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## Retailers gear up for a profitable Akshaya Tritiya, expect an average 15% growth in volume

Even though the most auspicious day of shopping in India holds promise for a bountiful weekend, competitive markets and sky-high prices will only allow volume growth for those who come prepared with disruptive strategies to excite consumers.

***(RJ Exclusive)***

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## **Ranka Jewellers' large format showroom at Kharadi, Pune has exclusive lounges for bridal and diamond jewellery**

Ranka Jewellers recently held the inauguration ceremony of its new showroom at Kharadi. It is a 6,000 sq ft showroom that stocks a wide range of jewellery designs in gold, silver, platinum and diamonds. Shailesh Ranka, Director of Ranka Jewellers Pvt Ltd., says it is a contemporary designed showroom with an exclusive Bridal Lounge and a separate Diamond Lounge, besides catering to working women with daily-wear and bespoke designer jewellery.

***(RJ Exclusive)***

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## Charu Jewels leads by example as a jewellery house where work meets play

Charu Jewels, a leading jewellery house, organizes monthly 'Funday Meets' for its employees. The activities include design sprints, internal role-plays, fun challenges, and mind-games aimed at employee development and team bonding. They also hold workshops and seminars on topics other than jewellery to ensure the holistic development of its employees. The company's leaders believe that a happy and growing team leads to business success.

***(RJ Exclusive)***

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## Kothari Jewellers reinvents customer engagement with a 22-week lucky draw

Kothari Jewellers has conducted a 22-week long lucky draw contest to boost customer engagement. As part of the contest customers are entitled for a coupon on every purchase of Rs. 10,000, with the chance to win prizes ranging from jewellery to electronics to cars. The contest has attracted many new customers and has proven to be a successful marketing strategy for the company.

***(RJ Exclusive)***

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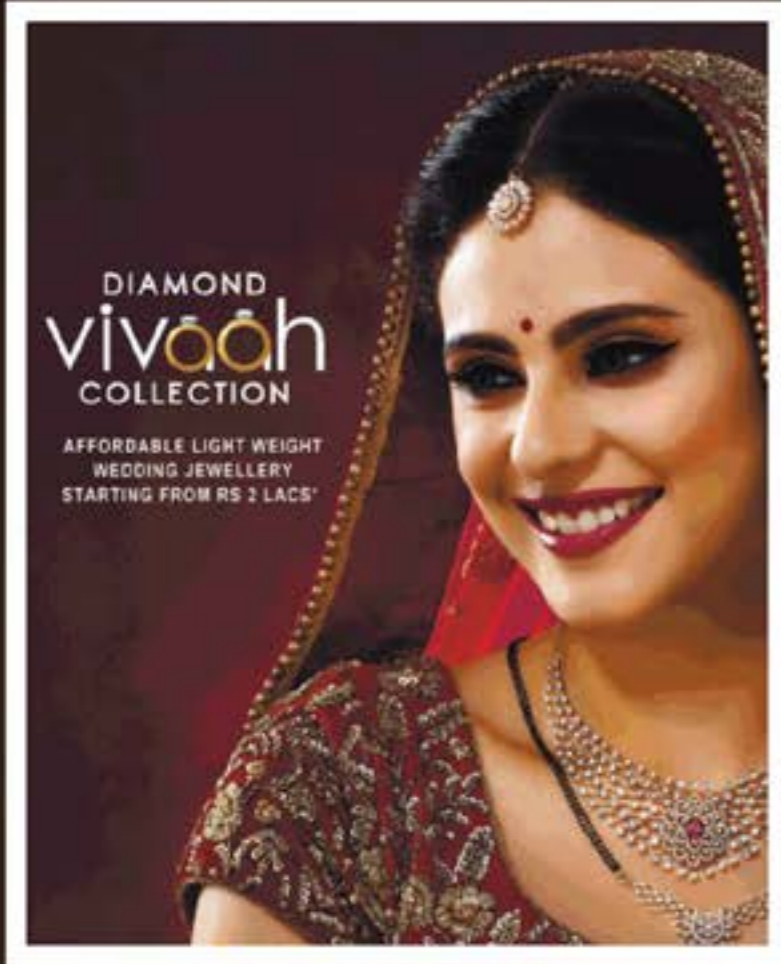
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## **Malabar Group Chairman welcomes HUID as 'revolutionary step' for gold trade**

Malabar Gold & Diamonds has hailed the Union Ministry of Consumer Affairs' decision to mandate the use of HUID (hallmark unique identification) numbers on all hallmarked gold jewellery and artefacts sold after April 1, 2023. The HUID code aims to enhance customer protection and strengthen the jewellery retail trade's purity standardization framework.

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## **Why Waman Hari Pethe Jewellers adopted business policy of ‘no models without a bindi’ in their ads**

Waman Hari Pethe (WHP) Jewellers had decided to put a bindi on the foreheads of all their models, inspired by the activist Shefali Vaidya of Pune who had started the ‘No Bindi, No Business’ campaign. But some hoardings in Chembur and other places had models without bindis. Recently, WHP made sure all hoardings conform to the policy by painting bindis on the models’ foreheads.

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# KISNA

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## Kalyan Jewellers opens third showroom in Hisar with limited-time offers

Kalyan Jewellers has opened its third showroom in Hisar, Haryana. It is celebrating the opening with a limited-period promotion of 0% making charges for customers who shop for a minimum of Rs 1 lakh. Customers can also avail the 'Kalyan Special Gold Board Rate'. The showroom will stock Kalyan's popular house brands, as well as BIS-hallmarked jewellery that undergoes multiple purity tests.

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## **Kirtilals opens its second store at Gachibowli, Hyderabad, with integrated bridal studio**

Kirtilals has opened a second showroom in Hyderabad at Gachibowli with an integrated bridal studio. The spacious store boasts a wide selection of diamond jewellery, from daily wear to bridal collections. The bridal studio offers an extensive range of bridal jewellery sets, bangles, necklaces and earrings, as well as a state-of-the-art preview technology to help customers visualize designs.

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## **Celebrating six years, Kalasha Fine Jewels launches handcrafted '6 Senses' collection**

Hyderabad-based Kalasha Fine Jewels marked its sixth anniversary with the launch of a handcrafted jewellery collection called '6 Senses'. The collection features diamond pieces in both open and closed settings, traditional gold pieces, South Kundan jewels, Royal Nizami and Mughal-inspired Jadau collections. The event was attended by prominent women achievers, including Justice Telaprolu Rajani, Judge National Company Law Tribunal, Bala Latha, IAS Coach, and Dr Manjula Anagani, gynaecologist.

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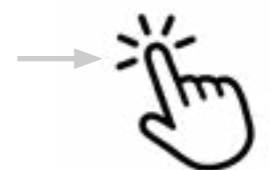


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## **Celebrate Puthandu with rare and precious platinum jewellery, say South India jewellers**

On the occasion of Tamil New Year, experts from Platinum Guild International-India and leading jewellers from across South India speak on how Platinum is the best precious jewellery metal for gifting and celebrating every occasion.

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# FIRST FACTORY OUTLET

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## **Mukunda Jewellers comes up with a new address for ethically sourced jewellery in Hyderabad**

Mukunda Jewellers opened a new outlet in Hyderabad offering a wide selection of traditional and modern jewellery pieces, including diamond rings, necklaces, and bracelets. The company's USP is providing exceptional customer service and using ethically sourced materials. The store's commitment to sustainability has earned them a positive reputation in the local community.

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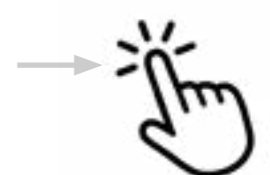




## Tanishq unveils ‘Celeste X Sachin Tendulkar’ solitaire collection as tribute to Sachin Tendulkar

Tanishq has just launched a solitaire collection called ‘Celeste x Sachin Tendulkar’. The collection pays tribute to the legend’s remarkable achievements celebrating Master Blaster’s 100 international centuries, during his 50th birthday year.

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**New Store Launch:** Kamna Jewellers

**Personal Opinion:** Rachit Shah  
Managing Director, Hira Panna Jewels, Kolkata

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**Maverick:** Vikrant Jain  
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## **Malabar Gold & Diamonds brings in its 30th year with four new showrooms across India**

Malabar Gold & Diamonds has opened four new showrooms as part of its 30th anniversary celebrations. The new showrooms in Gujarat, Andhra Pradesh, and Tamil Nadu offer a diverse range of gold, diamond, platinum and precious gemstone jewellery, including bridal and traditional designs. The stores feature a distinct section for Polki collection and aim to provide an immersive shopping experience for customers.

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Intricate craftsmanship captured  
in the 3D layers of each design.



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## Bright birds and dragonfly motifs shine through in CaratLane's latest collection 'Aadaa'

CaratLane unveiled its latest collection 'Aadaa' featuring intricate designs of nature-inspired motifs such as birds and dragonflies, handcrafted in 14kt yellow gold and studded with diamonds. The collection consists of 26 unique designs of earrings, rings, necklaces, bracelets and pendants. The highlight of the collection is the striking hand-painted enamel work on each piece, creating detailed layers and unique shades.

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## **Business insiders unlock the power of machine learning in jewellery retail at GJSCI-IIT Bombay workshop**

The Gem and Jewellery Skill Council of India (GJSCI) partnered with IIT Bombay to host a workshop on the 'Application of Machine Learning in Jewellery Retail Business Analytics'. The workshop covered topics such as ML algorithms for predictive analytics, data collection and pre-processing techniques, and successful implementation case studies. Attendees learnt how machine learning can help improve customer behaviour analysis, inventory management, and sales forecasting.

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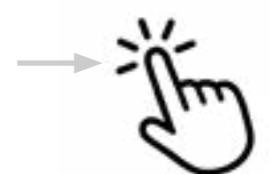
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## De Beers Forevermark launches Forevermark Icon Collection for Akshay Tithiya

On the occasion of Akshay Tithiya, the Forevermark Icon collection was launched by De Beers to pay tribute to the iconic motif that has been at the core of the brand since its inception. The collection is inspired by the stars in the South African night.

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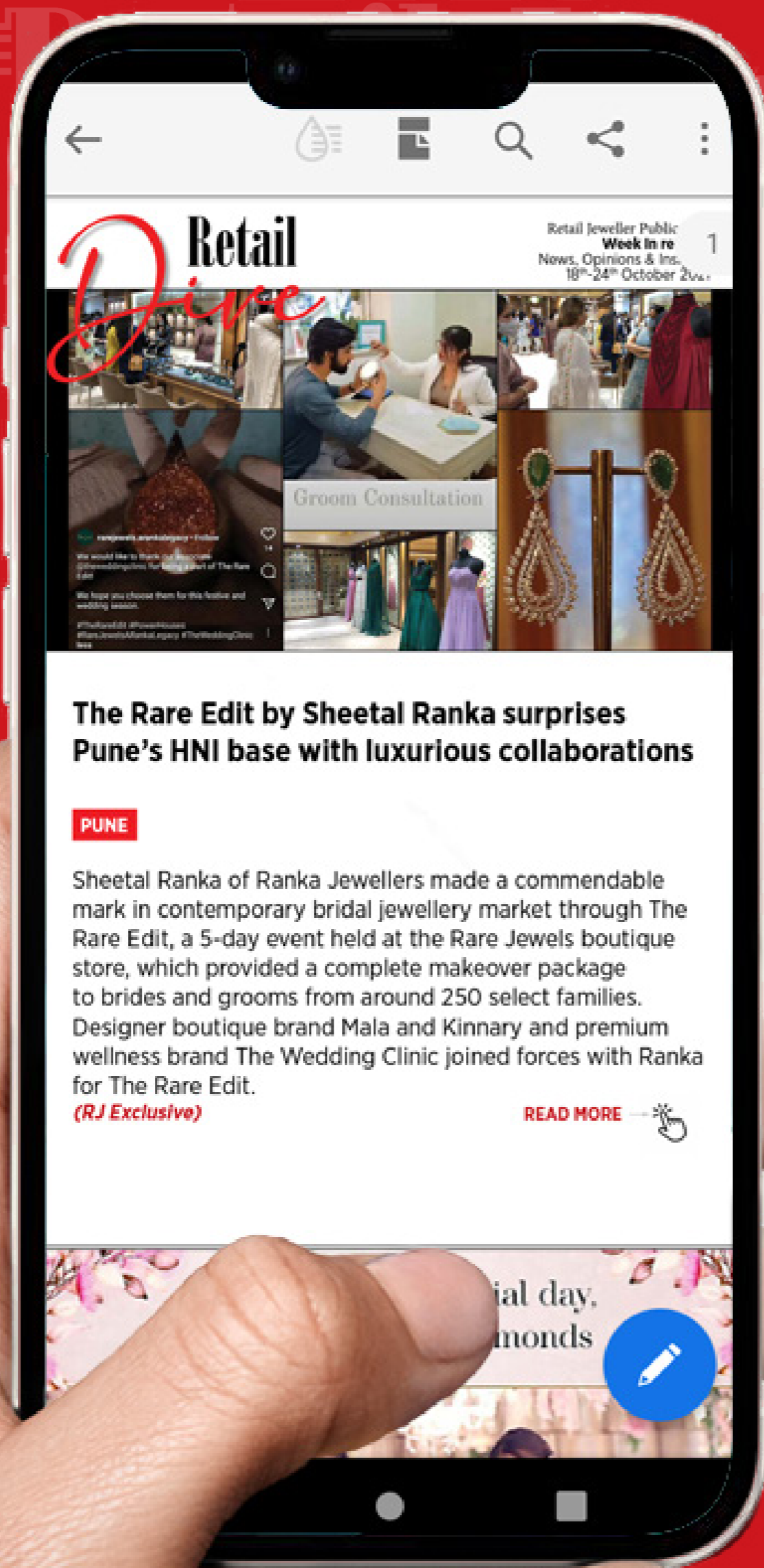


## Third edition of 'India Gem & Jewellery Show (GJS)' concludes with business of 60 to 80 tonnes even with increased gold price

The third Edition of the B2B GJS Expo was organised by All India Gem and Jewellery Domestic Council (GJC) and held from 7th to 10th April 2023 at Bombay Exhibition Center (NESCO), Mumbai. The Guest of Honour, Rahul Narvekarji, Speaker Maharashtra State Assembly, inaugurated the Expo.

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of the Week

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## **India's gold imports dropped by 30% to \$31.8 billion in April-Feb 2023, according to Commerce Ministry**

India's gold imports decreased by 30% to \$31.8 billion during April-February 2023 due to high customs duty and global economic uncertainties, according to data from the Commerce Ministry. However, the fall in gold imports did not reduce the merchandise trade deficit, which was estimated at \$247.52 billion for April-February 2022-23. The hike in import duty on gold to 15% from 10.75% last year was aimed at checking the current account deficit.

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