



Chandukaka Saraf & Sons shines on feminine power with regional ad campaign

Chandukaka Saraf & Sons recently came up with a campaign on women empowerment. Named Sonyasarkhi Shuddh Tu Daginyashi Maitri Kar, it is a video campaign directed at the regional Maharashtrian customer cohort. The positioning in the video has been clear, with strong focus on girl power in accepting her femininity and defending her honour.

(RJ Exclusive)

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NAC Jewellers catch attention of clusters across generations with Heirloom Stories

NAC Jewellers held a workshop named Heirloom Stories, in the showrooms of T Nagar and Mylapore of the brand to redesign heritage jewellery without any redesigning charge. The brand partnered with Designers of India, an organisation of jewellery designers from across the country who specialise in all categories of jewellery.

(RJ Exclusive)

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CaratLane launches 'Mere Style Ki Diwali' campaign on the occasion of Diwali

MUMBAI

CaratLane has launched its digital film 'Mere Style Ki Diwali', on the occasion of Diwali. Launching the first of four digital films, the campaign aims to showcase that every person has their own style of celebrating Diwali and honoring the traditions of the festivities.

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World Gold Council launches new gold jewellery campaign to attract youth

World Gold Council has launched a new look 'You are gold' campaign, in partnership with GJEPC, to increase awareness, relevance and adoption of gold jewellery amongst young Indian women. The ad film showcases a montage of young women from diverse backgrounds, who are unafraid of letting their inner light shine and are precious, brilliant, and bold.

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Kalyan Jewellers launches star-studded Diwali campaign Celebrating Every Indian's true spirit of togetherness

MUMBAI

Kalyan Jewellers launched its star-studded Diwali campaign #CelebratingEveryIndian. The ad beautifully weaves together the distinctive personal traditions and rituals practised across the country on Diwali. The ad campaign aims to capture the true spirit of togetherness through a mixed bag of emotions witnessed by every Indian during this auspicious timer.

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Bruce Cleaver to be succeeded by Al Cook as CEO of De Beers Group

De Beers Group announced that Bruce Cleaver will be succeeded by Al Cook as CEO of De Beers Group from early next year. Bruce will become Co-Chairman of De Beers Group, alongside De Beers Group Chairman and Anglo American Chief Executive Duncan Wanblad.

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Diamond units to cut working days, extend holidays

Surat's diamond-cutting units have extended the Diwali holidays for their workers to 25 days this year. But there isn't anything to cheer about. The businesses are down as their major markets, the US and Europe, are grappling with a slowdown. For the exporters, giving more off days to workers is a short-term measure to avoid job cuts.

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Augmont – Gold For All, all set to expand its ‘Sell Old Gold’ business in Hyderabad

Augmont Gold has chosen the Hyderabad market as its second touch point for the Sell Old Gold process. Under its Sell Old Gold scheme the brand offers free testing of gold, fully transparent gold melting process and one of the best valuations for selling one’s used gold via digital transaction process.

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India's new rich fuel brand expansion for Tata's jewellery arm

India's expected surge of rich consumers is driving the jewellery unit of Indian conglomerate Tata Group to triple its Zoya-branded luxury stores by 2027. The company plans to expand the number of Zoya stores to 15 in the next five years and add Zoya galleries within select Tanishq stores.

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Kalyan Jewellers strengthens position in Northern Region with two new showrooms

NEW DELHI

Kalyan Jewellers announced that the company will be launching an all-new showroom at Gomati Nagar in Lucknow and Gold Souk in Gurugram. The showrooms are scheduled to be inaugurated on 8th October, 2022. With the new showroom launches, Kalyan Jewellers, will be expanding the global footprint to 166.

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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, we have the opportunity to celebrate the occasion with memorable activities. Aishra Gems and Jewels, and SL Shet Diamond House were two such brands.

(RJ Exclusive)

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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, studied jewellery, diamonds, gemstones & other studied jewellery, loose stones, CVD, silver jewellery, artefacts and giftware, laboratories & education, and machinery & other industry products and services.

(RJ Exclusive)

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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 campaigns and commercials to celebrate the love. Spending on gold and diamonds has left no stone unturned in their rakhi campaigns.

(RJ Exclusive)

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25th - 31st July 22

NAC Jewellers partners with multiple homegrown kids brands through Young Ones jewellery range

Every parent has provided their child with the best of everything. It's not just about the material, but the love and care that goes into it. NAC Jewellers has partnered with multiple homegrown kids brands through their Young Ones jewellery range.

(RJ Exclusive)

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18th - 24th July 22

Drum Consultations

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.

(RJ Exclusive)

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11th - 17th July 22

Import duty hike on gold to negatively impact the trade: Retailers

The hike in import duty on gold has come as a shocker from the government. Recouping 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 raise trade protection, retailers are grumbling over the sudden move.

(RJ Exclusive)

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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 marching forward across India at an accelerated pace. Chain store brands like Karan Jewellers and Jayalukas are capturing the market on the back of strong equity and awareness.

(RJ Exclusive)

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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.

(RJ Exclusive)

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06th - 12th Jun 22

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PUNE

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(RJ Exclusive)

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30th - 05th Jun 22

Nrityabaran campaign by Abaran highlights design diversity of Indian classical dance forms

The campaign is Abaran's unified attempt to showcase its diverse inventory across bridal and semi-bridal categories. The brand has focussed on various forms of dance, Kathak, Odissi, Manipuri, Kuchipudi, 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.

(RJ Exclusive)

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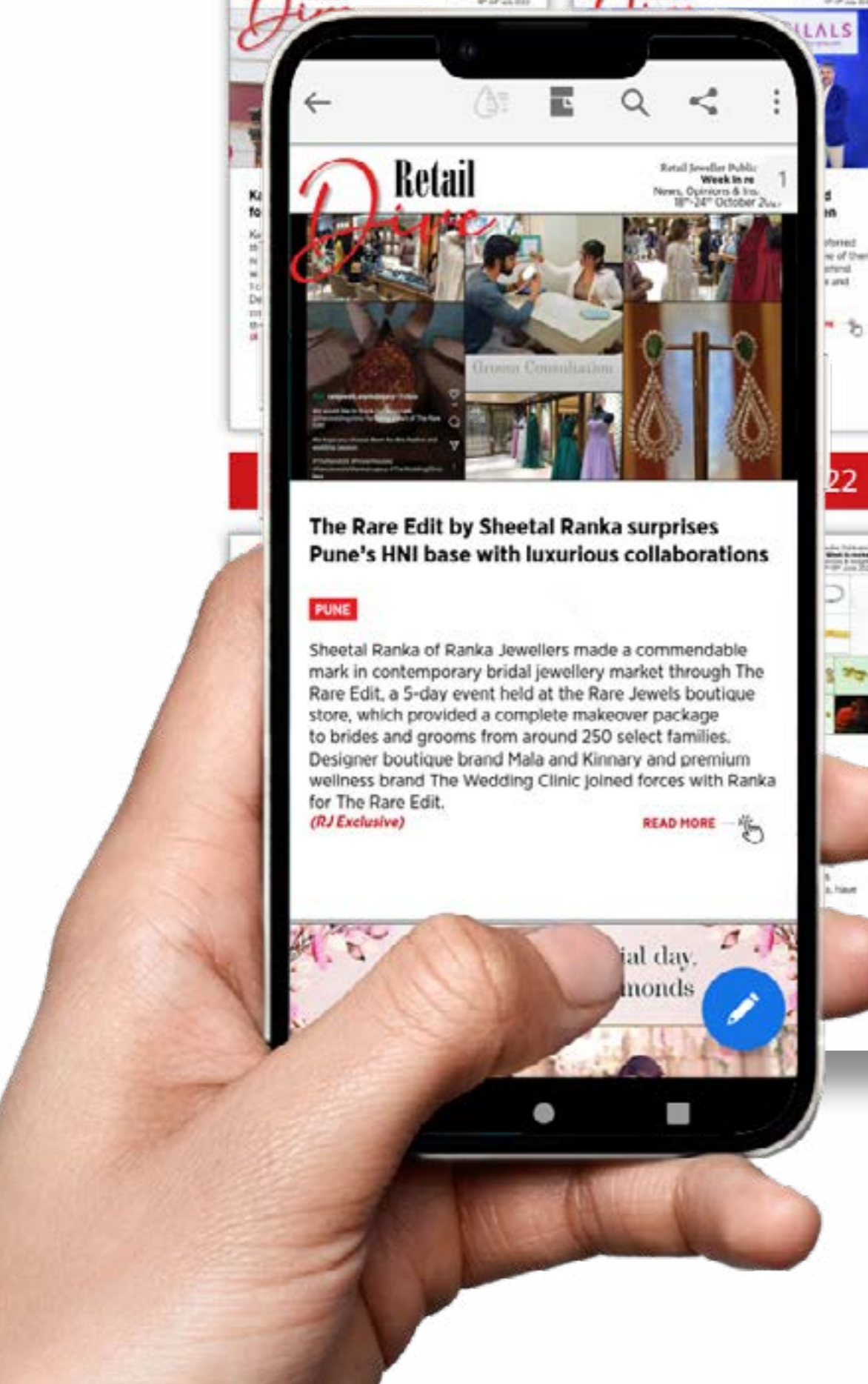
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