



The Gem & Jewellery Export Promotion Council

Press Release

Hon'ble Karnataka Minister Dr. Murugesh R. Nirani inaugurates the 1st Edition of IIJS Tritiya

- The show features more than 800 exhibitors and over 1,500 stalls
- GJEPC is supporting the Jewellers Association Bengaluru in setting up a Jewellery Park in Karnataka

National, 17th March 2023: India's apex body, The Gem & Jewellery Export Promotion Council (GJEPC) presents India International Jewellery Show - IIJS Tritiya – in Southern India at the Bangalore International Exhibition Centre (BIEC) from 17th to 20th March 2023 – a month prior to Akshaya Tritiya, the auspicious gold jewellery-buying festival. IIJS Tritiya follows the stupendous success of IIJS Premiere - Bengaluru 2021, which revealed the latent potential of Southern region.

The inauguration of IIJS Tritiya 2023 was graced by Dr. Murugesh R. Nirani, Minister for Large and Medium Industries, Government of Karnataka (Chief Guest); and Shri T. S. Kalyanaraman, Managing Director of Kalyan Jewellers (Guest of Honour); along with Shri Vipul Shah, Chairman, GJEPC; Shri Kirit Bhansali, Vice Chairman, GJEPC; Shri R. Arulanandan, Director of the Department of Commerce; Shri Suresh Kumar Ganna, President, Jewellers Association Bengaluru; Shri Nirav Bhansali, Convener, National Exhibitions, GJEPC; Shri Sabyasachi Ray, ED, GJEPC along with others.

Dr. Murugesh R. Nirani, Minister for Large and Medium Industries, Government of Karnataka, said, "Karnataka is one state with multiple opportunities and possibilities and Bangalore is the epicenter of South India's domestic and international trade. After establishing leadership position in technology, IT services, software, electronic manufacturing services, mobile phone handsets and semi-conductors, we are now aspiring to enhance our gem & jewellery business as this industry contributes significantly to India's exports. The upcoming gem & jewellery park in Karnataka will become a significant hub of South India and generate more than 1 lakh jobs."

Guest of Honour Shri T. S. Kalyanaraman, Managing Director of Kalyan Jewellers, said, "The gem & jewellery business undergoes constant evolution and participating in IIJS shows regularly has helped in keeping us updated with the times. IIJS Tritiya is a great opportunity for South Indian entrepreneurs in the gem & jewellery business to make their mark and connect to

international and domestic buyers. I remember how I started off as a third-generation entrepreneur three decades back and have finally reached this stage today thanks to the support and initiatives of GJEPC.”

Mr. Vipul Shah, Chairman, GJEPC said, “IIJS Tritiya is poised to act as a catalyst for further advancement of the gem and jewellery industry in Karnataka, benefiting both manufacturers and retailers. We are already witnessing a surge in exports from this state. From April 2022 to February 2023, the gem and jewellery exports from Karnataka experienced a remarkable growth of 169%, reaching USD 150.33 million, as compared to last year. The show presents exporters from southern India the opportunity to take their business to the next level. Currently India’s overall gem & jewellery exports account for USD 40 billion and our goal is to reach USD 75 billion exports by 2030.”

“This exhibition not only offers exhibitors a chance to showcase their products but also provides them with invaluable insights into the diverse markets and their ever-changing tastes and trends,” adds **Shah**.

GJEPC and Jewellers Association Bengaluru (JAB) also signed an MoU during the inauguration with an objective of working towards the enhancement and development of jewellery manufacturing and trade in Karnataka.

Speaking on the collaboration with Jewellers Association Bengaluru, Vipul Shah said, “GJEPC is supporting the Jewellers Association Bengaluru, in setting up a Jewellery Park in Karnataka. Discussions are underway with the state Government regarding the allocation and finalisation of land for the project. This initiative aims to offer efficient assistance to jewellery manufacturers and traders seeking to expand their operations in the state of Karnataka. The project is expected to generate 1 lakh additional jobs in the sector for the people of Karnataka.”

Mr. Kirit Bhansali, Vice Chairman, GJEPC, said, “GJEPC is grateful to Dr. Murugesh R. Nirani, Minister for Large and Medium Industries, Karnataka, for his vision and support to increasing gem & jewellery exports. Since its inception 38 years ago, IIJS has surpassed its role as a conventional exhibition and has become the primary national platform for the Indian jewellery manufacturing industry to network with global retailers.”

Shri Nirav Bhansali, Convener, National Exhibitions, GJEPC, said, “IIJS, as a B2B platform, has been instrumental in promoting and developing the gem & jewellery business in India. IIJS Tritiya along with Signature and Premiere, are likely to generate business of over Rs. 1 lakh Crore in 2023. We are also targeting to plant 1 lakh trees this year under the “One Earth” initiative towards our ultimate aim of making all our shows carbon-neutral.”

IIJS Tritiya, the third exhibition under the IIJS banner, features more than 800 exhibitors and over 1,500 stalls spread across Halls 4 and 5, covering an area of 45,000 square meters.

The event is expected to attract over 15,000 trade visitors from 600 cities and will showcase a wide range of products, including gold and gold CZ studded jewellery, diamond, gemstone and other studded jewellery, silver jewellery, artefacts, and gifting items, loose stones, lab-grown diamonds, as well as laboratories and educational resources. Based on the feedback from visitors and exhibitors, IIJS Tiritiya show timings have been adjusted from 11:00 am to 8:00 pm.

Innov8 Talks, a knowledge exchange forum, will feature a range of topics including a masterclass for quality management titled Kaizen Practitioner; the power of story telling; Cyber Crime- The New Threat to your Business. New features at IIJS Tiritiya 2023 also include LaunchPad exclusive product launch area.

IIJS Tiritiya boasts several notable features, including affordable five-star and budget hotels, self-operated touch screen information kiosks, mobile charging stations, shuttle services to and from official hotels, metro stations, and airports, buggy services within the venue, and cafeteria, specially designed cafés, etc.

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 8800 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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