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Rathod Jewellers looks to build new customer base by sponsoring Arijit Singh concert

When Rathod Jewellers sponsored a live concert of ace singer Arijit Singh at Sambhajinagar in Aurangabad recently, its objective was clear. The brand believes that the event will help cement the name 'Rathod Jewellers' in a new crowd and increase its visibility. Lots of their existing customers were excited to visit them at the event, and the brand team was also excited to meet new customers there

(RJ Exclusive)

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Wooden jewellery by Krishna Krishna Jewellers paves way for nature-inspired creations

Panipat-based jewellery brand Krishna Krishna Jewellers by Madhav Jethi has brought fresh design ideas into its precious gold and diamond jewellery creations, adding wood as an element. Through the new collection, the target is to reach new generation customers with something different and appealing, as wood is inspired by nature. It includes pendants, rings and earrings in wood, gold and diamonds

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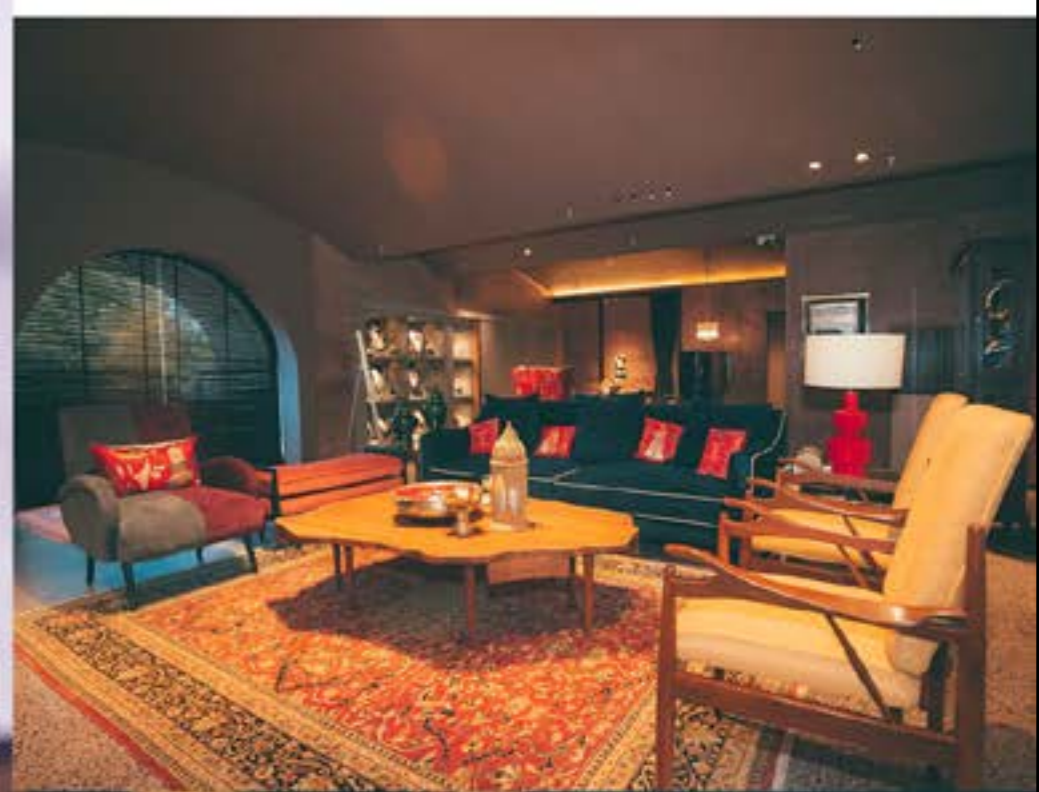
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How Chaulaz combined ace designer Rina Dhaka's modern clothing with its heritage jewellery to make a statement at LFW

Chaulaz Heritage Jewellery, that collaborated with fashion designer Rina Dhaka to present a statement collection at the latest edition of the Lakme Fashion Week (LFW), just had a short span of 20 days to put it together. The new collection was presented at the show called 'Dark Romanticism' at the event. Notably, the brand launched its first and only flagship store at Anandnagar Road, a prime location in Ahmedabad, in December 2022, stocking antique pieces of jewellery for its elite clients

(RJ Exclusive)

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Jewellers get creative with their marketing ideas ahead of Mother's Day, launch contests

To make the occasion special by cherishing precious moments with all moms, many jewellery brands have introduced contests asking customers to click and post selfies with their mothers and win exclusive prizes. Meanwhile, some launched new offers like delivering complimentary cakes and bouquets with each purchase to encourage customers to gift precious jewellery to their mothers

(RJ Exclusive)

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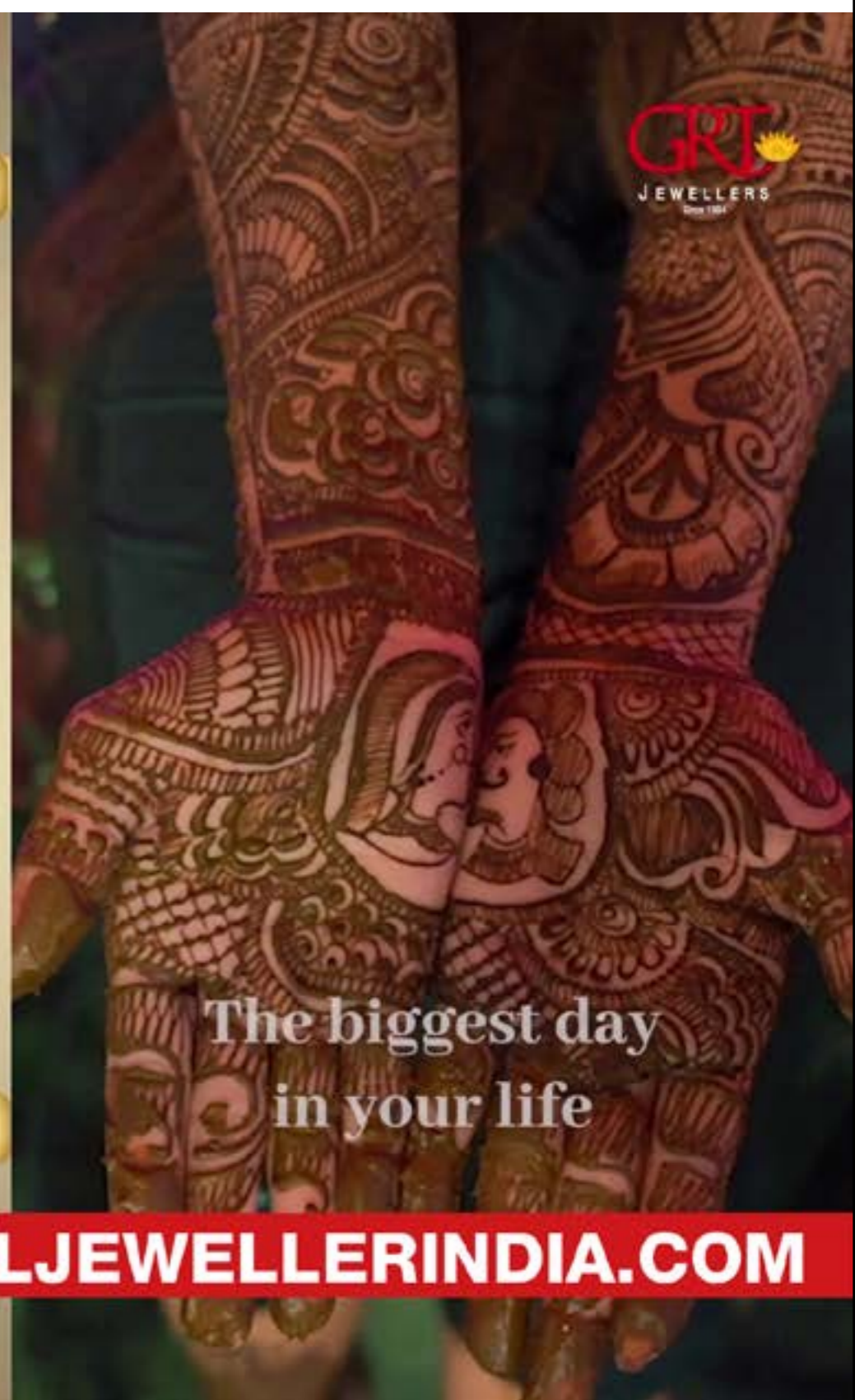


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GRT Jewellers promotes wedding collection through contest mandating ‘Shubh Aarambh’ song as background music for reels

The brand has asked its social media followers to share reels capturing their favourite wedding moments, including ceremonies like Haldi and Sangeet, using the specially created ‘GRT Shubh Aarambh song’ to win exclusive prizes this wedding season. The brand has also invited people to post their wedding pictures using the song, with the instruction that all participants must tag GRT Jewellers in the posts or reels and use the hashtag #grtweddingandcelebration2023 to promote its wedding and celebration collection.

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Senco Gold felicitates Indian wheelchair cricket team captain with Shaankar Sen Memorial Trophy

Sanjay Banka, CFO of Senco Gold & Diamonds, felicitated Somjeet Singh, the captain of the Indian wheelchair cricket team, with the Shaankar Sen Memorial Trophy during the post-match presentation ceremony of the first T20 match of the three-match India-Bangladesh Wheelchair Cricket Series 2023. The initiative is part of Senco Gold and Diamonds' association with the Wheelchair Cricket Association of India

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‘Necklace Mahotsav’ by PNG Jewellers offers gold neckpieces with Rs 200 off per gram

PNG Jewellers of Pune has started a ‘Necklace Mahotsav’, offering customers a saving of Rs 200 for every gram of gold in the necklaces they buy as part of the promotion. The necklaces are available in different styles like long, collar or chokers set in 22-karat yellow gold

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CaratLane posts 73% growth, crosses Rs 2,000 crore revenue mark for FY 2023

Omni-channel jewellery brand CaratLane has posted a consolidated revenue of Rs 2,169 crore for the financial year ending March 2023. Though the category saw a huge slowdown in customer sentiment towards the end of the quarter, the financial results show a 73% growth over the brand's performance last year

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PGI's Men of Platinum contests aim to increase customer engagement in cricket season, winner to be announced on May 14

The Platinum Guild International (PGI) - India has launched the 'Men of Platinum' contests under the aegis of its men's jewellery brand, Men of Platinum, reflecting the spirit of cricket in an attempt to engage consumers throughout the game season. While 'Powerplay Challenge' Challenge' promotes the image of an ideal man through allusions to the sport, 'Man of Platinum' is about choosing a cricketer who highlights the values of the sport and upholds a sportsman's image

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BlueStone may get investment of \$100 million from Singapore's Temasek Holdings

Singapore state investor Temasek Holdings is considering investing \$100 million in omnichannel jewellery retailer BlueStone for a stake of about 20%, according to Reuters. The investment would value Bengaluru-based BlueStone at close to \$500 million, said one of the sources. The potential deal could boost BlueStone's plans to expand aggressively in India as demand surges after the pandemic

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World Jewellery Confederation's annual congress to be held in Jaipur from October 3 to 5

The World Jewellery Confederation (CIBJO) will hold its 2023 annual congress in Jaipur, Rajasthan, from October 3 to 5 this year. Pre-congress meetings will be held on October 1 and 2. The 2023 congress is being hosted by the Gem & Jewellery Export Promotion Council (GJEPC) and the National Gem & Jewellery Council of India (NGJCI)

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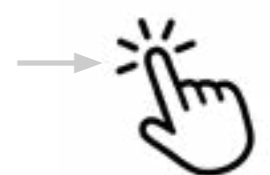


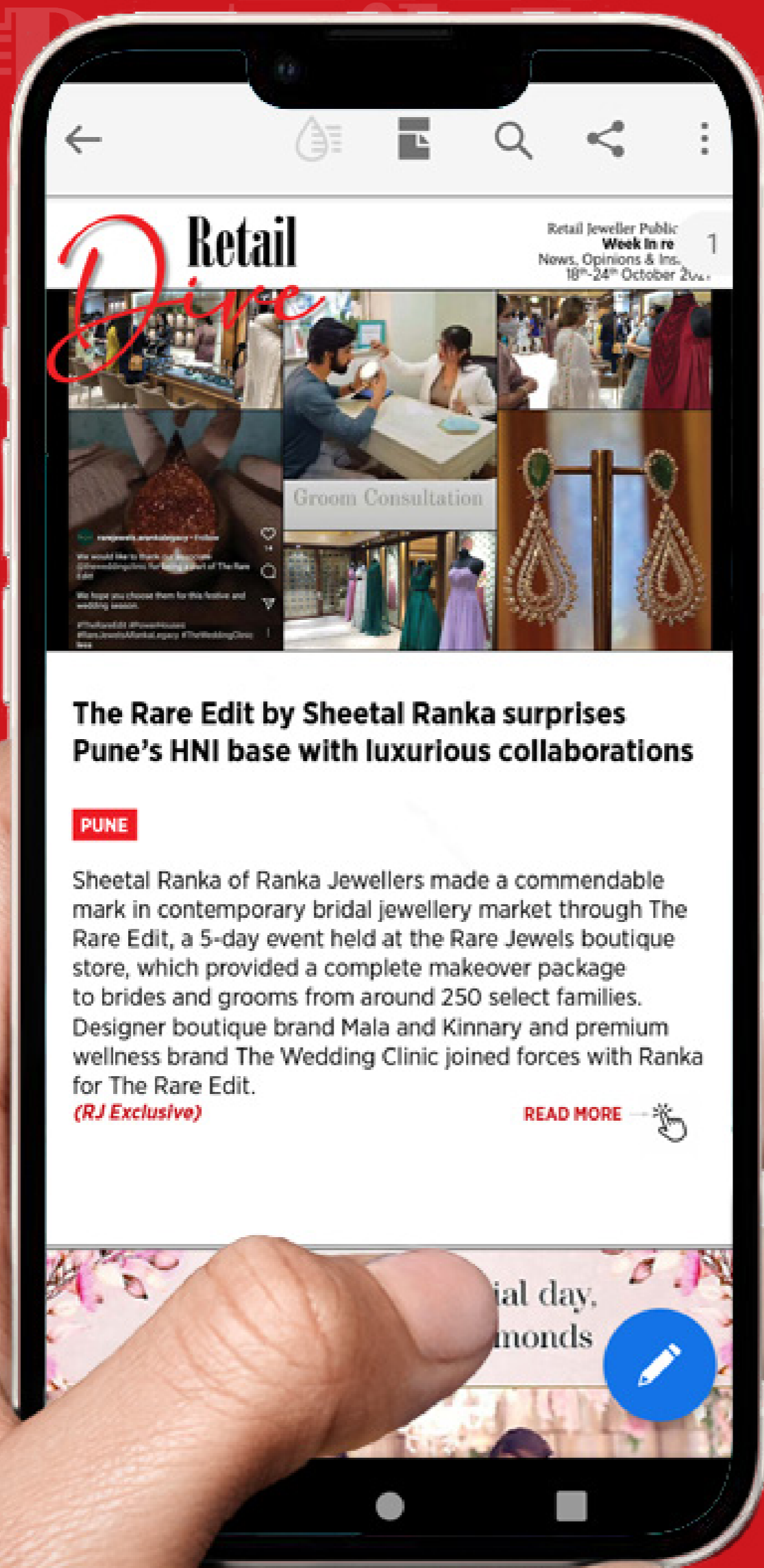
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India's gold jewellery demand weak in Q1 2023, says World Gold Council report

According to a report by the World Gold Council (WGC), the gold jewellery demand of 78 tonnes in the first quarter of 2023 was the weakest for the first quarter in India since 2020. The report says that the gold jewellery demand in Q1 2023 was 17% lower, when compared with Q1 2022. After a strong Q4 2022, the Q1 2023 figure generated a stark 65% q-o-q decline in India

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Compulsory hallmarking of gold bullion not mandatory from July 1, Government sources say consultations are on

The compulsory hallmarking of gold bullion is not going to become mandatory from July 1, as reported earlier, as the Centre has only begun consultations with stakeholders. Consumer Affairs Ministry sources said that there is a lot of confusion over the news that compulsory hallmarking was going to come into effect from July 1 onwards on gold bullion, which is not the case. A sub-committee has been formed to initiate the process, and discussions are on, the sources added further.

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