



IIJS Premiere 2022 records 50,000 visitors; expected to generate business worth Rs. 50,000 cr

GJEPC's flagship show, IIJS Premiere saw a record number of visitors which will generate business worth Rs. 50000 crore to exhibitors in the coming 4-6 months. With 1,790 exhibitors showcasing their exquisite gems & jewellery and spread over 8,01,879+ sq ft. of exhibition area, IIJS Premiere 2022 presented a galaxy of varieties in gold & gold CZ studded jewellery; diamond, gemstone & other studded jewellery; loose stones, CVD, silver jewellery, artefacts and gifting items, laboratories & education, and machinery & allied industry products and services.

(RJ Exclusive)

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Kalamandir Jewellers brings staff, customers, and vendors under one roof with Golden Days 3.0 awards

Kalamandir Jewellers recently conducted a three-day gala awards, called the Golden Days 3.0, involving the three pillars of their business: the staff, customers and the jewellery vendors. The event celebrated the vigour and prowess of every employee across 29 categories of nominations. Involving Bollywood celebrities and grand performances, it was nothing less of a starry affair.

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BC Sen Jewellers creates brilliant commercial for occasion-less gifting

This rakshabandhan, BC Sen Jewellers delivered a masterstroke of a Bengali commercial with their latest video. The video shows a young man relishing childhood memories of his elder sister who's going to be married. Reminiscing about her utterly confused character, he gets cold feet about letting her leave her family to embark on a marital journey. Seeking ways to thank her for her priceless contributions, the man chances upon natural diamond jewellery of BC Sen Jewellers and finds a diamond bangle for her.

(RJ Exclusive)

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House of Rose collaborates with Bvlgari and Chopard on luxurious art objects to celebrate 40th anniversary

On the occasion of the House of Rose's 40th anniversary, the brand collaborated with Italian luxury brand Bvlgari and Swiss jewellery brand Chopard. With Bvlgari, the collaboration fructified into The SerpentiTubogas Rose which is a 40-piece limited edition of a luxury watch encrusted with rare gemstones. Next up is the awesome table piece that House of Rose created with an unmatched collaboration with Chopard.

(RJ Exclusive)

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Senco Gold & Diamonds celebrates Azadi Ka Amrit Mahotsav with the launch of Tria Collection

Senco Gold & Diamonds announced the launch of a new Tria Collection, which consists of gold and platinum chains and diamond jewellery in the form of chain pendants, rings, earrings and neckpieces for everyday wear. The collection is inspired by the Latin word 'Tria' which means Three, and is symbolic of the three colours - saffron, white and green that are part of our Indian National Flag.

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Deepika Padukone graces GJEPC's 'Jewellers for Hope' charity dinner

MUMBAI

GJEPC organised the 7th edition of its charity dinner 'Jewellers for Hope' in association with World Gold Council and De Beers, and powered by GIA. As every year, this year too, the event raised Rs. 1 crore from jewellers. The proceeds of the charity dinner were donated to leading Bollywood actress Deepika Padukone's foundation 'Live Love Laugh', which strives to raise awareness about mental health issues and assists those in need.

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SIP 013
Chain- wt 45
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Kalyan Jewellers celebrates 75th years of India's Independence with exciting offers

NEW DELHI

Kalyan Jewellers has announced the launch of its Special Independence Day Offer, joining the 'Azadi ka Amrit Mahotsav' campaign. Celebrating the 75th year of India's Independence in unique style, the jewellery brand has announced an exciting bumper discount offer for patrons across the country, allowing customers to register instant benefits on their jewellery purchases.

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Reliance Jewels celebrates their 15th anniversary with the campaign “AABHAR 2022- Rishton Ki Dor, Naye Kal Ki Ore”

Every year, Reliance Jewels celebrate the spirit of gratitude on their anniversary with innovations in design through its exquisite Aabhar Collection. This year, celebrating their 15th anniversary, the Aabhar collection 2022 is reimagined in a modern, geometric, and eclectic avatar inspired by optical illusions.

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Celebrate the auspicious occasion of Varamahalakshmi Vratam with Kalyan Jewellers

Kalyan Jewellers has released a video celebrating Goddess Lakshmi at home. Through the video, the brand imparts the importance of Indian traditions. It is not just jewellery being gifted, but also a token of tradition and heritage passed down to generations. The video gives a peak into a special moment shared between actor Regina Cassandra and her on-screen mother as they worship the deity together.

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Mangalsutra Mahotsav and Painjan-Jodavi Fest by PNG Sons

PUNE

PNG Sons has announced Mangalsutra Mahotsav, Painjan-Jodavi Fest and offering attractive discounts on making charges of the same. This year, we are offering a wide variety in designer and daily wear mangalsutra along with traditional mangalsutra. During the festival, customers will get up to 30% off on making charges of mangalsutra and 100% off on making charges of diamond pendant with mangalsutra purchase.

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Second Edition of the ‘Lab Grown Diamond & Jewellery Exhibition’ successfully concluded

The 2nd edition of the ‘Lab Grown Diamond & Jewellery Exhibition’ held from 5th to 8th August was a huge success with more than 25,000 visitors at the expo in four days. Buyers from India & Globally brought lab grown diamonds & jewellery worth Rs 5,000 crores from Indian LGD manufacturers exhibiting in this expo.

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GJSCI conducts convocation ceremony of JOSH's first batch of pass outs

GJSCI's 'Jewellery Occupational Skilling Hub' (JOSH) conducted the convocation ceremony of its first batch of students. The JOSH skilling centre was inaugurated on 3rd May, 2022 for training under the job roles Filer & Assembler, Metal Setter, and Polisher & Cleaner. A state-of-the-art training centre was set up within SEEPZ to offer skilling to the youth from deprived sections of society, to offer them hope and a future in this industry.

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