



For immediate release

Orders Worth ₹49407 crores Placed at IIJS Premiere 2022: Hansa Report

- IIJS Premiere contributes almost a quarter of the country's total B2B annual sales of gems and jewellery
- It took 3 days for exhibitors to exhaust stocks of Gold & Gold CZ Studded Jewellery, Silver Jewellery, and Diamond / Coloured Stones
- The average quantity booked by each plain gold jewellery exhibitor per day was 62.10 kg
- The average quantity booked by each studded jewellery exhibitor per day was 64.71 kg
- The average domestic visitor footfall per exhibitor stood at 41 per day.
- 92% exhibitors intended to participate in the next edition of IIJS Premiere

28th Sept. 2022 Mumbai: The 38th edition of IIJS Premiere held in Mumbai from 4th to 8th August 2022, was highly successful in driving sales and fulfilling the expectations & objectives of 1790 exhibitors and 50,000 domestic & international visitors, according to an exhaustive research survey conducted by Hansa Research, a consumer insights and analytics agency, commissioned by GJEPC.

The survey, which measured the world's second-largest show's performance across key touchpoints that impact customer experience, found that **95% of the exhibitors** (sample size 948 exhibitors) expressed high satisfaction with overall experience at IIJS Premiere 2022, contributed by the quality of services, visitors, facilities & ambience, and machinery display.

Interestingly, IIJS Premiere contributes on average **23% of the country's annual gems and jewellery sales**, the study revealed. The total estimated value of orders

booked at IJS Premiere 2022 was **₹49407 crores**, the report affirmed, and 92% exhibitors intended to participate in the next edition of IJS Premiere.

Every year IJS Premiere has been attracting 20% new visitors/buyers from all parts of the country. This year too at IJS Premiere 2022 there were **13,133 new buyers** from **4,820 companies** who visited the show. Well-known, big retailers also found new suppliers as there were **400** new exhibitors at the show.

Vipul Shah, Chairman, GJEPC said, “A third party report on IJS Premiere was essential to evaluate our efforts and figure where do we stand as an organizer. As organisers we are elated to know that as per research , IJS Premiere is instrumental in driving 25% of Annual sales of the industry and nearly Rs. 50,000 crores worth of orders were placed at the world’s second largest show. Our efforts will always be to provide the participants a much more fulfilling experience at IJS Premiere year after year.”

Nirav Bhansali, Convener – National Exhibitions, GJEPC, said, “The Council has been making consistent efforts to match the expectations of its exhibitors and visitors. Hansa Research report is encouraging - 96% of Buyers expressed their desire to revisit the show. It’s heartening to note that exhibitors of Plain Gold, Studded Gold and Silver Jewellery on an average exhausted their entire stock in 2.99 days at IJS Premiere 2022. This reaffirms the industry’s trust and faith towards sustaining the legacy of the IJS brand.”

Exhibitor Insights:

The study noted that 98% of the exhibitors were “highly satisfied” with the overall quality of the visitors as well as the footfall of foreign visitors. The average domestic visitor footfall per exhibitor stood at 41 per day.

At IJS Premiere 2022, it took **3 days for the entire stock of Gold and Gold CZ Studded Jewellery, Silver Jewellery, and Diamond / Coloured Stone to get exhausted.**

The average quantity booked by each **plain gold jewellery exhibitor** per day increased 43% year-on-year to 62.10 kg, and the average order value per exhibitor was ₹165 lakhs.

The average quantity booked by each **studded jewellery exhibitor** per day was 64.71 kg, and the average order value per exhibitor was ₹126 lakhs.

Most of the exhibitors **(97%) expressed high satisfaction** with the **quality of services** offered at the show, and **94% of exhibitors were satisfied with the overall quality of the stall, overall facilities and ambience.**

A large percentage of exhibitors (94%) are satisfied with the Launch Pad Concept which offers women entrepreneurs and budding designers a display platform to launch their products.

Visitor Insights:

Of the 1,071 visitors sampled, **96% showed “high satisfaction towards the overall experience”**, including the quality of exhibitors, services, and registration process.

The key expectation from IIJS Premiere 2022 was **business generation (72%)**, which was successfully achieved by **91% of visitors.**

Notably, **96% of visitors intend to visit the next edition of IIJS**, which is slightly higher than the previous edition 2021 (91%).

The survey found that **68% visitors were highly satisfied with their experience** in IIJS Premiere 2022.

A large percentage of **visitors (97%) were satisfied with the registration process, ease of logging and uploading documents.**

Around 70% visitors who visited machinery display were highly satisfied on machinery display.

A high number of visitors (94%) were satisfied with the hotel booking services.

The next edition of **IIJS Signature** is slated to be held from 5th to 9th January 2023 at BEC, Mumbai, and this time the show would be of the same size and scale as IIJS Premiere. The visitor registration process for IIJS Signature is ongoing and the GJEPC teams are touring many different states to promote the show.

About The Gem and Jewellery Export Promotion Council (GJEPC)

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country’s export thrust, when India’s post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of the gems & jewellery industry and today represents 8300 members in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer

interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.

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