



## **SENCO Gold & Diamonds launches Digigold with hilarious ads starring Sourav Ganguly**

Comedy is perhaps the toughest form of entertainment. You only crack it when you instill enough logic into humor. And SENC Gold and Diamonds has surpassed every usual expectation from a jewellery campaign. Sure, it stars the inimitable former Indian cricket team captain Sourav Ganguly. But him acing comedy with a pressing need for jewellery investment has definitely hit the bull's eye.

***(RJ Exclusive)***

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## Tanishq provides glimpses of true Indian changemakers via diamond jewellery campaign

Every woman is a diamond. That's the tagline of Tanishq's latest campaign that effortlessly enhances how an individual achieves recognition because of sheer grit and hard work. The campaign equates the formation of a diamond under extreme pressure, underneath the earth's crust, to that of personalities people look up to. Such changemakers are hard to be, but not tough to find in our surroundings.

***(RJ Exclusive)***

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# Vipul Shah Takes Charge as Chairman & Kirit Bhansali as Vice Chairman, GJEPC



## Vipul Shah takes charge as chairman of GJEPC for the term September 2022- September 2024

**MUMBAI**

GJEPC recently announced the election results of the new GJEPC board members for the tenure of 2022-2024 on 30th August 2022. Vipul Shah, the Vice Chairman of GJEPC for the tenure 2020-22, took charge as the Chairman of GJEPC for the tenure of September 2022- September 2024. Kirit Bhansali of Smital Gems was elected as the new Vice Chairman of GJEPC.

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## **KISNA holds 'Business Conclave 2022' to empower and strengthen relationship with stakeholders**

**MUMBAI**

KISNA, from the House of HK (Hari Krishna Exports Pvt. Ltd, hosted a business conclave for its valued retailers across India in Mumbai. The conclave was hosted with an objective to offer a platform for quality discussions on emerging opportunities for the industry. At the conclave, an exhibition and jewellery display was organized to showcase a new range of impeccable styles and designs of high-quality and innovative diamond and gold jewellery by KISNA.

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## Mumbai Seepz to be home to gems and jewellery industry's common facilitation centre

**MUMBAI**

Seepz to be home to gems' common facilitation centre (CFC) in MIDC on the lines of such units in Bangkok and in Turkey where small and medium enterprises have access to resources, machinery, and research. GJEPC has set a target of pushing exports from SEZs from \$7 billion to \$15 billion in the next three years..

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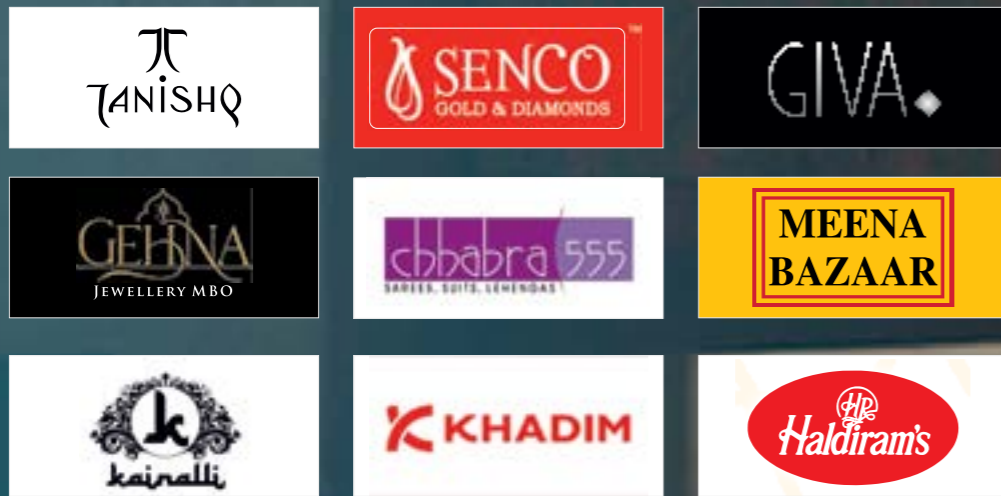


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## Popular South India actor Ilaya Thilagam Prabhu Ganesan meets Kalyan Jewellers' patrons in Mumbai

**MUMBAI**

The Tamil diaspora in Matunga were in for a surprise this Sunday, as they got an opportunity to attend an exclusive meet & greet session with Chinnathambi Prabhu Ganesan. Hosted by Kalyan Jewellers, the special evening was conducted at Kalyan Jewellers showroom in Mumbai. With this special event, the jewellery brand chose to honour both the patrons as well as the brand ambassador, Prabhu Ganesan.

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## **Piyush Goyal meets stakeholders of lab-grown diamond industry**

Commerce and Industry Minister Piyush Goyal recently held a meeting with stakeholders of the lab-grown diamond industry and discussed ways to boost the sector. “The sector holds immense potential to further bolster our diamond industry, enabling India to consolidate its stature as the diamond manufacturing hub of the world,” Goyal said in a tweet.

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## **The Natural Diamond Council launches the second edition of their jewellery trend report**

The Natural Diamond Council in India and the United Arab Emirates launched the second edition of the jewellery trend report offering insights and predictions on the natural diamond jewellery that is set to make statements in 2022. Encapsulating the sensibilities that define the aesthetics of today, the report has been thoughtfully compiled by experts from the fields of design, styling, lifestyle, journalism and jewellery to redefine what diamonds mean to consumers, create desirability and grow the modern diamond industry in the region.

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## **Around 3.7 crore jewellery hallmarked during April-July: Bureau of Indian Standards**

As many as 3.7 crore jewellery articles were hallmarked during April-July period of this fiscal year, the government said. Mandatory hallmarking of gold jewellery came into force from June 16, last year.

“8.68 crore jewellery articles were hallmarked in the year 2021-2022 while 3.7 crore articles have been hallmarked from April 1, 2022 till July 31, 2022,” the Bureau of Indian Standards said in a statement.

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# Exports Of Plain Gold Jewellery Continues Its Upward Trajectory Post India-UAE CEPA

## Exports Of Plain Gold Jewellery Continues Its Upward Trajectory Post India-UAE CEPA

**MUMBAI**

Exports of plain gold jewellery gained traction post the India-UAE Comprehensive Economic Partnership Agreement, as reflected by the increase in gem & jewellery exports since the agreement came into force on 1st May 2022. In the month of July 2022, the total gross export of Plain Gold Jewellery grew 24.22% to Rs. 2591.67 crores (16.28% in dollar terms to US\$ 325.59 million) as compared to Rs. 2086.41 crores (US\$ 280.02 million) recorded in July 2021

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# Dive Retail

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