

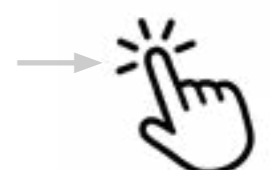


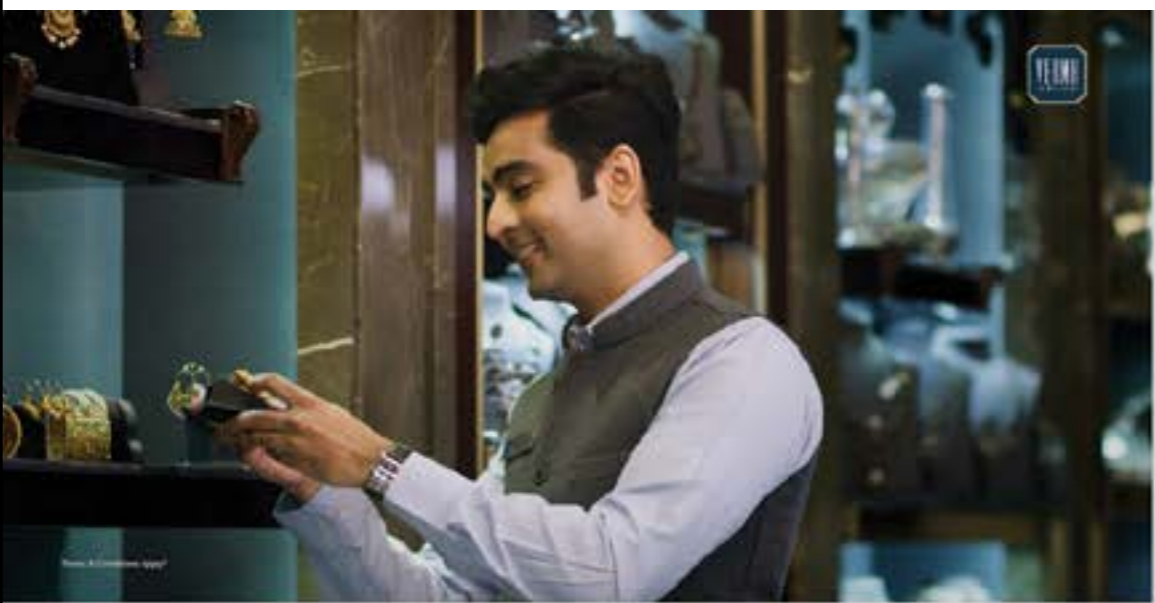
Ridhima Kapoor Sahni Jewellers and Punjab Jewellers collaborate with UK-based Helen Anthony for London Fashion Week 2022

Collaborations are great for better visibility over a short period of time, and jewellery brands have been in this game for long. But everything falls in place when global clothing entities plan something exciting with Indian jewellery brands, for a stage no less grand than the London Fashion Week.

(RJ Exclusive)

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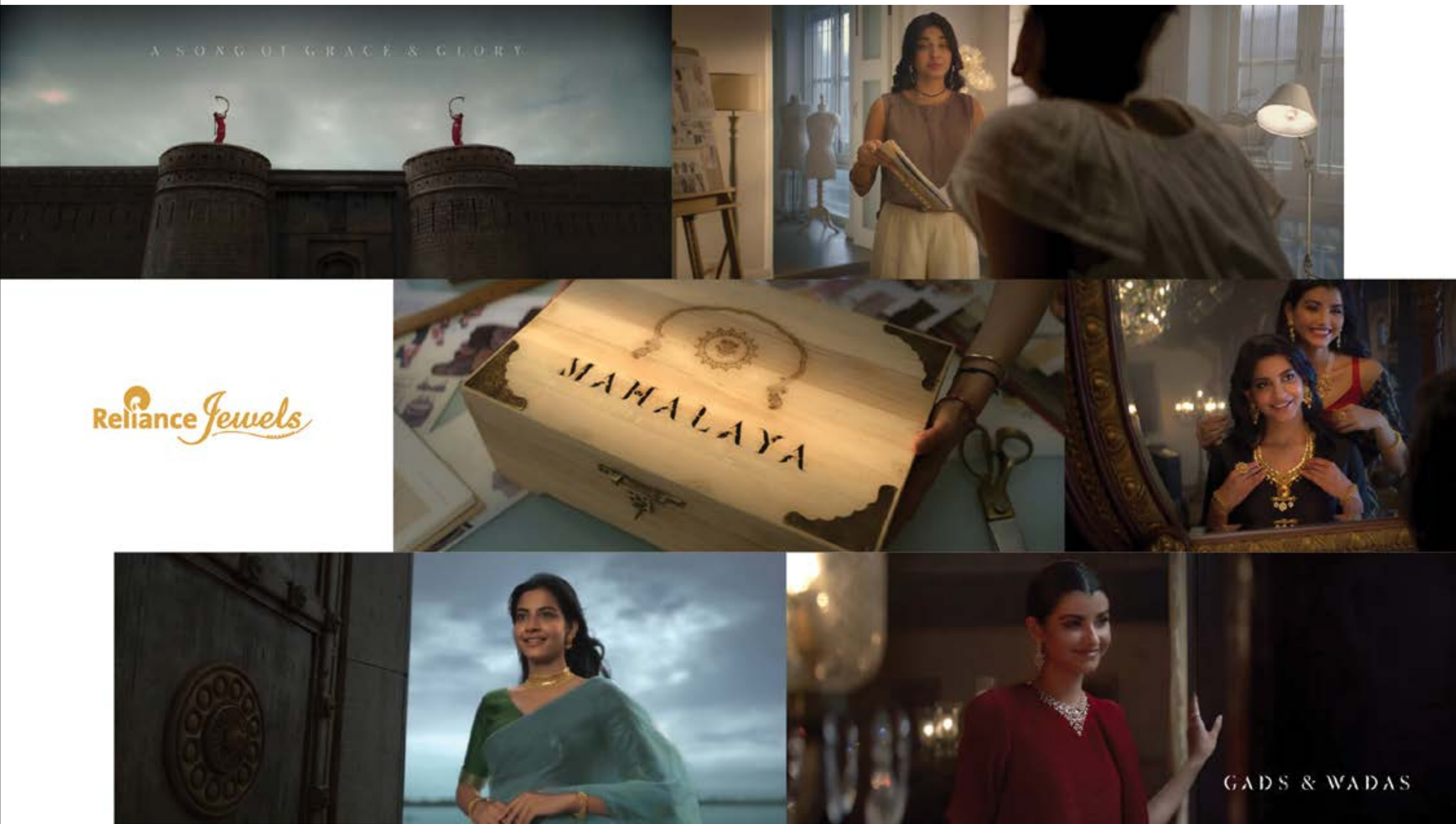
Verma Jewellers surprises industry with excellent ad on gold exchange policy

Verma Jewellers came up with a new advertisement for its old gold exchange policy. The ad walks the audience through the journey of a customer trying to exchange her old gold jewellery to buy new ones for her daughters' wedding. The immersive storytelling of the one-shot commercial focuses on the actor, enacting the role of a sales executive.

(RJ Exclusive)

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Reliance Jewels continues amplifying regional heritage, launches Mahalaya collection as an ode to Maharashtra

This wedding season, Reliance Jewels have come up with the Mahalaya collection, inspired by the glory and grace of Maharashtra. This regal line of necklace sets, pendant sets, mangalsutras, earrings, rings, bracelets, and bangles crafted in 22kt gold and internationally certified diamonds.

(RJ Exclusive)

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Orders Worth **49,407 crores** Placed at IIJS Premiere 2022 HANSA Report

62.10 kg
Gold jewellery sold
per exhibitor per day

64.71 kg
Studded jewellery
per exhibitor per day

41 per day
Domestic visitor
footfall per exhibitor

92%
Exhibitors intends to
participate
in the next edition of IIJS

Orders worth Rs 49,407 crores placed at IIJS Premiere 2022: Hansa Report

MUMBAI

The 38th edition of IIJS Premiere held in Mumbai was highly successful in driving sales and fulfilling the expectations and objectives of 1,790 exhibitors and 50,000 domestic & international visitors, according to an exhaustive research survey conducted by Hansa Research, a consumer insights and analytics agency, commissioned by GJEPC.

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Chain stores comprise 35% of India's retail gold jewellery market, poised to grow in the next 5 years; reveals World Gold Council report

The World Gold Council launched a report titled 'Jewellery market structure', as part of a series of in-depth analysis on the Indian gold market. The report highlights a notable shift in India's gold jewellery market over the past few years, catalysed by changes in consumer behaviour and government regulations. While small independent retailers still dominate the landscape, the market share of chain stores has increased steadily over the last decade.

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everlite



Senco Gold & Diamonds launches new brand campaign to promote Everlite lightweight jewellery

KOLKATA

Senco Gold & Diamonds launched a new Durga collection, a lightweight gold and diamond jewellery collection under its Everlite brand to celebrate the spirit of India's biggest festival 'Durga Puja' and Navratri. This collection is inspired from nature and elements surrounding this festival has on offer beautifully crafted rings, earrings, pendants and bracelets starting at a price of Rs 15,000 only.

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PMJ Jewels opens its first small-format mall-store at Hyderabad and establishes new retail footprint

HYDERABAD

PMJ Jewellers recently launched its first small-format mall-store in Hyderabad. This is PMJ's 1st store in the new format and its 27th store in South India, the 6th store in Hyderabad and states the intent of the brand's aggressive expansion plans. The new store will effuse a distinctive aesthetic – balancing timeless tradition and fresh, contemporary design.

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Augmont – Gold For All launches ‘Sell Old Gold’ services enabling customers to sell their old gold with convenience

MUMBAI

Augmont Gold For All is set to foray into the Sell Old Gold business to simplify the process and provide assistance in all things related to selling old gold. The brand is the first corporate mover encouraging the services in a fully transparent and digital process beneficial for the customer. Through its Sell Old Gold services, it aims to offer the best rate and transparent procedure.

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Bollywood's newest sensation, actress Mrunal Thakur becomes the face of PNG Jewellers' Diwali Campaign

THANE

Mrunal Thakur is the new face of PNG Jewellers' Diwali campaign. The actress visited the brands' Thane store to unveil their gold jewellery collection, 'Katha' and their diamond jewellery collection 'Ina' in front of a packed crowd.

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Love
is in the little things.

Omnichannel brand BlueStone's first-ever watch jewellery campaign says 'Love Is In The Little Things'

BlueStone announces the launch of their latest TVC campaign, 'Love is in the Little Things', featuring an exclusive range of innovative, exquisite watch jewellery. The brand stands out in a flurry of festive messaging by featuring a clutter-breaking category. BlueStone highlights the small moments that make a relationship shine rather than focusing on grand romantic gestures.

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Kalyan Jewellers celebrates the divine feminine with a Durga Pujo special campaign

KOLKATA

Kalyan Jewellers celebrates the occasion of Durga Puja with the launch of its updated Sankalp collection, unveiled through a new digital ad film. The campaign features the brand's regional ambassador for West Bengal – Ritabhari Chakraborty, adorning traditional Bengali-style jewellery from Kalyan Jewellers' Sankalp collection.

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Kalyan Jewellers e-commerce platform Candere to open offline store in Mumbai

Candere is all set to open the first physical store in Mumbai before Diwali. Till now, Candere had an online presence. Vinod Rai, Chairman, Kalyan Jewellers Indian Ltd in the AGM said that the popularity and foothold of Candere have gone up with reported revenue of Rs 141 crore in FY22, a growth of 83 per cent since the brand was acquired by Kalyan.

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JEWELLERY

Retailers appeal to the Chief Minister of Maharashtra for an extension on changing signboards

MUMBAI

An amendment in the Maharashtra Shops and Establishments (Regulation of Employment and Condition of Service) Act of 2017 was recently enforced in Mumbai, mandating the predominant use of Marathi on signboards. In an appeal to Maharashtra CM Eknath Shinde, Retailers Association of India has requested for extension of the deadline till 31st of March 2023.

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Ramit Kapur joins GSI as Managing Director, GSI India

NEW YORK

Gemological Science International announced that Ramit Kapur joined the organization as Managing Director of GSI India. Ramit Kapur has over 25 years of experience in the jewellery industry and almost two decades in the gemological laboratories sector specifically.

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New batch of students pose with Mr. Bharat Vaswani, Head of Institute,



IIGJ Mumbai welcomes its 9th batch of students of post graduate diploma in jewellery management programme

MUMBAI

IIGJ Mumbai welcomed its new batch of 30 students for the postgraduate diploma in jewellery management programme. Over a period of 1 year, these graduates will learn theory and get hands-on practical training from experienced, industry-trained faculty in manual design, CAD for jewellery, gemmology and diamond grading, manufacturing techniques, merchandising and management principles, in preparation for their professional future in the gem & jewellery industry, or for further studies in the field.

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RAJ DIAMONDS WISHES HAPPY NAVRATRI!

Raj Diamonds wishes Navratri to people in a unique way

BANGALORE

The festive season is here. It's that time of year again when Indians enter the celebratory mode – from garba and dandiya to pandal hopping and celebrating Navratri with their loved ones. In keeping with the festive spirit of Navratri, Raj Diamonds, a renowned diamond jewellery brand wished people through an aircraft / airplane message hovering over the city. It was marvelous to see the message writ large across the sky.

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Newsletter

15th - 21st Aug 22 Aishra Gems and Jewels, and SL Shet Diamond House celebrate Independence Day with special activities The gems and jewellery industry rose up in the occasion of Independence Day. Different brands played with the numbers of India's 75th year of Independence to provide attractive discounts and excite the trade. Here you have the opportunity to celebrate the occasion with memorable activities. Aishra Gems and Jewels, and SL Shet Diamond House were two such brands. <i>(RJ Exclusive)</i> READ MORE	08th - 14th Aug 22 IJS Premiere 2022 records 50,000 visitors; expected to generate business worth Rs. 50,000 cr IJS's flagship show, IJS Premiere saw a record number of visitors which will generate business worth Rs. 50,000 crore to exhibitors in the coming 4-6 months. With 1,200 exhibitors showcasing their exquisite gems & jewellery and spread over 8,00,000 sq. ft. of exhibition area, IJS Premiere 2022 presented a galaxy of varieties in gold & gold CZ styled jewellery, diamonds, gemstones & other styled jewellery, loose stones, CVD, silver jewellery, artefacts and giftware, laboratories & education, and machinery & other industry products and services. <i>(RJ Exclusive)</i> READ MORE	01st - 7th Aug 22 Brands raise a toast to timeless sibling love with sentimental rakhi campaigns The rakhi season is in and the jewellery industry is exploring any and every opportunity to create excitement. Some of the most loved brands have come up with sentimental rakhi and commercial rakhi campaigns. Some have even gone as far as launching live 'bidding' for rakhi. Some have even launched a 'rakhi' campaign for their customers to support about the Rakhi season. <i>(RJ Exclusive)</i> READ MORE	25th - 31st July 22 NAC Jewellers partners with multiple homegrown kids brands through Young Ones jewellery range The concept of 'Young Ones' has provided a lot of scope for brands to partner with it. It provides a lot of scope for brands to partner with it. The concept of 'Young Ones' has provided a lot of scope for brands to partner with it. The concept of 'Young Ones' has provided a lot of scope for brands to partner with it. <i>(RJ Exclusive)</i> READ MORE
18th - 24th July 22 The Rare Edit by Sheetal Ranka surprises Pune's HNI base with luxurious collaborations PUNE Sheetal Ranka of Ranka Jewellers made a commendable mark in contemporary bridal jewellery market through The Rare Edit, a 5-day event held at the Rare Jewels boutique store, which provided a complete makeover package to brides and grooms from around 250 select families. Designer boutique brand Mala and Kinnary and premium wellness brand The Wedding Clinic joined forces with Ranka for The Rare Edit. <i>(RJ Exclusive)</i> READ MORE	11th - 17th July 22 The import duty hike on gold negatively impact the trade: Retailers The hike in import duty on gold has come as a shocker from the government. Recovering from the aftermath of a crushing pandemic, the gem and jewellery industry didn't expect to court this unwelcome development. While the intention has been to reduce the pressure on current account deficit and meet trade deficit, retailers are panicked over this sudden move. <i>(RJ Exclusive)</i> READ MORE	04th - 10th July 22 Jewellery retail chains on a post-pandemic retail expansion spree The large retail chains that inadvertently slowed down expansion during covid are now increasing footprint across India at an accelerated pace. Chain store brands like Karan Jewellers and Jyoti Jewellers are capturing the market on the back of strong equity and awareness. <i>(RJ Exclusive)</i> READ MORE	27th - 3rd July 22 Verma Jewellers lauds achievements of women pradhans in Himachal Pradesh via virtual On the occasion of International Women's Day, Verma Jewellers held a virtual felicitation ceremony of 429 women pradhans in the state, titled 'Pride of Himachal'. The event highlighted the achievements of Women Pradhans and featured a prestigious panel discussion with the Pradhans who discussed the challenges faced by them and the difficulties they have overcome over the years. <i>(RJ Exclusive)</i> READ MORE
06th - 12th Jun 22 Nrityabaran campaign by Abaran highlights design diversity of Indian classical dance forms The campaign in Abaran's unified attempt to showcase its diverse inventory across bridal and semi-bridal categories. The brand has focused on various forms of dance, namely Odissi, Manipuri, Kathak, and Bharatanatyam. In this ongoing campaign on social media, one sees short details on each of the dance forms graciously presented by trained classical dancers. <i>(RJ Exclusive)</i> READ MORE	30th - 05th Jun 22 The Rare Edit by Sheetal Ranka surprises Pune's HNI base with luxurious collaborations PUNE Sheetal Ranka of Ranka Jewellers made a commendable mark in contemporary bridal jewellery market through The Rare Edit, a 5-day event held at the Rare Jewels boutique store, which provided a complete makeover package to brides and grooms from around 250 select families. Designer boutique brand Mala and Kinnary and premium wellness brand The Wedding Clinic joined forces with Ranka for The Rare Edit. <i>(RJ Exclusive)</i> READ MORE		

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