



## NAC Jewellers partners with multiple homegrown kids brands through Young Ones jewellery range

Cross promotion is beneficial at every stage of every business. For NAC Jewellers, the technique has provided the opportunity to cater to new customer base. It partnered with 6 homegrown enterprises such as Tulika, tikitoro, The Dro Sto, Toddle Town, The Magical Fish, and Tiny weaves. Ranging from skin care, clothing, books, play time, the brand has created a complete promotional campaign for each of these brands, starting with a snippet about the founders, the product offering and location.

**(RJ Exclusive)**

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## Malabar Gold and Diamonds solves pricing confusion with nationwide Fair Price

Making charges and ancillary pricing mechanisms often confuse an amateur customer with a decent buying appetite. Malabar Gold and Diamonds has tried to solve that pain point with their Fair price promise. The commercials break the myth around varying gold rates, discounts, gold purity, jewellery maintenance, and making charges, all through an uniform gold rate.

***(RJ Exclusive)***

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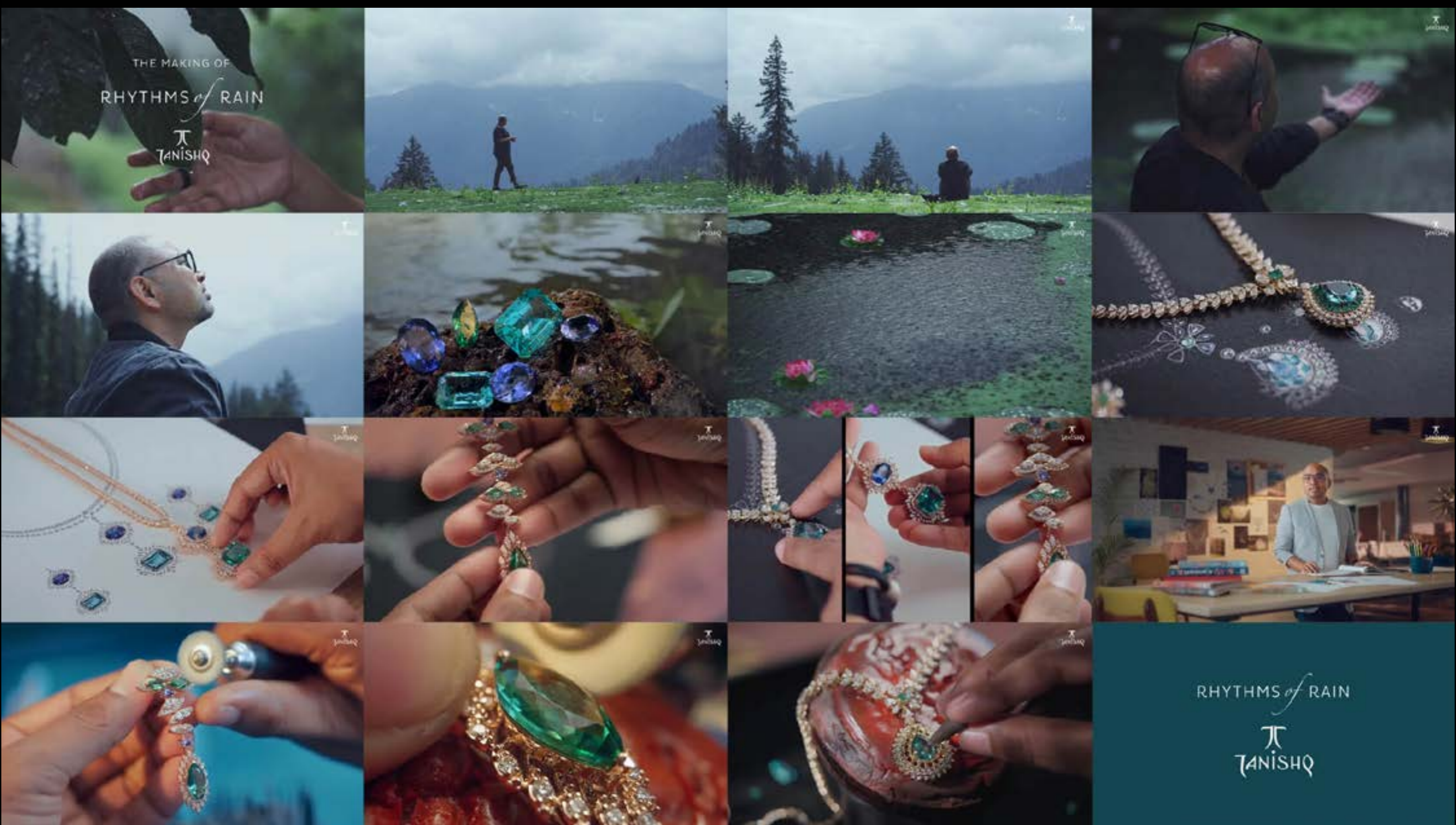


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## Abhishek Rastogi walks us through Tanishq's Rhythms of Rain range and its inspirations

Inspiration is the key to creativity. The Rhythms of Rain collection by Tanishq is no exception. The brand has showcased an exceptional journey shouldering Tanishq Design Head Abhishek Rastogi's vision, right from the first instance of an idea striking him to piecing together amazing gemstones to create the collection.

***(RJ Exclusive)***

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## **Twin headwinds lash SMEs in gems and jewellery sector: Crisil SME Tracker**

The small and medium enterprises in the gems and jewellery sector are likely to grow 1-3% year on year in value terms in the current fiscal year. This is compared with over 45-50% in FY22 primarily because of the import duty hike of 500 basis points to 12.5% and supply chain disruptions due to the ongoing Russia-Ukraine war. The impact of this will be on SME clusters such as Thrissur and Coimbatore, which mainly manufacture plain gold and traditional jewellery, and are focussed on the domestic market.

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## Gargi by PN Gadgil and Sons- inspiring millennial women to express and impress

**PUNE**

The PN Gadgil & Sons Group has now added a peppy and stylish dimension to its offerings in the form of Gargi by PNG & Sons. Launched in December 2021, the new brand envisions making women feel beautiful by providing them with a wide range of choices for their ensemble for any occasion.

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## **Gold demand defies Q2 headwinds with year-on-year recovery in first half of 2022**

The World Gold Council's latest Gold Demand Trends report reveals that gold demand (excluding OTC) in the second quarter was down 8% year-on-year to 948t. However, thanks to strong ETF inflows in Q1, gold demand for the first half of 2022 is up 12% compared to H1 2021 at 2,189t. Growth in demand came notably from India, the Middle East, and Turkey.

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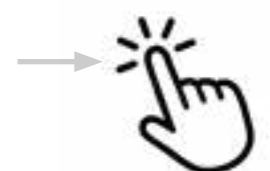


## **PNG Jewellers is now certified as 'Great Place to Work'**

**PUNE**

PNG Jewellers has become the first jewellery brand from Maharashtra to be certified as a Great Place to Work in India. This is an authority on building, sustaining, and recognizing high-trust, high-performance culture at workplaces globally. For over three decades, it has been conducting pioneering research on the qualities of an organization that makes it a 'Great Place to Work'.

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## **Khurana Jewellery House presents Meraki collection for the soulful women**

Khurana Jewellery House has come up with a new collection called Meraki collection for the soulful women, who embrace everything with their own sense of individuality. The collection consists of a diversity of earrings, rings, and bracelets beautifully curated in 14kt hallmarked gold, with varied shades of enamel, an aesthetic that blends modernity and traditionality together.

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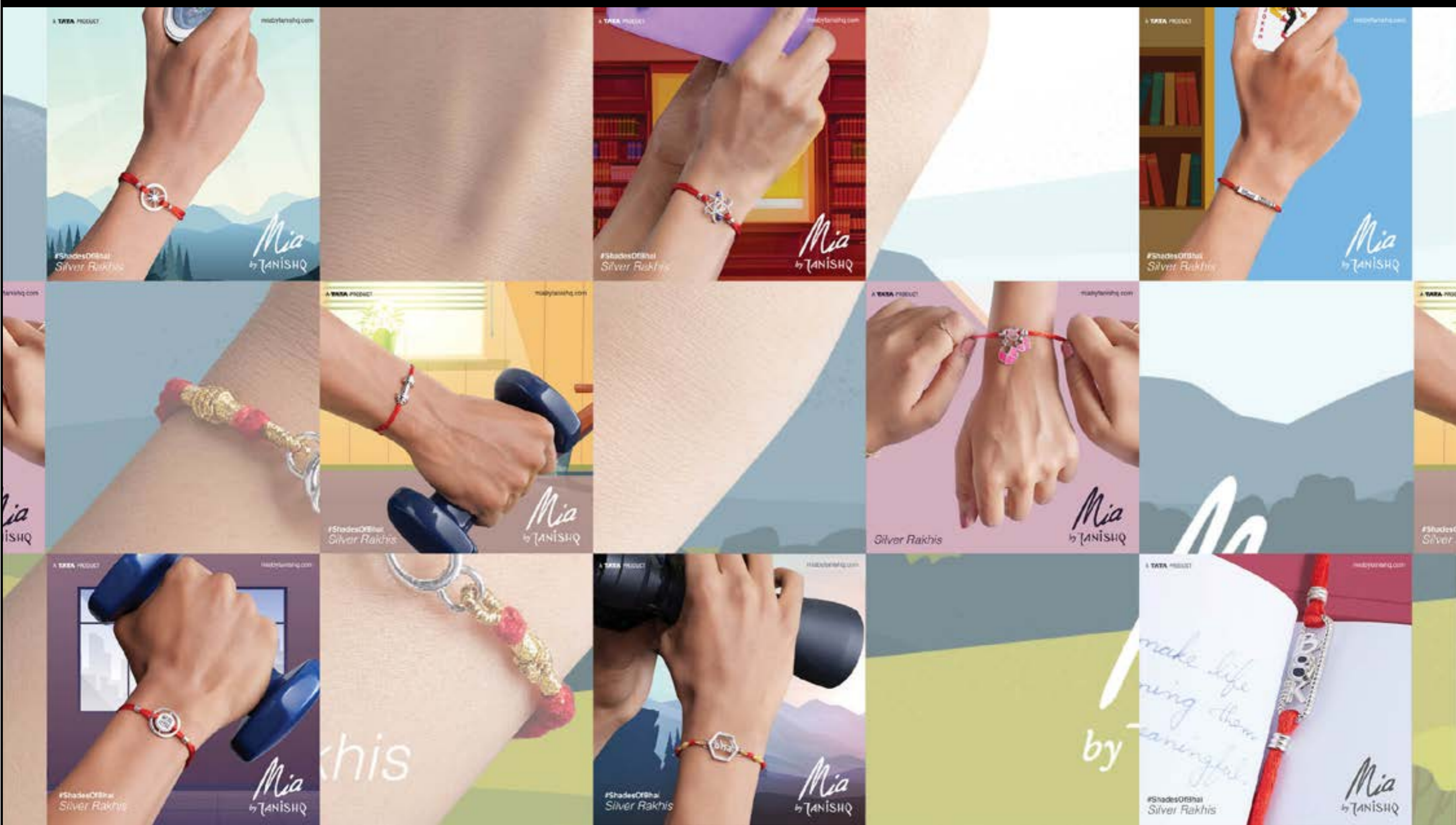


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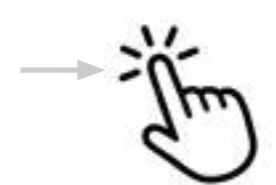




## Evoked the emotion of admiration and love with Silver Rakhis from Mia by Tanishq

On the occasion of Rakshabandhan, MIA by Tanishq has released a range of beautiful exclusive silver rakhi collection called 'Shades of Bhai', designed for a variety of different types of sibling bonds across India. The collection comes in five different types of rakhis – Adventure Bhai (the compass rakhi), Padhaku bhai (oxygen Rakhi), Hero Bhai (dumbbell rakhi), Masti bhai (masti rakhi), Classic Bhai (bhai rakhi).

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## **Indian diamond industry's revenue set to fall 15-20% this fiscal year, Crisil says**

The Indian diamond industry's revenue is set to drop 15-20% to \$19-20 billion this fiscal, as compared with a decadal high in the last fiscal, following a double blow from falling demand and rising prices of roughs across the globe, according to Crisil Ratings. The US sanctions on Russian diamond mining company Alrosa, following the invasion of Ukraine, has cut supplies of rough diamonds by almost 30%.

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## Jewellery makers cut work hours as duty hike hits gold demand

Gold jewellery manufacturing units in Mumbai, Ahmedabad, Coimbatore, Kolkata and ajkot have cut work time to 6-7 hours from 8-10 hours earlier as demand had fallen by more than 60% after the government hiked import duty to 12.5% from 7.5% last month. These manufacturing units employ around 6.5 million people. Jewellery manufacturers say job losses may be on the anvil in the coming weeks if business drops further.

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
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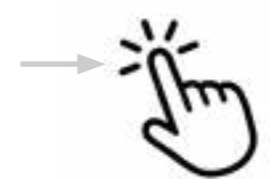




## Gold smuggling may rise 33% in 2022: World Gold Council

Gold smuggling could increase by 33% to touch 160 tonnes in calendar year 2022 as compared to the pre-Covid period due to import duty hike on gold to 12.5% from 7.5%, according to the World Gold Council. However, despite duty hike, inflation and uncertainty, WGC has pegged this year's gold consumption at 800 tonnes, which is a shade higher than 797 tonnes consumed in 2021.

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