



## THE STATEMENT

A Wedding Jewellery Exhibition

**9<sup>th</sup>-10<sup>th</sup>-11<sup>th</sup> March 2019**

**TAJ Krishna, Hyderabad**

# THE STATEMENT

## About 'The Statement'

'The Statement' is an ultimate destination for luxury and designer jewellery brands from India and Abroad. 'The Statement' is designed to provide a platform for finest brands to connect with High Net worth Individuals of the city. Show is being organized by leading media house of gem and jewellery industry operating since 1963. Diamond World and Indian Jeweller (IJ) are claim to fame magazines in gems & jewellery trade industry. They also organize the COUTURE India in New Delhi, IJ Design Awards in Jaipur and various knowledge forums in different cities

Jewellery by: Itee By Neha Goyal



## The Statement in its 1st Edition

The Statement with its successful 1<sup>st</sup> edition in the city of nawabs - Hyderabad, Taj Krishna (Banjara Hills) for 3 days (14<sup>th</sup> - 16<sup>th</sup> July) saw 3000+ luxury frenzied consumers glued to seasons prime jewellery designs and style innovative creations by exclusive handpicked 30 exhibitors

## Highlights of the show

- The first day was a preview show inaugurated by actress Kiara Advani, as the exhibition was privy only to a select audience who were invited personally.
- Preview concluded with an alluring fashion show - The models adorned the jewels designed by some of the exhibitors
- The customers were happy with the versatility of designs and also the competitive pricing of the jewellery

## 2nd Edition in making

The Statement is all geared up for its 2<sup>nd</sup> edition in Hyderabad at Taj Krishna, Banjara Hills for 3 days from 9<sup>th</sup> - 11<sup>th</sup> March 2019



Jewellery by : Rosentiques Fine Jewellery

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## The Location

It's in a prime residential and commercial area, which gives a blend of Hyderabad's e-culture and its aristocratic past. This property is located at the heart of the city, easily accessible to all the affluent people living in the areas of Jubilee hills, Begumpet, Manikonda & Kukatpalli, which are at 20 mins driving distance from the hotel





## Display Stalls

A sprawling well designed area that has the potential to attract buyers who can be exposed to all that the Indian Market has to offer



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## Exhibitor Product profile

The stall space will have the best International and national brands specific to the industry. A company needs to have a retail store at premier location / High street of any A/ B category city

### **Jewellery categories**

Couture/ Designer Jewellery Retailer  
Bridal Jewellery Retailer  
Fine Jewellery Retailer

### **Sponsored Area categories**

Bridal Wear  
Luxury car  
Luxury Home





## Who will attend the event?

A very select group of Invitees comprising the Affluent HNI'S - Elite, Page 3 personalities from the cit, top business men and women, fashion divas, sophisticated trend setters, corporate magnets, industrialists, dignitaries representing royalty, diplomats will be targeted



Jewellery by : Reliance Jewels

# THE STATEMENT

## Promotion and Marketing Plan

The Statement will be widely publicized through careful media planning and integrated all-media policy

- **Leading Newspaper Publicity**
  - Deccan Chronicle
  - Eenadu
  - Times of India
  - Telangana Today
- **Hoardings in prime areas of the City**
  - Banjara Hills
  - Jubilee Hills
  - Filmnagar
  - KBR Park
  - Airport Flyover
  - Khyrtrabad
- **Print Ads in National and Local Magazines**
  - WOW
  - YOU & I
  - Connect - FICCI Magazine for Women
  - Adorn
- **Social Media branding on Instagram & Facebook**
- **One-0-One Invite /Direct Mailing to HNI Database**
- **Pre Show PR Activities**
  - Pre launch press meet
  - Theatre Tie ups - PVR & Inox
  - Tie ups with organization of the likes - FICCI FLO, YEA, Round Table, JITO
- **Enrolling Bloggers, Instagrammers, Influencers and Editors**



Inauguration by Kiara Advani







## Sponsorships

### Presenting Partner: Rs 25,00,000

- Part of master logo unit (Used Everywhere)
- Logo presence across collaterals (Hoardings, Print, Online, Social Media, Invite)
- Booth Space for showcasing the product/service
- VIP Lounge Access
- Hotel Stay for - Two rooms for Three Nights during the show
- Mention in every press release, press conference
- 100 Passes for Preview Day
- Lunch and Dinner passes for three days for 10 persons
- Brochure Insert in Visitor bags at registration
- Back Cover on Event Booklet

## **Powered by Partner: Rs 15,00,000**

- Part of master logo unit (Used Everywhere)
- Logo presence across collaterals (Hoardings, Print, Online, Social Media, Invite)
- Booth Space for showcasing the product/service
- VIP Lounge Access
- Hotel Stay for - One rooms for Three Nights during the show
- 20 Passes for Preview Day
- Lunch and Dinner passes for three days for 4 persons
- Two Full Page Ad in Event Booklet

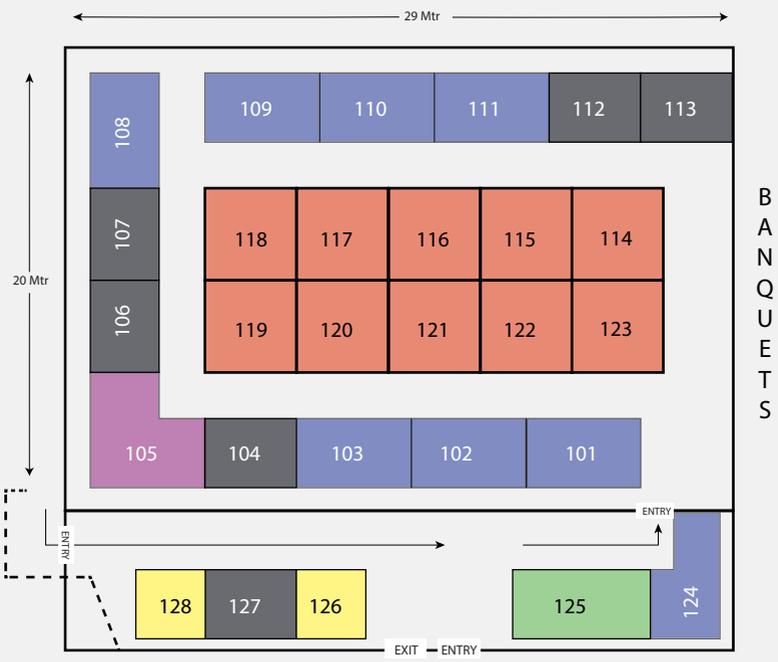
## **Luxury Car Partner: Rs 9,00,000**

- Logo presence across collaterals (Hoardings, Print, Invite)
- Booth Space for showcasing the product/service
- 20 Passes for Preview Day
- Lunch and Dinner passes for three days for 4 persons
- One Full Page ad in Event Booklet

## **Associate Partner: Rs 6,00,000**

- Logo presence across collaterals (Hoardings, Print, Invite)
- Booth Space for showcasing the product/service
- 20 Passes for Preview Day
- Lunch and Dinner passes for three days for 2 persons
- One Full Page ad in Event Booklet

# Floor Plan : Hyderabad



BANQUETS

- Booth No. 101 to 103 & 108 to 111 & 124  
5X3 Mtr. = 15 Sq.Mtr. (8 Booths)
- Booth No. 104 & 106 to 107 & 112 to 113 & 127  
4X3 Mtr. = 12 Sq.Mtr. (6 Booths)
- Booth No. 114 to 123  
4X4 Mtr. = 16 Sq.Mtr. (10 Booths)
- Booth No. 105  
21 Sq.Mtr. (01 Booths)
- Booth No. 125  
6X3 Mtr. = 18 Sq.Mtr. (01 Booths)
- Booth No. 126 & 128  
3X3 Mtr. = 9 Sq.Mtr. (02 Booths)



# Media Coverage

Print Media – Wow Magazine, Tulip, Adorn,  
FICCI – Connect, You & I



Newspaper Ads – Deccan Chronicle, Times of India, Indian Express,  
Eenadu, Hindi Milap



# Show Launch Press Meet - Curtain Raiser Event



# Organization Tie-up

The Statement Show tied up with Round Table for the premier show of Bollywood movie 'Sanju'. With the tie-up, the premier show was exclusively made available to the Round Table members.



# Outdoor Coverage





# Fashion Night

Fashion Show -The models adorned the jewels designed by some of the exhibitors,they traipsed the ramp to the tune of Flute Nagaraju and his son Lalit Nagaraju. Outfits by designer Shravan Kumar

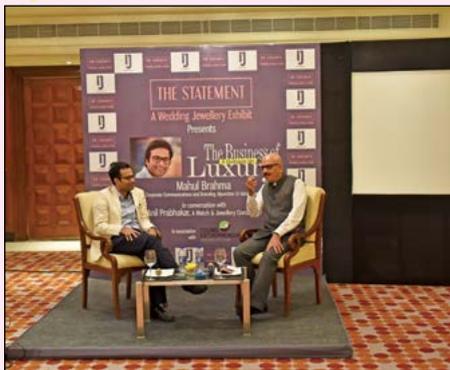




Jewellery by : Ijan Jewels

# Luxury Talk Session with Mahul Brahma

The Statement Show in association with Young Entrepreneurs Association (YEA) hosted a luxury talk session on 'Business of Luxury' with Mahul Brahma, Head of Corporate Communications & Branding, Mjunction (A Tata Group Company). YEA is a platform for aspiring young entrepreneurs and businessmen to collaborate and improve their businesses. The association has 50 members who are below 40 years of age and have worth Rs. 100 crore+ companies.



**THE STATEMENT**  
A Wedding Jewellery Exhibit  
Presents



**The Business of  
Luxury**  
A TALK ON  
**Mahul Brahma**  
Head of Corporate Communications and Branding, Mjunction (A Tata Group Company)

Date: Sunday, 15<sup>th</sup> July 2018 Time: 12 Noon  
Venue: Taj Krishna, Hyderabad

In association with **YOUNG  
ENTREPRENEURS  
ASSOCIATION**



# THE STATEMENT

## Diamond World India Pvt Ltd

### Address:

Mumbai: Diamond World  
c/o International Journal House,  
CC1-CC2, Bharat Diamond Bourse,  
Bandra Kurla Complex,  
Bandra East Mumbai 400051

Jaipur: A-95 Janta Colony, Jaipur  
Rajasthan 302004 India  
Phone: +91 26756055,66  
Email: info@indianjeweller.in

For Queries, call: +91 9929034567,  
9828073068

 Instagram: @Indian\_Jeweller  
@Statement\_Show  
 Facebook: @IndianJeweller  
@statementshow

Jewellery by : Motisons Jewellers



Cover Jewellery by : Jaipur Ratna By  
Anuj Gems & Jewellery, Jaipur



INDIAN JEWELLER