



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

Supported by :



GJEPC
INDIA
Sponsored by Ministry of Commerce & Industry

WRAP UP

COVER STORY

Cautious Buying, Productive Meetings Mark IIJS Bharat - Tiritiya 2026

The 4th edition of IIJS Bharat - Tiritiya 2026, one of India's largest B2B jewellery exhibitions, at the Bangalore International Exhibition Centre (BIEC), Bengaluru, from 21st to 23rd March 2026, concluded successfully.

Supported by the Government of Karnataka; the Ministry of Commerce & Industry, Government of India; the Ministry of Micro, Small & Medium Enterprises, The Jewellery Association - Bengaluru (JAB); the Karnataka State Jewellers Federation (KJF); along with several national trade associations, the show offered a vibrant sourcing platform for domestic and international visitors. The inauguration ceremony was held in the presence of Chief Guest, Smt Gunjan

Krishna, IAS, Commissioner for Industrial Development & Director of Industries & Commerce. Guests of Honour included A. Prasanna Anguraj, Managing Director, Sree Kumaran Thangamaligai, and Dr Pratap Madhukar Kamath, Managing Director, Abaran Timeless Jewellery Pvt. Ltd. They were joined by other dignitaries on stage including, Shri Kirit Bhansali, Chairman, GJEPC; Shri Shaunak Parikh, Vice Chairman, GJEPC; Shri Mahendra Kumar Tayal, Regional Chairman (South), GJEPC, Shri Sabyasachi Ray, Executive Director, GJEPC;



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Dr. Chetan Kumar Mehta, President, The Jewellers Association Bengaluru (JAB); and Shri Shrikanth Kari, Chairman, Karnataka State Jewellers Federation (KJF).

In her keynote address, **Smt Gunjan Krishna**, noted: “My association with the Council goes back to 2020, when they were exploring options

to host their premier show outside Mumbai. At that time, we saw it as an opportunity and despite the challenges of the pandemic, the entire government machinery came together to support the initiative, and it proved to be a successful effort. This show reflects the growing importance of Bengaluru as a

destination for the gem and jewellery industry.

“While our economy remains strong, we must acknowledge the challenges posed by global geopolitics, fluctuating tariffs, and rising metal prices. Thus, it becomes even more important for us to strengthen and promote India’s gem and jewellery sector.

“Exhibitions like IIJS Bharat Tritoia play a vital role in this journey. They enable exchange of ideas, showcase global trends, and help the industry stay aligned with evolving consumer preferences. We look forward to making these platforms bigger and better perhaps even hosting multiple shows each year.”

Kirit Bhansali, Chairman, GJEPC said, “The industry is navigating a phase of multiple challenges – from rising gold prices and global uncertainties to evolving market dynamics. Despite this, between April 2025 and February 2026, India’s gem and jewellery exports reached 2.28 lakh crore, registering over 4% growth. This reflects our ability to adapt through innovation, diversification, and strong market focus. IIJS Bharat Tritoia stands as a reflection of this strength where the industry moves forward with confidence.”

“Rising gold prices have certainly posed a challenge for the industry, but manufacturers and retailers are innovating across design, caratage, and price points to stay aligned with evolving consumer needs. IIJS Bharat Tritoia reflects

this transformation where innovation is not just visible, but driving the industry forward,” added Bhansali.

Shaunak Parikh, Vice Chairman, GJEPC said, “The scale and diversity of participation at IIJS Bharat Tritoia 2026 clearly reflect the strength of our industry. With over 1,100 exhibitors and a growing number of new entrants, the show highlights how the industry continues to evolve. In response to rising gold prices and changing consumer preferences, businesses are innovating rapidly and this transformation is visible across the exhibition floor.”

With gold prices impacting affordability across segments, manufacturers and retailers are rethinking design, pricing, and product strategies. Across the exhibition, a clear trend is visible--a shift towards lighter designs, lower carat jewellery, and more accessible price points, closely aligned with evolving consumer preferences.

IIJS Bharat - Tritoia 2026 featured 1,100+ exhibitors from 40+ cities, showcasing across 1,900+ stalls at BIEC, bringing together leading manufacturers, wholesalers, retailers, and designers under one roof.

A key highlight of this edition was “**The Select Club**”, a premium section dedicated to high-end couture jewellery.

Adding further scale, 270+ new companies participated this year, strengthening the diversity of the exhibition.

Running concurrently was

COVER STORY



The ribbon-cutting ceremony of the IIJS Bharat Tritiya 2026 show.

the **India Gem & Jewellery Machinery Expo (IGJME) Bharat - Tritiya 2026**, featuring 79+ companies, presenting the latest in jewellery manufacturing technology, machinery, tools, and packaging solutions.

Overall, the exhibition provided strong business opportunities, networking, and knowledge exchange.

One of the show highlights was the **Crafts Pavilion showcasing India's GI-tagged jewellery traditions**, including Benaras Meenakari, Cuttack's Tarakasi filigree, Thewa jewellery from Rajasthan, and Hupari silver craft, celebrating the country's rich heritage of craftsmanship.

A **Mega Lucky Draw** for paid visitors on the concluding day added a celebratory note to the show, with lucky winners taking home prizes that included 10 Hero Destini 125 scooters, a Maruti Suzuki Alto, a Maruti Suzuki Swift Dzire, a Maruti Suzuki Vitara, a Mahindra Thar, and the grand prize a Mercedes GLA.

On The Show Floor

The fluctuating, see-saw movement in gold prices created uncertainty among buyers, affecting overall sentiment. South India, traditionally the stronghold of gold jewellery connoisseurs, witnessed slower-than-expected sales as the unstable rates made buyers cautious.

Another major challenge was the geopolitical situation, which impacted export orders. Several exhibitors had stock ready for overseas shipment, but dispatches were delayed, forcing them to hold back inventory amid the uncertain global climate.

Kosha Fine Jewels' Owner, Viral Kothari, who presented a range of modern-day



diamond-studded haslis (chokers), said that business with domestic corporate retailers has remained steady. "Importantly, since diamond prices have corrected, they have become more affordable. While the domestic sentiments are strong, our exports are on complete hold because of the situation which is beyond our control."

Nikunj Jain, Executive Director of Sundaram Chains, noted that if gold prices stabilise even for two months, they will see a spike in sales. Despite the slow pace, Jain said that their lightweight chains below 5 grams were a fast moving segment, and so were there heavy-looking broad chains below 60 grams were popular. This time, they got buyers from the southern region. "Our exports are down to 15% as we are unable to send the goods to the Middle East, which is our prime market other than Singapore."

Rahul Mehta, Managing Director, Diarah & Silver Emporium: Some exhibitors had an exceptional show. For instance, Mathew Tony, Manjally Jewellery, Thrissur, informed that his lightweight jewellery that has a typical Kerala flavour, has been a hit at the show. "It was a pleasant surprise for us given the fact that gold rates were on a roller coaster ride. What worked in our favour was the containment of the grammage of the metal. Our 22-karat ear studs are less than a gram and the fuller-looking necklace is just about 10 grams, adorned with Palakka (leaf in Malayalam), a flat, green, leaf-shaped stone, a typicality of Kerala jewellery. We have received many queries at the show."

COVER STORY



An MoU was signed between GJEPC and The Jewellers' Association Bengaluru (JAB), with GJEPC Chairman Kirit Bhansali and Dr. Chetan Kumar Mehta, President, JAB, sealing the collaboration to support the growth of Karnataka's jewellery industry and enhance participation at IIJS Bharat Tritiya 2026.

Jewels By Sephora specialises in modern, contemporary jewellery, and our primary market continues to be India.

Divyanshu Bardia, Owner, said, "For this show, our highlight collection has been our multi-tourmaline pieces, which are currently one of the strongest trends in the coloured gemstone segment. These vibrant multi-hued tourmalines have received excellent response due to their versatility, freshness, and modern appeal. Regarding the show, it has been mediocre in terms of footfall and buying behaviour. Given the current geopolitical instability, a strong domestic focus definitely feels like the safer and more stable strategy. India's modern jewellery market is expanding, and customer confidence remains steady. For us, Western India, the NCR region, and the South continues to perform particularly well. Also the market is clearly shifting towards value-driven buying. Customers want uniqueness, craftsmanship, and trust, and brands that offer authenticity and consistency will continue to grow, regardless of global fluctuations."

Kayvan Taswala, Partner, Peacemoon Traders, "The second day for us was good, and overall the clients who came were genuine, serious buyers, who came with clear intent to do business. Yes, the number of visitors was lower, but that is understandable given the current market conditions. Most of our clients

were from South India, mainly looking for high-end jewellery in the range of 5 lakh to 15 lakh, some also showing interest in bridal sets in higher price range."

Prashant Kiran, Director, Laxmi Jewellery Chennai Pvt. Ltd., "The first day of the show was good, though footfall was moderate, but the buyers who were serious. We had a good mix of visitors from Chennai, Mumbai, and different parts of Tamil Nadu, Karnataka, and Kerala. The advantage this time was that we had enough time to sit with buyers, discuss business aspects minutely, which is equally important. We deal mainly in 22-karat gold jewellery, and at present the volatility in gold prices has made consumers a little cautious. Today's buyers, especially the younger generation, are well informed and keep track of prices, so they tend to wait and watch before making a purchase."

Rahul Mehta, Managing Director, Diarah and Silver Emporium, put it succinctly, "Shows like IIJS are not just about selling — they are about meeting people, building networks, and staying connected with clients. In today's market, that interaction becomes even more important. When prices of metals fluctuate sharply, confidence in the market does get affected, and buyers become cautious.

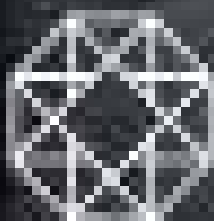
"Still, platforms like this give us the opportunity to meet customers face-to-face,



understand their needs, and keep the business moving forward. I believe participation should always feel voluntary and positive, because when exhibitors come with the right mindset, the overall experience of the show becomes much better for everyone."

Paola De Luca

Curator & Moderator



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CRAFTS PAVILION

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

The Craft Studio at **IIJS Bharat Tritiya**, 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.

Filigree – Wired Wonders



© Padmesh

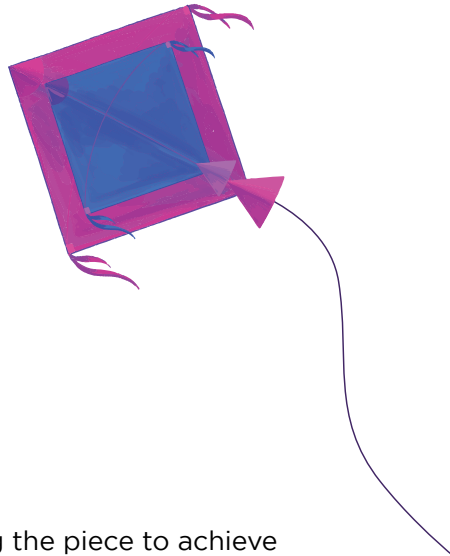
Filigree is the art of shaping fine strands of precious metal into delicate, lace-like jewellery. Crafted entirely by hand, slender wires of gold or silver are gently twisted, shaped and soldered into airy patterns inspired by nature, geometry and heritage motifs. Its appeal lies in its ability to offer 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.

CRAFTS PAVILION

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.

CRAFTS PAVILION

GJEPC Presents India's GI-Tagged Jewellery at Crafts Pavilion; Smt. Gunjan Krishna Stresses Value Addition & Global Brand Building

At IIJS Bharat Tritiya 2026, GJEPC has organised a dedicated showcase of GI-tagged Jewellery at the Crafts Pavilion in Hall 5, BIEC. Bringing together India's rich jewellery heritage under one roof, the show features four iconic GI-tagged jewellery traditions from across the country. These include the delicate **Silver Filigree** from Cuttack, Eastern India, known for its fine lace-like craftsmanship; the vibrant **Benarasi Meenakari** from Varanasi, celebrated for its colourful enamel work; **Thewa** from Pratapgarh, Rajasthan, distinguished by its intricate gold-on-glass artistry; and **Hupari Silver Jewellery** from Kolhapur, Maharashtra, renowned for its finely handcrafted silver pieces. Together, the showcase highlighted the diversity and enduring legacy of India's traditional jewellery crafts.

Appreciating the GJEPC initiative for the special Crafts Pavilion - The GI-tagged Jewellery, Chief Guest **Smt Gunjan Krishna, IAS, Commissioner for Industrial Development & Director of Industries & Commerce**, said, "India has immense diversity to offer. Every region has its own distinctive jewellery traditions and this diversity is our strength. I feel the world has not yet been fully exposed to this diversity.

We should consider bringing this heritage together, perhaps through museums, curated platforms, and catalogues that showcase India's craftsmanship to the world - and of course, showcase our craftsmen, too. They deserve recognition. While they are already doing commendable work, we need to acknowledge and promote them even more.

While we are known globally for cutting and polishing diamonds holding a dominant share, we must also focus on value addition and branded jewellery.

It is important to build strong Indian global brands. Although there are encouraging examples



of designers and brands that are gaining recognition, we must scale these efforts and take them to global markets. The private sector needs to take the lead in creating larger, aspirational brands, ones that appeal not only to consumers in India, where jewellery already holds deep cultural value, but also to audiences across the globe.

We should also work towards securing more GI recognition. GJEPC's initiative, where GI crafts from across India are being identified and presented to the world, is a step in the right direction.

We should also consider having a strong global brand ambassador to represent Indian jewellery, because a powerful ambassador can effectively communicate what we stand for. Such efforts can play an important role in taking our jewellery to the international stage.

India already enjoys global stature in diamonds and several other segments of the industry, but the next step is to move towards higher value addition and stronger brand presence worldwide."



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MEGA LUCKY DRAW

Mega Lucky Draw Brings High-Octane Excitement to IIJS Bharat Tiritiya 2026

Cheering crowds, palpable excitement, and a spirit of celebration defined the Mega Lucky Draw on the final day of IIJS Bharat Tiritiya 2026. The atmosphere was electric as winners, still in disbelief, stepped forward to claim glittering prizes from scooters to cars worth lakhs receiving them with a mix of shock, joy, and awe.

Nirav Bhansali, Co-convener, National Exhibitions, GJEPC, and Mansukh Kothari, Events, GJEPC, were joined by Anish Birawat, Member, COA, GJEPC, to present the prizes, adding to the sense of occasion as the crowd cheered each announcement.

The biggest moment of the evening came when the grand prize winner drove away with a stunning Mercedes-Benz, alongside other luxury rewards that made the draw a truly unforgettable finale.

With applause, laughter, and winning smiles all around, the show closed on a triumphant high – proving once again that at IIJS Bharat Tiritiya 2026, the celebrations end on nothing less than a spectacular note.

Here are the lucky winners of the cars and scooters.



MEGA LUCKY DRAW




iiJS Bharat
 TRITIYA INDIA INTERNATIONAL JEWELLERY SHOW
 BENGALURU 2026
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IGJME
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 TRITIYA, BENGALURU 2026

21 22 23
 March 2026
 BIEC, Bengaluru

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Kudos to our Lucky Winners!

Name	Company Name	City	Prize
Ketan Bhyngaliya	Dhurmumudun Diamonds Pvt Ltd	Bangalore	Hero Destini 125
K N Darshan	Voravb Jewellers & Pawan Booking	Tumkur	Hero Destini 125
Dimple Jain	Sri Ganesh Diamonds and Jewellery	Bangalore	Hero Destini 125
S Naveen	Pounomukhi Ventures Ltd	Bangalore	Hero Destini 125
Vaktram	Ray Craft	Mumbai	Hero Destini 125
Dev	JB Gold	Chennai	Hero Destini 125
Prijesh K V	Mawsim Gold	Kannur	Hero Destini 125
Mohammed Musthafa	Jalaliyya Silver Collection	Malappuram	Hero Destini 125



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 TRITIYA, BENGALURU 2026

21 22 23
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 BIEC, Bengaluru

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Kudos to our Lucky Winners!

Name	Company Name	City	Prize
Guru Mohan N	Sai Annamalaiyar Jewellers	Trichy	Mercedes GLA
Rohan Adesara	CS Gold	Rajkot	Mahindra Thar
Girish A V	Kukke Sri Subramanyam Jewellers	Kollegal	Maruti Suzuki - Vitara
Hardik Kumar	Darshan Jewellers	Bangalore	Maruti Suzuki - Swift Dzire
Senthil Kumar	Sai Annamalaiyar Jewellers	Tirupur	Maruti Suzuki - Alto
Saneesh U R	Mawsim Gold	Kozhikode	Hero Destini 125
Pradeep S Mehta	S M Gems Jewellery	Mumbai	Hero Destini 125



The Gem & Jewellery Export Promotion Council. Sponsored by Ministry of Commerce and Industry, Govt. of India

ICON AWARDS

A Spotlight on the Industry’s True Icons


The IIJS ICON Award celebrates 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 contributions across generations, the honour pays tribute to individuals whose work has strengthened the industry’s global standing and set new benchmarks of creativity, leadership, and professionalism.

At IIJS Bharat Tritiya 2026, the spotlight honoured exceptional stalwarts who continue to influence the direction of the gem & jewellery industry while inspiring the next generation with their commitment to excellence.


The recognition also serves as a reminder of the values that guide the industry forward – craftsmanship, integrity, trust, and a constant spirit of innovation.

Each name honoured represents a remarkable journey of perseverance, vision, and lasting contribution to the growth of the industry.




**IIJS
ICONS** | Honouring Excellence in the
Gem & Jewellery Industry

Accepted on the behalf of
Mr. Mohamed Shanil C P, Meralda,
Calicut, Kerala
by Mr. Tameem Ahmed




**IIJS
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Gem & Jewellery Industry

Mr. Noushad S
Rajakumari Shopping Mall LLP
Trivandrum, Kerala




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Gem & Jewellery Industry

Mr. Kiran & Pruthvi Boyina
GNV Jewellers,
Srikakulam, Andhra Pradesh



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Mr. Umesh Kumar
Krishna Jewellers Pearls
& Gems Pvt. Ltd,
Hyderabad, Telangana



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Mr. Ashok Kumar Badhera
Panchkesari Badera Jewellers,
Bangalore, Karnataka




ICON AWARDS


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Mr. Labeeb Nellyyott
Meralda, Calicut, Kerala

iiJS ICONS | Honouring Excellence in the Gem & Jewellery Industry



Mr. Ravi N
Sri Vasavi Thanga Maaligai
Dindigul, Tamil Nadu





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Accepted on the behalf of
Mahabir Danwar Jewellers Pvt
Ltd by
Mr. Mansukh Kothari









iiJS ICONS | Honouring Excellence in the Gem & Jewellery Industry



Mr. Vivek Gupta
Sri Alankar Jewellers,
Ranchi, Jharkand

iiJS ICONS | Honouring Excellence in the Gem & Jewellery Industry



Mr. Labeeb Nellyyott
Meralda, Calicut, Kerala








iiJS ICONS | Honouring Excellence in the Gem & Jewellery Industry






Mr. Mitesh Oswal
Mahendra Jewellers
Kolhapur, Maharashtra


iiJS ICONS | Honouring Excellence in the Gem & Jewellery Industry



Mr. Selvam Santhanam
Sri Krishna Nagai Maligai
(Madurai) Pvt. Ltd,
Madurai, Tamil Nadu

iiJS ICONS | Honouring Excellence in the Gem & Jewellery Industry



Mr. Bhaskar Subba
Prakash Jewellers,
Kurnool, Telengana





iiJS ICONS | Honouring Excellence in the Gem & Jewellery Industry



Accepted on the behalf of Mr.
Mohamed Shanil C.P Meralda,
Calicut, Kerala
by Mr. Tameem Ahmed

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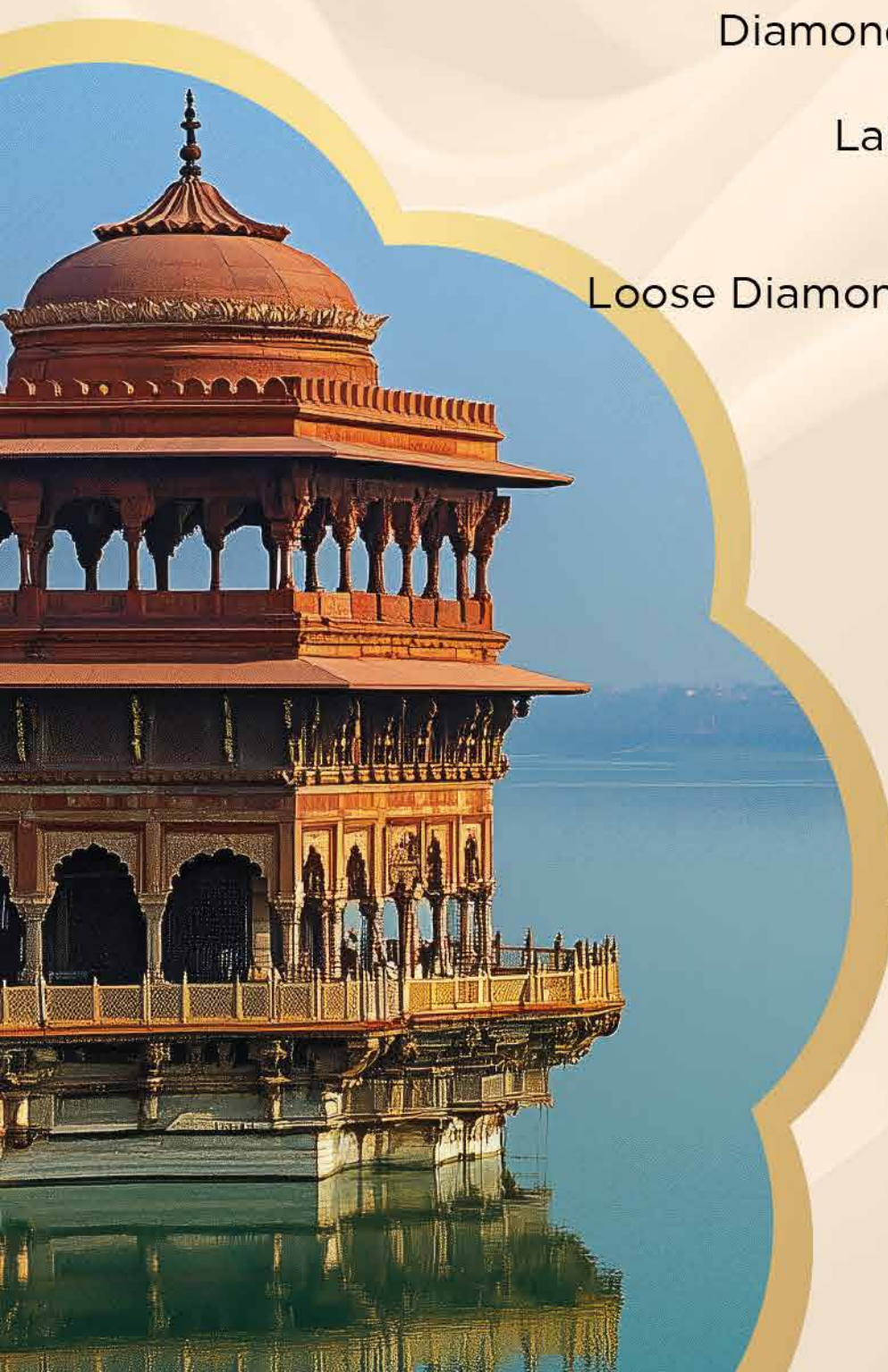
Diamond & Gemstone Studded Jewellery
Fine Jewellery
Lab-Grown Diamond jewellery
Silver Jewellery
Colour Gemstones
Loose Diamonds (Natural and Lab-Grown Diamonds)

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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





HIDDEN STARS



Hidden Stars: GJEPC Shines the Spotlight on Behind-the-Scenes Retail Teams

At IIJS Bharat Tritiya 2026, GJEPC introduced special recognition award, Hidden Stars, for the very first time, dedicated to the teams who work behind the scenes and play a vital role in the success of every jewellery business. Often unseen yet highly influential, these professionals help shape important decisions, guide collections, and strengthen the very foundation of retail excellence. Their insight, dedication, and consistent support contribute quietly but significantly to the growth and success of the industry. The awards were presented by Shri Kirit Bhansali, Chairman, GJEPC; Shri Shaunak Parikh, Vice Chairman, GJEPC; Shri Nirav Bhansali, Co-Convener, National Exhibitions; Shri Sabyasachi Ray, Executive Director, GJEPC, along with other COA members. The representatives of the following companies received the awards:






- KALYAN JEWELLERS INDIA LIMITED
- THE KTM JEWELLERY LIMITED
- BHIMA JEWELS PRIVATE LIMITED
- JOS ALUKKAS
- C. KRISHNIAH CHETTY & SONS PVT. LTD.
- AVR SWARNAMAHAL JEWELRY PVT. LTD.
- GIVA GOLD
- SENCO GOLD
- D. P. ABHUSHAN LIMITED
- TITAN COMPANY LIMITED
- P.N. GADGIL JEWELLERS LIMITED
- KHAZANA JEWELLERY PVT. LTD.
- MALABAR GOLD AND DIAMONDS LIMITED
- BHIMA JEWELLERY




HIDDEN STARS


IJS Bharat
 TRITIYA INDIA INTERNATIONAL JEWELLERY SHOW
 BENGALURU 2026
 Concurrent Show

IGJME
 Bharat TECHNOLOGY AND MACHINERY EXPO
 TRITIYA, BENGALURU 2026

21 22 23
 March 2026
 BIEC, Bengaluru



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Hidden Stars | **P.N. GADGIL JEWELLERS LTD.**


IJS Bharat Tritiya 2026


IJS Bharat
 TRITIYA INDIA INTERNATIONAL JEWELLERY SHOW
 BENGALURU 2026
 Concurrent Show

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 Bharat TECHNOLOGY AND MACHINERY EXPO
 TRITIYA, BENGALURU 2026

21 22 23
 March 2026
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Hidden Stars | **THE KTM JEWELLERY LIMITED**

IJS Bharat Tritiya 2026



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SHOW GLIMPSES

Visual highlights from IIJS Bharat Tritiya 2026 showcasing talent, creativity, and industry enthusiasm.





INNOV8

Industry Voices Decode the Evolution of Bridal Jewellery in India



A thought-provoking seminar titled **“Bridal Brilliance - Bridal Jewellery from Heritage to Contemporary”** brought together industry experts, designers, and retailers to discuss how bridal jewellery in India is evolving while still staying rooted in tradition. The panel, moderated by **Sumesh Wadhera**, Chief Editor & Managing Director, The Art of Jewellery magazine, featured fashion guru **Prasad Bidapa**, renowned Fashion guru, **Pallavi Foley**, Founder and Designer of the eponymous jewellery brand, and **Pratap Kamath**, Managing Director, Abharan, Bengaluru, who shared insights on changing consumer behaviour, the influence of social media, and the growing balance between heritage and modern aesthetics.

Opening the discussion, Prasad Bidapa emphasised that bridal jewellery continues to sit at the very top of the luxury pyramid in India. He noted that Indian women view jewellery not only as adornment but also as an

investment, which makes it an essential part of wedding purchases. He advised that brides should prioritise jewellery before finalising their outfits, as jewellery retains value and often becomes a legacy piece passed down through generations. He also recommended that every bride invest in a balanced trousseau that includes gold, diamonds and coloured gemstones to ensure versatility across occasions.

Designer Pallavi Foley spoke about how the modern bridal journey has become more personal and collaborative. According to her, today's couples often choose jewellery together, making it their first joint decision. She observed that while heritage styles remain popular, brides are experimenting with softer colour palettes, pastel gemstones, and customised designs that reflect their personality. She also highlighted the growing trend of storytelling in jewellery, where pieces are inspired by themes, emotions, or cultural elements meaningful to the

bride.

Retailer Pratap Kamath pointed out that bridal jewellery still accounts for a major share of sales, but the buying pattern has changed significantly. Today's brides arrive well-informed after researching online and on social media, often choosing different jewellers for different styles instead of purchasing everything from one store. He stressed that retailers must focus on specialised collections, trained staff, and a strong in-store experience to meet the expectations of the new-age consumer.

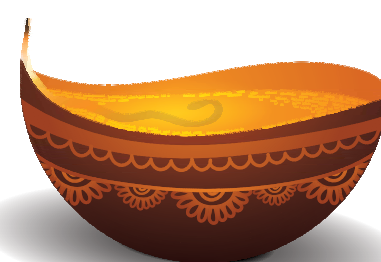
A key takeaway from the seminar was that the modern bride seeks a blend of heritage and contemporary design. Layering, customisation, lighter weight jewellery, and pieces that can be worn beyond the wedding are gaining popularity, while traditional craftsmanship continues to hold emotional and cultural value.

Key Takeaways

- Bridal jewellery continues to dominate the market,

with wedding purchases accounting for a major share of overall sales.

- Heritage remains essential, but the modern bride wants a contemporary interpretation, blending traditional craftsmanship with more versatile designs.
- Today's bride is well-informed and opinionated, often researching online and arriving with clear preferences before entering the store.
- Personalisation and storytelling are defining trends, with couples choosing customised pieces that reflect their identity, culture, and emotions.
- Retailers must focus on experience, not just inventory, with dedicated bridal spaces, trained staff, and strong design knowledge becoming essential.
- The future of bridal jewellery lies in balancing heritage, innovation, and technology, with customisation, trend research, and digital tools shaping the next phase of growth.



INNOV8

Early AI Adopters Will Define The Future Of The Jewellery Industry By 2030



At IIJS Tritiya 2026, a session titled “The AI Revolution: Redefining the Future of Jewellery by 2030” brought together industry experts to explore how artificial intelligence is transforming the jewellery ecosystem. The speakers for the session included Saaket Shrikant, Content Creator & Filmmaker,

Studio 369, Akshat Gupta, Founder & Director, AMG Dynamics Pvt. Ltd., and Gopinath M (Chief Technology Officer, Secure Access Tech Pvt. Ltd.

Key Insights from Expert Presentations:
Akshat Gupta outlined a four-phase AI transformation

and videos in seconds, compared to hours or days traditionally.

He explained how one can facilitate interactive customer experiences, where buyers can customise jewellery (metal, stones, design) via shared digital links. He also touched upon automated cataloguing, downloadable assets, and controlled sharing, improving efficiency and scalability, and stressed how AI integrates the entire journey from design to marketing to sales, enabling faster go-to-market cycles.

Saaket Shrikant focused on the transformation of jewellery marketing and visual storytelling through AI and CGI. He spoke about how AI enables high-quality campaigns without traditional production costs, saving significantly on shoots, models, and logistics. He shared insights into how jewellery now competes with global luxury visual standards, making strong digital storytelling essential, and demonstrated how a single design can be adapted into multiple campaigns, geographies, and formats using AI. He concluded that future success would depend on visibility and storytelling, not just product quality.

Takeaways

- AI is transforming jewellery from a product-first industry to a consumer-first, experience-driven ecosystem.
- The industry is moving towards digital-first workflows, from design and manufacturing to marketing and retail.
- Speed, personalisation, and efficiency are becoming critical competitive advantages.
- Businesses that adopt AI early will be better positioned to define the future of the jewellery industry by 2030.

roadmap for the jewellery industry:

1. **Intelligent Design:** AI-driven design creation, customisation, and rapid prototyping.
2. **Manufacturing Revolution:** Automation, optimisation, and AI-assisted production.
3. **Smarter Operations:** Data-driven decision-making across inventory, sales, and workflows.
4. **Retail & Consumer Experience:** Immersive, personalised buying journeys.

He highlighted the shift from mass production to mass personalisation, where customers co-create jewellery in real time. He also explained how AI can convert sketches or images into ready-to-use CAD files within minutes, significantly reducing design time.

Gupta also emphasised the concept of virtual inventory, where designs are showcased digitally and produced only on demand. He predicted that by 2030, jewellery retail will become experience-driven, with real-time customisation, pricing, and global accessibility.

Gopinath M demonstrated how AI-powered tools enable instant rendering, video creation, and interactive catalogues from CAD designs. He spoke about the ability to create high-quality images

SELECT CLUB

The Select Club Edit: A Study In Brilliance

The **Select Club** in Hall 3 feels like a true design hub showcasing everything from intricate gold creations in both contemporary and traditional styles to bridal and couture jewels set with natural fancy colour diamonds and distinctive fancy cuts that clearly rule the roost. Jadau and richly gem-studded pieces are equally in demand, adding to the section's sense of opulence.



Bridal necklace with pastel gems. By **CVM**

carat diamonds of various shapes, adorned the shelves. "There is no dearth of clients for our kind of inventory since our clients have large discretionary spends. We cut and polish our own diamonds and use only VVS quality. Our main markets are Hyderabad, Bengaluru, Delhi, Gujarat and internationally, Sharjah and Bahrain," revealed **Mithesh Zaveri, Senior Sales executive** of the company.

At a time when fluctuating gold prices are influencing purchasing decisions, the Indian gem and jewellery sector is steadily recalibrating its approach. IIJS Bharat Tritiya 2026 mirrors this change, offering a clear view of how the industry is adapting its designs, strategies, and offerings to suit the current market mood.

Deepak Choksi, CEO, CVM, opined that if the gold prices remain steady even for the next few weeks, there would be a rebound in sales by mid-April. "This time, we have experimented with pastel colour gemstones like yellow beryl instead of using the traditional rubies and emeralds, giving our new collection a fabric-like feel with the use of filigree and rawa work. The collection is wrought in 18-karat gold with the use of our trademark polkis," Choksi revealed.

In order to keep the gold weight in check, **Gold Strings Jewellery** has introduced multi-row cultured pearl necklaces adorned with floral or Mughal-style clasps of polkis and carved gemstones. "We used a gradation of very high-quality pearls with minimum use of gold of no more than 20 grams per necklace - and it is performing well for both genders," said **Kamal Shah**, the Owner of the company. "The use of large gemstones like carved corals, South Sea pearls, polkis, and emeralds, with gold spacers, makes the necklace look grand but cost-effective."

Manish Bhindi of the eponymous brand presented



Coral and diamond choker by **Oriental Gemco**

Some standout creations were seen at **P Hirani Exports**, which celebrates diamonds in all their glory with a refined, high-impact range. Highlights included a striking verdant green heart-shaped diamond ring set with drop and round diamonds; a bold white-gold cuff with openwork floral motifs of white and fancy yellow diamonds; a regal ring featuring three fancy yellow diamonds framed by white diamonds; and a slim bracelet of yellow diamonds, each flanked by marquise-cut stones. The collection, overall, is simply splendid. "Demand for diamonds, especially larger carats, has been our forte and being at the right place for the right buyer has helped us build our brand," company owner **Darshit Hirani** remarked, adding, "the chunk of the business comes from clients who have discretionary income."

Natural diamonds were in the spotlight at **M Sashi Badalia & Sons** booth. Rows of sparkling bridal necklaces, set with large

SELECT CLUB



Grand pearl necklace by **Gold Strings**



Heart-shaped ring with fancy colour diamonds. By **P Hirani Exports**



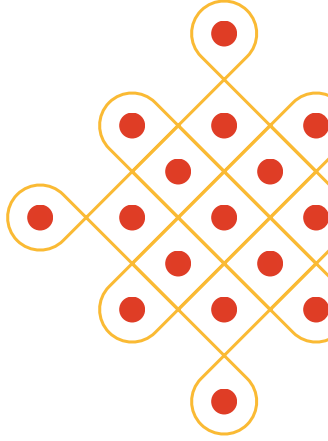
Broad cuff with fancy colour and white diamonds. By **P Hirani Exports**



Sleek single-row stackable diamond necklaces. By **Oriental Gemco**

22-karat matte finish filigreed necklaces adorned with semi-precious gemstones and the most popular range was his chic silver jewellery necklace sets that were burnished or had a matte finish. Italian corals are very popular in the southern belt of India, and **Oriental Gemco** has a diverse collection from grand chokers in coral drops and diamonds, to couture earrings and rings. **Rajat Singhal, Partner** in the company, said that apart from corals, lightweight single-line

diamond necklaces adorned with 15-carat-plus diamonds were the bestsellers for them.





IIJS DESIGN COMPETITION

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

The **IIJS Bharat Tritiya 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.

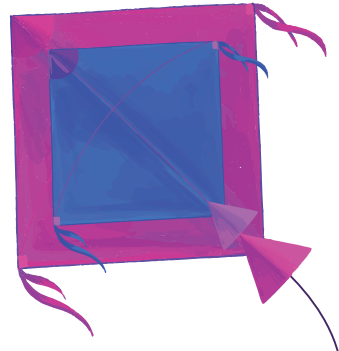
After careful evaluation, **Fusion Jewels India** emerged as the **winner**, impressing the jury with an elaborate neckpiece that beautifully

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.

Yaha Waha Nahi, Ab Sab Yahi



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