

Dive

Reliance Jewels

Retail Jeweller Publication
Week in review:
News, Opinions & Insights
4th -10th March 2023

Contest Alert

Share a picture or a video of you in nature and tell us how it resembles your inner feminine shine.

#HerNaturalGlow



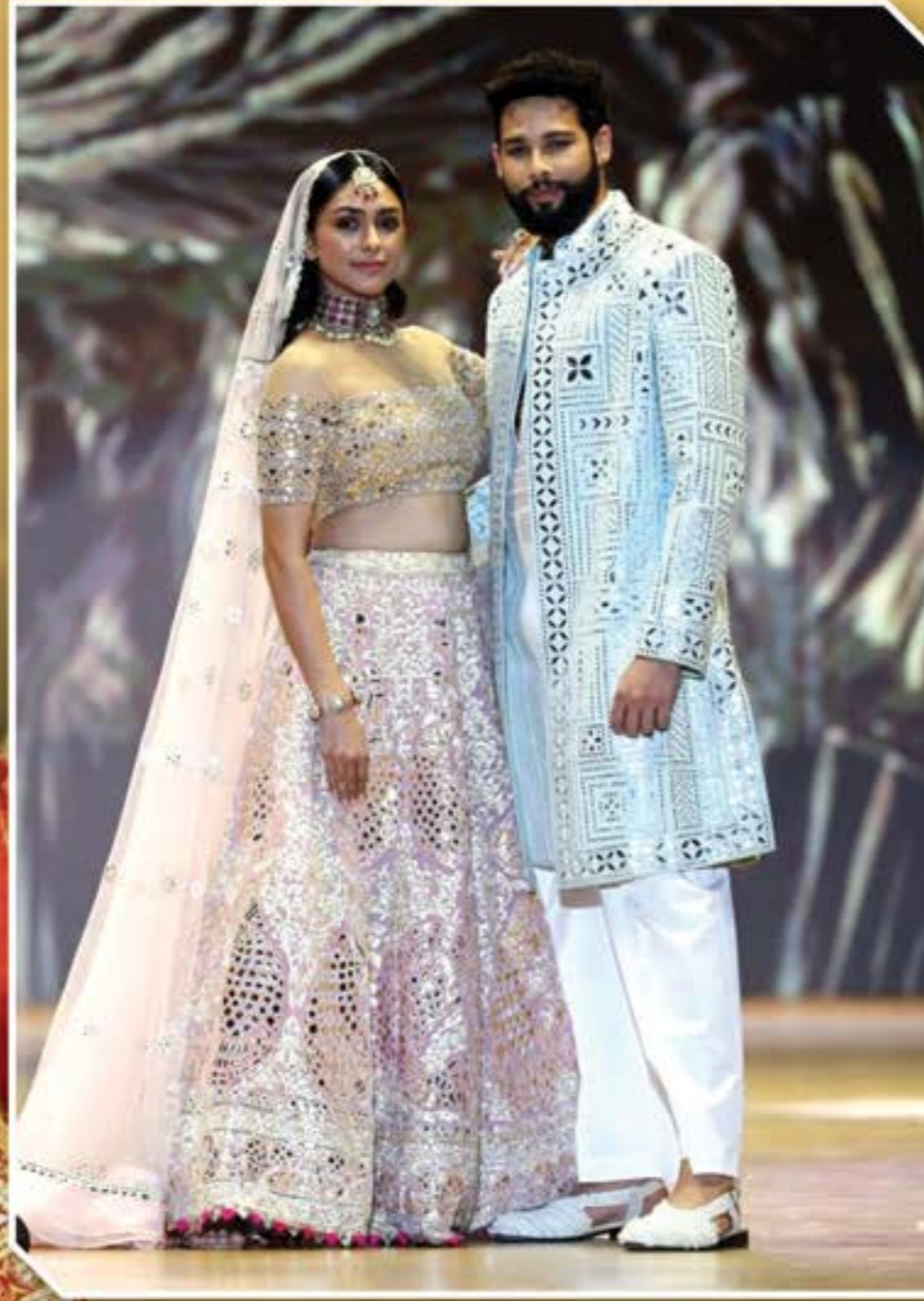
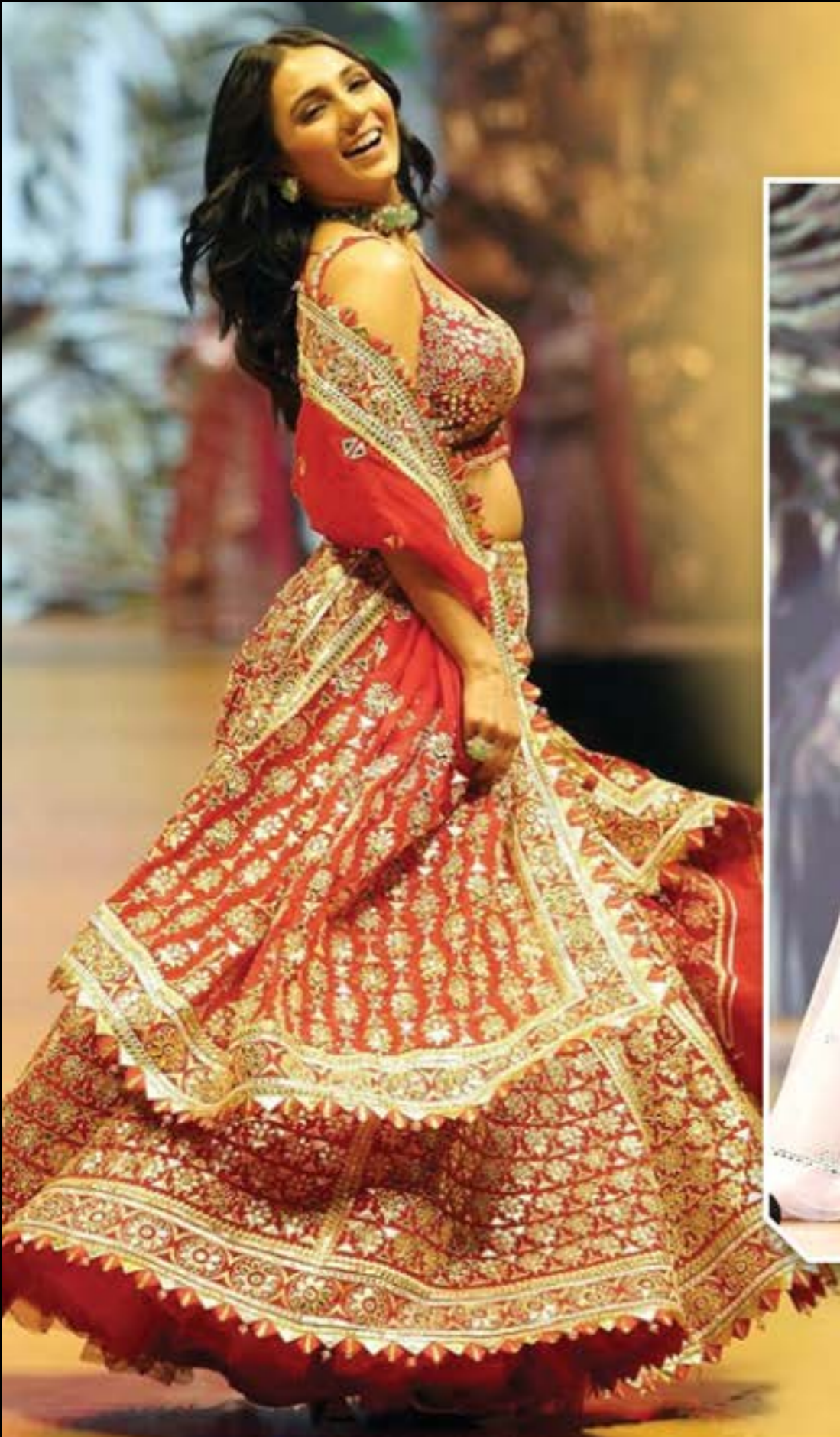
#HerNaturalGlow: Campaign by Reliance Jewels puts the spotlight on nurturing nature of women

The idea of women reflecting the nurturing quality of Mother Nature was brought to the fore in Reliance Jewels' recent campaign #HerNaturalGlow, launched on the occasion of International Women's Day. The contest, open to women across the nation, received huge response and the winners were announced on March 8, 2023.

(RJ Exclusive)

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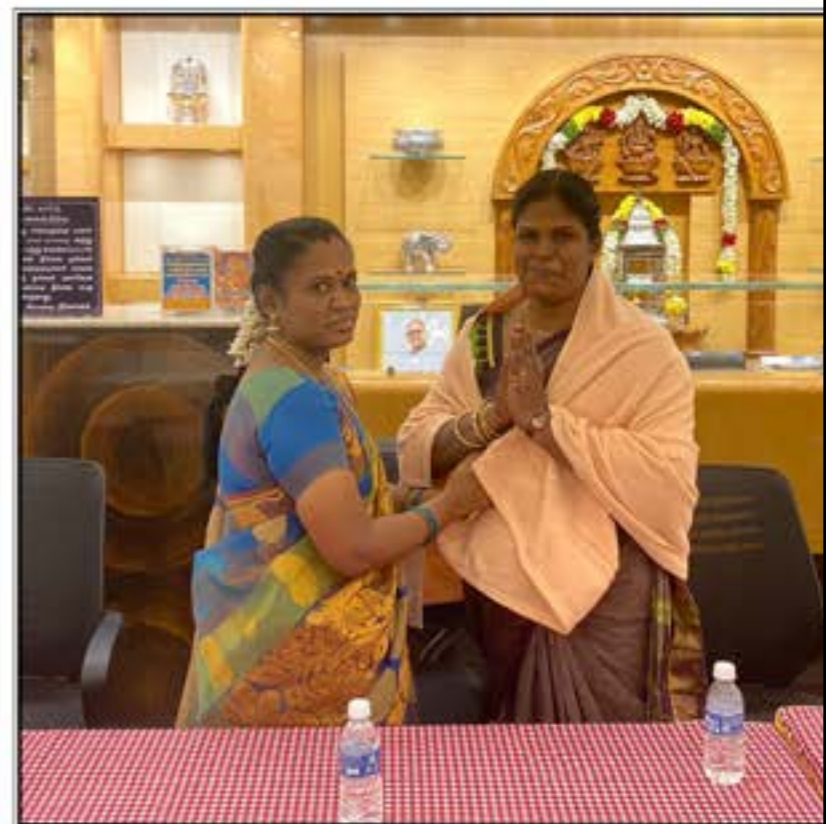


Narayan Jewellers collaborates with Abu Jani-Sandeep Khosla for fashion show to support cancer patients

Narayan Jewellers was part of a big show at the Jio Garden at BKC, Mumbai where designer duo Abu Jani and Sandeep Khosla held a fashion show in collaboration with The Cancer Patients Assistance Organization (CPAA) after a four-year hiatus. The models were dressed in the 'Asal' and 'Mard' collection by the designer duo and the best jewellery pieces by Narayan Jewellers.

(RJ Exclusive)

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Uplifting in-store event marks Sri Vasavi Thanga Maaligai Jewellers' Women's Day celebration

Sri Vasavi Thanga Maaligai Jewellers recently hosted a special in-store event to celebrate Women's Day at their showroom in Tamil Nadu. The company invited many prominent women from various streams of life to speak to attendees at the event, and raise awareness about the struggles faced by women.

(RJ Exclusive)

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4

17th to 20th March 2023

BIEC, Bangalore

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SUPER WOMAN

Is it a compliment or an expectation?



Multitasking like it is second nature?

Age of the superwoman has passed, says Tanishq in its new commercial

Tanishq launched a special ad campaign to commemorate International Women's Day recently, the focus was on bringing out the reality behind the struggles faced by women in their lives. The question presented in the commercial video to all women across the globe is: the world views women in a particular manner, but where do women see themselves?

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De Beers Forevermark launches its first boutique in Mangalore

Situated in Souza Arcade, the new boutique exclusively showcases the brand's wide array of the stunning jewellery designs including the signature Forevermark Avaanti and Icon collections, Circle of Trust diamond bangles, Traditional Setting collection, the Forevermark Tribute stackable ring collection among others.

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Senco Gold & Diamonds' campaign spotlights the gritty and resilient Indian woman of today shaping our society

On the occasion of International Women's Day, Senco Gold & Diamonds launched a campaign showcasing the Indian woman of today taking the obstacles in her stride and overcoming the challenges by not being held back by the negativity around her. In fact she is confident, strong and breaks all barriers on her way to success, ignoring the outdated opinions and trolls and by proving herself silences all her critics.

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Silvostyle by PNG launches its flagship store in Pune

PUNE

Silvostyle by PNG announced the launch of its first stand-alone Flagship store, in Aundh, Pune, which will offer a wide range of Sterling silver High fashion jewellery. The 500 sq.ft store will be the brand's flagship store in its home-town of Pune. The Brand aims to roll out 15 stores through 2023-24 across urban geographies in India through a mix of owned and franchise stores.

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KISNA launches new collection of special designs for women

KISNA Gold and Diamonds had launched a new collection to celebrate the International Women's Day. It launched special diamond bangles for mother, bracelets for sisters, rings for the partners, earrings for the daughters, necklaces for the best friend and pendants for the aunt.

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Sunita Shekhawat's botanical jewellery made of pink sapphires and champagne diamonds is an ode to the Pink City

The story of Sunita Shekhawat's eponymous label is intertwined with Rajasthan, the place of its origins. The limited edition capsule comprises 15 pieces in all—necklaces, earrings and cocktail rings capturing the beauty of the bougainvillea's pink petals and foliage.

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KISNA

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CMR Group's first exclusive jewellery store launched in Visakhapatnam

CMR Group, one of the most well-known brands in Andhra Pradesh, inaugurated its first-ever exclusive flagship jewellery store in Visakhapatnam on Thursday, 9 March 2023. The store's opening ceremony ensued in grand fashion under the auspices of Mavuri Venkata Ramana, CMD of CMR Group, with several big names attending as chief guests.

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Is Rs20,000cr CaratLane India's biggest start-up turnaround?

Last fortnight, CaratLane reported yet another profitable quarter, becoming the fastest-growing subsidiary of Titan.

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Gold jewellery sale without six-digit hallmark to be banned from next month

Sale of gold jewellery and gold artefacts hallmarked without six-digit code shall be banned from next month. The Ministry of Consumer Affairs, Food and Public Distribution said that the decision has been taken to ensure quality culture in micro sale units. The statement made it clear that effective from 1st April 2023, sale of only those gold jewellery and gold artefacts shall be permitted that have been hallmarked with six-digit alphanumeric HUID – unique identification number.

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India's gems and jewellery exports in February rose 24 pc year-on-year

India's gem and jewellery exports witnessed a resurgence in February, supported by a swift recovery of both the Chinese and Middle East markets. In February 2023, the overall gem and jewellery exports witnessed a surge of 24 per cent to Rs 28,832.86 crore as compared to Rs 23,326.8 crore for the same month last year, Gem and Jewellery Export Promotion Council (GJEPC) data showed.

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Weddings keep gold imports up by 188%

AHMEDABAD

A wedding season buzzing with auspicious muhurats and many ceremonies throughout February kept demand for gold jewellery upbeat. With demand driven by this, gold imports into Gujarat stood at 5.5 metric tonnes (MT) in February, up 188% against January's figure of 1.91 MT. Imports, however, remained flat against last February. The price of gold was Rs 57,800 per 10g in the Ahmedabad market.

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Jewellers are requesting a three-month extension to the mandatory hallmarking deadline

The jewellery industry plans to seek a three-month extension on implementation of mandatory gold jewellery hallmarking, which was to be rolled out from April. The industry has to re-hallmark 20-25 per cent of its inventory with the six-digit alpha numeric unique identification number by the end of this month.

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NUANCE JEWEL



NUANCE JEWEL _ INDIA

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Platinum demand forecast for 2023 up by 24%, supply by 3%: World Platinum Investment Council

The World Platinum Investment Council said in its fourth-quarter report that there was a change from a surplus of 776,000 tonnes (t) in 2022 to the forecast deficit of 556,000t in 2023. This reflects total supply remaining close to the weak level in 2022, up only 3%, and strong demand growth of 24%.

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The Gem and Jewellery Export Promotion Council (GJEPC) has opened its 7th Rough Gemstone Sourcing Show in Jaipur, India

The 7th edition of the India Rough Gemstone Sourcing Show (IRGSS), organised by GJEPC, was inaugurated in Jaipur on 6th March by Shri Sugrive Meena, Commissioner of Customs, Jaipur. Also in attendance were Shri D.S. Dewal, Addl. Commissioner of Customs and Smt. Anupama Saksena, Asst. Commissioner of Customs, ACC.

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GJEPC presents India Advantage at the Hong Kong Show

On the sidelines of the ongoing 39th HKTDC Hong Kong International Jewellery Show, GJEPC organised an Event and Discussion on INDIA ADVANTAGE. According to Vipul Shah, Chairman, GJEPC, India is the leading supplier of cut & polished diamonds, silver, and synthetic stones to Hong Kong and has the potential to become the leading supplier of lab grown diamonds to this market.

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GJEPC registers 750 workers under Parichay Card for Swasthya Kosh in Udupi; all India total nears 60,000

GJEPC conducted meetings with representatives of the Udupi District Gold & Silver Workers Association in Karnataka to register 750 workers under the Parichay card for Swasthya Kosh in early March 2023. The Parichay card is an initiative of GJEPC to recognize the skills and provide social security benefits to unattached sector workers.

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Newsletter

15th - 21st Aug 22

Aishpra Gems and Jewels, and SL Shet Diamond House celebrate Independence Day with special activities

The gems and jewellery industry rose up to the occasion of Independence Day. Different brands played with the numerals of India's 75th year of Independence to provide attractive discounts and excite the trade. Few took the opportunity to celebrate the occasion with memorable activities. Aishpra Gems and Jewels, and SL Shet Diamond House were two such brands.

(RJ Exclusive)

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08th - 14th Aug 22

IJS Premiere 2022 records 50,000 visitors; expected to generate business worth Rs. 50,000 cr

GJEPC's flagship show, IJS Premiere saw a record number of visitors which will generate business worth Rs. 50,000 crore to exhibitors in the coming 4-6 months. With 1,790 exhibitors showcasing their exquisite gems & jewellery and spread over 8,00,000 sq ft. of exhibition area, IJS Premiere 2022 presented a galaxy of varieties in gold & gold CZ studded jewellery, diamond, gemstone & other studded jewellery, loose stones, CVD, silver jewellery, artefacts and gifting items, laboratories & education, and machinery & allied industry products and services.

(RJ Exclusive)

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01st - 7th Aug 22

Brands raise a toast to timeless sibling love with sentimental rakhi campaigns

The rakhi season is in and the jewellery industry is exploring any and every opportunity to create excitement. Some of the most loved brands have come up with sentimental rakhi and commercial to tie in with the festival. Sibling love and sisterhood are left no stone unturned in the industry. Brands are competing to create the best rakhi campaigns.

(RJ Exclusive)

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25th - 31st July 22

NAC Jewellers partners with multiple homegrown kids brands through Young Ones jewellery range

NAC Jewellers has provided a platform for homegrown brands to showcase their talent. The brand has partnered with multiple homegrown kids brands through its Young Ones jewellery range. This initiative aims to support and promote local talent in the jewellery industry.

(RJ Exclusive)

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18th - 24th July 22

The Rare Edit by Sheetal Ranka surprises Pune's HNI base with luxurious collaborations

Sheetal Ranka of Ranka Jewellers made a commendable mark in contemporary bridal jewellery market through The Rare Edit, a 5-day event held at the Rare Jewels boutique store, which provided a complete makeover package to brides and grooms from around 250 select families. Designer boutique brand Mala and Kinnary and premium wellness brand The Wedding Clinic joined forces with Ranka for The Rare Edit.

(RJ Exclusive)

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11th - 17th July 22

The import duty hike on gold to negatively impact the trade: Retailers

The hike in import duty on gold has come as a shocker from the government. Recovering from the aftermath of a crushing pandemic, the gem and jewellery industry didn't expect to court this unwelcome development. While the intention has been to reduce the pressure on current account deficit and resist rupee depreciation, retailers are polarised over this sudden move.

(RJ Exclusive)

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04th - 10th July 22

Jewellery retail chains on a post-pandemic retail expansion spree

The large retail chains that inadvertently slowed down expansion during covid are now increasing footprint across India at an accelerated pace. Chain store brands like Kalyan Jewellers and Joyalukkas are capturing the market on the back of strong equity and awareness.

(RJ Exclusive)

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27th - 3rd July 22

Nrityabaran campaign by Abaran highlights design diversity of Indian classical dance forms

The campaign is Abaran's unified attempt to showcase its diverse inventory across traditional and semi-traditional categories. The brand has focused on various forms of dance, namely Odissi, Mohiniyattam, Kuchipudi, and Kathak. In this ongoing campaign on social media, one sees short details on each of the dance form graciously presented by trained classical dancers.

(RJ Exclusive)

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06th - 12th Jun 22

Verma Jewellers lauds achievements of women pradhans in Himachal Pradesh via virtual

On the occasion of International Women's Day, Verma Jewellers held a virtual felicitation ceremony of 429 women pradhans in the state, titled 'Pride of Himachal'. The event highlighted the achievements of Women Pradhans and featured a prestigious panel discussion with the Pradhans who discussed the challenges faced by them and the difficulties they have overcome over the years.

(RJ Exclusive)

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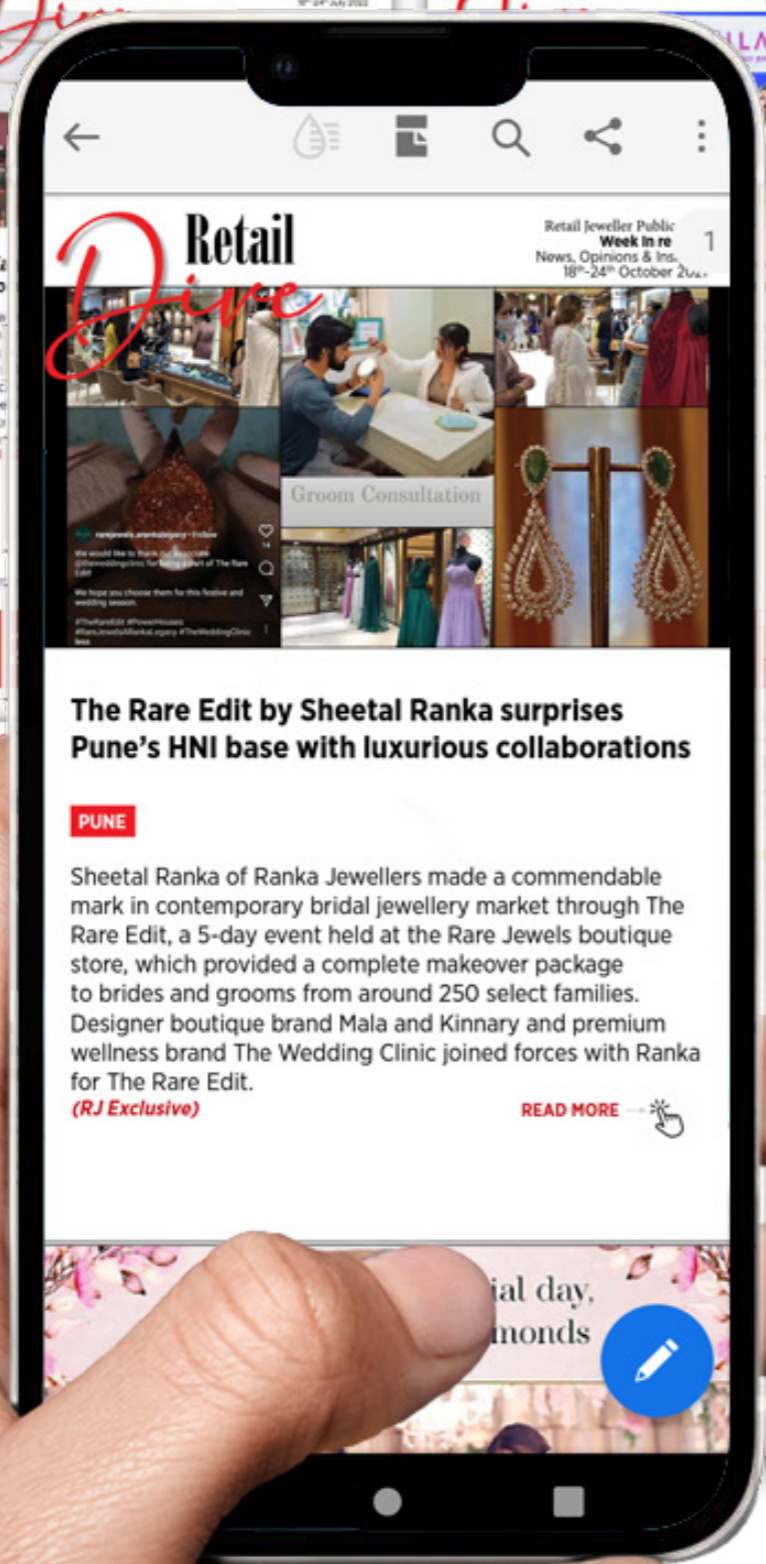
30th - 05th Jun 22

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