

**THE INDIA INTERNATIONAL JEWELLERY WEEK 2012 OPENED WITH 75
TV AND BOLLYWOOD STARS AT THE GRAND ENVI AND NIZAM
COLLECTIONS BY GITANJALI GEMS LTD IN ASSOCIATION WITH GR8
FOR THE BETI SHOW**

August 19th, 2012, National: The India International Jewellery Week 2012 opened with the Grand Envi and Nizam Collections by Gitanjali Gems Ltd in association with GR8 for the BETI show. To fight atrocities against female foeticide, acid attacks and women's illiteracy it was a celebrity filled event as nearly 75 TV and film personalities walked the ramp to support the cause and help acid attack victim, Sonali Mukherjee. The BETI foundation was started by Anu Ranjan, President of the Indian Television Academy and has been doing wonderful work in helping women around the country.

Four crystal chandeliers lit up the Ballroom of Hotel Grand Hyatt and set the mood for the fabulous fashion extravaganza that dazzled the audience. The melodious voice of Kavita Seth and the swirling male dervish dancer on the ramp created a rhythmic beginning for the show.

The Envi collection from Gitanjali which is the largest integrated branded jewellery in the world with timeless emerald pieces created fantasy.

With beautiful creations by Vikram Phadnis showing white and gold lehengas, kurtas and flowing regal dupattas; the jewellery dazzled around the necks of the models. Pear shaped pendants were held together by multiples rows of diamonds. Streams of diamonds and emeralds cascaded down the necks of the models and graduating pendants with the precious green gems glittered under the catwalk lights. The scalloped swirls of the emeralds, the spiked glittering

emerald and diamond necklaces and the matching danglers and intricately carved earrings were gorgeous to behold.

The Nizam collection was breathtaking in its beauty and traditional design and had rose cut, Kundan, Meenakari and Victorian styles. Once again it was Vikram Phadnis who presented his ethnic line of bridal and festive wear on a lineup of celebs which opened with Anu Rajan, the BETI brand ambassador, Anushka Ranjan and Akansha Ranjan. The trio was followed by top TV names like Rohit Roy, Mouli Ganguly, Jay Kalra, Eijaz Khan, Aashka Goradia and many popular stars of the small screen.

Sensational danglers with matching pear shaped rubies, the Kundan Raani haars, the beautiful maang tikkas, the eye catching gold and diamond stand up collar, the twinkling bangles and the solid round gold pendant anchored by gold chains were all amazing creations from the Nizam collection. Creating a show stopping entry were Bollywood darlings, Tushar Kapoor and Raima Sen wearing a gleaming necklace and earrings.

Madhurima Nigaam's ornate creations had ethnic wear in shades of gold, red, black with minute embroidery to match the Nizam collection's beauty as more stars walked the ramp. Handsome Vivek Oberoi with Mother Yashodhara Oberoi, Zayed Khan, Rohit and Manasi Roy, Krishika Lulla and Sunil Lulla were amongst the many starry ramp walkers.

The showstopper was the melodious Sonu Nigaam who sang a tribute to the BETI show and introduced his designer wife, Madhurima as the models took the ramp to rousing applause from the audience.

The glamorous collections of Vikram Phadnis, Swapnil Shinde, Barkha and Sonzal, Mohini, Alka Yagnik Babita Malkani, Pria Kataria Puri, Neeta Lulla, Pallavi Jaipur, Lina Tipnis and Madhurima Nigam were displayed along with watches from Gitanjali for sale to collect funds for Sonali Mukherjee's treatment.

The BETI by Gr8 show presented by Gitanjali Gems Ltd was undoubtedly one of the most opulent, memorable and touching shows presented at the India International Jewellery Week 2012, which will change the life of a brave woman and give her new hope to face the future.

About GJEPC:

The Gems & Jewellery Export Promotion Council is an all - India apex body representing 5,300 members. Started in 1966, it operates under the surveillance of the Ministry of Commerce & Industry, Government of India. More information log onto www.gjepc.org

About the SPONSORS:

This show is presented in association with PC Jewellers and International Gemological Institute. Liquor partners for IIJW are Signature and beverages are sponsored by Kingfisher. Jashn is the ethnic wear sponsor for the event, Logistics arranged by Lemuir group, broadcasts partnered by Star Plus and Radio Partners for the event are Red FM 93.5 FM.