



Press Release
For Immediate Publication

Celebrate the most Sparkling Moments for the Gem & Jewellery Industry GJEPC introduces IDJP and IDCS

Mumbai, July 21, 2009: The Gem & Jewellery Export Promotion Council (GJEPC), the apex body of the gem & jewellery industry introduces two new programs with the objective of promoting the domestic sector and strengthening India's share in the International market. It has conceptualised two initiatives called 'Indian Diamond & Colourestone Show (IDCS)' and the 'India Diamond Jewelry Promotion' campaign that will be implemented by joining hands with local retailers and diamond jewelry manufacturers.

Addressing the media, Mr. Vasant Mehta, Chairman of GJEPC said *"Gauging the sentiment of the industry, GJEPC plays the role of a torch bearer by recognizing the need for a combined effort to help the Gem & Jewelry sector; which contributes 12% to the Indian export scene thus becoming an indispensable aspect of the Indian economy. For the first time, GJEPC has introduced a campaign called IDJP for the domestic market. These campaigns will definitely drive trade by attracting consumers & retailers alike in a more focused manner."*

GJEPC has joined hands with retailers, manufacturers & miners to promote the diamond jewellery trade in India through the India Diamond Jewelry Promotion campaign. The mission is to promote Diamond jewellery trade in India. The desire is to gain and expand the access in the domestic market to increase the diamond jewellery sales in India to perk up the profit margins of the retailers. In the recent past, Diamond jewellery has shown signs of slow down. It is because of ever changing gold prices and lack of Diamond Jewellery Promotion. This pre defined structured Campaign will run from September 2009 to Feb 2010 across 15 major cities targeting 1.5 million rich consumers. Analyzing the reach and impact of this campaign, GJEPC expects a 20% growth in the respective industry as a result of this extensive Promotion.

Also, as a prelude to the India International Jewellery Show 2009, Gem & Jewellery Export Promotion Council (GJEPC) has taken the initiative to introduce India Diamond & Colourestone Show (IDCS). This two day event is being held at the Renaissance Hotel on the 4th & the 5th of August, 2009 in Mumbai. Through the IDCS and IIJS, manufacturers and International buyers are promised the best of the entire gamut of the Indian Gem & jewellery sector in a span of seven days. The response in form of participation at IDCS has been overwhelming this year with 47 exhibitors and buyers from countries like Iran, China, Russia & CIS countries, Middle East (UAE, Syria etc), Thailand, Bangladesh, Hungary & East Europe visiting & participating in the event.

IDCS will cater to the ever growing need of the cut and polished diamonds and precious color stones trade worldwide & will be an ideal platform for a B2B interaction. This show will be instrumental to make the supply chain robust and will provide buyers with a wide range of diamonds and ColourStone from all parts of India & in all possible shapes and sizes.

The India International Jewellery Show 2009 will be hosted from 6 – 10 August at the NSE Complex in Mumbai. Spread across 46,000 sq. mts., the 26th edition of this show, will see a total of 704 exhibitors and international pavilions from Italy, Thailand, Dubai, Belgium, Israel and Turkey. A total of 18,500 domestic visitors have pre-registered for the show. The overseas pre-registered visitors include visitors from USA, UAE, UK, Australia, Belgium, Egypt, Fiji, Germany, Czech Republic, Israel, Italy, Japan, Lebanon, Saudi Arabia, Singapore, South Korea, Sri Lanka and Taiwan. Overseas delegations from Iran, Hungary, Bangladesh, Thailand, China, Romania, Poland and Russia will also be visiting the show.

Notes to Editor

The Gem & Jewellery Export Promotion Council is an all - India apex body for Gem & Jewellery representing 5,500 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India.

PR Contact

Dolly Choudhary, GJEPC, dolly@gjepcindia.com, 9987753823

Toral Sanghavi, Clea PR, toral@cleapublicrelations.com, 98210 45486