

### Message from the Director



Good companies are not built on investments and their returns. A company that cannot provide good value to its consumer by making available quality products and efficient low cost service will not be able to claim its loyalties. The purpose of business is to conceive what the consumer wants, design as well as provide quality products.

- **Adeesh Nahar**,  
Director,  
**Rosentiques**

### Buzz of the Month

## GST reduction on diamonds and precious stones from 3 per cent to 0.25 per cent

The GST Council recently announced reduction in GST rate on diamonds and precious stones from 3 per cent to 0.25 per cent. Diamonds are the key raw materials for gem and jewellery exports business. The waiver has spread cheer amongst the Indian diamond industry.

The council announced the move on 18th January “in a bid to encourage greater compliance as revenues have dipped since the landmark reform was announced in July”. The cut rates came in effect starting January 25.

Of the total imports, 85 per cent diamonds are cut, polished and re-exported. The recent GST cut is expected to reduce

cash flow requirements. Commenting on the GST rate cut, Amish Kothari, Rosentiques said, “The sharp cut in the rate of GST (Goods and Services Tax) on polished diamond has brought much cheer to processors and jewellery exporters. The Council’s decision comes as a major relief for diamond processors and the entire

value chain, and helps overcome ambiguity in the tax structure, besides avoiding the possibility of mis-declaration and tax evasion.”

Rough diamonds have been kept out of the purview of taxes even in various Asian countries which are globally competitive.



### Jewellery Industry: Roundup

- GJEPC announces Pramod Agarwal as Chairman & Colin Shah as Vice Chairman
- GST reduction on diamonds and precious stones from 3 per cent to 0.25 per cent
- Hallmarking on gold to be made compulsory; notice of mandate expected soon
- IIGJ Varnasi facility commences operations; inaugurated by Amit Shah & UP CM Yogi Adityanath

From the House of Rosentiques

# Bangles from Amolya Collection

The enchanting 'Amolya' collection comprises of diamond bangles, bracelets and earrings, and will be launched at Signature 2018. The collection will embrace a fresh design, with a visible transformation from the other collections launched by Rosentiques. Each jewellery piece offers stylized and contemporary designs, conceptualized and created by an in-house team. All the pieces come with a nice carved back plate and a unique

opening mechanism. The bangles will also come in fancy colours. Rosentiques' jewellery is customised to target both mid and high end customers, with creativity and innovation. The collections were made with primary thought that we want to create something unique and elegant for women of all age groups and from any region, which will be appreciated and accepted by all.

Indian women love to accessorize. Be it a special occasion

or a casual day, they love to adorn themselves with gorgeous ornaments. Steeped in tradition with a generous smattering of diamonds, our bangles collection comes in a wide array of designs.

Signature, a by invite only show is known for its display of niche jewellery and these bangles are an epitome of luxury and elegance. Both contemporary and traditional at the same time, these bangles will be a perfect addition to both western and Indian ensembles.



# Rosentiques Participates in PMI

PMI begins a new chapter in the year 2018 with 43 exclusive jewellery exhibitors. The unique platform allows PMI participants to be updated with current trends and develop their clientele. It also lends a platform to showcase new designs throughout the year, and on other hand retailers maintain a competitive edge in terms of sourcing the new product range and getting best service support.

The execution of PMI Pune show was brilliant. The team, under the guidance of

Mr. Sumeet Anand, work really hard and they have given a nice platform to both exhibitors and retailers.



## #Spotted

The gorgeous Kareena Kapoor Khan spotted in Rosentiques' diamond and emerald earrings, the later sourced from Gemfields, for a Harper's Bazaar shoot.



## Bride Alert

# Choker – An Eternal Favourite amidst Brides

In India, choker has always been a bride's favourite due to its versatility. It signifies royalty, grace, elegance and also style. Choker has an effortless appeal because it doesn't weigh down on the neck. Though chokers don't pair well with everything, they are an ideal option for a head-to-toe bridal look. Also, they look good on a variety of necklines. An intricately crafted choker will instantly up a bride's glamour quotient.

There are so many options available in the market including chokers made of diamonds, gemstones, kundan, gold and many more. Classic Jadau Bridal choker is the most sought after neckpiece that every bride looks for! Other than this, choker

with an intricate design and delicate strands of diamonds, paired with pearls or gemstones would also make a stunning choice

for a bride. Huge uncut diamonds accentuated with emeralds/rubies and pearls can capture the heart of many a bride.



# Rosentiques message for new chairman - GJEPC



Our heartiest congratulations to the new Chairman Mr. Pramod Agarwal and Vice Chairman Mr. Colin Shah. We are certain they will do a great job in taking the GJEPC forward, and we wish them all the very best! We would like to also express thanks and gratitude for the work of the outgoing GJEPC Chairman Praveenshankar Pandya, and his Vice-Chairman, Russell Mehta. They did excellent work in guiding the Indian trade, and representing the industry to the Indian government and other authorities, as well as to the global industry.

- **Amish Kothari, Rosentiques**

## From Palace, With Love Baroda Diamond Necklace

Known as the Wallis Simpson of India, Maharani Sita Devi was known for her luxurious indulgences and jewellery was one of them. From an array of resplendent jewellery from her treasure chest, here is a breathtaking three-tiered diamond necklace. As seen in this picture it is worn by Maharani in her palace in the year 1948. It is believed that Khande Roe, Gaekwad of Baroda, had this necklace made with two huge diamonds - The 128.48-carat Star of the South (fancy light pinkish-brown) and the 78.5-carat English Dresden.



## Currently Trending: Carved Emeralds

The rulers of Mughal India often ordered their names and titles to be inscribed on rubies, emeralds and diamonds, a practice which originated in Iran under the Timurids (1370-1507). The inscriptions were executed using the traditional cutting wheel or diamond-tipped stylus.

This ancient art of engraving or carving on gemstones has made a big comeback in India. Jaipur, the colour stone hub of India, is known for the art of carving on gemstones. Gemstones like emeralds are carved with motifs inspired from nature or architecture. As emerald is softer stone, carving this stone at times leads to a lot of breakage and wastage. Therefore, excellent quality emeralds are used for carving.

Carved emerald jewellery has been in demand as it is classic and rare. Carved emeralds necklace set in gold,



surrounded by uncut diamonds, accentuated with pearls would make a perfect Indian bridal necklace. Carved emeralds combined with diamond briolettes or colour diamonds especially yellow diamonds would be

an alluring combination for bridal jewellery.

Here is a pair of beautiful carved emerald and diamond danglers and carved emerald and diamond cuff from Rosentiques.