



GJF's organizes Preferred Manufacturers of India (PMI 3) – Grand Networking Meet in Chennai from 17th to 19th September, 2017

48 prominent Jewellery Manufacturers and around 120 leading Retailers participated in the unique buyer seller business and leisure meet

PMI showcases Variety of New Designs, Innovative Creations and Extraordinary Jewellery Collections in Gold, Diamond and Colored Stones

Mumbai, September 25th, 2017: All India Gem and Jewellery Trade Federation (GJF) organized the third edition of Preferred Manufacturer of India (PMI) Grand Networking Meet at a glittering ceremony at Hotel Leela Palace, Chennai, thus concluding.

Country's leading jewellers are participating in a three-day luxurious Business and Leisure meet from September 17th to 19th, 2017.



Nitin Khandelwal passes the PMI baton to Sumeet Anand as its Convener.

This was the 7th and the concluding PMI event of the 3rd edition. In this edition, GJF had successfully organised PMI events at Hyderabad, Pune, Chennai, Jaipur, Kolkata and Delhi. The next edition i.e. PMI 4 will commence in November / December 2017 with 6 shows.



Lamp Lighting Ceremony of the PMI 3

The PMI program provides an excellent marketing platform for Manufacturers & Retailers, 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.



Mr. Nitin Khandelwal, Chairman, GJF, said, “The PMI 3 was very successful and it has always been close to my heart and it is a proud moment that we are moving towards the PMI 4th edition. It is with immense support from the PMI Participants, Committee members and the industry that has helped us achieve its objective. I would like to wish the new PMI Convener, Mr. Sumeet Anand all the very best.”

Mr. Sumeet Anand, Convener PMI, said, “The PMI 3rd edition has been beneficial to the industry and we are thankful to all our participants for making it a larger than life event experience. I am thankful to the Chairman and the entire COA for giving me the responsibility to lead Industry’s biggest business meet. PMI 4 will strive to constantly innovate and provide a unique buyer seller experience. It will be our constant endeavor to provide the best in class experience in PMI 4 to the industry and set newer benchmarks.

The objective of the programme is to strengthen the jewellery supply chain model in the country, and also promote skill development program by improving the living standards of skills men / ‘karigars’ and ‘Make in India’.

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 program 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.



Group Photo of all PMI Participants

About GJF: GJF is a national trade federation established for the promotion and growth of gems and jewellery trade across India. It represents over 4,00,000 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:

Mitesh C Dhorda Corporate Communications Manager, GJF, M: 9820410448,

E-mail: mitesh@gjf.in

Abhishek Chawande, Adfactors PR, M: 9664516774,9820670345,9820531932

E-mail: abhishek.chawande@adfactorspr.com