

**Prakash Mehta  
Receives RJO  
Lifetime Achievement  
Award**



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AMERICAN JEWELRY INDUSTRY  
FROM ANY OF THE IMPORTANT  
BUYING GROUPS IN THE  
COUNTRY

# Prakash Mehta Honored With Lifetime Achievement Award By RJO

Category: [Shine News](#)

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*Prakash Mehta (center), surrounded by his family at the RJO Sunday Evening Gala Event in Covington, KY.*

Covington, KY – Prakash Mehta was recently awarded the Lifetime Achievement Award by the Retail Jewelers Organization (RJO) for his outstanding dedication and commitment to the retail jewelry industry. Mehta, a member of RJO since 1987, was honored at the exclusive 2013 RJO Buying Show in Covington, KY.

Prakash Mehta followed in his father's footsteps and began his career as an electric engineer, graduating from a prestigious university in India. In his formative years he built an infrastructure for power-starved villages in India and honed some of his core beliefs in connectivity and inter-connectivity; a philosophy he carried with him when he formed Interings. He brought the same dedication, devotion and determination to the world's fine jewelry market creating well conceived and designed manufacturing and marketing plans to benefit independent retail jewelers.



*RJO President, Terry Dickens presenting Prakash Mehta with the 2013 RJO Lifetime Achievement*

## *Award.*

Mehta has dedicated his life to this trade and has used innovative marketing methods to cement his success in the industry. However, it is just as important to speak of the man outside the business. His son, Gaurav, who works in finance for the health insurance industry states, ““My father is down to earth and humble and has always been there for his family. His dedication and work ethic blow me away every single day. He is always there for his clients, customers, and vendors. He has been an inspiration in my life. All I’ve accomplished in my life is because of him. I would have been nothing without his support and encouragement. At the end of each day I can say I’m proud and lucky to have a father like him.” Another son, Bhavin, who works side-by-side with his father at Interings stated, “Our families admire my father for his many contributions. A legacy of true devotion and ultimate sacrifice, he is leaving behind a rich source of inspirational teachings for our future generations to emulate. He has fulfilled my grandfather’s lifelong dreams. He has worked hard, attentively and aggressively to accomplish the organization’s objectives with an engineer’s precision. He has always inspired us to work a little extra for this new generation of RJO jewelers.”

Mehta’s exceptional career includes a lasting dedication to the Indian and Color Stone Association. Currently serving on the board, Mehta is well-respected and admired by his fellow members. The association’s core principles include determination, to always put customers first; clarity, in all business dealings; and ability, to service the customer’s every need. Mehta exemplifies these values at the highest level. RJO is pleased to present Mehta with this distinguished award.

The Retail Jewelers Organization, founded in 1966, was formed by a small group of independent jewelers who joined together to command better pricing by buying collectively. Since that time, RJO has added hundreds of members, essential support programs and marketing services while remaining owned by its jeweler members. For more information on RJO, visit [www.rjomembers.com](http://www.rjomembers.com). For more information on Interings, please visit [www.interings.com](http://www.interings.com).





Add this site



**19 Aug 2013**

### **Prakash Mehta Receives Lifetime Achievement Award from US Jewellers' Organisation**



Prakash B. Mehta, founder and head of US based jewellery company Interings, was recently awarded the Lifetime Achievement Award by the Retail Jewelers Organization (RJO) for his outstanding dedication and commitment to the retail jewellery industry. The award ceremony took place at the exclusive 2013 RJO Buying Show in Covington, Kentucky.

Speaking at the function, Mehta said, "This is truly one of the best days of my life."

Mehta is a member of the Board of the Indian Diamond and Color Stone Association (IDCA) and has been a member of RJO since 1987. He began his career as an electrical engineer, following in the footsteps of his father Late Bhogilal Mehta, after graduating from a prestigious university in India, and was initially involved in building power infrastructure in the rural areas of India.

He moved to the gem and jewellery industry in 1976 and set up Interings in USA in 1981, one of the very first Indian companies to start manufacturing and selling jewellery to retailers in the US. The small company has grown into a major supplier to all the major groups and many retailers in the USA as well as in overseas markets. Mehta is assisted by his wife Sarayu and their two sons Bhavin and Gaurav.

Earlier, Interings has won the "Vendor of the Year Award" from Leading Jewelers Guild and the "VIP Vendor of the Year Award" from International Jewelers Organization.

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VENDOR **spotlight**

## Interings: Celebrating a lifetime of achievement

At last month's Buying Show in Kentucky, RJO bestowed its annual Lifetime Achievement Award to Prakash Mehta, founder and owner of the New York-based, family-run Interings, Inc.

"On behalf of my family and from the bottom of our hearts, I would like to thank RJO for this great honor," says Prakash. "I am very humbled and would like to mention that this was indeed one of the best days of my life. We had a great show as well, so thanks to the whole RJO Board and everyone who showed so much love and warmth."

Interings is among the very first Indian companies to start manufacturing and selling jewelry to retailers. The business was started in 1981, and from a one-man operation has grown into a company serving jewelers from all over the country and overseas for more than 25 years.

Interings is managed and run by Prakash Mehta, his wife Sarayu (both are shown in this photo, along with their son Bhavin, and RJO President Terry Dickens) and their two sons Bhavin and Gaurav. Prakash has been in the jewelry and diamond industry since 1976, Bhavin since 1996 and Gaurav since 2000.



"The name comes from connecting 'international' with 'rings,'" says Prakash. "We are fortunate it has a nice sound to it." Starting by offering a small line of diamond earrings and pendants, Interings today is selling a full line of fine jewelry. "We sell all types of gold,

platinum and diamond jewelry," says Prakash. "Besides jewelry, Interings also sells loose diamonds and colored stones to our customers. We buy our diamonds and jewelry from open markets in the United States, India, Hong Kong, China and Bangkok. We also produce a substantial part of the jewelry in the United States by using sub-contractors."

All sales are made by Prakash and his sons, with the help of sales associates. "We use various jewelry shows as well as telemarketing to generate sales," says Prakash, "And different flyers are used for marketing and selling for important holidays, such as Valentine's Day, Mother's Day and Christmas."

The orders from customers are taken at the shows, and merchandise is made per order. The flyers are also sold to customers and are supported by merchandise. Interings sales for the past three years have been growing steadily with about a ten percent increase per year.

Currently Interings serves about 5,000 customers, comprised of small Mom-and-Pop retailers to multi-million dollar stores. Interings currently exhibits in 18 different jewelry shows and is a member in all major jewelry organizations.

Future plans for Interings include expanding the jewelry business to guild stores. Prakash says Interings plans to increase its large diamond and

color stone business, and has launched a business-to-business website for marketing purposes.

Interings, Inc. is located at 450 Seventh Avenue, Suite 1909, New York, NY. Phone: 800-223-7868. Website: [www.interings.com](http://www.interings.com)

### RJO Fall Buying Show 2013 • Northern Kentucky • Gold Standard



# Marketing

## Retail Jewelers Org. Honors Prakash Mehta

Aug 16, 2013 4:48 PM By RJO

**Press Release:** Prakash Mehta of Interings was recently awarded the Lifetime Achievement Award by the Retail Jewelers Organization (RJO) for his outstanding dedication and commitment to the retail jewelry industry. Mehta, a member of RJO since 1987, was honored at the exclusive 2013 RJO Buying Show in Covington, Kentucky.

Mehta followed in his father's footsteps and began his career as an electrical engineer, graduating from a prestigious university in India. In his formative years he built an infrastructure for power-starved villages in India and honed some of his core beliefs in connectivity and interconnectivity; a philosophy he carried with him when he formed Interings. He brought the same dedication, devotion and determination to the world's fine jewelry market, creating well conceived and designed manufacturing and marketing plans to benefit independent retail jewelers.

Mehta (center of photograph) has dedicated his life to this trade and has used innovative marketing methods to cement his success in the industry. However, it is just as important to speak of the man outside the business. His son, Gaurav, who works in finance for the health insurance industry states, "My father is down to earth and humble and has always been there for his family. His dedication and work ethic blow me away every single day. He is always there for his clients, customers, and vendors. He has been an inspiration in my life. All I've accomplished in my life is because of him. I would have been nothing without his support and encouragement. At the end of each day I can say I'm proud and lucky to have a father like him."



Another son, Bhavin, who works side by side with his father at Interings stated, "Our families admire my father for his many contributions. A legacy of true devotion and ultimate sacrifice, he is leaving behind a rich source of inspirational teachings for our future generations to emulate. He has fulfilled my grandfather's lifelong dreams. He has worked hard, attentively and aggressively to accomplish the organization's objectives with an engineer's precision. He has always inspired us to work a little extra for this new generation of RJO jewelers."

Mehta's exceptional career includes a lasting dedication to the Indian and Color Stone Association where he serves on the board, is well-respected and admired by his fellow members. The association's core principles include determination, to always put customers first; clarity, in all business dealings; and ability, to service the customer's every need. Mehta exemplifies these values at the highest level. RJO is pleased to present Mehta with this distinguished award. It is RJO's belief this is the first time an Indian manufacturer has received such a prestigious award from a buying group.

Mehta is a passionate, caring and honorable man; a true role model for all in his commitment to his customers and his dedication to the jewelry industry. He said of the honor, "It is truly one of the best days of my life."

The RJO, founded in 1966, was formed by a small group of independent jewelers who joined together to command better pricing by buying collectively. Since that time, RJO has added hundreds of members, essential support programs and marketing services, while remaining owned by its jeweler members. For

more information on RJO, visit [www.rjomembers.com](http://www.rjomembers.com). For more information on Interings, please visit [www.interings.com](http://www.interings.com).

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Published on JCK (<http://www.jckonline.com>)

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## RJO Honors Interings' Prakash Mehta With Lifetime Achievement Award

By JCK Staff - August 21, 2013

**The Retail Jewelers Organization presented Prakash Mehta, founder of Interings, its Lifetime Achievement Award for his outstanding dedication and commitment to the retail jewelry industry.**

Mehta, a member of RJO since 1987, was honored at the 2013 RJO Buying Show in Covington, Ky., in July. The organization believes he is the first Indian manufacturer to receive such an award from a buying group.



*RJO president Terry Dickens (right) presenting Prakash Mehta with the 2013 RJO Lifetime Achievement Award.*

"It is truly one of the best days of my life," Mehta said about receiving the award in a statement.

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**Source URL:** <http://www.jckonline.com/2013/08/21/rjo-honors-interings-prakash-mehta-lifetime-achievement-award>

## Market Developments

### RJO presents Prakash Meta with achievement award



Prakash Mehta, center, receives his Lifetime Achievement Award from RJO President Terry Dickens. At left is a member of Mehta's family.

AUG 9, 2013

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Covington, Ky.--Prakash Mehta has been recognized with the Retail Jewelers Organization's (RJO) Lifetime Achievement Award for his outstanding dedication and commitment to the retail jewelry industry.

A member of the RJO since 1987, Mehta was honored at the 2013 RJO Buying Show in Covington, Ky., held from July 20 to 22 at the Northern Kentucky Convention Center.

Mehta is the founder of Indian manufacturer Interings, which he established on his own in 1981. Based in New York, the family-run company provides domestic and international customers with gold, platinum and diamond jewelry.

He also serves on the board of the Indian Diamond & Colorstone Association (IDCA).

"Mehta is well-respected and admired by his fellow members. Mehta exemplifies (the IDCA) values at the highest level. RJO is pleased to present Mehta with this distinguished award. It is RJO's belief this is the first time an Indian manufacturer has received such a prestigious award from a buying group," the RJO said.

Mehta's son, Bhavin Mehta, who works side-by-side with his father at Interings, said his family admires Mehta for his contributions to the company.

"A legacy of true devotion and sacrifice, he is leaving behind a rich source of inspirational teachings for our future generations to emulate. He has worked hard, attentively and aggressively to accomplish the organization's objectives with an engineer's precision. He has always inspired us to work a little extra for this new generation of RJO jewelers," Bhavin said.

A small group of independent jewelers who joined together to command better pricing by buying collectively founded the RJO in 1966. The organization has expanded to include hundreds of members, support programs and marketing services.

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## **Prakash Mehta, an Udaipurite-American Jeweler receives Lifetime Achievement Award**

Posted By [Zaheer Abbas](#) On August 30, 2013 @ 10:53 am In [Achievements,News,People](#) | [3 Comments](#)



Prakash Mehta an American citizen from Udaipur won the Lifetime Achievement Award by Retail Jewelers Organization (RJO) in the United States of America. Mehta is the first Indian to ever receive the prestigious award in American jewelry industry.

Completed Pre-university from MB College in 1964, Mehta did his schooling from Nav Bharat High School. Before moving to the United States in early 80's, Mehta served as an Assistant Engineer at RSEB from 1976 to 1978.



Presently, Prakash Mehta is the head of Interings Inc. one of the leading jewelry manufacturers of USA. The business is managed by Mehta's family including his wife Sarayu and sons Bhavin and Gaurav.

Mehta received the Lifetime Achievement Award by RJO President Terry Dickens in a recently held function by RJO at Covington, Kentucky.

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# newsroom

< FULL ARTICLE >

## Prakash Mehta Receives RJO Lifetime Achievement Award

(August 22, '13, 4:20 IDEX Online Staff Reporter)



(IDEX Online News) – Prakash Mehta, founder of Interings, recently received the Lifetime Achievement Award from the Retail Jewelers Organization (RJO) for his outstanding dedication and commitment to the retail jewelry industry.

The award was presented at the buying group's 2013 RJO Buying Show in Covington, Kentucky.

Mehta serves on the board of the Indian and Color Stone Association.

He has been a member of RJO since 1987.

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## Prakash Mehta, Interings, honored with RJO's Lifetime Achievement Award

(COVINGTON, Ky.) - Prakash Mehta, was recently awarded the Lifetime Achievement Award by the Retail Jewelers Organization (RJO) for his outstanding dedication and commitment to the retail jewelry industry. Mehta, a member of RJO since

1987, was honored at the exclusive 2013 RJO Buying Show in Covington, KY.

Prakash Mehta followed in his father's footsteps and began his career as an electrical engineer, graduating from a prestigious university in India. In his formative years he built an infrastructure for power starved villages in India and honed some of his core beliefs in connectivity and inter-connectivity; a philosophy he carried with him when he formed Interings. He brought the same dedication, devotion and determination to the world's fine jewelry market creating well conceived and designed manufacturing and marketing plans to benefit independent retail jewelers.

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RJO President, Terry Dickens presenting Prakash Mehta with the 2013 RJO Lifetime Achievement Award.

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His son, Gaurav, who works in finance for the health insur-

ance industry states: "My father is down to earth and humble and has always been there for his family. His dedication and work ethic blow me away every single day. He is always there for his clients, customers, and vendors. He has been an inspiration in my life. All I've accomplished in my life is because of him. I would have been nothing without his support and encouragement. At the end of each day I can say I'm proud and lucky to have a father like him."

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Mehta's exceptional career includes a lasting dedication to the Indian and Color Stone Association. Currently serving on the board, Mehta is well-respected and admired by his fellow members. The association's core principles include determination, to always put customers first; clarity, in all business dealings; and ability, to service the customer's every need. Mehta exemplifies these values at the highest level.

RJO is pleased to present Mr. Mehta with this distinguished award. It is RJO's belief this is the first time an Indian manufacturer has received such a prestigious award from a buying group.

Mehta said he was completely surprised by the award. "Indeed I am humbled and it's a great honor for me and my family to be recognized by the peers in the industry," he said. He added that he is particularly honored because he has been informed by leaders in the

Please see Award page 14



Prakash Mehta (center), surrounded by his family at the RJO Sunday Evening Gala Event in Covington, KY.

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## प्रकाश मेहता को न्यूयार्क में मिला लाइफ टाइम अचीवमेन्ट अवार्ड



उदयपुर, 3 अगस्त। उदयपुर में अपना छात्र जीवन एवं प्रारम्भिक कार्य क्षेत्र व्यतीत करने के बाद राजस्थान के उद्योगपति एवं गुजरात के पालनपुर से प्रथम इंजीनियर प्रकाश मेहता को अमरीका में आर.जे.ओ. का लाइफटाइम अचीवमेन्ट अवार्ड से नवाजा गया है।

उदयपुर के त्रवभारत स्कूल में अध्ययनरत प्रकाश ने अपने पिता के आदर्श से जोधपुर से

इंजीनियरिंग डिग्री प्राप्त की एवं एक असली आर्किटेक्ट होने के नाते उन्होंने विश्व के सर्वश्रेष्ठ डायमेन्ट व्यापार से जुड़ने का फैसला लिया। उन्होंने अपने खुद के डिजाइनिंग व निर्माण एवं मार्केटिंग के फील्ड में हाथ आजमाकर एक नई विद्या को जन्म दिया।

उन्होंने इण्डियन डायमण्ड एवं क्लर स्टोन एसोसियेशन के साथ जुड़कर एवं जवाहरात में अपना मार्गदर्शन देकर अमरीका के भारतीय मूल के निवासियों को लाभ पहुंचाया।

प्रकाश ने 1987 से आरजेओ में 26 वर्ष निकालकर एक कीर्तिमान स्थापित किया। जिससे 2003 में गाला अवार्ड प्राप्त हुआ। उनके दोनों सुपुत्र भावीन मेहता एवं गौरव मेहता ने उनका कंधे से कंधा मिलाकर साथ दिया एवं अमरीका में आज भारत का नाम रोशन किया।

अनुवाद : शैलेश व्यास

## भाजपा बूथ स्तरीय कार्यकर्ता सम्मेलन सम्पन्न

उदयपुर, 3 अगस्त 2013। भारतीय जनता पार्टी शहर जिला उदयपुर का बूथ स्तरीय कार्यकर्ता सम्मेलन नेता प्रतिपक्ष गुलाबचन्द कटारिया के मुख्य आतिथ्य में सम्पन्न हुआ। द्वितीय चरण में सम्पन्न हुए सम्मेलन में डॉ. श्यामाप्रसाद मुखर्जी, सुन्दरसिंह भण्डारी, पं. दीनदयाल उपाध्याय, सरदार पटेल, राणा प्रताप, गिर्वा, बड़गांव मण्डल के बूथ स्तरीय कार्यकर्ताओं की उपस्थिति में आने वाले आसन्न चुनावों में पार्टी किस प्रकार अधिकतम मतों से विजयी हो इस पर विस्तृत रूप से चर्चा की गई। इस सम्मेलन में शहर जिलाध्यक्ष दिनेश भट्ट, प्रदेश कार्यसमिति सदस्य प्रमोद सामर, मांगीलाल जोशी, महापौर रजनी डांगी, शहर जिला बूथ स्तरीय अधिकारी कुन्तीलाल जैन, शहर जिला उपाध्यक्ष राजेन्द्र बोर्दिया, महामंत्री मोतीलाल डोंगी, चन्द्रसिंह कोठारी, पूर्व मंत्री चुन्नीलाल गरसिया ने अपने विचार व्यक्त किये।

## कांग्रेस पदाधिकारियों को सौंपे कार्यभार

उदयपुर, 3 अगस्त। उदयपुर शहर जिला कांग्रेस कमेटी की अध्यक्ष नीलिमा

## उदयपुर लेडिज सर्कल



उदयपुर, 3 अगस्त। उदयपुर लेकसिटी राउण्ड टेबल 206 वार्षिक जनरल मिटिंग माउन्ट आर्यु सम्पन्न हुई। मिटिंग में आयोजनों के बजट, वर्ष भर चले आने वाले क्रियाकलापों के बारे में विचार-चर्चा हुई। इसके साथ ही उदयपुर सामाजिक कार्यक्रमों में पुरस्कृत किया गया।

लेकसिटी राउण्ड टेबल के संचालित कार्यक्रमों से आर्थिक संग्रहित करते हैं जैसे पिछले ट्रेजर हंट का सफल आयोजन किया गया। निवर्तमान अध्यक्ष पंकज ने पिछले वर्ष का वार्षिक प्रति

## आंगनवाड़ी क