



Together We Can Overcome

Covid-19 Relief

Based on the current situation, we at Gehna would like to do our bit and help the GIVE INDIA foundation in raising funds to Provide oxygen to help India breathe again.

Gehna puts 100% revenue from jewellery sale from May 1-3 for pandemic charity, pushes sales through online channel

CHENNAI

Partnering with Give India Foundation, Gehna had initiated a campaign in the first week of May in which they claimed that all revenue earned from jewellery sale from May 1st to 3rd will be spent to support relief initiatives. Taking a benevolent stand, the brand has urged its existing and bustling customer base to be patient in case of a little delay in product delivery, as the brand authorities plan to make the relief campaign successful.

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*Stop asking me
why
I wear heels
when I'm
so tall*



Jewellery industry lauds the feminine spirit through smart marketing tricks

MUMBAI

Women are at the forefront of the entire combined clientele of the Indian jewellery industry. So, Indian jewellers took charge to praise the indomitable female force with new marketing techniques on the occasion of International Women's Day. What stood out this year were new that did not just, but also cemented their faith in the brand.

(Advance online publication)

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Digitization is the key, as older groups are also using technology now: Binaisha Zaveri, Director, Tribhovandas Bhimji Zaveri

MUMBAI

As part of the lessons learnt from Covid, TBZ Jewellers are planning to introduce a playbook of sorts to ensure that teams can act without having to second guess their decisions. They have improved their array of direct-to-consumer options via technology and training their teams to be multi-functional so that the organisation is agile if and when the need arises.

(Republished from print edition)

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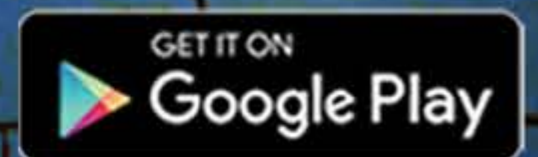
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Indian Gem & Jewellery Industry is strongly supporting the fight against Covid-19

MUMBAI

The GJEPC continued its charitable work in the fight against Covid-19 by offering financial assistance (through the Surat Diamond Association) to the SDA-Diamond Hospital & Medical Research Center (Matrushree Ramuba Tejani & Shantaba Vidiya Hospital for purchasing medical equipment for an isolation ward. The financial aid has enabled the hospital to acquire ventilators, ICU beds, and multi-parameter patient monitors among other equipment.

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Jewellery seeing demand as a store of value: CK Venkataraman, MD, Titan

BENGALURU

CK Venkataraman, MD, Titan felt that because of sitting at home and not spending on other discretionary categories including dining out, calling people to our homes, spending on other discretionary products, some of that is coming into jewellery as it is a store of value and people feel good about bringing their money into jewellery.

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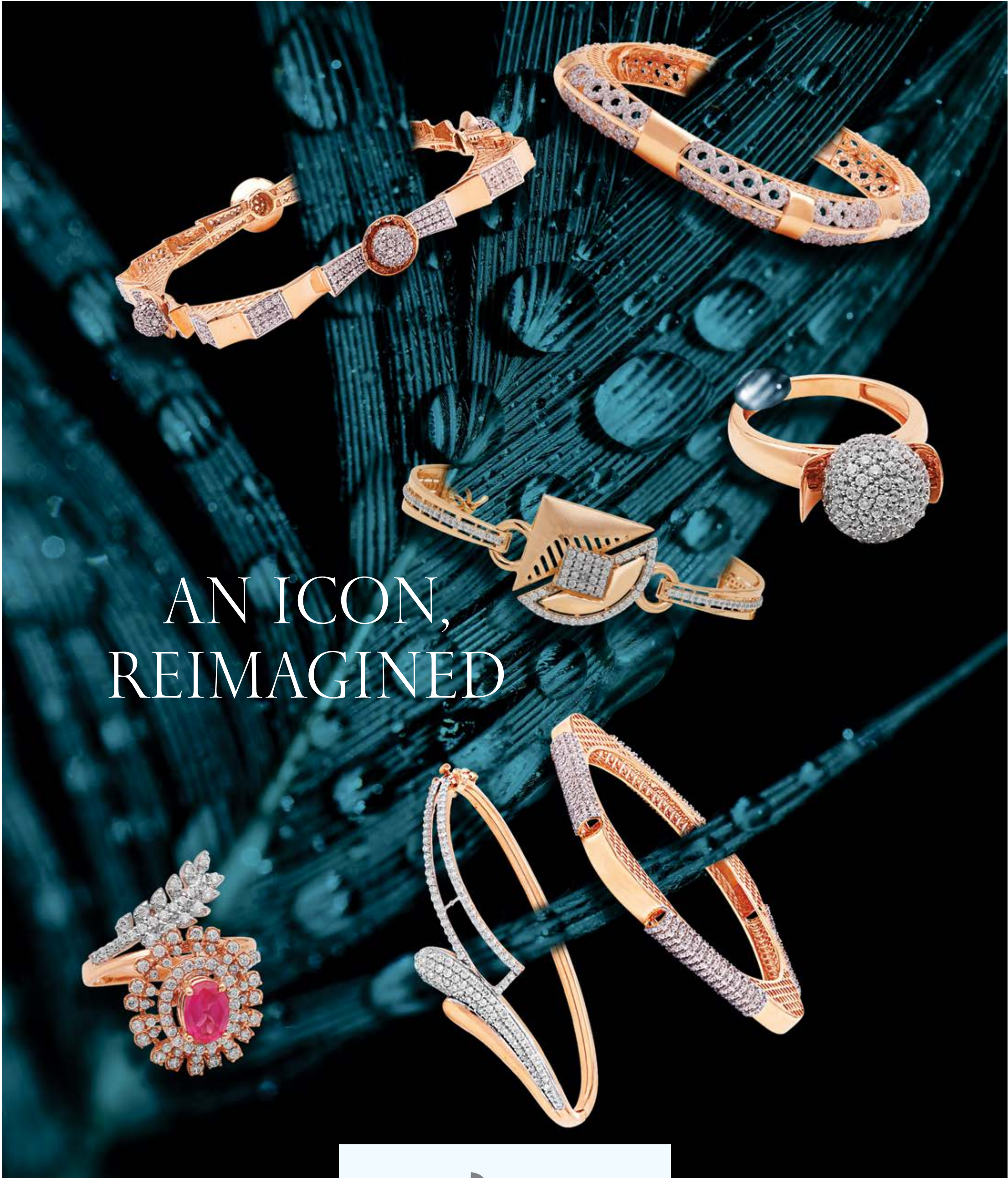


PNG Jewellers donates to PMC for the procurement of 600 vials of Remdesivir injection

PUNE

PNG Jewellers had made a contribution to the Pune Municipal Corporation for the purchase of vials of life saving drug, Remdesivir and handed over a cheque to Mayor Murlidhar Mohol. The donation will enable the PMC to facilitate 600 vials of Remdesivir to people in dire need of the life saving drug. The said Remdesivir vials will be available to people through government hospitals in Pune.

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Present form of mandatory hallmarking doesn't give customers freedom of right to choose; restricts jewellery trade: GJC

MUMBAI

The Bureau of Indian Standards lays down that gold articles of only 14k, 18k and 22k Karatages will be allowed in the mandatory hallmarking which excludes the sale, storage and exhibition of all the other Karatages of gold articles. According to GJC, gold is used as an investment option especially gold coins gold of 23k and 24k is highly preferred by the customers in India and thus BIS should include 23k and 24k in the list of approved Karatages.

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123456



GOLD OWNERSHIP CERTIFICATE

Name Surname

Coin Weight in Grams: _____

Please bring this certificate to redeem gold jewellery/ coin of your choice to the Kalyan Jewellers showroom you have chosen at the time of purchase. If you are opting to purchase Jewellery, the making charges paid on **the Gold Coin Ownership Certificate** will be given as a discount against the making charges for the jewellery purchased. Please bring a valid photo ID proof when you visit the showroom.

Gold Rate Protection: If the rate per gram is lower than the rate paid at the time of purchasing **the Gold Ownership Certificate**, you can avail the benefit of the lower rate.



Kalyan Jewellers extends Gold Ownership Certificate initiative

Kalyan Jewellers has announced the extension of the Gold Ownership Certificate initiative. This was launched last year, during the lockdown, and with the lockdown imposed again, the brand has reinitiated the facility, based on customer request. Gold Ownership Certificate will indicate that the person now owns gold of a certain grammage/value. Once the lockdown is lifted, customers can redeem their certificates against physical gold, in the form of coins or jewellery.

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Physical gold in India swings to discount as pandemic stalls demand

Physical gold in India was sold at a discount this week for the first time in 2021 as a spike in coronavirus cases prompted strict restrictions and kept buyers away. Dealers were offering a discount of up to \$2 an ounce this week over official domestic prices, inclusive of 10.75% import and 3% sales levies, from last week's premium of \$2.

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AMYR

FINE JEWELLERY FOR MEN

Armaan Narang from Hazoorilal Legacy launched exclusive e-commerce men's jewellery brand called Amyr

NEW DELHI

Amyr which was launched in May last year envisions jewellery that reflects a man's personality. Targeting Gen Z and millennials, the brand follows a low-inventory model and every piece is crafted as per customer's specification. The jewellery is cast in sterling silver with 3D printed moulds and offer bespoke personalization with a variety of plating options and customized laser engraving.

(Republished from print edition)

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Bringing the extraordinary out of ordinary people by Sri Ganesh Diamonds and Jewellers

BENGALURU

Sri Ganesh Diamonds and Jewellers has been conducting a successful training program for its staff for the last 12 to 15 years. According to M Tejmal, partner, Sri Ganesh Diamonds and Jewellers, the focus is not only on sales improvement but also on forging long-term relationships. The customer may not be impressed with the collections at times, but they should be impressed with the staff behaviour, which will draw them into the store for a second time.

(Republished from print edition)

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Discounts on making charges have degraded the jewellery sector: Dinesh Banthia, Bhikamchand Premchand Banthia Jewellers

NAGPUR

According to Dinesh Banthia from Bhikamchand Premchand Banthia Jewellers, nowadays a lot of buyers who come in the showroom enquire about the making charges before they get to the gold rates. Banthia blames the jewellers for this situation as many jewellers have started announcing attractive discounts on making charges to pull the customers. In his opinion, rather than fighting over low making charges, the jewellers should all focus on improving the quality of jewellery.

(Republished from print edition)

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- ALL SHAPES •

- LOOSE & MOUNTED •

- COLORS D TO K •
- SCANNING AREA •
2.4 inch x 2.4 inch
- SCANNING TIME •
45 to 60 seconds
- DIAMOND SIZE •
0.003 carat and larger
- DIMENSION •
8.6x4.9x4.6 (inches)

J•DETECT^{PRO}



\$ 11999

J-Detect Pro is an automatic lab-grown (CVD/HPHT) diamond detector with Medium scanning capacity. Its scan all shapes and sizes, loose diamond or mounted diamond jewelry and you can get the result with just one click.

- ROUGH & POLISHED •

- ALL SHAPES •

- LOOSE & MOUNTED •

- COLORS D TO K •
- SCANNING AREA •
4.5 inch x 3.8 inch
- SCANNING TIME •
45 to 60 seconds
- DIAMOND SIZE •
0.003 carat and larger
- DIMENSION •
12.4x10.8x14.9 (inches)

J•SMART^{PRO}



\$ 22499

J-Smart Pro is an automatic lab-grown (CVD/HPHT) diamond detector with maximum scanning capacity. Its extra vigilant eyes can scan and identify stones of all shapes and sizes, loose or mounted on big jewelry such as necklaces and you can get the result with just one click.

- ROUGH & POLISHED •

- ALL SHAPES •

- LOOSE & MOUNTED •

- COLORS D TO K •
- SCANNING AREA •
9 inch x 6 inch
- SCANNING TIME •
45 to 60 seconds
- DIAMOND SIZE •
0.003 carat and larger
- DIMENSION •
16.1x15.5x18.7(inches)

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