



GITANJALI GROUP CREATED MAGIC ON THE OPENING DAY OF THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 WITH BREATH TAKING COLLECTIONS FEATURING 100 CELEBS FOR THE BETI SHOW

The Gitanjali Group opened the fourth edition of the India International Jewellery Week 2013 with the spectacular collections for the BETI show. 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.

The Gitanjali Group is the world's largest integrated jewellery manufacturer and retailer with sales over US \$ 3 billion. Started in 1966, the Group pioneered the jewellery retail revolution in 1994 with "Gili". With 4000 sales points in 300 cities, The Group has a global presence and is renowned for its designs, innovations and styles. On the catwalk were a bevy of 100 Bollywood and TV stars who sashayed gracefully before an appreciative audience wearing the collections by Gitanjali.

Spheres of white carnations were suspended from the ceiling at the end of crystal streamers and the stage was set for a show with a soul that paid tribute to love and women.

Anu Ranjan the brain behind the BETI foundation brought to centre stage Sonali Mukherjee, the victim of the horrid acid attack who gave her story of grit and gore as she fought her way back to life.

Rahul Vaidya, part of the first Indian Idol contest paid tribute to women with touching songs accompanied with a live band.

Opening the show was a graceful performance by an energetic group as they whirled down the ramp or waltzed on the stage to create the perfect mood for the jewellery and theme.

Akansha Ranjan sashayed down the catwalk with beautiful jewels and soon there was a line-up of the top female TV stars each dazzling under the ramp lights with gorgeous ornaments in the first part of the show featuring jewellery from Asmi, Nakshatra, Gili and D'damas.

D'DAMAS

Bringing bridal jewellery to centre stage in all its finery, the "Vivaaha" collection from D'damas was a visual delight. Glitzy and dazzling it was what each bride wants as it blended style with ancient tradition.



ASMI

The wedding collection from Asmi is what every woman longs for. It was delicate, contemporary, stylish jewellery that will appeal to women of Great Spirit and daring and will be the perfect complement to their trousseau.

NAKSHATRA

Inspired by the heavenly constellations, the Nakshatra bridal collection had interesting floral designs. The stylish interpretation based on the traditional “kudajodi”, which is considered auspicious added to the grandeur of the ornaments.

GILI

Known as India’s pioneering jewellery brand, “Gili” was a perfect mix of Indian and western designing details, which will appeal to the New Age woman.

The second part of the show featured Betis with their respective celebrity parents looking gorgeous in the sparkling jewels. Anushka Ranjan Brand ambassador of the BETI foundation resplendent in a fabulous diamond encrusted collar ended the segment to thunderous applause.

But there was more excitement with the stunning Envi by Gitanjali and Gemfields presentation when glitzy jewellery that is high end and glamorously studded with emeralds in shades of green, revealed the Envi collection in all its regal charm and allure. Diamonds set in white and yellow gold were edged with emeralds of varying shapes. Entwined, swirls, strands and rays of prongs glittered with the precious white and green gems. Pear shaped pendants hung in the centre of gorgeous necklaces and lacy designs added to the beauty of neck pieces.

Bringing in more drama was the beautiful brand ambassador of Gitanjali, former Miss India 2011, Ankita Shorey who made a grand entrance wearing an intricate choker, danglers, bangles and Maang tikka.



Gitanjali kept the best for the last when Stars of the forthcoming film “Once Upon a Time in Mumbai 2” Sonakshi Sinha, Brand ambassador of D’Damas and Akshay Kumar caused a sensation on the ramp.

Adding to the glamour of the show were the fabulous creations by Mohini, which were worn by all the celebs and stars on the ramp.

The BETI show by Gitanjali was not only a scintillating opening show at the India International Jewellery Week 2013 but a great tribute to the triumph of guts glory and victory.

About IJW:

IJW is an initiative to showcase India’s finest in jewellery, be it design or innovation, supported by top-of-the-line craftsmanship, technology and quality to the customers around the globe. India, with its ability to create most intrinsic and inspired jewellery, has made bold statements across the globe. IJW is an attempt to provide an international platform to India’s budding and leading designers and also design houses to unveil their fascinating, classic and contemporary jewellery collections to the world jewellery market; thereby establishing India as the most sought after destination for quality jewellery.

About GIA:

A world leader in G&J education, GIA attracts students from all over the country and the globe. Covering diamonds, coloured stones, pearls, jewellery design, sales, merchandising; GIA offers highly respected professional qualifications, hands-on skills relevant to the real world. In 2004, GIA established presence in India through its Mumbai campus and four years later set up the Mumbai laboratory. Since then, GIA has represented an ever-expanding network of training and trust in India.

Notes to Editor:

The Gem & Jewellery Export Promotion Council is an all - India apex body for Gem & Jewellery representing 5,500 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India.

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