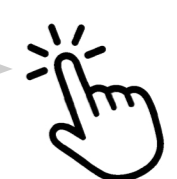


## On Navratri, jewellery industry finds a new occasion to cheer

Ram Navami and the nine days of festivity around it have the potential to become another important date on the business calendar of jewellery retailers. It is considered to be a good time for market promotions as most other industries are docile during the period, and this gives the jewellery industry a good opportunity to increase its share of wallet.

***(RJ Exclusive)***

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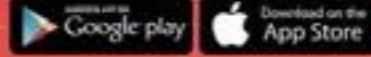


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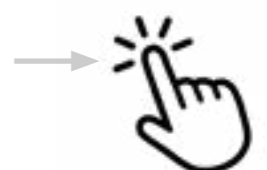


## Thangamayil Jewellery strikes gold with its DigiGold savings scheme

Thangamayil Jewellery Limited from Madurai, Tamil Nadu recently introduced the DigiGold scheme to offer customers a convenient and flexible way to invest in gold. DigiGold has made a small but significant contribution to the company's overall turnover, despite being a relatively new offering. over 30,000 customers have enrolled in the scheme.

***(RJ Exclusive)***

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## Kalyan Jewellers ropes in influencers to highlight key nuances of its designs at Kerala soirees

Kalyan Jewellers recently organized lavish soirees at its revamped showrooms in Kochi and Thrissur. The events, attended by 50 prominent influencers and bloggers from Kerala, aimed to showcase the unique shopping experience offered by the brand and its extensive collection of jewellery designs. These influencers then shared their experience on social media.

***(RJ Exclusive)***

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## Rajiv Popley launches 'Angels Feathers', the latest in his line of art inspired jewellery inspired by Dali

Jeweller-artist Rajiv Popley, Director of Popley Group, has launched the 'Angels Feathers' collection of jewellery, with the tagline 'the world is sleeping in the arms of an angel', as a tribute to surrealist artist Salvador Dali. This collection is the latest in Popley's line of 'Art Inspired Jewellery', and was unveiled in mid-March, 2023.

***(RJ Exclusive)***

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## **KISNA Diamond and Gold Jewellery ventures into Chhattisgarh with first showroom at Raipur**

KISNA, from the Hari Krishna Group, has made a foray into Chhattisgarh with the launch of its first franchise store at Raipur. This launch is in line with the brand's new distribution strategy and reflects the new brand identity, and KISNA's aim to make diamond jewellery accessible to all Indian women.

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## **Kalyan Jewellers enters Haldwani with new showroom inaugurated by Uttarakhand CM Pushkar Singh Dhami**

Kalyan Jewellers recently launched its second showroom in Uttarakhand, making a foray into one of the State's largest markets, Haldwani. The all-new showroom at Haldwani Khas is part of the company's strategy to expand its retail footprint and operations in the region, providing customers with easier access to the brand.

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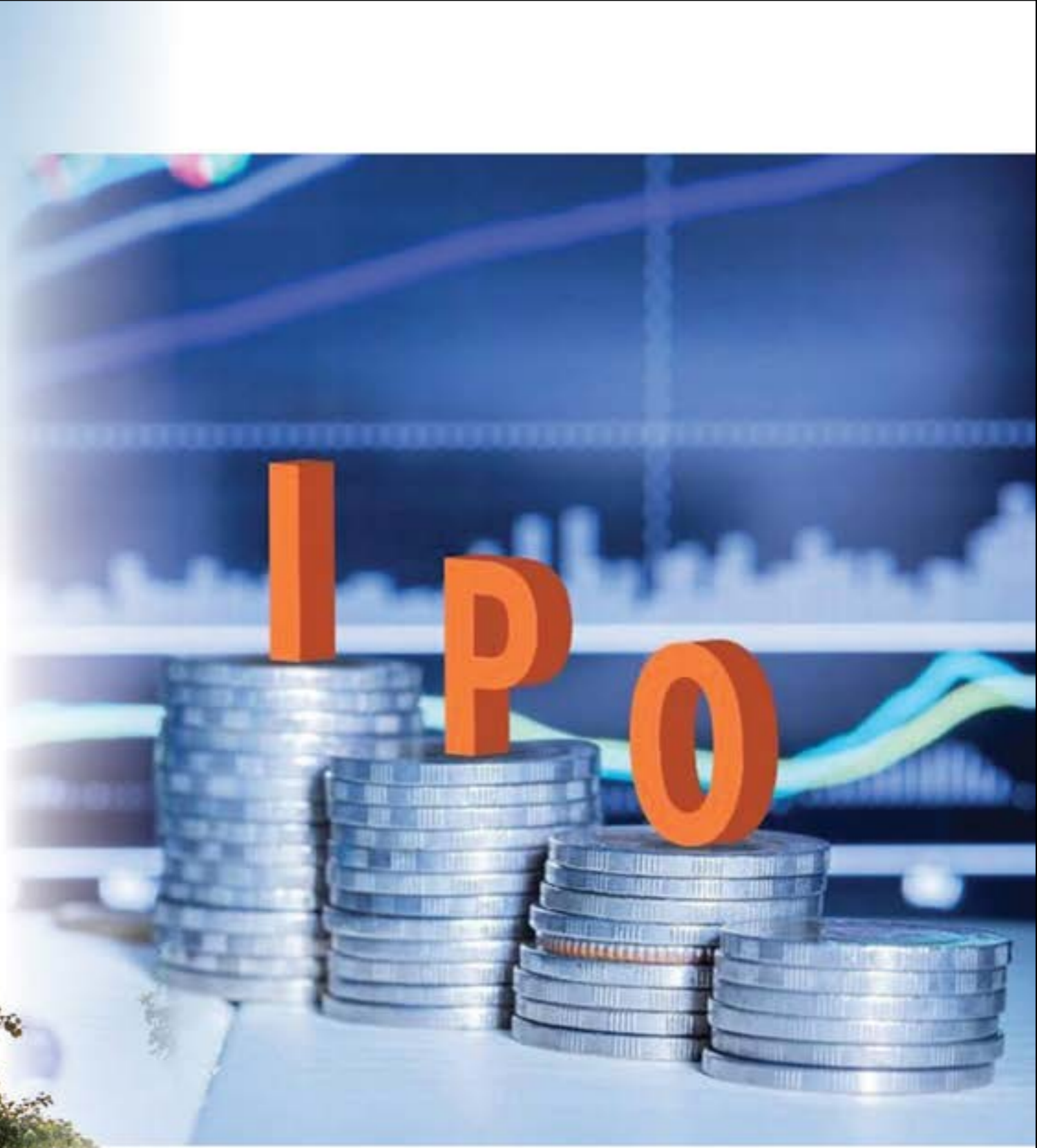
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## Jaipur-based Motisons Jewellers moves closer to IPO with DRHP filing

Jaipur-based retailer Motisons Jewellers has filed its draft red herring prospectus (DRHP) with the market regulator Securities and Exchange Board of India (SEBI) to raise funds through an initial public offering (IPO). The company had filed preliminary IPO papers with SEBI in September, 2022.

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## **Ajay Devgn unveils P N Gadgil & Sons' exclusive range of Lord Shiva pendants timed with release of Bholaa**

P N Gadgil & Sons Limited (PNG Sons) has just launched an exclusive range of Lord Shiva pendants created for the film 'Bholaa' starring Ajay Devgn and Tabu, which was unveiled by Ajay Devgn himself in Mumbai, to coincide with the release of the film on March 30. Named the Bholaa Jewellery Collection, it features seven pendant designs.

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## **Jos Alukkas signs actor R Madhavan to be their pan-India brand ambassador**

Jos Alukkas has signed on actor R Madhavan to be their pan-India brand ambassador. Actor Keerthy Suresh will also continue as brand ambassador of the jewellery group. At a function held in Mumbai, the MDs of Jos Alukkas handed over documents of agreement with the company to the actors. Jos Alukkas hopes to add value with the recognition that both the stars have won across India.

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## **G20 Trade & Investment Working Group tours the Bharat Diamond Bourse in Mumbai**

Delegates of the G20 Trade & Investment Working Group (TIWG) recently visited the Bharat Diamond Bourse (BDB) in Mumbai. Through this visit, the G20 TIWG had the chance to witness first-hand the diamond industry's potential and the role it plays in the global economy. They were given a tour of the world class facilities within Bharat Diamond Bourse premises and informed about the various opportunities that the industry presents, not just within India but also globally.

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## **Leading diamantaires and jewellers in Mumbai warned that India may lose Russian facet of diamond trade**

About a week ago, officials of the US State Department and European Union alerted leading diamantaires and jewellers in Mumbai that the rule that allows Russian rough diamonds to be sent to factories in Surat to be polished and shipped to the US, Europe and elsewhere, is about to change dramatically, with harsher sanctions in the offing.

**READ MORE** →







## **Gold industry's Vision 2025 discussed at 5th ICC Gems & Jewellery Summit 2023 in Kolkata**

The Indian Chamber of Commerce organized the ICC 5th Gems & Jewellery Summit 2023 on March 24, 2023 to discuss the gold industry's vision 2025. The session at The Oberoi Grand, Kolkata, turned up valuable insights on India's gold market.

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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)**

[READ MORE](#)

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's marketing campaigns.

**(RJ Exclusive)**

[READ MORE](#)

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. It partnered with brands like, Tiktora, The Little Ones, and Young Ones. At the same time, the campaign for Young Ones Jewellery range is also in progress.

**(RJ Exclusive)**

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18th - 24th July 22

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

**PUNE**

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

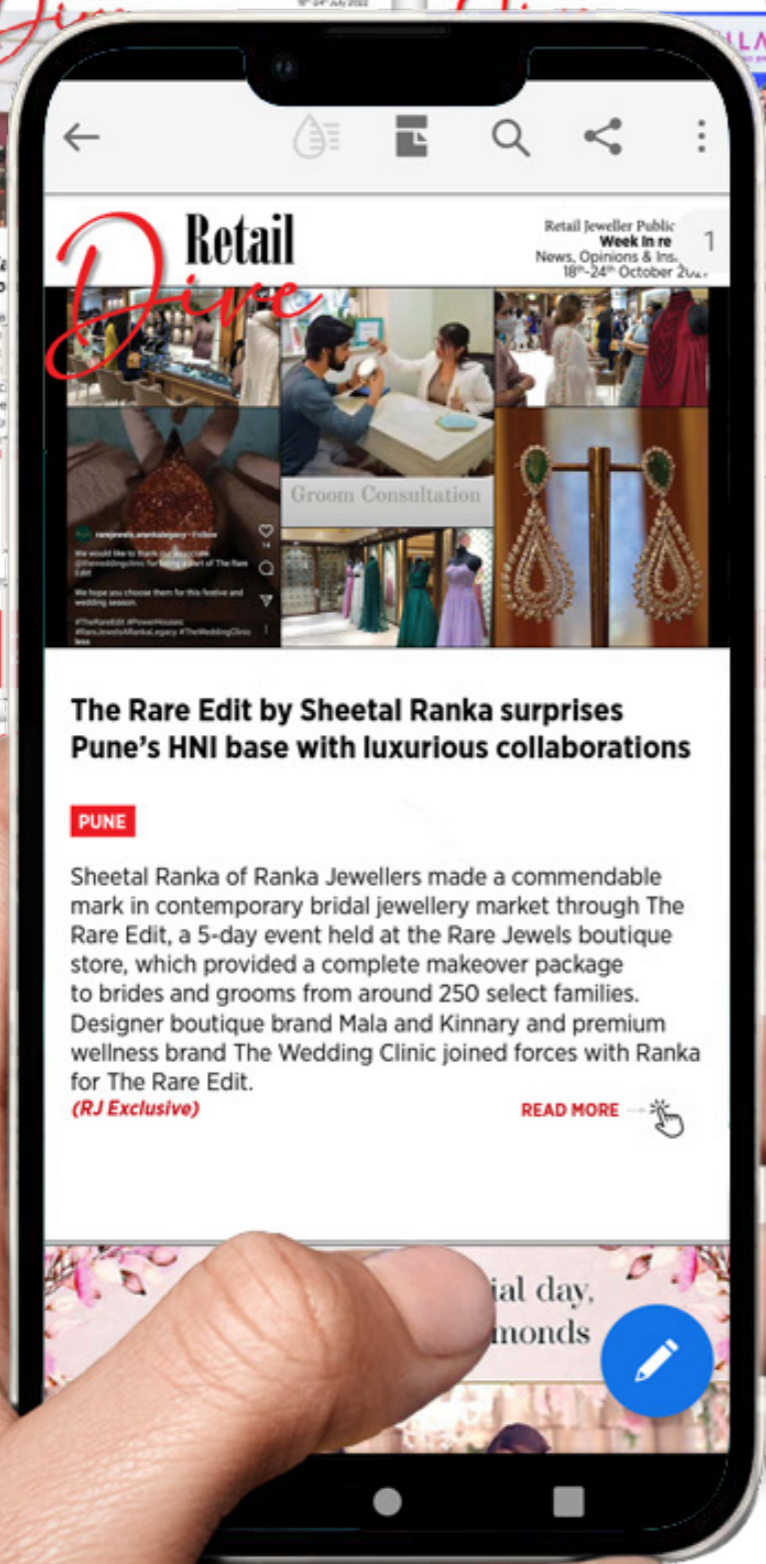
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