

Jewel Event

IIJS Tritiya 2026 Opens in Bengaluru: 1,100+ Exhibitors Drive India's Jewellery Export Push



Industry records Rs. 2.28 lakh crore exports despite 44% U.S. market decline; GJEPC-JAB partnership strengthens southern trade corridor

IIJS Tritiya 2026 at a GlanceScale & Participation

- 1,100+ exhibitors showcasing across 1,900 stalls
- 270 new exhibitor companies (first-time participants)
- 15,000 expected trade visitors from 500 Indian cities and 40 countries

Industry Performance

- Rs.28 lakh crore in gems & jewellery exports (April 2025 - February 2026)
- 4% export growth achieved despite 44% decline in U.S. market

Strategic Highlights

- GJEPC-JAB MoU – Regional partnership to strengthen Karnataka's jewellery ecosystem
- GI-Tagged Crafts Pavilion – Showcasing Banaras Meenakari, Cuttack Tarakasi, Thewa, Hupari
- The Select Club – Curated luxury segment for high-end couture jewellery
- IGJME Machinery Expo – 79 companies across 117 stalls running concurrently



IIJS Tritiya 2026's scale-up reflects deeper industry shifts—from market diversification to regional trade corridors

The numbers tell part of the story. Over 1,100 exhibitors. Nearly 1,900 stalls. An expected 15,000 visitors from 500 cities across India and 40 countries. But the fourth edition of IIJS Bharat – Tritiya 2026, which opened at Bengaluru International Exhibition Centre on March 21, reveals something more significant than scale alone.

It signals a fundamental shift in how India's gems and jewellery industry is organizing itself—geographically, strategically, and in terms of value positioning.

The Regional Trade Corridor Thesis

For decades, India's jewellery trade shows concentrated in Mumbai and, to a lesser extent, Jaipur. The logic was straightforward: proximity to manufacturing hubs, established trade networks, and historical centers of commerce.

Bengaluru's emergence as a viable—and increasingly preferred—alternative location reflects a different set of priorities.

The city offers infrastructure that can handle large-scale exhibitions. It sits at the heart of southern India's growing consumer market,

which has demonstrated both purchasing power and design preferences distinct from northern markets. And critically, it provides a neutral ground that allows southern manufacturers and retailers to source efficiently without the logistical overhead of traveling to traditional trade centers.

The Memorandum of Understanding signed between GJEPC and The Jewellers' Association Bengaluru during the inauguration formalizes what has been building organically for several years: a recognition that regional trade corridors matter.

Karnataka's supportive policy environment, articulated by Smt. Gunjan Krishna, IAS, Commissioner for Industrial Development, reinforces this. Her emphasis on moving "into the high-end luxury space, leveraging our rich tapestry of heritage" is not ceremonial language—it reflects a deliberate industrial strategy.

Market Diversification as Survival Strategy

The backdrop to IIJS Tritiya 2026 is an industry navigating significant headwinds.

India's gems and jewellery sector recorded Rs.2.28 lakh crore in exports between April 2025 and February 2026—a respectable 4% growth. But beneath that headline figure lies a 44% decline in exports to the United States, traditionally one



of the industry's largest markets.

That simultaneous growth and contraction is only possible through one mechanism: aggressive market diversification.

GJEPC Chairman Kirit Bhansali framed it directly: "Reaching Rs. 2.28 lakh crore in exports with over 4% growth despite a 44% dip in traditional markets like the U.S. is a testament to our successful strategy of market diversification."

The question is what that diversification looks like on the ground—and platforms like IIJS Tiritiya provide part of the answer.

By positioning the show as a sourcing gateway for both domestic and international buyers ahead of the festive and wedding seasons, GJEPC is creating a mechanism for manufacturers to access newer markets—Middle Eastern buyers, African distributors, Southeast Asian retailers—without the infrastructure overhead of traditional export channels.

The 40 countries represented among expected visitors suggest this strategy is gaining traction.

Rising Gold Prices and the Design Response

One of the more visible transformations across

the exhibition floor, according to Vice Chairman Shaunak Parikh, is how businesses are responding to rising gold prices.

"In response to rising gold prices and changing consumer preferences, businesses are innovating rapidly—and this transformation is visible across the exhibition floor," Parikh noted.

What does that innovation look like?

Lighter designs. Greater emphasis on craftsmanship over weight. Increased use of alternative metals—silver, platinum—and lab-grown diamonds as value propositions.

And a push toward design-led differentiation rather than material-led pricing.

The inclusion of "The Select Club," a curated luxury segment within the exhibition, reflects this pivot. Rather than competing on price or volume, a segment of the industry is positioning itself in the high-end couture space—where design narrative, exclusivity, and craftsmanship justify premium pricing even as gold costs rise.

This is not a niche experiment. It is a strategic response to a structural challenge, and its prominence at a mainstream B2B show like IIJS Tiritiya signals industry-wide recognition of where value creation is headed.

Heritage Meets Market Linkage

Perhaps the most symbolically significant element of this year's show is the Crafts Pavilion, showcasing India's Geographical Indication (GI)-tagged jewellery traditions.

Banaras Meenakari. Cuttack Tarakasi filigree. Thewa jewellery of Rajasthan. Hupari silver craft.

These are not museum pieces. They are active craft

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traditions with living artisan communities—but communities that have historically struggled to access organized trade channels and modern retail markets.

By giving them dedicated space within a major B2B trade show, GJEPC is creating something more than cultural visibility. It is building market linkage.

For retailers, especially those targeting consumers interested in heritage narratives and provenance, these GI-tagged crafts offer differentiated product categories that cannot be easily replicated. For artisans, it provides access to buyers who can scale demand beyond local tourism markets.

The inclusion of this pavilion at IIJS Tiritiya also reinforces a broader positioning shift: India is not just a volume manufacturing hub. It is a repository of specialized skill and design heritage—and that heritage has commercial value in contemporary markets.

The Southern Market Opportunity

One element often understated in discussions about regional trade shows is the distinct nature of southern India's jewellery market.

Consumer preferences differ. Design sensibilities lean toward temple jewellery, antique finishes, and traditional motifs that do not necessarily align with northern bridal trends. Purchasing patterns skew toward festivals and life-cycle events that may not match the wedding-heavy seasonality of other regions.

For manufacturers and wholesalers looking to tap this market, a Bengaluru-based sourcing platform offers direct access without the need for layered intermediaries or speculative inventory positioning in unfamiliar geographies.

The 270 new exhibitor companies participating this year suggest that businesses see Bengaluru

not as a secondary venue, but as a primary access point to a distinct and growing customer base.

What the Machinery Expo Signals

Running concurrently with the jewellery exhibition is the India Gem & Jewellery Machinery Expo (IGJME) Bharat – Tiritiya 2026, featuring 79 companies across 117 stalls.

The co-location is strategic. As manufacturers adapt to design-led differentiation and lighter-weight production, machinery and technology become critical enablers. Laser cutting, CAD/CAM integration, precision casting, and automation allow for complexity and consistency that manual processes cannot match at scale.

The presence of a dedicated machinery expo alongside the jewellery showcase reflects an industry investing in production capability—not just chasing immediate sales.

Looking Ahead

IIJS Tiritiya 2026 is not an isolated event. It is a data point in a larger trajectory.

The show's scale-up—from its first edition in 2020 to today's 1,100+ exhibitors—mirrors the industry's broader evolution. Geographic diversification. Value-based positioning. Heritage integration. Technology adoption.

Whether this momentum sustains will depend on factors beyond any single trade show: global economic conditions, commodity price stability, policy support, and consumer sentiment.

But if the participation numbers, government backing, and institutional partnerships are any indication, Bengaluru's role as a southern jewellery sourcing hub is no longer experimental.

It is structural.