



Gold, jewellery sales glitter during Dhanteras; jewellers witness higher sales as compared to pre-pandemic

The auspicious occasion of Dhanteras saw robust sales of gold, jewellery and coins this year. According to Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers, the brand registered robust pre-bookings for purchases. Further, the resilient demand for other categories, especially heavyweight jewellery from the wedding jewellery line – Muhurat, resulted in strong revenue growth across categories..

(RJ Exclusive)

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NAC Jewellers partner with The Belstead to host ‘Spooktacular Fest’

Interesting on-ground activities are common for NAC Jewellers, Chennai. Engaging children in the world of fashion, the brand had conceived a well-thought-out plan to thrill kids with a fun-filled experience. That’s how ‘The Spooktacular fest’ came into being. It’s an activity-based Kids’ Pop Up organized in collaboration with The Belstead, The Activity Room and Zubi - the fun candy shop on 29th October 2022. Held from 12 pm to 9 pm at the Savannah - Rooftop in Chennai, the activity was for children between the age-group of 1-year-old to 12-year-old.

(RJ Exclusive)

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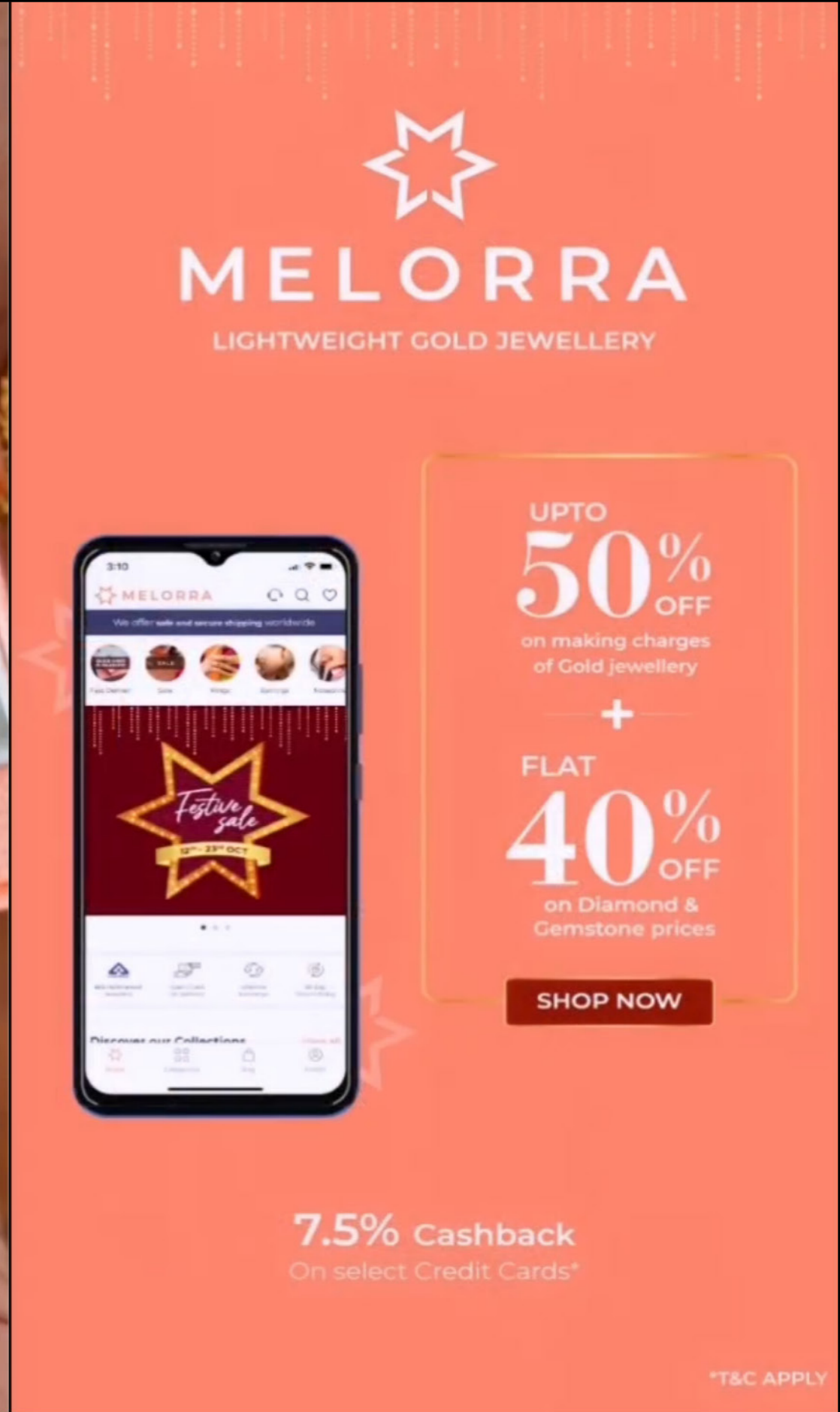
Prasad Jewellers, Rourkela amasses 5K live audience for lucky draw contest

If it's a consumer connect campaign, it should generate enough excitement for people to remember. This includes meticulous planning, just like Prasad Jewellers, Rourkela, did with a year-long in-store lucky draw contest. When it came to making a felicitation ceremony, they scaled it up with blazing dance performances, a humorous emcee, and lots of prizes.

(RJ Exclusive)

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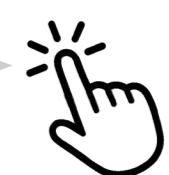


Melorra collaborates with comedienne Shraddha for humorous ad on lightweight jewellery

A product pitch with oodles of confidence and strong merit seldom fails. Melorra's latest video commercial featuring South Indian comedienne-influencer Shraddha is just that and should be a trending example for the industry to create simplistic, yet hard-hitting ads.

(RJ Exclusive)

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India to become largest market for lab-grown diamonds in the future

With largest population of millennials in the world, a report by Prabhudas Lilladher claims that India is perceived to become the largest market for lab-grown diamonds in the future. Industry experts said around five years ago, there were only a handful of lab diamond growers but their numbers have gone up tremendously in the last 2-3 years due to a recession in the natural diamond industry.

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Challani Jewellery gifts cars, bikes to employees as Diwali gifts

For the first time in the country, Challani Jewellery has gifted cars or bikes to its staff. Eight employees, who have been with the organisation since it's inception, got cars while 18 got bikes. The company decided against giving the employees a cash bonus for Diwali and chose vehicles.

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BSE becomes the first exchange in India to launch Electronic Gold Receipts

BSE has launched Electronic Gold Receipt on its platform, a move that will help in efficient and transparent price discovery of the yellow metal. The exchange has introduced two new products of 995 and 999 purity during the Muhurat trading on Diwali.

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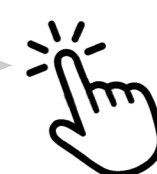


PC Jeweller posts quarterly profit on festive gold demand

BENGALURU

PC Jeweller reported a quarterly profit compared to a year-ago loss, as bullion demand surged ahead of key festivals and the wedding season. Profit stood at 859.2 million rupees (\$10.44 million) for the three months ended Sept 30, compared to a loss of 788.9 million rupees a year earlier. This was the jewellery retailer's second straight quarterly profit after nine consecutive quarters of losses. Revenue from operations jumped 60.4% to 8.98 billion rupees.

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Jos Alukkas launched its new showroom in Nizamabad, Telangana

Jos Alukkas has recently opened an all-new showroom in Telangana. The brand new showroom consists of exclusive collections of BIS-hallmarked 916 gold jewellery, IGI certified diamond jewellery, platinum and silver jewellery.

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Mia by Tanishq launches its brand new store in Kolkata

KOLKATA

Mia by Tanishq continues to expand its retail footprint with the inauguration of its new store at Park Street in Kolkata. Spanning across 500 sq ft, Mia by Tanishq's sixth store caters to a range of fine fashionable 14kt and 18kt jewellery in variety of designs. From vibrant colour stones, to dazzling gold, sparking diamond and shining silver, the store has jewellery pieces for every day and occasion.

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Newsletter

15th - 21st Aug 22

Aishpra 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 menswear activities. Aishpra 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

GJEPC'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 1,790 exhibitors showcasing their exquisite gems & jewellery and spread over 8,03,879 sq ft. of exhibition area, IJS Premiere 2022 presented a galaxy of varieties in gold & gold CZ studded jewellery, diamond, gemstone & other studded jewellery, loose stones, CVD, silver jewellery, artefacts and gifting items, laboratories & education, and machinery & allied 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 creative and commercial to tie in with the festival. Siblinghood and love, besides the sisterhood and brotherhood, has left no stone unturned. Brands are launching unstated campaigns to celebrate the occasion.

(RJ Exclusive)

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25th - 31st July 22

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

Age of every child has provided a base. It partnered with brands like, Tikitoro, The Tiny Weaver, and Young Ones. In the time of pandemic, the campaign for Young Ones Jewellery range is a great opportunity to connect with the parents and the children.

(RJ Exclusive)

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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.

(RJ Exclusive)

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11th - 17th July 22

The 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. 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 resist rupee depreciation, retailers are polarised over this 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 increasing footprint across India at an accelerated pace. Chain store brands like Kalyan Jewellers and Joyalukkas are capturing the market on the back of strong equity and awareness.

(RJ Exclusive)

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27th - 3rd July 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 focused on various forms of dance, namely Odissi, Mohiniyattam, Kuchipudi, and Kathak. In this ongoing campaign on social media, one sees short details on each of the dance form graciously presented by trained classical dancers.

(RJ Exclusive)

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06th - 12th Jun 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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30th - 05th Jun 22

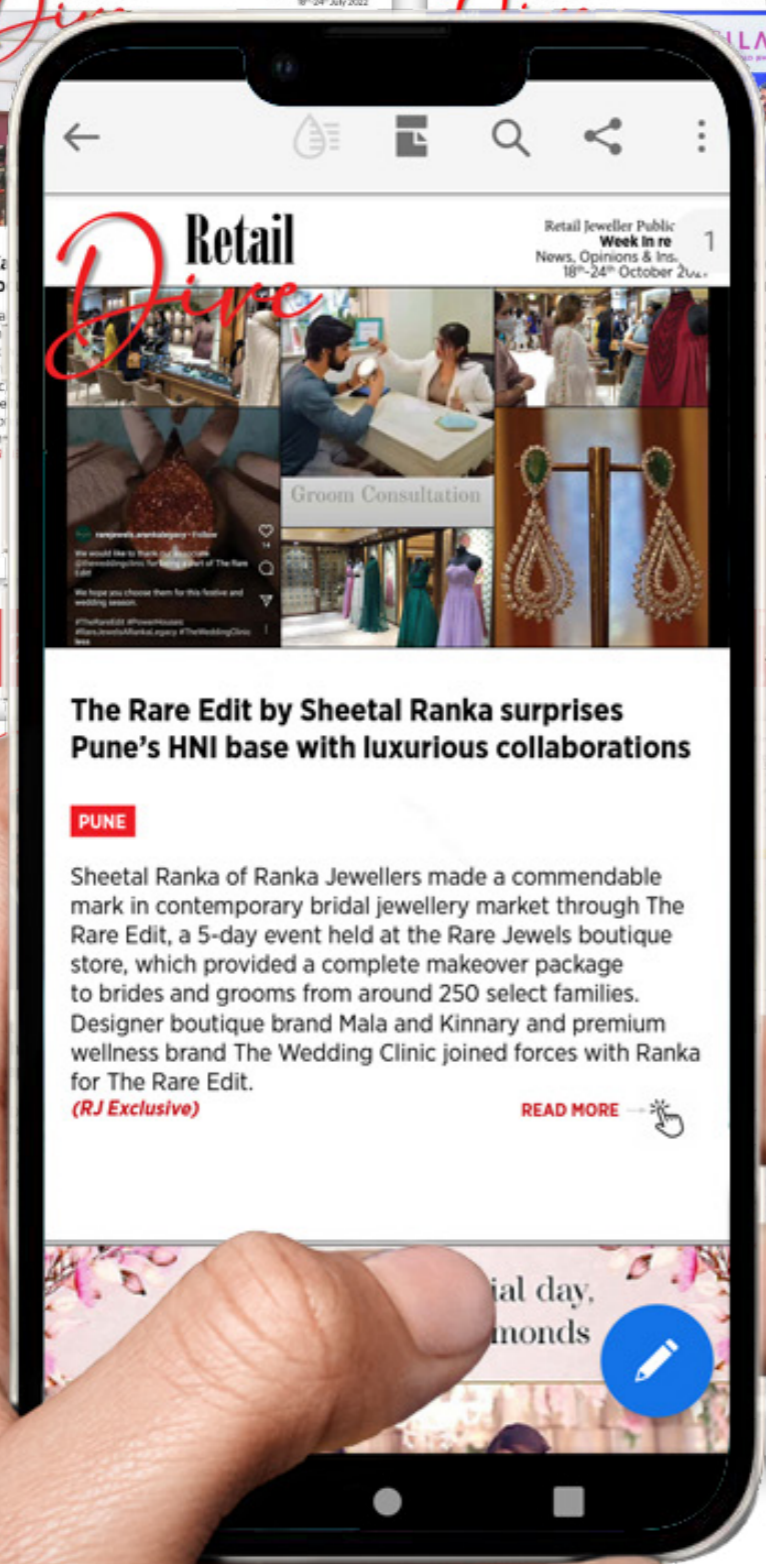
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