



GJS 2025 DIWALI EDITION CONCLUDES WITH GRAND SUCCESS, CELEBRATING INNOVATION, LEGACY, AND INDUSTRY UNITY



The India Gem and Jewellery Show (GJS 2025) – Diwali Edition concluded at the Jio World Convention Centre, Mumbai, after four spectacular days of celebration, innovation, and industry collaboration. Organised by the All India Gem and Jewellery Domestic Council (GJC), the show witnessed an overwhelming response from across the country, with over 10,000 visitors, 2,000 plus hosted buyers, and more than 700 booths showcasing the finest in Indian jewellery craftsmanship. Following its grand inauguration by Chief Minister of Maharashtra Devendra Fadnavis, the event continued to build momentum with a series of impactful activities and engagements that reflected the vibrancy and resilience of the gem and jewellery sector.

Inauguration was also graced by the presence of Pankaj Bhoyar (Minister of State for Home (Rural), Housing, School Education, Cooperation and Mining, Government of Maharashtra) and Chitra Kishor Wagh (Member of the Maharashtra Legislative Council). The ceremony was further attended by key industry leaders including Kirit Bhansali (Chairman, Gem & Jewellery Export Promotion Council – GJEPC), Dr. B. Govindan (Chairman, Bhima Jewellers), and Sandeep Kohli (CEO, Novel Jewels, Aditya Birla Group and Indriya – Aditya Birla Jewellery). Special guests included Rajiv Jain (Secretary, Jaipur Jewellery Show) and Prithviraj Kothari (National President, IBJA – India Bullion and Jewellers Association).

Addressing the gathering, the **Chief Minister of Maharashtra Devendra Fadnavis** said, “The gems and jewellery industry is a vital sector for India as a whole, and for Maharashtra in particular. It is not only a significant contributor to our economy but also an important generator of employment. The tradition

of gems and jewellery in our culture dates back to the Indus Valley Civilization and even earlier, with a history of over 10,000-12,000 years.” He further lauded “GJC’s efforts to bring more players into the organised sector are truly commendable. The Council invite to work with the government by presenting a comprehensive framework for certification and other key initiatives. GJC to enhance the availability of skilled manpower for the gems and jewellery industry through Skill universities”.

Chitra Kishor Wagh (Member of the Maharashtra Legislative Council) speaking at the GJS Show 2025 said, “Earlier, IPC 411 posted several challenges, but with its transition into BNS 317, greater clarity has been achieved. The Maharashtra Chief Minister Devendra Fadnavis has assured that instead of a recovery officer, only an investigating officer will handle such matters - a significant relief for jewellery industry. Maharashtra has once again set an example, by being the first and only State with 36 districts to witness such a development. The formation of the Vigilance Committee, under the guidance of Pankaj Bhojar, and with the support of Maharashtra Chief Minister is historic. Maharashtra truly stands as a, ‘Sonya Sarkha Soneri Maharashtra’ - A Golden State for Jewellers.”

The second day of GJS2025 was marked by a heartfelt gesture — a Blood Donation camp held in honour of Prime Minister Narendra Modi’s birthday, reinforcing the industry’s commitment to social responsibility.

The evening sparkled with glamour and recognition as the World Gold Council (WGC) presented the prestigious National Jewellery Awards (NJA’25), powered by IDT Gemological Laboratories Worldwide. Bollywood actress Mrunal Thakur graced the occasion and felicitated the winners, adding a touch of star power to the celebration of excellence in jewellery design and innovation.

Throughout the exhibition, a series of thought-provoking seminars and interactive sessions captivated attendees. Topics ranged from “Retailer’s Illusion” and “Coffee with Chetan Kumar Mehta” to cutting-edge discussions on the use of artificial intelligence in jewellery, transformation of family businesses, and the evolving landscape of lab-grown diamonds. The sessions “Reimagining Retail Using AI” and “Women of Vision” highlighted the future-forward mindset of the industry, while the “NextGen and Artisans Awards” and “Media Awards” celebrated emerging talent and impactful storytelling within the jewellery ecosystem.



Reflecting on the success of GJS 2025, **Rajesh Rokde, Chairman of GJC** said, “This edition of GJS has truly been a landmark moment for our industry. The presence Chief Minister Devendra Fadnavis, along with Pankaj Bhojar (Honourable Minister of State for Home (Rural), Housing, School Education, Cooperation and Mining, Government of Maharashtra) and Chitra Kishor Wagh (Member of the Maharashtra Legislative Council), added immense pride and significance to the event. The enthusiastic participation of jewellers from every corner of India reaffirmed the strength and unity of our community. With sales reaching nearly 25 to 30 tonnes, GJS 2025 has set a new benchmark of success. The timing of the show, just ahead of the festive season, infused fresh energy into the domestic industry and highlighted the vital role of the GJC as the true representative of the sector—reinforcing why GJS is truly ‘Humara Apna Show’.

The blood donation drive and NJA’25 awards added both heart and heritage to the show. Exhibitors expressed immense satisfaction with the quality of visitors, the scale of business opportunities, and the seamless organisation. We now look forward with great excitement to the upcoming Lucky Lakshmi Festival, which will further bring prosperity and strengthen the bond between jewellers and customers.”

Avinash Gupta, Vice Chairman of GJC said, “GJS 2025 has exceeded all expectations. The seminars and awards sparked new conversations and inspired fresh thinking. We are proud to see such a strong turnout and engagement, and we remain committed to working closely with the government and stakeholders to drive growth, innovation, and skill development in the gems and jewellery sector. The National Jewellery Awards (NJA’25), is often regarded as the Oscars of the jewellery industry, added a prestigious and celebratory dimension to the show. We are also excited about the upcoming Lucky Lakshmi Festival, which will serve as a celebration of joy and prosperity for jewellery buyers and the industry alike.”

Saiyam Mehra, Convenor of GJS concluded, “The energy and enthusiasm at GJS2025 have been phenomenal. From the inauguration to the final day, every moment reinforced the spirit of #HumaraApnaShow. The exhibition floor buzzed with activity, bringing together over 750 booths under one roof and showcasing a stunning array of jewellery — from traditional masterpieces to contemporary innovations. The trading over the past four days was truly overwhelming, with thousands of buyers engaging in high-value transactions, discovering new collections, and building lasting business relationships. Exhibitors expressed immense satisfaction with the quality of footfall and the scale of opportunities, making GJS 2025 a powerful platform that celebrates heritage, embraces technology, and drives the future of Indian jewellery.”

