



## Anand Jewels receives record footfall across all 3 stores with Christmas celebrations

Larger-than-life standees, greeters dressed as Santa Claus, huge trampolines, and obviously, a grand Christmas tree. Such a scenario doesn't usually go with any retail Jeweller brand, but Anand Jewels achieved this fantastic caveat across three of its showrooms in Raipur, Indore, and Bhopal for Christmas 2022. This elaborate carnival summed up the engagement and branding activity of Anand Jewels as it led to a footfall of 5,000+ people at each of the three showrooms.

***(RJ Exclusive)***

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## **Sunder Jewellers gives away 3 Honda cars as top prizes for Christmas lucky draw contest**

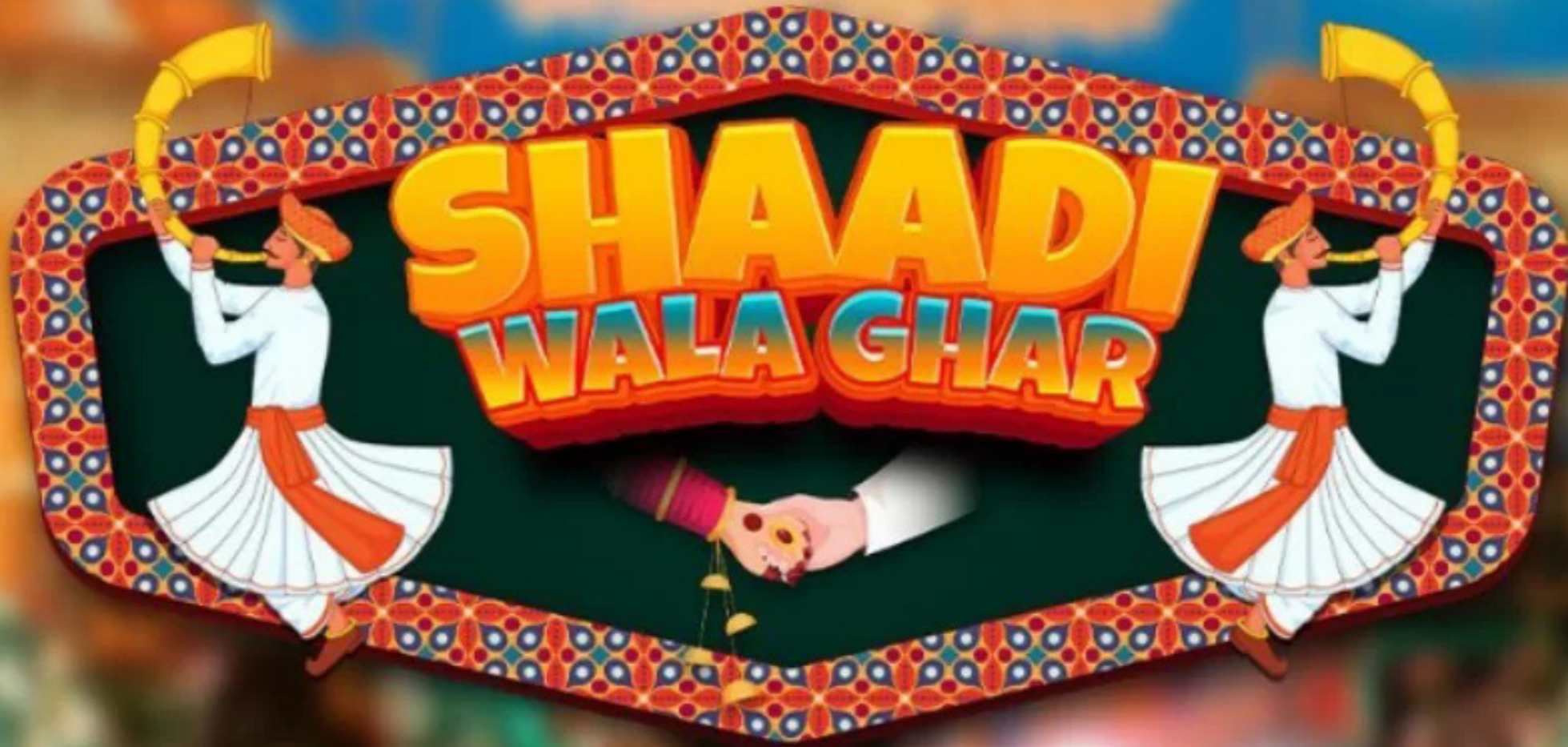
This Christmas was all about giveaways for Sunder Jewellers, Chandigarh. The brand successfully organised its biggest-ever lucky draw contest with 3 Honda cars as the top three prizes. The pool of contestants was humongous because of the varied offers from Sunder Jewellers, Sunder Sterling, and Sunder Emporium.

***(RJ Exclusive)***

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**MALIRAM**  
JEWELLERS  
*Be Original*



## Maliram Jewellers launches 'Shaadi Wala Ghar' campaign

Maliram Jewellers introduced 'Shaadi wala ghar' to help bring awareness about the other ceremonies related to the wedding, as usually the importance is given to the wedding day but not others. The campaign delves deep and focuses on the different functions held before and even after the marriage such as haldi ceremony, sangeet ceremony, mehendi ceremony, and more.

***(RJ Exclusive)***

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**IIJS** INDIA  
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SIGNATURE 2023  
5<sup>th</sup> - 9<sup>th</sup> January

**SGL JEWELRY REPORT**  
Certificate No : SGLSAMPLE123  
London  
Product : Ring  
Metal/Stamped : Gold/18k  
Gross Weight : 3.20  
Diamond(s) : 10 Natural  
Est. Dia. Weight : 0.63 Carat  
Shape : Round Brilliant  
Color : G - H  
Clarity : SI  
OriginAssure : Natural Diamonds  
Comments :  
Grading described insolar as mounting permits observations.  
Gemological identification is an expert opinion based on a  
collection of observations and test data.  
Also comments will give  
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## Vummidi Bangaru Jewellers introduced Odiyanam Festival for the on-going wedding season

Vummidi Bangaru organises the Odiyanam Festival annually, this year being the second consecutive year. The brand has decided to go on with this festival year-on-year because of the tremendous response and the love exhibited by the customers for their brand. They have managed to bust the myth that Odiyanam is all about being a heavy central belt for the bride by making Odiyanam for as less as 75 grams.

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## Actor Nussrat Jahan inaugurates diamond jewellery brand Zivarah's second outlet

**KOLKATA**

Actor Nussrat Jahan inaugurated diamond jewellery brand Zivarah's second outlet at City Centre 1 mall in Salt Lake, Kolkata. Zivarah specializes in lightweight real diamond jewellery for day-to-day wear. The brand is into wholesaling of gold chains, gold ornaments, diamond jewellery, antique jewellery.

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12<sup>th</sup>  
**ggs**  
Gujarat Gold  
Jewellery Show 2022

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HELIPAD EXHIBITION CENTER  
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2023

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**Hall No. 4 | Stall No. 4T 483A**  
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## **Vipul Kothari, famous for being a top jeweller, raises the bar for other budding talents in the industry**

Vipul Kothari stands tall and unique as a one-of-a-kind jewellery entrepreneur based in Bikaner, Rajasthan, India, but one who has now become a talking point for many in the industry across the nation for all the right reasons. Focusing on creating the most exceptional jewellery pieces with the highest quality standards has what helped Vipul Kothari and his business to consistently thrive in the industry, which otherwise is filled with too many established names.

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17<sup>th</sup> to 20<sup>th</sup> Mar '23  
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BIEC, Bengaluru

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A GRAND BUSINESS TO BUSINESS EXPO

7<sup>th</sup> to 10<sup>th</sup> April '23  
Stall No. 3007, 3008 | Hall #3  
Mumbai Exhibition Centre, Nesco



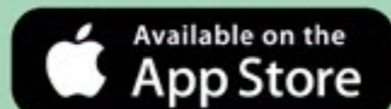
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## Asia Jewels to hold Hyderabad exhibition in February 2023

From February 25 to 27, Asia Jewels Show will hold its first fine jewellery exhibition of 2023 at the Taj Krishna in Hyderabad. The business-to-customer fine jewellery fair will showcase jewellery brands from across the country. The shopping fair will feature product categories including gold, diamond, and precious gemstone jewellery in styles ranging from bridal to occasion and everyday wear, the event organisers announced on Facebook.

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## The Chennai Silks' harnesses technology to expand new jewellery brand Sree Thangam

### TAMIL NADU

In order to streamline the billing process in its stores, Sree Thangam has implemented radio frequency identification technology in its brick-and-mortar stores in Tirupur, Madurai and Dindigul. Sree Thangam specialises in traditional style gold and diamond jewellery and recently launched its latest uncut diamond jewellery collection 'Sahanas'.

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## Piyush Goyal flags off the first consignment under India-Australia ECTA from Mumbai

**MUMBAI**

Marking the beginning of yet another successful FTA, Union Minister Piyush Goyal flagged off the first consignment under the India-Australia Economic Cooperation and Trade Agreement on 29th December at Mumbai.

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AJ

ACHAL  
Jewels



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## India-Australia trade agreement to boost exports of gem and jewellery

The India-Australia ECTA that becomes effective on December 29 will boost exports of gem and jewellery, said the industry executives at an outreach programme on India-Australia ECTA and India-UAE CEPA. India-Australia ECTA will double India's gem & jewellery exports to Australia, from its current US\$350 million to US\$800 million in the coming 3 years.

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## **Gems and jewellery industry achieved its annual export target of \$48 billion till last quarter of FY23**

India's gems and jewellery industry has achieved its annual export target of USD 48 billion till the last quarter of the current financial year, an official said on Friday. He said that after Covid pandemic, the industry is back on track and keeping its fingers crossed amid the current surge in number of coronavirus cases across the globe.

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## Gold to retain its glitter; may touch Rs 60,000 level in 2023

A yellow glow is likely to stand out amid grey geopolitical clouds in 2023, with gold price projected to touch Rs 60,000 per 10 grams in the Indian market as more investors veer towards safe-haven assets. In a year where volatility was more a norm than exception, gold prices is steadily recovering, according to market experts.

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## Omnichannel retail comes of age aided by pandemic

The pandemic has clearly shifted how consumers in India shop. Markets experts said that 2022 was somewhat of a banner year for omnichannel retail as the entire ecosystem of shopping, payments, and logistics reached greater levels of maturity. Two consecutive years of the pandemic have led brands to ensure greater availability of their goods online.

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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 memorable activities. Aishpra Gems and Jewels, and SL Shet Diamond House were two such brands.

**(RJ Exclusive)**

[READ MORE](#)

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

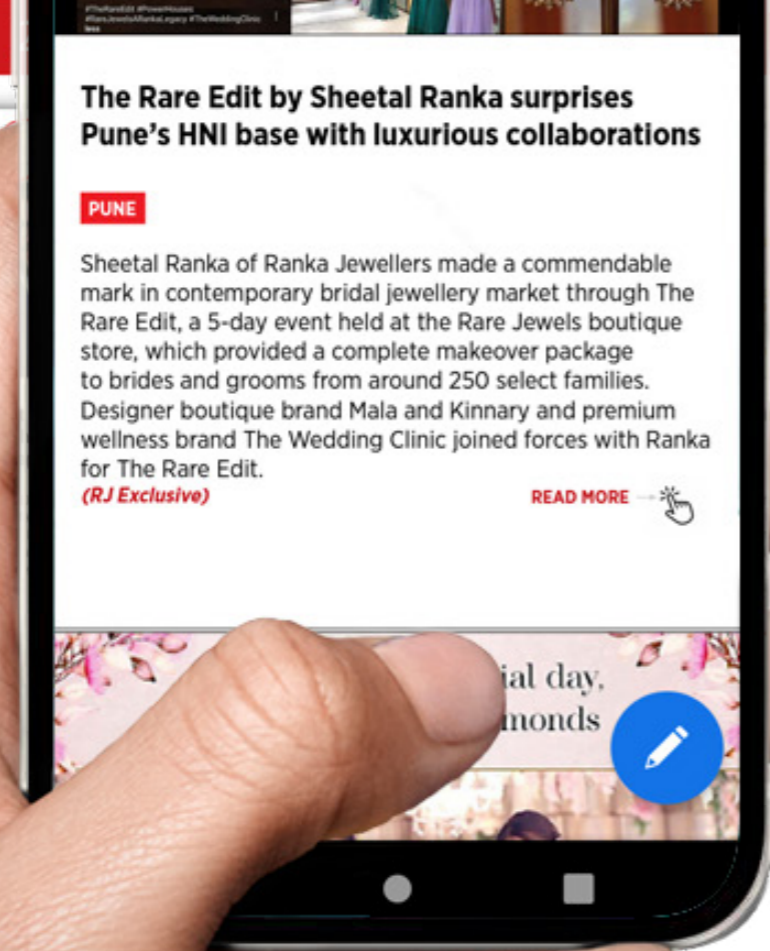
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