



pmi PREFERRED
MANUFACTURER
OF INDIA



ABOUT PMI

Preferred Manufacturer of India is B2B programme connecting the prominent retailers to the preferred jewellery manufacturers across India.

PMI is a platform to build business network and business opportunity with the elite Jewellery Manufacturers.

Goodwill and credibility building program.





6 Networking
Meets



6 Strategic
Locations



Prominent
Retailers across
India



One Mega
Event



Celebrity
Attendance



One
Platform

A GOLDEN OPPORTUNITY



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PARTICIPATION ENROLLMENT PROCESS

Total Participation Cost is Rs. 30,00,000
+ applicable taxes (thirty lakhs + taxes)

Enrolling New Participants

- Participation form Duly signed with an initial deposit of Rs.
15 lakhs to retain the position



PROPOSED CATEGORIES

2 Participants in
Plain Gold or
Yellow Gold

4 Participants in
Gold Bangles

5 Participants in
Gold Chain
Manufacturers

2 Participants in
Gold
Mangalsutra

4 Participants in
Kundan Jadau
Polki

1 Participant in
Silver Jewellery
and Article

1 Participant in
Loose Stone

2 Participants in
Light Weight
Diamond Jewellery

3 Participants in
Ahmedabad
Antique

3 Participants in
South Antique

2 Participants in
Italian Jewellery

4 Participants
Large
Wholesalers

2 Participants in
Rajkot Jewellery

3 Participants in
Mass Diamond
Jewellery

2 Participants in
Diamond Bridal
Jewellery

Schedule-PMI 2017-19

6 Networking Meets

NETWORKING MEET	NETWORKING MEET	NETWORKING MEET	NETWORKING MEET	NETWORKING MEET
7th -10th January 2018 Pune JW Marriott	14 th -17 th March 2018 Hyderabad Novotel	11th -14th June 2018 Goa Grand Hyatt	24 th -27 th September 2018 Chennai ITC Chola	19 th -22 nd December 2018 Coimbatore Le Meridien

GRAND NETWORKING MEET
14 th -17 th March 2019 Cochin Grand Hyatt



Networking Meets

NETWORKING MEET

- Prominent Retailers from across the Region
- Retailers Profile- Business owners and Directors of Regional Chain stores, Large Single Stores of respective Region
- Presence from 40 Prominent Retailers

GRAND NETWORKING MEET

- Prominent Retailers from across India
- Retailers Profile- Business owners and Purchase / Procurement heads of Chain Stores & Regional Chain stores, Large Single Stores.
- Presence from 48 Prominent Retailers



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Networking meets will be held at Luxurious Hotels offering world class facilities...





Facilities and amenities offered during Networking Meet

- Stay at Top Luxury Hotel
- Two Rooms daily for 3 days on twin sharing basis
(Rooms will be offered to PMI Participants in either the same venue or adjoining luxurious hotel)
- Ground Transfers from Airport/ Railways by AC Bus or Car
- Private Cabins for Meetings
- Cabins are fully equipped with
 - > Adequate Display Shelf and Units
 - > Adequate Lighting to enhance display
 - > Chairs and Tables
- Business Lounge that serves appetizers and beverages

Retailer Enrollment Process

- Each participating retailer will be given the opportunity to participate only twice.
- Pre-defined retailers pyramid for all the 6 shows.
- Letter of interest from each participating retailer.
- A fix set of prominent retailers will be invited for the Networking Meets considering their buying capacity.
- Personal Invitations to prominent retailers
- Retailer Profile and Invitation will be done with the consent of PMI Participants



Marketing Campaign

- Exclusive PMI Promos
- Intense Social Media Campaign
- Editorials in Trade Media Magazine
- Advertisements in Trade Magazine
- PMI Email and SMS Campaign
- PMI Hoardings during IIJS
- Exclusive Trends Today Design Digest

POS Materials

- Customized PMI Lanyards
- Customized PMI Certificate
- Customized Visiting Card Album



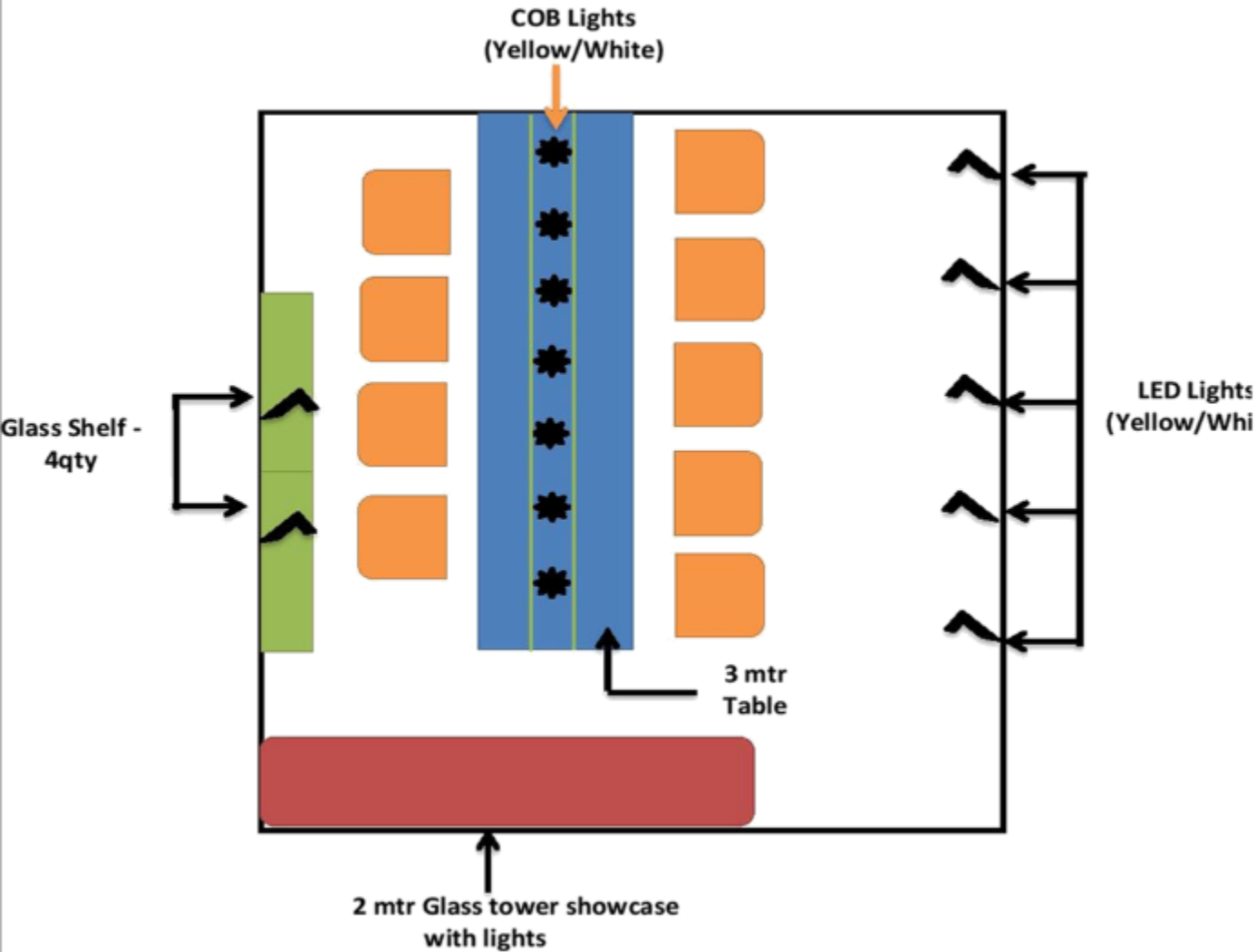


Logo presence in evening gala party on main stage





STALL STRUCTURE & MATERIALS





Download Link for Application Form & Detailed Deliverables:

<https://goo.gl/ZZFZ8N>



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THANK YOU

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