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Economic Diplomacy Division

Ministry of External Affairs

SECTOR INTELLIGENCE BRIEF

GEMS & JEWELLERY

India's Gemstone Craft Meets Vietnam's Growing Luxury & Jewellery Market

US$ 769M Vietnam HS71 Import Trade (CY2023)	**<0.2%** India's Current Vietnam Share	**US$ 766M+** Total Identified Headroom	**#2** India's Global Gems Export Rank

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Executive Summary

Vietnam's gems & jewellery sector imports approximately US$ 769 million of HS Chapter 71 products annually (CY2023 customs basis), within a broader domestic jewellery consumption market variously estimated at US$ 1.1–1.6 billion. India (the world's largest diamond-processing hub, cutting and polishing roughly 90% of the world's diamonds by volume) currently supplies under 0.2% of Vietnam's HS71 imports, worth about US$ 0.9 million. The corridor is effectively unopened rather than merely under-scaled.

- Genuine value-added export headroom for India is approximately US$ 455 million, concentrated in finished and processed goods. This figure deliberately excludes raw-bullion lines (gold, silver, platinum) where India is a structural net importer and therefore not a credible export supplier, notwithstanding their arithmetic appearance in the raw dataset (see Section 3 and Appendix A).
- Three product families account for roughly 90% of genuine headroom: cut & polished diamonds (HS 7102, US$ 283M), precious-metal jewellery (HS 7113, US$ 90M), and synthetic/lab-grown stones (HS 7104, US$ 39M).
- Lab-grown diamonds are a distinct greenfield opportunity: India exports roughly US$ 0.9–1.3 billion of lab-grown diamonds globally with 17–18% domestic value addition, Surat is the confirmed global hub, and Vietnamese retailers (DOJI, PNJ, SJC) have begun launching lab-grown lines, against which Vietnam's entire US$ 39 million synthetic-stone import demand is addressable.
- Binding constraints are non-tariff, not tariff-related: most HS71 lines already carry 0–5% duties under AITIGA/RCEP. The real barriers are hallmarking non-recognition (BIS vs. STAMEQ), diamond customs clearance delays, absence of in-market distribution, and MSME trade-finance gaps.
- A six-point Action Agenda (a GJEPC HCMC business centre, a BIS–STAMEQ hallmarking MRA, an India pavilion at VIJS, an EXIM Bank finance facility, customs pre-registration for diamond exporters, and a lab-grown/digital brand campaign) is sequenced over eight quarters (Section 5) with a KPI framework and baselines.
- The Thailand–Vietnam corridor (from ~US$ 85M in 2015 to ~US$ 350M by 2023) provides the institutional playbook; India's differentiation rests on diamond-processing scale, lab-grown capacity, and distinctive design rather than geographic proximity.

Data note: All headroom figures use the CY2023 HS71 customs dataset. India's total gems & jewellery exports were US$ 28.5 billion in FY24–25 (GJEPC), down from a ~US$ 39 billion FY22 peak amid US tariff pressures. Demand-driver figures drawn from third-party market reports are marked (est.) where not independently verified.

Glossary of Terms and Abbreviations

Terms are grouped into five categories consistent with the Globapact series glossary format.

A. Trade Data & Analytical Terms	
HS	Harmonized System: the international nomenclature for classifying traded products; this brief operates primarily at the HS4/HS6 level within Chapter 71 (precious stones, precious metals, and articles thereof).
Headroom	Prioritisation metric: min(Vietnam total imports, India total exports) minus current bilateral trade. A directional signal of export opportunity, not a forecast.
Value-Added Headroom	Headroom restricted to product lines where India is a genuine net exporter (finished and processed goods), excluding raw-bullion lines where India is a structural net importer.
CAGR	Compound Annual Growth Rate.
Mirror Data	Trade figures derived from the counterpart country's customs declarations; used where a country's own reporting is unavailable or less reliable.
Gross vs. Net Exports	Gross exports include return consignments; net exports exclude them. GJEPC reports both; this brief notes which basis applies to each figure.
B. Regulatory & Standards Bodies	
BIS	Bureau of Indian Standards: governs India's 916/999 gold hallmarking regime.
STAMEQ	Directorate for Standards, Metrology and Quality (Vietnam): Vietnam's national standards authority; governs TCVN 6666 hallmarking.
MOIT	Ministry of Industry and Trade (Vietnam): regulates import licensing, including diamond and precious metal imports.
GDVC	General Department of Vietnam Customs: administers customs clearance, including diamond parcel processing.
IIBX	India International Bullion Exchange: the nominated channel through which certain precious-metal imports into India are now routed.
C. Certification & Quality Standards	
KPC	Kimberley Process Certificate: the international certification scheme required for rough and polished diamond trade.
GIA	Gemological Institute of America: global certification standard for diamonds and coloured stones.
IGI	International Gemological Institute: certification body widely used for lab-grown diamonds; recognised across key Southeast Asian markets.
TCVN 6666	Vietnam's national hallmarking standard for gold jewellery sold domestically.
Hallmarking	Official quality certification stamped on precious-metal articles attesting to fineness/purity.
D. Institutions & Trade Bodies	
GJEPC	Gem & Jewellery Export Promotion Council: India's apex trade body for the gems and jewellery sector.
DGFT / DGCI&S	Directorate General of Foreign Trade / Directorate General of Commercial Intelligence and Statistics: sources of India's official export data.
CG India, HCMC	Office of the Consulate General of India, Ho Chi Minh City: the commissioning mission for this brief.

VIJS	Vietnam International Jewellery Show: Vietnam's principal gems & jewellery trade fair, held in Ho Chi Minh City.
EXIM Bank	Export-Import Bank of India: provider of export credit and trade finance facilities referenced in the Action Agenda.
E. Market & Commercial Terms	
AITIGA	ASEAN–India Trade in Goods Agreement: the FTA governing tariff treatment of HS71 lines between India and Vietnam.
RCEP	Regional Comprehensive Economic Partnership: the trade agreement (excluding India) shaping tariff treatment among Vietnam's other key suppliers.
MRA	Mutual Recognition Agreement: bilateral instrument allowing one country's certification/standards body to be recognised by another.
SCF	Supply Chain Finance.
AVL	Approved Vendor List: the qualification register maintained by large retail buyers such as PNJ and DOJI.
LGD	Lab-Grown Diamond: diamond produced by HPHT or CVD processes; classified under HS 7104. India is the dominant global processing hub.
OEM / ODM	Original Equipment / Design Manufacturer: contract production models; PNJ operates OEM/ODM jewellery manufacturing in Ho Chi Minh City.

About This Report

Context & Methodology

This Gems & Jewellery Sector Brief is one in a series of sector-level intelligence documents commissioned by the Office of the Consulate General of India, Ho Chi Minh City, following the completion of the India–Vietnam Trade Review and Opportunities report (Globapact Advisory, 2026), itself sponsored by the Economic Diplomacy Division of India's Ministry of External Affairs. That parent study analysed 1,225 product categories at HS4 level and identified US$ 170 billion in bilateral headroom, with Gems & Jewellery among the named opportunity clusters. This brief disaggregates that signal into actionable intelligence specific to HS Chapter 71 (precious stones, precious metals, and jewellery), isolating it from adjacent categories such as watches and clocks (HS 91).

Analytical Methodology

Trade Flow Analysis: HS4/HS6-level UN Comtrade data (Calendar Year 2023) supplemented by India DGFT/DGCI&S export records (FY 2024–25) and GJEPC Annual Report figures.

Headroom Calculation: Headroom = min(Vietnam total imports, India total exports) − current bilateral trade. This is a directional prioritisation signal, not a forecast; actual addressability is subject to regulatory, logistical and contracting constraints detailed in Section 4.

Qualitative Mapping: 30+ practitioner consultations across Indian exporters (Surat, Jaipur, Mumbai clusters), Vietnamese retail buyers, logistics providers, and trade finance specialists.

Buyer Intelligence: Derived from publicly available company disclosures, Vietnam MOIT import data, and Vietnam jewellery retail sector mapping (PNJ, DOJI, SJC, and luxury retail channels at Vincom/Lotte).

Corridor Benchmarking: Thailand–Vietnam and India–UAE gems corridors used as calibration benchmarks for target-setting.

Data Periods: Vietnam import structure reflects Calendar Year 2023 (UN Comtrade / Vietnam MOIT); India trade data reflects FY 2024–25 (DGFT / DGCI&S / GJEPC). This brief operates primarily at the HS4/HS6 level, one level more granular than the HS4-only parent study, to expand product-level and buyer-level detail.

Note on Data Reconciliation and Figure Verification

Consumption vs. customs-trade basis: HS71-level customs trade data (UN Comtrade CY2023 mirror; DGFT/DGCI&S FY2024–25) puts Vietnam's total HS71 import trade at US$ 769 million and current India–Vietnam bilateral HS71 trade at approximately US$ 0.9 million. Separately, third-party market-research reports estimate Vietnam's broader jewellery consumption market at US$ 1.1–1.6 billion (sources vary: Markets&Data US$ 1.20bn, Ken Research US$ 1.6bn, SourceVietnam US$ 1.09bn for 2023). These are consumption/retail estimates, not import figures, and are used only for directional competitor context in Section 2; all headroom calculations use the HS71 customs data.

India's export base: India's total gems & jewellery exports were US$ 28.5 billion in FY24–25 (GJEPC), having declined from a peak near US$ 39 billion in FY22 amid US tariff pressures and softer global demand. Earlier drafts of this brief cited the peak figure; the current FY24–25 figure is used throughout.

Bullion-line correction (material): In the raw HS71 dataset, the “India global export” values for gold (HS 7108, US$ 58.0bn), silver (HS 7106, US$ 4.8bn) and platinum-group metals (HS 7110, US$ 5.4bn) correspond to India's IMPORTS, not exports. India is one of the world's largest net importers of raw precious metals: its actual unwrought-gold exports were roughly US$ 0.5 billion and silver exports roughly US$ 0.1 billion in 2023–24. These three lines are therefore excluded from the priority opportunity set in Section 3, since India cannot credibly be positioned as a bullion supplier to Vietnam. They are retained in the full dataset (Appendix A) for traceability, flagged accordingly. Removing them reduces the sector's genuine value-added headroom from a gross US$ 766 million to approximately US$ 455 million.

Estimate flagging: Demand-driver figures drawn from third-party market reports (wedding volumes, per-wedding spend, sub-segment splits, competitor market shares) are marked (est.) where not independently verifiable against primary sources, and should be validated with GJEPC and the Vietnam Jewellers Association before programme adoption.

Disclaimer: Headroom figures are directional signals, not forecasts. This brief is for informational and policy dialogue purposes only.

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Section 1: Sector Overview, Vietnam's Gems & Jewellery Demand Profile

Vietnam imported approximately US$ 769 million of HS Chapter 71 products in 2023 (customs basis), within a broader domestic jewellery consumption market estimated by third-party research at US$ 1.1–1.6 billion (est.; sources vary). The market has grown steadily off a rising middle-class base, with the middle-income population estimated to expand toward one quarter of Vietnam's population by 2026 (est.), and is anchored culturally by gold's dual role as adornment and savings vehicle. Gold jewellery remains the dominant sub-segment, with diamonds and lab-grown stones the fastest-growing categories.

1.1 Structural Demand Drivers

- Rising Affluence & Middle Class: Vietnam's per-capita GDP reached approximately US$ 4,200–4,300 in 2023. Jewellery functions as a primary savings and status vehicle; gold rings and necklaces remain the top gifting category at weddings and during Tết.
- Tourism & Luxury Retail Growth: Vietnam welcomed 12.6 million international tourists in 2023, rising to 17.5 million in 2024 (up 39.5%). Duty-free and luxury mall channels (Vincom, Lotte, Aeon) support demand for branded and semi-luxury jewellery; Tiffany & Co. and Vhernier have opened Ho Chi Minh City stores.
- Wedding Market: Weddings and engagements are a culturally mandated jewellery-purchase occasion: gold bangles, earrings and bridal sets are near-obligatory. Estimates of annual wedding volume (~700,000) and per-wedding jewellery spend (US$ 800–1,200) circulate in market reporting but are not independently verified here and are flagged as estimates (est.) pending Vietnam Jewellers Association confirmation.
- Digital & Livestream Commerce: Shopee, TikTok Shop and Sendo have opened mass-market jewellery retail channels; silver and fashion jewellery (HS 7117) are among the faster-growing online categories (est. >30% annual growth).
- Lab-Grown & Eco-Conscious Segment: Vietnamese retailers PNJ, SJC and DOJI have introduced competitively priced lab-grown diamond lines (DOJI launched its range in 2024), targeting younger, cost-conscious and sustainability-minded buyers, a segment structurally aligned with India's lab-grown export strength (Section 3.3).

1.2 Market Segmentation by Sub-Sector

The sub-segment values below are drawn from third-party market reporting and describe the broader consumption market; they are directional estimates (est.) and are larger than the corresponding HS71 customs-import lines (Section 3), which capture only declared cross-border trade. Gold jewellery is the dominant segment, led by SJC, DOJI and PNJ and anchored by bridal and Tết gifting demand. Diamonds and stones form the fastest-growing segment, driven by luxury retail expansion, international brand entry (Tiffany, Vhernier) and PNJ's diamond-sourcing partnership with De Beers. Silver and fashion jewellery serve the youth and e-commerce segment, while lab-grown diamonds are the newest fast-rising category. For actionable, customs-verified trade values by HS line, see the priority matrix in Section 3.

1.3 Growth Trajectory and Forward Demand

The combination of rising middle-class formation, wedding-driven anchor demand, and expanding digital retail channels positions Vietnam's gems & jewellery import demand to sustain high-single-digit to low-double-digit growth through 2030. Structural demand is broad-based rather than concentrated in a single channel, reducing dependence on any one entry pathway and creating multiple simultaneous points of market entry for Indian exporters: bridal gold through wedding-channel distributors, diamonds through listed retail chains, and fashion/silver jewellery through e-commerce platforms.

Section 2: India's Competitive Position, Bilateral Flows, Export Capability & Headroom

India is the world's dominant diamond-processing hub, cutting and polishing roughly 90% of the world's diamonds by volume, and in 2026 became the world's second-largest diamond jewellery market by consumption (approximately 12% global share, surpassing China and Japan). On total gems & jewellery exports across all categories, India ranks among the world's leading exporters though not the largest, accounting for roughly 3.2% of global gems & jewellery trade (2024). India's total gems & jewellery exports were US$ 28.5 billion in FY24–25 (GJEPC), down from a peak near US$ 39 billion in FY22 amid US tariff pressures. Current India–Vietnam bilateral HS71 trade is negligible: approximately US$ 0.9 million, representing under 0.2% of Vietnam's US$ 769 million HS71 import trade. This is not an understated flow so much as an effectively unopened corridor.

2.1 India's Global Competitive Advantages

- Diamond Processing Dominance: India processes approximately 90% of the world's cut and polished diamonds by volume; Surat alone handles nine of every ten rough diamonds traded globally, making India the natural first-call supplier for any market expanding its diamond ranges.
- Lab-Grown Diamond Leadership: India is the dominant global processing hub for lab-grown diamonds, exporting roughly US$ 0.9–1.3 billion annually with 17–18% domestic value addition, a structurally higher-margin activity than natural-diamond cutting (3–5%).
- Coloured Gemstones: Jaipur is one of the world's largest coloured gemstone processing centres: emeralds, rubies, sapphires, tanzanite and semi-precious stones processed at globally competitive cost.
- Jewellery Craftsmanship: Rajkot, Thrissur and Coimbatore clusters produce handcrafted and machine-finished gold jewellery to BIS 916/999 hallmarking standards, with distinctive bridal and traditional designs (Kundan, Polki, temple-style) not available from Thai or Chinese suppliers.
- Silver & Fashion Jewellery: Jaipur, Agra and Delhi NCR clusters produce filigree, kundan and polki designs at prices competitive with Thai and Chinese equivalents (est. 30–50% below).
- Regulatory Credentials: GJEPC member exporters carry GIA/IGI-certified stones and BIS-hallmarked gold, supported by a growing ESG narrative around recycled metals and lab-grown sourcing.

Important distinction: India is NOT a natural exporter of raw precious metals. It is one of the world's largest net importers of unwrought gold (US$ 58.5bn imported in 2023 against ~US$ 0.5bn exported), silver and platinum. India's competitive position is entirely in processed and value-added goods (diamonds, lab-grown stones, coloured gems and finished jewellery), which is why the priority opportunity set in Section 3 excludes the raw-bullion lines.

2.2 India vs. Competitors in Vietnam's Jewellery Market

Country	VN Market Share	Key Advantage	India Gap
Thailand	~22% (est.)	Proximity; FTA since 1992; Bangkok hub	No dedicated G&J Vietnam strategy
China	~38% (est.)	Price; mass market; fashion jewellery scale	Quality & ESG differentiation
Hong Kong	~18% (est.)	Diamond trading hub; luxury re-export	No luxury distributor network
Italy / EU	~8% (est.)	Luxury brands: Bulgari, Cartier, Swarovski	Brand building not started
India	<0.2%	#1 global diamond processor; coloured stones	Full market strategy needed

Table 2.1: Comparative positioning of India and principal competing suppliers. Competitor market shares are directional estimates (est.) drawn from the source market-research deck and benchmarked against Vietnam's broader consumption market (US$ 1.1–1.6bn); they have not been reconciled to the HS71 customs basis and should be treated as indicative. India's share is stated on the verified HS71 customs basis (<0.2%).

2.3 Policy Implication: FTA Utilisation Gap

Tariff barriers on most HS71 lines are already neutralised under AITIGA and RCEP (0–5% for the majority of tariff lines), meaning India's sub-0.2% share of direct HS71 trade reflects non-tariff and structural constraints rather than tariff disadvantage. This distinguishes the gems & jewellery corridor from sectors where tariff liberalisation itself is the primary lever: here, the binding constraints are certification recognition, in-market distribution, and trade finance access, addressed in Sections 4 and 5.

Section 3: Priority HS Codes, Headroom, Category & Buyer-Level Detail

This section operates at the HS4 sub-heading level across HS Chapter 71 (precious stones, precious metals, and articles thereof), using UN Comtrade (CY2023, Vietnam import mirror) and DGFT/DGCI&S (FY2024–25, India export) data. Headroom follows the canonical formula: min(Vietnam global import, India global export) − current India–Vietnam bilateral trade.

Priority set, value-added lines only: The seven lines below are those where India is a genuine net exporter of processed or finished goods. Three raw-bullion lines that appear large in the raw dataset, gold (HS 7108), silver (HS 7106) and platinum (HS 7110), are deliberately excluded from the priority set: their apparent "India export" values are in fact India's imports, and India is a structural net importer of these raw metals with no credible export proposition to Vietnam. They remain in the full dataset (Appendix A) for traceability. Excluding them, genuine value-added headroom totals approximately US$ 455 million.

Table 3.1: Priority HS71 Opportunity Matrix, Value-Added Lines (UN Comtrade CY2023; DGFT/DGCI&S FY2024–25)

HS Code	Description	India Global Exports (US$M)	VN Global Imports (US$M)	India–VN Bilateral (US$M)	Headroom (US$M)
HS 7102	Diamonds, worked or unworked, not mounted or set	16,211.0	283.48	0.00	283.48
HS 7113	Jewellery & parts, of precious metal	2,542.0	90.99	0.53	90.46
HS 7104	Synthetic / lab-grown stones (incl. LGD)	1,005.0	38.60	0.00	38.60
HS 7117	Imitation (fashion) jewellery	33.0	18.00	0.34	17.66
HS 7115	Other articles of precious metal	58.0	10.11	0.00	10.11
HS 7103	Precious & semi-precious stones (excl. diamonds)	724.0	6.29	0.02	6.27
HS 7105	Dust & powder of precious/semi-precious stones	30.0	4.08	0.00	4.08

Genuine value-added headroom across these seven lines: approximately US$ 450 million. The top three, diamonds (HS 7102), precious-metal jewellery (HS 7113), and synthetic/lab-grown stones (HS 7104), represent about 90% of the total. Raw-bullion lines (gold, silver, platinum) are excluded here and shown in Appendix A.

3.1 Deep-Dive: HS 7102, Diamonds, Worked or Unworked, Not Mounted or Set

Headroom: US$ 283.5 million, the single largest genuine opportunity in the sector. India's global exports under this heading are approximately US$ 16.0 billion (cut & polished diamonds, GJEPC/DGFT), reflecting its position processing roughly 90% of the world's diamonds by volume. Current India–Vietnam bilateral trade in this line is effectively nil, against Vietnam's total HS 7102 import demand of US$ 283.5 million, meaning essentially none of Vietnam's diamond import demand is currently met by Indian supply. Priority buyers include PNJ's diamond department and DOJI Group, both sourcing through Antwerp, Hong Kong and Thai intermediaries with no established India channel; PNJ has additionally partnered with De Beers on diamond sourcing. A phased entry pathway runs from a GJEPC Vietnam roadshow through direct B2B introductions to PNJ/DOJI procurement teams, GIA/IGI certification presentation, and a trial order cycle.

3.2 Deep-Dive: HS 7113, Jewellery & Parts, of Precious Metal

Headroom: US$ 90.5 million, the second-largest genuine line, and the only priority line carrying an existing (if minimal) bilateral flow: US$ 0.53 million against India's HS 7113 exports and Vietnam's US$ 91.0 million import demand, a bilateral share under 1%. This is the finished-jewellery heading (gold, silver and platinum articles). Note that India's total gold-jewellery exports on the GJEPC basis (~US$ 9.7 billion, plain and studded) are considerably larger than the narrower HS 7113 customs figure, reflecting definitional and return-consignment differences; either way, India's export capacity vastly exceeds Vietnam's entire import demand. Vietnam's demand is anchored by wedding and Tết gifting, currently served predominantly by Thai and Chinese suppliers. PNJ's gold division, which operates its own Ho Chi Minh City OEM/ODM manufacturing facility, is the priority entry point, particularly for BIS-hallmarked Kundan, Polki and South Indian temple-style designs not yet present in Vietnamese retail.

3.3 Deep-Dive: HS 7104, Synthetic / Lab-Grown Stones (The Surat Greenfield)

Headroom: US$ 38.6 million, smaller in absolute terms but the clearest greenfield opportunity in the sector, and one where India's competitive position is strongest. Vietnam imports US$ 38.6 million of synthetic/reconstructed stones (HS 7104) with effectively zero currently sourced from India, while India exports roughly US$ 0.9–1.3 billion of lab-grown diamonds globally (GJEPC: US$ 923.6 million in April 2025–January 2026 alone). India's entire export capacity therefore exceeds Vietnam's total import demand by more than 20-fold: the constraint is market access, not supply.

Why Surat leads: Surat is the confirmed global hub for lab-grown diamond manufacturing, having extended its natural-diamond cutting infrastructure into HPHT and CVD production. Critically, GJEPC data indicates lab-grown diamond manufacturing delivers 17–18% domestic value addition in the Indian processing chain, versus just 3–5% for natural-diamond cutting, making this a structurally higher-margin export than India's traditional diamond trade, and one commercially motivated to invest in certification and supply reliability.

Demand-side alignment: Vietnamese retailers have already moved into this category: DOJI launched a lab-grown diamond line in 2024, and PNJ and SJC now offer competitively priced lab-grown stones targeting younger, cost-conscious and sustainability-minded consumers. This is the one HS71 line where Vietnamese buyer behaviour and Indian supply strength are already converging, making it suitable for a dedicated near-term push rather than a watching brief.

Data caveat: HS 7104 aggregates lab-grown diamonds with other synthetics (cubic zirconia, synthetic corundum). An HS8-level breakdown of Vietnam's US$ 38.6 million import composition, to isolate the lab-grown-diamond share specifically, is not available in the current dataset and should be commissioned from Vietnam Customs / GJEPC before a go-to-market plan is finalised. This does not diminish the directional opportunity but bounds the precise addressable figure.

Section 4: Barrier Analysis, Non-Tariff Constraints on India's Penetration

Tariff barriers are largely neutralised under AITIGA and RCEP (0–5% on most HS71 lines). The primary constraints on India's gems & jewellery penetration of Vietnam operate at the regulatory, distribution and brand-awareness layers, summarised in Table 4.1.

Table 4.1: Barrier Register

ID	Barrier	Impact	Description	Recommended Action
B-01	**Hallmarking & Certification Mismatch**	HIGH	Vietnam requires hallmarking under TCVN 6666 for all domestically sold gold jewellery. Indian BIS 916/999 hallmarks are not mutually recognised, requiring re-testing and re-stamping in Vietnam, adding US$ 0.50–1.20/gram and 3–6 weeks of delay.	Propose a BIS–STAMEQ mutual recognition agreement under the India–Vietnam Joint Commission; GJEPC to submit a position paper.
B-02	**Diamond Import Licensing & Kimberley Process**	HIGH	All diamond imports require a Kimberley Process Certificate and MOIT import licence. Vietnamese Customs clearance for diamond parcels runs 8–15 working days, against 3–5 days for Hong Kong/Thai suppliers.	Vietnam Customs pre-registration for GJEPC-certified Indian diamond exporters, coordinated through the Consulate General.
B-03	**No In-Market Distribution Network**	HIGH	Thai, Chinese and Hong Kong exporters maintain permanent agent/distributor presence in HCMC and Hanoi. India has no dedicated distribution network, limiting sustained relationships with PNJ and DOJI.	Establish a GJEPC Vietnam Gems & Jewellery Business Centre in HCMC; certify 3–5 Vietnamese trading houses as authorised India importers.
B-04	**Luxury Brand Absence & Design Perception Gap**	MEDIUM	Vietnamese consumers associate jewellery quality with Thailand, Italy and Hong Kong. Indian jewellery is largely unrecognised as a category beyond diamonds.	GJEPC India Jewellery Pavilion at VIJS; co-branded marketing campaigns with PNJ/DOJI channel partners.
B-05	**VAT & Import Duty on Finished Jewellery**	MEDIUM	A 10% VAT applies to imported finished jewellery (HS 7113/7117) in addition to residual duties. Domestically produced gold jewellery benefits from VAT-exempt bullion treatment, creating a price headwind.	Raise VAT treatment parity for Indian certified-origin jewellery under the AITIGA review; engage MOIT and the Vietnam Jewellers Association.
B-06	**Trade Finance & Currency Risk for Indian MSMEs**	MEDIUM	Jewellery MSMEs require 90–120 day cycles due to production lead times, while Vietnamese buyers expect 60–90 day credit. Thai suppliers extend 90-day terms backed by Thai Export Bank; Indian MSMEs lack comparable facilities.	EXIM Bank India dedicated gems & jewellery trade finance line (US$ 50–100M); pilot INR–VND direct settlement via GJEPC-CG engagement.

Impact ratings reflect the combined effect on cost, lead time and buyer accessibility, drawn from 30+ practitioner consultations.

Section 5: Action Agenda, Considerations for Ministry & Working Group Use

Six implementable recommendations are proposed for the India–Vietnam Gems & Jewellery Working Group, each specifying a responsible institution, action, timeline and intended outcome, consistent with the Reference Manual's diplomatic writing conventions.

R-1: Establish a GJEPC Vietnam Business Centre in Ho Chi Minh City

Lead: GJEPC / Ministry of Commerce (India). Timeline: 0–12 months. A representative office in HCMC would maintain a certified Vietnam Supplier Directory of BIS/GIA-certified Indian exporters, facilitate B2B introductions to PNJ, DOJI and other retail buyers, co-locate a sample display showroom, and manage ongoing relationships with MOIT, Vietnam Customs and the Vietnam Jewellers Association. Intended outcome: a permanent in-market platform enabling continuous B2B engagement.

R-2: Negotiate a BIS–STAMEQ Hallmarking Mutual Recognition Agreement

Lead: Bureau of Indian Standards / Ministry of Commerce (India); STAMEQ (Vietnam). Timeline: 0–18 months. Precedent: the India–UAE hallmarking MRA (2022) was established within eight months of Joint Commission tabling. Intended outcome: elimination of the US$ 0.50–1.20/gram re-hallmarking cost currently faced by Indian exporters.

R-3: Launch an India Jewellery Pavilion at the Vietnam International Jewellery Show

Lead: GJEPC, CG India HCMC. Timeline: 0–6 months (next edition). India currently has no organised presence at VIJS, against Thailand's consistent 40–60 exhibitors. A minimum 12-stall pavilion, co-funded through the Ministry of Commerce TIED scheme (estimated cost US$ 80,000–120,000), would focus on GIA-certified cut diamonds (Surat), coloured gemstones (Jaipur), bridal gold jewellery (Rajkot/Thrissur) and contemporary silver (Jaipur). Intended outcome: brand establishment and 30–50 first-time buyer introductions per edition.

R-4: EXIM Bank Trade Finance Facility for Gems & Jewellery MSMEs

Lead: EXIM Bank India / ADB Trade and Supply Chain Finance Programme / Vietcombank. Timeline: 6–18 months. A dedicated US$ 50–100 million trade finance window, modelled on EXIM Bank India's existing UAE gems & jewellery finance scheme (2023), would provide post-shipment credit, LC confirmation at 1.5% (against a current 3–4%), and enable 90-day payment cycles matching Vietnamese buyer expectations. Intended outcome: MSME participation unlocked through credit terms parity with Thai suppliers.

R-5: Fast-Track Vietnam Customs Pre-Registration for Diamond Exporters

Lead: GJEPC / DGFT India / Vietnam Customs (GDVC). Timeline: 6–12 months. A Customs Pre-Registration Programme, modelled on Vietnam's existing arrangement for Korean and Japanese electronics manufacturers, would allow GJEPC-certified Indian diamond exporters to submit a one-time documentation package (KPC, IEC, GIA certificates) for pre-approved fast-track clearance. Intended outcome: reduction of diamond parcel clearance from 8–15 days to 3–5 days.

R-6: India–Vietnam Lab-Grown Diamond & Jewellery Digital Brand Campaign

Lead: GJEPC / CG India HCMC / Invest India. Timeline: 3–12 months (rolling). A co-branded digital awareness programme spanning a TikTok Shop Vietnam pop-up, a curated Shopee Mall India Gems & Jewellery Store, Vietnamese KOL partnerships, and co-branded pop-ups with PNJ/DOJI, budgeted at US$ 200,000–400,000 and co-fundable with participating exporters. Given the demand-side convergence identified in Section 3.3, this campaign should foreground India's lab-grown diamond and certified-jewellery proposition to the younger, sustainability-minded segment that PNJ, DOJI and SJC are already targeting. Intended outcome: awareness among 1 million-plus Vietnamese consumers and 20–30 retail partnership leads.

5.1 Implementation Sequence (Indicative, 8 Quarters)

The following Gantt schedule sequences the six recommendations across a two-year horizon. Shaded cells indicate quarters of active work; the schedule is indicative and subject to Working Group prioritisation.

ID	Action	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
R-1	GJEPC Vietnam Business Centre (HCMC)								
R-2	BIS–STAMEQ Hallmarking MRA								
R-3	India Jewellery Pavilion at VIJS								
R-4	EXIM Bank G&J MSME Finance Facility								
R-5	Vietnam Customs Diamond Pre-Registration								
R-6	India–Vietnam LGD & Jewellery Digital Campaign								

Fast-start items (R-1, R-3) front-load in Year 1 to build presence and buyer relationships; regulatory and finance items (R-2, R-4, R-5) run through the middle quarters; the digital/lab-grown campaign (R-6) runs continuously once launched.

5.2 KPI Framework: Gems & Jewellery Success Metrics

Baseline: FY 2024–25. Recommended review cadence: quarterly, through the India–Vietnam Gems & Jewellery Working Group.

Category	Metric	Baseline (FY24–25)	Year 2 Target	Year 5 Target	Data Source
Trade Volume	India HS71 exports to Vietnam (US$M)	~US$ 0.9M	US$ 15M	US$ 150M	DGFT / UN Comtrade
Market Share	India's share of VN HS71 imports	<0.2%	~2%	15–20%	UN Comtrade / MOIT
Diamonds	India share of HS 7102 (VN imports)	~0%	3%	15%	UN Comtrade
Jewellery Articles	India share of HS 7113 (VN imports)	~0.6%	5%	20%	UN Comtrade
Fashion Jewellery	India share of HS 7117 (VN imports)	~1.9%	5%	12%	UN Comtrade
Lab-Grown / Synthetic	India share of HS 7104 (VN imports)	~0%	10%	40%	UN Comtrade / GJEPC
Regulatory	BIS–STAMEQ MRA: operational?	Not established	MRA signed	Full recognition	BIS / STAMEQ
Customs	Diamond parcel clearance time (days)	8–15 days	3–5 days	1–2 days	GJEPC / Vietnam Customs
Distribution	# certified India G&J distributors in VN	0	3–5	15+	GJEPC VN Business Centre
Trade Events	India exhibitor stalls at VIJS	0	12+ stalls	India country pavilion	GJEPC
Finance Access	% MSME G&J exporters with SCF access	<5%	20%	45%	EXIM Bank / GJEPC

Section 6: Vietnamese Buyer Profiles, Priority Engagement Targets

This section profiles the retail groups and channels most relevant to India's near-term market entry. Procurement decisions across these buyers are influenced by certification credibility, sample and after-sales support, and payment-term competitiveness, the same factors addressed in the Section 4 barrier register. Each profile carries an engagement tag indicating how it is best approached.

Engagement tags: **[Retail-Direct]** buyer procures finished goods directly and is addressable by Indian exporters now; **[Distribution-Channel]** reached via platforms or intermediaries rather than direct procurement; **[Bullion/Institutional]** operates in raw-metal/bullion supply, where India is a net importer and not a near-term export counterpart.

PNJ Group (Phu Nhuan Jewelry Joint Stock Company) [Retail-Direct]

Vietnam's largest listed jewellery retailer: 370-plus stores nationwide

- Diamond category expanding; procurement currently dominated by Antwerp, Hong Kong and Thai intermediaries, with a diamond-sourcing partnership signed with De Beers.
- Operates its own OEM/ODM manufacturing facility in Ho Chi Minh City, open to Indian design licensing and component supply arrangements.
- Has introduced lab-grown diamond lines alongside its traditional gold and diamond ranges, aligning with India's HS 7104 export strength (Section 3.3).

As the anchor buyer in Vietnam's formal jewellery retail sector, PNJ's procurement and design teams represent the highest-leverage relationship for Indian exporters across diamonds, jewellery and lab-grown stones. Its scale and listed-company transparency make it a natural first reference account for smaller Indian suppliers seeking a credible entry case study.

DOJI Group [Retail-Direct]

Second-largest jewellery chain in Vietnam: 150-plus stores, strong presence in Hanoi

- Diamond category is a significant share of DOJI's revenue mix.
- Launched a dedicated lab-grown diamond line in 2024, targeting eco-conscious consumers, a direct match for Surat-origin lab-grown supply.
- Northern-market concentration complements PNJ's national footprint.

DOJI's Hanoi-anchored footprint gives Indian exporters a route to northern-market demand alongside HCMC-based engagement. Its diamond focus and 2024 move into lab-grown diamonds make it a priority counterpart for GJEPC's Surat-origin certified natural and lab-grown stone suppliers specifically.

E-Commerce & Wedding-Channel Distribution [Distribution-Channel]

Shopee, TikTok Shop, Sendo, and Vietnam's nationwide wedding jewellery retail network

- Silver and fashion jewellery (HS 7117) are among the faster-growing online jewellery categories (est. >30% annual growth).
- Most wedding-channel shops currently source from Thailand or domestic producers.
- Lowest-barrier entry route, well-suited to a lab-grown/digital campaign (R-6).

These channels offer a lower-barrier entry route than the large retail chains, particularly for Jaipur silver and fashion jewellery exporters, for Kundan, Polki and temple-style bridal designs where India holds clear differentiation, and for certified lab-grown diamonds aimed at younger digital buyers.

SJC (Saigon Jewelry Company): Bullion Channel (Context Only) **[Bullion/Institutional]**

State-linked gold distributor and reference price-setter for Vietnam's domestic gold market

- Primary distribution channel for unwrought gold (HS 7108) into manufacturing and retail supply chains; operates 200-plus stores and 43 agencies.
- Relevant as market context, NOT as a near-term India export counterpart: this is a raw-gold (bullion) relationship, and India is a structural net importer of gold with no export supply to offer.
- Has, however, begun offering competitively priced lab-grown diamonds at retail: the one segment where an India supply relationship could eventually develop.

SJC is included for completeness because it anchors Vietnam's gold market, but the honest assessment is that it is not a viable India export target on the bullion side: India imports gold, it does not supply it. The only credible India–SJC linkage is downstream, through SJC's emerging lab-grown diamond retail, which is better pursued via the R-6 campaign than through any bullion-supply framing.

Section 7: Global Precedent, Thailand–Vietnam as the Playbook

Thailand is reported to have grown its gems & jewellery exports to Vietnam from roughly US$ 85 million in 2015 to more than US$ 350 million by 2023 (est.; source market-research deck, not independently verified here), capturing a leading share of Vietnam's jewellery import market. Whether or not the precise figures hold, the institutional mechanisms Thailand used are well-documented and directly applicable, and are used to calibrate the recommendations in Section 5.

7.1 How Thailand Built Its Vietnam Corridor

- Gemopolis Export Hub: A dedicated Bangkok export-processing zone with 24-hour fast-track customs clearance, consolidated logistics to Vietnam, and one-stop certification recognised by STAMEQ.
- DITP-Led Buyer Matchmaking: Thailand's Department of International Trade Promotion runs annual Vietnam missions pairing 25–40 Thai exporters with 80–120 pre-screened Vietnamese retail buyers, with PNJ and DOJI as anchor buyers at every mission.
- Design Aesthetic Tailoring: Thai exporters adapted product lines to Vietnamese taste (24K gold, lotus and dragon motifs, smaller-format daily-wear pieces), supported by US$ 200,000 in DITP-funded design adaptation grants.
- Credit Terms Extension: EXIM Bank Thailand provides a dedicated export credit line at 3.5% per annum, enabling 90-day payment terms matching domestic Vietnamese supplier norms.
- ASEAN Hall at VIJS: Thailand fields the largest national pavilion (40-plus exhibitors) at every Vietnam International Jewellery Show, with DITP subsidising 50% of first-time exhibitor stall costs.

7.2 Transferable Analogue Stack for India

Surat Diamond Bourse and SEEPZ Mumbai can serve as India's twin export-processing hub analogue to Gemopolis, both already possessing fast-track customs capability that would benefit from direct Vietnam air cargo routing via HCMC. A GJEPC Vietnam Buyer Mission, co-organised with the Consulate General for buyer invitation and MOIT facilitation, mirrors the DITP model. On design, India's differentiation is structural rather than imitative: 24K gold availability from Tamil Nadu and Kerala clusters, combined with Polki, Kundan and South Indian temple jewellery designs unavailable from Thai or Chinese suppliers, gives India a distinct competitive moat rather than a replication strategy. The EXIM Bank India facility (R-4) and GJEPC India Pavilion (R-3) directly mirror the Thai credit-line and pavilion levers.

India's geometry differs from Thailand's: India's advantage rests on design uniqueness, diamond-processing scale, and coloured-stone depth, rather than geographic proximity or first-mover advantage. The Thailand playbook therefore provides the institutional framework (export hub, buyer matchmaking, credit access, and pavilion presence), while India's product differentiation supplies the competitive substance that the framework should carry to market.

Appendix A: Full HS71 Product-Level Trade Data

Complete data for all 18 HS71 sub-headings as supplied in the source dataset (UN Comtrade CY2023 Vietnam import mirror; DGFT/DGCI&S FY2024–25 India export), provided for full traceability. Note the treatment of the three flagged lines below.

HS Code	Description	India Global Exports (US$M)	VN Global Imports (US$M)	India–VN Bilateral (US$M)	Headroom (US$M)
HS 7101	Natural or cultured pearls, unmounted	29.0	0.62	0.00	0.62
HS 7102	Diamonds, worked or unworked, not mounted or set	16,211.0	283.48	0.00	283.48
HS 7103	Precious & semi-precious stones (excl. diamonds)	724.0	6.29	0.02	6.27
HS 7104	Synthetic / reconstructed precious stones	1,005.0	38.60	0.00	38.60
HS 7105	Dust & powder of precious/semi-precious stones	30.0	4.08	0.00	4.08
HS 7106 †	Silver, unwrought / semi-manufactured / powder	4,827.0	24.42	0.00	24.42
HS 7107	Base metals clad with silver	1.0	3.42	0.00	1.00
HS 7108 †	Gold, unwrought / semi-manufactured / powder	58,006.0	271.82	0.00	271.82
HS 7109	Base metals / silver, clad with gold	0.0	0.66	0.00	0.66
HS 7110 †	Platinum group metals	5,424.0	14.28	0.00	14.28
HS 7111	Base metals / silver / gold, clad with platinum	0.0	0.41	0.00	0.41
HS 7112	Waste & scrap of precious metals	57.0	0.50	0.00	0.50
HS 7113	Jewellery & parts, of precious metal	2,542.0	90.99	0.53	90.46
HS 7114	Goldsmiths'/silversmiths' wares, of precious metal	10.0	0.31	0.00	0.31
HS 7115	Other articles of precious metal	58.0	10.11	0.00	10.11
HS 7116	Articles of pearls / precious or semi-precious stones	19.0	1.01	0.00	1.01
HS 7117	Imitation (fashion) jewellery	33.0	18.00	0.34	17.66
HS 7118	Coin	0.0	0.00	0.00	0.00

† Bullion lines, figures require correction: For HS 7108 (gold), HS 7106 (silver) and HS 7110 (platinum), the "India Global Exports" values shown (US$ 58,006M, US$ 4,827M, US$ 5,424M respectively) are in fact India's IMPORTS, not exports. Verified against UN Comtrade / OEC / DGCIS, India's actual exports on these lines are far smaller, approximately US$ 463M (gold), US$ 88M (silver), and a minor sum (platinum), because India is one of the world's largest net importers of raw precious metals. These three lines are therefore excluded from the priority opportunity set in Section 3: India cannot credibly be positioned as a bullion supplier to Vietnam. They are retained here only for dataset completeness.

Gross headroom across all 18 lines as tabulated: US$ 765.7 million. Genuine value-added headroom, excluding the three bullion lines (gold US$ 271.82M, silver US$ 24.42M, platinum US$ 14.28M): approximately US$ 455 million. Total Vietnam HS71 global imports: US$ 769.0 million. Total current India–Vietnam bilateral HS71 trade: US$ 0.89 million.

Appendix B: Risk Register, Gems & Jewellery Sector Trade Enhancement

The following risks are identified as potential constraints on the realisation of the headroom and recommendations set out in this brief, together with proposed mitigations.

ID	Risk	Likelihood	Impact	Mitigation
R-1	Gold price volatility erodes landed-price competitiveness of Indian bridal jewellery relative to Thai/Chinese suppliers.	Medium	High	Hedge exposure through forward gold contracts; price benchmark clauses in distribution agreements.
R-2	BIS–STAMEQ MRA negotiation extends beyond 18-month window due to differing technical standards for gold purity testing.	Medium	Medium	Sequence interim measure: mutual acceptance of accredited third-party assay certificates pending full MRA.
R-3	PNJ/DOJI procurement remains anchored to existing Antwerp/Hong Kong/Thai intermediaries despite B2B introductions.	Medium	High	Offer trial consignment terms and GIA-certified sample parcels to lower switching cost for first orders.
R-4	Vietnam Customs pre-registration programme (CPRP) for diamonds delayed by inter-agency coordination between GDVC and MOIT.	Low	Medium	Escalate through the India–Vietnam Joint Commission trade facilitation track; align timeline with existing Korea/Japan CPRP precedent.
R-5	Currency and payment-cycle mismatch discourages MSME exporter participation despite EXIM Bank facility announcement.	Medium	Medium	Phase facility rollout with pilot cohort of 10–15 GJEPC-certified MSMEs before full-scale deployment.
R-6	Consumer perception gap persists beyond Year 2 despite marketing spend, given entrenched Thai/Chinese brand recall.	Medium	Medium	Extend KOL and co-branded retail campaign duration; tie campaign renewal to measurable awareness survey results.

Appendix C: About Globapact Advisory & Report Provenance

Globapact Advisory Pvt. Ltd.

Globapact Advisory is a New Delhi-based strategic advisory firm specialising in trade intelligence, economic diplomacy, and export market development. Globapact partners with government institutions, trade promotion bodies, and private sector enterprises to translate macroeconomic opportunity into actionable trade strategy.

Commissioning Chain & Report Provenance

Commissioning Authority	Economic Diplomacy Division, Ministry of External Affairs, Government of India, through the Office of the Consulate General of India, Ho Chi Minh City.
Parent Study	India–Vietnam Trade Review and Opportunities (Globapact Advisory, 2026), a comprehensive HS4-level analysis of 1,225 product categories identifying US$ 170 billion in bilateral headroom.
This Sector Brief	Gems & Jewellery Sector Brief, one in a series of sector-level intelligence documents disaggregating the parent study's findings for targeted stakeholder and working group use.
Data Periods	Vietnam import structure: Calendar Year 2023 (UN Comtrade / Vietnam MOIT); India trade data: FY 2024–25 (DGFT / DGCI&S / GJEPC).
Methodology	HS4/HS6 headroom analysis; qualitative bottleneck mapping (30+ practitioner consultations); buyer-level intelligence from public disclosures and Vietnam MOIT data; global corridor benchmarking (Thailand–Vietnam; India–UAE gems corridor).
Disclaimer	This brief is for informational and policy dialogue purposes only. Headroom figures are directional signals, not forecasts.

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