



GJF to hold its Preferred Manufacturers of India (PMI 5) Meet in Pune from 5th – 7th January 2016

PMI meet focuses on promoting both Gold & Diamond studded Jewellery

An opportunity for distinguished & select Jewellery Manufacturers and leading Retailers in Pune to participate to develop business relationship

Pune PMI to showcase Variety of New Designs, Innovative Technology and Extraordinary Jewellery Collections in Gold, Diamond and Colored Stones

Pune/Mumbai, December __, 2015: All India Gems & Jewellery Trade Federation (GJF) the country's leading national trade body of gems & jewellery will organize its first programme of 4th edition "Preferred Manufacturers of India PMI-4 Regional Networking Meet from 5th–7th January, 2016 at the Hotel Hyatt Regency, Pune. GJF also decided to convene a regional round table conference at the same venue to form a think-tank group and address the growing concern various industry issues in the Pune region comprising of Nasik and Satara districts.

A select number of distinguished jewellery manufacturers from India are expected to attend the event with their distinct and innovative products offering unique design and product specialty in Diamond and Gold jewellery items. A wide variety of jewellery in gold, diamond and colored stones will be displayed at the exhibition by the participants for the benefit of the discerning retailers from the region who will be specially invited for the Networking Meet. During the 3-day PMI meet, participants will debate and discuss three major issues such as aligning the industry in a competitive business environment, further strengthening the ethical business practices (code of conduct) and building the 'Make in India' concept by making India the ultimate destination for jewellery shopping.

Mr. G V Sreedhar, Chairman, GJF, said, “The PMI programme offers an excellent marketing platform for Manufacturers & Wholesalers, providing 360° solutions to participants by fulfilling several business objectives, including enhancement of the brand’s image and expansion of market share by establishing and reinforcing business relationships with prominent retailers of India. The platform enables businesses to focus on increasing profitability by offering them a competitive advantage, save time as well as reduce marketing and promotional costs. The PMI participants comprise the country’s leading manufacturers of Gold, Diamond, and Studded Jewellery and are renowned for the quality and range of products as well as innovation and exclusive designs. As the Preferred Manufacturers of India, the manufacturers also offer retailers with immaculate service levels besides product distinction. The objective of the programme is to strengthen the jewellery supply chain model in the country, promote skill development program by improving the living standards of skills men / ‘karigars’,”

Networking for business is the new-age mantra for successful enterprises and PMI offers manufacturers a dedicated platform that facilitates better relationship building with the country’s most prominent jewellery retailers. The unique platform allows PMI participants to remain updated and relevant within changing market scenarios, develop their clientele and developing business promote innovation in manufacturing, while retailers maintain a competitive edge in terms of the product pricing and range, as well as service support thereby maintaining a distinctive position for their brands and stores.

GJF has so far organized PMI meets in Jaipur, Bangalore, Hyderabad, Delhi–Gurgaon, Coimbatore, Mumbai & Goa covering over 117 cities across the country. The programme included 49 Preferred Manufacturers and catering renowned retailers who visited the show. Over 12,000 dedicated meetings were conducted in the entire duration of two years between manufacturers and retailers. Having achieved the objectives of all its participants, PMI has been rightfully declared as one of India’s most successful B2B shows by the participants and the visitors alike.

Retailers visiting the PMI event comprise business owners and heads of multi-stores brands/ jewellery houses and chain stores from urban cities and towns ensuring maximum exposure for participating brands in and across major metropolitan cities

in India. The regional meets also include Jewellery retailers from the respective zones and comprise business owners of mainly large single stores and multi store formats from 2 and 3 tier cities and towns. The programme allows retailers from the various regions to visit the show and conduct close business interactions with the manufacturers within the privacy of dedicated closed door cabins. The participants will have the opportunity to engage with the leading retailers from across the country. Based on recommendations by participants as well as to ensure best matching of buyer–seller profiles, prominent retailers will be invited to these exclusive shows with the aim to ensure successful and mutually beneficial relationships.

About GJF: GJF is a national trade federation established for the promotion and growth of gems and jewellery trade across India. It represents over 3,00,000 players comprising manufacturers, wholesalers, retailers, distributors, laboratories, gemologists, designers and allied services to the domestic Gems & Jewellery industry. The Gems & Jewellery industry is a hand crafted and labour intensive with over 1 crore strong labour force engaged in the manufacturing of jewellery industry in the domestic sector. The domestic industry is estimated to be in the region of Rs. 2.51 lakh crores today with the potential to grow to Rs. 5 lakh crore by 2018. The Federation's mission is to support and promote the progress and prosperity of all members in the gems and jewellery industry across India. GJF serves as an interface between the Government and the industry, providing regular news updates on Government notifications, rules and regulations, conducting national level programmes and launching initiatives for trade promotion and development, partnering with educational and research institutes for skill development and promotion of gem and jewellery education, undertaking CSR activities on behalf of the trade, besides numerous other functions.

For further information: