



4-6 July 2025; India Expo Centre & Mart, Greater Noida

IFJAS 2025 concludes after engaging the global buying community with the Indian fashion jewellery & accessories sector's business ambition & dynamics

The 19th edition of IFJAS, held from 4th to 6th July 2025 at the India Expo Centre & Mart, Greater Noida, welcomed buyers from across continents. It served as a vital platform for businesses in the fashion jewellery and fashion accessories sector to establish their identity and foster brand recognition. Exhibitors from across India made this trade appointment a unique opportunity for buyers to explore a well-curated product range spanning five distinct segments, offering everything from tiaras to toe rings.

IFJAS 2025 also aimed to strengthen global trade linkages while celebrating India's artisanal excellence. This edition featured participation from over 20 artisan entrepreneurs, including craftspeople from Arunachal Pradesh, the Eastern Region and various other parts of India. It reaffirmed the commitment to promoting India's diverse regional crafts and creating meaningful engagement between artisans and global buyers. A specially curated 'Designers X Business' arcade showcased innovative creations by both emerging and established designers across diverse product categories. Fashion shows organised during the event were among the main attractions for visiting buyers, who witnessed a stunning showcase of varied and exquisite fashion jewellery and accessories on the ramp.

With 500 overseas buyers from 67 countries and buying representatives as well as 250 domestic retailers, the fair facilitated meaningful engagements between a global buying community and around 200 exhibitors leading to meaningful enquiries and business networking.

Show elevates visibility of India's diverse portfolio in fashion jewellery and accessories



Giriraj Singh
Hon'ble Union
Minister of Textiles,
Govt. of India

I have learnt that over the years, IFJAS has emerged as a premier international event for those seeking to source fashion jewellery and accessories from exporters in India. I am also given to understand that this specialised fair provides a vital platform for small and medium-sized exporters from across India to showcase their craftsmanship and product range to overseas buyers, sourcing consultants and

major domestic volume buyers. Its global outreach and the potential to enhance exports contribute not only to the country's economic growth but also to the creation of employment opportunities across various regions.

It is encouraging to note the enthusiastic response from segment specific buyers intending to attend the fair. Such engagement is bound to further elevate the visibility of India's diverse portfolio of traditional, aesthetic, and contemporary fashion jewellery and fashion accessories. This, in turn, will significantly contribute to the growth of the sector and the well-being of countless artisans – many of them women, whose livelihoods are intricately tied to this industry.

IFJAS plays a pivotal role in positioning India prominently on the global sourcing map



Pabitra Margherita
Hon'ble Union Minister
of State for External
Affairs and Textiles,
Govt. of India

With participation from over 200 leading, small and medium exporters and the presence of around 1000 overseas buyers and sourcing professionals, IFJAS 2025 plays a pivotal role in positioning India prominently on the global sourcing map.

India's rich craft heritage, skilled artisans and evolving design sensibilities have made it a preferred destination for handcrafted and hand-embellished fashion jewellery and accessories. In today's dynamic global market, IFJAS 2025 serves as an important platform to expand international reach and enhance our export performance through result oriented business interactions.

It is also heartening to note the industry's increasing emphasis on sustainability and ethical production throughout their value chains. The collaboration between traditional artisans and emerging designers from leading institutes is fostering innovation, ensuring that Indian products align with global trends while retaining their unique identity.

India continues to emerge as a highly sought after sourcing destination for the handcrafted and intricately embellished

Recognised as one of the premier product-specific trade fairs in its category, IFJAS serves as a vital platform for a diverse range of exhibitors, particularly small and medium exporters. We encourage visiting buyers and traders from around the world to leverage the exclusive opportunities provided by IFJAS to network, collaborate and forge enduring partnerships with India's handicraft manufacturers and artisans. India continues to emerge as a highly sought after sourcing destination for handcrafted and intricately embellished fashion jewellery and accessories, driven by its rich heritage, skilled artisans, and immense creative potential. This event plays a crucial role in fostering a dynamic marketplace that benefits a broad spectrum of craftsmen and industry stakeholders.

This Ministry has implemented various initiatives and promotional schemes aimed at bolstering handicraft exports and generating employment within this sector. We commend the Council for its dedicated efforts in organising this focused platform to promote the growth and visibility of this important segment.



Amrit Raj, IPoS
Development
Commissioner
(Handicrafts),
Ministry of Textiles,
Govt. of India

Exhibitors engage with international buyers, showcase capabilities and build partnerships



Sunil Barthwal, IAS
Secretary, Ministry of
Commerce and
Industry, Govt. of India

EPCH, along with its member exporters, works towards positioning Indian crafts on the global stage and enhancing their visibility and competitiveness in international markets. This event offers the participants, which include medium and small exporters, artisan entrepreneurs and other manufacturer exporters a valuable opportunity to engage with international buyers, showcase their capabilities, and build sustainable, long-term trade partnerships.

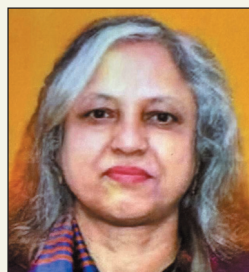
I extend my best wishes to all participating exhibitors, international buyers, and all others associated with this event.

IFJAS 2025 brought together a rich diversity of products catering to various lifestyles. The fair aimed to showcase culturally and craft-rich India, demonstrating its capability, capacity and competence to meet the demands of global markets. With a significant influx of international buyers including those from India's emerging markets, exhibitors were committed to making this edition a pivotal platform for the Indian fashion jewellery and fashion accessories sector.

The fashion jewellery collection featured non-precious statement pieces like anklets, cufflinks and brooches. Footwear and apparel included slip-ons, skirts and dresses for varied tastes. Textile accessories ranged from scarves to shawls and handkerchiefs. Bags and leather goods showcased totes, clutches, wallets, belts and gloves. Beauty and grooming items included perfumes and spa essentials. Hair accessories, along with fashion components like beads, stones, tassels and zari, were also on display. Premium selections catered to lifestyle and luxury buyers.

Buyers to IFJAS 2025 expressed interest in placing orders with both their regular and newly discovered suppliers at the fair. First-time visitors were pleased with the atmosphere and the focused displays and presentations. Many spoke eloquently about their preference for sourcing from manufacturers they had connected with at IFJAS over the years. Buyers came from Austria, Australia, Belgium, Canada, France, Germany, Italy, Japan, Mexico, Netherlands, Portugal, Spain, South Africa, UAE, USA and many more.

Indian artisans and exporters uniquely positioned to seize global opportunities



Neelam Shami Rao, IAS
Secretary, Ministry of
Textiles, Govt. of India

Today, as global demand surges for distinctive, high-quality and ethically produced goods, Indian artisans and exporters are uniquely positioned to seize this opportunity. I am confident that IFJAS 2025 will serve as a dynamic platform to connect Indian exporters with international buyers, catalyzing export growth and fostering long-term trade partnerships.

It is heartening to note the sector's deepening commitment to sustainability, as more enterprises integrate eco-conscious practices, adopt organic and recycled materials, and align with responsible production standards. This shift not only meets the evolving expectations of global consumers but also enhances the competitiveness and credibility of Indian products in the world market. The synergistic collaboration between exporters, designers and artisans remains pivotal in driving innovation, ensuring product relevance, and promoting inclusive economic development. With a stronger focus on digital platforms, e-commerce, and global outreach, India's handicraft sector is poised for accelerated growth and transformation.

The show was inaugurated on 4th July 2025 by Dr. Neeraj Khanna, Chairman, EPCH, in the presence of Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. J P Singh, President, IFJAS 2025; Mr. Mohd Rais, Vice President, IFJAS 2025; Members Committee of Administration, EPCH - Mr. Raj Kumar Malhotra, Mr. Ravi K Passi, Mr. Avdesh Agarwal, Mr. Pradip Muchhala, Mr. Simrandeep Singh Kohli; Mr. Lekhraj Maheshwari and Mr. Prince Malik; Mr. R K Verma, Executive Director, EPCH and Mr. Rajesh Rawat, Additional Executive Director, EPCH, exhibitors, trade members, press & media.

The Best Display Awards as well as Felicitations Ceremony at IFJAS 2025 was organised on 5th July 2025 and was graced by Ms. Mercy Epao, Joint Secretary, Ministry of MSME and awards given away in categories of Fashion Jewellery and Fashion Accessories. A buyer as well as organisational felicitation was also part of the occasion.

Glimpses from the Inauguration...



Seen in the pictures: Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. J P Singh, President, IFJAS 2025; and Mr. Mohd Rais, Vice President, IFJAS 2025; Mr. Avdesh Agarwal, Chief Convenor, EPCH; Members, Committee of Administration, EPCH - Mr. Raj Kumar Malhotra, Mr. Ravi K Passi, Mr. Pradip Muchhala, Mr. Simrandeep Singh Kohli; Mr. Lekhraj Maheshwari and Mr. Prince Malik; as well as Mr. R K Verma, Executive Director, EPCH and Mr. Rajesh Rawat, Additional Executive Director, EPCH.



Exhibitors Enthuse Visitors with Innovative Fashion Statements

India's rich and diverse landscape brought a distinctive vibrancy to IFJAS, with regional identities reflected in a wide array of products crafted from the country's abundant natural resources. Exhibitors from across the nation presented collections that blended time-honoured traditions with modern aesthetics, capturing the attention of buyers from both domestic and international markets. Regional displays were a highlight, offering valuable exposure to artisans and newer enterprises alongside well-established exporters catering to niche global segments. Many showcased jewellery forms bore the imprint of generational heritage, family traditions now reinterpreted with contemporary design sensibilities. From the refined metalwork of Moradabad to sustainable bamboo creations from Gurgaon, the fair offered a comprehensive view of India's evolving accessory and fashion jewellery landscape, deeply rooted in craft, yet forward-looking in its commitment to sustainability, innovation, and ethical production.

A Jaipur-based manufacturer that began as a trading outfit in 2005 has now become a full-fledged jewellery production unit, offering intricately crafted earrings, bracelets, and semi-precious stone connectors. With complete in-house control over cutting, faceting, shaping and fitting, the enterprise maintains high-quality output in silver and brass. Once focused solely on exports to the USA, Japan, Mexico, and Italy, the manufacturer has now expanded into the domestic market with an online brand tailored for Indian consumers. Another Jaipur-based manufacturer merged traditional textile expertise with contemporary art. What began as an extension of fine art has developed into a diverse range of accessories including handbags, sling wallets, and home office items such as

tumblers and diaries. Operating through online platforms, the manufacturer brings a unique, art-inspired product line to the domestic market, with plans for international expansion underway.

A Delhi-based jewellery manufacturer showcased a vibrant summer collection of handmade statement pieces. Known for bold colour combinations and expressive design, the unit sources all raw materials from local markets such as Chandni Chowk. Earrings remain their most popular export product, especially in markets across Japan, Europe, and the USA. With three years of experience, this young enterprise is redefining traditional jewellery for contemporary tastes.

Another Delhi-based unit stood out with its distinctive jewellery crafted from iron wire. Designs are carefully shaped, embroidered, and sized to create elegant headbands and accessories. This manufacturer takes pride in employing women and elderly individuals, supporting inclusive livelihoods while maintaining local sourcing and in-house sampling to ensure quality. With increasing attention at the fair, they are optimistic about expanding into international markets.

A New Delhi-based textile manufacturing unit stood out for its focus on social empowerment. Using a home-based cluster model, it employs hundreds of urban women while promoting sustainability through the use of upcycled materials. A Fair Trade-certified organisation since 2017, it offers free training with a unique condition: artisans' children must attend school. The manufacturer combines heritage fabrics with modern designs to create distinct, market-ready textile accessories.

From Moradabad, a well-established manufacturing unit brought decades of expertise in crafting home and fashion accessories from iron, steel, and marble. Known for its enamel work and resin detailing,



A Strategic Platform for Export Growth and Global Collaboration



J P Singh
President, IFJAS 2025

Sector specific exhibitions like IFJAS offer critical opportunities to engage directly with international buyers, understand market requirements firsthand and identify new avenues for growth. EPCH's commendable initiative in bringing together artisan entrepreneurs, leading exporters and global buyers under one roof highlights its

commitment to nurturing meaningful business relationships. I encourage fellow exporters to effectively leverage their capabilities and remain closely aligned with the ever-evolving dynamics of the fashion industry. Our buyers are not only valued partners but also insightful navigators who help us adapt and innovate in response to emerging trends and consumer preferences.

I express sincere appreciation to all overseas buyers and exhibitors for their continued support and engagement that contribute immensely to the success and relevance of this event.

the unit handles the entire production process internally, from sourcing to finishing. With a solid export base in the US, the fair offered a platform to reach new markets and showcase original, in-house designs. A young manufacturing unit from Gurgaon showcased its eco-friendly accessories made from bamboo and jute. Built on the values of ethical sourcing and indigenous artistry, the unit employs skilled artisans to craft lightweight, hypoallergenic jewellery designed for comfort and style. With an increasing demand from both Indian and UK buyers, the enterprise is a promising example of combining material innovation with traditional craftsmanship.



A window for the world to behold India's niche



Mohd Rais
Vice President,
IFJAS 2025

IFJAS offers a global window into the unique niche India has carved in the field of fashion jewellery and accessories, which are crafted across diverse clusters in the country, reflecting the rich traditions and cultural heritage of each region.

These clusters hold immense strength in production, and through various Council-led initiatives- particularly in design

development and training-significant innovations have been introduced in line with evolving consumer preferences.

Showcasing these designs at IFJAS presents a valuable opportunity for visiting buyers to explore curated collections, discover new sourcing options and establish meaningful business connections.

With manufacturing operations based in underserved areas of Pune and Bangalore, this enterprise focuses on employing women from low-income communities. Their jewellery line, especially reversible necklaces made from recycled materials, blends style with sustainability. With a decade of experience and export clients in the US and Dubai, the company exemplifies how ethical production and inclusive employment can go hand in hand.

"The show concluded for this season on an optimistic note, highlighting the sector's dynamism," stated Dr. Neeraj Khanna, Chairman, EPCH, as he outlined his strategic vision for the exports of Indian handicrafts, titled, '3 Guna 30 Tak - Confidence, Capabilities, Capacity'. This focuses on regional empowerment, digital transformation and international competitiveness. He further shared that this renewed push for inclusive growth, capacity building and visionary planning reflects the Council's unwavering commitment to strengthening India's position as a global leader in handicrafts. Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML shared his enthusiasm noting the growing product offerings at IFJAS, he said "It is heartening to see IFJAS evolve as a one-stop sourcing destination for all fashion needs for the global audience. The fast changing dynamics of fashion trade, based on fashion trends, makes the Indian Fashion Jewellery & Accessories Show a very potent platform which is focused and compact to suit today's business environment."

Empowering Sector through Innovation, Craftsmanship and International Engagement at IFJAS



Dr. Neeraj Khanna
Chairman, EPCH

India's fashion jewellery and accessories sector holds significant promise in the global export landscape. A key strength of this industry lies in its adaptability, allowing for exceptional expressions of creativity, innovation and craftsmanship through customized designs. Our skilled artisans play a critical role in this process, preserving traditional handcrafting techniques while embracing contemporary trends.

Through sustained efforts by EPCH, including skill development and design innovation programs, the sector has made notable progress in aligning its offerings with evolving consumer preferences. IFJAS presents a unique opportunity for exhibitors to showcase these innovations to a global audience, opening up valuable marketing avenues and facilitating new business prospects. As a specialised sourcing platform, IFJAS offers buyers a focused environment to discover and source products tailored to their specific needs, right from fashion-forward collections to sustainably crafted accessories.

Elevating Indian Artistry and Expanding Global Horizons in Fashion Jewellery



Dr. Rakesh Kumar
Director General in
the role of Chief
Mentor, EPCH and
Chairman, IEML

The collections on display at IFJAS represent the rich depth, craftsmanship and creative flair that define Indian artistry. India wears her beauty in vibrant textiles, exquisite ornaments and the inspiring stories brought to life by the gifted hands of its artisans. Whether it is finesse in carved ornaments or the magical intricacy of embroidery, appliqué and embellishments, each piece reflects a cultural narrative passed through generations. These expressions find vivid form in both traditional and contemporary fashion jewellery that continues to carve a unique niche in international markets.

The intricate designs, fine workmanship, and adaptability of Indian fashion jewellery have not only captivated global consumers but also offer significant potential for expanded exports. IFJAS serves as a vital platform to realise this potential, providing meaningful opportunities for collaboration, market expansion, and business growth across the value chain.

Thematic Showcase : Designers X Business

IFJAS 2025 presented a thoughtfully curated 'Designers X Business' showcase, featuring ethical fashion and artisan innovations by accomplished design professionals from the fashion jewellery and accessories sectors. For many, this marked their debut at the fair, and they looked forward to gaining insights, building networks and forging valuable market connections through this platform.

A designer from Jaipur presented a unique collection of upcycled handbags crafted from textile scraps and discarded materials. "We believe no fabric should go to waste. By adding zippers, pockets and straps, we give a fresh identity to what was once discarded," she shared. The offerings combine sustainability with traditional Indian aesthetics, resulting in stylish, utilitarian accessories.

From Delhi, a designer who launched her brand earlier this year is focusing on bespoke gemstone jewellery using ethically sourced stones like amethyst, emerald, and ruby. "While coloured stones

are widely appreciated abroad, they're still emerging in the Indian market. I want to change that," she noted. Each piece is handmade by a group of dedicated women artisans and known for its brilliance and customisation options.

A designer from Ahmedabad shared insights into her slow fashion label that merges traditional hand block printing with modern, minimal silhouettes. "Each piece is handcrafted and made-to-order, reflecting our commitment to ethical fashion," she said. With over two decades of experience and a strong foundation from NID, she is best known for quilted jackets and coats made of superfine cotton, which are especially appreciated by international buyers.

From Indore, a sustainable fashion innovator highlighted her brand's patented method of dyeing garments using discarded temple flowers. "Our goal is to offer therapeutic clothing made from handwoven cotton and Ahimsa silk, while promoting wellness and reducing textile waste," she explained. The brand is one of the first in India to offer antimicrobial and size-inclusive clothing that blends

Showcasing India's Diverse Craftsmanship and Sustainable Fashion Innovations



Sagar Mehta
Vice Chairman, EPCH

Fashion jewellery and accessories are crafted across diverse regional clusters in India, each reflecting the unique tradition and cultural heritage of its origin. This rich diversity forms the backbone of our industry, strengthened further by a blend of heritage-inspired and contemporary innovations. A key highlight of IFJAS is its strong commitment to sustainable fashion, featuring eco-friendly products created from nature-derived materials.

IFJAS has established itself as a thoughtfully curated international marketplace, offering an unparalleled sourcing platform. The growing international patronage of IFJAS stands as a testament to the capability and versatility of Indian manufacturers. EPCH has actively supported design development training aligned with global consumer preferences and market demands, enabling exhibitors to present trend relevant innovations at the fair. This creates significant opportunities for expanding business, boosting exports and forging long-term partnerships.

Ayurveda with fashion. A designer from Bhopal discussed how the tribal art and culture of Madhya Pradesh inspires her demi-fine jewellery line. "Our pieces are rooted in indigenous traditions like Gond and Bhil art but crafted for the contemporary woman," she said. The jewellery goes through a 14-step handcrafted process and features materials like brass, silver, and gemstones to create bold yet timeless designs.

From Delhi, a designer duo talked about their journey from sketching wildlife-inspired art to translating it into garments and home accessories. "Our work begins with paintings that evolve into collections, be it clothing, wall art or tableware," the designer said. Their aesthetic draws heavily from Indian flora and fauna, blending storytelling with design.

A leather products designer from Noida spoke of her Indo-Australian journey in luxury leather accessories. "Each piece reflects global craftsmanship and natural imperfections, using artisanal dyeing and handwork," she shared. Her experimentation with leather textures

and eco-conscious techniques sets her work apart in international markets. From Gurgaon, two young designers are transforming discarded leather scraps and coats into fashion-forward accessories. "We focus on asymmetry, structure and sustainability," said one of the co-founders. Their work challenges fast fashion by turning waste into bold, utilitarian designs that celebrate Indian culture and ethical fashion.

From Delhi, a designer and educator with over a decade of experience is empowering women artisans through collaborative jewellery making. "We work with more than 125 women and 200 designers. My goal is to bridge the gap between academia and artisan branding," she said. Her initiative supports women in developing entrepreneurial skills while preserving handmade craft traditions.

Regional Artisanal Flavours

Artisans, crafts people and entrepreneurs from various regions displayed their regional specialties and exclusive hand crafting skills at the fair. From Patiala, a fifth-generation family upheld the legacy of Phulkari embroidery through a handloom setup, gaining international recognition for their original and customized creations. In Faridabad, a designer focused on women empowerment and sustainability, training women to create textile jewellery from recycled shop waste.

The Chamba Rumal tradition was represented by a Himachal-based workshop that not only preserves this intricate embroidery but also trains young women free of cost. A Moradabad artisan highlighted Persian-inspired metal jewellery made from single wire pieces,



while a Srinagar exhibitor showcased authentic Pashmina, crafted by Kashmiri artisans using wool from Ladakh, some pieces taking up to two years to complete. A young designer from Dehradun created bead-and-felt jewellery inspired by nature, while a Kolkata-based family venture presented hand-painted jewellery using jute, wood and dried plants. A Jaipur based designer brought forward a new wire-based, nickel-free jewellery line featuring natural stones, already popular in European and Australian markets. From Hathras, a glass bead maker traced his family's journey of melting Firozabad glass rods into detailed beads, while an Itanagar exhibitor celebrated tribal Wancho jewellery that empowers rural women and preserves cultural identity. A self-taught jeweller from Kolkata and a debut participant from Goa also earned positive attention, each combining personal initiative and unique designs with a growing customer base. Together, these diverse participants reflected the depth, innovation, and sustainability shaping India's contemporary handmade jewellery landscape.

Buyers Share Positive Impressions

IFJAS attracted a distinguished global audience, including fashion designers, retail chains, boutique owners, fashion brands, wholesalers, e-commerce platforms and industry professionals, alongside major players from the Indian retail sector. The exhibitors actively engaged with buyers, while artisans made the most of the trade platform for learning and exposure.

Around 500 buyers, buying representatives visited from 67 nations to explore business opportunities and sourcing from India. Besides, over 250 domestic volume buyers also attended the fair. Buyers came from Austria, Australia, Belgium, Canada, France, Germany, Italy, Japan, Mexico, Netherlands, Portugal, Spain, South Africa, UAE, USA and many more.

Buyers from several countries expressed their enthusiasm and appreciation for the vibrant offerings and meaningful connections at the fair. They appreciated how IFJAS has been thoughtfully designed to ensure a seamless and enriching sourcing experience. They have liked the expansive portfolio across the product segments including fashion jewellery, accessories as well as components and their raw materials, all suited to their markets for the upcoming seasons.

A buyer from the United States highlighted the opportunity to reconnect with suppliers while discovering promising new ones, noting the creativity and high quality of Indian products. Another, attending for the first time, shared a specific interest in prayer beads. Fascinated by the materials and artistry of handcrafted items,

Raw Materials to Refined Designs: IFJAS 2025 Empowers Every Link



R K Verma
Executive Director,
EPCH

IFJAS provides a unique opportunity to explore an expansive portfolio across the product segments including fashion jewellery, accessories as well as components and their raw materials.

IFJAS 2025 attracted a distinguished global audience, fashion designers, retail chains, boutique owners, fashion brands, wholesalers, e-commerce platforms and industry professionals from across the world, in addition to key players from the Indian retail sector.

Buyer services at IFJAS were carefully designed to ensure a seamless and enriching sourcing experience. According to feedback, buyers are particularly drawn to pieces that showcase intricate and labor-intensive handcrafting techniques. They believe this trend will gain significant traction across several key global markets for Indian products.

they praised Indian craftsmanship for its uniqueness and appeal. From Spain, multiple buyers voiced strong appreciation for Indian design. A returning buyer from Spain emphasised the originality and uniqueness that keeps them coming back. First-time visitors representing and another team from Spain also commended the handmade quality, craftsmanship and diversity of products on display, particularly in the jewellery and accessories categories. Buyers from South Africa shared equally positive sentiments. One came in search of clothing and jewellery, appreciating the professionalism and warmth of Indian suppliers. Another praised the vibrancy and character of Indian products. A long-time visitor shared his efforts to promote Indian craftsmanship back home and highlighted their ongoing admiration for its authenticity and detail.

A buyer from Lebanon expressed admiration for the quality of Indian materials and the originality of designs, contrasting them with mass-market alternatives elsewhere. A buyer from Kenya lauded the fair's organisation and noted strong interest in leather products and jewellery. He described the Indian offerings as both high-quality and unique. Across all feedback, a common thread emerged: buyers are consistently impressed by India's rich craftsmanship, diverse product range, and the genuine connections they form at the fair. ■

Ajai Shankar Memorial Awards for the Best Stand Design & Display at IFJAS 2025



The Awards Ceremony was graced by Ms. Mercy Epao, Joint Secretary, Ministry of MSME in the august presence of Dr. Neeraj Khanna, Chairman, EPCH, Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. J P Singh, President, IFJAS 2025; Mr. Mohd Rais, Vice President, IFJAS 2025; Members, Committee of Administration, EPCH: Mr. Ravi K Passi, Mr. Raj Kumar Malhotra, Mr. O P Prahlada, Mr. K N Tulasi Rao, Mr. Avdesh Agarwal, Mr. Pradip Muchhala, Mr. Simrandeep Singh Kohli; Mr. Rajesh Jain, Mr. Salman Azam, Mr. Hansraj Baheti, Mr. Lekhranj Maheshwari, Mr. Prince Malik; Mrs. Ruma Malik, Chairperson, BAA as well as Mr. R K Verma, Executive Director, EPCH and Mr. Rajesh Rawat, Additional Executive Director, EPCH.

FASHION JEWELLERY



GOLD - Gem Worth, Jaipur; Award received by Mr. Sanjay Gupta



SILVER - Times Art, New Delhi; Award received by Mr. Hira Lal Jain and Ms Anjana Jain



BRONZE - Kohli Export House, New Delhi; Award received by Mr. Divjot Singh Kohli

FASHION ACCESSORIES



GOLD - Anil Industries, New Delhi; Award received by Mr. Abhay Agarwal



SILVER - Asian Handicrafts, Gurgaon; Award received by Mrs. Sangeeta Malhotra



BRONZE - Zinnia India, Noida; Award received by Mr. Virat Kumar