



20-carat ‘credibility’ issue leaves North India’s jewellers in a lurch

NEW DELHI

The central government’s decision to ban hallmarking of 20-carat jewellery from June 2021 has jolted the bullion markets of north India, where 20-carat jewellery is much in demand. Twenty-carat gold contains 83.3 per cent gold and is quite popular among middle and lower-middle-class customers because it is cost-effective and suitable for better design in comparison to the jewellery made out of 22 and 24-carat gold.

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Will open 14 showrooms across 7 states on April 24: T S Kalyanaraman, Chairman & MD, Kalyan Jewellers

CHENNAI

Kalyan Jewellers currently has 107 showrooms in India and 30 in the Middle East. With the addition of these new outlets, the company will be present in 151 locations.

T S Kalyanaraman, Chairman and MD, Kalyan Jewellers said, “We have a sizable presence across 21 states and positive that we will be able to capitalise on the foundations that we have laid and leverage our already established processes, purchase ecosystem and market understanding to aid growth momentum.

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Passion for bridal gold jewellery will continue: Vastupal Ranka, Director, Ranka Jewellers

PUNE

Most Indian brides wear red on their wedding day and yellow or antique-finish gold jewellery harmonises well with red ensembles. The modern bride even today is rooted in traditions and opts for chunky bridal necklaces like bibs, complemented with a matching set of earrings. The new-age bride is also budget-conscious. The increasing price of gold has led her to opt for lightweight necklace sets and other precious accessories.

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Indian Gold Coin Scheme amended; Buy 1 and 2-gram coins at airports, post office, jewellery shops and online soon

NEW DELHI

The change in rules is expected to popularise Indian Gold Coins and make them directly available to buyers through multiple marketing channels, including online e-commerce platform and MMTC, jewellers, banks, India Post etc. The Security Printing and Minting Corporation of India can now mint Indian Gold Coin in smaller denominations of 1 gram and 2 grams which were previously only available in denominations of 5, 10 and 20 grams.

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India's March gold imports surge 471% to a record 160 tonnes

MUMBAI

India's gold imports in March surged 471% from a year earlier to a record 160 tonnes as a reduction in import taxes and a correction in prices from record highs drew retail buyers and jewellers. However, the surge in imports could increase India's trade deficit and pressure the rupee.

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SINCE 1967



MULTANI
JEWELLERS



ROSEWALK
Luxury Hospital for Women

WEDDING JEWELLERY PARTNER

Prep Set Go

Prep Set Go: A week-long virtual wedding week for the brides-to-be

NEW DELHI

With the wedding season around the corner, Rosewalk, a luxury hospital for women and child care in association with jewellery partner, Multani Jewellers held a week-long virtual wedding week called 'Prep Set Go' to help the brides-to-be to get prepared for her wedding in every aspect and help them to have a healthy and glowing life ahead.



Diamantina Fine Jewels holds a masterclass for emeralds

MUMBAI

Even though emeralds have been around in India for over 150 years when it comes to buying an emerald, lots of customers are uncertain and on the fence. So, to increase the awareness about the quality of emeralds, Yogesh Bulchandani, Partner of Mumbai-based Diamantina Fine Jewels recently held a digital masterclass on Twitter where he spoke about the different qualities, pricing and resale value of emeralds.



Joyalukkas implements a cloud-native e-commerce platform to improve efficiency

THRISSUR

To navigate the constantly evolving nature of the jewellery business, from handling daily price fluctuations of precious metals and gemstones to drawing insights from shopping patterns, Joyalukkas launched a technology-driven solution across 11 countries including India that would enhance efficiencies, drive growth and boost resilience and adaptability.

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Big designers like Sabyasachi don't shift their line of business because the business is slow: Kailash Kabra

AHMEDABAD

Stressing on the need to stick to the core values, Kailash Kabra, Director, KK Jewels said, “Everyone has a certain area of expertise. If you are in the bridal jewellery segment, focus on that. Don't divert to plain gold jewellery or reuse your stock to make lightweight pieces. If you're targeting class, make sure your brand promotions maintain the stand.”

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Fine jewellery brands go ‘light’ to woo customers amid a pandemic

MUMBAI

As consumer demand for fine jewellery suffered due to the soaring prices of gold and a fall in discretionary spending over the last year, fine jewellery players have rejigged their strategies to tap the lightweight segment. Since July, companies such as ORRA, PNG Jewellers and Tanishq has introduced lighter collections, both in weight and on the consumer’s pocket.

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Kamal Jewellers retained all the staff members amidst the global pandemic

DEHRADUN

During the two-month lockdown, when most of the firms were cutting down on their employees to save the cash flow, Kamal Jewellers decided to retain all the staff members without deducting their salaries.

Kamal Rastogi, Partner, Kamal Jewellers said, “As a jeweller, our responsibility goes beyond sustaining our employees. Every jeweller needs to rise above his means and provide health benefits also.”

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GJEPC teams up with eBay to unlock India's digital, B2C export potential

MUMBAI

The Gem and Jewellery Export Promotion Council and eBay came together to sign a Memorandum of Understanding that will soon enable all the jewellery clusters under the GJEPC to trade and export using the e-com platform's improved logistics. In other words, Indian manufacturers will soon be able to milk the B2C e-commerce potential globally.

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KNOW YOUR DIAMOND

Cut

Round

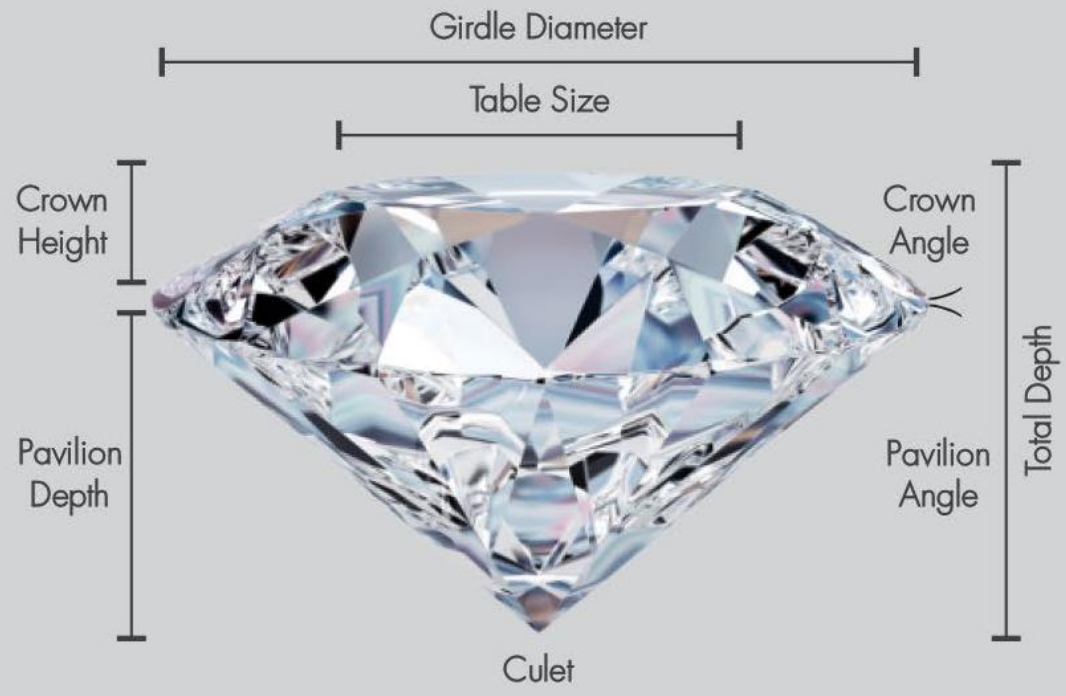
Princess

Marquise

Pear

Heart

Oval



Color

D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Colorless			Near Colorless				Faint Yellow			Very Light Yellow				Light Yellow								

Clarity

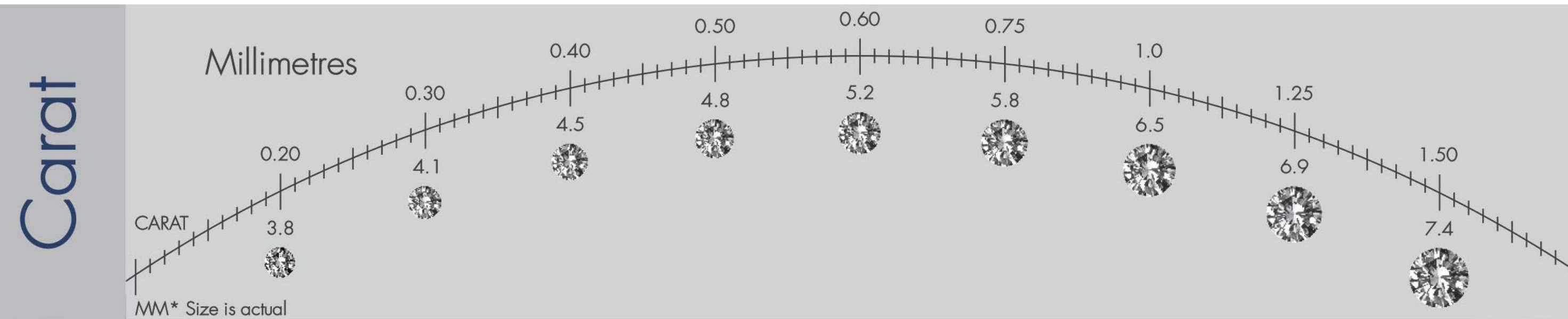
IF
Internally Flowless

VVS 1 VVS 2
Very Very Slightly Included

VS1 VS 2
Very Slightly Included

SI 1 SI 2
Slightly Included

I 1 I 2 I 3
Included





Neelkanth Jewellers launches Forevermark at HSR layout in Bengaluru

BENGALURU

Known for exquisite hand-crafted designs for the last three generations, Neelkanth offers all the Forevermark collections including the Circle of Trust, Traditional Setting, Tribute and the Forevermark Icon Collection. The unique program allowed the customers to witness over 100 Forevermark diamonds which are one-carat and above in size of varied shapes including round and fancy in loose diamonds as well as diamonds set in jewellery.

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Khurana Jewellery House satiates the high-fashion needs of the local patrons by creating a one-stop destination

AMRITSAR

Due to the travel restriction customers have levied on themselves post-Covid, Khurana Jewellers launched a plush 5500 sq ft boutique called 'The Couture' right above its flagship outlet in Amritsar. The first of its kind multi-designer store is an attempt to cross-sell fine jewellery and fashion apparels.

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HRD Antwerp launches authenticity jewellery report curated for uncut polki diamond jewellery

MUMBAI

The Authenticity Jewellery Report captures the essence of Polki or uncut diamonds mounted in jewellery – notably their natural origin. Unlike polished diamonds, which have the 4Cs mentioned in HRD Antwerp's Natural Diamond Grading Report, the Authenticity Report will identify the uncut mounted diamonds' nature.

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