

## Romance of India An Indo- Japanese Venture introducing the aura of Indian Jewellery in Japan

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**December 11, 2006** : The Gem & Jewellery Export Promotion Council in collaboration with M/s Taj Enterprise, Tokyo unveils 'Romance of India'– a joint initiative to strengthen trade relations through showcasing the feats of Indian Jewellery in Japan and thereby establishing India as a brand name to reckon with in the Japanese markets.

In 2007, the 50 th year of Indo- Japanese friendship, Government of India along with Federation of Indian Chamber of Commerce & Industry (FICCI), Indian Council for Cultural Relations (ICCR) and several other trade organizations will be undertaking various programmes to promote Indian brands and merchandise in Japan. 'Romance of India' is an endeavor to resonate this effort in the Gems and Jewellery Sector.

Commenting on the project, Mr. Sanjay A. Kothari, Chairman, GJEPC says, "*Romance of India , is a significant manifestation of the aspiration to explore newer horizons for the Indian Gems & Jewellery Industry. The principal objective of 'Romance of India' is to increase the awareness for the Indian craftsmanship and manufacturing skills amongst Japanese consumers and thus enhance the image of Indian jewellery in Japanese markets. Romance of India is the beginning of a long-term vision of endearing Indian jewellery design to the Japanese consumer "*.

Under the project, M/s Taj Enterprise, in association with Tokyo Kiho, one of the largest jewellery distributors in Japan, shall be showcasing Indian Jewellery for select companies at approximately 50 event based sales & promotions exhibitions in Japan. As per the project, the products of the participating Indian Companies shall get exposure to more than 300 retailers and 50,000 consumers in Japan.

The Eight Indian Companies selected for the “Romance of India” Project are:

1. Bapalal Keshavlal,Mumbai
2. CVM Exports, Junagadh
3. Diatrends Jewellery Pvt. Ltd, Mumbai
4. Pramak, Mumbai
5. Sunjewels India Pvt. Ltd, Mumbai
6. Ganjam Nagappa & Sons (P) Ltd.,Bangalore
7. Minawala Gems & Jewels Pvt. Ltd, Mumbai
8. P. M . Dwarkadass Jewellers, Mumbai

These companies have been selected after reviewing their capabilities and capacity of producing specific category of jewellery.

'Romance of India' is an attempt to fortify the existing bilateral trade relation between India and Japan . So far, the bilateral trade between the two nations has been witnessing an upward trend. The Gem & Jewellery Exports to Japan have increased from US\$ 384.48 mn in 2002-03 to US\$ 488.04 mn in 2005-06. Cut & polished Diamonds are major contributor to this growth. The Exports of Cut & Polished Diamonds have increased by 25.6%. There is more than 3 times increase in the export of Gold Jewellery as it has increased from US \$ 6.86 mn 2002-03 to US \$ 23.02 million in 2005- 06.

Besides facilitating the above project, the Council shall be undertaking extensive Promotional efforts to promote Indian Gem & Jewellery Industry in Japan which includes organization of special events like Cultural shows and Fashion Shows in Japan.

**Notes to the Editor:**

The Gem & Jewellery Export Promotion Council is an all India apex body representing more than 6500 jewellers from India . Set up in 1966, it operates under the supervision of the Ministry of Commerce, Government of India and elected representatives of the industry. The Council is a non-profit organisation involved in promoting the exports of the Gem & Jewellery sector and also towards service to the nation

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