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## In spite of high gold prices, Akshay Tritiya 2023 proves to be a weekend of swift sales for the Indian jewellery industry

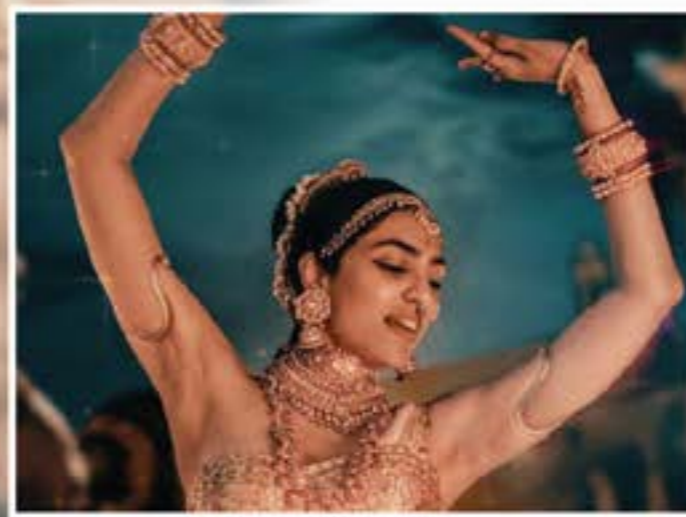
Between matching last year's growth in volume, and even surpassing it in some cases, retailers across India have done well. Customers surprised everyone by showing confidence in gold as an investment option, buying a lot of bullion.

Diamond sales saw a strong surge too

***(RJ Exclusive)***

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## Mani Ratnam choosing to collaborate with Kishandas & Co. is a huge honour for the brand: Pratiksha Prashant

The Hyderabad-based heritage jewellery brand recently created jewellery reminiscent of the Chola era for the cast of the legendary director's latest film Ponniyin Selvan 2, that released on April 28. It took 50 artisans six months to create around 400 pieces of handcrafted real jewellery for the characters

***(RJ Exclusive)***

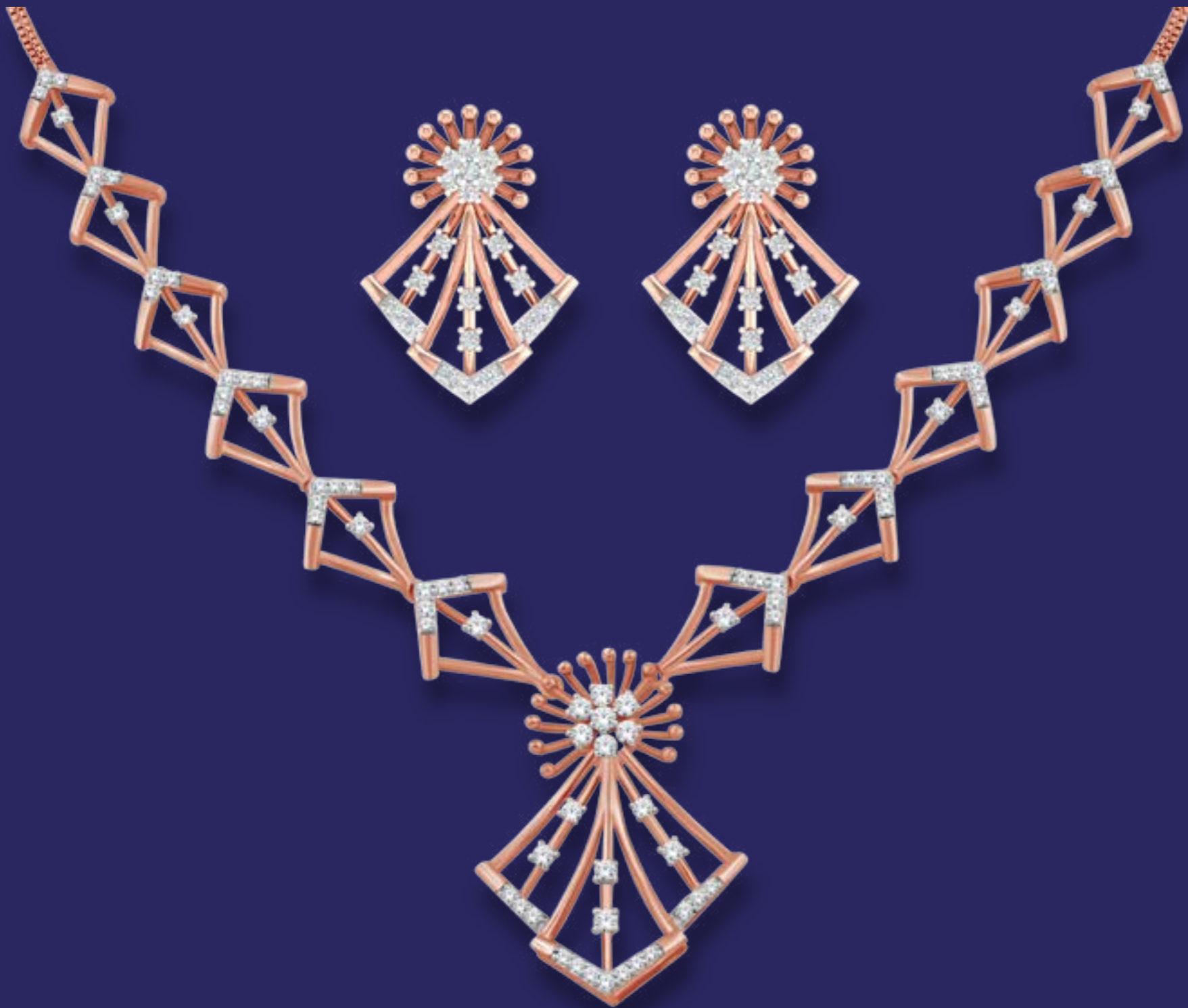
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## DNA jewellery: Chennai designer tastes success in market for human DNA encased in gold and silver

Sangita Mehta, founder of Breastmilk Memories, talks of the increasing demand for custom-made jewellery or keepsakes using breast milk, umbilical cord stumps, locks of hair, teeth, nails and even blood, and why it has the potential to grow as a category

***(RJ Exclusive)***

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# JOS ALUKKAS

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## **Jos Alukkas to invest Rs 5,500 crore over the next 7-8 years to launch 100 new stores**

Along with retail expansion, the company is also focusing on being a designer brand outside India, and plans are afoot to set up an international design lab. Managing Director Varghese Alukka said the expansion can take place in 7-8 years. However, if the funding and the real estate is available, it can happen in 4-5 years

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## Shree Jee Jaipur opens its first franchise store in Agra, targeted at connoisseurs of luxury

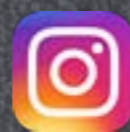
The new store at Ram Raghu Palazzo on Church Road, Agra is a significant milestone for the brand in its ambitious mission to expand its footprint across India. “The best way to grow in this era is collaboration,” says owner of Shree Jee Jaipur, Suvrat Mittal

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## Sawansukha launches Sussanne Khan-curated collection 'Bind Runes' by Pure Facets

Sawansukha, a legacy jewellery brand from Kolkata, has just unveiled a new collection, Bind Runes, specially designed by fashion designer Sussanne Khan. It draws inspiration from the ancient symbols of runes and embodies the rich cultural heritage and mysticism of the Viking and Norse civilizations. It ranges from delicate and intricate pieces to bold and statement jewellery

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**New Store Launch:** Kamna Jewellers

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

**Young Turk:** Yashu Agrawal  
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**Maverick:** Vikrant Jain  
General Manager  
Sant Ram's, Chandigarh

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TANISHQ

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## Tanishq's new 'Stunning Every Ear' collection has pieces of jewellery with a story to tell

The collection features elegant studs, contemporary drop earrings, classy climbers, traditional jhumkas and more made in gold and diamonds. It is available at select Tanishq stores and on the brand's e-commerce portal

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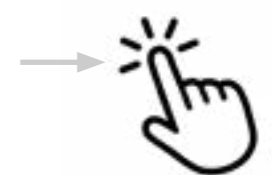
**Bureau of Indian Standards**  
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## **BIS proposes mandatory hallmarking of gold bullion at refinery level from July 1**

The Bureau of Indian Standards (BIS) has proposed making hallmarking of gold bullion mandatory for approved refiners from July 1, 2023 as part of efforts to ensure that consumers don't face quality issues. The proposal and need for certification are the main points of a letter sent by BIS to all stakeholders in the gold trade recently

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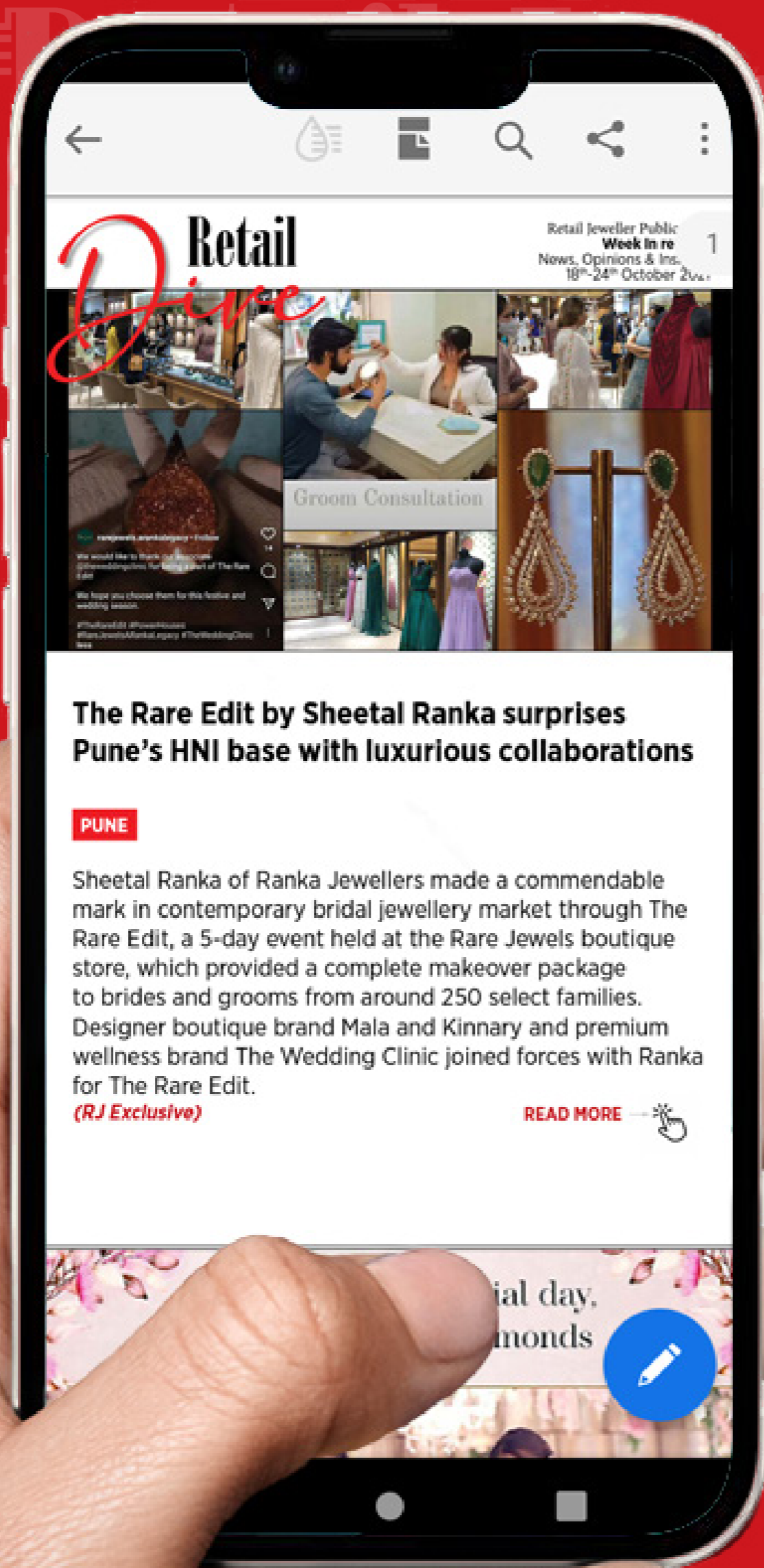


## India to import 140 tonnes of gold from the UAE at lower duty agreed under CEPA

The gold tariff rate quota (TRQ) will be allocated to old and new applicants as per the revised simpler eligibility norms and lesser compliance burden for Indian importers. The CEPA has been in place since May 1, 2022, as per which India can import 140 MT gold in 2023-24 at 1% duty concession on the applied Most Favourite Nation Rate

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of the Week

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## Surat braves economic crises, cuts through adversity to keep diamond trade sparkling

The recent global economic slowdown compounded by the after-effects of the Russia-Ukraine war had mounted additional pressure on the diamond polishing industry of Surat, but the city has absorbed the shock well and export decline is manageable

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