

Media Release

1st edition of Delhi International Jewellery Show concludes at a very promising note

14th December'09, New Delhi-

Delhi's first ever cash & carry jewellery business show, Delhi International Jewellery Show-2009 concluded today. The 4 day show was held in hall 12A of Pragati Maidan ,New Delhi through 11th to 14th Decemeber,2009.

The exhibition designed for every segment of jewellery business drew huge response from visitors of both business & general category. **5250** visitors were hosted to a fascinating range of jewellery in gold, kundan, polki, jadau, platinum and diamond. International business visitors from France, Belgium, Thailand, HongKong, Pakistan, US, Italy were seen doing business deals with the exhibitors. Domestically business visitors from Mumbai, Surat, Pune, Nagpur, Chennai, Jammu, Ambala, Amritsar, Meerut, Jalandhar, Chandigarh, Patna visited the show to explore the opportunities. The presence of big, medium and small jewellers from various parts of country was seen as a major advantage. General consumers belonging to Delhi and NCR thronged the stalls requiring some of the exhibitors to call in extra staff and goods to satisfy the growing demand of jewellery. Visits of high profile business delegations from Singapore and US Trade Commissions added to the glitter making it show to watch for in years to come.

Creativity, style, choice, networking in a cost effective, elite and secure environment has been the hallmark of DIJS'09.

The exhibitors included not only jewellery manufacturers, retailers designers but also raw material suppliers, tools and machinery manufacturers, exporters and institutions imparting education in gemology. The machinery section of the show was well appreciated and received good numbers of visitors from the first day.

54 exhibitors participated in DIJS'09 making it the only show of its stature and profile in the entire north, east and central India. Retail sales were an integral part of the show, aimed at the discerning jewellery buyers. The latest local & international trends and variety in each jewellery segment were presented at the show. Gitanjali (with all its brands), HV Jewels, Kiran exports, Elite Jewels, S Vinod Kumar Group(Indigo Jewellery), JB Brothers, Bhagwati Jewellers, DTC, Arya 24 KT etc were some of the significant participants.

Another important feature towards fulfilling its aim as a complete show was the workshop and the seminars conducted during the show with 'D for Diamond' as a

knowledge partner. International Marketing and price structure (Diamond, Jewelry and precious metals), export & import documentation, Classification of impurities in diamond studded in jewellery and their impact on clarity grading, phenomenon of color in diamonds structure and physical properties of gemstones were some of the topics touched upon. All the sessions were well attended and appreciated by the attendees.

Various on-site facilities like food court, coffee shop, travel desk, doctor on call, fire tender, lounges were in line with the international standards. Organisers ensured that the hall was completely secured and strictest standards of security were observed. Complimentary services like food coupons, medical assistance, vault service (for jewellers to keep their precious items in safe custody), shuttle service to and fro the hall & entry gates etc were welcomed by all.

Very significantly Godrej Security Solutions was the lead sponsor to the show and Shri Ishwar Pahlajani, General Manager, North, Godrej & Boyce Mfg.Co.Ltd., inaugurated the event 11th December'2009 with traditional lamp lighting ceremony. He was accompanied by other senior officials from the company. After a round of the entire exhibition he expressed his happiness and congratulated the organizers for putting up a grand 1st edition of the show.

The last day saw exhibitors leaving satisfied with business conducted at DIJS'09. Organisers of the show iTEN Media assured the exhibitors to announce the days of the next edition as soon as possible (detailed post show report will be available on the www.dijs.in very soon)

Notes to editor

iTEN MEDIA is India's leading provider of business information products & services across multiple & integrated media platforms. Backed by industry research & expertise, exceptional networking with governments, trade and allied agencies, iTEN services its customers through its distinctive range of high quality trade information services & marketing opportunities, delivering value-added business and networking opportunities for its customers. iTEN Media's Vision is to deliver: **"Knowledge & Profits Across Communities & Markets"**

Powered by a global network of projects, expertise and business relations, iTEN Media provides niche products across vertical markets in three key segments: Trade shows & conferences, Trade publications & Industry leading portals.

In addition to the above products, iTEN Media provides the following services to Governments, Trade Associations & International Organisers: Professional Project Management, Global Sales and Marketing Network & Consulting.

A professionally owned and managed start-up, iTEN Media's core team has over 60 years of cumulative experience & successful track record in operating large-scale multiple media platforms & business information services & solutions across 20 industry verticals like Defence, Automotive, Electronics & Communication, Energy, Engineering, Manufacturing, Infrastructure, Building & Construction, IT & Telecom, Jewellery, Media & Entertainment, Mining & Metals, Safety & Security etc.

Bhanu Ojha

Astt Manager- Marketing

✉: bhanu@itenmedia.in

☎: 91-11-46110364; 📠 : 91-9711433159; <http://www.itenmedia.in> ; www.dijs.in