

Shri M.B. Patil, Hon'ble Industries Minister of Karnataka Proposes Land for Jewellery Park Near Intl. Airport during IIJS Tritiya in Bengaluru



IIJS Tritiya 2025, India's third-largest B2B jewellery trade show, wrapped up with a strong focus on innovation, scale, and cultural pride. Featuring over 1,100 exhibitors from 50 cities, the event spanned 1,900 stalls across three halls.

A standout addition was "The Select Club", a premium zone for high-end couture jewellery. The IGJME expo ran alongside, with 80+ companies showcasing cutting-edge manufacturing tech. Held under the theme "Classical Indian Dance Forms", the event drew 15,000+ visitors from 500 cities and closed with a vibrant performance by Bollywood singer Nakash Aziz.

The 3rd edition of IIJS Tritiya 2025, India's 3rd largest and most comprehensive B2B jewellery show, organized by the Gem & Jewellery Export Promotion Council (GJEPC) opened at the Bangalore International Exhibition Centre (BIEC) from 21st to 24th March 2025.

IIJS Tritiya 2025: India's Premier B2B Jewellery Show

Shri M.B. Patil, Hon'ble Minister of Large

& Medium Industries and Infrastructure Development, Government of Karnataka, inaugurated IIJS Tritiya 2025 along with Dr. Sharavana TA, MLC, Karnataka; Shri BA Ramesh, Joint Managing Director, Thangamayil; Shri A.B.S. Sanjjay, Managing Director, AVR Swarnamahal Jewellery Ltd.; Shri Kirit Bhansali, Chairman, GJEPC; Shri Nirav Bhansali, Convener, National Exhibitions, GJEPC; Shri Mahendra Kumar Tayal, Regional Chairman

(South), GJEPC; Dr. Chetan Kumar Mehta, President- Jewellers' Association Bengaluru, and Shri Sabyasachi Ray, Executive Director, GJEPC along with others.

Shri M.B. Patil said, "Karnataka is proud to host IIJS Tritiya 2025, showcasing India's exceptional craftsmanship and creativity in the gem and jewellery sector. We remain committed to creating a supportive ecosystem and I invite the industry to explore the opportunities Karnataka offers. I'm pleased to propose allocating land near Bengaluru's international airport for a dedicated mega Jewellery Park. This strategic location, combined with Karnataka's progressive policies and world-class infrastructure, aims to create a vibrant hub for the gem and jewellery industry."

In his welcome address, Shri Kirit Bhansali, Chairman, GJEPC, said, "IIJS Tritiya's rapid growth reflects the industry's drive and the strong demand for innovative, high-quality jewellery. Despite global challenges like geopolitical uncertainties and tariff issues, India's gem and jewellery sector has shown remarkable resilience. With expanding FTAs and proactive government support, we're confident of reaching our ambitious export target of \$70 billion by 2030. As Indian retailers go global, they carry forward our rich craftsmanship, solidifying India's position in the global jewellery trade. Let's make the most of this moment and work towards a Viksit Bharat."

Shri A.B.S. Sanjjay, MD, AVR Swarna Mahal Jewelry Ltd., noted, "IIJS has always been a significant platform for collaboration, innovation, and showcasing the craftsmanship of our artisans. With each edition, it grows stronger, attracting more participants and inspiring the next generation of jewellery entrepreneurs. I believe this year's event will be a resounding success, opening up new opportunities and sparking fresh innovation."

Shri BA Ramesh, Joint MD, Thangamayil Jewellery Ltd., said, "I have been attending the IIJS exhibition for the past 30-40 years, though it's only been in Bengaluru for three years. I'm here primarily for purchasing gold, diamond, silver jewellery, etc., and I'm thrilled to see the growth and opportunities it brings."

Shri Nirav Bhansali, Convener – National Exhibitions, GJEPC, who played a key role in orchestrating the event, remarked, "It is truly a moment of pride to witness how IIJS Tritiya has grown over the past three years, thanks to the trust and support of our exhibitors and buyers. This year's phenomenal response reflects the industry's confidence in this growing platform. Looking ahead, we aim to make IIJS Tritiya even bigger and better, strengthening its role as a premier export-focused platform connecting Indian jewellers with the world, driving innovation, and unlocking new opportunities."

Speaking at the opening ceremony, Dr. Chetan Mehta, President, President- Jewellers' Association Bengaluru, stated, "All Karnataka-based associations are proud to support this growing show IIJS Tritiya. Despite rising gold prices, I urge everyone to keep buying — prices will likely rise further. With the new financial year and lakhs of weddings approaching, there will be strong demand for gold, silver, and diamond jewellery. GJEPC's efforts to uplift our industry are commendable, and we stand with them in making our sector bigger and better."

This year's show witnessed a significant increase in participation, with 500 new companies joining the event. The product profile includes Gold & jewellery, Diamond and Studed jewellery, Silver jewellery, Colour Gemstones, Lab Grown Diamonds, and International Jewellery.

Running concurrently will be the India Gem & Jewellery Machinery Expo (IGJME), showcasing



cutting-edge machinery, allied products, and packaging solutions, with 80+ companies across 100 stalls.

With over 15,000 retailers expected from 500 cities across India and 300+ international buyers already registered, IIJS Tritiya 2025 is set to provide a robust platform for networking, business opportunities, and knowledge exchange.

A key highlight of IIJS Tritiya 2025 is the show's theme – "Classical Indian Dance Forms: Rhythms of India", adding a rich cultural essence to the exhibition. The "Jewels in Motion" segment will showcase exquisite jewellery creations by IIJS Tritiya exhibitors, inspired by India's diverse classical dance forms under the Brilliant Bharat theme.

Features like face recognition entry, digital badges, 3D interactive floor plans, and the IIJS app with notification alerts will ensure a smooth visitor experience, while the operational Madavara Metro Station adjacent to the venue offered seamless connectivity.

Adding a dash of entertainment to the business-packed show, the IIJS Tritiya Celebration Night will feature a live performance by renowned Bollywood singer Nakash Aziz. Known for his vibrant and foot-tapping hits, Nakash Aziz will captivate the audience with his energetic numbers and soulful melodies. The evening will offer exhibitors and visitors an opportunity to relax, network, and celebrate amidst a lively atmosphere.

Innov8 Talks at the Launch Pad at IIJS Tritiya 2025 presents an exciting platform for thought leadership and product showcases. This dedicated space will host interactive seminars, panel discussions, and exclusive product launches, offering valuable insights into emerging trends, innovations, and market opportunities in the gem and jewellery industry.

The knowledge-driven Innov8 Talks sessions, featuring renowned speakers and industry experts, along with the Launch Pad product unveiling, is an exclusive opportunity available only for IIJS Exhibitors.