



Ratnalaya Jewellers start winter 2022 with a heart-warming charitable giveaway

There is a lot of celebration around the corner as the year is coming to an end. To celebrate the start of this wintry season, Ratnalaya Charitable Trust held a special charity giveaway called “Rahat”, an ongoing initiative for the rest of the season. 0.25% of the total amount made from the sales in the previous month is donated towards this cause.

(RJ Exclusive)

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JD Solitaire organise Secret Santa to surprise underprivileged kids this Christmas

On previous occasions, the brand has collaborated with BG Foundation for various social welfare activities, be it the distribution of stationery to underprivileged kids or food among the less privileged people. This time, JD Solitaire has taken things to the next level as they have spread awareness about a collection drive of any item that customers would like to donate to their campaign - 'Secret Santa'.

(RJ Exclusive)

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Imagine your Pre-wedding shoot by professional photographer!



Chandukaka Saraf & Sons Pvt. Ltd. introduced a special offer for the wedding season with the #GOLDENFRAMES campaign

The wedding season is something that everyone looks forward to, especially jewellers, as it is the prime season of sales. So Chandukaka Saraf & Sons Pvt. Ltd. took it upon themselves to enlighten the experience of shopping for bridal jewellery by offering their customers a complimentary pre-wedding shoot. This offer was launched under their ongoing campaign – #GOLDENFRAMES with the tagline – Capturing the essence of A PERFECT BEGINNING.

(RJ Exclusive)

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Dassani Brothers announces the launch of its Saige Collection for men-IIJS Signature 2023

Upholding the legacy of Dassani Brothers by pursuing artistic excellence in crafting jewellery of unsurpassed beauty for over three decades, the company forays into the uncharted market with Saige Collection range of Men's jewellery. The collection is a fusion of contemporary and traditional designs that delineate the ethnicity of grooms of various states and religions in India.

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Add a touch of glam to your look with Reliance Jewels “Diamond Delights 4.0 Collection”

Diamond Delights 4.0 is a truly a unique and inspired collection of jewellery. The collection draws its inspiration from playing cards; each piece of jewellery features an interesting design to represent a different card suit. With a variety of designs, Diamond Delights 4.0 Collection is sure to add a touch of sparkle and sophistication.

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Thoughtful diamond jewellery gifting options by KISNA that represent symbols of eternity

As the near and dear ones of the couple, we often tend to struggle with selecting the perfect wedding gift and coming up with one that is as meaningful as the couple is to you is no small task! Finely sculpted and subtly elegant diamond jewellery by KISNA has got you covered as it is the perfect gift option for the couple.

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Om Jewellers wins 'Best Facebook Campaign' at Digital Dragon awards

Om Jewellers, one of the most popular and trusted jewellery brands in Mumbai, has won the 'Best Facebook Campaign' award at the Digital Dragon Awards event that took place recently. Along with vibrant festive campaigns and dynamic social media content, the brand focused on Facebook Live sessions.

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Senco Gold & Diamonds unveils an Indian wedding-focused campaign starring Kiara Advani

Senco Gold & Diamonds, the largest organized jewellery retailer in Eastern India (based on the number of stores) has unveiled a new wedding-focused campaign featuring Bollywood heartthrob Kiara Advani. Senco Gold & Diamonds has also announced the launch of a new bridal jewellery collection titled 'Rajwada Vivaha Collection'.

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Kirtilals is recognized as ‘Brand Coimbatore Ambassador’ by The Indian Chamber of Commerce & Industry, Coimbatore

Kirtilals, India’s premium diamond and gold jewellery brand, revered by its patrons for quality & trust is recognized by the Indian Chamber of Commerce & Industry as “Brand Coimbatore Ambassador” for demonstrating exemplary performance in creating brand equity in the field of jewellery. The award was presented to Paresh Mehta, Director, Kirtilals by Mr Sriramulu, President- ICCI, Coimbatore on behalf of Bibek Debroy, Chairman, EAC-PM, Government of India.

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Hari Krishna Exports organized a run for Swachh Bharat under the 7th Edition of the 'Kisna Diamond Marathon'

Hari Krishna Exports Pvt. Ltd. has arranged the 7th edition of the Kisna Diamond Marathon at Bharat Diamond Bourse, BKC, Bandra(E), on 11th December 2022. The main purpose of this great occasion was to boost awareness about the 'Swachh Bharat Abhiyan.' In this 7th edition, the company registered 5000+ entries for the marathon.

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InTheNewAvatar: Melorra launches The Avatar-Inspired Jewellery Collection

Melorra, a leading D2C brand that offers lightweight and affordable fashionable gold jewellery, has launched one of its kind The Avatar-Inspired jewellery collection to celebrate modernity and display a trend in alternate dimensions in the jewellery sector.

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Ranka Jewellers launches Vivarambh, Pune's biggest bridal jewelry lounge

A wedding is one of the biggest occasions in an individual's life, more so for any bride. Ranka Jewellers, Pune's most loved jeweller since 1979, launches Vivarambh, a fine bridal jewelry lounge to celebrate the new-age brides. Vivarambh offers the most diverse and delightful gold jewelry collection designed in signature Ranka style.

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Her Story creates a “Gallery of Moods” in the heart of Mumbai’s Kala Ghoda

The fine jewellery label was born out of a desire to honour tradition while simultaneously making its mark on the global design landscape. As it opens doors to a spanking new flagship store in Mumbai’s Kala Ghoda arts district, Her Story is all set to redefine how Indians buy jewellery.

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BlueStone Elevates Sudeep Nagar To Co-Founder

BlueStone, one of India's largest omnichannel fine jewellery brands, has elevated Sudeep Nagar, its Chief Operating Officer, as its co-founder. Sudeep joins Gaurav Singh Kushwaha, the CEO, as the second co-founder of the Bangalore-based retail venture.

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Indian gem & jewellery exports witness a growth of 11.83% in November

The rise in gem & jewellery exports in November after a steep fall in October 2022, indicates the predicted resumption in manufacturing activity post the Diwali break. In November 2022, the gem & jewellery exports grew 11.83% to Rs 19855.17 crores (2.05% in dollar terms to \$ 2429.86 million).

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Global diamond jewellery demand reaches record \$87 billion: CareEdge Ratings

The year-on-year (YoY) growth of natural diamond jewellery demand was significant at 29% and consequently polished diamonds demand grew by 51% on a YoY basis in CY21. Over and above the fiscal stimulus, the lack of alternatives in terms of other luxury spending, experience-based activities, travelling, etc., made diamonds a preferred choice for customers.

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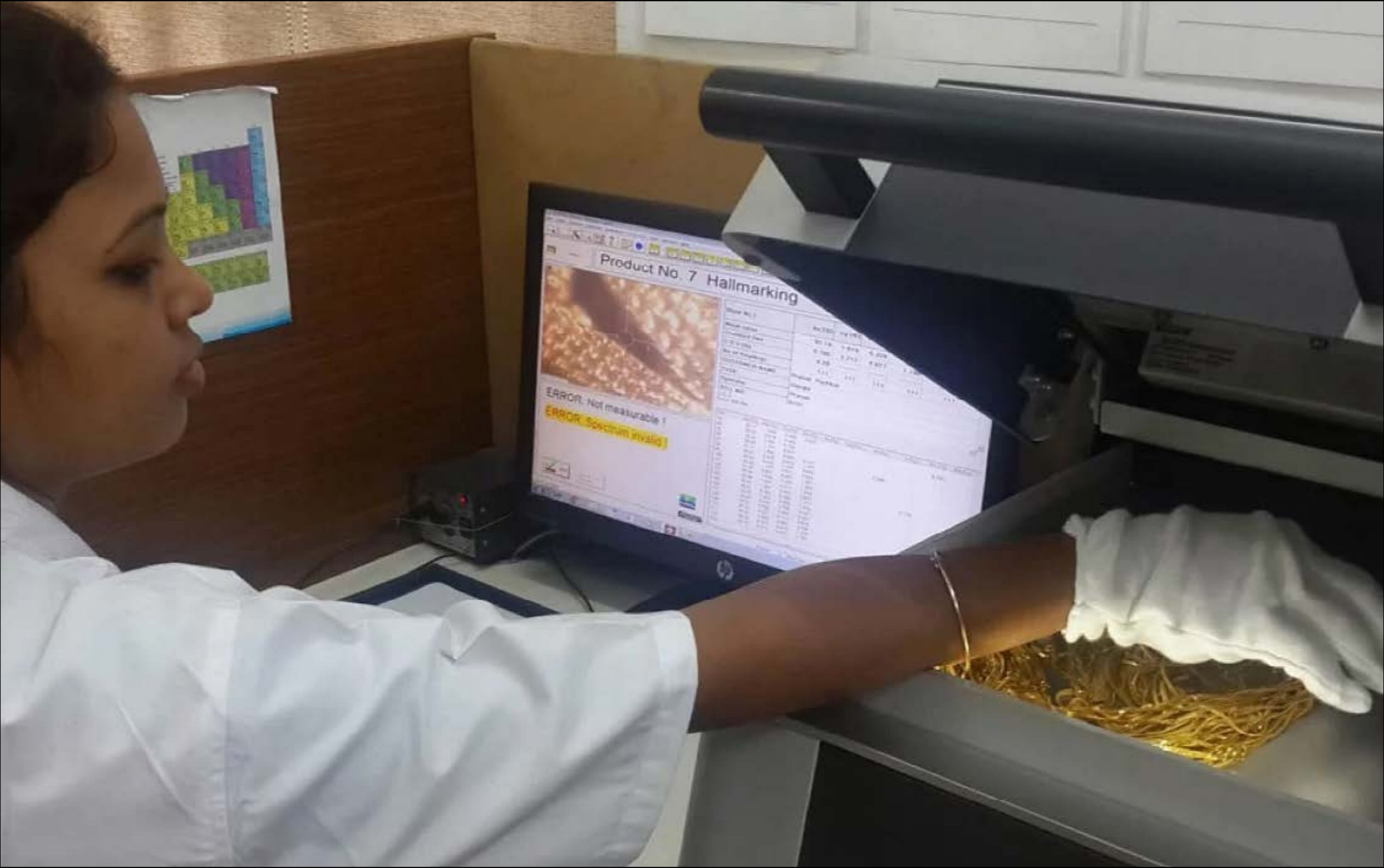
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BIS gold hallmarking lab in Hyderabad to start operation

Telangana will soon have its own Bureau of Indian Standards (BIS) gold referral assay laboratory, on the lines of Tamil Nadu. The lab works are also in full swing on the premises of BIS Hyderabad's branch office premises at Moula Ali. K V Rao, scientist and head of BIS Hyderabad branch told STOI that the lab operations are expected to begin in a month or two.

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Jaipur Jewellery Show to focus on emerald trade

In its 20th year, Jaipur Jewellery Show (JSS) beginning on December 23 will focus on emerald trade besides giving an impetus to the gems and jewellery business. It will also place the Pink City on the world map of gem and jewellery. Altogether 901 booths would be set up with better facilities in the JSS.

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Maharashtra To Have ₹ 60,000 Crore Gem And Jewellery Park: Minister

Maharashtra will have one of the world's largest gem and jewellery parks, Deputy Chief Minister Devendra Fadnavis announced on Wednesday. Mr. Fadnavis tweeted that the proposed park in Navi Mumbai, a satellite city of Mumbai, will attract an investment of approximately ₹ 60,000 crores and generate one lakh skilled and unskilled jobs.

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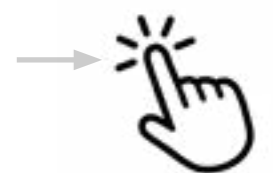




Surat diamond hub faces job losses as export demand falls

As per Gems & Jewellery Export Promotion Council (GJEPC) data, gross exports of gems & jewellery from India plummeted 22.44% in October 2022 to \$ 3,134.85 million (Rs 25,843.8 crore) compared to \$4,041.60 million (Rs 30,274.64 crore) for the same period in the previous year.

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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 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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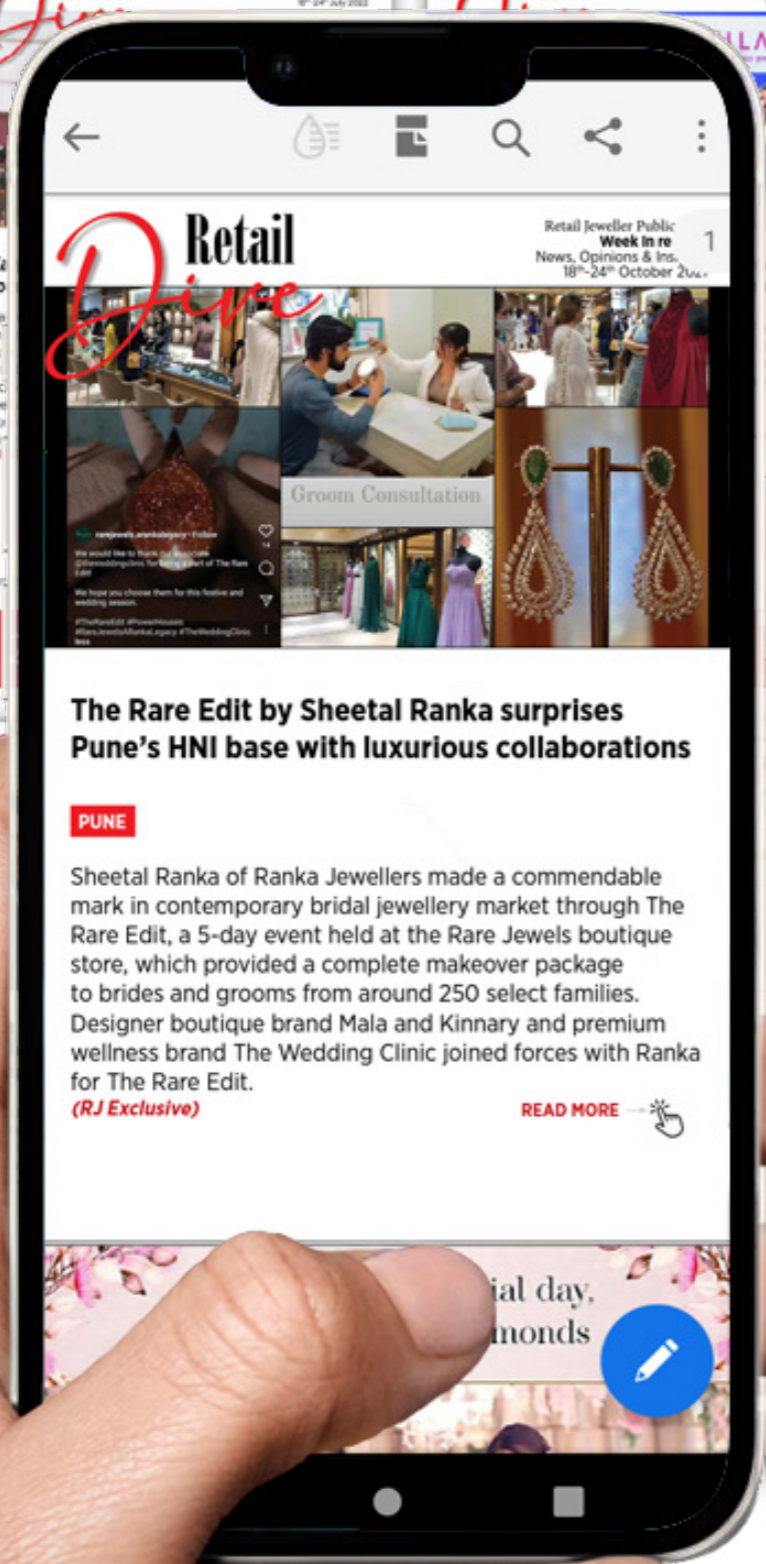
30th - 05th Jun 22

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