



Weekend lockdown to impact jewellery sales on Gudi Padwa in Maharashtra

MUMBAI

Jewellers were expecting good sales during Gudi Padwa as gold prices have fallen to Rs 45,000 per 10 gm from Rs 51,000 per 10 gm at the beginning of the year, a drop of almost 12 per cent. Jewellers rued that the government chose to clamp another lockdown and put other restrictions in place when it should have fast-paced the vaccination process and kept a close eye on violation of Covid protocols.

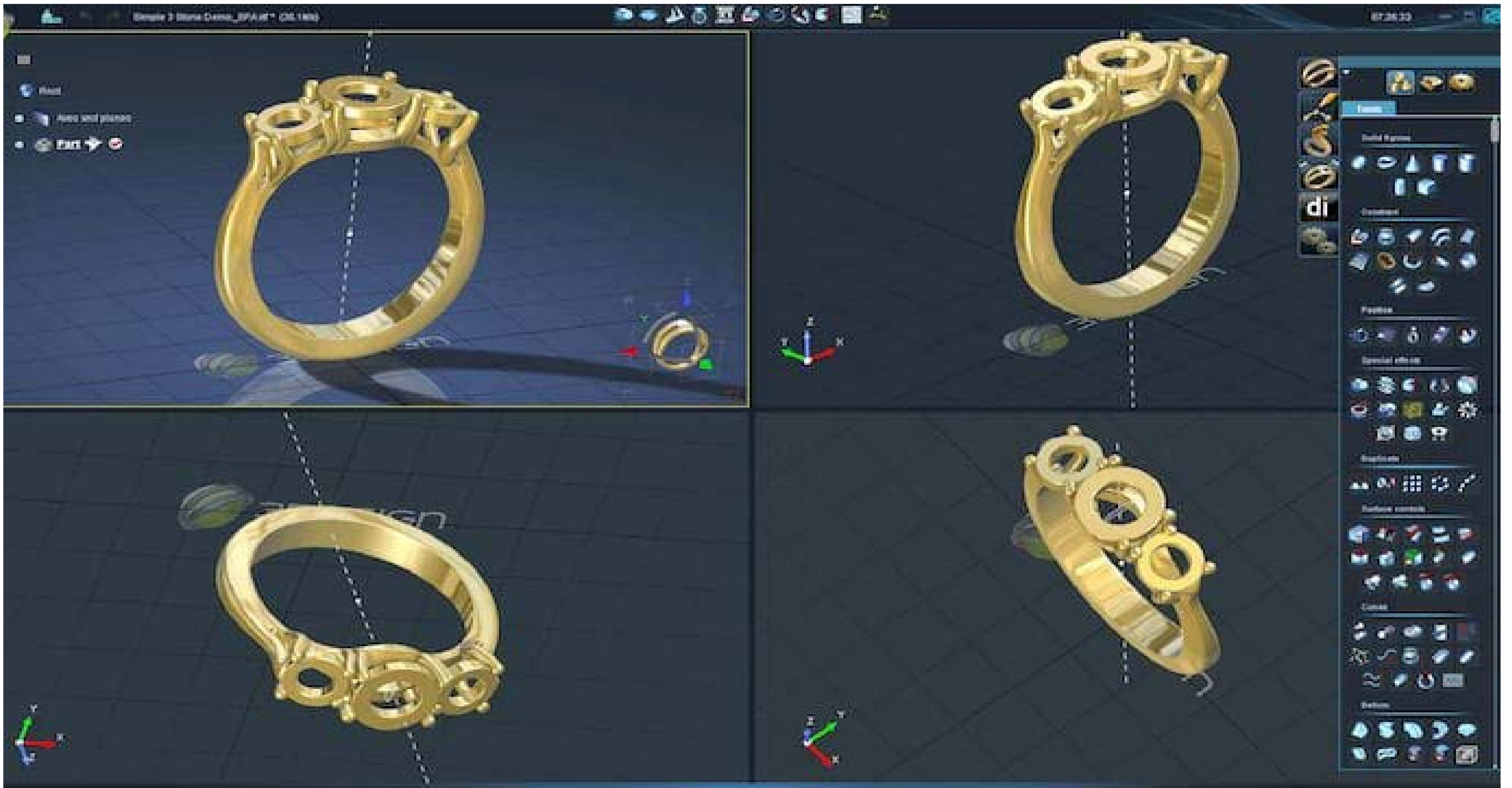


Titan witnessed improved business momentum in the last quarter of FY21

NEW DELHI

Titan Company Ltd reported 60% revenue growth in the March quarter helped by a low base in the same quarter in the year-ago period, improved momentum in the market and a dip in gold prices. In an update on the March quarter performance, the company said that it recorded revenue growth of over 36% in the comparable January and February months.

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Gems and Jewellery industry is witnessing a technological transformation in India

MUMBAI

The market has become multi-dimensional with e-commerce platforms, cloud solutions, CAD designs, AR and 3D printing tools becoming popular. The hybrid retail model has eliminated the market limits for jewellery brands. Supply chain processes have become far more streamlined, efficient and fast. Payments are made digitally and products packaged in a touchless manner and dispatched across the country.

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Chennai Jewellers Association seek an extension of the deadline for mandatory BIS hallmarking

CHENNAI

Chennai Jewellers Association met Kishan Reddy, Minister of State for Home and BJP President JP Nadda to submit a memorandum requesting the Centre to postpone the deadline for compulsory BIS Hallmarking. They cited the difficulties the gem and jewellery business faced in clearing old stock as the reason behind the request. The All India Gem and Jewellery Domestic Council and the India Bullion and Jewellers Association had also demanded an extension of the deadline earlier.

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Platinum jewellery is going to make a comeback this year: Vaishali Banerjee

MUMBAI

Vaishali Banerjee, MD, PGI India, feels that platinum jewellery will soon become a preferred choice of millennials and Generation Z. “As per the PGI Global Study done in 2020, we have found that Indian millennials are looking to build value through their resources which shows strong willingness to spend on precious jewellery and this sentiment offers an ideal opportunity to reinforce the power of platinum as a metal to build and uplift life,” Vaishali said.

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Rural demand for gold shoots up as farmers obtain a good price for crops

MUMBAI

Farmers from Rajasthan, Punjab, Haryana, Telangana, Maharashtra and Tamil Nadu are lapping up gold due to good returns from mustard, soybean, turmeric, chana and coriander.

Surendra Mehta, national secretary of IBJA said that demand has gone up sequentially, by close to 25% since January compared to the October-December quarter. The gold price has also fallen from Rs 57,000 per 10 gm in August 2020 to less than 47,000 per 10 gm in Jan 2021 which has further spurred demand.

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Pandemic's second wave threatens to derail jewellery sector in Rajasthan

JAIPUR

The gems and jewellery sector in Rajasthan, already hit hard by the first wave of COVID-19, has now been left worried with the pandemic's second wave hitting harder.

Jewellers Association former president Sanjay Kala said, "There may come the gemstone crisis in the coming days as demand for the same shall be high and the supply of rough is less. Eventually prices of gemstones shall go high and there might be an imbalance in the demand-supply chain."

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Kalyan Jewellers launched the sixth edition of ‘Trust Is Everything’ ad campaign

CHENNAI

Kalyan Jewellers launched the 6th edition of its ‘Trust Is Everything’ campaign with a digital film. The film exhibit the emotion of ‘Bharosa’ through the storyline of wedding celebrations while highlighting the brand’s Muhurat Bridal Collection, an integral part of all Indian weddings. The ad sequence, shot in a beautifully well-lit bedroom gave audiences a peek into an intimate moment shared between two sisters and featured all global and regional brand ambassadors of Kalyan Jewellers.

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GJEPC welcomed the government move to exempt AIDC on gold, silver for exporters

MUMBAI

Reacting to the government's decision to exempt the Agriculture Infrastructure and Development Cess on gold and silver bars and dore for exporters, GJEPC in a statement said that it is a masterstroke by the government, which would have positive implications on the growth of the gem and jewellery export sector. According to GJEPC, jewellery is sold on international pricing of gold and this additional cess could hamper the export and growth of the industry.

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Jewellery brands follow the mantra of ‘Visual Delight’ to rake in online sales

MUMBAI

The pandemic forced jewellery firms to adopt new marketing strategies. This included a clutch of digital initiatives such as video calls, live chats, appointment-based bookings, virtual try-ons, WhatsApp chats, stories and lives on Instagram/Facebook among others. Brands such as Tanishq, the jewellery arm of the Titan Company, launched the ‘endless aisle’ concept which shows its entire range of products online — this includes virtual try ons, live chats and video calling.

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The time is here to let the guard down, share designs with all customers: Rohan Hemdev, Lachhmandas Jewellers

AGRA

Covid changed Lachhmandas Jewellers long-term strategy of not sending photos over WhatsApp, especially to a new customer.

Rohan Hemdev, Lachhmandas Jewellers said, “We now send images on demand on WhatsApp to anyone raising an enquiry. We treat all new and existing customers the same way and assist them in discovering designs through online platforms.”

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Rapping up Gold's Plan: C Krishnaiah Chetty's money is on the young racehorse

BENGALURU

CKC Jewellers came up with an ad campaign that talk directly to the youth about the benefits of investing in gold through the innovation of rap. Set up in one of their stores, the campaign, called Gold's Plan, shows a young rapper in conversation with the jeweller (played by himself too). The rap is catchy and talks at length about how investing your savings in gold is a great way of planning for assured returns.

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KNOW YOUR DIAMOND

Cut



Round



Princess



Marquise



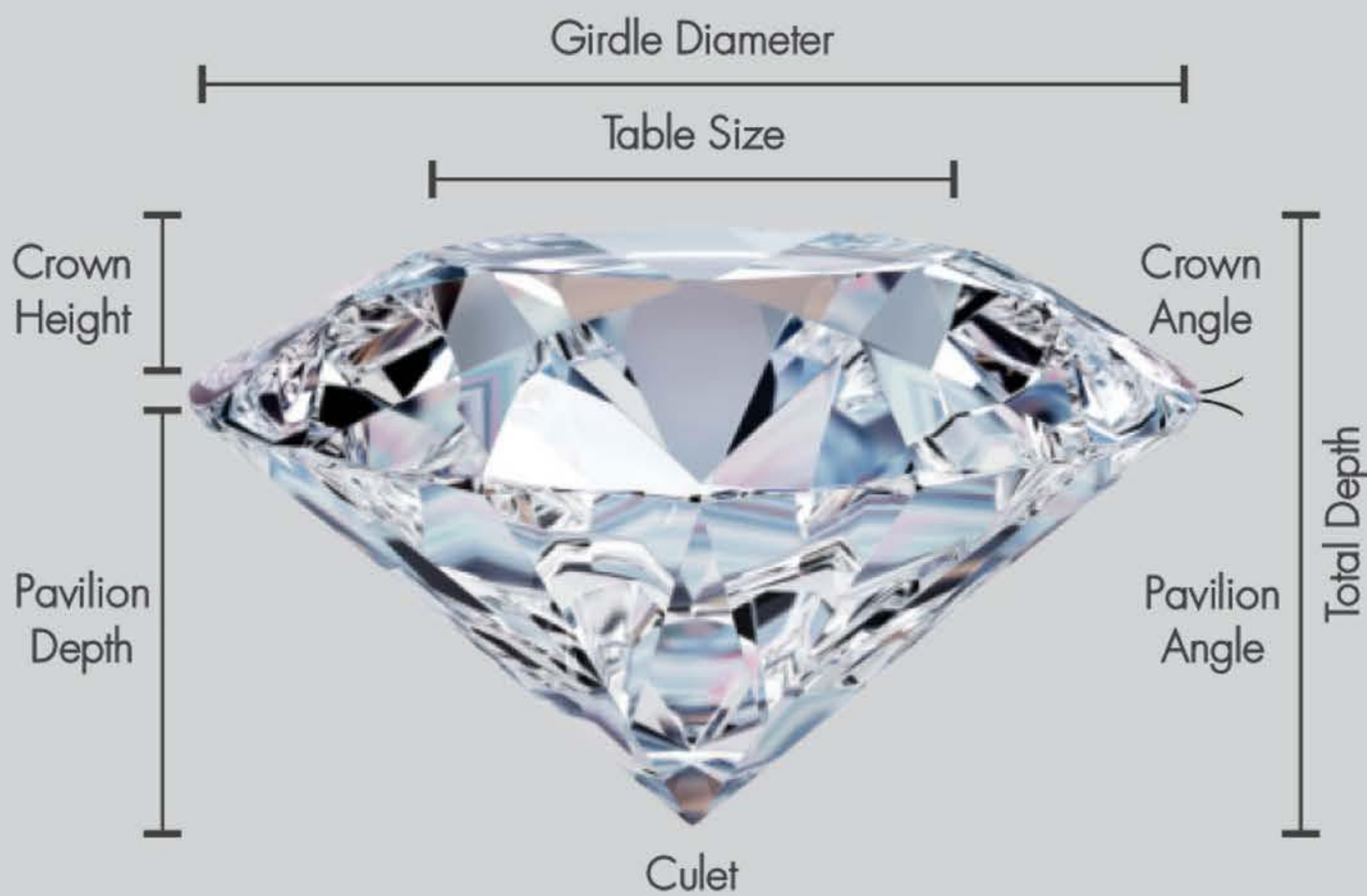
Pear



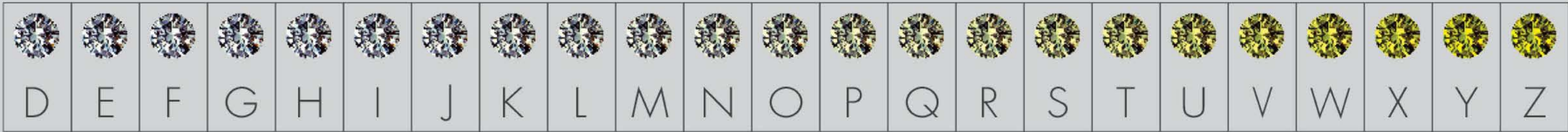
Heart



Oval



Color



Colorless

Near
Colorless

Faint
Yellow

Very Light
Yellow

Light Yellow

Clarity



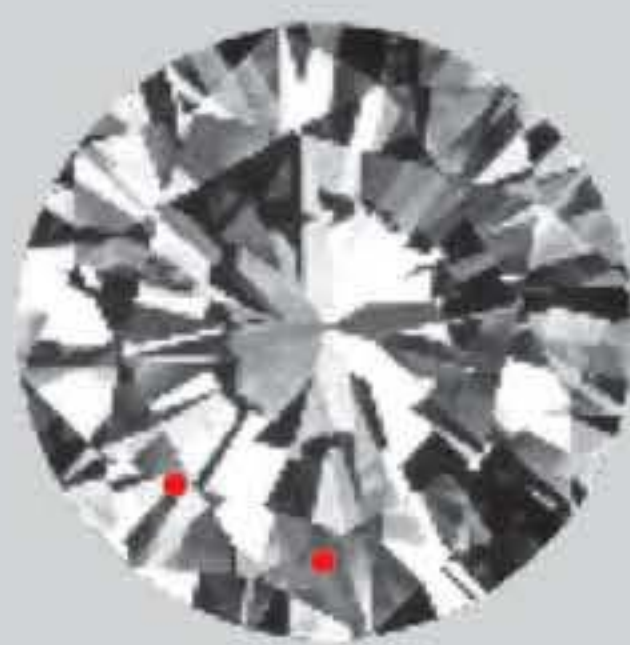
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Internally Flowless



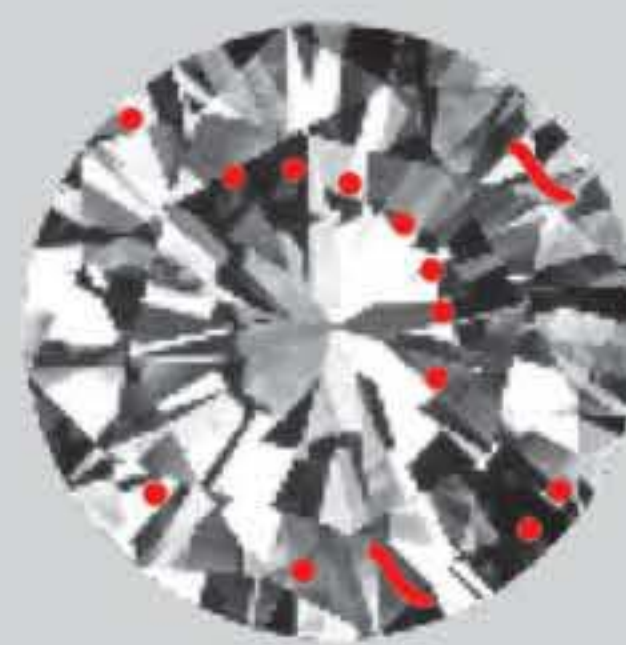
VVS 1 VVS 2

Very Very Slightly Included



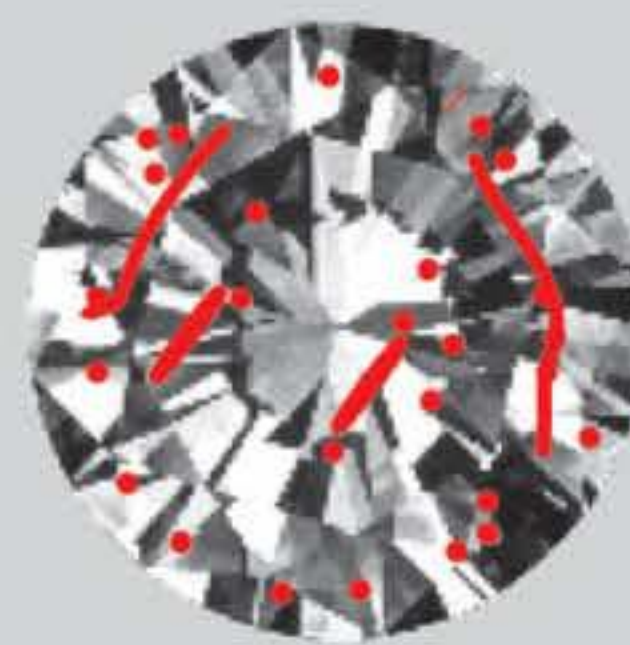
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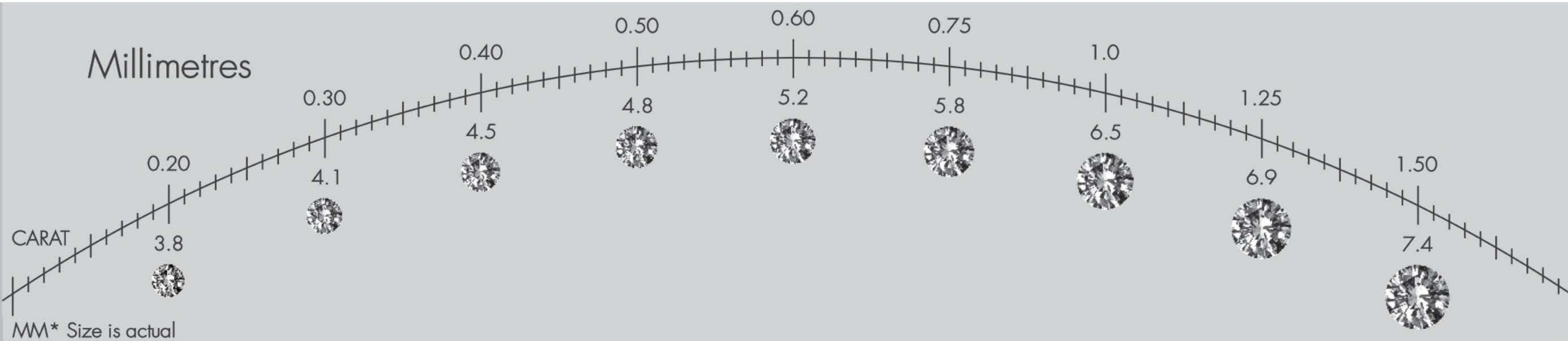
Slightly Included



I 1 I 2 I 3

Included

Carat





Without quality vendors, a jeweller cannot succeed in the market: Sunil Modi, Proprietor, Jaipur Diamonds

LUDHIANA

Jaipur Diamonds work with some of the best vendors in the region which gives them an edge over other jewellers in the area.

Sunil Modi, Proprietor, Jaipur Diamonds said, “As a jeweller, we have always made sure that we clear that the vendors receive their dues within 24 hours or at maximum within 4 days after the delivery. I believe that vendors are the most important part of our business and it’s important for us to take care of them.”

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ROYAL 2.0



Post-Covid designing becomes a ‘force majeure’ in the jewellery sector

MUMBAI

There is a growing sense amongst the designer community that the term ‘luxury’ itself will be redefined and now, it will be associated with exquisite pieces rather than expensive or branded imagery. Most jewellery designers are adapting themselves to customer sensibilities. The designs are being thoughtfully assembled to be optimally worn in more than one way or mixed with each other, besides being ‘stand out pieces’ in their own right.

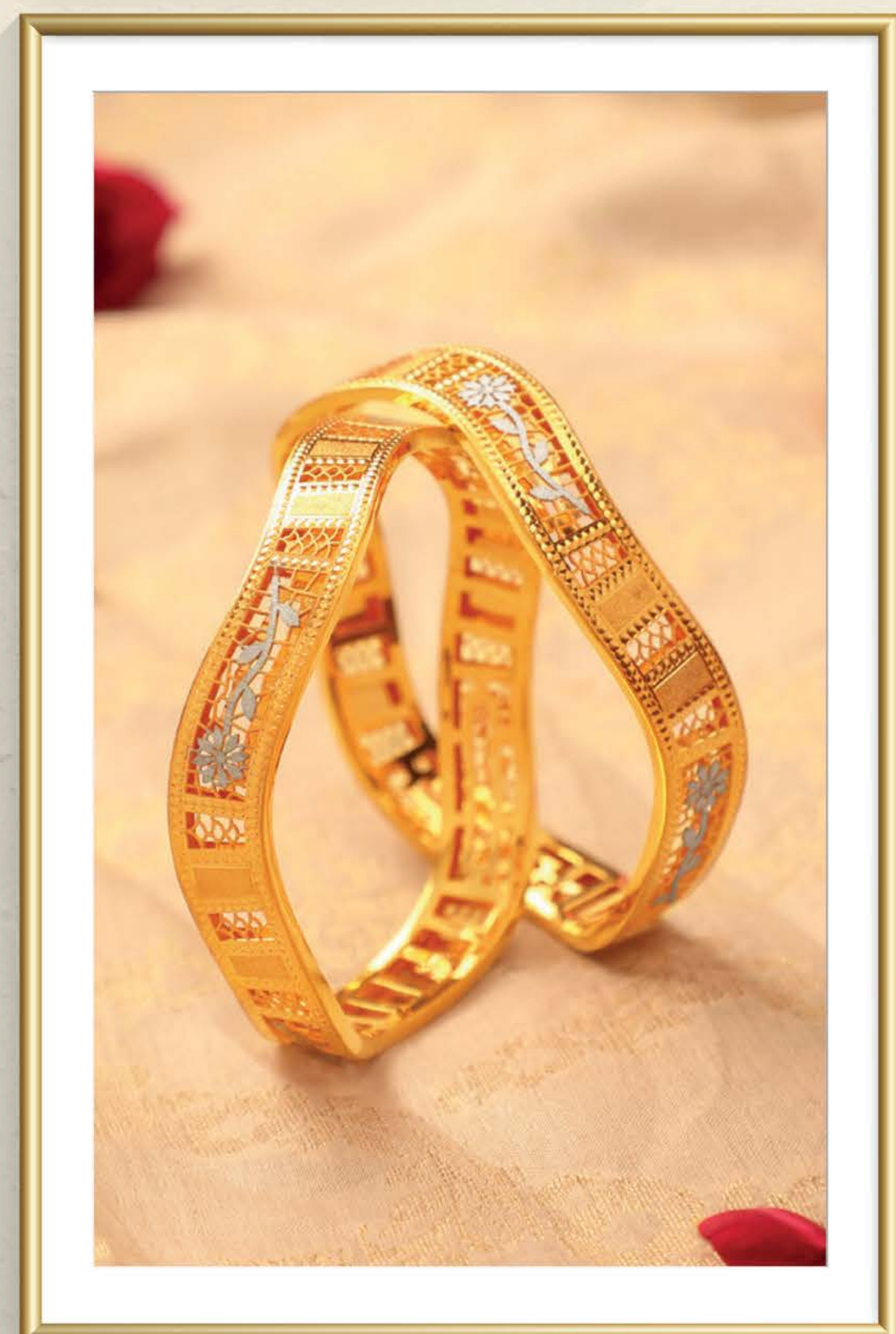
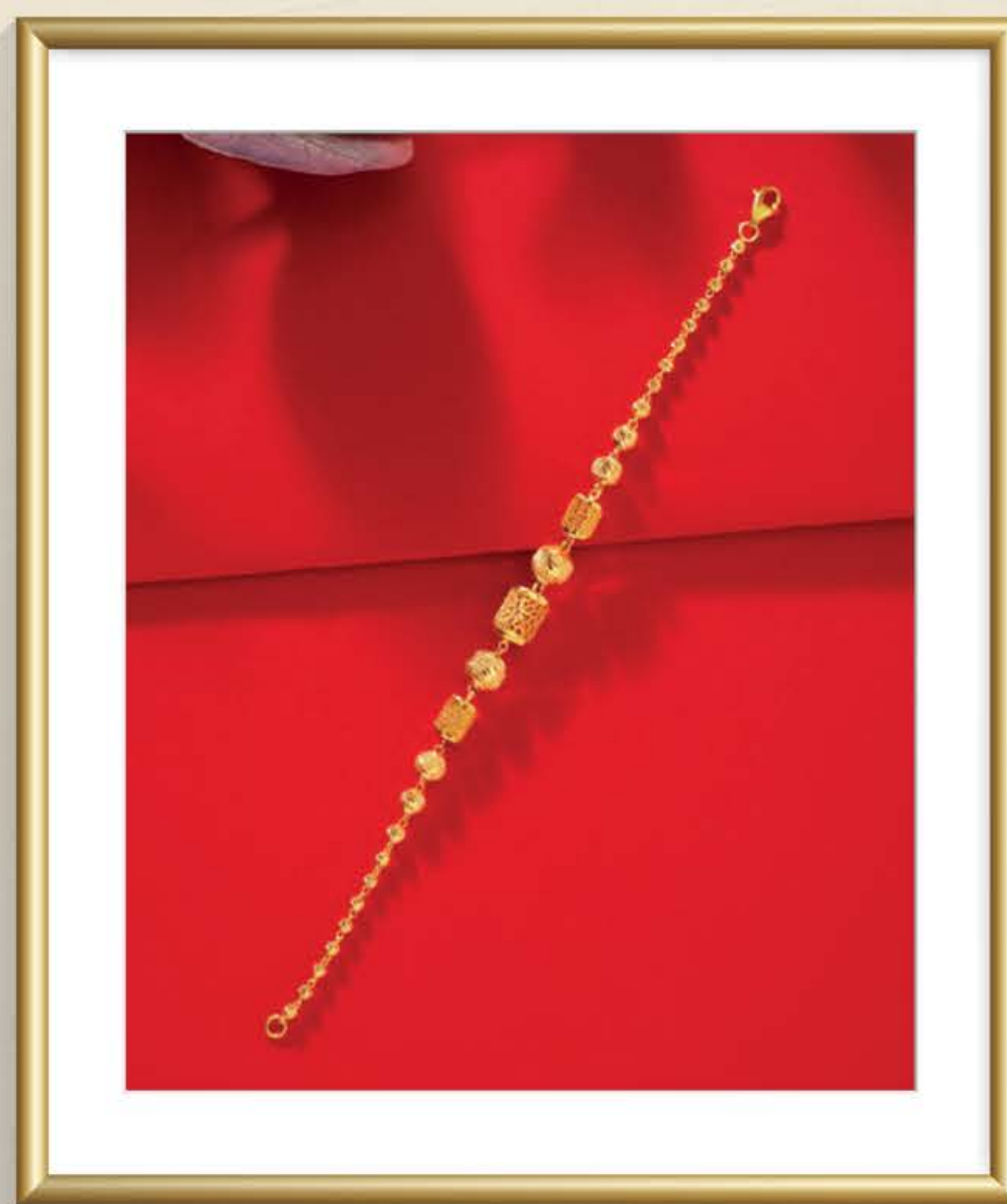
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