



Press release

GJF's Preferred Manufacturers of India (PMI 5) – Regional Networking Meet in Kolkata from 27th to 29th March 2017

An opportunity for distinguished Jewellery Manufacturers and leading Retailers from Eastern Region to participate & develop business relationship

Sports legend and Ex-Captain of Indian Cricket Team Mr. Sourav Ganguly and accomplished Odissi dancer Mrs. Dona Ganguly will grace the Gala Nite on 27th March and performance by Sanjeeda Sheikh on the 28th March Gala Nite.

Kolkata, March 27, 2017: All India Gem and Jewellery Trade Federation (GJF) organizes the 5th PREFERRED MANUFACTURER OF INDIA (PMI) of the third edition, Regional Networking Meet at a glittering ceremony at J W Marriott Hotel, Kolkata from 27th March to 29th March, 2017. This is the first major event of GJF post demonitisation of high value currencies in India and also after the formation of the new Committee of Administration (COA).

A true business and leisure initiative by GJF to promote and progress the trade, The PMI program comprises country's best manufacturers of Gold, Diamond, and Studded Jewellery and are renowned for the quality and range of products as well as innovation and exclusive designs, thus providing an excellent marketing platform for Manufacturers & Retailers, providing 360° solutions to participants by fulfilling several business objectives. The preferred manufacturers participate in the programme for the span of 2 years, consisting 2 Grand Networking Meets and 5 Regional

Networking Meets, each held over a 3 day period at a fivestar venue. The uniqueness of PMI is that it offers exclusive jewellery collection from the best manufacturers from Kashmir to Kanyakumari under one roof, offering a perfect blend of business and leisure/cultural experience to the trade fraternity.

This programme will help jewellers & karigars in this region, which has a tradition of creating unique handmade jewellery designs. The State of West Bengal has the largest numbers of karigars and goldsmiths in India, whose work is recognized across the world and their jewellery sells very fast due to high demand, in terms of craftsmanship and design.

Mr. Nitin Khandelwal, Chairman, GJF, said, "The PMI program is a unique opportunity for people engaged in jewellery business as such conference widened the relationship among jewellers, manufacturers and retailers. GJF has always explored new possibilities and ideas that provide structured and efficient platforms for all its stakeholders. In a fast paced business environment today, the need for speed, accuracy, delivery, service in addition to exclusivity and innovation has taken greater importance".

Mr. G V Sreedhar, Immediate Past Chairman, GJF, said, "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. It is a nice opportunity to meet and exchange views with leading jewellers at personal level and we hope, a large number of retailers will attend this 3-day conference."

Mr. Sankar Sen, Director, GJF & Chairman - East Zone, said, "PMI, Regional Networking Meet Kolkata promises retailers and manufacturers, a much more efficient event in terms of its features and value addition that are being planned to enhance the quality of the programme. The participants are amongst the best manufacturers of the country and hence some of the most exclusive collections are showcased. The platform provides an opportunity to interact directly with the manufacturer who has thorough knowledge and thus enhances the exchange of ideas, trends, innovation and best business practices"

Mr Sumeet Anand, Co-Convenor, PMI Conference, said, "We are making every effort to create this PMI platform attractive where participants (only on invite) can update

themselves with relevant topics in a changing market scenario besides developing their clientele and business promotion. To make the Kolkata edition grander than its predecessors, sports legend Mr Saurav Ganguly shall be delivering a motivational speech and accomplished Odissi dancer Mrs Dona Ganguly shall be performing at the gala evening of 27th March, followed by performance by Sanjeeda Sheikh on 28th March gala night”.

GJF has so far organized PMI meets in Jaipur, Chennai, Pune, Bangalore, Hyderabad, Delhi–Gurgaon, Coimbatore, Mumbai, Goa and is likely to organize the same in Delhi and Chennai shortly. The program included Preferred Manufacturers and catering renowned retailers who visited the show. Over 10,000 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.

About All India Gems and Jewellery Trade Federation (GJF):

GJF is a national trade federation established for the promotion and growth of gems and jewellery trade across India. It represents over 4,50,000 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. It represents various industry segments such as Manufacturers, Retailers, Wholesalers, Allied, gold, silver, platinum, diamonds, gem stones, machinery, etc. including the entire industry value chain from bullion to retail. It is highly fragmented across the value chain with 80% of players operating in the unorganised sector, which are mostly family-run, labour-intensive, and use indigenous technology. The MSMEs form major constituents of the unorganised Gems and Jewellery market of India. Indian gems & jewellery industry is the leading foreign exchange earner, as well as one of the fastest growing industries in the country. The market for gems and jewellery worldwide has grown steadily over the last few years with a share of 29 % in global Jewellery consumption. Its market size is about 6% – 7% of the country’s GDP and it plays an important role in maintaining the current account deficit and export-led growth of the economy.

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