

glimmerama

## **Glittering Gitanjali!**

*POST BASELWORLD 2005, **MEHUL CHOKSI**, CHAIRMAN & CEO GITANJALI GROUP EXPRESSES HIS VIEWS ON THE INDIAN JEWELLERY SEGMENT AND HIS EXPERIENCE AT THE FAIR*

### **HOW HAVE THE CONSUMERS RESPONDED TO THE PENETRATION OF INTERNATIONAL BRANDS HERE?**

In the last 10 years, there has been a noticeable change in the Indian market. International brands are being accepted primarily in the metros - Delhi, followed by Mumbai, Bangalore, Chennai and Kolkata. International brands make fashion statements. When an international brand is carried, whether a bag or jewellery, it is immediately noticed. Also, it is associated with top of the line design and quality.

### **IN THE CURRENT SCENARIO, FOCUS HAS SHIFTED FROM TRADITIONAL JEWELLERY TO BRANDED JEWELLERY IN INDIA. WHAT WOULD YOU ATTRIBUTE THIS CHANGE TO?**

There are many factors. There has been wide scale promotion. Also there is a guarantee that is attached to branded jewellery.

### **WHAT ARE THE TRENDS IN VOGUE IN THE INDIAN MARKET AND HOW DIFFERENT ARE THEY FROM THE INTERNATIONAL MARKETS?**

The Indian market is very different from the international market. The trends here are mixed up, like branded jewellery from Nakshatra, Asmi, etc. and traditional jewellery. In the international market, the trends are more seasonal. Trends originate from Italy and France during the two main fashion seasons, which are summer and autumn.

### **YOU'VE ATTENDED THE BASEL EXHIBITION FOR MANY YEARS. WHAT ARE THE CHANGES YOU HAVE OBSERVED TOWARDS INDIAN JEWELLERS?**

There have been definite changes towards Indian jewellers and consumers are looking for good quality. India is now positioned next to Hong Kong. The Hall at Basel had numerous visitors and Indian jewellery is very well accepted now.

### **HOW IS THE INDIAN MARKET DIFFERENT FROM CHINA IN TERMS OF JEWELLERY INDUSTRY?**

The Chinese market primarily sells diamonds of ten points and more. And the diamonds are certified. The Chinese market is led by platinum jewellery, followed by white gold and then yellow gold. In India, it is completely different. Yellow gold is more popular than white gold.

### **SO WHAT WERE THE MAJOR TRENDS THAT EMERGED FROM BASEL FAIR THIS YEAR?**

Fashion based jewellery is the most prominent trend that emerged. White gold jewellery is picking up and coloured stones are coming back into fashion as well.

### **WHY IS BASEL SO IMPORTANT FOR THE INDIAN JEWELLERY COMMUNITY?**

Basel is a gateway for presenting your jewellery in Europe. It is considered as the trendsetter and customers come there looking for trendsetting designs. It provides great exposure.

### **HOW DOES GITANJALI JEWELLERY, SPECIFICALLY GILI PLAN TO EXPAND ITS MARKET SHARE INTERNATIONALLY?**

There is a definite expansion. We have already stepped into the Middle East. There are four basic categories that we use in this regard. These are the normal range, the plus range, the zone or departmental range and the Standalone store.

**WHAT FUTURE DO YOU ENVISION FOR YOUR JEWELLERY LINES ON THE GLOBAL STAGE?** Internationally, the brand is going for an ethnic look. We are targeting consumers in the ethnic community, primarily the Indian community abroad. Gitanjali jewellery is involved in both branded and non-branded jewellery segment.

**As told to Savia Rajagopal**



Left to right: Tawhid Abdullah Managing Director Damas Jewellery LLC, Amitabh Bachchan & Mehul Choksi Chairman Gitanjali Group

