

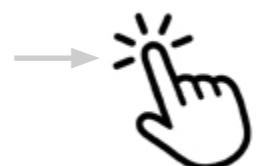


Rivaah by Tanishq enters the web series vertical with 'The Great Indian Bride' on Disney+Hotstar

Weddings are a grand affair in India and Rivaah by Tanishq has done the unthinkable! The brand has come up with a 5-episode show titled 'The Great Indian Bride' streaming now on inarguably the most popular OTT platform of the country, i.e. Disney+ Hotstar. This is a reality show where 5 Indian brides-to-be, within and outside national borders, get to celebrate their D-day with the unmatched mastery of Tanishq over bridal fashion.

(RJ Exclusive)

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Shree Menghraj and Bros Jewellers takes offline investment scheme online via lucky draw contest

Investment schemes have been a part and parcel of jewellery brands since ages. It's tough to break free from this age-confined mode of investment, but Shree Menghraj and Bros Jewellers broke that ice with a lucky draw contest. The customers pay instalments in batches of Rs 1000 and Rs 2500 every month. Those who pay instalments of a particular month, automatically get themselves enrolled as contenders in the lucky draw.

(RJ Exclusive)

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Children's Day CSR initiative



Jewellery brands celebrate Children's Day with kids from varied economic strata through a range of activities

Every year on November 14th, India celebrates Children's Day to commemorate the birth anniversary of India's first Prime Minister, Jawaharlal Nehru. The day is observed to honor his contributions to the growth of the nation as well as his passion for children and students. To honour this day, numerous jewellers in India organised a whole day of activities for children from all socio-economic backgrounds.
(RJ Exclusive)

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Children's Day Workshop

Clay jewellery making workshop organised by Neelkanth Jewellers for Children's Day

Neelkanth Jewellers from Bangalore celebrated Children's Day with an out-of-the-box initiative this time. In order to promote their Little Sparkles collection for kids launched on Janmashtami, the brand organised a clay jewellery making competition at their local store. Every individual child was given a mould of clay, out of which they were asked to make pendants, rings, or bracelets.

(RJ Exclusive)

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Senco Gold and Diamonds launch a special collection for Children's day

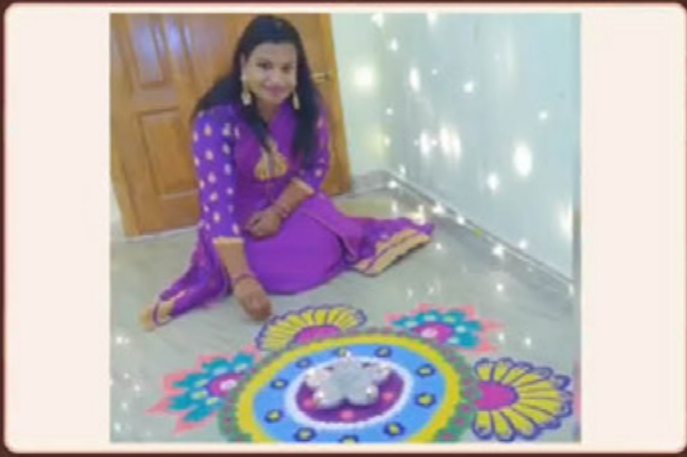
Children's day is celebrated as widely as any other occasion in India in today's time. On this occasion, Senco Gold and Diamonds from Kolkata launched a special collection under their brand 'Everlite' called Small Wonders for kids with the tag-line - A collection full of innocence and purity. This collection offers a wide variety of jewellery options, including rings, earrings, pendants, bracelets, necklaces, chains, and bangles.

(RJ Exclusive)

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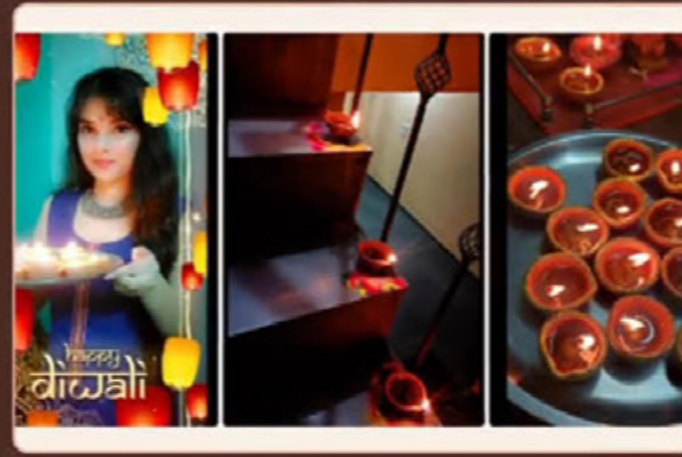
Radhika Anand
#ChennaiWaliDiwali



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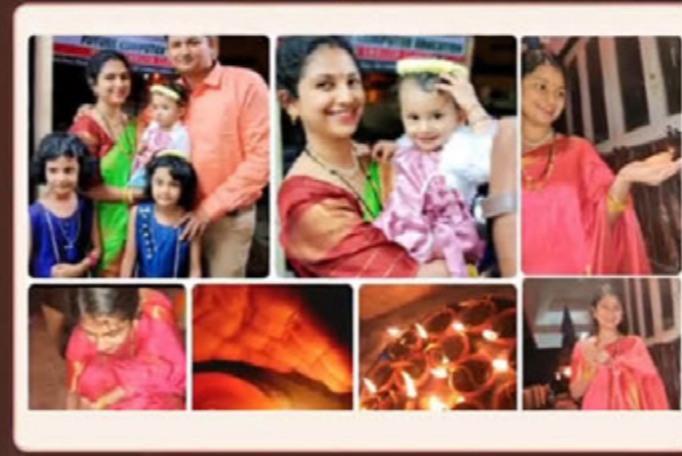
Yavnika Sood Prabhakar
#JaipurWaliDiwali



Sree Raj
#KolkataWaliDiwali



Amruta V. Kunchurkar
#KarnatakaWaliDiwali



Suprava Swain
#OdishaWaliDiwali



Reliance Jewels encapsulates Indian diversity with Mahalaya contest

The #MahalayawaliDiwali contest was announced by Reliance Jewels on 20 October, with participants having to post a photograph of themselves celebrating Diwali in their cities, writing what makes Diwali celebration in their cities unique, tagging the brand and using the aforementioned hashtag. Within a span of 8 days, the brand gave a sneak peek of some of the best entries from Kolkata, Jaipur, Odisha, Maharashtra, Delhi, Ranchi, Chennai, and Karnataka.

(RJ Exclusive)

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Kerala jewellers likely to offer uniform gold rates

Leading Kerala-based jewellers Malabar Gold & Diamonds, Joyalukkas and Kalyan Jewellers have decided to offer a uniform gold rate to consumers based on the bank rate. Gold rate varies from state to state depending on the rate fixed by the gold associations in the respective states. However, jewellers often charge different gold rates within the same states.

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PMJ Jewels host Coimbatore's grandest wedding jewellery exhibition

COIMBATORE

PMJ Jewels recently inaugurated Coimbatore's grandest wedding jewellery exhibition at their store. The 11-day exhibition-cum-sale showcases PMJ's finest and never-seen-before designer jewellery range of 10,000+ handcrafted creations. Along with wedding jewellery, the exhibition is also showcasing daily wear and festive creations.

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Ashraf Motiwala and Luke Coutinho come together to introduce a purposeful line of affirmation accessories to India

MUMBAI

This curated collection of priceless pieces is instilled with a powerful message. Empowering words have been selected to guide, encourage, heal, and comfort you on your quest toward holistic living. Each piece features a pure golden encrusted Ensō created with precious gold and natural diamonds highlighted by enamel and colorful rubber straps.

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Kalyan Jewellers celebrates Children's Day by introducing Limited Edition jewellery designs for kids

On the occasion of Children's Day, Kalyan Jewellers launched its limited edition jewellery line for kids. The unique lightweight jewellery designs take inspiration from animated cartoon characters to nature-inspired creatures. The unique necklace is entirely made up of dainty golden beads with a trinity of intricate flowers put together exuding grace.

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Manepally Jewellers showroom launched at Hyderabad's Chandnagar

HYDERABAD

Manepally Jewellers recently launched the 5th exclusive jewellery store at Chandanagar featuring exclusive wedding & bridal jewellery. The showroom will also feature various sections of exclusive diamond jewellery, lightweight gold jewellery, traditional jewellery and lot more.

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Tribe Amrapali's new jewellery collection 'Matsya' inspired by ocean life gives a fresh spin to traditional designs

The brand recently launches its latest collection, 'Matsya', Sanskrit for fish, inspired by the ocean, its mysteries, and its deep connection with the sky. Set alongside deep green malachite, mother of pearls and crystals, the designs are signed off with Tribe Amrapali's signature ode to Indian traditional jewellery-making techniques.

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Mahabir Danwar Jewellers opens store in Kolkata

Mahabir Danwar Jewellers has opened a new brick-and-mortar store in Kolkata. The 3,000 square foot store retails a range of traditional gold and diamond jewellery. The store houses the brand's Gold, Jadau, Polki, and Diamond collections with a mix of bridal options and more lightweight pieces for everyday wear.

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Nemichand Bamalwa Jewellers unveils 'Ardor Collection'

Nemichand Bamalwa Jewellers, has unveiled their new Bridal collection, 'Ardor', at their Salt Lake Store to honour the luminosity of a bride. The Collection features the beautiful harmony of diamonds, polkis, temple jewellery, antique gold, emeralds, rubies, tourmaline & pearls, which coalesce to create an ethereal revelry.

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PGI highlights strong platinum jewellery demand growth in India

Despite uncertain global financial conditions and geopolitical tensions, India's economy has been resilient this year. As a result, its jewellery industry has seen "exceptional growth", with platinum benefiting from this through considerable growth on the back of positive consumer sentiment, higher store traffic and marketing programmes initiated by global marketing organization, the Platinum Guild International (PGI), PGI India MD Vaishali Banerjee says in a market update for platinum jewellery in India.

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IIJS Signature team travels across the world, inviting buyers for the upcoming show

As part of IIJS Signature 2023 promotion, IIJS team is visiting Abu Dhabi, Bahrain Bangladesh, Dubai, Malaysia, Nepal, Italy, Sharjah, Saudi Arabia, Singapore and Thailand through November & December. GJEPC as part of its aggressive promotion of IIJS Signature 2023, has organised roadshows in important international markets. GJEPC, so far, has organised, roadshows in Nepal, Dubai, Singapore, Italy and Malaysia.

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India raises base import price of gold

India raised the base import prices of gold, the government said in a statement as prices rose in the world market. India is the world's biggest importer of edible oils and silver and the second-biggest consumer of gold.

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India, GCC group to launch free trade pact negotiations on November 24

India and the Gulf Cooperation Council (GCC) are expected to launch negotiations for a free trade agreement on November 24 with an aim to boost economic ties between the two regions, an official said. GCC is a union of six countries in the Gulf region -- Saudi Arabia, UAE, Qatar, Kuwait, Oman and Bahrain.

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Hari Krishna Exports to organize 7th Edition of the Kisna Diamond Marathon- Run for Swachh Bharat

MUMBAI

Hari Krishna Exports Pvt. Ltd. is all set to organize the 7th edition of the Kisna Diamond Marathon at Bharat Diamond Bourse in BKC. The objective behind this grand event is to raise awareness around 'Swachh Bharat Abhiyan'. The marathon is categorized into three races: 21km, 10km, and 5km.

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Domestic jewellery retail retains its sheen in Q2 FY2023; FY2023 growth seen at 12% YoY: ICRA Report

The domestic jewellery industry is estimated to have registered a healthy growth of 60% in Q2 FY2023 compared to pre-Covid levels (Q2 FY2020). The performance exceeds ICRA's expectations of a 8% YoY contraction and was driven by urban demand recovery, aided by range-bound prices.

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Jewellers on high demand this wedding season: Justdial Consumer Insights Report

NEW DELHI

After two years of low-key celebrations due to COVID restrictions, this year's wedding season sees a rise in demand (YOY) for a wide range of wedding services with searches for wedding jewellery being up by 44 per cent, according to a Justdial Consumer Insights report.

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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 memorable 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 8,00,000 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 giftware 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 sentimental rakhi and commercial to tie in with the festival. Sibling love and sisterhood are left no stone unturned in the industry's marketing campaigns.

(RJ Exclusive)

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25th - 31st July 22

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

NAC Jewellers has provided a platform for homegrown brands. It partnered with brands like, Tiktora, The Little One, and Young Ones. In time, the campaign for Young Ones Jewellery range will help the brands to compete about the market.

(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 traditional and semi-traditional 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

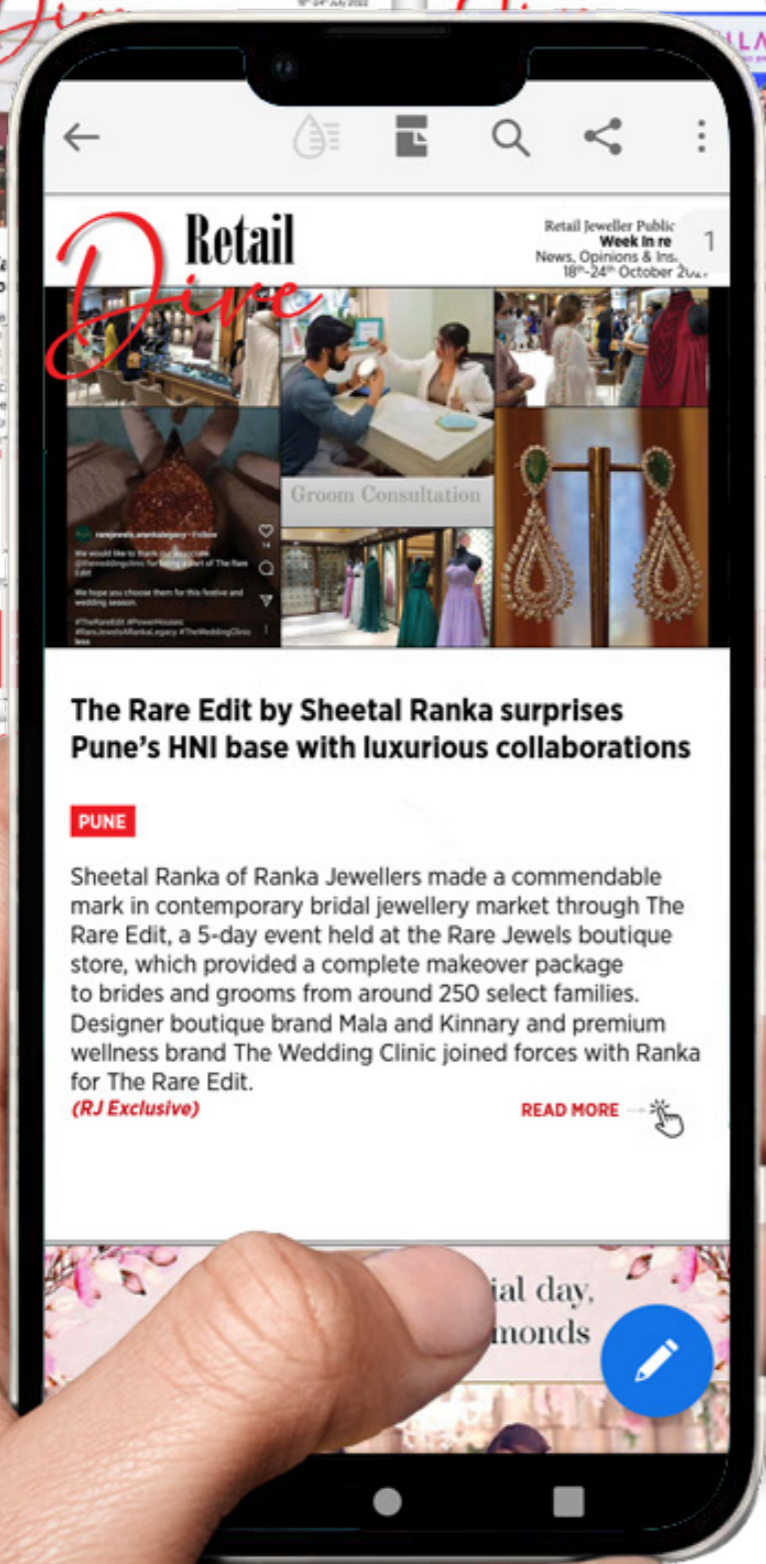
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(RJ Exclusive)

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