'Made in India' Jewellery Must Become the World's Trusted Choice: Chirag Paswan at IIJS Bharat Premiere 2026

Calling upon India's gem and jewellery industry to strengthen the global reputation of 'Made in India' jewellery, Union Minister Shri Chirag Paswan said Indian craftsmanship, quality and innovation must become the world's most trusted choice as he inaugurated the Bombay Exhibition Centre (BEC) venue of IIJS Bharat Premiere 2026 in Mumbai.

The inauguration marked another milestone for India's flagship B2B gem and jewellery exhibition, bringing together government representatives, global industry leaders and international buyers as the sector looks to accelerate exports and strengthen Brand India in global markets.

Joining the Union Minister as Guests of Honour were Paul Rowley, Executive Vice President, Diamond Trading, De Beers Group; K. P. Abdul Salam, Vice Chairman, Malabar Group; and Lamon Rutten, Managing Director & CEO, India Gold Metaverse Pvt. Ltd. Representing GJEPC were Kirit Bhansali, Chairman; Shaunak Parikh, Vice Chairman; and Sabyasachi Ray, Executive Director.

Addressing the gathering, Shri Chirag Paswan, Hon'ble Union Minister of Food Processing Industries, Government of India, said: "The participation of delegates from nearly 80 countries at IIJS Bharat Premiere reflects the growing global confidence in India's gems and jewellery industry. Under the leadership of Hon'ble Prime Minister Shri Narendra Modi, the Government is committed to introducing reforms that strengthen ease of doing business, remove bottlenecks and create new opportunities for growth. As India moves towards the vision of Viksit Bharat 2047, the jewellery sector will play a vital role. I urge the industry to uphold the highest standards of quality and craftsmanship so that 'Made in India' continues to earn the trust of consumers worldwide and strengthens Brand India's global reputation."

Opening the ceremony, Kirit Bhansali, Chairman, GJEPC, highlighted India's transformation from being primarily a manufacturing hub to emerging as a global leader in the gem and jewellery industry. He pointed to recent Free Trade Agreements, India's *chairmanship of the Kimberley Process, Indian representation at leading international diamond organisations and the expanding global presence of Indian jewellery retailers as key indicators of the country's growing influence. He also reiterated GJEPC's vision of achieving US$100 billion in gem and jewellery exports by 2047, supported by infrastructure development, policy reforms and skill enhancement.*

Speaking on behalf of De Beers Group, Paul Rowley, Executive Vice President, Diamond Trading, said: "India is far more than a market for De Beers. It is a trusted partner, a source of inspiration and increasingly a co-author of the next chapter for natural diamonds. The scale and energy of IIJS Bharat Premiere demonstrate the confidence of this industry. Despite global challenges, India continues to be the fastest-growing natural diamond market, and De Beers remains committed to supporting its long-term success through collaboration, skills development and consumer demand."

K. P. Abdul Salam, Vice Chairman, Malabar Group, said: "This is the moment for Indian jewellery. We have evolved from manufacturing for international brands to building Indian brands that are respected across the world. Platforms like IIJS Bharat Premiere connect our manufacturers with global buyers while showcasing India's strengths in quality, innovation, sustainability and design. By strengthening trust, investing in branding and working together, we can take the industry to its next US$100 billion milestone."

Highlighting the role of digital transformation, Lamon Rutten, Managing Director & CEO, India Gold Metaverse Pvt. Ltd., said:

"Technology is no longer just improving the way jewellers operate; it is transforming their entire business. By connecting retailers through digital ecosystems, jewellers can expand inventory, reach customers nationwide and unlock new financial opportunities without increasing working capital. The jeweller of the future will remain a trusted craftsman and advisor while becoming a national retailer, a financial gateway and a creator of wealth for the community."

IIJS Bharat Premiere 2026 is spread across the Jio World Convention Centre and the Bombay Exhibition Centre, covering more than 135,000 square metres with over 2,100 exhibitors, 3,600 stalls, and participation from 2,700+ international buyers representing more than 80 countries. The exhibition also marks 25 years of IIJS as India's flagship B2B gem and jewellery show.

Alongside the exhibition, the India Gem & Jewellery Machinery Expo (IGJME), The Select Club, 20 Under 40, JewelStart Demo Day, and Innov8 Talks continue to showcase manufacturing innovation, emerging technologies and the future direction of India's gem and jewellery industry.