedding green practices across its flagship India International Jewellery Show (IIJS) exhibitions—ranked among the top two B2B trade shows globally in the gem and jewellery sector.

Aligned with this year's Environment Day theme, "Land Restoration, Desertification and Drought Resilience," GJEPC spotlighted its eco-conscious efforts that aim to minimize environmental impact, promote greener operations, and encourage industry-wide adoption of sustainable practices.

"Sustainability is no longer a choice—it's a responsibility," said Kirit Bhansali, Chairman, GJEPC. "At GJEPC, we are committed to integrating sustainability into the DNA of all our exhibitions. Our goal is to inspire the industry to adopt greener practices and do our part for the planet.

We partner with eco-conscious vendors, promote long-term green initiatives among stakeholders, and continually measure and offset our carbon footprint."

AABHUSHAN WORLD NEWS

Silver Show of India – 3rd Edition Shines Bright in Mumbai

2025



The Silver Show of India (SSI) – Mumbai 3rd Edition was grandly inaugurated at the prestigious Jio World Convention Centre, Mumbai. The event was flagged off by esteemed Chief Guests Sanjay Upadhyay, Member of the Maharashtra Legislative Assembly (Borivali), and Rajesh Kalyanaraman, Executive Director, Kalyan Jewellers.

Gracing the occasion as Guests of Honour were industry stalwarts including:

- Rajesh Rokde, Chairman – GJC
- Avinash Gupta, Vice Chairman – GJC
- Saiyam Mehra, Immediate Past Chairman – GJC
- Nitin Khandelwal, Past Chairman – GJC
- Rajiv Jain, Honorary Secretary – JJS
- Sriram Krishnan, Chief Business Development Officer – NSE
- Shivanshu Mehta, Head – Bullion, MCX
- Ashok Gautam, MD & CEO – IIBX
- Ujjwal Derewala, Director – Riddhi Siddhi Gems and Jewellery
- Pankaj Tripathi, Treasurer – Siddhi Vinayak Temple
- Mahesh Bafna, Mumbai Gold Wholesalers Association

Also present were prominent leaders of the gems and jewellery sector, including:

- Prithviraj Kothari, National President – IBJA
- Dr. Chetan Kumar Mehta, Chairman – SSI, President – Jewellery Division (IBJA), President – JAB, CMD – Laxmi Diamonds, Bengaluru
- Suresh Ganna, National Director – IBJA
- Surendra Mehta, National Secretary – IBJA
- Kanaya Kakad, Treasurer – IBJA
- Shreekanth Urs, CEO – GES India Inc

Silver Show of India – 3rd Edition Shines Bright in Mumbai

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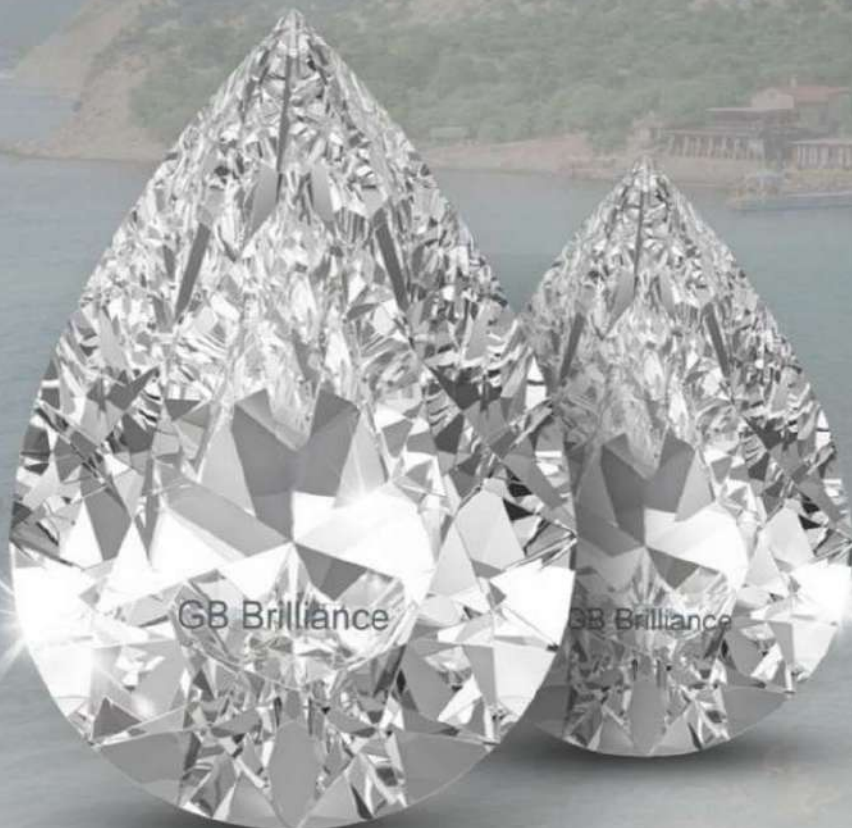
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Impact of US Reciprocal Tariffs on Indian Gem & Jewellery Exports: Mr. Kirit Bhansali, Chairman, GJEPC.

The US announcement of a sweeping 50% tariff on all Indian goods is a deeply concerning development. This drastic move could severely disrupt vital supply chains, stall exports, and endanger thousands of livelihoods, posing significant risks to India's economic stability.

The Indian gem and jewellery sector, in particular, stands to be severely impacted. The United States is our single largest market, accounting for over \$10 billion in exports—nearly 30% of our industry's total global trade. A blanket tariff of this magnitude is severely devastating for the sector.

There is a significant dependency on the US market, with 85% of exports from SEEPZ SEZ—an economic zone supporting 50,000 jobs—directed to the US. For cut and polished diamonds, half of India's exports are US-bound. The proposed tariff hike threatens to bring the entire industry to a standstill, placing immense strain on the entire value chain, from small karigars to large-scale manufacturers.

What adds to the concern is that competing manufacturing hubs like Turkey, Vietnam, and Thailand continue to enjoy significantly lower tariffs of 15%, 20%, and 19% respectively. This puts Indian products at a clear disadvantage in the US market. If this imbalance is not addressed, it could seriously undermine India's long-standing position as a key supplier to the US.

We are also concerned about the possibility of trade rerouting through low-tariff destinations such as Mexico, Canada, Turkey, UAE, or Oman—undermining the spirit of legitimate trade and impacting transparency.

Despite these challenges, the Indian gem and jewellery industry remains resilient. The recent success of IJJS Premiere 2025, the world's largest jewellery fair, was a testament to strong domestic demand, with projected business ranging from ₹70,000 crore to ₹1 lakh crore. The domestic market—currently pegged at \$85 billion—is expected to grow to ₹130 billion in the next two years. This domestic growth offers some cushion, particularly for the diamond sector.

Simultaneously, GJEPC is actively exploring new markets. The upcoming Saudi Arabia Jewellery Exhibition (SAJEX) is one such initiative aimed at opening fresh avenues in emerging regions and diversifying India's export destinations.

While we understand that no trade talks can happen in the current scenario, we urge the Government for immediate relief. We appeal for policy reforms and extensive support to aid the industry in these extraordinarily challenging times.

As a responsible industry and as citizens of this nation, we are respectfully aligned and stand in solidarity with the Government of India. In these testing times, we remain committed to protecting the integrity of our trade and upholding the nation's economic interests with unity and resolve.



Relief sought from the Government of India.

Duty Drawback Scheme: The Government of India may introduce a targeted scheme on the lines of Duty Drawback or reimbursement scheme, covering approximately 25–50% of the new tariffs imposed on gems and jewellery exports only to the USA from August to December 2025.

This initiative aims to partially offset the impact of the new tariff structure, mitigate financial strain on exporters, reduce the risk of order cancellations, and help maintain India's market share in an increasingly competitive and price-sensitive global market.

Financial Support for Market Diversification: Financial assistance under the MAI Scheme is proposed to support the exploration of new markets beyond the traditional U.S. focus. This includes backing for the upcoming SAJEX jewellery exhibition, scheduled from 11th to 13th September 2025 in Jeddah, as well as the establishment of an India Jewellery Exposition Centre in Saudi Arabia, modelled on the IJEX-Dubai platform.

Deferment of Interest on Working Capital Facilities: In respect of working capital facilities sanctioned, lending institutions may be permitted to allow a deferment of interest of six months, from 1st August 2025 to 1st January 2026, as was done during the COVID-19 period.

Allowance of reverse job work by units located in SEZs: By allowing reverse job work to SEZ, the SEZ units would be able to utilise their machinery and engage their labour for manufacture and supply of jewellery in the DTA which can be a saviour during this crisis. The duty should be on the value of duty foregone on the duty-free inputs used by the SEZ unit in manufacturing jewellery for DTA.

Allowing DTA sales: Cancellation of orders will cause blockage of working capital and may result in unit becoming NPA, it is suggested that the SEZ unit may offload their existing stock/pipeline to the domestic market. This sale to DTA should be on duty foregone on the duty-free inputs used in manufacturing of jewellery. Permitting SEZ for reverse job work and DTA sales will support the SEZ to support and retain its workers/artisans/cutters (around 1.25 lakh) and survive at the threshold level amid this emergence situation.

Pre-Shipment Finance Relief: Given potential shipment delays, banks should be encouraged to extend pre-shipment loan due dates by at least 90 days without penalties.

Interest Equalisation Scheme: The interest equalisation scheme has served an important purpose as it has provided much-needed competitiveness to Indian exports, particularly to MSMEs, as the interest costs in India is much above that in competitor countries. The interest subvention scheme may be re-introduced to provide the much-needed financial support to the exporters.



Relief sought from the Government of India.

Relief /Liquidity Packages: Similar to the concessional Covid-era loans, Govt/RBI could introduce special short term Relief packages /measures for the sector.

Credit Rating to gems and jewellery sector: Ensuring ratings remain stable for the G&J sector by the rating agency. It is requested to ensure that rating agency should not downgrade the rating of the G&J sector amid the slowdown of businesses which is obvious due to this sudden imposition of high tariffs.

SUMMARY:

- **Duty Drawback / Reimbursement Scheme**
- **Introduce a targeted scheme covering 25–50% of the new U.S. tariffs (Aug–Dec 2025) on gems & jewellery exports.**
- **Aim: Partially offset tariff impact, reduce financial strain, prevent order cancellations, and maintain market share.**
- **Financial Support for Market Diversification**
- **Provide assistance under the MAI Scheme to explore markets beyond the U.S.**
- **Support participation in SAJEX 2025 (Jeddah, 11–13 Sept 2025).**
- **Establish an India Jewellery Exposition Centre in Saudi Arabia, modelled on IJEX-Dubai.**
- **Deferment of Interest on Working Capital**
- **Allow lending institutions to defer interest payments for six months (1 Aug 2025–1 Jan 2026), similar to COVID-19 relief measures.**
- **Permission for Reverse Job Work by SEZ Units**
- **Allow SEZ units to manufacture and supply jewellery for the Domestic Tariff Area (DTA) using existing machinery and labour.**
- **Levy duty only on the value of duty-free inputs used.**
- **Permission for DTA Sales by SEZ Units**
- **Permit SEZ units to sell existing stock/pipeline to the domestic market with duty on duty-free inputs.**
- **Aim: Avoid working capital blockage, prevent NPAs, and retain ~1.25 lakh workers/artisans.**
- **Pre-Shipment Finance Relief**
- **Extend due dates for pre-shipment loans by at least 90 days without penalties to counter shipment delays.**
- **Reintroduction of Interest Equalisation Scheme**
- **Provide interest subvention to enhance export competitiveness, especially for MSMEs, given higher interest rates in India compared to competitors.**
- **Special Relief / Liquidity Packages**
- **Introduce short-term concessional loans and relief measures similar to COVID-era support.**
- **Credit Rating Stability for the Sector**
- **Ensure rating agencies do not downgrade sector ratings due to temporary slowdown from tariff imposition.**



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IIJS SIGNATURE FROM 2025-2030

2025

YEAR	VENUE	SHOW DATES
2025	JWCC, BKC	4th to 7th January 2025 (Sat - Tues)
	BEC, Goregaon	5th to 8th January 2025 (Sun - Wed)
2026	JWCC, BKC	8th to 11th January 2026 (Thurs - Sun)
	BEC, Goregaon	9th to 12th January 2026 (Fri - Mon)
2027	JWCC, BKC	8th to 11th January 2027 (Fri - Mon)
	BEC, Goregaon	9th to 12th January 2027 (Sat - Tue)
2028	JWCC, BKC	7th to 10th January 2028 (Fri - Mon)
	BEC, Goregaon	8th to 11th January 2028 (Sat - Tues)
2029	JWCC, BKC	9th to 12th January 2029 (Tues - Fri)
	BEC, Goregaon	10th to 13th January 2029 (Wed - Sat)
2030	JWCC, BKC	9th to 12th January 2030 (Wed - Sat)
	BEC, Goregaon	10th to 13th January 2030 (Thurs - Sun)

IIJS PREMIERE FROM 2025-2030

YEAR	VENUE	SHOW DATES
2025	JWCC, BKC	30th July to 3rd August 2025 (Wed - Sun)
	BEC, Goregaon	31st July to 4th August 2025 (Thurs - Mon)
2026	JWCC, BKC	6th to 10th August 2026 (Thurs - Mon)
	BEC, Goregaon	7th to 11th August 2026 (Fri - Tue)
2027	JWCC, BKC	5th to 9th August 2027 (Thurs - Mon)
	BEC, Goregaon	6th to 10th August 2027 (Fri - Tue)
2028	JWCC, BKC	3rd to 7th August 2028 (Thurs - Mon)
	BEC, Goregaon	4th to 8th August 2028 (Fri - Tue)
2029	JWCC, BKC	2nd to 6th August 2029 (Thurs - Mon)
	BEC, Goregaon	3rd to 7th August 2029 (Fri - Tue)
2030	JWCC, BKC	1st to 5th August 2030 (Thurs - Mon)
	BEC, Goregaon	2nd to 6th August 2030 (Fri - Tue)

IIJS TRITIYA FROM 2025-2030

YEAR	VENUE	SHOW DATES
2025	BIEC, Bengaluru	21st to 24th March 2025 (Fri- Mon)
2026	BIEC, Bengaluru	21st to 24th March 2026 (Sat - Tues)
2027	BIEC, Bengaluru	3rd to 6th April 2027 (Sat - Tues)
2028	BIEC, Bengaluru	23rd to 26th March 2028 (Thus - Sun)
2029	BIEC, Bengaluru	6th to 9th April 2029 (Fri - Mon)
2030	BIEC, Bengaluru	5th to 8th April 2030 (Fri - Mon)

Positioning Natural Diamonds as a Luxury Commodity: Kirit Bhansali, Vice Chairman, GJEPC Urges global Stakeholders to Unite at Doha Conference.



"In these unprecedented times, I urge all stakeholders in the diamond industry to rise above differences, unite as one, and take bold measures," he stated. He emphasized three crucial steps to strengthen the natural diamond market:

1. Establishing a distinct and unique brand positioning for natural diamonds.
2. Investing in aggressive marketing and promotion to enhance consumer awareness.
3. Positioning natural diamonds as an exclusive luxury commodity, emphasizing their rarity and timeless value.

Mr. Bhansali also highlighted the deep-rooted cultural and economic ties between India and Qatar, with bilateral trade reaching \$18.77 billion in 2022-23. He called for greater collaboration in the gem and jewellery sector, leveraging India's world-class manufacturing capabilities and Qatar's growing luxury market.

Mr. Kirit Bhansali, Vice Chairman, GJEPC, delivered a keynote speech at the inaugural session of the Doha International Diamond & Gem Conference, addressing industry leaders and stakeholders. He outlined the pressing challenges facing the natural diamond industry and proposed strategic solutions to ensure its sustainable growth.

Highlighting key global concerns, Mr. Bhansali noted:

- Declining demand in China, a major diamond and jewellery market after the USA.
- Global supply chain disruptions caused by the Russia-Ukraine conflict.
- Increasing competition from lab-grown diamonds in key consuming regions.



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MEDIA FELICITATION SUCCESSFULLY HOSTED BY GJEPC AT IIJS PREMIERE 2025.



The Gem & Jewellery Export Promotion Council (GJEPC) successfully conducted a Media Felicitation Ceremony honoring both national and international media representatives for their valuable contribution to the gems and jewellery industry.

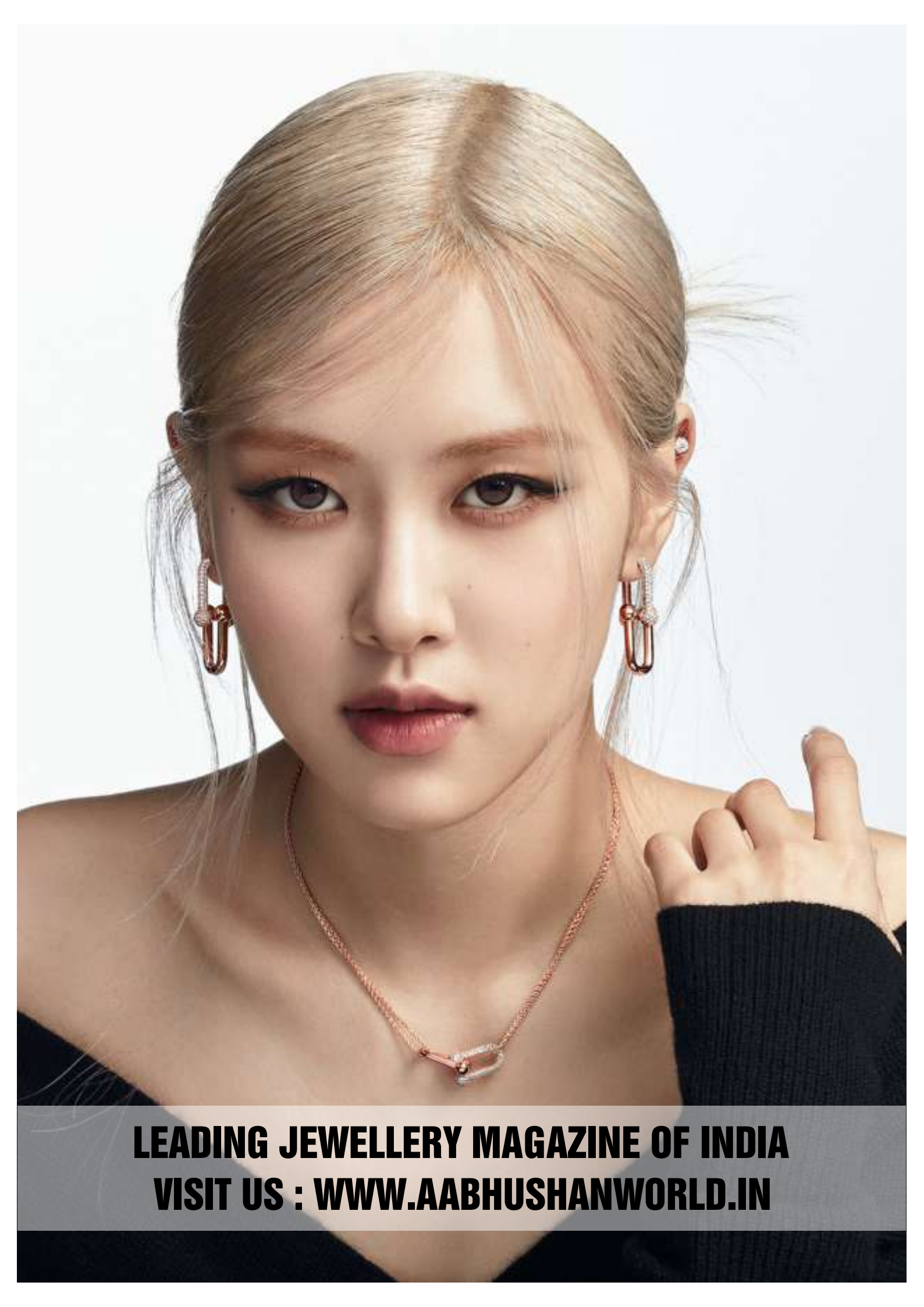
The event took place at the Innov8 Launch Pad, Bombay Exhibition Centre (NESCO), Mumbai, during the prestigious IIJS Premiere 2025.

The felicitation acknowledged the role of media in promoting India's jewellery sector to global audiences, fostering industry growth, and showcasing the country's craftsmanship worldwide.



With dignitaries, industry leaders, and prominent media personalities in attendance, the ceremony was a testament to the strong bond between the media and the jewellery fraternity. The initiative by GJEPC reflects its commitment to building meaningful collaborations that amplify the industry's voice across the world.

Glorious Occasion



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