

**Gem and Jewellery Export Promotion Council  
(GJEPC)**

**Presents**

**India-Africa**

**Opportunities for bilateral cooperation in  
Imitation Jewellery sector**

**October 2020**



## Preface



*India has a world class heritage of handcrafted as well as manufacturing gems and jewelry, demonstrating its capabilities of exporting a diverse range of products in a very cost-effective way. The Indian imitation Jewellery market is one of the most emanating product segments of the country. Low cost, innovative designs and rise in fashion among the youth compared to original Jewellery have made the business popular across the world market.*

*India, presently exports imitation Jewellery amounting to US\$186 million and constitutes for around 2.6% share in the global market. In the wake of huge business/export potential, the Council is in process of exploring the regions/market where we can enhance the exports of varied kinds of fashion Jewellery.*

*In this regard, the Region Africa is observed where imitation Jewellery is very much preferred and sourced from different countries and majorly from China.*

***In this study, we have highlighted the a) present India- Africa bilateral trade relation pertaining to imitation Jewellery products b) India's manufacturing prowess of producing and supplying varied imitation Jewellery products and c) the ways of enhancing exports of imitation Jewellery to the African Region.***

*We are hopeful that the study would provide some insights about African Region so as to enable you to explore the opportunities of enhancing exports to the stated Africa countries.*

*Mr. Sabyasachi Ray  
Executive Director  
GJEPC*

## About GJEPC



<b>S</b> et up by	 	Ministry of Commerce and Industry, Government of India in 1966 Apex body of the Gems and Jewellery industry <b>55</b> years of rich legacy
<b>T</b> rade Facilitator Role		Represents industry issues to the Government
<b>T</b> rade Development Role	 	India Pavilion, BSMS, Trade Delegations, Mega Expo - IIJS with a presence of 50000 visitors and 2000 exhibitors from across the world. VBSMs, India Global Connect, Virtual Exhibition
<b>I</b> nfrastructure Development Role	 	Common Facilitation Centres (CFCs) Jewellery Park , Gem Bourse
<b>S</b> ustainable Development Role		Various social initiatives viz. Group Mediclaim scheme for karigars, Parichay Card ; Improve lives of 600000 people engaged in the sector through social initiatives
<b>S</b> elf Regulation		My KYC
<b>K</b> imberley Process		Nodal Agency for Kimberley Process Certification Scheme (KPCS).
<b>S</b> killing Institutions and Testing Labs		7 skilling centres, 3 Certification labs

# India's G&J Sector : Vast Manufacturing Capacities...



✦ <b>People Engaged</b>	:	4.3 million
✦ <b>No. of Units engaged</b>	:	1 million
✦ <b>Special Economic Zone(SEZ)</b>	:	500+ manufacturing units in 10 SEZs with superior infra, adv technology, highly skilled workers
✦ <b>G&amp;J Clusters at PAN India level</b>	:	Around 400 (Mfg + Trading)
✦ <b>Exports</b>	:	US\$36 billion
✦ <b>Imports the highest qty. of rough diamonds for processing</b>	:	158.63 million carats, 42% in total world imports of 377 million carats (As per KP Statistics 2019)

# India

## Leading Exporter of Gem and Jewellery in Global Market

India's Gem & Jewellery Sector -2019  
A Leading Exporter in Global Market...



World Exports: **US\$ 629.06 bn**

India's % Share in World's Exports: **5.8%**

India's Rank: **5th**

Source: GJEPC analysis based on UN Comtrade, 2019

# India

## Producer and Leader of Varied Gem and Jewellery Products

Key Gem and Jewellery Exports  
Global vis-à-vis India's Position in 2019

HS Codes	Commodities	World Exports (US\$ billion)	India's Exports (US\$ billion)	India's Share (%)	India's Ranking
711319	Gold Jewellery	101.89	12.36	12.1	2 <sup>nd</sup>
710239	Cut and Polished Diamonds	76.51	20.57	26.9	1 <sup>st</sup>
711311	Silver Jewellery	7.12	1.18	16.7	2 <sup>nd</sup>
7103	Coloured Gem Stones	9.89	0.427	4.3	5 <sup>th</sup>
7117	Imitation Jewellery	7.23	0.189	2.6	11 <sup>th</sup>
7104	Synthetic Diamonds/Stones	2.12	0.450	21.2	2 <sup>nd</sup>

Source: GJEPC analysis based on UN Comtrade, 2019



***Manufacturing  
Prowess  
of  
India's Imitation  
Jewellery Sector***

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*Imitation Jewellery  
Manufacturing Capacities...*

***No. of Clusters  
19***

***No. of manufacturing Units  
100000+***



## Wide range of Imitation Jewellery :

Producing all kind of products :

Necklaces , Bangles, Earrings, Waist Belts, Pendants, Heavy Chokers, Toe Rings, Armlets, Hair Pieces, Pasa, Crowns, Brooches, Cuff Links etc.





# Producing all kinds of Jewellery...

- 
1. Kundan Jewellery
  2. Crystal Jewellery
  3. Glass Bead Jewellery
  4. Fabric Jewellery
  5. Antique Jewellery
  6. Pearl Jewellery
  7. Stone Jewellery
  8. Wooden Jewellery
  9. Shell Jewellery
  10. Jute Jewellery
  11. Rajwadi Jewellery
  12. Temple Jewellery
  13. Fancy Jewellery
  14. Thread Jewellery
  15. Bridal Jewellery
  16. kashmiri Jewellery
  17. Hyderabad Jewellery

18. Tibetan Jewellery
19. Ceramic Jewellery
20. Rajasthani Jewellery
21. Oxidised Jewellery
22. Paper Jewellery
23. Enamelled jewellery
24. Thermocoal Jewellery
25. Polki Jewellery
26. Traditional Jewellery
27. Garnet Jewellery
28. Natural stone Jewellery
29. Artisan Jewellery
30. Enamel Jewellery
31. Button Jewellery
32. Silk Thread Jewellery
33. Wire Jewellery
34. Loreal Jewellery.




# USP of Indian Imitation Jewellery

## Craftmanship



Craftsman and Artisans understand the concept and design pattern of jewellery worn in African Countries



Fine Handcrafted Bangles and Necklaces which are worn by women in Africa countries are speciality of Indian craftsmen. No countries in the world make such beautiful jewellery except India.




Modern Technology Followed For Better Finishing Of Imitation Jewellery.

## Cost Effective




Indian Imitation jewellery is available at cost effective prices.

## Metals and Raw Material Available




Raw material and associated synthetic embellishments and accessories are easily available in India due to which our jewellery has the aesthetic appeal



Capable of making jewellery in alloys like **Brass, Copper, Zinc, Aluminium, Iron** etc. All of these jewellery can be electroplated with **Gold and Silver Rhodium** with and without nickel.

## Compliance and Confidence



Manufacturing Nickel free jewellery hence, meeting compliances of the overseas buyers



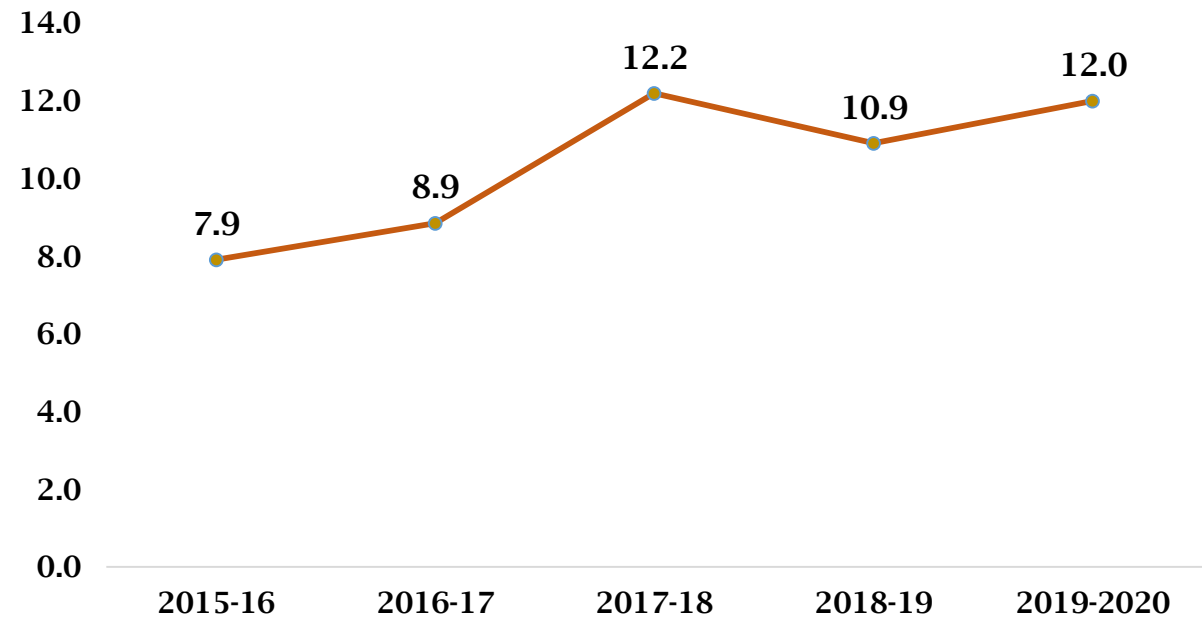
Manufacturers have gained trust and confidence amongst buyers in Africa

# India - Africa : Trade w.r.t Imitation Jewellery At a Glance



Years	India's Imitation Jewellery exports to world (In US\$ million)	% share Africa in India's Imitation Jewellery exports	Major sourcing countries for Africa
2015-16	269.05	7.91	China Thailand France
2016-17	205.66	8.85	
2017-18	198.26	12.19	
2018-19	197.53	10.91	
2019-20	186.43	12.00	

**% share of Africa in India's Imitation Jewellery exports**



Source: DGCIS FY2019-2020 & UN Comtrade 2019



India's exports of imitation jewellery to the World are at US\$ 186.43 million as of FY2019-20 and Africa constitutes for around 12% share in India's total exports of the said product.



The % share of Africa has increased over the last five years showing a potential to further increase Exports of Imitation jewellery to the region.

# Imports of Imitation Jewellery by 5 Key countries of Africa from World Vis-à-vis India: 2019



S.No	African Countries	Imports from World (In US million)	Imports from India (In US\$ million)	India's % Share in Country's Imports	Major Sourcing countries for Africa
1	South Africa	34.07	1.81	5.3	China(66.5%),Thailand (11.8%), India(5.3%)
2	Egypt	23.46	0.14	0.6	China(93.4%)
3	Morocco	10.3	0.24	2.4	China(80.2%),France(3.4%)
4	Algeria	9.08	0.3	3.3	China(81.9%),UK(5.4%)
5	Nigeria	3.3	0.14	4.5	China(70.7%),USA(6.3%), India(4.5%)
	Others	36.84	4.73		
	Total	117.05	7.36	6.29	China, Thailand, France,

Source:UN Comtrade 2020

- ❑ Africa region is a group of over 50 countries and all the countries within the region are not majorly importing the Imitation Jewellery products.
- ❑ Therefore, the GJEPC has identified the following countries which significantly import the said product to target for boosting India's exports of the imitation jewellery to the Africa Region.
- ❑ The total imitation jewellery imports of Africa from world is US\$117.05 million ,the country's imports from India are only at US\$7.36 million . With this, India accounts for only 6.29% share in Africa imports of the said product category.
- ❑ The countries viz, South Africa, Egypt, Morocco, Libya, Algeria and Nigeria are the key Africa countries importing imitation jewellery accounting for more than 80% of the total imports of the product in the region.
- ❑ China, Thailand & France are the key sourcing countries for Africa.

## Tariff rates applicable on India for Imitation Jewellery in Africa Region



S.No	African Countries	Tariff rates applicable to India (MFN)	VAT
1	South Africa	20%	15%
2	Egypt	60%	14%
3	Morocco	2.50%	20%
4	Algeria	30%	19%
5	Nigeria	20%	7.50%

Source:World Tariff

- ❑ Tariff rates in the Africa's viz. South Africa, Egypt, Morocco, Algeria & Nigeria for imitation jewellery are high ranging from 2.50% to 60%.
- ❑ Imitation jewellery is a significant import commodity of Africa region for which India is emerging as a significant exporter in the world market. However, the country is imposing high import duties on the imitation jewellery exported from India. Such exorbitant duty limits the scope of trade between the two countries for the said product.





## Kinds of Imitation Jewellery in Africa region

1. Gold Plated Jewellery
2. Glass Bead Jewellery
3. Fabric Jewellery
4. Stone Jewellery
5. Wooden Jewellery
6. Shell Jewellery
7. Jute Jewellery
8. Fancy Jewellery
9. Thread Jewellery
10. Oxidised Jewellery



# How India-Africa Trade Can be Increased ?

## Digital Platform

1. India Global Connect : GJEPC has come with an innovative program “ India Global Connect” which is a platform to explore new business opportunities with different countries. Retailers, manufacturers, exporters & industry body experts from both the countries connect virtually to understand the market and explore new business opportunities catering to bilateral trade.
2. Virtual Buyer Seller Meet : Virtual Buyer Seller Meet (VBSM) platform has been designed by GJEPC where buyers & sellers can meet virtually to interact for business and with this India Africa Jewellery BSM with Indian Manufacturers and buyers from Africa sourcing Jewellery can be organized.
3. Indian companies can participate if similar virtual events are happening in the African countries.



## **Disclaimer**

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*For any queries you may contact the research team*

## **Research Team**

- Ms Rashmi Arora, Assistant Director (Economist), GJEPC, Email : [rashmi.arora@gjepcindia.com](mailto:rashmi.arora@gjepcindia.com)
- Mr Alfred Cyril, Statistician , GJEPC, Email : [cyril@gjepcindia.com](mailto:cyril@gjepcindia.com)
- Ms Kalyani Sahoo, Research Associate, GJEPC, Email : [kalyani.sahoo@gjepcindia.com](mailto:kalyani.sahoo@gjepcindia.com)

*Thanks*

