



INDIA BULLION AND JEWELLERS ASSOCIATION LTD.

SINCE 1948

THE IBJA FASHION SHOW
INTERNATIONAL BULLION SUMMIT

MAKE IN INDIA

INDIA INTERNATIONAL BULLION SUMMIT THE IBJA FASHION
INDIA BULLION & JEWELLERY AWARD

THE IBJA JEWELLERY SHOW

IBJA JEWELLERY & KNOWLEDGE PARK
INDIA BULLION & JEWELLERY AWARD

SKILL DEVELOPMENT

LERY AWARD

INDIA INTERNATIONAL BULLION SUMMIT THE IBJA JEW

OUR INITIATIVES



**SKILL
DEVELOPMENT**
An Initiative By India Bullion And Jewellers Association Ltd.



IBJA
JEWELLERY &
KNOWLEDGE PARK



INDIA
INTERNATIONAL
BULLION SUMMIT
India Bullion and Jewellers Association Initiative



An Initiative of India Bullion & Jewellers Association



The IBJA
FASHION
SHOW



ABOUT
INDIA
BULLION
AND
JEWELLERS
ASSOCIATION
LTD



We would like to introduce India Bullion and Jewellers Association Ltd (Formerly known as Bombay Bullion Association Ltd.) as the oldest Apex body for Bullion and Jewellers in India established by the Reserve Bank of India (RBI) in 1948. It has roots in formal bullion trading activities since the 1920's which has led to Zaveri Bazar District being at the heart of all Bullion and Jewellery trade in India.

Our daily "Opening & Closing" Gold and Silver market rates and historic data are the only approved rates used by all leading organisations such as Traders, Banks, Income Tax, DGFT, NBFC, Customs, Tax Dept. and Media.

The association also carries out several important activities such as Smelting, Assaying, Weighing, Arbitration, Rate uniformity etc. on a day to day basis which is accepted as a universal standard in India and approved by RBI. Members of the India Bullion and Jewellers Association are responsible for more than 60% of the gold consumption and forward delivery in India.

ABOUT
3RD
INDIA
INTERNATIONAL
BULLION
SUMMIT



India Bullion And Jewellers Association is celebrating its 67th Anniversary this year and to commemorate the same is launching the 3rd India International Bullion Summit (IIBS).

The idea behind organizing the IIBS Summit is to create awareness of issues not only for our members but also of the country at large. The Summit will give a good platform to the industry to keep abreast of the latest development and opportunities in the field of mining, banking, insurance, logistics etc. related to the Bullion and Jewellery Industry.

This event will bring together a diversified group of experts, officials and trade pundits not only from India but from across the world. Prominent speakers will address major issues pertaining to today's bullion & jewellery trade scenarios.

PRESIDENT'S MESSAGE



India Bullion And Jewellers Association is celebrating its 67th Anniversary this year and to commemorate the same is launching the 3rd India International Bullion Summit (IIBS). The 3rd India International Bullion Summit (IIBS) will be held on 1st December 2015 at Hotel Sahara Star, Mumbai, India.

The idea behind organizing the IIBS Summit is to create awareness of issues not only for our members but also of the community at large. The Summit will give a good platform to the industry to keep abreast of the latest development and opportunities in the field of mining, banking, insurance, logistics , etc. related to the Bullion and Jewellery Industry. This will also be a good platform to put your suggestions and grievances to various regulators. This event will bring together a diversified group of experts, officials and trade pundits not only from India but from across the world. Prominent speakers will address major issues pertaining to today's bullion & jewellery trade scenarios.

Mohit Kamboj
President

VICE— PRESIDENT'S MESSAGE



Saurabh Gadgil

President
Owner of P. N. Gadgil Jewellers



Mehul Choksi

Chairman and Managing Director,
Gitanjali Group

Dear Friends,

Thank you for making IIBS 2014 a grand success. This year it gets bigger and grander.

It gives me great pleasure to announce three panel discussions by experts from the industry, five fashion shows involving pan India participants and thirty three awards to the top achievers from the bullion and jewellery industry. Research paper presentations, corporate promotions, one to one business meetings, product and service launches are just few of the many grand activities and events planned.

Vice-President

PROMINENT MEMBERS - BANKS



केनरा बैंक



Canara Bank



GREATER BANK

The Greater Banking Co-operative Bank Limited (Amended)



PROMINENT MEMBERS - REFINERS & MINERS



PROMINENT MEMBERS - NBFC'S



(A Wholly Owned Subsidiary Of The Federal Bank Ltd.)



PROMINENT MEMBERS - BULLION DEALERS



PROMINENT MEMBERS – JEWELLERY MANUFACTURERS AND WHOLESALERS



PROMINENT MEMBERS – GEM AND JEWELLERY RETAILERS



PROMINENT MEMBERS – LOGISTICS & EXCHANGES



HIGHLIGHTS OF IIBS 2014

- Delegates covering all aspects of Bullion and jewellery industry
- High Profile Networking and Business meeting opportunities
- IBJA's Annual General Convention
- Jewellery Exhibition Zone
- Bullion and Jewellery Award ceremony recognizing the achievements
- Mega Fashion Show
- Celebrity Anchors and appearances
- Launches of products & services related to Bullion & Jewellery fraternity
- Business meetings with domestic and international companies acquainted to the gold industry.
- Gathering of more than 2000 high profile National and international Delegates
- IIBS 2015 live on YouTube



IIBS

1ST
INDIA
INTERNATIONAL
BULLION SUMMIT
India Bullion and Jewellers Association Initiative

IIBS

INDIA BULLION AND JEWELLERS ASSOCIATION INITIATIVE
BULLION SUMMIT
INTERNATIONAL
INDIA

INDIA INTERNATIONAL BULLION SUMMIT: OCT 2013

SYNOPSIS 1ST IIBS 2013

Event : 1st Indian International Bullion Summit
Venue : Hotel Grand Hyatt, Mumbai
Date : Saturday, October 5, 2013
Time : 9:00am onwards

Narendra Modi Addresses the meet at the Opening Ceremony at IIBS



PANEL DISCUSSIONS

Panel Discussion 1:
Comparison Domestic and International Banking
Policies in Gold Industry

Panel Discussion 2:
Re-utilization of Gold dumped in temples and
households in a country's economy

Panel Discussion 3:
Promoting Investments in International Mining



Product Launch
of Oriental Insurance – Jewellers Block



Product Launch of
The Bombay Bullion Samachar



Product Launch of IBJA Coffee Table Book



Product Launch
of Jewel Trendz Magazine



Product Launch
of Bank of Baroda Credit Card



An Initiative of India Bullion & Jewellers Association



The "Bullion Star of the Century"
Award Given to Mr. Amitabh Bachchan



Launch of India Bullion and
Jewellery Awards By Zareen Khan



Mr Uddhav Thackeray and
Aditya Thackeray presenting The Award

The IBCJA FASHION SHOW



Sonakshi Sinha
for Gitanjali Jewels

Sushimta Sen
for Dwarkadas Chandumal

Mallika Sherawat
for Enor

Dia Mirza
for Royal Chains

Huma Qureshi
for S. K. Jewellers

Shilpa Shetty
for Sparsh Diamonds

THE IBJA JEWELLERY SHOW



INDIA
INTERNATIONAL
BULLION
SUMMIT-
VENUE
BRANDING





IIBS

2ND
INDIA
INTERNATIONAL
BULLION SUMMIT
India Bullion and Jewellers Association Initiative

IIBS

INDIA BULLION AND JEWELLERS ASSOCIATION INITIATIVE
BULLION SUMMIT
INTERNATIONAL
INDIA

2ND INDIA INTERNATIONAL BULLION SUMMIT (IIBS)

SYNOPSIS

2ND IIBS 2014

Event : 2nd Indian International Bullion Summit

Venue : Hotel Sahara Star, Mumbai

Date : Saturday, October 4, 2014 &
Sunday, October 5, 2014

Time : 9:00am onwards

OPENING CEREMONY





PANEL DISCUSSIONS

PANEL DISCUSSION-1

- FDI Investment in Bullion & Jewellery Industry

PANEL DISCUSSION-2

- Changes needed in gold policy?

PANEL DISCUSSION-3

- Gold an Investment or Expenses for Future-compare with various Instalment Scheme with Gold
- ETF or Physical Gold- which investor should opt?
- Dumber Gold in India

PANEL DISCUSSION-4

- Gold Data whether Correct or Incorrect
- Opportunity in Gold Mining and Refinery in world
- World Gold Production VS World Gold Consumption
- Business Growth in Commodity Exchange

PANEL DISCUSSION-5

- New Generation in Bullion & Jewellery Family Business
- Budding Entrepreneurs in Bullion & Jewellery Industry



PRESENTATIONS



Presentation by Mr. Jagdeep Kapoor



Speech on Bullion Trend Prediction –
The Astrological Angle by Mr. Sandeep Koachar



Speech by Mr. Somasundaram PR -WGC



Presentation by Mr. Sanjeev Panicker

PRODUCT LAUNCH



Vision 2020 Launch by WGC



Launch of Gold & Silver Coins by IBJA



BVC Book Launch in association with IBJA



Launch of IBS & IBSA Website



Launch of International Silver Council by
The Silver Institute Supported By IBSA



Launch of Research Article by Mrs. Ritika Jaiswal

THE IBJA JEWELLERY SHOW





Best English Business Channel
E T Now



Lifetime achievement Award
Bherumal Shamaldas



An Initiative of India Bullion & Jewellers Association



Best chain of retail store-International
Joy Alukkas India Ltd



Best Refinery
MMTC - PAMP India Pvt. Ltd.

The IBJA FASHION SHOW



Sushmita Sen
Vridhhi Jewellers

Huma Qureshi
P.N Gadgil Jewellers

Neetu Chandra
Nizam by Gitanjali

Aditi Rao Hydari
Shubham Motiwala
Jewellers

Zareen Khan
S.K Jewellers

Shraddha Kapoor
Parineeta by Gitanjali

VENUE BRANDING



A graphic element consisting of a yellow trapezoid on top of a brown trapezoid, both with a slanted right edge. The letters 'IIBS' are printed in white on the yellow section and in a lighter brown on the brown section.

IIBS

3RD
INDIA
INTERNATIONAL
BULLION SUMMIT
India Bullion and Jewellers Association Initiative

IIBS

INDIA
INTERNATIONAL
BULLION SUMMIT
India Bullion and Jewellers Association Initiative

3RD INDIA INTERNATIONAL BULLION SUMMIT (IIBS)

SYNOPSIS

3RD IIBS 2015

Event : 3rd Indian International Bullion Summit
Venue : Hotel Sahara Star, Mumbai
Date : Tuesday, December 1, 2015
Time : 9:00am onwards

AGENDA

DATE	FROM	TO	AGENDA
1st Dec 2015	8:30 am		Hotel Check - In
	09:00 am		Delegate Registration
	09:30 am		Opening Ceremony
	09:30 am	09:35 am	National Anthem
	09:35 am	09:40 am	Diva Lighting by Chief Guest
	09:40 am	09:45 am	Felicitation of the Chief Guest
	09:45 am	09:50 am	Opening Speech
	09:50 am	10:00 am	Key Note address by IBJA president Mr.Mohit Kamboj
	10:00 am	11:30 am	Panel Discussion-1
			1) Banking issue in Gems and Jewellery Industry.
			2) Growing NPA concern in Gems and Jewellery Sector.
			3) Issues in Metal Loan Scheme.
			4) Gold Monetization and Gold Bond Scheme-whether success or failure.
			5) Hallmarking challenges and BIS vision on Hallmarking.
			6) ETF Gold-success or failure after souvenir bond.
			7) Govt. view on Gold and Silver post monetisation.
	11:30 am	01:00 pm	Panel Discussion-2
			1) Refining and Mining opportunity in India.
			2) Sourcing of Dore and Standard Gold from miners.
			3) Audit of responsible Gold.
			4) Knowing the precise purity of Gold and Gold Jewellery.
	01:00 pm	01:30 pm	Networking Lunch
	01:30 pm	2:55 pm	Panel Discussion-3
			1) Emerging Retail Chain of Store VS. Single Store.
			2) Challenges in online Jewellery Business.
			3) Future of "Karigars" in india.
			4) Issue of SPA in Jewellery Import.
			4) New Generation view on Gems and Jewellery Sector.
			5) Effect of FMC & SEBI Merger.
	02:55 pm	03:00 pm	Closing Ceremony
	04:00 pm	04:30 pm	Networking Hi-Tea
	6:30 pm	10:30 pm	IBJA Awards Ceremony & IBJA Fashion Show
	10:30 pm		Cocktail & Dinner
2nd Dec 2015		10:00 am	Hotel Check - Out

REGISTRATION & INFORMATION DESK

- IBA Members registration desk
- National Delegate registration desk
- International Delegate registration desk
- Venue map at the Information desk
- Brochures, itinerary leaflets etc. on the Information desk
- A bowl to drop in the visiting card at the Information counter
- Registration kit counter



OPENING CEREMONY

- Welcoming the Chief Guest
- Diya lighting by the Celebrity and Chief Guest
- Opening Speech by the President
- Speech by the Chief Guest
- Felicitation of the Chief Guest, Celebrity and other Guest of Honour .
- Speech by other Guest of Honour
- Product Launch or Video Conference
- Closing speech

PANEL DISCUSSIONS

PANEL DISCUSSION-1

- Banking issue in Gems and Jewellery Industry.
- Growing NPA concern in Gems and Jewellery Sector.
- Issues in Metal Loan Scheme.
- Gold Monetization and Gold Bond Scheme-whether success or failure.
- Hallmarking challenges and BIS vision on Hallmarking.
- ETF Gold-success or failure after monetisation.

PANEL DISCUSSION-2

- Refining and Mining opportunity in India.
- Sourcing of Dore and Standard Gold from miners.
- Audit of responsible Gold.
- Knowing the precise purity of Gold and Gold Jewellery.

PANEL DISCUSSION-3

- Emerging Retail Chain of Store VS. Single Store.
- Challenges in online Jewellery Business.
- Future of "Karigars" in india.
- New Generation view on Gems and Jewellery Sector.

PRODUCT LAUNCH



Endorsements with IBJA

Various business Tie-ups with IBJA

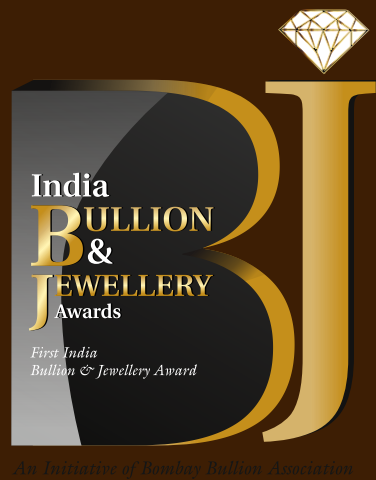
Educational Tie-ups with IBJA

Certification in association with IBJA

Scheme Launch in association with IBJA

Time Slot of 15 min to address the delicacies about the company and product launch

Details of the product launch in the Bullion Magazine of IBJA



INDIA BULLION & JEWELLERY AWARDS

- The 3rd India Bullion and Jewellery Awards is envisaged as a part of India International Bullion Summit 3 – 2015. .
- The primary focus of the awards ceremony is to recognise and accolade special achievements of all involved in the bullion and jewellery industry and trade.
- This year 32 Awards will presented in the two main categories associated with Bullion and Jewellery

AWARD CATEGORIES

- Best Promising Commodity Exchange
- Best Online Jewellery Portal
- Best jewellery Insurance Company
- Best Refinery
- Best Logistics Company
- Best NBFC for Gold business
- Best Bullion & Jewellery Magazine
- Jewellery Icon of the decade
- President's Choice Award: Icon of Zaveri Bazar
- Best English Business Channel
- Best Hindi Business Channel
- Outstanding Contribution to the Industry
- Best Jewellery Advertisement Campaign
- Best Small Scale Jewellery Manufacturer
- Best Large Scale Jewellery Manufacturer
- Best Silver Jewellery/ Article Manufacturer
- Best Jewellery Brand
- Best Jewellery Designer
- Best Designer Jewellery Store
- Best Retail Store
- Best Chain of wholesale Stores
- Best Chain of Retail Stores - International
- Best Chain of Retail Stores - National
- Best International Bank for Gold Dealers
- Best National Bank for Gold Dealers
- Best Bullion Dealer in Coin (Gold/ Silver)
- Best Bullion Dealer Silver
- Best Bullion Dealer Gold
- Outstanding Contribution to the Association
- Best Gems & Jewellery Exporter of the year
- Best Promising Gems & Jewellery Company
- Lifetime achievement Award

The IBJA FASHION SHOW



- The IBJA Fashion Show is a fun-filled glitz and glamour event that compliments the 3rd Bullion and Jewellery Awards night ceremony.
- Each collection will be a fabulous display of Gold Jewellery, adorned by top models and led by Bollywood's leading ladies as show stoppers.
- Total 5 sequences of the Fashion Show.

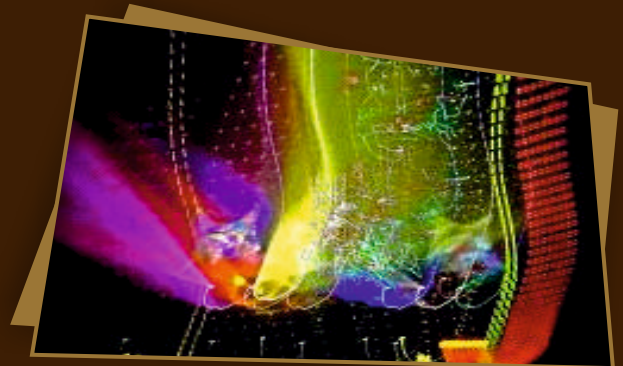


EXHIBITION

- Jewellery Stalls
- Stalls associated to Bullion and Jewellery Fraternity
- Standard stall set up: Stall size 2m x 2m, Name fascia, 1 table, 2 Chairs, Lights, Plug point
- Customized stall set up at an additional cost

BUSINESS MEETINGS

- Business meetings are a necessary part of operating in a professional environment.
- One on One meeting pinpoints a time and place to have in-depth discussions without other distractions or work getting in the way.
- Special meeting rooms are arranged at the venue & reserved in prior for holding business meetings



EVENING ENTERTAINMENT



EVENT PUBLICITY MEDIA

Print Media

Advertisement in major dailies / newspapers
PR Coverage (Press Releases / news coverage)

Electronic Media

Promotion on the television partner | Promotion on Radio

Outdoor Media

Permanent Hoardings | Digital printed banners

Social Media

Live on You Tube
Social websites like facebook, twitter etc
Emails

Strategic/Institutional tie-ups & Cross promotions

SOCIAL MEDIA COVERAGE



- Digital Venue Branding
- Standees
- Checkered back drop
- Media byte
- Photo Opt
- Stage back drop
- Signage
- Entrance Arches
- Registration Desk

VENUE BRANDING



SPONSOR OPTIONS

TITLE PARTNER



CO-PRESENTER 1

CO-PRESENTER 2

POWERED BY 1

POWERED BY 2

PARTNER 1

PARTNER 2



DELIVERABLES
FOR THE
3RD INDIA
INTERNATIONAL
BULLION
SUMMIT—
2015

TITLE PARTNER- Rs 1 Crore

- 1) Stall at the IBJA Jewellery Show.
- 2) 20 min Fashion Show Slot
- 3) Participation in the Diya Lighting during Opening Ceremony
- 4) Opportunity to launch a product in association with IBJA.
- 5) 10 min slot given to make a presentation during panel discussion.
- 6) Company promotional items like pen, diary, USB, brochure etc . Can be put in IIBS registration kit.
- 7) 100 passes to attend IIBS
- 8) Data base of the delegates to be given post event
- 9) Announcement by Anchor throughout IIBS
- 10) Company logo branding and profile on IBJA and IIBS website
- 11) Company Advertisement on IBJA and IIBS website for 1 year.
- 12) Company logo in IBJA e-newsletter for 6 month
- 13) Company logo and profile in India Bullion and Jewellers Bulletin in association with Abhushan Times
- 14) Company Full page advertisement in India Bullion and Jewellers Bulletin in association Abhushan times for 1 year
- 15) Company Logo on IIBS Invitation Card
- 16) Company Logo presence on Note pad and other in house printing material for IIBS, if any
- 17) Venue Branding
- 18) TVC of the .company to be played during the event
- 19) Promotion on Social Media

CO-PRESENTER- Rs 75 lakhs

- 1) Stall at the IBJA Jewellery Show.
- 2) Opportunity to launch a product in association with IBJA.
- 3) 10 min slot given to make a presentation during panel discussion.
- 4) Company promotional items like pen, diary, USB, brochure etc . Can be put in IIBS registration kit.
- 5) 75 passes to attend IIBS
- 6) Data base of the delegates to be given post event
- 7) Announcement by Anchor throughout IIBS
- 8) Company logo branding and profile on IBJA and IIBS website
- 9) Company Advertisement on IBJA and IIBS website for 1 year.
- 10) Company logo in IBJA e-newsletter for 6 month
- 11) Company logo and profile in India Bullion and Jewellers Bulletin in association with Abhushan Times
- 12) Company Full page advertisement in India Bullion and Jewellers Bulletin in association Abhushan times for 1 year
- 13) Company Logo on IIBS Invitation Card
- 14) Company Logo presence on Note pad and other in house printing material for IIBS, if any
- 15) Venue Branding
- 16) TVC of the .company to be played during the event
- 17) Promotion on Social Media

POWERED BY- Rs 50 lakhs

- 1) Stall at the IBJA Jewellery Show.
- 2) Opportunity to launch a product in association with IBJA.
- 3) Company promotional items like pen, diary, USB, brochure etc . Can be put in IIBS registration kit.
- 4) 50 passes to attend IIBS
- 5) Data base of the delegates to be given post event
- 6) Announcement by Anchor throughout IIBS
- 7) Company logo branding and profile on IBJA and IIBS website
- 8) Company Advertisement on IBJA and IIBS website for 3 months.
- 9) Company logo in IBJA e-newsletter for 3 month
- 10) Company logo and profile in India Bullion and Jewellers Bulletin in association with Abhushan Times
- 11) Company half page advertisement in India Bullion and Jewellers Bulletin in association Abhushan times for 3 months
- 12) Company Logo on IIBS Invitation Card
- 13) Company Logo presence on Note pad and other in house printing material for IIBS, if any
- 14) Venue Branding
- 15) TVC of the .company to be played during the event
- 16) Promotion on Social Media

PARTNER- Rs 25 lakhs

- 1) Stall at the IBJA Jewellery Show.
- 2) Company promotional items like pen, diary, USB, brochure etc . Can be put in IIBS registration kit.
- 3) 25 passes to attend IIBS
- 4) Data base of the delegates to be given post event
- 5) Announcement by Anchor throughout IIBS
- 6) Company logo branding on IBJA and IIBS website
- 7) Company logo in IBJA e-newsletter for a month
- 8) Company logo in India Bullion and Jewellers Bulletin in association Abhushan Times
- 9) Company Logo on IIBS Invitation Card
- 10) Company Logo presence on Note pad and other in house printing material for IIBS, if any
- 11) Venue Branding
- 12) TVC of the .company to be played during the event
- 13) Promotion on Social Media

FASHION PARTNER- Rs 20 lakhs

- 1) Stall at the IBJA Jewellery Show
- 2) 20 passes to attend IIBS
- 3) Choreographer, Hair and Makeup artist & Outfits taken care by IBJA
- 4) 16 Models & 1 showstoppers provided by IBJA
- 5) Green room Facilities given by IBJA
- 6) Announcement by Anchor throughout IIBS
- 7) Company logo branding on IBJA and IIBS website
- 8) Company logo in India Bullion and Jewellers Bulletin in association Abhushan Times
- 9) Company Logo on IIBS Invitation Card
- 10) Company Logo presence on Note pad and other in house printing material for IIBS, if any
- 11) Venue Branding
- 12) Promotion on Social Media

CO-PARTNER- Rs 15 lakhs

- 1) Stall at the IBJA Jewellery Show
- 2) 15 passes to attend IIBS
- 3) Announcement by Anchor throughout IIBS
- 4) Company logo branding on IBJA and IIBS website
- 5) Company logo in India Bullion and Jewellers Bulletin in association Abhushan Times
- 6) Company Logo on IIBS Invitation Card
- 7) Company Logo presence on Note pad and other in house printing material for IIBS, if any
- 8) Venue Branding
- 9) Promotion on Social Media

ASSOCIATE PARTNER- Rs 5 lakhs

- 1) 15 passes to attend IIBS
- 2) Announcement by Anchor throughout IIBS
- 3) Venue Branding

Thank
You



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