

Chief Guest Shri Rahul Narwekar Hon'ble Speaker, Maharashtra Legislative Assembly inaugurates IIJS Premiere 2025 at JWCC



The biggest-ever India International Jewellery Show (IIJS), the 41st edition, is the biggest-ever edition of the famous gem & jewellery B2B trade show organised by India's apex trade body, The Gem & Jewellery Export Promotion Council (GJEPC). Showcasing "Brilliant

Bharat" theme, IIJS 2025 is eyeing big business generation of billions of dollars in exports with several policy initiatives such as the recently concluded India-UK Free Trade Agreement and the much-awaited India-US bilateral trade agreement among others.

Chief Guest Shri Rahul Narvekar, Hon. Speaker, Maharashtra State Legislative Assembly, inaugurated the world's second largest gem & jewellery B2B show – India International Jewellery Show (IIJS) Premiere 2025 at the JIO World Convention Centre in Bandra Kurla Complex, Mumbai. Shri Kirit Bhansali, Chairman, GJEPC, Shri Shaunak Parikh, Vice Chairman, GJEPC, Shri Nirav Bhansali, Convener-National Exhibitions, GJEPC, Shri Sabyasachi Ray, ED, GJEPC along with Committee of Administration (COA) welcomed several honoured guests and dignitaries such as Mr. Pavel Marynichev, CEO, ALROSA; Mr. Ajoy Chawla, CEO – Jewellery Division (and incumbent MD), The Titan Company Ltd.

Showcasing “Brilliant Bharat – Architecture of India” theme this year, IIJS Premiere 2025 show dates are: 30 July-3 August at JIO World Convention Centre, Mumbai and 31 July-4 August at Bombay Exhibition Centre, NESCO Goregaon, Mumbai.

IIJS Premiere 2025 has a total exhibition area of 135,000 sq. mt. (1.45 million sq. ft.), which is much higher than that of the prominent comparable shows in the western world. With over 3,600 stalls and 2,100 exhibitors, IIJS Premiere is expected to attract over 50,000 visitors from 1,300 Indian cities and more than 3,000 international buyers from over 80 countries.

A special attraction this year is The Select Club – Exclusive High-End Couture

Jewellery Section. The Select Club explores elegant designs and innovative craftsmanship by 118 Exhibitors. The Club is being hosted at the Jasmine Hall, 3rd floor, JIO World Convention Centre, BKC, Mumbai.

Chief Guest Shri Rahul Narvekar, Hon. Speaker, Maharashtra State Legislative Assembly, said, “The gem & jewellery business is very special to me as it all began from Zaveri Bazaar, Dagina Bazaar and Dhanji Street, which are part of my Colaba constituency. IIJS organized by GJEPC showcases the growth and success of India's gem & jewellery business, which is making a global mark now. And the entire world's eyes are on the India market, which is one of the top four economies globally. The proportion of youth makes the Indian market more lucrative.”

Mr. Kirit Bhansali, Chairman, GJEPC, said, “The Government of India's proactive trade diplomacy, under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, has opened unprecedented doors for the gem and jewellery sector. Free Trade Agreements with the UAE and Australia have already delivered tangible benefits, and the recently concluded India-UK FTA is set to be a game-changer—doubling our sector's bilateral trade with the UK to \$7 billion in the next three years. This is a defining moment for Indian jewellers to think global and act bold. With new markets emerging and initiatives like SAJEX—our first dedicated

B2B show in Saudi Arabia—GJEPC is taking India's growth story to untapped regions across GCC, North Africa, CIS, and Europe," Kirit Bhansali further added, "IIJS is growing year after year, both in scale and impact. This year, IIJS Premiere is set to drive business worth ₹70,000 crore over the next quarter—testament to India's expanding influence in the global gem and jewellery trade."

Mr. Ajoy Chawla, CEO – Jewellery Division (and incumbent MD), The Titan Company Ltd., said, "The growth of Tanishq coincided with the growth of India's gem & jewellery market. Indian entrepreneurial spirit and policy impetus has helped create and share a vibrant gem & jewellery sector. Today India is beautifully poised to claim its rightful share in the global market. More and more players, including independent jewellers, are entering this business in an organised way. As we go forward, Indian jewellers have to leverage their 5,000 year cultural heritage to induce aspiration desire. Jeweller exporters need to take pride in our rich design legacy to emulate countries such as Turkey, Italy and Bangkok. Sector has to imbibe sustainable practices. There is a need to have a regulatory framework to give world class quality and the best customer experience and service."

Mr. Shaunak Parikh, Vice Chairman, GJEPC, added, "At IIJS, we provide a robust platform, facilitating connections with over 15 international delegations and 3,000 international visitors. We

encourage participation in initiatives like IJEX in Dubai, which has enabled companies to open offices there after gaining experience. Additionally, the Innov8 seminar is an ideal venue for young entrepreneurs, CEOs, and family jewellers to network in a less busy environment than the main show."

Mr. Nirav Bhansali, Convener, National Exhibitions, GJEPC, said, "At IIJS, sustainability is not an afterthought—it's at the heart of our vision. From powering the show with 100% green energy to eliminating single-use materials and planting over 200,000 trees, we are redefining how global exhibitions can be both grand and green. This is our commitment—not just to the industry, but to the planet."

Bhansali added, "Our aim is to announce within a year a specific date by which IIJS will be completely carbon-neutral, possibly by 2030 or 2032. We are working with consultants to calculate our carbon footprint, including travel emissions, to achieve this goal through tree planting and other initiatives like rain harvesting, etc."

IIJS Premiere will feature a wide array of products including diamond, gemstone, and studded jewellery, gold and gold CZ jewellery, lab-grown diamonds, high-end couture jewellery, silver jewellery and artefacts, color gemstones and machinery, technology, and allied industries.