



Duty cut, jewellery demand boosts gold imports to 160 tonnes: GJEPC

NEW DELHI

According to the Gem and Jewellery Export Promotion Council, the import of gold has seen a growth of 471 percent as compared to the same period last year. The growth is mainly attributed to demand surge for jewellery products from exports markets like the US and the UK following lockdown relaxation, wedding season in India and improved business and consumer sentiments.

[READ MORE →](#)



Diamond tycoon Govind Dholakia addressed entrepreneurs of central Gujarat in ‘VADx Talk’ organized by Parul University

VADODARA

During the two-hour long session, Govind Dholakia made the audience travel through his journey of becoming successful from being a common man to becoming the owner of Shree Ramkrishna Exports Pvt. Ltd. consisting of over 6000 employees. He narrated his journey of how a child from a small village of Gujarat, became a billionaire residing in Surat.

[READ MORE →](#)



Introduced new product range in lightweight jewellery to attract millenials: Shreyansh Agarwal, Partner, Baijnath Jewellers

KANPUR

Shreyansh Agarwal felt that although wedding jewellery is a big investment there are very few occasions where one can wear it which motivated him to introduce lightweight jewellery.

“Despite pandemic, our lightweight jewellery sales have increased by 15-20%. The children of our traditional customers are visiting the store and buying jewellery,” Shreyansh said.

(Advance online publication)

[READ MORE →](#)

AT A GLANCE

Hallmarking rules

- From January 2021, only gold jewellery of 14, 18, and 22-carat can be sold

- Gold artefacts also need to be hallmarked

- Silver not mandatory

Strength

Currently 899 centres

West Bengal,

Tamil Nadu, and

Maharashtra have

good numbers

Central and Northern

India have the least,

Ujjain only 75

For j

- 26,0

- Other

regist

- One y

clears

hallm

Holding consumers to a new gold standard

BIS asks consumers to trust Hallmark, more than the brand or jeweller; models its initiative on De Beers' 'Diamonds are forever' campaign

TE NARASIMHAN & GIREESH BABU
Chennai, 14 November

After years of asking jewellers to 'Hallmark' the gold they sell, the Bureau of Indian Standards (BIS) has turned its attention to the consumer. Be it in the coins or the jewellery they purchase, the Bureau is asking them to check for its trademark. It has launched a cam-



The ongoing print and digital campaign educates consumers on the Hallmark logo and how to go about testing the purity of their gold purchases

CHANGE IN RULES

BIS rules expected to be notified soon

Jewellers to get six months' time to clear non-hallmarked stock

Implementation will

more in the pip

Hallmarking centres are working at one-fifth of capacity now

Hallmarking bo

Postpone gold jewellery mandatory hallmarking to June 2022: GJC asks government

MUMBAI

The All India Gem & Jewellery Domestic Council (GJC) has asked the government to consider postponing and extending the deadline for implementation of mandatory hallmarking of gold jewellery to June 2022 due to Covid-19. According to GJC, out of the 733 districts in the country, only 245 districts have hallmarking centres and the government must ensure that there is at least one centre in each district in the country.

READ MORE →



KAMA SCHACHTER

JRM98170T
7.30 gms, 0.33 cts



JRM98180T
7.32 gms, 0.33 cts

JRM98160T
7.35 gms, 0.33 cts



JRM98150Q
7.95 gms, 0.25 cts



PLATINUM

Best selling designs | Unmatched prices
Dedicated key account managers for every region

Place orders online on www.kamaschachter.com | Call us at +91 22 4344 1000

Follow us on | www.facebook.com/kamaschachter1/
www.instagram.com/kamaschachter/



Mouni Roy becomes the face of Aisshpra Gems and Jewels' latest Bridal Campaign

GORAKHPUR

The campaign showcases Mouni in a Royal Bride avatar, where she is adorned in the most exclusive bridal jewels of Aisshpra. In the first look, Mathapatti and Nath of this collection are curated in 22K gold with kundan work. In the second look, she is seen wearing a bridal choker crafted in 22K gold graced with the allure of diamonds and pastel green stones.

[READ MORE →](#)



No impact of COVID-19 on Surat's diamond industry: Surat Diamond Association

SURAT

According to the Surat Diamond Association, at least 5 lakh workers are employed by 3,000 small and large diamond cutting and polishing units in Surat city. Majority of workers have migrated here from Saurashtra and north Gujarat, while only 10 per cent are from Uttar Pradesh, Madhya Pradesh and Bihar. Of these 5 lakh workers, hardly five per cent had recently left for their hometowns in and outside Gujarat.

[READ MORE →](#)



Time to ‘trans’form: Bhima, Sona Chandi push third-gender beauty in progressive campaigns

BHUBANESWAR/KANPUR

Sona Chandi Jewellers took six transgenders of their city as brand ambassadors for their latest bridal jewellery campaign called Mangala. The brand chose the name aptly, glorifying the auspiciousness of the community. Similarly, Bhima Jewellers came up with a video advertisement which narrates a heartwarming story about a person fidgeting with sexuality polar opposite to his feelings.

(Advance online publication)

[READ MORE →](#)



Finding alternate, profitable market opportunity for brand: Madhurima Shekhar, VP, Manoharlal Jewellers

NEW DELHI

Madhurima Shekhar, VP, Manoharlal Jewellers, joined the business in 2019 and undertook slew of measures. She started virtual gold hedging with MCX which reduced the inventory cost by 30%. Madhurima launched a new line of silver jewellery to diversify customer portfolio and earn profits. She also engaged with customers online and got great responses in terms of footfall conversion and actual buying.

(Advance online publication)

READ MORE →



PRESENTING JEWELLERY FOR



— MEN OF —
PLATINUM

JEWELX

USA • BELGIUM • UAE • INDIA • HONG KONG • CHINA • JAPAN • AUSTRALIA
www.jewelexgroup.com



Kalyan Jewellers ushers in the wedding season with its latest Muhurat Campaign

MUMBAI

The 75 second ad film showcased the confluence of different cultures with Katrina Kaif portraying the role of a Delhi bride who is all set to marry her Tamil groom. The ad film beautifully captured a highly personalized and intimate wedding celebration at a grand haveli and showcased a wide array of stylish and traditional jewellery from Kalyan jewellers specially curated Muhurat line.

[READ MORE →](#)



Khurana Jewellers created unforgettable experience with customers with photoshoot contest

AMRITSAR

After Covid-19 hit the jewellery sector, jewellers across India were pulling out all stops to target the bridal jewellery segment. So, in order to create an unforgettable experience with the customers, Khurana Jewellery House had organized a two-week long contest for the couples-to-be. According to the contest, the winning couple the winning couple got their pre-wedding photo shoot sponsored by the jeweller.

(Republished from Print edition)

READ MORE →

Experience the revolution of diamond detection

DIA SCREEN™



SCANNING PROCESS



For further details contact:

Mumbai & Pune
+91 98337 96566

Surat
+91 97378 18414

Kolkata & Chennai
+91 99623 91192

Jaipur
+91 97178 76306

Coimbatore
+91 98437 08000

Thrissur
+91 77366 60916

Bangalore & Hyderabad
+91 93933 92509

Dubai
+971 551503566



LONDON NEW YORK DUBAI | INDIA
www.sgl-labs.com



Designing jewellery for Indian women is exciting: Federica Imperiali, Global Head, New Product Development, Forevermark

MUMBAI

MUMBAI: According to Federica Imperiali, Global Head of New Product Development, Forevermark, designing jewellery for Indian women is exciting because of the unique and different ways women from different parts of India adorn themselves as per their culture.

“Indian women have a natural elegance that allows them to carry large jewellery pieces with grace and elan with both their traditional as well as modern outfits.

[READ MORE →](#)



Reinventing and finding solutions to every problem takes sales through the roof for Shivansh Seth from Rajkumar Sarraf Jewellers

MUZAFFARNAGAR

Twenty-three-year-old Shivansh Raj Seth from Rajkumar Sarraf Jewellers revamped the generations-old business the moment he stepped into the leader's shoes. Initially, he changed the seating arrangement by replacing the beds with chairs. Secondly, to improve transparency in transactions, he introduced a caratometer for gold jewellery. He also brought more variety in the inventory and introduced designer gold, diamond and kundan jewellery. ***(Republished from Print edition)***

[READ MORE →](#)



Elevate Your Charm With These
Beautiful Necklace


K. GIRDHARLAL
THERE'S MORE TO MAKING DIAMONDS


SPARKLE DIAM
THERE'S MORE TO MAKING DIAMOND

SPARKLE DIAM PRIVATE LIMITED
(Jewellery division of K. Girdharlal International Private Limited)
Plot No- D3, Road no-16,MIDC, Andheri-East,
Mumbai-400 093, India. Tel: +91 22 28250071