



South jewellers come up with grand Onam-special campaigns

Onam preparations are in full swing for Keralites in and out of the state. The 10-day joyous occasion has various jewellery brands devising new collections and campaigns to grab eyeballs. Those that stand out are Kalyan Jewellers, Malabar Gold and Diamonds, and AVR Swarnmahal Jewellers.

(RJ Exclusive)

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Antara Jewellery makes a big splash with passionate men's collection

Antara Jewellery recently released a campaign on Diamond Divas with the following tagline: 'Why should Divas have all the fun?' The identifying factor of this collection is its strong motifs of elephants, tigers and everything that's predominantly masculine and fits well with a 25-year-old and a 55-year-old easily. From rings, chains, pendants, bracelets, cufflinks to kurta buttons, this range is an amalgamation of adrenaline rush for 'guys' who think jewellery is 'in' and men who have always wanted to sport a gold chain.

(RJ Exclusive)

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— VOGUE X NATURAL DIAMOND COUNCIL —

DIAMOND FESTIVAL

— THE ONLINE EDIT —



Natural Diamond Council and Vogue India join hands for second edition of Diamond Festival

MUMBAI

Natural Diamond Council and Vogue India have joined hands for the second edition of the virtual Diamond Festival. The online event is an all-access pass to the most coveted conversations and experiences around diamonds featuring the world's leading jewellery influencers, industry insiders, and celebrities. The Vogue India X Natural Diamond Council Diamond Festival (The Online Edit) will feature over 30 celebrities and influencers, encapsulating the best in the business, discussing all things diamonds.

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Kalyan Jewellers marks the occasion of Ganesh Chaturthi with digital ad campaign

MUMBAI

Kalyan Jewellers celebrates the occasion of Ganesh Chaturthi with the launch of its digital ad film. The film captures beautiful moments from dadi's delicious homemade modaks to the warmth and charm of authentic festive traditions, upholding the brand's values of trust and togetherness. Paying ode to the true 'Vighnaharta' – Lord Ganesha, the ad film captures intricate details of the traditional rituals and customs practiced across households in India.

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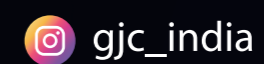
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Titan expects 20% growth in festive season, to open 20-30 Tanishq stores in global markets

NEW DELHI

Tata group firm Titan is looking to have around 20-30 stores of its jewellery brand Tanishq in the Gulf and North American markets in the next 2-3 years, its Managing Director C K Venkataraman said. The company is targeting the widely spread Indian diaspora in the region and is going to open its first Tanishq store in the US in September. It plans more stores in the North American market and the West Asia region.

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Prince Jewellery win the ‘Corporate Social Responsibility Leadership Award’

CHENNAI

Prince Jewellery recently won the ‘Corporate Social Responsibility Leadership Award’ in the Corporate Social Responsibility Summit and Awards 2022 held in New Delhi recently. Princeson Jose, Chairman and Managing Director, Prince Jewellery received the prestigious award from Ketan Deshpande, Founder Chairman & CEO, FUEL during the grand event.

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GJEPC organises its first-ever SEZ Gem & Jewellery Conclave in Mumbai

GJEPC organised its first-ever SEZ Gems & Jewellery Conclave – Vision 2025 with the aim of boosting exports from SEZs across the country. The Conclave had a series of interesting sessions through the day. One of the sessions discussed the roadmap to increase the SEZ export target from \$7 billion to \$15 billion. In a different panel, the discussion was centred on the correlation between technology, branding, and skilling.

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US demand to lift India's lab-made diamond exports to \$8 billion

India is ramping up sales of laboratory-made gems as demand from the US surges and they become more accepted in other markets. Exports of polished lab-grown diamonds may double in the current financial year started on April 1 from \$1.3 billion in the prior year. Exports of polished lab-grown diamonds from India jumped about 70% in the April-July period to \$622.7 million.

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Gold jewellery exports to UAE up 42%

NEW DELHI

India's gold jewellery exports to the UAE rose by a sharp 42% in two months of a free trade pact coming into effect in May with its offer of duty-free access on jewellery to the Gulf nation. Interestingly, plain gold jewellery exports shot up 60% in the May-June period. India got zero duty access to the UAE market for jewellery exports, which attracted 5% duty earlier.

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Gold imports up 6.4 per cent to USD 13 billion in April-July this fiscal

India's gold imports rose 6.4 per cent to USD 12.9 billion during April-July this fiscal due to healthy demand, according to government data. The imports stood at USD 12 billion during the same period a year ago. In July 2022, however, imports of the precious metal fell sharply by 43.6 per cent to USD 2.4 billion, as per the latest data released by the commerce ministry.

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Published by Retail Jeweller, Mumbai (India)
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