

# GJIIF 2018 at Chennai Sets its Bench Mark as South India's Largest B2B Jewellery Trade Show

The first edition of the Gem & Jewellery India International Fair (GJIIF) 2018 was organised by Tamilnadu Jewellers Federation (TJF) in association with All India Gem and Jewellery Domestic Council (GJC), and Madras Jewellers & Diamond Merchants Association (MJDMA) kicked-off on September 21, 2018 at the Chennai Trade Centre, Chennai. This 3-day hardcore B2B jewellery tradeshow was organized during 21<sup>st</sup> to 23<sup>rd</sup> September 2018.

It was a historic moment when top 101 retailers from across India, for the first time unanimously inaugurated the GJIIF 2018. This heralded a new beginning for the industry that will go a long way in developing the gem and jewellery trade in South India.

Gold, diamonds and precious stones overwhelmed, as over 300 wholesalers and manufacturers across India showcasing their latest designs and products at the three-day fair.

The fair is poised to stimulate and trigger the growth of the gem and jewellery industry in India. Hailed as the largest fine and ethnic jewellery event in South India, GJIIF 2018 shined with the participation of protagonists of Indian and international fine jewellery manufacturers, wholesalers, retailers, dealers, importers and exporters of diamond, gold, silver and gemstones. An equally appealing sight to all visitors was the outstanding collection of exquisitely-designed and hand-crafted light weight ethnic gold chains and rings showcased on various black and white mannequins that embraced a wide range of chic style. The fair showcased a rich agglomeration of exquisite and handcrafted jewellery that the region is renowned for. These splendid and intricately designed ethnic jewellery include products in diamonds, golds, silvers and pearls along with gemstones and related products.

GJIIF 2018 promises to provide an extensive platform for retailers, buyers and suppliers to bond, network, exchange ideas, discover upcoming trends and generate business opportunities. Over 11,000 business visitors from across India visited and got benefitted.

GJIIF 2018 is timed with the season in mind. Other than Navratri and Diwali, autumn is the season of weddings, and a lot of people buy jewellery for the occasion. This event is an effort to save jewellery aficionados the trouble of travelling to other places. One will be spoilt for choice here.

Speaking on the sidelines of the first edition of GJIIF 2018, A.S. Shriram, President, Tamilnadu Jewellers Federation (TNJF) said "For the first time in the history of the industry,

the fair has placed Indian retailers in the spotlight. The market in India is a home to more than six lakh players, with the majority being small players. Hence we need to take care of the industry to fuel its growth. GJIIF 2018 is an initiative by the trade and for the trade. We are delighted to see that the fair getting participation from the various parts of the country, including South India.”

“India’s gems and jewellery industry is an integral and significant part of our economy and contributes considerably towards the country’s GDP and also has huge employment potential. It has one of the most skilled and dynamic workforces. This prestigious jewellery fair is expected to gain global recognition, and also become a perfect platform to showcase and offer the best of South India’s expertise and craftsmanship in all segments of the gems and jewellery sector,” said Mr. N. Anantha Padmanabhan, Vice Chairman-GJC.

“A drive for new ideas and change is what everyone involved in GJIIF 2018 have in common. The fair received a record-breaking 7,000 pre-registered visitors, which proves yet again that the GJIIF 2018 is the undisputed growth engine of South India’s gem and jewellery industry,” said Mr. Jayanthilal Challani, President-MJDMA.

“It’s quite heartening that all three associations have come together to organize GJIIF 2018. It’s going to be a good opportunity for all dealers and retailers from across India. It’s an august platform for the gem and jewellery to connect, network and grow their business under one roof. I wish all success.” Said Mr. GR Radha Krishnan, Managing Director, GRT Group.

“Trade exhibitions are channels for business opportunities and we are happy to see GJIIF 2018 to successfully fulfil its role in bringing business opportunities to exhibitors. The exhibitor numbers, exhibition space and number of visitors this year not only confirms the fair’s domestic but also highlights South India’s important role in the global jewellery trade”, Mr. K. Srinivasan, Managing Director, Emerald Jewel Industry.

“GJIIF 2018 launched its first edition in Chennai and one could not think of a better platform than this one. We are confident that the fair will witness convergence of leading gems and jewellery players from across India. We are hopeful that GJIIF will not only demonstrate the whole spectrum of products and services the industry has to offer, but it will also put a spotlight on innovative designs and latest global trends from both well-established brand to new entries”, “Mr. Joy Alukkas, Managing Director, Joyalukkas India Ltd.

“GJIIF 2018 is one of the most important jewellery events in our calendar from this year. The industry is moving in a very positive direction. The sentiments have become positive and investments are being made to increase the inventory for the upcoming festivities.”, Mr. Paul J. Alukka, Managing Director, Jos Alukkas.

“It’s a great pleasure to visit GJIIF 2018 in Chennai which is supported by GJF, TNJF & MJDMA. This is the first time this kind is happening in the Southern part of India’s jewellery manufacturing hub which has abundance of craftsmanship. Indian jewellery has a great value in jewellery world, and when it comes from South it gets the most. GJIIF has taken lots of effort to reach its name to the most in the industry, and I wish it will be a successful show for each and every year and exhibitors to fulfil the dreams of end users”, Mr. Junesh Nair, Managing Director, Ashaya Gold Jewellery, LLC, Dubai, UAE

“As South India’s largest jewellery expo in the country, GJIIF 2018 takes pride in its role to provide this micro ecosystem for jewellery professionals and create to an international trading platform, thereby enabling jewellery, diamond, and gemstone suppliers to congregate, interact and network with stakeholders, both at the local and international level,” said Mr. Gautam Botra, Managing Director, White Fire.

“GJIIF 2018 has become an industry benchmark for trade in the region, and this edition will continue to be the South Indian gateway for markets across the country. GJIIF has created a fair that features a balanced amount of diamond dealers, antique dealers, jewellery designers, etc. It aimed to provide a complete mixture of exhibitors and a large variety of them for interest of visitors, and also for the success of exhibitors.” Pankaj Parekh, State President (West Bengal) Indian Bullion and Jewellers Association Limited

“We are quite happy with GJIIF 2018 for its resounding success in terms of the number of exhibitors. The fair has given new contacts for us to explore light weight close setting diamond jewellery, and has offered us the platform for interaction with exhibitors and generate valuable connections and ideas”, said Mr. Pratap Kamath, Abharan Jewellers.