

## **DJGF Shines in its 9<sup>th</sup> edition at Pragati Maidan**

*Showcases 200 + exhibitors, 850 + designer brands and 15000+ unique designs*

New Delhi, 2nd October 2021: Informa Markets in India, India's leading B2B exhibitions organizer, inaugurated the 9<sup>th</sup> edition of Delhi Jewellery and Gem Fair ( DJGF ) today, North India's biggest International Jewellery trade show. DJGF back in its in-person format, is being held from 2<sup>nd</sup> – 4<sup>th</sup> October 2021, at Pragati Maidan, New Delhi.

The show was marked by the presence of Chief Guest - Mr. Satyendra Jain – Member of Delhi Legislative Assembly along with key dignitaries - Mr. PK Gupta – Additional Chief Secretary Govt of Delhi; Mr. Ashish Phete - Chairman, All India Gems and Jewellery Domestic Council and Partner - Waman Hari Pethe Jewellers; Mr. Yogesh Singhal, President TBJA, Delhi; Ms. Pallavi Mehra, Group Director, Informa Markets in India and Mr. Yogesh Mudras, Managing Director, Informa Markets in India amongst and industry gathering.

Speaking on the return of DJGF in the physical format, Mr. Yogesh Mudras, Managing Director, Informa Markets in India said, *“The popularity of Gems and jewellery remains unchallenged for many decades in India. With the restart of businesses and exhibitions in the new normal, the industry is eager to bounce back with vigor just as we enter the festive quarter and the wedding season. Consumers in India range from holding pride in owning precious jewellery, buying gold as an investment to youngsters who look for bespoke designs, seasonally trending styles, and indulge in omni-channel shopping experiences – buying digitally as well as from brick-and-mortar stores. Today the art of jewellery making has advanced and represents the culture and craftsmanship of different eras.”*

*“Growth in the Gems and Jewellery sector has been largely contributed by the development of retailers and brands. Established brands are steadily steering the organised market and are opening up opportunities for growth, further enhanced by India's digital growth and policy initiatives such as hallmarking and allowing 100 percent FDIs. Returning in the physical format, DJGF will reinforce a sense of trust in the jewellery market with an array of trending jewellery. The Fair is a gateway to the organized Indian jewellery market with a focus on the North, offering a fine experience along with a special event – the launch of SHAKTI – Women Achiever's Awards. Jointly organized with Gems & Jewellery Trade Council of India (GJTCI), SHAKTI felicitates the brilliance of women entrepreneurs, business owners, and corporate professionals from the Gems and Jewellery industry in India.”* he further added.

The three-day expo is witnessing participation from 200 + exhibitors, 850 + traditional, modern & innovative designer brands and 15000+ unique designs. It is a congregation of prime Jewellers and Import & Export merchants amongst other key industry stakeholders. The show is supported The Bullion

& Jewellers Association (IBJA), Gems & Jewellery Trade Council of India, Delhi Jewellers Association, Maliwada Jewellers Association, Meerut Bullion Traders Association, All India Gems and Jewellery Trade Federation and many more. The fair is representing Jewellery wholesalers, retailers, importers & exporters, Jewellery manufacturers, Diamond, Gemstone, Pearl suppliers & traders, precious metal and Jewellery mounting traders and suppliers, and representatives from trade and governmental organisations, all under one roof to meet, connect, network and grow their business. Products of different styles and designs from Gold, Diamonds, Gemstones, Silver & Loose stones categories along with machineries are being showcased over 850+ different kinds of brands.

This year, DJGF launched SHAKTI – Women Achiever’s Awards Jointly with the Gems & Jewellery Trade Council of India (GJTCI). The launch of SHAKTI supports the initiative– ‘Amrit Mahotsav’ taken by Hon. Prime Minister Shri Narendra Modi, on the 75th anniversary of India’s Independence. The Amrut Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India this far in its evolutionary journey but also hold within them the power and potential to enable Prime Minister Modi's vision of activating India 2.0, fuelled by the spirit of Atmanirbhar Bharat. Women are an integral part of a family, a culture, a society and most importantly, a nation, throughout history, and their central role has ensured stability, progress, and long-term development of nations. The much-awaited event hosted jointly by GJTCI who have been an integral part of the Gems and Jewellery industry for the last 2 decades and Informa Markets in India will felicitate the brilliance of women entrepreneurs, business owners, and corporate professionals from the Gems and Jewellery industry in India. An event of this nature will no doubt further encourage women leadership, enterprise and innovation in this sector.

The list of exhibitors this year include Beera Jewellers, Unique Chains Pvt Ltd., Royal Chains Pvt Ltd., Heera Jewellers, Future Diamond Jewellery Pvt. Ltd. amongst others. As a pre cursor, DJGF held a series of successful road shows for the jewellery community in North Indian cities like Lucknow, Ambala & Meerut. On ground shop-to-shop activities over 25 cities across India were also part of the pre-event activities.

The DJGF forms an intrinsic part of the ‘Festival of Business – Ushering Economic Resurgence’ campaign by Informa Markets in this festive season. Festival of Business is a medley of 9 10 back-to-back shows till October end across different verticals in the physical, digital and hybrid formats. It has been curated to help discover the joy of in-person re-union, cementing bonds, networking, driving business objectives, spotting innovations through touch and feel, gathering marketing intelligence, and arriving at customized solutions through different platforms under the umbrella of each B2B show.

DJGF 2021 is amply supported by its AllSecure & Travel Safety Guidelines – a safety standard initiative by Informa for its exhibitors, attendees, visitors, speakers or sponsors, customers who will be coming to the event. This is introduced to conduct physical trade exhibitions amidst the new normal and has a detailed set of enhanced measures. AllSecure provides attendees the reassurance and confidence that

they are participating in a safe and controlled environment. These international protocols are based on the broader principles of Physical Distancing, Protect & Detect, Cleaning & Hygiene and detailed Communications on these principles.

### **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit

[www.informamarkets.com](http://www.informamarkets.com)

### **About Informa Markets and our business in India**

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices in Mumbai and New Delhi. For further details, please visit – <https://www.informamarkets.com/en/regions/asia/India.html>

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