

By a woman, for women, Vasundhara Diamond Roof completes 25 glorious years

Vasundhara Diamond Roof celebrated its 25th anniversary with a unique 1-hour inspirational programme at its flagship store in Hyderabad. The brand had invited Padma Shri awardee, Arunima Sinha, the first amputee to climb Mt. Everest, as the guest motivational speaker on this occasion. About a hundred ladies attended the event, which comprised a light music performance and a unique, 2-part Kathak dance.

(RJ Exclusive)

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Verma Jewellers' recent campaign reassures Himachal of the brand's consumer centricity

Himachal Pradesh is a tourism hotbed. It's the confluence of so many ethnolinguistic forms; needless to say; it's a state full of natural beauty. When it comes to adorning the folks of the state, the people have always lauded Verma Jewellers as the indisputable leader in precious gems and jewellery in Himachal for multiple reasons, as showcased in the film.

(RJ Exclusive)

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CaratLane- A Tanishq Partnership launches their newest campaign #SolidAsASolitaire

MUMBAI

CaratLane has launched their latest campaign #SolidAsASolitaire to talk about celebrating life's milestones and achievements, with a Solitaire. Through valuable consumer insights, the brand showcases how Solitaire purchases have an association with key milestones in the life of every consumer.

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Kalyan Jewellers targets to open 52 showrooms in 52 weeks in calendar year 2023

MUMBAI

Kalyan Jewellers announced plans to expand its retail footprint by over 30% through calendar year 2023. As part of its strategic expansion plans, the company will look to target launching 52 showrooms over the next 52 weeks. CY23 expansion will mainly focus on the non-South region, which currently contributes 35% to the India business.

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“Purple Brides”, is the stunning new offering from PNG Jewellers this wedding season

PUNE

PNG Jewellers launched their exquisite wedding jewellery, “Purple Brides” for the wedding season. The campaign launched amidst much fanfare online aims to attract brides-to-be and wedding families. “Purple Brides” campaign reflects the brand’s Royal Purple colour and is an instant recall amongst its customers.

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SGL conducts ‘Dazzle with Diamonds’ training for jewellery retailer’s staff in Delhi

SGL recently conducted ‘Dazzle with Diamonds’ training for jewellery retail staff in Delhi to educate and upscale the knowledge of the diamond jewellery retail community. The educational session was conducted on the changing nuances of the jewellery market, tutoring more about diamonds and their processes & upscaling techniques for an effective sale experience.

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Limelight CVD Diamonds open an exclusive store in Kolkata

KOLKATA

With a spectacular store in the heart of Kolkata at Forum Mall, Limelight expands its retail presence in the eastern belt. Consumers will be able to witness a never seen before range of exquisite solitaire jewellery and a marvellous first-ever Hologram display.

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Vaibhav Gems N Jewellers get SEBI's approval to float IPO

Vaibhav Gems N' Jewellers have received capital markets regulator Sebi's go-ahead to raise funds through initial public offerings. The public issue of Vaibhav Gems N' Jewellers comprises a fresh issue of equity shares aggregating up to Rs 210 crore and OFS of 43 lakh equity shares by promoter entity Grandhi Bharata Mallika Ratna Kumari (HUF), according to the draft red herring prospectus (DRHP).

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World Gold Council releases new marketing campaign in India – “Power your portfolio with gold”

The World Gold Council launched a multi-media marketing campaign in India to create awareness on gold’s role in an investment portfolio and drive adoption amongst new-age young investors. The campaign aims to reinforce gold as a versatile asset and highlight its strategic advantage in a digitally connected and competitive investment market.

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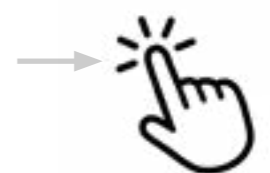


Hyderabad gets India's first real-time Gold ATM

HYDERABAD

Unlike usual ATMs that dispense money, the Goldsikka ATM dispenses gold coins. In what is India's first gold ATM, people can insert their debit or credit cards into the Goldsikka and buy gold coins. The ATM has a capacity of storing 5kgs of gold.

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GJEPC & SEEPZ sign MoU for execution and running of the Mega CFC for gem & jewellery industry at SEEPZ, Mumbai

GJEPC and SEEPZ, Mumbai recently signed an MoU defining their respective responsibilities in developing, executing, and running of the Mega Common Facility Centre at SEEPZ Mumbai. As agreed in the MoU, SEZ Authority shall be responsible for the construction of the proposed structure, building and interiors of the Mega CFC and hand it over to GJEPC for running of the Mega CFC. SEZ Authority will purchase the equipment, machinery, furniture and install the same at the Mega CFC.

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Jewellery ad spends to see 15% rise this wedding season

To capitalise on the ongoing wedding season in India, jewellery brands have come up with various campaigns. In an attempt to woo consumers and boost sales during the festive season that leads to the wedding season, jewellery brands are stepping up their ad spends across media channels.

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Higher gold prices dim jewellery sales in India

Indian gold prices reached a high of Rs 53,462 per 10 grams last week as global spot prices rose to over \$1,800 per ounce. Higher gold prices have led to an increase in people selling their gold jewellery reserves for cash. This has led jewellers to have an uptick in supplies of old jewellery and coins.

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Commerce Ministry considering cut in import duty to curb smuggling

The commerce ministry is discussing a reduction in import taxes on gold to rein in illegal shipments, according to a Bloomberg report attributing people familiar with the matter. It said the commerce ministry has asked the finance ministry to consider cutting the tariff to about 10 per cent from 12.5 per cent, which will reduce gold prices.

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Indian entities can hedge gold price risk at IFSC: RBI

CHENNAI

Indian entities can hedge their exposure to gold price risk in overseas markets on recognised exchanges in the International Financial Services Centre, Gujarat, said RBI Governor Shaktikanta Das. Resident entities in India are currently not permitted to hedge their exposure to gold price risk in overseas markets.

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Rough diamond prices likely to remain firm in FY24

Rough diamond prices are likely to remain firm in FY2024 as no major ramp-up in mining output (of rough diamonds) is expected over the next two years. This, coupled with recessionary pressures, shall continue to exert pressure on the revenues and profit margins of Indian cut and polished diamond (CPD) entities in FY2024, according to credit rating agency ICRA.

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GJEPC's travelling roadshow for IJS Signature 2023 visits Saudi Arabia

GJEPC held a door-to-door roadshow for IJS Signature 2023 in the port city of Jeddah, Saudi Arabia from 5th to 7th December. Mr. Ramesh Vora, the Middle East Coordinator for GJEPC, and Mr. Sridhar Iyengar, Director, International Exhibitions, GJEPC, were welcomed with keen support from local jewellers, wholesalers and retailers located at the important jewellery hubs such as Mahmud Saeed Gold Souk/Oasis Mall, The Al-Shoula Centre and Al Musadia Jewellery Centre.

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THE THEME FOR 2023'S JEWELLERY DESIGN CONTEST

FIND INSPIRATION IN CELEBRATED ARTWORKS THROUGH



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Art of Sculpture

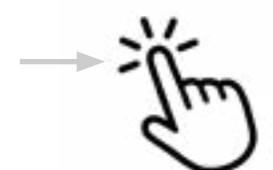


Art of Print

GJEPC announces The Artisan Awards 2023 theme - indiamoderne

MUMBAI

The Gem & Jewellery Export Promotion Council announces the launch of the 6th edition of The Artisan Awards, country's premier jewellery design competition. The prestigious annual contest invites designers from India and overseas to submit their entries, showcasing excellence and innovation in jewellery design. The main theme for 2023 is indiamoderne, where the world of art will inspire jewellery design.

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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 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 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 to showcase their talent. The brand has partnered with multiple homegrown kids brands through Young Ones jewellery range.

(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

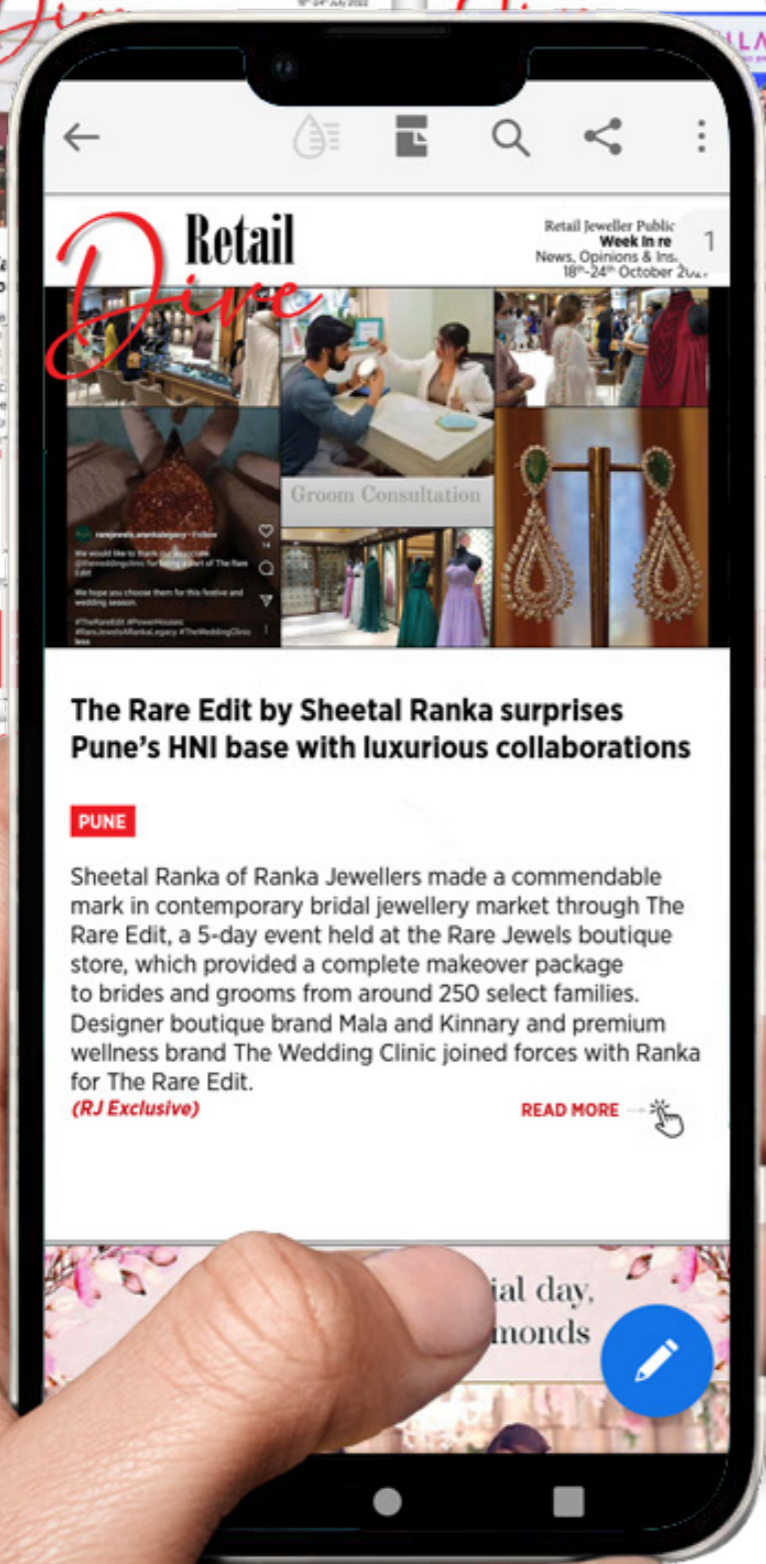
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(RJ Exclusive)

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