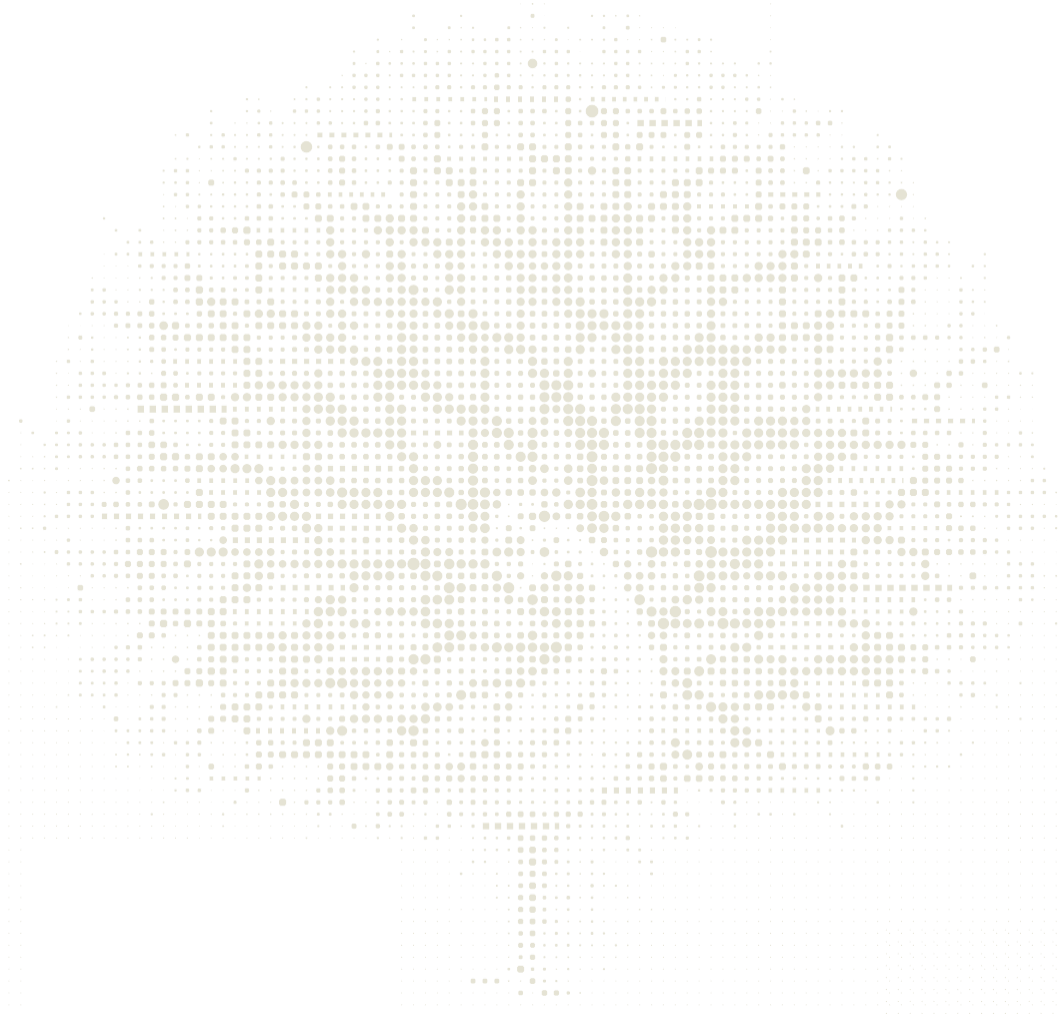




GEM & JEWELLERY TRADE TRENDS

QUARTERLY (Q2) REPORT - FY2024-2025 (Apr- Sept)



STATISTICS & TRADE RESEARCH

For further queries, email us at statistics@gjepcindia.com

The Gem & Jewellery Export Promotion Council

Sponsored by Ministry of Commerce & Industry, Govt. of India

Office no – D2B, Ground Floor, D Tower, West Core,
Bharat Diamond Bourse, Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051, Maharashtra, India



Statistics & Trade Research Department, GJEPC Data Analytics Unit

For further queries,

email us at

statistics@gjepcindia.com

THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL

Sponsored by Ministry of Commerce & Industry, Government of India

Office no – D2B, Ground Floor, D Tower, West Core, Bharat Diamond Bourse,
Bandra Kurla Complex, Bandra (E), Mumbai - 400 051, Maharashtra, India



INDEX

Sr.no.	Topic	Page No.
1	Gem and Jewellery Trade Trends: Key Highlights	4
2	Gem and Jewellery Gross Exports Trends in Value Terms	6
3	Gem and Jewellery Gross vis-a-vis Net Exports and export targets	8
4	Gem and Jewellery Gross Exports Trends: Commodity-wise	9
5	Diamonds	11
6	Gold Jewellery	14
7	Coloured Gemstones	16
8	Silver Jewellery	17
9	Platinum Jewellery	19
10	Synthetic Stones	20
11	Regions, SEZ - Exports	21
12	Commodity-wise Imports	24
13	Growth Potential/ Outlook	25

Acknowledgements

We deeply acknowledge the cooperation extended by the Chairman, Shri Vipul Shah, Vice Chairman, Shri Kirit Bhansali, esteemed panel experts of the GJEPC for sharing their valuable inputs and opinion pertaining to the export performance of the gem and jewellery sector.

We are thankful to Shri Sabyasachi Ray, ED, GJEPC for providing the guidance while the preparation of the report.

Report is created by
GJEPC Research Division

Ms. Reema Thakkar
Asst. Research Manager

Dr. Rashmi M Arora
Economist, GJEPC

Mr. Alfred Cyril
Statistician, GJEPC

Preface

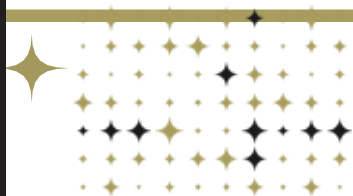
The second quarter (Q2) of FY2024-25 saw significant trends in the gem and jewellery sector, with strong performances across gold, silver, platinum, imitation jewellery, and synthetic stones. Notably, gold and silver jewellery exports surged, fueled by favorable market conditions and consumer sentiment. Despite an overall year-on-year export decline of 7.45%, the sector is expected to rebound in Q2 FY2024-25, supported by favorable measures from the Union Budget 2024.

Commodity-wise, exports of gold, silver, platinum, and synthetic stone jewellery showed positive growth compared to the same period last year. This uptick was driven by Free Trade Agreements with the UAE, Australia, and the European Free Trade Association (EFTA), rising demand from the Middle East, evolving consumer preferences, stable prices, GJEPC's promotional campaigns, innovative designs, and superior craftsmanship.

However, natural diamonds, lab-grown diamonds (LGDs), coloured gemstones (CGS), and imitation jewellery experienced a decline in exports. This downturn was primarily attributed to supply chain disruptions, weak demand, economic slowdowns, high import duties, and competition from other jewellery segments.

The outlook of the industry remains promising. Key initiatives from the Union Budget 2024-25, such as reduced customs duties on gold, silver, and platinum, the expansion of Special Notified Zones (SNZs) for rough diamonds, and enhanced support for MSMEs and artisans, are expected to lower production costs, strengthen domestic manufacturing, boost global competitiveness, and modernize the sector.

This report provides an in-depth analysis of Q2 FY2024-25, highlighting market trends, trade performance, and the future outlook, underscoring the resilience and adaptability of the gem and jewellery sector in a dynamic economic environment.



Key highlights of G&J trade trends are mentioned here below: -

I Gross Exports – September 2024

Gross exports of G&J declined by (-) 11.40% y-o-y to US\$ 2.83 billion in Sept 2024 as compared to US\$ 3.20 billion registered during Sept 2023.

II. a. Gross Exports – Q2 (July - September 2024)

During Q2 (July – September 2024) of FY2024-25, gross exports of G&J fell by (-) 17.71% y-o-y to US\$ 6.69 billion as compared to US\$ 8.13 billion registered in July – September 2023.

II. b. Gross Exports – April - September 2024

In April - September 2024, gross exports of G&J declined by (-) 10.87% y-o-y to US\$ 13.99 billion in Sept 2024 as compared to US\$ 15.69 billion registered during the same period in 2023.

III Commodity-wise exports- April- September 2024

a. Cut and Polished Diamonds

Cut and polished diamond exports declined by (-) 20.58% to US\$ 6911.4 million during April -Sept 2024 as compared to US\$ 8702.62 million recorded in the same period last year.

b. Lab-Grown Diamonds

Pol lab-grown diamond exports declined by (-) 13.59% to US\$ 637.6 million in April-Sept 2024 as compared to US\$ 695.98million registered in the same period last year.

c. Coloured Gemstones

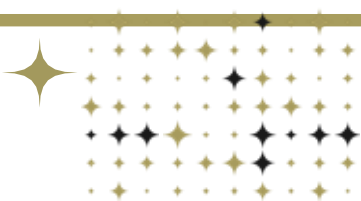
Coloured Gemstones recorded a degrowth of (-) 13.59% in April- September 2024 to US\$ 234.89 million from US\$ 271.83 million witnessed in April- Sept 2023.

d. Gold Jewellery

Gold jewellery exports recorded a growth of 4.99% in April- Sept 2024 to US\$ 4751.77million from US\$ 4525.81 million registered in April-Sept 2023.

e. Plain Gold Jewellery

Exports of plain gold jewellery have recorded a degrowth of (-)5.77% during April -Sept 2024 to US\$ 1907.37million from US\$ 2024.16million in April- Sept 2023.



f. Studded Gold Jewellery

Exports of studded gold jewellery also grew by 13.7% to US\$ 2844.4million during April -Sept 2024 from US\$ 2501.65 million in April -Sept 2023.

g. Silver Jewellery

Silver jewellery exports declined by (-)16.02% to US\$ 508.45 in April-Sept 2024 from US\$ 605.42 million during April-Sept 2023.

IV Region-wise exports

Gross exports from Southern, Eastern, and Rajasthan regions have recorded a positive growth, while Western, Gujarat and Northern regions have recorded a negative growth during April -Sept 2024 in comparison to exports registered in the same period last year. Overall, there is a degrowth of (-)12.28% y-o-y in the same period.

V SEZ wise exports

Overall, there is a growth of 0.99% in exports from SEZ to US\$ 2744.19 million in April – Sept 2024 from US\$ 2717.22 million recorded in April – Sept 2023.

VI Gross Commodities Imports

Gross imports of key rough gems and jewellery products such as rough diamonds, rough LGDs, rough CGS, rough synthetic stones, and raw pearls have witnessed a negative growth, indicating a diminishing supply of raw materials for manufacturing of finished gems and jewellery commodities during April-Sept 2024 as compared to same period last year. Whereas gross imports of gold bar, silver bar and platinum bar have registered a positive growth, indicating sufficient supply of raw materials during April-Sept 2024 as compared to same period last year. Overall, there is a growth of 16.97% y-o-y in the same period.

1

*Gem and Jewellery Gross Exports Trends in
Value Terms*

1.1 Gem and Jewellery Exports Trends in Value Terms – FY2024-25 Q2 Performance

Gross exports of gems and jewellery commodities decreased by (-)17.71% y-o-y during Q2 (April -September 2024) reflecting the monthly negative trend from July to September 2024. Exports declined to US\$6.69 billion in July-September 2024 from US\$8.13 billion in July-September 2023. Monthly exports also recorded a negative trend where exports declined by (-)20.24%, (-)23.05% and (-)11.40% y-o-y in July, August, and September 2024 respectively. **Refer Table -1 and Figure -1)**

Key gems and jewellery commodities, namely cut & polished diamonds, pol LGDs, coloured gemstones (worked), pearls (worked), gold jewellery-plain, silver jewellery and imitation jewellery have registered negative exports studded, pol. synthetic stones & pearls, silver & platinum jewellery have registered positive export growth rates during April – Sept 2024 in comparison to exports in April -Sept 2023. Whereas, Pol. Synthetic Stones, studded gold jewellery, and platinum jewellery exhibited negative export growth during the same period.

September 2024

Gross Exports declined by (-)11.40% y-o-y to US\$2.25 billion in September 2024 as compared to US\$2.83 billion registered during September 2023

July-September 2024

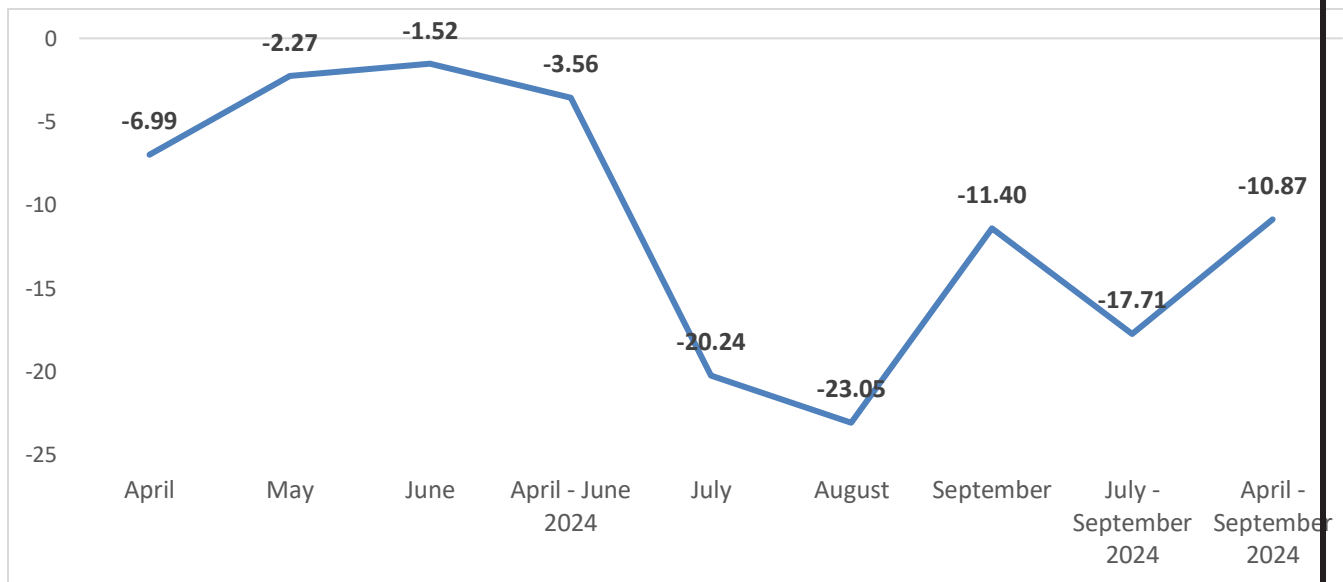
Gross Exports declined by (-) 17.71% y-o-y to US\$6.69 billion as compared to US\$8.13 billion registered during July -September 2024

Table -1 Gross Exports of Gem and Jewellery – April-September 2024 (P)

Year	2022- 2023	2023-2024	% Change (Y-o-Y)
Apr to March	39.27	38.11	-2.94
Months	2023- 2024 US\$ Bn	2024-2025 US\$ Bn	% Change (Y-o-Y)
April	2.44	2.27	-6.99
May	2.84	2.77	-2.27
Sept	2.29	2.26	-1.52
April - Sept 2024	7.57	7.3	-3.56
July	2.32	1.85	-20.24
August	2.61	2.01	-23.05
September	3.2	2.83	-11.40
July - September 2024	8.13	6.69	-17.71
April - September 2024	15.69	13.99	-10.87

Source: GJEPC Research Division based on DGCIS data & May & Sept 2024 data as per MOC&I Press release

Figure -1 Gross Exports of Gem and Jewellery – April-September 2024 (Growth in %)



Source: GJEPC Research Division based on DGCIS data

Key Reasons of decline G&J exports in Q2 (July-September 2024):

1.2 Gem and Jewellery Gross vis-a-vis Net Exports - April- Sept 2024

Gem and Jewellery gross exports have declined by (-)12.28% to US\$13.60 billion in April -Sept 2024 as compared to US\$15.50 billion during April- Sept 2023. While net exports have declined by around (-)10.54% to US\$10.87 billion during April -Sept 2024 as against US\$12.15 billion in April -Sept 2023. (Refer Table -2).

Table -2 G&J Gross vis-à-vis Net Exports- April-Sept 2024 (p)

Exports	April- Sept 2023	April- Sept 2024 (p)	% growth/ decline in 2023 w.r.t 2022
	(US\$ in Billion)	(US\$ in Billion)	
Gross Exports	15.50	13.60	-12.28
Return Consignment	3.35	2.73	-18.60
Net Exports	12.15	10.87	-10.54

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

2

Gem and Jewellery Gross Exports Trends: Commodity-wise

2. Gem and Jewellery Gross Exports Trends: Commodity-wise

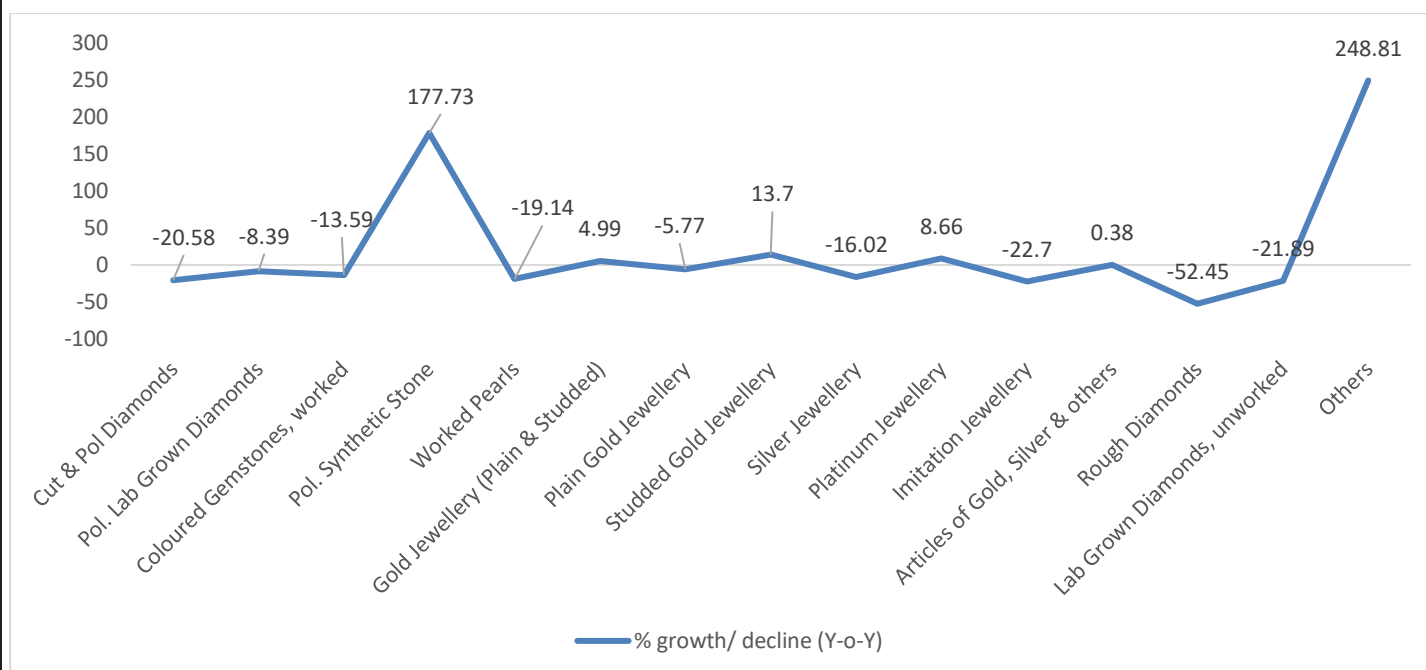
The overall commodity-wise gross exports have recorded a decline of (-)12.28% y-o-y in Apr-Sept 2024 vis-à-vis Apr-Sept 2023. Key gem and jewellery commodities recorded a mixed performance. Commodities like cut and polished diamonds, polished lab grown diamonds, coloured gemstones (worked), worked pearls, gold jewellery- plain, silver jewellery, and imitation jewellery recorded a negative growth of (-)20.58%, (-)8.39%, (-)13.59%, (-)19.14%, (-)5.77%, (-)16.02% and (-)22.7% respectively, in the month from April-Sept 2024 as compared to April-Sept 2023. Other key commodities like polished synthetic stones, studded gold jewellery, and platinum jewellery have recorded a y-o-y growth in the same period. Gold jewellery recorded a positive growth of 4.99% due to growth in studded gold jewellery by 13.7%. Polished synthetic stones recorded significant y-o-y growth of 177.73 whereas platinum jewellery recorded growth of 8.66% during the same period. (Refer to Table -3 and Figure 2).

Table- 3 Commodity-wise Exports of Gem and Jewellery– April-Sept 2024 (P)

Commodities	April – Sept 2023 (US\$ mn)	April – Sept 2024 (P) (US\$ mn)	% growth/ decline (Y-o-Y)	% Share (Apr-Sept 24')
Cut & Pol Diamonds	8702.62	6911.4	-20.58	50.83
Pol. Lab Grown Diamonds	695.98	637.6	-8.39	4.69
Coloured Gemstones, worked	271.83	234.89	-13.59	1.73
Pol. Synthetic Stone	2.20	6.11	177.73	0.04
Worked Pearls	3.71	3	-19.14	0.02
Gold Jewellery (Plain & Studded)	4525.81	4751.77	4.99	34.94
Plain Gold Jewellery	2024.16	1907.37	-5.77	14.03
Studded Gold Jewellery	2501.65	2844.40	13.7	20.92
Silver Jewellery	605.42	508.45	-16.02	3.74
Platinum Jewellery	78.21	84.98	8.66	0.62
Imitation Jewellery	39.56	30.58	-22.7	0.22
Articles of Gold, Silver & others	26.53	26.63	0.38	0.20
Rough Diamonds	467.03	222.09	-52.45	1.63
Lab Grown Diamonds, unworked	39.52	30.87	-21.89	0.23
Others	42.88	149.57	248.81	1.10
Gross Exports	15501.30	13597.94	-12.28	100
Return Consignment	3,348.91	2,725.86	-18.60	
Net Exports	12152.39	10,872.08	-10.54	

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure 2- Commodity-wise Exports of Gem and Jewellery– April-September 2024 (P)



Source: GJEPC Research Division

Specific Commodity-wise export trends Analysis

I DIAMONDS

A. Natural Diamonds

The exports of CPD registered a sharp decline by (-)23.67% y-o-y in the second quarter of FY2024-25 reflecting the negative trend in gross exports in July, August and September 2024.

- In the month of September 2024, gross exports of cut and polished diamonds (CPD) have witnessed a decline of around (-)18.48% to US\$1323 million as compared to US\$ 1622.98 million recorded in September 2023.
- Overall gross exports of CPD during April to September 2024 decreased by (-)20.34% to US\$ 6878.34 million as compared to US\$ 8634.78 million registered during April – September 2023
(Refer Table-4 and Figure 3).

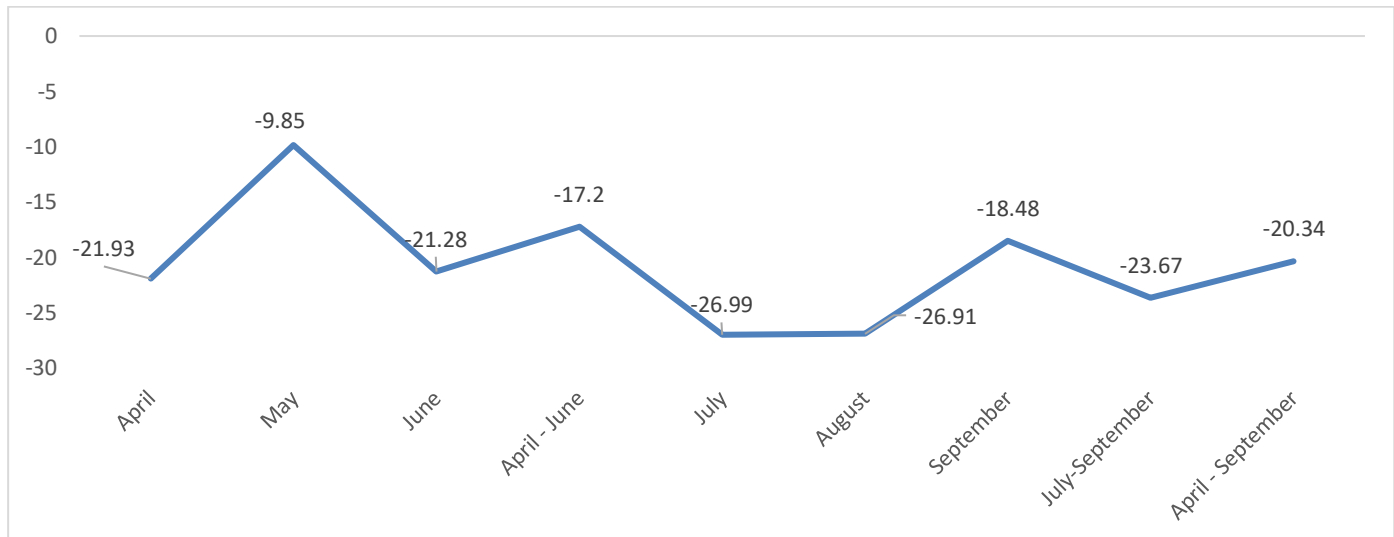
Table – 4 Cut and Polished Diamond Gross Exports April – September 2024 (P)

Months	Gross Exports		% Growth/decline (Y-O-Y)
	2023	2024	
	US\$ mn	US\$ mn	
April	1,439.35	1123.74	-21.93
May	1,668.02	1,503.68	-9.85
Sept	1,334.80	1,050.74	-21.28
April - Sept	4442.16	3678.17	-17.2
July	1,199.37	875.62	-26.99
August	1,370.27	1,001.55	-26.91
September	1,622.98	1,323.00	-18.48
July-September	4,192.62	3200.17	-23.67

April - September	8,634.78	6,878.34	-20.34
Source: GJEPC Analysis. Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments, Net Exports pertains to exclusive of return consignments, Figs from Air cargo Delhi April & Sept 2024 are not available hence not included			

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure: 3 Export growth of Cut and Polished Diamonds (%) April – September 2024 w.r.t Apr – September 2023



Source: GJEPC Research Division

Key factors contributing to decline in exports of CPD are: -

- Economic uncertainties in key markets like the US and Europe, oversupply of diamonds, and seasonal slowdowns have led to reduced consumer spending and price drops.
- Continued decline in prices and sales:
 - Economic Slowdown: Ongoing economic challenges in key markets.
 - Oversupply: Persistent oversupply issues.
 - Seasonal Slowdown: Continued seasonal effects in July-September 2024.
 - Performance: Prices remained under pressure
 - Increased Competition: There has been a rise in competition from synthetic diamonds, which are often cheaper and more readily available
 - Geopolitical Tensions: Ongoing geopolitical tensions, such as the Russia-Ukraine conflict, have disrupted trade routes and affected market stability

B. Lab-grown diamonds

Lab-grown diamonds recorded a decline of (-)14.65% in gross exports in the second quarter of FY2024-25. This fall reflects the fall in exports recorded in July, August and September 2024.

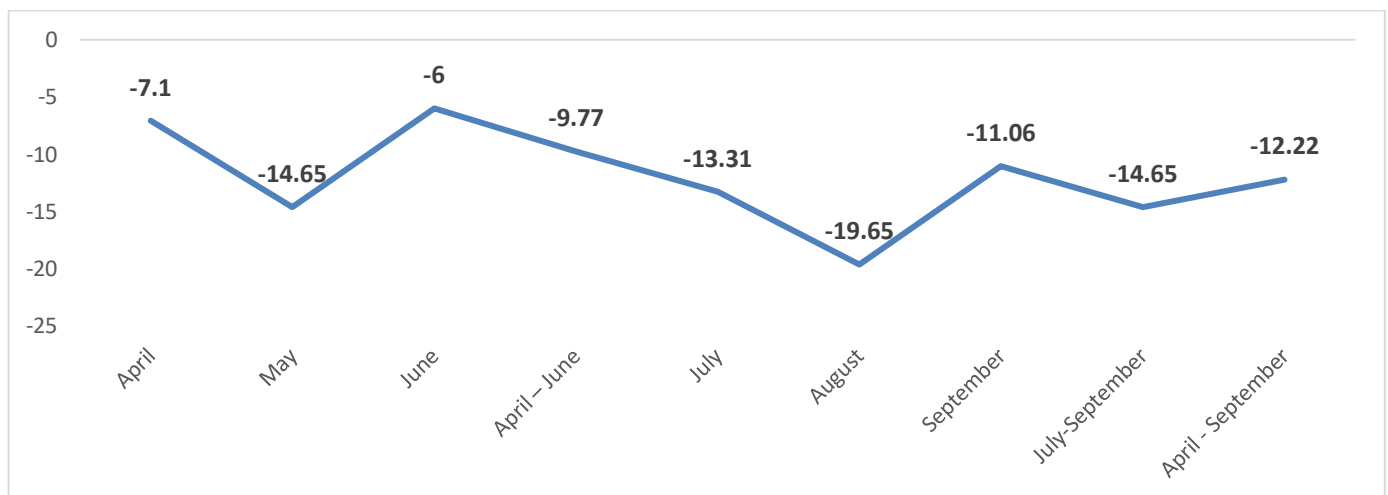
- In the month of September 2024, gross exports of lab grown diamonds (LGD) have witnessed a decline of around (-)11.06% to US\$ 116.44 million as compared to US\$ 130.92 million recorded in September 2023.
- Overall gross exports of LGD during April to September 2024 decreased by (-)12.22% to US\$ 625.62 million as compared to US\$ 712.75 million registered during April – September 2023 (Refer Table- 5 and Figure - 4).

Table -5 Pol. Lab-Grown Diamonds Gross Exports April – September 2024 (P)

Months	Gross Exports	Gross Exports (P)	% Growth/ decline
	2023	2024 (p)	(Y-O-Y)
	US\$ mn	US\$ mn	
April	112.42	104.44	-7.1
May	139.7	119.23	-14.65
Sept	101.58	95.49	-6
April – Sept	353.7	319.16	-9.77
July	105.98	91.88	-13.31
August	122.15	98.14	-19.65
September	130.92	116.44	-11.06
July-September	359.05	306.46	-14.65
April - September	712.75	625.62	-12.22

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments

Figure 4: Exports growth of Lab-grown Diamonds (%) Apr - September 2024 w.r.t April - September 2023



Source: GJEPC Research Division based on DGCIS data

Key factors contributing to decline in exports of LGD are: -

- Market Saturation: The market for lab-grown diamonds may be reaching saturation, with increased competition
- Consumer Skepticism: Some consumers remain skeptical about the value and authenticity of lab-grown diamonds compared to natural ones
- Trend: Increasing market share but facing price pressures.
- The decline is also due to intense price competition, and heavy discounting due to high supply.

Table 6 – LGD Prices

Months	2021-2022	2022-2023	April-Sept 2024
Average price per carat per US\$	\$238.21	\$355.51	\$192.5

Source: GJEPC Research Division

II GOLD JEWELLERY

- According to recent data, the total gold jewellery exports (Plain and studded) grew by 3.56% to US\$ 4726.80 million during April – Sept 2024 as compared to US\$ 4564.51 million registered in April – Sept 2023 (Refer Table-7).

Table -7 Gold Jewellery gross exports - April – September 2024 (P)

Commodity	April – September 2023	April – September 2024 (p)	% Growth/decline (Y-O-Y)
	(US\$ in Million)	(US\$ in Million)	
Gold Jewellery	4,564.51	4,726.80	3.56

Source: GJEPC Research Division, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments

A. Plain Gold Jewellery

The plain gold jewellery exports witnessed an overall negative growth of (-)19.18% in the second quarter of FY2024-25 as compared to same period last year. This decline reflects the degrowth in exports in July, August and September 2024.

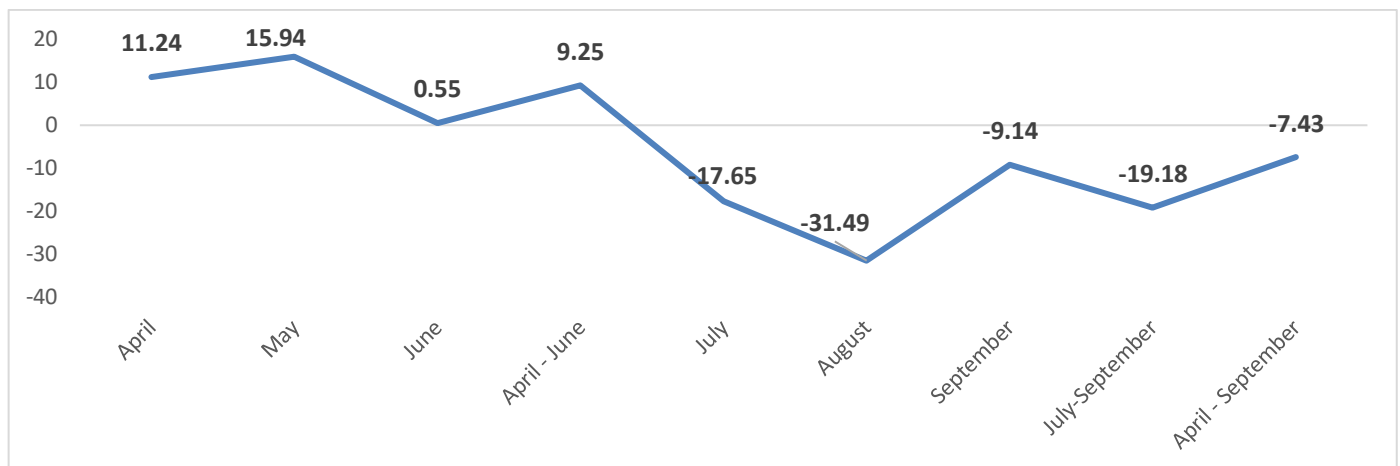
- In the month of September 2024, gross exports of plain gold jewellery have witnessed a decline of (-)9.14% to US\$ 386.52 million as compared to US\$ 425.42 million recorded in September 2023.
- Overall, gross exports of plain gold jewellery have decreased from US\$ 1976.18 million in April-September 2024 to US\$ 1829.31 million in April- September 2023 exhibiting a degrowth of around (-)7.43%. (Refer Table-8 & Figure- 5).

Table- 8 Plain Gold Jewellery Gross Exports - April – September 2024 (P)

Months	Gross Exports	Gross Exports	% Growth/ decline (Y-O-Y)
	2023	2024 (p)	
	US\$ mn	US\$ mn	
April	243.88	271.28	11.24
May	292.28	338.86	15.94
Sept	280.3	281.84	0.55
April - Sept	816.46	891.98	9.25
July	344.94	284.05	-17.65
August	389.36	266.76	-31.49
September	425.42	386.52	-9.14
July-September	1159.72	937.33	-19.18
April - September	1976.18	1829.31	-7.43

Source: GJEPC Analysis based on DGCIS data. Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure – 5 % Exports growth of Plain Gold Jewellery- April – Sept 2024 (p) w.r.t April-Sept 2023



Source: GJEPC Research Division

- **Fluctuating Gold Prices:** Volatility in gold prices has made it difficult for exporters to maintain stable pricing.
- **Consumer Preferences:** There has been a shift in consumer preferences towards more intricate and studded designs.
- **Economic Slowdowns:** Major importing countries have experienced economic slowdowns, reducing demand.

B. Studded Gold Jewellery

The studded gold jewellery has been recording positive export growth from July to September 2024 reflecting a positive trend in the second quarter of FY2024-25.

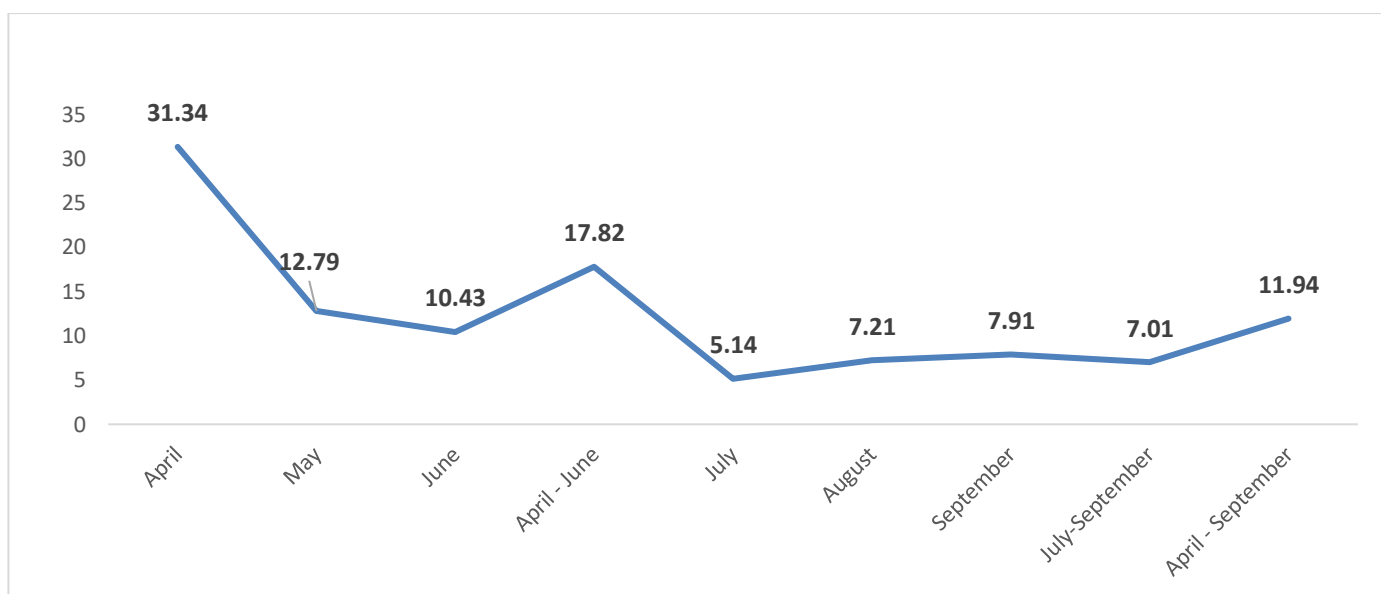
- In September 2024, studded gold jewellery recorded a growth of 7.91% as compared to exports in September 2023. In value terms exports of studded jewellery are registered at US\$699.67 million in September 2024 as compared to US\$648.38 million in September 2023.
- Overall, exports of studded gold jewellery increased by 11.94% to US\$ 2897.49 million in April - September 2024 as compared to US\$ 2588.33 million registered in April -September 2023. **(Refer Table -9 and Figure 6)**

Table- 9 Studded Gold Jewellery Gross Exports - April – September 2024 (P)

Months	Gross Exports		% Growth/ decline (Y-O-Y)
	2023	2024 (p)	
	US \$mn	US\$ mn	
April	365.22	479.68	31.34
May	464.42	523.8	12.79
Sept	352.53	389.31	10.43
April - Sept	1182.17	1392.79	17.82
July	356.94	375.29	5.14
August	400.84	429.74	7.21
September	648.38	699.67	7.91
July-September	1406.16	1504.7	7.01
April - September	2588.33	2897.49	11.94

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure -6- % Export growth of Studded Gold Jewellery- Apr- Sept 2024 w.r.t Apr-Sept 2023



Source: GJEPC Research Division based on DGCIS data

- Increased Demand for Luxury Items: There has been a rise in demand for luxury items, particularly in markets with growing disposable incomes.
- Successful Marketing Strategies: Effective marketing campaigns targeting affluent consumers have boosted sales.
- Festive and Wedding Seasons: Cultural factors such as weddings and festivals have driven demand for studded jewellery.

Reasons for growth in exports of Gold Jewellery (Plain & Studded)

- ❖ Economic slowdowns in major markets and a shift in consumer preferences towards more intricate and studded designs have led to overall growth in studded gold jewellery.
- ❖ Balanced Demand: There is a balanced demand for both plain and studded gold jewellery, driven by cultural and seasonal factors

III COLOURED GEMSTONES

Coloured Gemstones (CGS) has been recording negative export growth from July to August 2024 reflecting a negative trend in the second quarter of FY2024-25.

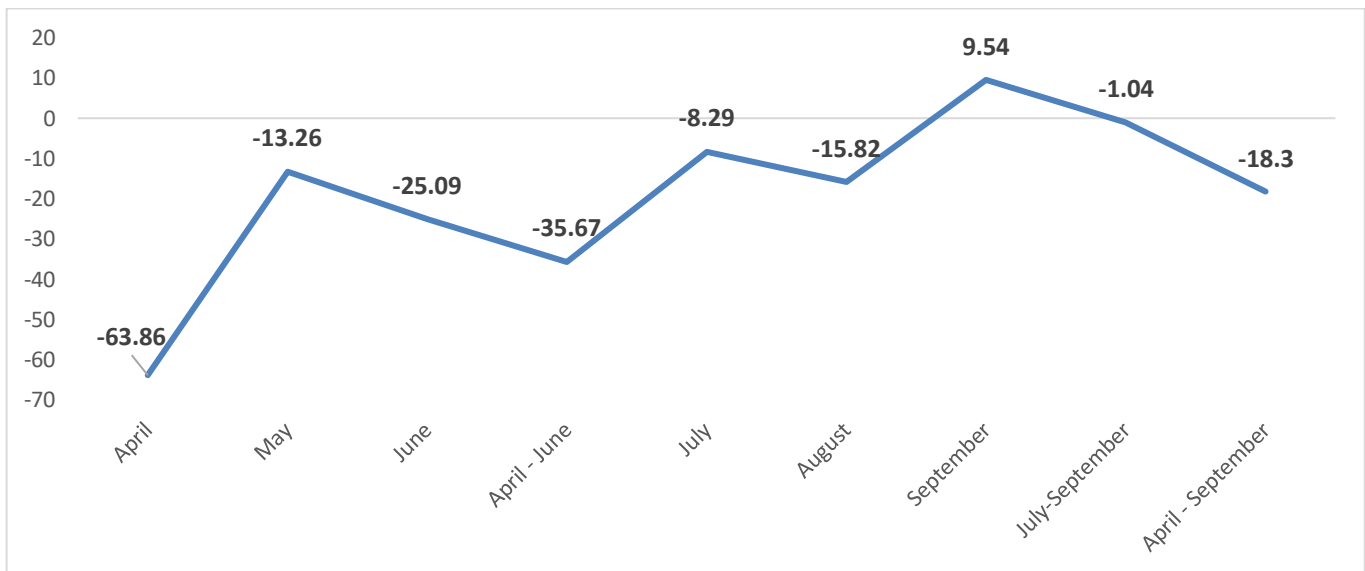
- In September 2024, CGS recorded a growth of 9.54% as compared to exports in September 2023. In value terms, exports of CGS are registered at US\$84.51 million in September 2024 as compared to US\$77.15 million in September 2023. (Table 9 and Figure – 6)
- Overall, exports of CGS fell by (-)18.30% to US\$235.84 million in April -September 2024 as compared to US\$288.66 million registered in April -September 2023. **(Refer Table 10 and Figure – 7)**

Table – 10: Coloured Gemstone Gross Exports April – Sept 2024 (P)

Months	Gross Exports		% Growth/ decline
	2023	2024 (p)	(Y-O-Y)
	US\$ mn	US\$ mn	
April	54.35	19.64	-63.86
May	49.46	42.9	-13.26
Jun	40.02	29.98	-25.09
April - Jun	143.83	92.52	-35.67
July	24.37	22.35	-8.29
August	43.31	36.46	-15.82
September	77.15	84.51	9.54
July-September	144.83	143.32	-1.04
April - September	288.66	235.84	-18.3

Source: GJEPC Analysis based on DGCIS data. Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure – 7 % Export growth of coloured gemstones- Apr- Sept 2024 w.r.t Apr- Sept 2023



Source: GJEPC Research Division based on DGCIS data

Reasons for decline in exports of Coloured Gemstones

This decline may be due to changing fashion trends, economic factors affecting discretionary spending, and competition from synthetic alternatives.

- **Changing Fashion Trends:** Fashion trends have shifted, affecting demand for certain types of gemstones
- **Economic Factors:** Economic conditions have impacted discretionary spending on luxury items
- **Competition from Synthetics:** Synthetic alternatives are becoming more popular, reducing demand for natural gemstones

IV. SILVER JEWELLERY

Silver jewellery exports recorded a y-o-y decline of (-)30.86% in the second quarter of FY2024-25. Though exports were on the positive side in quarter 1 of 2024, significant decline in y-o-y exports from July, August, and September by (-)53.78%, (-)29.43% and (-)15.15% respectively, led to a degrowth in exports in Q2 of FY2024-25.

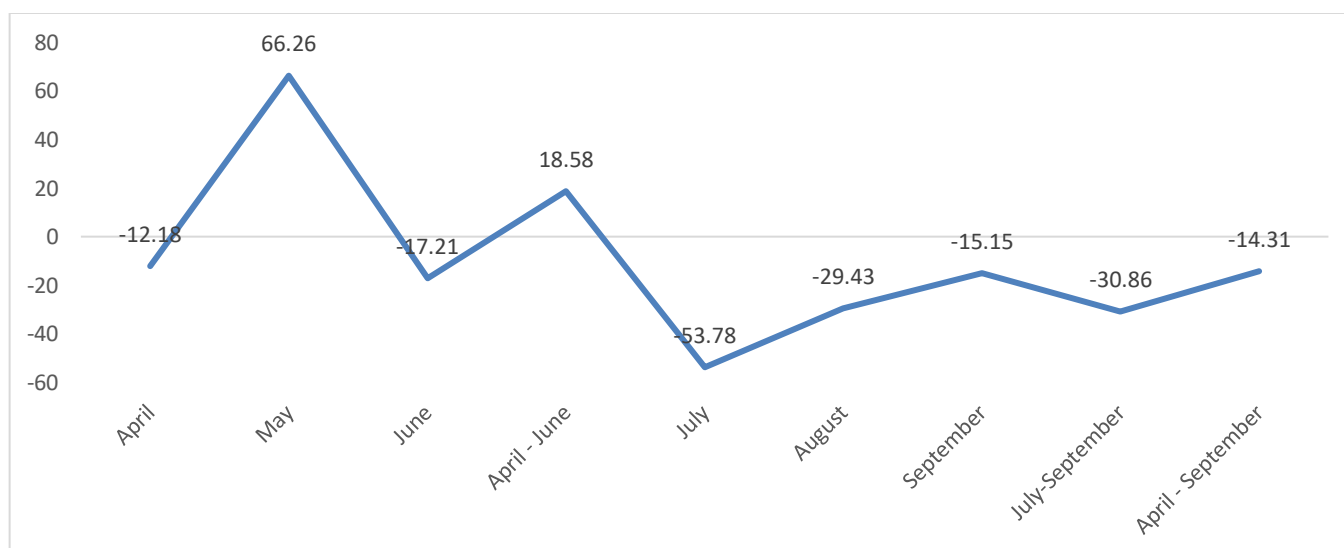
- In the month of September 2024, silver jewellery exports recorded a decline of (-)15.15% to US\$ 133.57 million from US\$157.42 million in September 2023.
- Overall exports of silver jewellery have decreased by (-)14.31% in April-September 2024 to US\$515.73 million as compared to exports of US\$601.87 million in April – September 2023. **(Refer Table -11 and Figure – 8)**

Table-11 Silver Jewellery Gross Exports (April-Sept 2024) (P)

Months	Gross Exports		% Growth/ decline (Y-O-Y)
	2023	2024 (p)	
	US\$ mn	US\$ mn	
April	53.82	47.27	-12.18
May	83.15	138.25	66.26
Sept	64.5	53.4	-17.21
April - Sept	201.48	238.92	18.58
July	115.94	53.59	-53.78
August	127.03	89.65	-29.43
September	157.42	133.57	-15.15
July-September	400.39	276.81	-30.86
April - September	601.87	515.73	-14.31

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure – 8 % Export growth of Silver Jewellery Apr- Sept 2024 w.r.t Apr- Sept 2023



Source: GJEPC Research Division based on DGCIS data

Reasons for decline in exports of silver jewellery

- **Trend:** Decline in demand.
- **Reasons:** Lower industrial demand for silver, price volatility, and competition from alternative materials have affected exports.
- **Lower Industrial Demand:** Industrial demand for silver has decreased, affecting overall export
- **Price Volatility:** Fluctuations in silver prices have made it challenging for exporters to maintain competitive pricing

V. PLATINUM JEWELLERY

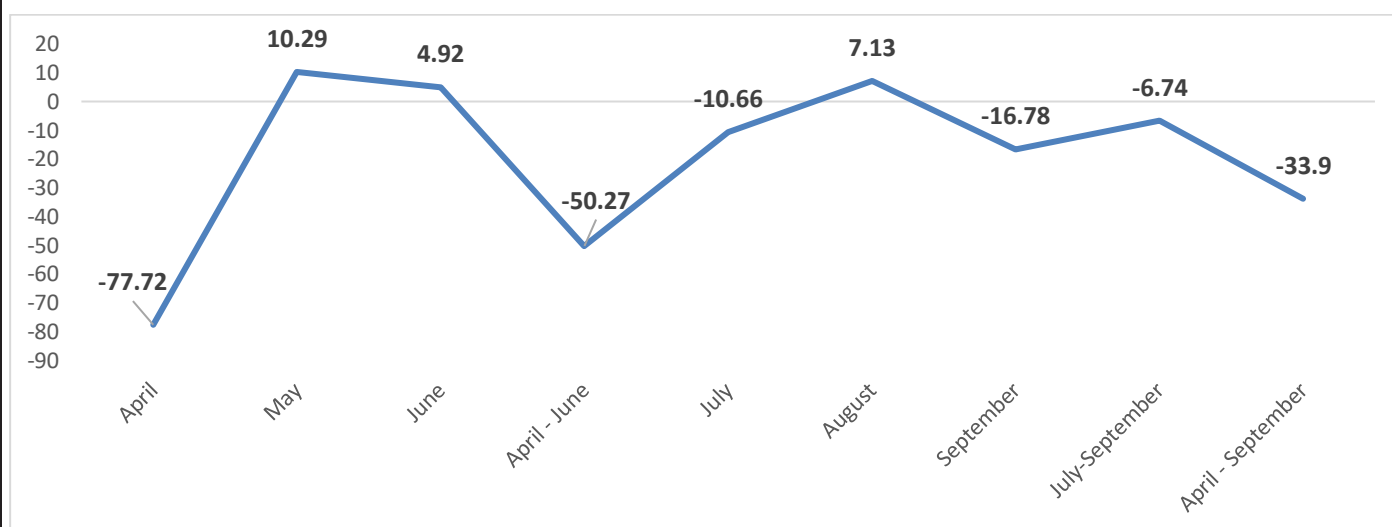
Platinum jewellery has recorded a y-o-y degrowth of (-)33.9% in Apr-Sept 2024 vis-à-vis Apr-Sept 2023. (Refer Table 12, Figure 9)

Table-12 Platinum Jewellery Gross Exports (April- September 2024) (P)

Months	Gross Exports		% Growth/ decline (Y-O-Y)
	April – Sept 2023	April – Sept 2024 (p)	
	US \$mn	US\$ mn	
April	54.68	12.18	-77.72
May	11.47	12.65	10.29
Sept	14.62	15.34	4.92
April - Sept	80.77	40.17	-50.27
July	16.79	15	-10.66
August	16.14	17.29	7.13
September	15.73	13.09	-16.78
July-September	48.66	45.38	-6.74
April - September	129.43	85.55	-33.9

Source: GJEPC Research Division based on DGCI data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure -9 Export growth of Platinum Jewellery Apr- Sept 2024 w.r.t Apr- Sept 2023



Source: GJEPC Research Division based on DGCI data

Reasons for decrease in exports of Platinum jewellery

Growing Popularity: Platinum is gaining popularity as a luxury metal, especially in markets like China and India

Marketing Efforts: Effective marketing campaigns have highlighted the unique qualities of platinum

V. SYNTHETIC STONES

During April- September 2024, gross exports of synthetic stones have increased by 40.93% y-o-y to US\$9.40 million as compared to US\$6.67 million registered during April –September 2023.

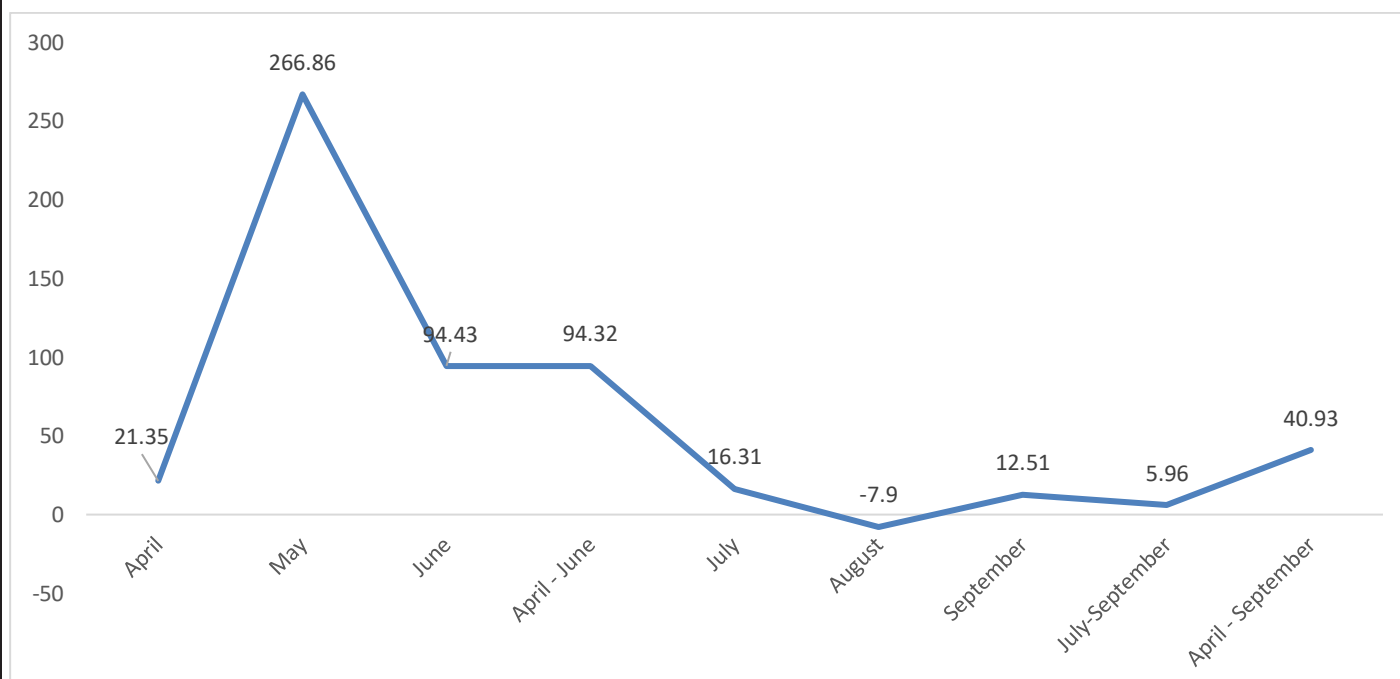
This rise reflects the positive exports from April to September 2024, except for the month of August. (Refer Table 13, Figure 10).

Table-13 Synthetic Stones Gross Exports (April - Sept 2024) (P)

Months	Gross Exports	Gross Exports	% Growth/ decline (Y-O-Y)
	2023	2024 (p)	
	US\$ mn	US\$ mn	
April	1.29	1.57	21.35
May	0.54	1.98	266.86
Sept	0.81	1.58	94.43
April - Sept	2.64	5.13	94.32
July	0.96	1.12	16.31
August	1.45	1.33	-7.9
September	1.62	1.82	12.51
July-September	4.03	4.27	5.96
April - September	6.67	9.4	40.93

Source: GJEPC Research Division based on DGCIIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure -10 Export growth of Synthetic Stones Apr- Sept 2024 w.r.t Apr- Sept 2023



Source: GJEPC Research Division based on DGCIIS data

Affordability, ethical considerations, and technological advancements have driven the substantial growth in exports.

- **Rising Acceptance:** There is a growing acceptance and demand for synthetic stones due to their affordability and ethical considerations
- **Technological Advancements:** Improvements in technology have enhanced the quality and appeal of synthetic stones

3,4 & 5

*Gem and Jewellery Gross Exports Trends:
Region-wise and SEZ Wise & Imports*

3. REGION-WISE GROSS EXPORTS

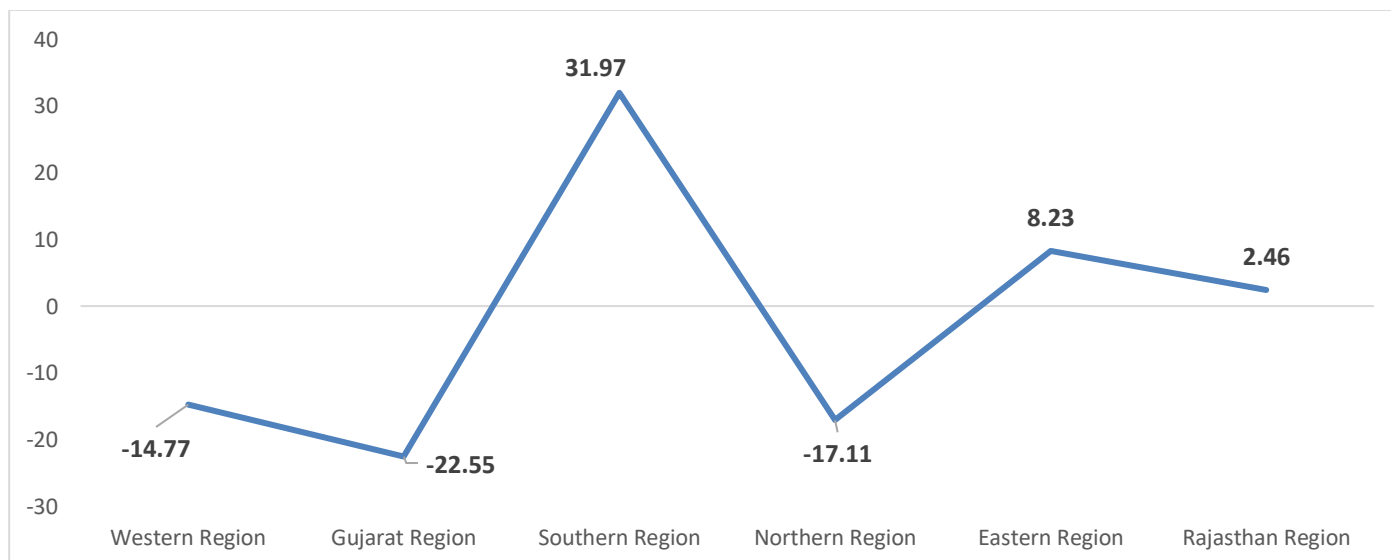
Gross exports from all the regions has recorded a mixed trend, with 3 regions exhibiting a positive growth and 3 regions exhibiting degrowth in April-September 2024 as compared to same period last year. Western, Gujarat and Northern region declined by -14.77%, -22.55% and -17.11% respectively in Q2 of FY2023-24 as compared to same period last year. Whereas Southern, Eastern and Rajasthan regions grew by 31.97%, 8.23% and 2.46% respectively during the same time period. Overall region-wise growth exports declined by (-)12.28% y-o-y from US\$15501.30 million to US\$13597.94 million during the same time period (Refer Table- 14, Figure 11).

Table – 14 Region-wise Gross Exports April to September 2024 (P)

Region	Gross Exports (April – September 2023)	Gross Exports (April – September 2024)	% of Growth / Decline
	US\$ Million	US\$ Million	
Western Region	11582.27	9871.42	-14.77
Gujarat Region	1278.69	990.32	-22.55
Southern Region	532.90	703.28	31.97
Northern Region	830.04	688.06	-17.11
Eastern Region	624.07	675.45	8.23
Rajasthan Region	653.34	669.40	2.46
Total	15501.30	13597.94	-12.28

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure- 11 Region-wise % Gross Export growth -Apr- Sept 2024 w.r.t Apr- Sept 2023



Source: GJEPC Research Division based on DGCIS data

4. SEZ-WISE GROSS EXPORTS

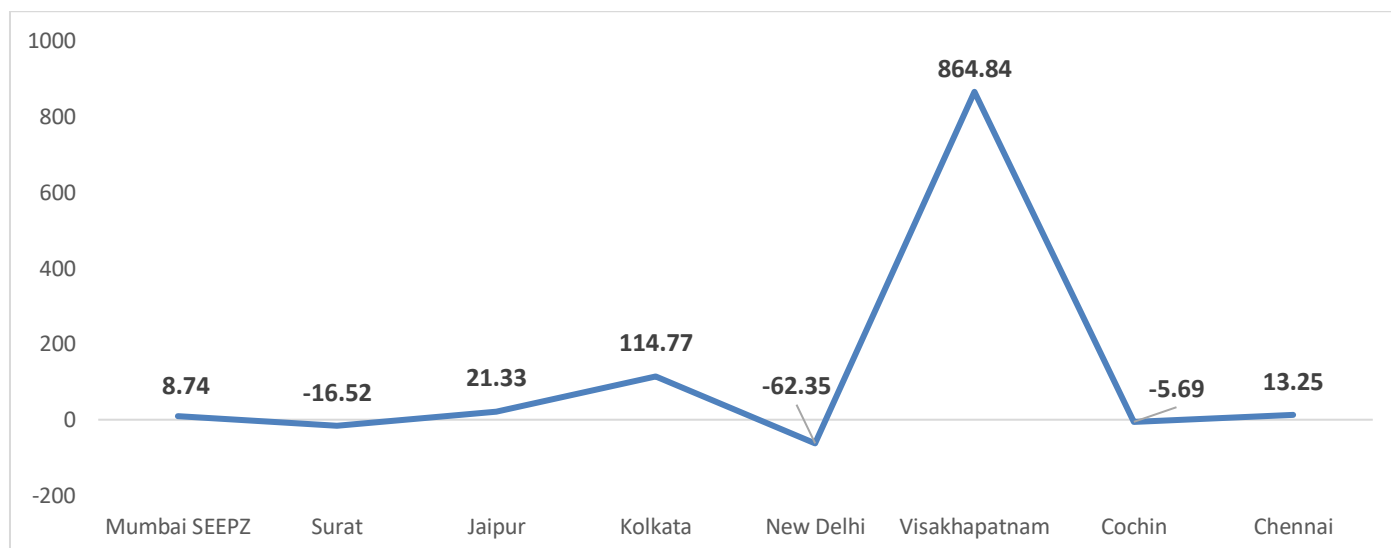
Overall, gross exports from SEZs increased by 0.99% y-o-y to 2744.20 million in April-September 2024 from 2717.22 million in April-September 2023. Except Surat and Cochin SEZ, all other SEZs- Mumbai SEEPZ, Jaipur, Kolkata, New Delhi, Visakhapatnam and Chennai exhibited positive trends during the same period. Kolkata and Visakhapatnam SEZ recorded a notable growth of 114.77% and 864.84% respectively during April -September 2024 vis-à-vis April -September 2024. **(Refer Table -15, Figure 12).**

Table 15 -SEZ Gross Exports April to Sept 2024 (P)

SEZ	April – September 2023	April – September 2024	% of Growth / Decline
Mumbai SEEPZ	1572.60	1710.06	8.74
Surat	624.74	521.51	-16.52
Jaipur	179.68	218.01	21.33
Kolkata	57.58	123.67	114.77
New Delhi	264.42	99.55	-62.35
Visakhapatnam	6.21	59.95	864.84
Cochin	11.19	10.55	-5.69
Chennai	0.80	0.90	13.25
Total	2717.22	2744.20	0.99

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

Figure- 12 SEZ- wise % Gross Export growth- Apr- Sept 2024 w.r.t Apr- Sept 2023



Source: GJEPC Research Division based on DGCIS data

5.COMMODITY-WISE IMPORTS

Gross imports of key gems and jewellery products such as rough diamonds, rough LGDs, rough CGS, rough synthetic Stones and raw pearls have registered negative growth in April-Sept 2024 as compared to April-Sept 2023, indicating a decrease in supply of raw materials for manufacturing finished gems and jewellery commodities. Imports of gold bar, silver bar and platinum bar have recorded a positive growth during the same period. Imports of platinum bar rose significantly by 3108.92%, while that of gold bar, and silver bar is notable at 21.49%, and 123.68% respectively.

Overall, the imports of gems and jewellery commodities has increased by 16.97% to US\$ 42,354.10 million in April -Sept 2024 as compared to US\$ 36,209.54 million registered in the same period last year **(Refer Table -16)**.

Table- 16 Commodity-wise imports- April-Sept 202 w.r.t April-Sept 2023

Commodities	April – September 2023	April – September 2024	% growth /decline
	US\$ Mill	US\$ Mill	(Y-o-Y)
Rough Diamonds	7,423.87	5,654.22	-23.84
Rough Lab Grown Diamonds	542.58	403.65	-25.6
Rough Coloured Gemstones	233.04	225.14	-3.39
Rough Synthetic Stone	4.18	4.13	-1.23
Raw Pearls	11.7	10.4	-11.11
Gold Bar	22,191.15	26,959.88	21.49
Silver Bar	282.32	631.47	123.68
Platinum Bar	52.55	1,686.29	3108.92
Sub - Total	30,741.39	35,575.18	15.72
Imports of Cut & Pol. Diamonds	3,691.76	2,997.42	-18.81
Pol. Lab Grown Diamonds	111.9	98.15	-12.28
Pol. Col. Gemstones	141.7	145.2	2.47
Pol. Synthetic Stone	12.59	14.27	13.39
Pearls worked	7.37	8.79	19.27
Gold Jewellery	828.66	1310.2	58.11
Silver Jewellery	126.65	194.97	53.94
Imitation Jewellery	15.63	14.84	-5.08
Sub - Total	4,936.26	4,783.84	-3.09
Others	531.89	1,995.08	275.09
Gross Imports	36,209.54	42,354.10	16.97

Source: GJEPC Research Division based on DGCIS data, Notes: (P) stands for provisional Gross Exports pertains to inclusive of return consignments.

GROWTH POTENTIAL/OUTLOOK

The growth potential and outlook for the Indian Gem and Jewellery sector is very positive, especially due to the announcements and measures taken in the Union Budget 2024 in July. These initiatives aim to enhance the country's position as a global hub for diamond trading and improve the competitiveness of the domestic jewellery manufacturing industry. The reduction in customs duties on precious metals and the abolition of certain levies are key steps towards achieving these goals.

Here's a detailed look at the growth prospects and future outlook for the sector:

✓ **Reduction in Customs Duties:**

- **Gold and Silver:** Customs duties reduced to 6%, enhancing affordability and boosting domestic value addition.
- **Platinum:** Customs duties reduced to 6.4%, making it more competitive for manufacturers.

✓ **Abolition of Equalization Levy:**

- The 2% Equalization Levy on rough diamond trading has been abolished, facilitating direct trade between foreign mining companies and Indian manufacturers.

✓ **Introduction of Safe Harbor Rule:**

- This rule for rough diamond trading at Special Notified Zones (SNZs) will establish India as a global rough diamond trading hub.

✓ **Impact on Employment:**

- The above measures are expected to generate significant employment opportunities, particularly benefiting small-scale jewellery manufacturers, exporters, and diamond cutters and polishers.

✓ **Enhanced Working Capital:**

- The reduction in duties will provide more working capital for exporters and boost manufacturing.

✓ **Global Competitiveness:**

- Also, these initiatives will put India on par with global trading centers like Belgium and Dubai, further promoting the development of the gem and jewellery sector.

Overall, the Union Budget 2024 is poised to be a game-changer for the gem and jewellery industry, driving growth, enhancing global competitiveness, and contributing significantly to India's economic vision for 2047.

Study Team

Ms. Reema Thakkar

Assistant Research Manager
Research & Statistics Division GJEPC
reema.thakkar@gjepcindia.com

Dr Rashmi Arora

Assistant Director (Economist) Research & Statistics Division GJEPC
rashmi.arora@gjepcindia.com

Mr. Alfred Cyril

Statistician- Senior Manager Research & Statistics Division GJEPC
cyril@gjepcindia.com

Disclaimer

A Report titled “GEM & JEWELLERY TRADE TRENDS QUARTERLY (Q2) REPORT - FY- 2024-2025” is prepared by Gems and Jewellery Export Promotion Council (GJEPC) for general guidance and information purposes only and should not be reproduced or disseminated to others without the permission of Gems and Jewellery Export Promotion Council.

Though, every effort is done to confirm the accuracy and completeness of data contained, the GJEPC takes no responsibility and assumes no liability of any error/ omission or accuracy of the report. Readers of the report should seek professional advice or arrive at their own judgement and conclusion to their sole discretion before making any decision based on this report.

Gems and Jewellery Export Promotion Council (GJEPC) ALL RIGHTS RESERVED

January 2024

About GJEPC

The Gem & Jewellery Export Promotion Council is the apex body set up by the Ministry of Commerce, Government of India, driving India's export-led growth in the gem and jewellery sector, since 1966. The GJEPC has been continuously working for the development of the sector. The council's major focus areas include promoting Brand INDIA through participation in International Jewellery shows; facilitating better interaction on trade-related issues between the industry and the Government of India via various ministries, regulatory authorities, and agencies; spreading education by running training institutes that impart manufacturing skills, technical and design excellence training, working on innovation and infrastructure by providing MSMEs with affordable modern machines and tools at Common Facility Centers and setting up Jewellery Parks across the country.

For more information about GJEPC, visit <https://gjecp.org>.