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PRESS RELEASE

Fashion Jewellery Show Generates Business Worth Over Rs 84 Crore : EPCH

The 5th edition of three-day-long Indian Fashion Jewellery & Accessories Show (IFJAS 2012), organized by the Export Promotion Council for Handicrafts (EPCH), generated business worth over Rs. 84 crore on its conclusion today at India Expo Centre and Mart at Greater Noida Expressway, Delhi-NCR .

Around 453 overseas buyers, representing world famous major buying houses and retail chains, visited the fair to source their requirements from a diverse range of products under one-roof showcased by over 200 Indian exporters and manufacturers from various parts of India. About 350 buyers had registered on the opening day of the show itself.

Over 50 big retail houses from across the country dealing in fashion jewellery also visited the mega show to source their requirements.

Fashion Shows were organized on all three days with a theme “Go Green” and these shows were greatly appreciated by the visitors and buyers.

The display range included fashion jewellery, semi precious fashion jewellery, fashion accessories, hand bags, purses, fancy shoes and embroidered fashion accessories etc. keeping western tastes and preferences in focus.

Smt. Kiran Dhingra, Secretary, Ministry of Textiles, also visited the show on the concluding day and appreciated the display and presentation of products by Indian exhibiting companies. She observed that the intricacies and exquisiteness of the Indian traditional as well as contemporary fashion jewellery have created a niche in the world markets and have tremendous potential for exports.

Overseas buyers evinced keen interest in India’s design elements anchored on trends interpreting various inspirations and tendencies and use of an assortment of material. Buyers from across the globe with major traffic from USA, UK, Canada, Japan, Poland, South America, Turkey, Botswana, Hungary and Belgium visited the show to source their requirements. This mega event is one of its kind of international show dedicated entirely to the jewellery and accessories industry.

The world market for fashion jewellery and accessories is over US\$ 16.3 billion in which India’s share is negligible. The export of fashion jewellery and accessories from India has risen to Rs. 886 crore in 2010-11 to Rs. 1237.69 crore in 2011-12 and the trend continues as in the first three months of Apr-June 2012-13, the exports from this segment were to the tune of Rs 336.50 crore (USD 62.47 million) as against Rs 244.08 crore (USD 54.35 million) during the same period in 2011-12.

The EPCH is a nodal agency for promotion of handicrafts products from India and projects India’s image abroad as a reliable supplier of high quality handicrafts.