

ALL INDIA GEMS & JEWELLERY TRADE FEDERATION

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Press Release



GJF holds its Preferred Manufacturers of India 15-17(PMI3) Meet in Hyderabad from 7th – 9th October

PMI meet focuses on promoting both Gold & Diamond studded Jewellery

40 distinguished Jewellery Manufacturers and 107 leading retailers participate at the regional meet

Variety of new designs, innovative technology and extraordinary jewellery collections in gold, diamond and colored stones on display

Hyderabad, October 15, 2015: All India Gems & Jewellery Trade Federation (GJF) the country's leading national trade body of gems & jewellery has organized the first programme of 3rd edition "Preferred Manufacturers of India 15-17" (PMI3) Regional Networking Meet from 7th-9th October, 2015 at the Hotel Leonia Holistic Destination, Hyderabad. This time, GJF also convened a regional round table conference at the same venue to form a think-tank group and address the growing concern various industry issues in south India. Leading jewellers from Andhra Pradesh, Tamil Nadu, Karnataka & Kerala actively participated by offering their perspectives on industry and finding out solutions in the interest of all stakeholders.

40 distinguished Jewellery Manufacturers and 107 leading retailers participated at the Hyderabad meet that helped in instilling new relationships, introducing new products and exchanging new ideas. The participants are amongst India's most distinguished manufacturers and they are known for their distinct and innovative product offering including unique design and product speciality in Diamond and Gold jewellery items. A wide variety of jewellery in gold, diamond and colored stones were displayed at the exhibition by the participants for the benefit

of the discerning retailers from south zone who have been specially invited for the Networking Meet.

Besides Chairman, GJF, Mr G.V.Sreedhar, Convener PMI Committee, Mr.Nitin Khandelwal, other senior GJF Board members, the round table conference was attended by leading Indian jewelers such as Mr.Sandeep Kulahali (Titan Industries), Mr. Ba. Ramesh (Thangamayil) Mr. Jitendra Vummidi (VBJ), Mr Balu C P (Manapuram), Mr Iflu A (Malabar), Mr Rejish O S (Joyalukkas), Mr Diyvesh Shah (Tribuvandas Bhimzi Zaveri), Ms Shemi Pillai (Chemmanur International Jewellers) and Mr Akash Jain (Reliance Jewel). The participants debated and discussed three major issues such as aligning the industry in a competitive business environment, adoption of ethical business practices (code of conduct) and building the 'Make in India' concept by making India the ultimate destination for jewellery shopping.

Mr. Sreedhar G.V., Chairman, GJF, said, "The Hyderabad PMI meet has been a huge success in terms of large number of participants from south India as it gives manufacturers and retailers an in-depth knowledge and understanding of current environment in the jewellery business. Even the regional round table conference meet created new ideas and feasible solutions to push up growth avenues for the industry." "We at GJF believe that the large number of participants are unique in many ways in designs, variety, range, finishing offering a good collection of their products along with maintaining good business practices, offering new product innovations followed by robust after sales service", Mr Sreedhar said.

Also the PMI meeting was attended by leading diamond jewellers from south India who expressed their overwhelmed satisfaction and expressed their commitment to participate such meets in future for the promotion of the industry.

Mr Nitin Baradia from Eighty Jewellers, said, "It was a nice opportunity to meet and exchange views with leading jewellers at personal level which resulted into higher sales of jewellery." "The PMI meet was a great experience to establish more networking with others and develop relations with many new buyers", said Arpit Khandelwal from Jewel House.

Mr. Manoj Jha from Kamakhya Jewels, said, "Such meeting is very good for both Manufacturers and Retailers as we get to meet each one on personal basis in closed cabins and do business. This has given us opportunity to meet many prominent buyers and we are very happy to look forward to attend such PMI meet in future." Mr Satish Mehta from Prakash Gold Palace, said," As a first time participant, we have received good response from buyers and overall arrangements made by GJF were very good."

Mr. Virendra Agarwal, Sainath Jewellers said, 'We have satisfying experience in PMI with regards to all the arrangements and cannot think of giving any suggestions to improvise PMI which has now become and perfectly organized show. Our team is very happy to be a part of it". Mr Sachin Modi, Shubh Diamonds, said, " We have been associated with PMI for past 3 years and hats-off to Mr. G V Sreedhar, Chairman, GJF who has bought many good clients in our stall and has given us many new contacts".

The PMI programme is a marketing opportunity for getting associated with the Preferred Manufacturers for developing businesses. It strives to explore growth opportunities for jewellers

by acting as a catalyst between various supply chains of the Jewellery Manufactures and Retailers and has been appreciated across the jewellery trade fraternity.

In the past, GJF has successfully organized PMI meets in several cities such as Hyderabad, Ahmedabad, New Delhi, Kolkata, Indore, Mumbai, Goa and now in Hyderabad in order to strengthen the jewellery supply chain model in the country.

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: www.gjf.in