GPHG
GRAND PRIX D'HORLOGERIE DE GENÈVE

PRESS RELEASE
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The GPHG and Ethos celebrate contemporary watchmaking in India



It was in Mumbai that the Grand Prix d'Horlogerie de Genève (GPHG) kicked off its 2026 World Tour.

Organised by **Ethos Limited**, a key player fully committed to promoting watchmaking culture in India, this unique event is being held at the St. Regis Hotel in Mumbai until **1 October**. It showcases the **78 watches nominated** by the GPHG Academy, highlighting the craftsmanship and creative genius of more than 50 exceptional brands.

This exhibition offers a unique opportunity for the region's community of watch enthusiasts and the general public to enjoy a close-up look at contemporary watchmaking artistry. Far more than a mere showcase, **the event provides a truly educational experience, thanks to hands-on workshops and guided tours led by experts, enabling both novices and connoisseurs to appreciate the technical subtleties and exquisite craftsmanship involved in watchmaking.**

Mr. Yashovardhan Saboo, Founder & Chairman of Ethos Limited: *"We are truly delighted and proud to partner with the GPHG in bringing the 2026 exhibition of nominated timepieces to Mumbai. India has emerged as one of the world's most exciting and fast-growing markets for fine mechanical watches, with a passionate and rapidly growing community of collectors and enthusiasts. This exhibition is a wonderful opportunity to bring people closer to the remarkable creativity, craftsmanship and savoir-faire behind fine watchmaking, and to share the fascination and joy that mechanical watches bring—not only as treasured collectibles, but as objects to be experienced, worn and enjoyed."*

Raymond Loretan, President of the GPHG Foundation*: "With its millennia-old cultural heritage and unique relationship with the art of timekeeping, India is playing an increasingly significant role on the global watchmaking scene. Kicking off our 2026 tour in Mumbai holds obvious significance. Together with Ethos Limited, we are continuing the GPHG's mission: to showcase the richness of contemporary watchmaking, to share and celebrate its culture, as well as to build bridges between skills, sensibilities and passionate enthusiasts from around the world."*

Following Mumbai, the GPHG 2026 World Tour will stop off in **Bangkok from 15 to 18 October**, in partnership with PMT The Hour Glass; before moving on to **Geneva's *Musée d'Art et d'Histoire* (MAH) from 29 October to 15 November**. The prize-winning timepieces will be on display in **London from 18 to 23 November** at the Watches of Switzerland boutique in Knightsbridge.

The nominated timepieces are in the running to win one of 19 prizes, including the prestigious "Aiguille d'Or" Grand Prix. The coveted trophies will be awarded on **Saturday 7 November in Geneva** during the **26th GPHG awards ceremony, broadcast live from 6.30 pm (CET) on the official** gphg.org **website.**

About the GPHG: Created in 2001 and overseen since 2011 by a foundation recognised as a public interest organisation, the Grand Prix d'Horlogerie de Genève (GPHG) has for over 25 years been pursuing its mission to celebrate and promote the watchmaking art, thanks to the support of its public and private partners, notably its main partner, FGP Swiss & Alps, as well as the involvement of industry stakeholders.

About Ethos Limited: Ethos Limited is one of India's largest luxury and premium watch retailers, founded in the year 2003 and publicly listed on BSE Limited and the National Stock Exchange of India Limited since May 30th, 2022. Its current portfolio of brand partnerships comprises 75+ premium luxury watch brands. Ethos today operates 104 boutiques spread across 35 cities pan India.

2026 World Tour: https://gphg.org/en/gphg-2026/2026-schedule
Event photos: https://mediacenter.gphg.org/category/exhibition-2026/mumbai/
2026 nominations: https://gphg.org/en/gphg-2026/nominated-timepieces

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