

SHOW DAILY DAY 1

21ST MARCH 2026

COVER STORY

IIJS Bharat Tritiya 2026 Opens With Strong Industry Participation

The curtains rise today on the **4th edition of IIJS Bharat - Tritiya 2026** at the Bangalore International Exhibition Centre (BIEC), bringing together the full spectrum of India's gem and jewellery industry under one roof. Over three dynamic days from **21-23 March 2026**, the show reaffirms its position as one of the industry's most significant B2B platforms, to nurture connections and business growth.

This year's edition marks a notable leap in scale and participation. Spread across exhibition halls 3, 4 and 5, the show hosts **1,100+ companies** across **1,900+ stalls**, welcoming visitors from over **500 Indian cities** and **40 countries**. More than **15,000 visitors** are expected to explore the diverse



product offerings and engage with manufacturers, exporters, retailers, and technology providers from across the

jewellery value chain. The show is supported by the Government of Karnataka and strengthened by the

collaboration of local industry bodies such as The Jewellery Association - Bengaluru (JAB) and The Karnataka State

1100+
Exhibitors

15000+
Expected
Visitors

Visitors From
40+
Countries

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COVER STORY



Jewellers Federation (KJF), along with continued support from trade associations nationwide.

A Platform Reflecting Industry Growth

Participation at IIJS Bharat Tertiya 2026 has grown steadily, reflecting strong confidence from the industry. The show features 270+ new companies with more than 300 stalls, bringing fresh energy and new product lines to the exhibition floor.

Key segments include Gold and Gold CZ Studed Jewellery, Diamond and Gemstone Jewellery, Silver Jewellery and Artifacts, Lab-Grown Diamonds and Jewellery, Loose Gemstones, and International Jewellery, offering buyers a comprehensive view of contemporary jewellery manufacturing.

Notably, 47% of participants represent MSMEs, while 25% are exporters, underlining the platform's role in supporting both domestic growth and global outreach. Meanwhile, 83% of exhibitors are IIJS Prime Assure and Prime participants, reflecting a high level of trust and commitment from industry leaders.



The concurrent IGJME Bharat Tertiya 2026, showcasing machinery and allied services, further strengthens the show by presenting the technological backbone of jewellery manufacturing.

Retail Connect Programme

A major initiative this year has been the Retail Connect Programme, conducted in more than 25 cities in collaboration with local trade associations. The programme aimed to raise awareness about the show and highlight the opportunities it offers retailers seeking to expand their product portfolios and grow their businesses.

Show Highlights

The first day also features a vibrant Networking Night at 7:00 pm, where industry leaders and participants come together in a relaxed setting to celebrate the spirit of collaboration that drives the jewellery trade.

Adding to the excitement, the show will present the Icon Award during the networking evening, while the Hidden Gems Award will recognise the invaluable contribution of purchase and merchandise teams from leading retail companies. This special felicitation will take place on 21 March at 3:00 pm at the Innov8 Launch Pad.

Visitor Experience

IIJS Bharat Tertiya continues to enhance the visitor experience through smart technology and logistics. Digital entry badges and facial recognition systems ensure seamless access, while a 3D interactive floor plan and the IIJS mobile app help visitors navigate the show efficiently.

Convenient connectivity is another advantage this year, with the Madavara Metro Station located just outside BIEC, making travel easier for visitors across Bengaluru. Shuttle services between hotels and the venue, along with a range of nearby accommodation options, ensure a smooth and comfortable show experience.

As the industry gathers in Bengaluru, IIJS Bharat Tertiya 2026 stands as more than an exhibition; it is a dynamic marketplace where creativity meets commerce, where technology supports craftsmanship, and where meaningful partnerships take shape.

Driving The Mega Draw

The excitement at IIJS Bharat - Tertiya 2026 extends beyond business opportunities, with a spectacular **Mega Lucky Draw set to take place on 23 March at 2:00 pm** exclusively for registered paid visitors. Adding a celebratory close to the three-day show, the draw offers an impressive line-up of prizes designed to reward attendees. The **bumper prize is a luxurious Mercedes-Benz**, while other coveted rewards include **Mahindra Thar, Maruti Suzuki Grand Vitara, Maruti Suzuki Swift Dzire, and Maruti Suzuki alto**. Adding to the excitement, **10 winners will also ride away with Hero Destini-125 Scooters**. With such attractive prizes on offer, the Mega Lucky Draw promises to make the final day of IIJS Bharat Tertiya 2026 even more memorable for visitors.





MESSAGES



Kirit Bhansali
Chairman, GJEPC

IIJS Bharat Tritiya 2026 reflects the growing global relevance of India's gem and jewellery industry. As one of the country's key trade platforms, the show attracts buyers not only from across India but also from international markets, reinforcing India's position as a preferred sourcing hub for high-quality craftsmanship backed by a robust and large-scale manufacturing base. India's gem and jewellery sector continues to strengthen its global footprint, supported by its design capabilities and skilled workforce.

Trade shows such as IIJS Bharat Tritiya play a vital role in connecting Indian manufacturers with buyers, offering them an opportunity to unveil their latest collections, engage directly with buyers, and build meaningful business partnerships with both new and existing domestic retailers as well as overseas buyers seeking reliable sourcing partners.

The outlook for India's gem and jewellery exports remains encouraging. The Government of India's continued focus on strengthening international trade relations through Free Trade Agreements (FTAs) with the EU, the UK, and other countries, along with strategic partnerships, is opening new avenues for the sector. These agreements are expected to enhance market access, improve competitiveness, and create fresh opportunities for Indian exporters in key global markets.

I am confident that IIJS Bharat Tritiya 2026 will further strengthen India's presence in the global jewellery trade while creating valuable business opportunities for participants from India and abroad.



Shaunak Parikh
Vice Chairman, GJEPC

Over the years, IIJS Tritiya has grown steadily in scale and stature, emerging as an important platform for the gem and jewellery industry. This year, with over 1,100 exhibitors, 1,900+ stalls, and visitors expected from more than 500 Indian cities and over 40 countries, the show firmly positions itself as India's third-largest comprehensive B2B gem and jewellery exhibition.

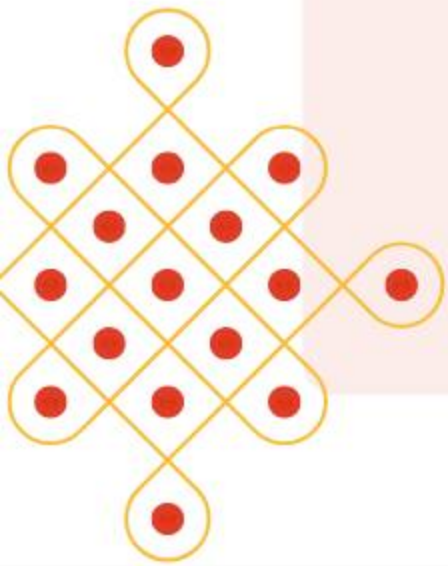
What makes this platform particularly significant is its complete representation of the industry's value chain — from gold, diamond and gemstone jewellery to loose stones, machinery, and allied sectors. It allows buyers to source efficiently and confidently, while offering exhibitors an opportunity to present their capabilities to a diverse and global audience under one roof.

In a global environment where trade dynamics continue to evolve, India remains a reliable and trusted partner. Despite geopolitical uncertainties and tariff pressures, our exports have remained steady — a reflection of the resilience, adaptability, and strength of our industry.

At the same time, India's growing economy and expanding domestic demand are creating new opportunities for the sector.

IIJS Tritiya reflects this combined strength — of scale, craftsmanship, innovation, and market confidence. It is not just an exhibition, but a serious business platform where partnerships are built, and new growth opportunities are unlocked.

We warmly welcome all our exhibitors and visitors and look forward to a successful and productive IIJS Tritiya 2026.



IIJS Bharat
TRITIYA
INDIA INTERNATIONAL
JEWELLERY SHOW
BENGALURU 2026
Concurrent Show
IGJME Bharat
TECHNOLOGY AND
MACHINERY EXPO
TRITIYA, BENGALURU 2026

21 22 23
MARCH 2026
BENGALURU
BIEC



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INDIA



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Govt. of India

IIJS BHARAT-TRITIYA CELEBRATION NIGHT BENGALURU



**STAND
UP** by
Jamie Lever

**LIVE
& MUSIC
by**

**MANMAT
THE BAND**

21 March 2026, 7:00 pm Onwards
Jacaranda Hall, BIEC, Bengaluru

ENTRY VALID FOR ONE ONLY
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ICON AWARDS

A Spotlight on the Industry's True Icons

The **IIJS Icon Award** celebrates the visionary leaders and pioneers who have played a defining role in shaping the future of the gem and jewellery industry through innovation, enterprise, and enduring excellence.

Instituted by GJEPC to recognise outstanding contribution across generations, the honour pays tribute to individuals whose work has strengthened the industry's global standing and inspired new benchmarks of creativity and professionalism.

At IIJS Bharat Tritoia 2026, the spotlight turns to these remarkable icons, and their felicitation not only acknowledges their achievements, but also serves as a reminder of the values that continue to guide the industry forward – craftsmanship, integrity, and a spirit of innovation.

Join us for the celebrations on Friday, 21 March 2026. 7 PM Onwards @ Jacaranda Hall, BIEC, Bengaluru

**IIJS
ICONS**

Honouring the Visionaries of
the Gem & Jewellery Industry
at
IIJS Bharat Tritoia 2026

Join us on Saturday, 21 March 2026,
from 7 PM onwards at
Jacaranda Hall, BIEC, Bengaluru.

**IIJS
ICONS** List of Retailers
to be Honouré

Name	Company Name
Mr. Kiran Voona	GNV Jewellers (Nirmala Ganesh Jewellers)
Mr. Umesh Kumar Agarwal	Krishna Jewellers Pearls & Gems Pvt. Ltd.
Mr. Noushad S	Rajakumari Shopping Mall LLP
Mr. Senthil Kumar P	Sri Amman Jewellers
Mr. Selvam Santhanam	Sri Krishnanagal Maligal (Madurai) Pvt. Ltd.
Mr. Mitesh Oswal	Mahendra Jewellers
Mr. Sekhar Keshri	Hira Panna Jewellers

**IIJS
ICONS** List of Retailers
to be Honouré

Name	Company Name
Mr. Sandeep Soni	Mahabir Danwar Jewellers Private Limited
Mr. Vivek Gupta	Sri Alankar Jewellers
Mr. Samba Murthy	Kameswari Jewellers
Mr. Venkata	Sri Kamakshi Jewellers
Mr. Bhaskar Subba	Prakash Jewellers
Mr. Shreyans	Gold Palace
Mr. Ravi.N	Sri Vasavi Thanga Maligal
Mr. Lalith Kumar	J. P. Jewellers

**IIJS
ICONS** List of Retailers
to be Honouré

Name	Company Name
Mr. Kausik Prakash	Suman Jewellery
Mr. Ashok S	Pothy's Swarna Mahal
Mr. Ashok Kumar Badera	Panchkesari Badera Jewellers
Mr. Prashanth Shet	S.L. Shet Jewellers & Diamond House
Mr. Vineeth Kumar A C	The KTM Jewellery Limited
Mr. Labeeb Nellyyott	Meralda
Mr. Mohamed Shanil C P	Meralda

Join us as we Honour the
Leaders who Shape the
Future of Jewellery!

Saturday, 21 March 2026
7 PM onwards
Jacaranda Hall, BIEC, Bengaluru

Scan the QR to Register Now!





AWARDS

The IIJS Bharat - Hidden Gems Award

Behind every successful jewellery house is a team of dedicated professionals whose work rarely comes into the spotlight, yet forms the backbone of the business. From merchandise planners and design developers to production supervisors, quality controllers, and sourcing experts, these individuals ensure that every collection reaches the market with precision, creativity, and consistency.

The IIJS Bharat - Hidden Gems Award honours these invaluable contributors who work behind the scenes in jewellery firms, quietly shaping the success of their organisations. In an industry where craftsmanship and detail define excellence, recognising the efforts of these professionals is essential. The Hidden Gems recognition is a tribute to these unsung heroes whose commitment, discipline, and passion keep the wheels of the jewellery industry turning every single day.



1.	KALYAN JEWELLERS INDIA LIMITED
2.	THE KTM JEWELLERY LIMITED
3.	BHIMA JEWELS PRIVATE LIMITED
4.	JOS ALUKKAS
5.	C. KRISHNIAH CHETTY & SONS PVT LTD.
6.	AVR SWARNAMAHAL JEWELRY PVT LTD
7.	GIVA GOLD
8.	SENCO GOLD
9.	D. P. ABHUSHAN LIMITED
10.	TITAN COMPANY LIMITED
11.	P.N. GADGIL JEWELLERS LIMITED
12.	KHAZANA JEWELLERY PVT. LTD
13.	MALABAR GOLD AND DIAMONDS LIMITED
14.	BHIMA JEWELLERY



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IIJS Bharat
TRITIYA
BENGALURU 2026
INDIA
INTERNATIONAL
JEWELLERY SHOW

Concurrent Show

IGJME Bharat
TECHNOLOGY AND
MACHINERY EXPO
TRITIYA, Bengaluru 2026

21st - 23rd March, 2026

BIEC, Bengaluru

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AT IIJS BHARAT - TRITIYA 2026 BENGALURU

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BUMPER PRIZE

Mercedes-Benz



& many more exciting prizes

- Mahindra Thar (1 winner)
- Maruti Suzuki Grand Vitara (1 winner)
- Maruti Suzuki Swift Dzire (1 winner)
- Maruti Suzuki Alto (1 winner)
- Hero Destini - 125 (10 winners)



To know more, Call our Toll Free Number 1800-103-4353

Images used are for representative purposes

T & C apply.



To Know more

Paola De Luca
Curator & Moderator



DESIGN INSPIRATIONS
ENVISION ★ EXPRESS ★ EVOLVE

09th APRIL, 2026
BHARAT RATNAM MEGA CFC, MUMBAI

Engage with thought leaders and
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DELEGATE REGISTRATION FEES(IN INR)	GJEPC Members	2500/-
	Non Members	3000/-
	IIGJ Student	1500/-
	Outstation Student	1000/-

18% GST applicable



IIJS DESIGN COMPETITION

Winners Announced for IIJS Bharat Tertiya 'Festivals of India' Design Competition

The **IIJS Bharat Tertiya Jewellery Crafts Design Competition** brought India's festive spirit to life through thoughtful jewellery creations inspired by the theme **"Festivals of India."**

The competition invited exhibitors to interpret the colours, traditions, and symbolism of India's diverse celebrations through jewellery pieces wrought with gold and set with fine gemstones.

Festivals across the country influence jewellery traditions, craftsmanship, and seasonal

demand, making adornment an important expression of cultural identity and celebration.

The entries were evaluated on thematic relevance and wearability.

After careful evaluation, **Fusion Jewels India** emerged as the **winner**, impressing the jury with an elaborate neckpiece that beautifully

captured the spirit of Rama Navami festival through fine craftsmanship and aesthetic appeal. **Siddharth Ornaments Pvt. Ltd.** secured the second prize, while **Kanysna Jewels LLP** won the third prize, both recognised for their creative interpretations of the theme.

The competition offered exhibitors

an opportunity to showcase their artistry beyond the show floor, and highlighted how India's vibrant festivals continue to inspire fresh jewellery narratives for modern markets.

WINNER FUSION JEWELS INDIA



Sri Rama Navami Haram:

A magnificent temple-inspired gold necklace with an antique finish celebrates the spirit of the Rama Navami festival. The design portrays Lord Rama and Goddess Sita amid an atmosphere of festivity and devotion, brought to life through intricately carved trumpeting elephants, graceful danseuses, and delicate motifs of flora and fauna.





IIJS DESIGN COMPETITION

FIRST RUNNER-UP SIDDHARTH ORNAMENTS PVT. LTD.



Diwali Kadas:

Exquisite craftsmanship in radiant yellow gold comes alive in this striking pair of broad kadas. Intricately carved with remarkable detail, the bangles celebrate the homecoming of Lord Rama, featuring delicate motifs of Rama, Sita, Lakshman, and Hanuman. The design symbolises devotion, protection, and enduring tradition, while evoking the joyous spirit of Diwali — when the city of Ayodhya lit up in celebration to welcome their beloved king returning from exile after vanquishing the demon, Ravana.

SECOND RUNNER-UP KANYSNA JEWELS LLP



Vighnaharta's Bloom:

Inspired by the sacred hibiscus, the favourite flower offered to Lord Ganesh, especially during Ganesh Chaturthi, these diamond-studded earrings feature delicate gold beads that mimic the flower's tiny anthers. Blending devotion with elegance, the design symbolises purity, faith, and a timeless connection between tradition and contemporary style.



INNOV8 TALKS

innov8
TALKS

Topic: The AI Revolution: Redefining the Future of Jewellery by 2030



Saaket Shrikant Dhongade
Owner, Studio 369



Akshat Gupta
Founder & Director,
AMG Dynamics Pvt. Ltd.



Gopinath M
Chief Technology
Officer, Secure Access
Tech Pvt. Ltd.

22nd March 2026

15:00 - 18:00

BIEC, Bengaluru, Launchpad Hall 4

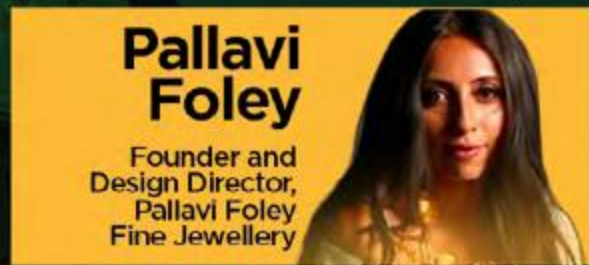


Scan to Register

Topic: Bridal Brilliance: Bridal Jewellery from Heritage to Contemporary



Prasad Bidapa
Renowned
Fashion Guru

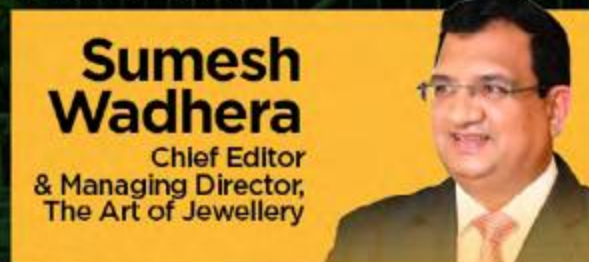


Pallavi Foley
Founder and
Design Director,
Pallavi Foley
Fine Jewellery



Pratap Kamath
Managing Director,
Abharan Bangalore

Moderator



Sumesh Wadhera
Chief Editor
& Managing Director,
The Art of Jewellery

22nd March 2026

14:00 - 15:00

BIEC, Bengaluru, Launchpad Hall 4



Scan to Register



The Select Club

EXPERIENCE THE LUXURY

The Select Club at IIJS Bharat Tritiya will host 48 Couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery @ Hall 3.

Company Name	Stall Number
AADEY JEWELS PRIVATE LIMITED	3R 371C
ACHAL JEWELS PRIVATE LIMITED	3U 380A
AGCOLOR LLP	3T 376B
AMOGH JEWELS PVT LTD	3V 383A
ANAND SHAH JEWELS LLP	3V 385A
AQUA JEWELLERS	3S 373A
BAHETI GEMS & JEWELS PVT. LTD.	3U 381A
BANSI JEWELLERS	3Q 364C
BHINDI JEWELLERS PRIVATE LIMITED	3S 374A
CARAT COUTURE FINE JEWELLERY LLP	3Q 371B
CHOKSHI VACHHARAJ MAKANJI & COMPANY	3R 370A
DASSANI BROTHERS	3T 376A
DEEPAK JEWELLERS	3P 366B
DHANRUPJI DEVAJI CO	3Q 372B
DIARAH JEWELS PRIVATE LIMITED	3Q 367B
GOLD STRINGS JEWELLERY PRIVATE LIMITED	3R 372C
HEEDARIO GEMS AND JEWELS	3R 370B
HOUSE OF SPARSH PVT LTD	3P 364B
JAIPUR RATNA MANUFACTURING PVT. LTD.	3V 383B
JEWELS BY SEPHORA LLP	3Q 364A
JEWELS OF RAJPUTAANA	3Q 367A
KINU BABA JEWELLERY (INDIA) PVT. LTD.	3S 373C
KOSHA FINE JEWELS LIMITED	3S 377B
LAXMI JEWELLERY EXPORT PVT. LTD.	3Q 365B
M. SASHI BADALIA & SONS PVT. LTD.	3U 379B
MAA SATTI JEWELS	3V 386C
MANISH BHINDI JEWELS	3Q 366C
MEHTA GOLD AND DIAMONDS	3V 385B
MK EXPORTS	3S 374B
MODERN JEWELS PVT LTD	3Q 366A
NINE JEWELLERY	3T 377A
OPH JEWELLER	3R 371A
ORIENTAL GEMCO PVT. LTD.	3U 378A
P HIRANI EXPORTS LLP	3T 378B
PEACEMOON TRADERS	3V 386A
RAJ JEWELLERS	3R 369A
RANIWALA JEWELLERS PVT. LTD.	3T 377C
RVJ JEWELLERS PRIVATE LIMITED	3U 380B
SHREE JOYERIA	3R 373B
SHREE RAJ JEWELLERS	3U 381B
SPLURGE JEWELS LLP	3R 372A
SSVAR LLP	3Q 365A
TIBARUMAL RAMNIVAS GEMS JEWELS & PEARLS	3U 386B
UMA ORNAMENTS	3R 369B
V.K. JEWELLERS	3U 378C
VALENTINE JADAU	3V 384A
VIRAASAT JEWELS PVT. LTD.	3U 379A
ZAYNA EXPORTS	3V 384B



THE CRAFT STUDIO

The Pavilion Where Heritage Isn't Just Preserved, It Is GI-Tagged

The Craft Studio at **IIJS Bharat Tritoia**, conceptualised by GJEPC, is the official platform for India's Geographical Indication (GI-tagged) jewellery-making crafts. At a time when global markets are increasingly seeking authenticity and provenance, the Craft Studio aims to present India's geographically unique jewellery crafts as origin-linked heritage products with strong contemporary relevance.

India is home to a handful of GI-tagged jewellery traditions – some of which are presented at the show, namely Cuttack silver filigree, Benaras meenakari, Thewa jewellery from Rajasthan, and silver anklets from Hupari, Maharashtra.

Each of these crafts reflects a distinct regional

identity, specialised skills, and generations of artisanal knowledge.

Since these crafts are underrepresented on large jewellery trade show platforms, the Craft Studio aims to address this gap by bringing GI-certified jewellery and master craftsmen who are the torchbearers of

Indian heritage to trade shows, helping them gain wider acceptance in India and abroad. Visitors to the Craft Studio will get to observe traditional techniques, giving them a deeper understanding of the craftsmanship behind the pieces.

Beyond cultural celebration,

the Craft Studio reflects a broader vision: positioning India's heritage jewellery not only as cultural treasures, but as competitive, globally recognised luxury products rooted in authenticity and craftsmanship.



Dr Tariq Thomas, Director, Department of Commerce, Government of India, spent considerable time at the Crafts Pavilion during his visit to IIJS Bharat Signature 2026. He conversed with craftsmen showing keen interest in the making processes, pricing structures, and strategies for scaling up marketing.

Filigree – Wired Wonders



Filigree is the art of shaping fine strands of precious metal into delicate, lace-like jewellery. Crafted entirely by hand, slender wires of gold or silver are gently twisted, shaped and soldered into airy patterns inspired by nature, geometry and heritage motifs. Its appeal lies in its ability to offer visual richness without weight— intricate yet effortless to wear. Filigree embodies patience, precision and skills passed down through generations.

The craft has also earned a Geographical Indication (GI) tag, recognising its regional authenticity and protecting the legacy of artisan communities in Cuttack in Odisha, and Karimnagar in Telangana, who continue to keep this timeless tradition alive.



THE CRAFT STUDIO

Benaras Meenakari - Gilded Heritage



© Kunj Bihari Singh



Benarasi meena, also known as gulabi (pink) meena, is among India's most refined jewellery crafts, admired for its soft pastel enamels and fine detailing. Originating in the historic lanes of Benaras (Varanasi), the craft took shape during the Mughal era, evolving a lighter, more nuanced colour palette unique to the region. Entirely hand-worked, the process involves engraving metal with delicate nakashi, filling the grooves with carefully blended enamel,

and firing the piece to achieve its signature depth and lustre. Floral motifs, paisleys, birds and textile-inspired patterns define its visual language. Traditionally used on the reverse of kundan and jadau jewellery, the GI-tagged Benarasi meena today finds pride of place in contemporary creations, valued for its pastel warmth and enduring heritage.

Thewa: Gold on Glass, Rare Poetry

Thewa is one of India's most distinctive jewellery arts, where gold and glass unite in a dialogue of patience, precision and storytelling. Originating over four centuries ago in Pratapgarh, Rajasthan, this rare craft is practised by a handful of artisan families who have preserved its secrets across generations. Wafer-thin sheets of 23-24 karat gold are hand-pierced and engraved into intricate motifs—floral vines, peacocks, hunting scenes and episodes from Indian epics.

The delicate goldwork is then fused on to molten coloured glass, typically ruby red, emerald green or sapphire blue, creating Thewa's signature spark. Historically patronised by Rajput royalty, Thewa was cherished for its symbolism and artistry. Today, despite modern adaptations, each piece remains one-off—an expression of time-intensive craftsmanship and living heritage.



© Raghav Rajsoni

Hupari - The Silver Town

Hupari in Maharashtra is synonymous with silver payals (anklets) and a distinctive home-led production ecosystem where generations of artisan families work together. From melting and drawing silver wire to shaping, soldering, assembling and polishing, every stage is carried out by hand. Women play a vital role in assembling and finishing pieces, while men typically

handle structural work and trade, making the craft deeply inclusive and community-driven. Hupari's artisans are especially celebrated for their anklets and the signature sound they produce with movement. Created through carefully joined silver beads and links, this rhythmic chime is as important as visual beauty, turning each piece into a sensory experience. Today, Hupari supports

around 2,500 small workshops across surrounding villages, engaging an estimated 40,000 artisans. This thriving ecosystem provides a livelihood for close to 100,000 people, forming the economic backbone of the region. The craft's cultural significance has earned Hupari silver jewellery a Geographical Indication (GI) tag. While rooted in tradition, artisans continue

to adapt designs for modern lifestyles, ensuring that a unique legacy continues to shine through artisanal skills.

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India's Only Export-Focused Gems & Jewellery Show.



IGJS

INTERNATIONAL
GEM & JEWELLERY
SHOW
JAIPUR



09th - 11th APRIL 2026
Venue - JECC Sitapura, Jaipur

150 EXHIBITORS | 200 BOOTHS
600+ INTERNATIONAL BUYERS

Product Exhibits

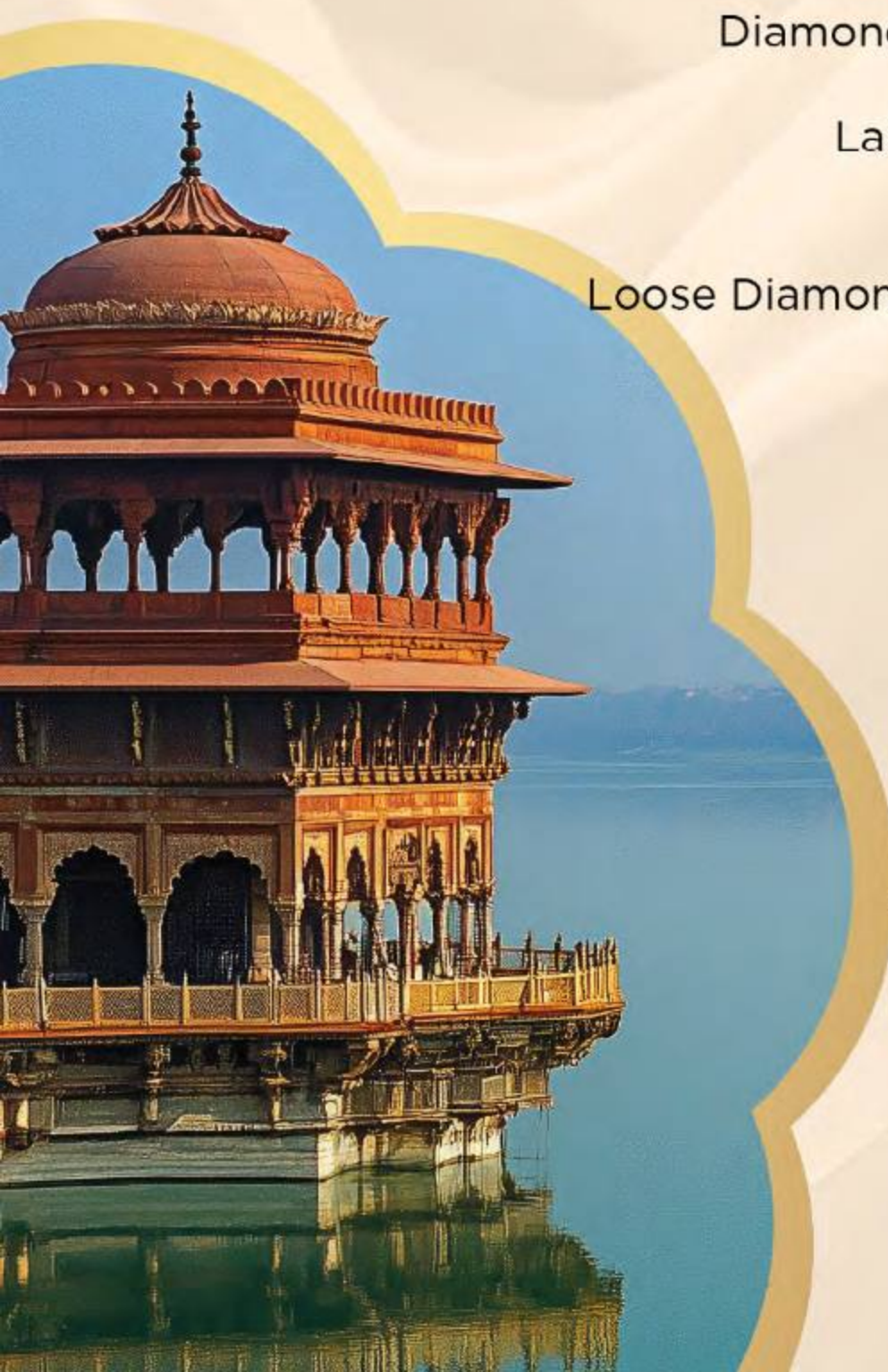
Diamond & Gemstone Studded Jewellery
Fine Jewellery
Lab-Grown Diamond jewellery
Silver Jewellery
Colour Gemstones
Loose Diamonds (Natural and Lab-Grown Diamonds)

Scan for more detail



The Gem & Jewellery Export Promotion Council
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LIST OF INDIA PAVILION AT INTERNATIONAL SHOWS FOR 2026				
Sr. no	NAME OF THE EXHIBITION	DATE MONTH	CITY	COUNTRY
1	WATCH AND JEWELLERY MIDDLE EAST SHOW	8-12 APR 2026	SHARJAH	UAE
2	EXPO JOYA	21-23 APRIL 2026	GUADALAJARA	MEXICO
3	DOHA JEWELLERY EXHIBITION	29 APR - 5 MAY 2026	DOHA	QATAR
4	JCK LAS VEGAS	MAY 29 - JUNE 1, 2026	LAS VEGAS	USA
5	JEWELLERY AND GEM ASIA HONGKONG	18-21 JUN 2026	WAN CHAI	HONG KONG
6	SINGAPORE INTERNATIONAL & JEWELLERY EXPO	09-12 JULY 2026	SINGAPORE CITY	SINGAPORE
7	JEWELLERY INDUSTRY FAIR	22-24 AUGUST 2026	SYDNEY	AUS
8	JEWELLERY SHOW LONDON	2-3 SEPT 2026	LONDON	UK
9	VICENZA ORO FALL	5 - 9 SEPT 2026	VICENZA	ITALY
10	74TH BANGKOK GEMS & JEWELRY FAIR	8 - 12 SEPT 2026	BANGKOK	THAILAND
11	JEWELLERY AND GEM WORLD HONGKONG	15 - 19 SEPT 2026	WANCHAI(AWE)	HONG KONG
		17 - 21 SEPT 2026	WANCHAI(CEC)	HONG KONG
12	WATCH AND JEWELLERY MIDDLE EAST SHOW	30 SEP - 4 OCT 2026	SHARJAH	UAE
13	INSTORE SHOW	27-28 SEPT 2026	ILLINOIS	USA
14	JIS FALL MIAMI	10-13 OCT 2026	FLORIDA	USA
15	JGT DUBAI	27-29 OCT 2026	DUBAI	UAE
16	JEWELLERY ARABIA	24-28 NOV 2026	MANAMA	BAHRAIN
17	JMA HKG JEWELLERY SHOW	10-13 DEC 2026	WANCHAI	HONGKONG
18	MUSCAT INTERNATIONAL JEWELLERY SHOW	DEC-2026	MUSCAT	OMAN

LIST OF BUYER SELLER MEET (BSM) & STANDALONE SHOWS FOR 2026				
SR. NO	NAME OF THE EXHIBITION	DATE MONTH	CITY	COUNTRY
1	IGJS JAIPUR 2026	9TH - 11TH APRIL 2026	JAIPUR	INDIA
2	FACTORY VISITS 2026	26-APR	MUMBAI SURAT	INDIA
3	BRAZIL BSM 2026	14-15 MAY 2026	SAO PAULO	BRAZIL
4	INDIA UK BSM	JUL 2026	LONDON	UK
5	SAJEX	6TH - 8TH OCT 2026	JEDDAH	SAUDI ARABIA
6	JEWELLERY BSM IN UZBEKISTAN	TBD	TBD	UZBEKISTAN





VIEWPOINT

Less Is Luxury: Siddhi Jewels' Prêt Diamond Vision

Aarj Ritesh Jain, Director, Siddhi Jewels, strongly believes that 'less is more', a philosophy clearly reflected in the company's design aesthetic. This year, at IIJS Bharat Tritiya, Siddhi Jewels is unveiling a designer prêt-wear diamond collection crafted in 14-karat gold. The collection aims to make fine diamond jewellery more accessible, affordable, and wearable, enabling retailers to offer pieces that feel less like a commodity and more like a natural part of everyday expression.



Since when has Siddhi Jewels been participating in the IIJS shows? Could you take us back to when your journey with the IIJS began, and how the platform has evolved for your brand over the years?

Siddhi Jewels has been participating in the IIJS exhibitions for eight years now, and it continues to be one of the most important platforms for us. IIJS Premiere is one of the most sought-after shows of the year that our entire team looks forward to.

Over time, we've seen IIJS get bigger, better, and far more systematic. It has evolved into a truly global marketplace, attracting buyers from across the world.

For us, IIJS is more than just a trade show. It's where we reconnect with partners, showcase new collections, and get the pulse of where the industry is headed.

What is the USP of the company that differentiates it in today's competitive market?

Our strength lies in combining design-led thinking with strong manufacturing discipline. Being a manufacturing house gives us control over quality, diamond selection, and production precision.

At the same time, Siddhi Jewels continues to be a family-run business. My father is my biggest mentor, and many of the values he built the company on—integrity, relationships, and consistency—still guide how we operate today. The difference now is that we are building more organised systems and processes around that same culture.

We focus on creating lightweight, wearable diamond



jewellery for consumers. One of the biggest pain points we solve for retailers is inventory movement. Our jewellery typically doesn't stay on the retail shelves for long, which means there's almost no stress about 'piled-up' inventory!

With gold prices witnessing significant volatility in recent times, how has Siddhi Jewels adapted its product strategy to ensure that jewellery remains attractive and accessible to consumers?

Rising gold prices have pushed the industry to become more creative. One way we are helping retailers and consumers manage costs is by introducing 14-karat jewellery, which allows us to maintain attractive price points.

At the same time, we've been experimenting with engineering techniques at the CAD and casting stages to optimise gold usage while maintaining the look and finish of premium jewellery.

Overall, this uncertain phase has encouraged the entire industry to design smarter, lighter, and wearable jewellery.

Which are your strongest markets in India and abroad?

Southern India has emerged as one of our strongest markets. The region has a great appreciation for craftsmanship while also embracing contemporary diamond designs.

Internationally, we are witnessing promising demand from the UAE, the United States, and Western Europe, for design-led, lightweight diamond jewellery.

How has participating in IIJS helped Siddhi Jewels expand its network—whether



VIEWPOINT



In terms of retail partnerships, export opportunities, or brand visibility?

The scale of IIJS is remarkable. It attracts footfalls from across the country and increasingly, from around the world.

While we have a strong and growing sales team, reaching every customer across such a vast domestic market can be challenging. So, IIJS has become a great platform to showcase our collections and reconnect with customers from all over the country.

Often, at IIJS, the most meaningful conversations happen over a quick coffee between meetings — after all, business often follows relationships.

How large is your design team and how does it work to keep collections fresh and relevant for today's consumers?

Our design team is very agile. The team constantly studies retailer feedback, consumer behaviour, and fashion trends to refine designs that are clean, minimal, and wearable. Often, the simplest pieces end up becoming the biggest sellers.

We don't push our designers

to create large volumes of designs. Instead, the focus is on staying true to our fundamentals -- minimal, everyday-wear jewellery that is effortless for customers.

Could you share some insights into your manufacturing setup—your production capabilities, technologies used?

Our manufacturing process maintains strict quality control from design and CAD development to diamond assortment, stone setting, and finishing, combining advanced technologies like precision casting with the finesse of skilled craftsmanship.

Being a family-run business, we nurture long-term relationships with our craftsmen and teams. At the same time, we are constantly improving our internal systems to make operations more efficient and scalable.

Is today's consumer confused for choice between natural diamonds and lab-grown ones?

Natural diamonds continue to carry strong emotional and aspirational value. While the

rise of lab-grown diamonds has introduced a new conversation in the industry, mined diamonds represent rarity, authenticity, and legacy, which resonate deeply with consumers, especially for meaningful occasions.

Rather than confusion, what we are seeing is clear market segmentation. While lab-grown diamonds serve certain categories, natural diamonds remain the preferred choice for consumers who value heritage and long-term significance.

Any sign-off note?

One of our long-term goals is to help reshape how jewellery is perceived in India. For generations, jewellery has largely been viewed as a commodity or investment

purchase.

We believe the future lies in positioning jewellery as a form of personal expression and fashion -- something people buy because they enjoy wearing it.

At Siddhi Jewels, we aim to make diamond jewellery inclusive and accessible for all women, regardless of age, background, or where they come from.



VIEWPOINT

Vikram Mehta Design Studio: Shaping a Design-Led Identity Rooted in Indian Craftsmanship

After building a strong foundation in manufacturing and gemstone sourcing with Mehta Gold & Diamonds, **Vikram Mehta** took his vision a step further with the launch of **Vikram Mehta Design Studio (VMDS)** in 2021. Conceived as a design-driven jewellery house, VMDS reflects his growing focus on creativity, craftsmanship, and distinctive design language that blends India’s rich heritage with contemporary aesthetics. In this interaction, Mehta speaks about the evolution of the studio, his design philosophy, changing buyer preferences, and the role of strong design in a volatile market.



You founded the renowned Mehta Gold & Diamonds. We’d like to know the reason for establishing the Vikram Mehta Design Studio (VMDS).
I have always been closely connected to the jewellery industry, but Mehta Gold & Diamonds was established by me in 2012. Building that business gave me a strong foundation in sourcing, gemstones, manufacturing, and understanding the evolving preferences of jewellery buyers. Over time, my interest increasingly moved towards the creative side of the business—design, innovation, and building

a distinct design identity. This led to the creation of Vikram Mehta Design Studio (VMDS) in 2021, which now functions as the parent design studio and brand that owns Mehta Gold & Diamonds. VMDS was created with the vision of building a design-driven jewellery house, focusing on distinctive creations that blend traditional Indian craftsmanship with contemporary design aesthetics.

How would you describe the design philosophy that guides Vikram Mehta Design Studio?

At VMDS, our design philosophy is centred around timeless elegance, strong design identity, and exceptional craftsmanship. We believe jewellery should go beyond ornamentation and become a form of artistic expression. Our approach is to create pieces that respect India’s rich jewellery heritage while presenting them in a way that feels relevant and desirable to the modern buyer.

Over the years, your creations have balanced heritage aesthetics with a contemporary sensibility. How do you

reinterpret traditional Indian motifs for today’s Jewellery buyer?
India’s jewellery heritage offers an incredible source of inspiration. At VMDS, we often draw references from architecture, nature, historical motifs, and heirloom jewellery traditions. However, instead of replicating traditional designs, we reinterpret them through refined proportions, modern silhouettes, and innovative gemstone arrangements. This allows the jewellery to retain its cultural richness while aligning with contemporary aesthetics



VIEWPOINT



and lifestyles.

Could you tell us about the craftsmanship behind your pieces? What techniques or materials play a key role in bringing your designs to life?

Craftsmanship remains the backbone of our creations. Every piece is developed through close collaboration between designers and highly skilled artisans who bring decades of experience in jewellery-making.

We work extensively with fine gemstones, carefully selected diamonds, and high-quality gold, along with intricate stone-setting and detailed finishing techniques that elevate the final piece.

Our design studio operates with a dedicated team of designers and craftsmen, ensuring that every creation maintains the design language and quality standards of VMDS.

How do you see the preferences of jewellery buyers evolving today, especially when it comes to statement and collectible pieces?

Jewellery buyers today are far more design-aware and informed. Many customers are looking for pieces that reflect individuality rather than simply following traditional formats.

Statement pieces and collectible jewellery are becoming increasingly important because buyers

appreciate jewellery that carries a distinct design perspective and long-term value, both emotionally and aesthetically.

At industry platforms such as trade exhibitions such as IIJS, what kind of response do your collections typically receive from retailers and buyers?

Platforms like the IIJS provide an excellent opportunity to connect with retailers from across the country.

Our collections typically receive a strong response because buyers appreciate jewellery that stands out in terms of design and craftsmanship. Many retailers today are looking for collections that help them offer something unique to their customers, and that is where design-focused studios like VMDS play an important role.

What are your expectations from the show given the volatility in precious metal prices and geopolitical situation?

The jewellery industry has always shown resilience despite fluctuations in precious metal prices or global uncertainties.

For us, IIJS remains an important platform to present our latest design directions and strengthen relationships with retail partners. Even in volatile times, well-designed jewellery

with strong craftsmanship continues to attract buyers.

Which are your strong domestic and international markets?

Currently, our focus has primarily been on the domestic Indian market, where we work with select retailers who appreciate design-led collections.

While we have received interest from international buyers, we have not yet formally entered the export market. Expanding into international markets is something we are exploring for the future as we continue to grow the VMDS brand.

Looking ahead, what new design directions can we expect from Vikram Mehta Design Studio in the coming years?

Going forward, our focus will remain on pushing creative boundaries while maintaining the craftsmanship that defines our work.

We are exploring bolder gemstone compositions, distinctive statement pieces, and collections inspired by art, architecture, and heritage motifs, while continuing to build VMDS as a strong design-driven jewellery brand.



VIEWPOINT

Lightweight Designs & Southern Demand Drive Optimism for Aakar Jewells



Girish Shah, Founder, Aakar Jewells, shares that despite gold price volatility and a somewhat subdued market sentiment this year, the company remains optimistic about business prospects at IIJS Bharat Tritiya. He notes that the southern market has consistently demonstrated a strong appetite for jewellery, especially designs that combine affordability with aesthetic appeal, making the show an important platform for engaging with serious buyers.



A regular participant at IIJS trade shows, Aakar Jewells is known for creating elegant yet affordable gold jewellery suited for every occasion. The brand specialises in CZ- and coloured-stone-studded designs, seamlessly blending traditional craftsmanship with a contemporary design sensibility to cater to evolving consumer tastes.

How would you describe the overall mood at IIJS Tritiya this year? Has buyer sentiment aligned with your expectations?
So far, this year may not have been very exciting in terms of overall market sentiment, but IIJS Bharat Tritiya has never disappointed us, especially since it is held in the South. Buyers here typically arrive

with a strong appetite for fresh designs and new product ideas, which keeps our outlook positive.

Are you seeing stronger traction from domestic retailers, regional chains, or export buyers at this edition?
This time, demand is largely being driven by domestic retailers and regional chain

stores.

Compared to last year, have order volumes or enquiry quality improved, remained steady, or softened?
The past year has certainly been uncertain, with fluctuations impacting buying patterns. Retailers have shown some hesitation, especially around gold prices.



VIEWPOINT



That said, the jewellery industry continues to demonstrate resilience. Customer trust and the emotional value attached to jewellery keep the foundation strong. I would describe the market as steady, adapting, and moving forward with cautious optimism.

With gold prices witnessing fluctuations, are you seeing a drop in terms of weight, particularly in the gold Jewellery segment?

Yes, absolutely. We are seeing a clear shift in customer preference towards lighter jewellery. It allows buyers to pick contemporary designs while keeping their budgets in

check.

What key design themes or collections are you showcasing at IIJS Tritiya?

We are presenting Navratna jewellery and lightweight necklace collections this time. Keeping our customers' evolving needs in mind, we have crafted necklace sets with optimised weight while retaining design richness. Every piece reflects refined design, fine craftsmanship, and an uncompromising focus on quality.



WHAT'S NEW

Chromatic Symphony



Colour gets prominence in **Anand Ranawat's** new collection, where pleasing combinations of emeralds, kunzites, pearls and other vibrant gemstones come together with ease. Muted and brilliant shades enhance the structured design motifs that take cues from Mother Nature. Some pieces lean towards geometry, while others are sinuous and fluid; the offering spans statement rings, one-off earrings, bracelets, semi parures, among others. Each jewel balances artistry with wearability, allowing the gemstones to speak without overpowering the form. The collection feels expressive yet refined, celebrating colour in a way that is both thoughtful and striking.



Classic Opulence

Diarah Jewels, from the house of Silver Emporium, unveils a magnificent collection of necklace sets adorned with fine natural diamonds in a variety of fancy shapes. Each choker and necklace features striking combinations of diamonds and large gemstones such as emeralds, kunzites, fancy yellow natural diamonds, rubies and tourmalines, creating pieces that are both bold and refined. Designed with the modern bride in mind, the collection offers versatile options that cater to different styles and occasions. These jewels pair beautifully with lehenga-cholis, gowns, or saris, and can be styled effortlessly to suit the bride's individual aesthetic.





WHAT'S NEW

Antique Allure

Gold Strings presents a wide range of necklaces at the show, from its signature designer antique Strings (malas) to grand designer necklaces and Victorian locket/pendant malas.

In the Strings collection, natural gemstones are paired with antique-finish gold elements to create jewellery that transcends time. The thoughtful interplay of beads and gemstones, along with handcrafted gold spacers and motifs, adds depth, texture, and richness to each piece.

The antique designer necklaces feature sculpted gold motifs, delicate filigree work, and gem drops that move fluidly with the wearer. Ideal for festive occasions, bridal wear, and heirloom collections, the pieces reflect a distinctive artisanal character.

The Victorian 18-karat locket necklaces are characterised by intricate filigree work and finely balanced motifs designed with careful attention to proportion. These lockets capture the elegance of a bygone era while remaining relevant to contemporary tastes.



Bejewelled Geometry

Kosha Fine Jewellery's new collection presents a striking interplay of fancy-shaped diamonds and coloured gemstones such as pink and blue sapphires. The line features geometric rings, ear studs and glamorous choker sets that effortlessly command attention, often sparking admiration—and perhaps a hint of envy. Crafted in rose and white gold, these contemporary creations blend style and shimmer in equal measure.

Designed for the modern wearer, the pieces balance clean architectural forms with vibrant colour accents, making them as suitable for statement occasions.





WHAT'S NEW

Golden Legacy

Mukti Diamond Jewellery Manufacturers, Surat, presents premium 22- and 18-karat gold jewellery, including exclusive uncut chakri diamond creations and precious gem-studded designs. The new collection features a vast range of traditional bridal masterpieces, contemporary lightweight designer jewellery, and signature diamond pieces, crafted with superior finishing that will appeal to today's end consumer.

With a robust manufacturing base in Surat, the company focuses on innovative design development, customisation for retailers and wholesalers, consistent quality standards, and timely delivery.



Heirloom Elegance

Diamonds and colour gemstones congregate in the new vintage and timeless collection presented by **Peacemoon Traders**. Gorgeous necklaces outfitted with large cabochon tanzanites, pearl - and emerald-studded broad bracelets that feel like fabric on the skin, OTT rings set with fancy colour and white diamonds in varied cuts, fashion - forward rings with contemporary silhouettes and more there is something to choose from for every woman who favours pieces that never age with time.

The collection balances old - world charm with modern flair, allowing statement jewels to feel both heirloom-worthy and relevant.





WHAT'S NEW

Treasured Keepsakes

Tibarumal Ramnivas Gems Jewels & Pearls unveils a classic South Indian style bridal jewellery collection using a unique combination of emeralds, kunzite and diamonds in open settings. Crafted in 22-karat yellow gold, the collection highlights an interplay of delicate motifs set against the backdrop of structured patterns, that lend a grand look to each piece. Each design is refined enough to transition seamlessly from bridal to occasion wear.



Contemporary Sparkle

Vijay Gems & Jewellery brings a mesmerising mix of couture and bridal lines, each carefully curated and distinct in form and use of gemstones. While the bridal suites are ostentatious, populated with white diamonds and accented with sapphires, kunzites and rubies, the sleek and snazzy couture wear is highlighted with kite and bullet-cut white and brown diamonds, opals, and pearls, all set within finely detailed trellis work in warm gold. Together, the collections reflect a refined balance between grandeur and modern sophistication, offering pieces that appeal to both the modern bride and the jewellery connoisseur.



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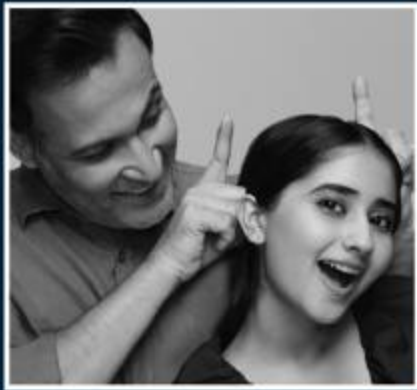
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For More Details, Contact:

Ms. Mugdha Deshpande: +91 8657418860
Ms. Ruchita Mamania : +91 9152097690
Mr. Nitish Macwan: +91 9987753810

mugdha.deshpande@gjepcindia.com
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