



RETAILJEWELLERINDIA.COM

Alapatt Jewellers discovers innovative way to promote kids' jewellery on seeing customers' children

When a large number of children entered the Alapatt Jewellers store in Trivandrum, tagging along with their mothers during the Akshaya Tritiya season, the brand saw the opportunity to promote its kids' jewellery collection through reels featuring the kids wearing them. Now, the brand wants to convert this incidental marketing discovery into an impactful campaign

(RJ Exclusive)

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With new store in upmarket area of Raipur, Babulal Jewellers reaches out to a younger and more affluent audience

Babulal Jewellers launched its second large-format independent store in Civil Lines, Raipur, hosting a launch event from May 17 to 19. The brand now has two stores in Raipur, with a smaller one near Sarafa. The event was conducted on a small-scale through focused invitations, follow-up calls by the team, some meet-ups by the directors and a social media engagement strategy that started over a month ago

(RJ Exclusive)

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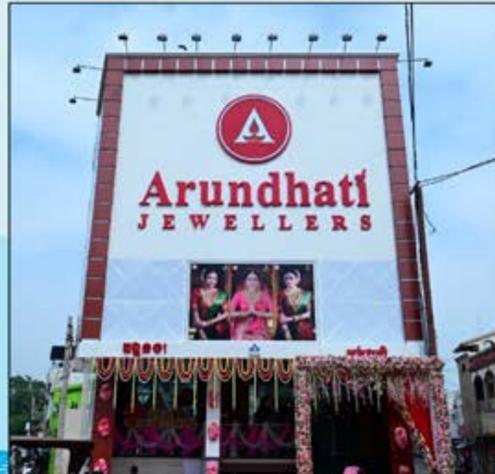
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Arundhati Jewellers relaunches flagship store, picks 20 customers through social media contest to meet Ollywood star Archita

Arundhati Jewellers has relaunched its flagship store at Bhawanipatna in western Odisha in a bigger and better shape to make it more attractive to customers. The highlight of the inauguration event was 20 customers – winners of a social media contest run by the brand – getting to meet their brand ambassador, Odisha film star Archita *(RJ Exclusive)*

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IJEX will open a window to the Indian jewellery industry for UAE buyers: Sabyasachi Ray, GJEPC Executive Director

Launch of the India Jewellery Exposition Centre (IJEX) will benefit Indian MSME jewellery retailers to expand their footprint abroad, says Sabyasachi Ray, Executive Director, GJEPC. IJEX will also aid GJEPC members, particularly those who do not have regular representation in Dubai, and help them to establish contacts, develop markets and invest in Dubai

(RJ Exclusive)

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Malabar Gold and Diamonds becomes the first jewellery group in India to obtain a TRQ license for gold import through IIBX

Malabar Gold and Diamonds has become the first jewellery group in India to obtain a Tariff Rate Quota (TRQ) license from the Director General of Foreign Trade (DGFT), whereby they can import gold through the India International Bullion Exchange (IIBX). Tariff Rate Quota (TRQ) will facilitate gold imports at reduced duty rates and help Malabar Gold & Diamonds cut jewellery manufacturing costs

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BlueStone unveils new campaign for its 'Big Gold Upgrade' scheme to exchange old gold for a higher caratage value

The omnichannel fine jewellery brand has launched the Big Gold Upgrade campaign, focusing on putting stylish jewellery designs into people's wardrobes while allowing them to retain the emotional and investment value of their old gold. Customers can now exchange their old gold at any BlueStone store for a higher caratage value. Any 18-karat old gold gets upgraded to 22-karat value and 22-karat to 24-karat value during the exchange under this initiative

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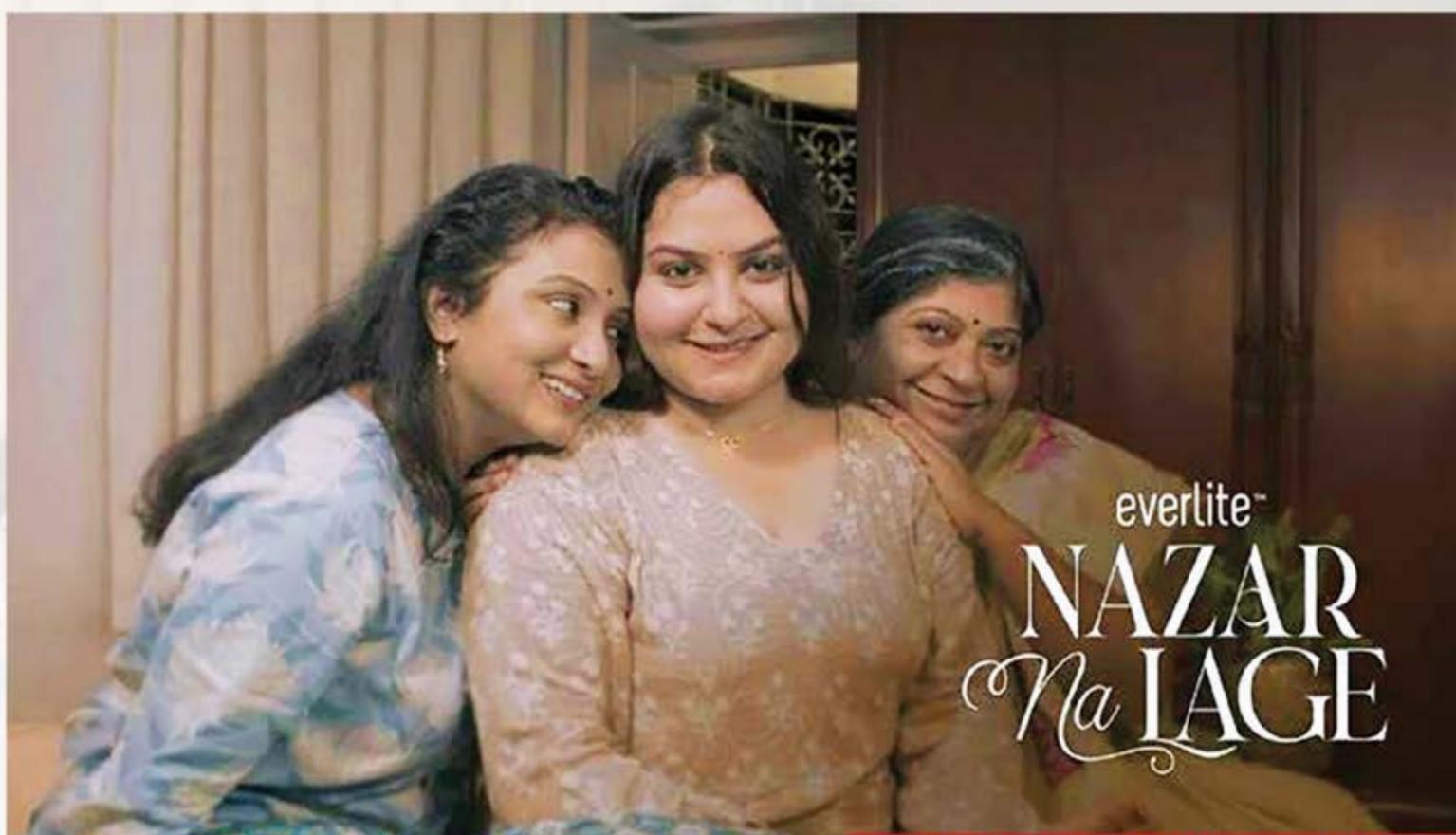
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Raj Diamonds reaches out to its employees' moms in a poignant Mother's Day tribute

Diamond jewellery brand Raj Diamonds celebrated Mother's Day by inviting the mothers of its employees to an event at which their feet were washed, and blessings sought from them. The celebration held at the company's manufacturing unit in Gandhinagar, Bangalore, saw the participation of around 100 mothers and was followed by a special puja and distribution of gift hampers to all the mothers

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‘Nazar Na Lage’ campaign by Senco Gold & Diamonds seeks to highlight protective nature of mothers

Senco Gold & Diamonds paid tribute to all mothers on Mother’s Day with a new campaign titled ‘Nazar Na Lage’ that focuses on how different generations of mothers go through their journey, starting with motherhood and continuing with the upbringing of their children despite societal challenges. Senco also launched a new jewellery collection titled ‘Evil Eye Collection’ under its Everlite brand that offers handcrafted jewellery

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Cover story: The Retail Jeweller explores the paradox of HUID transparency and the roadblocks to building it as the gold standard for purity authentication

Interview: Somasundaram PR, Managing Director, World Gold Council, India

New Store Launch: New Light Jewellers

Personal Opinion: Meghali Gupta, Director, Shri Ram Hari Ram Jewellers, New Delhi

Young Turk: Kanhaiya Mosun, Owner JKJ Jewellers, Jaipur

Maverick: Rohit Khindri, Partner SK Jewellers, Amritsar

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Kalyan Jewellers records revenue of Rs 14,071 crore in FY23, a growth of over 30% compared to last year

Kalyan Jewellers India Limited recorded a consolidated revenue of Rs 14,071 crore in FY23 as against Rs 10,818 crore in the previous year, a growth of over 30%. The consolidated PAT for FY23 was Rs 432 crore, despite a one-time exceptional pre-tax write-off of Rs 33 crore relating to the divestment of certain non-core assets. The company also announced its maiden dividend payout to reward shareholders

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Emirates-owned Transguard seals deal with GJEPC to securely transport diamonds, jewellery between India and Dubai

Transguard, a part of the Emirates Group, has signed an exclusive deal with the Gem and Jewellery Export Promotion Council of India (GJEPC), according to which it will provide end-to-end logistics support – from round-the-clock transportation and door-to-door services to vault management and the safe storage of diamonds and jewellery – for exhibitions at the newly inaugurated India Jewellery Exposition (IJEX) centre at Dubai

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Blackstone set to buy diamond-grading company IGI for up to \$550 million

Blackstone is reportedly ready to buy the independent diamond-grading company International Gemological Institute (IGI), according to the Economic Times. The company is owned by China Fosun International, the Lorie family that founded the company, and various other small shareholders. IGI owes its lenders \$150 million. The report added that Blackstone would likely sign an agreement with Fosun and IGI's other shareholders by the end of this week

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With growing jewellery certification demands, GSI opens its third laboratory in Mumbai

The Gemological Science International (GSI) has announced the opening of its newest laboratory at MIDC in Mumbai, its third in the city. The services offered at the new lab are diamond jewellery grading, gemstone jewellery identification and loose diamond screening, providing customers with accurate jewellery analysis and certification

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BIS rule bars the sale or exchange of old un-hallmarked gold jewellery without hallmarking it first

According to the Bureau of Indian Standards (BIS), consumers who have un-hallmarked gold jewellery in their possession must mandatorily get it hallmarked before selling it or exchanging it for new designs. Further, BIS has issued separate guidelines for testing old and un-hallmarked gold jewellery

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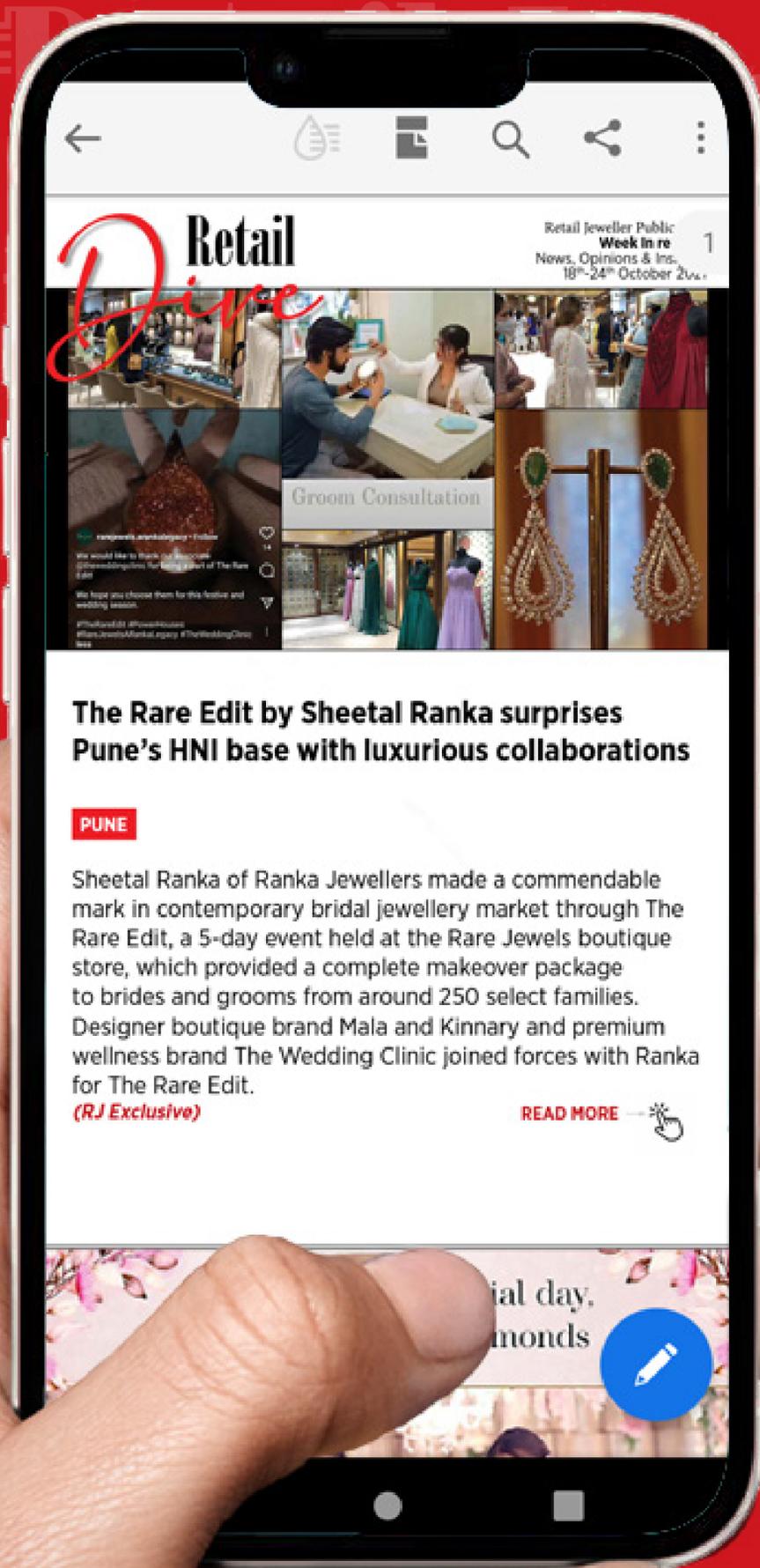
WHO WORE WHAT



Celebrities shine at Bulgari Mediterraneo High Jewelry collection launch event in Venice

It was a star-studded event in Venice for Bulgari's Mediterraneo High Jewelry collection launch as Priyanka Chopra, Anne Hathaway, Blackpink's Lisa, and Zendaya, the four global ambassadors of the brand, arrived in luxury couture paired with neckpieces from Bulgari's collections. The Mediterraneo High Jewelry collection is divided into three dimensions – 'Southern Radiance', 'Roman Splendour', and 'East Meets West', which capture the essence of the Mediterranean world

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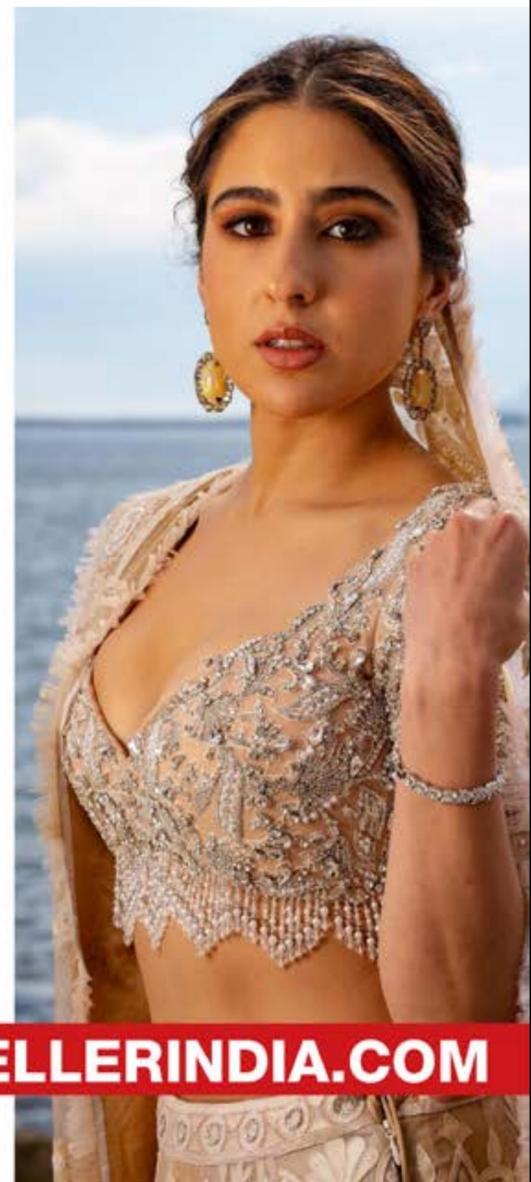
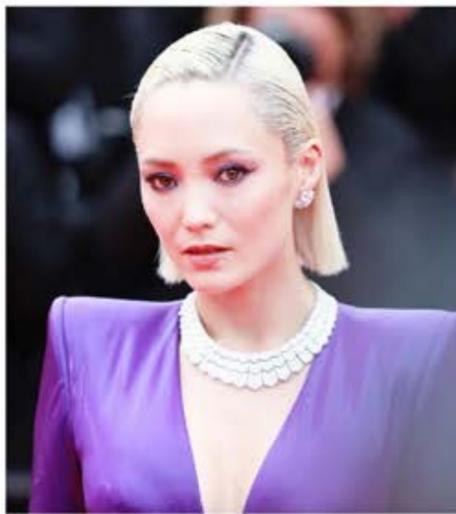
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Cannes Film Festival 2023: From diamonds and sapphires to precious crocodiles and snakes, eclectic jewellery seen on red carpet

The 76th annual Cannes Film Festival saw celebrities like Manushi Chhillar, Alessandra Ambrosio, Urvashi Rautela, among others wearing striking pieces of jewellery as they stepped on the red carpet event at the festival. The festival started on May 16 and will continue till May 27

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