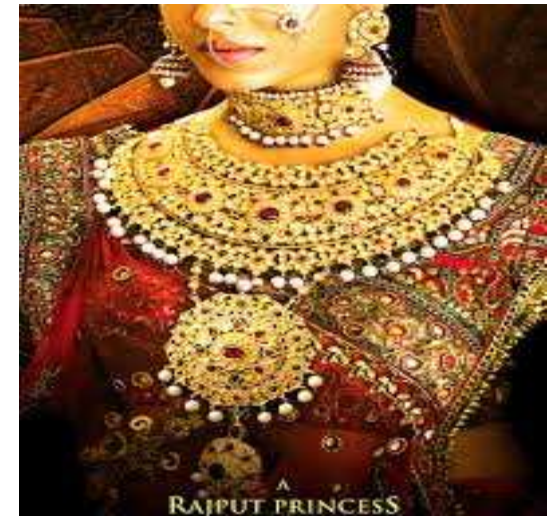




Jewellery



Submitted By :

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INTRODUCTION

- Jewellery is small decorative items worn for personal adornment, such as:- rings, necklaces, earrings and bracelets.
- It is one of the oldest type of archaeological artefact with 1,00,000 year old beads made from nassarius shells thought to be oldest known jewellery.
- In most cultures jewellery can be understood as a status symbol for its material properties, its patterns, or for meaningful symbols.



Materials and methods



- In creating jewellery, gemstones, coins, or other precious items are often used, and they are typically set into precious metals.
- Beads are frequently used in jewellery. These may be made of glass, gemstones, metal, wood, shells, clay and polymer clay.
- Silversmiths, goldsmiths, and lapidaries methods include forging, casting, soldering or welding, cutting, carving and "cold-joining" using adhesives, staples and rivets to assemble parts.

TYPES OF JEWELLERY

- GOLD JEWELLERY
- DIAMOND JEWELLERY
- SILVER JEWELLERY
- PLATINUM JEWELLERY



GOLD JEWELLERY



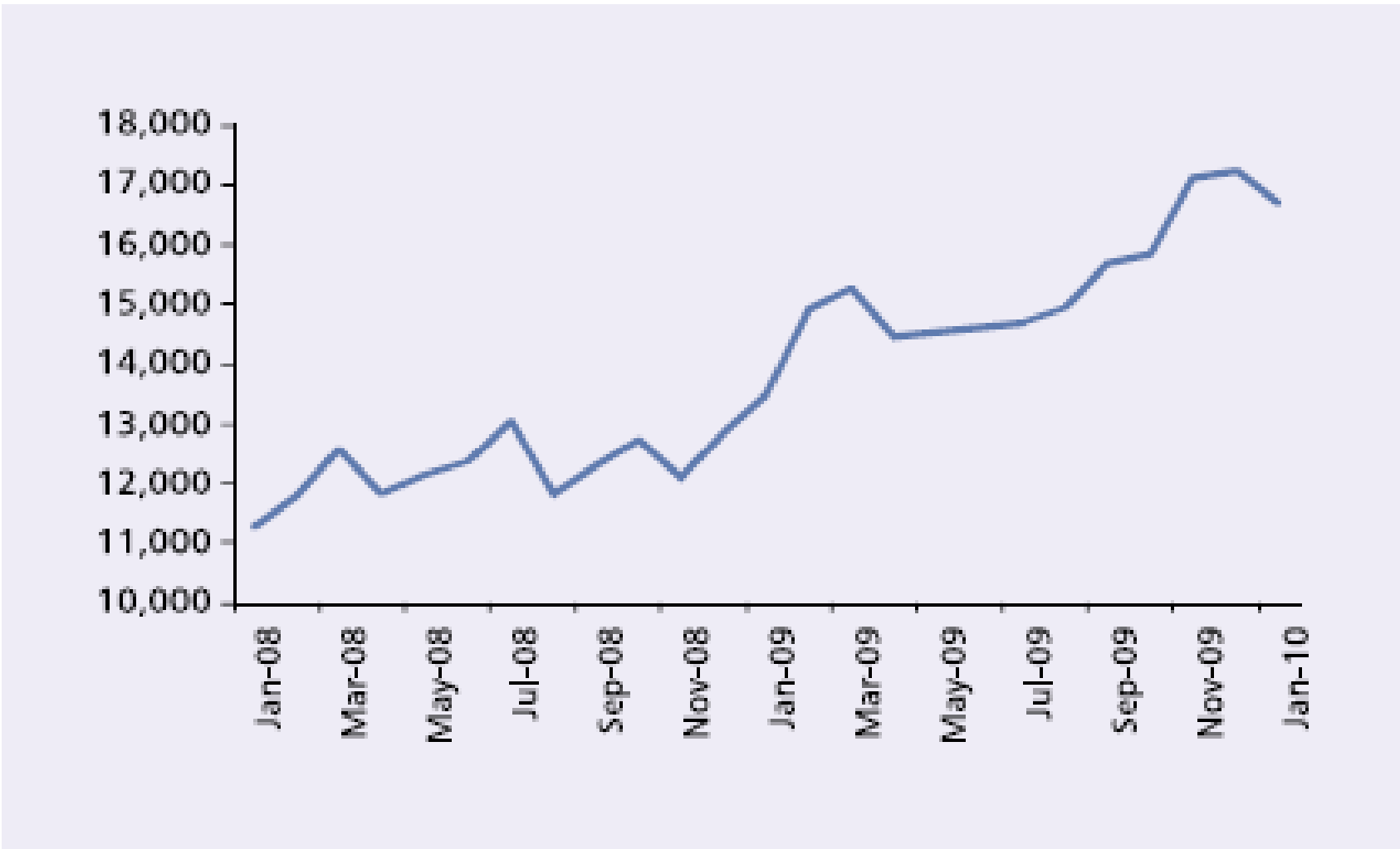
- The history of gold jewellery goes back at least 5,000-6,000 years.
- Today, gold jewellery is the foremost end use for gold, with over 3,000 tonnes (96.6 million oz) required for fabrication each year.
- India is the leading country for jewellery manufacture at around annually, followed by Italy and the United States and China.
- India is also the leading consumer of gold jewellery followed by the United States, China and Saudi Arabia.



Leading Brands in Gold

- Thribhuvandas Bhimji Zaveri (TBZ)
- P.C. Chandra Jewellers
- Bhima Jewellers
- Malabar Gold Jewellers
- Mannapuram Riti Jewellers

Chart 2.11: Volatility in the Price of Gold



Note: Spot prices
Source: MCK



DIAMOND JEWELLERY



- Diamond was first discovered and mined in India around 3000 years back.
- In ancient India it was considered to be so sacred that it was used to decorate the statues of deities.
- Around 14th – 16th century, diamond was not only used in jewelry, but was also treated as Amulet. Amulet was believed to bestow fearlessness and invincibility upon the wearer.
- Venice was the first diamond trading capital, But with passage of time, Bruges and Paris became the important diamond hubs.

Leading Brands in Diamond

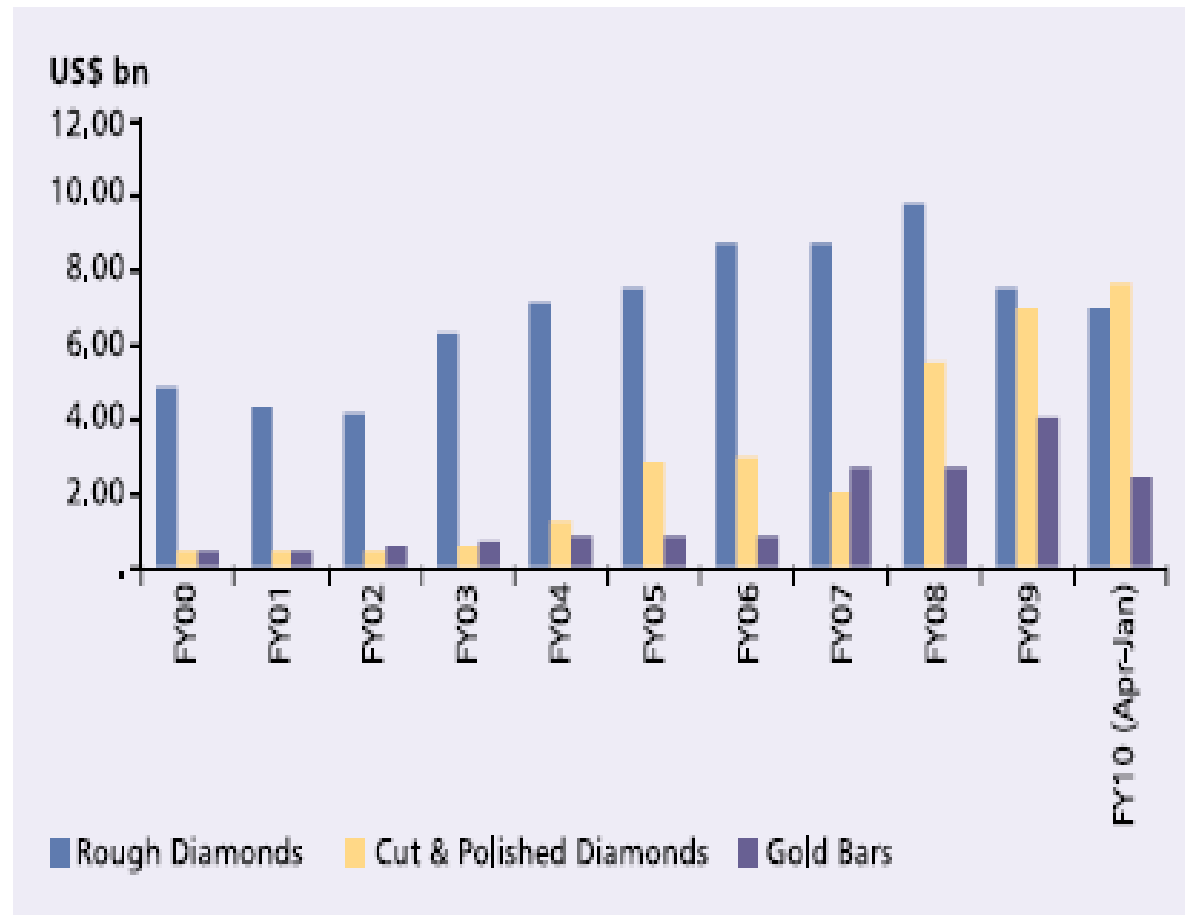
- **Tanishq**
- **Nakshatra**
- **D'Damas**
- **Jos Allukas**
- **Asmi**



Leading Diamond Producers



Chart 2.9: Imports of Rough Diamonds, Cut and Polished Diamonds and Gold Bars

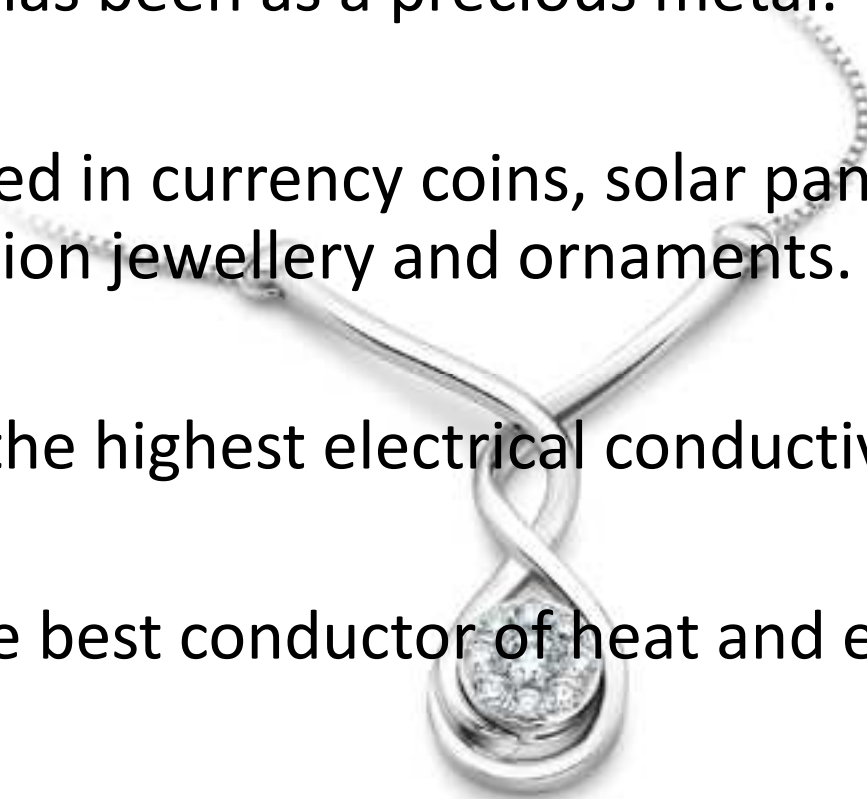


Source: Gems and Jewellery Export Promotion Council and Indiatats



SILVER JEWELLERY

- Silver has been as a precious metal.
- It is used in currency coins, solar pannels, water filtration jewellery and ornaments.
- It has the highest electrical conductivity of all metals
- It is the best conductor of heat and electricity.
- Jewellery and silverware are traditionally made from steling silver (harder than pure silver)



Leading Brands in Silver

- Cartire
- Tiffany
- Enzo
- Oxette
- Mikimoto





PLATINUM JEWELLERY



- Platinum is the finest, purest and rarest precious metal on earth.
- It is both an ancient and a young metal.
- It was first used by egyptians about 3,000 years ago.
- Many platinum jewellery designs are accented with 18 karat gold giving a versatile and fashionable look.

Leading Brands in Platinum

- **Gitanjali**
- **Titan**
- **Caratlane**
- **Ranka**





Market Leader Of Jewellery In INDIA



- Titan is the India's largest jewellery retailers followed by Tanishq and Gitanjali.
- It was founded in 1984.
- It is looking to add 320 stores in different brands over the next year.
- In recent months titan has launched diamonds for teens and diamond-studded lines for working women.

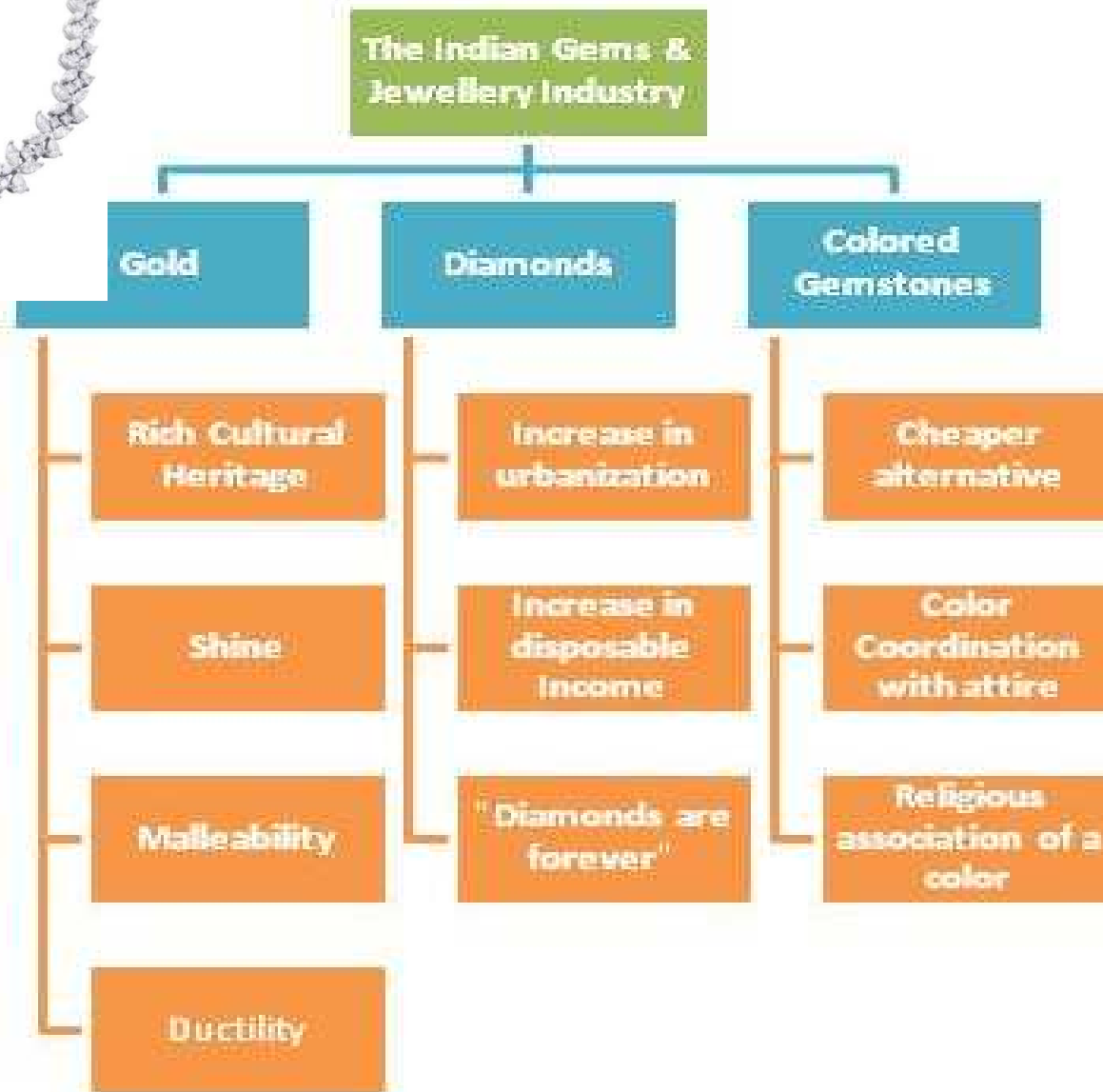




Gemstones Producing States

- Andhra Pradesh
- Chhattisgarh
- Jammu & Kashmir
- Karnataka
- Kerala
- Madhya Pradesh
- Orissa
- Rajasthan

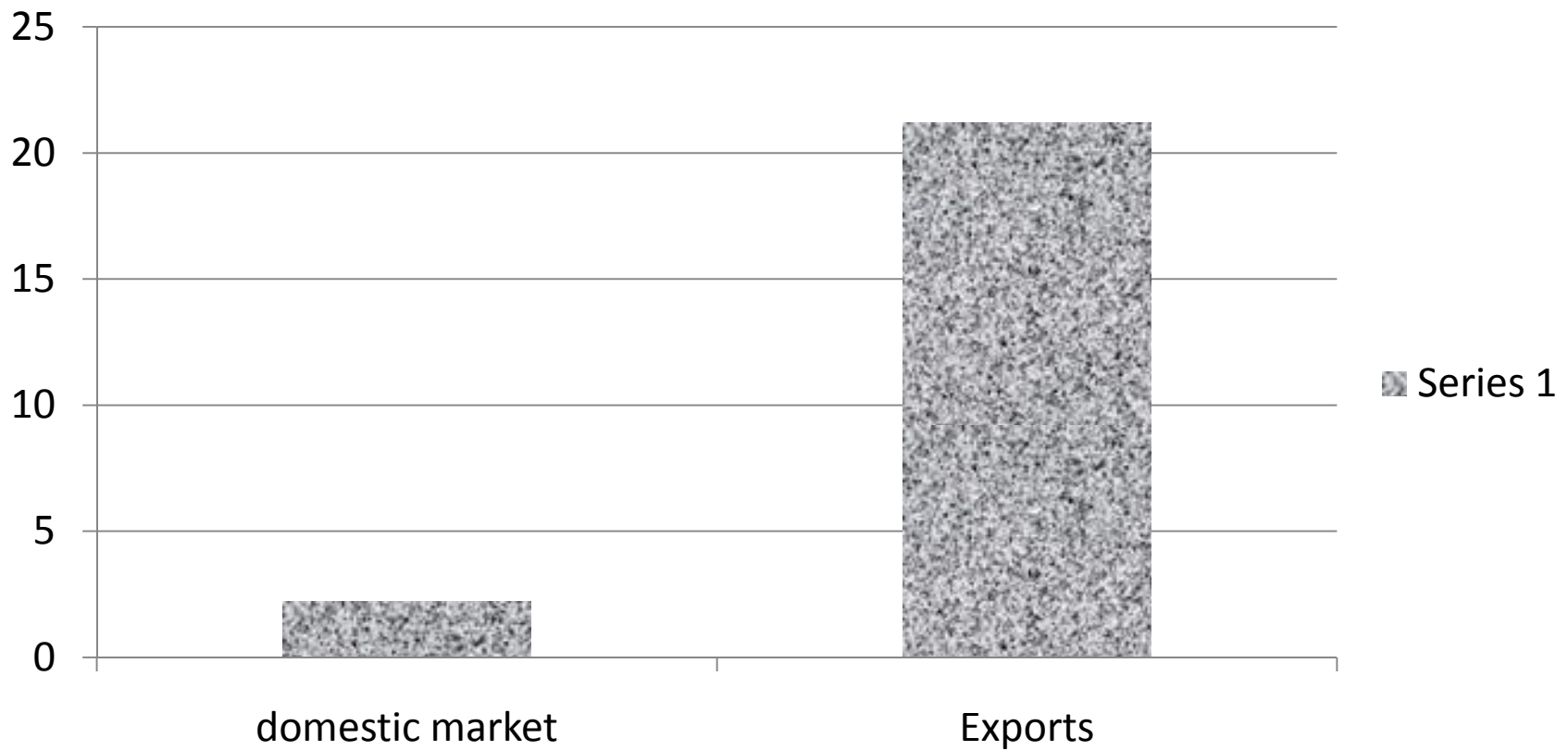




Gems & Jewellery Market Size



Series 1



JEWELLERY PREFERRED IN DIFF REGIONS OF INDIA



- In all regions, 22 carat gold jewellery is the most preferred, followed by diamond.



- In North India diamond jewellery is more preferred.



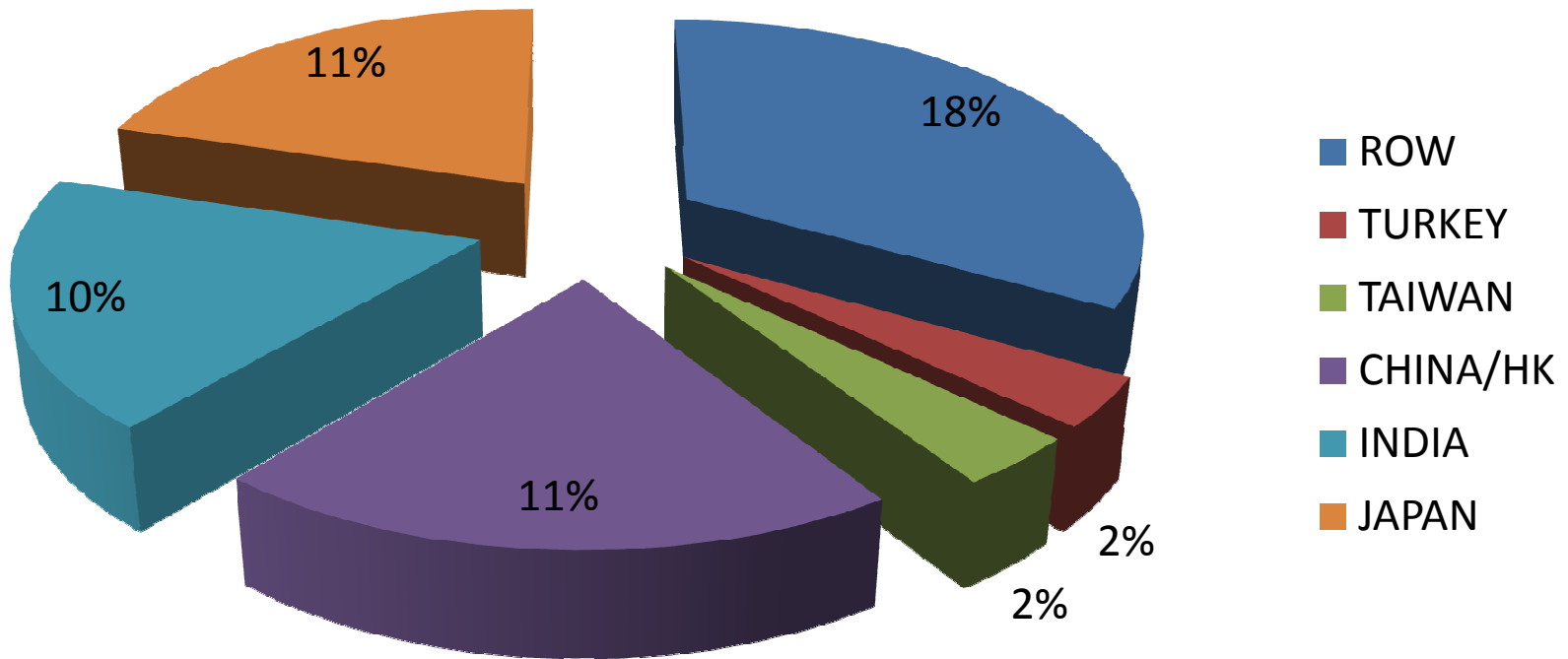
- In South India gold jewellery is preferred more.



Consumer Demand



Sales



Institutes

- **National Institute Of Fashion Design, Lucknow**
- **International Gemological Institute, Mumbai**
- **J.K. Diamonds Institute Of Gems & Jewellery, Lucknow**
- **National Institute of Fashion Technology, Delhi**



A collection of diamond jewelry is displayed on a white background. At the top is a necklace with a repeating pattern of diamond-set links. Below it are a pair of earrings, each featuring a diamond-set stud and a teardrop-shaped diamond drop. At the bottom is a large, ornate pendant with a central diamond and several teardrop-shaped diamonds hanging from it. The text "THANK YOU..." is overlaid in the center of the image.

THANK YOU...