



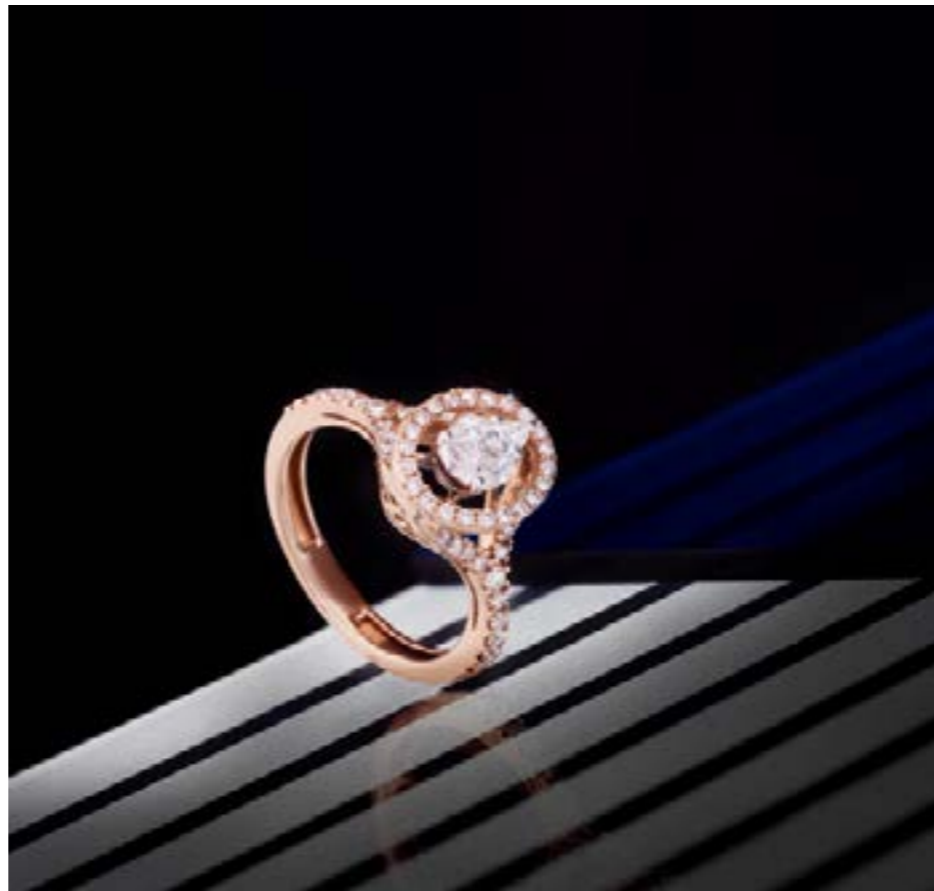
Aisshpra Gems and Jewels, and SL Shet Diamond House celebrate Independence Day with special activities

The gems and jewellery industry rose up to the occasion of Independence Day. Different brands played with the numerals of India's 75th year of Independence to provide attractive discounts and excite the trade. Few took the opportunity to celebrate the occasion with memorable activities. Aisshpra Gems and Jewels, and SL Shet Diamond House were two such brands.

(RJ Exclusive)

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Manubhai Jewellers create a wow factor with trademark Magraise diamond setting

Product innovation is part and parcel of the Indian jewellery industry. Some brands burn the midnight oil to create a permanent differentiating factor with trademark designs. Those factors continue to create a strong brand recall among customers in every step of product creation and promotion. Manubhai Jewellers has achieved a similar milestone with their Magraise diamond setting.

(RJ Exclusive)

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Tanishq ropes elderlies back to customer base with delightful ad on gold exchange

Jewellery, like any other product, depends on buyer-seller communication. Over time, brands fine-tune their positioning and promotional tricks to cater to the younger audience. While that is the right progression for a steady business run, the elderlies often fall out of the equation. Tanishq has brought them back successfully with its latest campaign on jewellery exchange.

(RJ Exclusive)

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Pyaar Actually

Love Stories Like No Other

Natural Diamond Council presents ‘Pyaar Actually: Love Stories Like No Other’, a podcast to celebrate love with diamonds

Natural Diamond Council has launched ‘Pyaar Actually – Love Stories like No Other’, India’s first ever branded podcast series. It is, an anthology of love stories. 12 heartwarming stories of life’s joyous milestones, inspired by true occurrences and, Pyaar Actually – Love Stories Like No Other features leading stars Shriya Pilgaonkar, Aahana Kumra, and Akshay Oberoi sharing their favourite stories.

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Kameswari Jewellers launches state- of-the- art jJewellery store in Hyderabad

HYDERABAD

Hailing from Vishakhapatnam, Kameswari Jewellers adds radiance to the City of Pearls Hyderabad with a state-of-the-art jewellery store in Jubilee Hills, Hyderabad. This is their latest store in Hyderabad, the third store of the brand, which brings the finest craftsmanship and designs from jewellery hubs spread across Rajasthan, Karnataka, Tamil Nadu and Maharashtra.

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Gold jewellery demand likely to contract in second and third quarters of FY23: Icra

Gold jewellery demand in India is likely to decline in the second and third quarters of this fiscal due to hike in import duty, high volatility in prices and inflationary pressure, according to a report. While demand is likely to contract by 8 per cent year-on-year in the second quarter of FY23, the decline is expected to be higher at 15 per cent in the third quarter due to the exceptionally high base in the same period of FY22, Icra said in a report.

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Indian diamantaires want to make lab-grown diamonds a woman's best friend

India has always been a diamond polishing hub, thanks to a vibrant small-scale industry driving it. Now, it intends to go up the value chain by producing its own diamonds – not by mining but by growing them in laboratories. Retailers claim that lab diamonds are greener and 55-60% cheaper than mined diamonds. India's annual lab-grown diamond exports are at around \$1.3 billion. But it's growing at a breakneck speed of 105% y-o-y and contributing around 15% to global production.

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