



**Akshaya
Tritiya 2021:**
a washout due to
Covid-19 second
wave; consumer
sentiment hits
a new low

Akshay Tritiya 2021, a washout due to Covid-19 second wave; consumer sentiment hits a new low

Akshay Tritiya 2021 has put the resilience of Indian jewellery industry to one of the toughest tests so far. Obviously, the scale of business is nowhere near comparison with pre-pandemic times. But the new normal has trained many brands to appeal to the customers in ways earlier uncommon, even as different states struggle with various degrees of lockdown stricture.

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Akshaya Tritiya 2021: Jewellers better prepared for technology enabled sales amid second wave

Akshaya Tritiya is around the corner and jewellers across the country are getting ready for the auspicious occasion of gold buying amidst the global pandemic for second time in a row. However, the unforeseen troubles in 2020 have cemented Indian jewellery retailers far stronger than the plummeting jewellery demand with robust technology and logistics measures that can help people look up to buying gold even at such a trying time.

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Bombay High Court gives big relief to jewellers on mandatory gold jewellery hallmarking

MUMBAI

The Nagpur Bench of Bombay High Court recently passed an interim order to stop Bureau of Indian Standards from taking any coercive action on jewellers who may not comply with BIS regulations due to the lack of infrastructure in a writ filed by GJC.

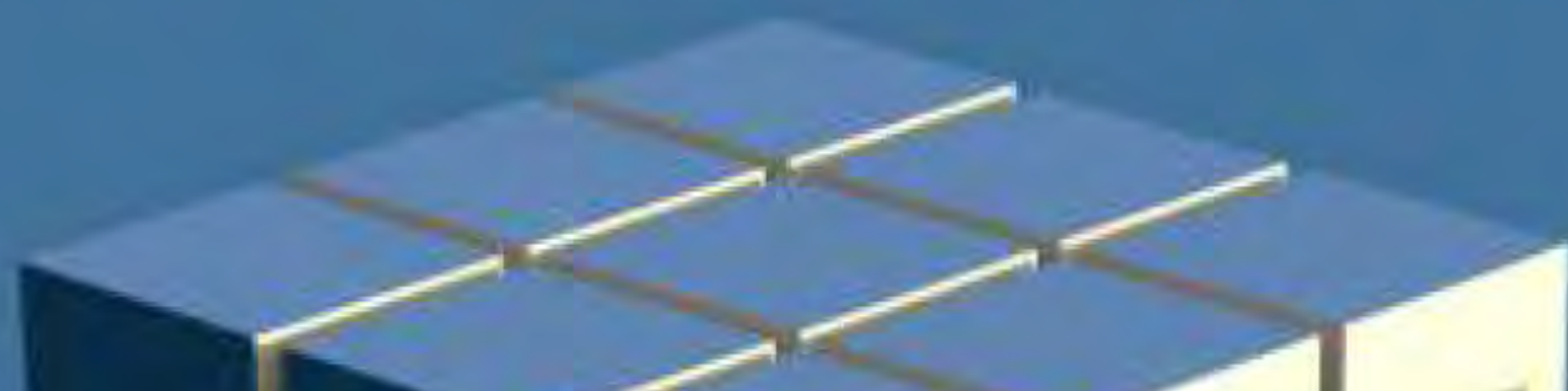
Reacting to it, Ashish Pethe, Chairman GJC, said that BIS should try to resolve what the court has envisaged and hold mandatory Hallmarking till things are fixed with the industry.

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The 9 Nuggets of Innovation

Outsmart Competition

L.R. Natarajan



LR Natarajan's book doles out lessons on how jewellers' can imbibe innovation in everyday business

Innovation is perhaps the most pressing need of the Indian jewellery sector and business innovation consultant LR Natarajan's book 'The 9 Nuggets of Innovation' has made the task more simpler and familiar. The Retail Jeweller discusses the salient features of the book with the innovation veteran Natarajan, who with his 35 years of experience had spearheaded the innovation council of Titan. **(Advance online edition)**

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EXCHANGE TRADED BULLION CONTRACTS - FAIR AND TRANSPARENT MEANS OF INVESTMENT



SMALLER DENOMINATION GOLD & SILVER FUTURES CONTRACTS

Developing gold and silver as an asset class. Investment in smaller denomination contracts backed with delivery is witnessing an increasing interest from retail participants.

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SALIENT FEATURES

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DRU GOLD becomes the go-to liquidation platform for reforming recycling industry, feels Akhilesh Agarwal, CEO

At times when the industry is battling lockdown, start-up DRU GOLD has saved many consumers from bankruptcy by providing a trustworthy solution for gold liquidation. The company purchases ornaments from the client and upon agreement, they melt the gold in front of the customer and release payment. The Retail Jeweller speaks with DRU GOLD CEO Akhilesh Agarwal to understand the brand plan ahead. ***(Advance online publication)***

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Joyalukkas join hands in the fight against Corona

THRISSUR

Joyalukkas Chairman, Joy Alukkas recently handed over a cheque of 50 lakhs to Thrissur Medical College as part of the institution's effort to expand its ICU infrastructure. The new initiative will add 38 more ICU beds. The Chairman also pledged his support to donate an amount of 15 crores to help the patients who are in distress.

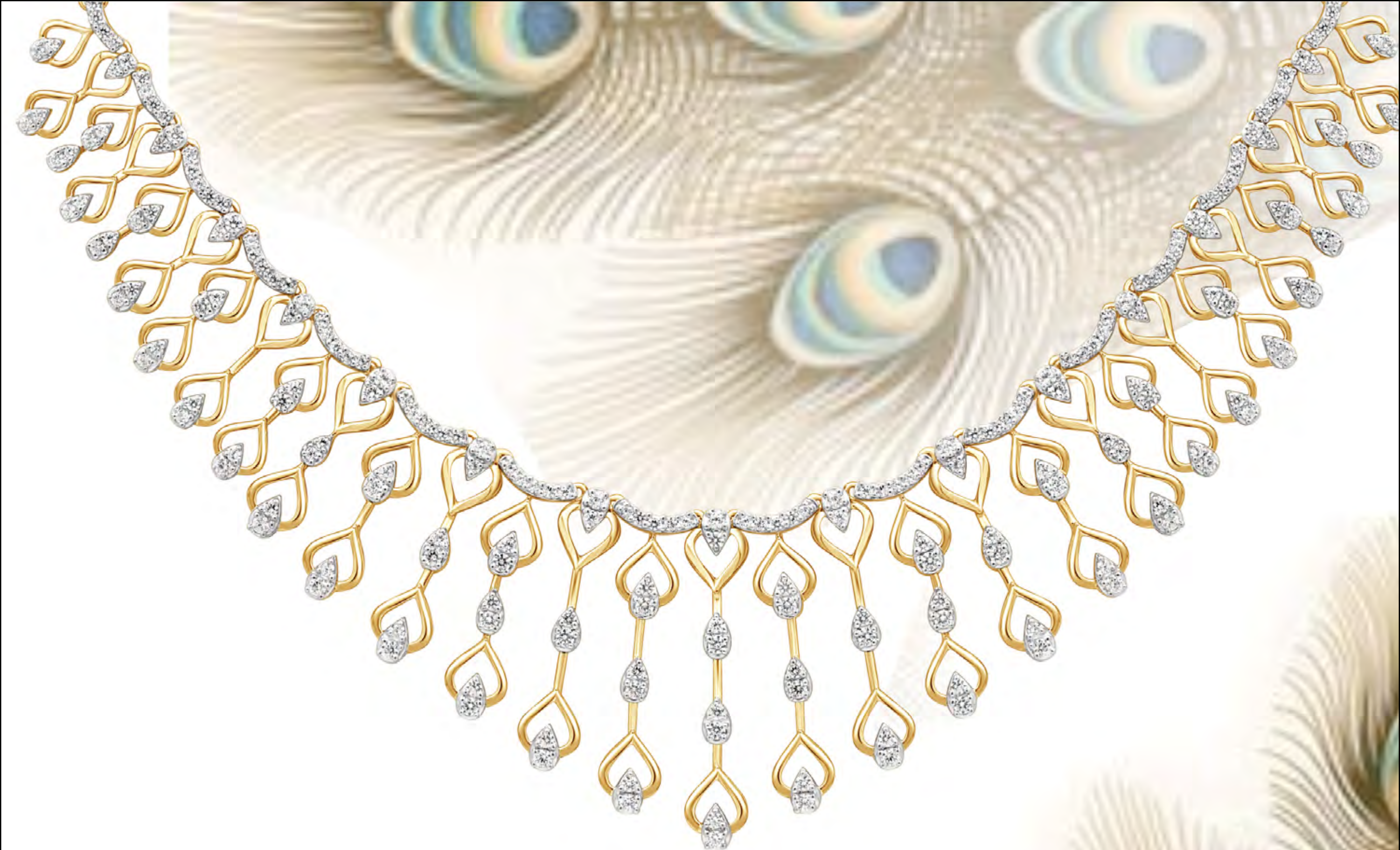
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Indian jewellery chains bank on Gulf market for some glitter in this year's festival sales

The GCC or Gulf market, with a large population of expat Indians – the UAE has the largest share of expat India estimated to be about 40 percent of its total population – is the largest overseas market for Indian jewellery chains. Malabar Gold, Joyalukkas, Tanishq and Kalyan Jewellers are among the Indian jewellery retail chains present in the Gulf region.

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BOOK SLOT



C Krishniah Chetty Group of Jewellers introduce CKC Live and Virtual Try-On feature for Akshaya Tritiya

BENGALURU

Amidst the total lockdown, CKC Jewellers introduced 'CKCLive' and 'Virtual Try-On' features for Akshaya Tritiya. The feature allows the customers to see herself wearing the jewel. As soon as they like something on the site, they have to look for the 'Try on' feature in the top-right of the image. A notification will pop up, asking permission to access the camera. Thereupon, working exactly like a face filter, the camera will search for the face – and attach the jewels to it.

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MOTHER'S DAY: BRANDS PROMOTE MOTHERLY LOVE CAUTIOUSLY AMID PANDEMIC HAVOC

Mother's Day: Brands promote motherly love cautiously amid pandemic havoc

With the mortality rate increasing day by day due to the, the jewellery industry had one of the toughest times to celebrate one of the biggest international occasions for gifting. On one hand few brands decided to tone their respective intensity of campaigns down to remain sympathetic to the prevailing alarming health scenario, jewellers like Senco approached the occasion cautiously by appealing to the dire emotional need of motherly affection.

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Indians are responding to the appeal and enigma of exclusive pieces: Nisha Choksey, Chief jewellery designer, Shobha Shringar

MUMBAI

Nisha Choksey from Shobha Shringar Jewellers took the long and arduous path to customer loyalty by building a unique design language when she joined the family business about 23 years ago. Nisha feels that due to social media, consumers of all ages are being exposed to current fashion and thus they have become aesthetics and design aware. It presents an opportunity for jewellers', who want to build a truly distinct brand identity, to choose exclusivity over mass production.

(Advance online publication)

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Colin Shah



Under the leadership of GJEPC, Gem & Jewellery Industry voices concerns at USTR public hearing

MUMBAI

At the United States Trade Representative multi-jurisdictional hearing held virtually, the GJEPC along with other major trade bodies and leading exporters from the gem & jewellery sector represented Indian industry's grievances over a proposed 25% import duty on 17 Indian jewellery items.

Colin Shah, Chairman, GJEPC said that the proposed hike would lead to loss of jobs and livelihoods and a shift of business to countries such as China and Mexico.

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We know Akshaya Tritiya holds immense auspicious value for you.

Despite the lockdown - we are working from home. You can book Bullion, Gold Jewellery, Diamond Jewellery or Solitaires.

A part of the proceeds from the sale will go to the Karigar's Welfare Fund or other Covid-19 related charity. We would workout the delivery mode as per your convenience.

Anmol Jewellers pays for medical expenses of Covid-19 infected karigars

MUMBAI

As a kind gesture amidst a global pandemic, Mumbai-based Anmol Jewellers have decided to fund the medical expenses related to Covid-19 infection of the karigars and goldsmiths, who cannot afford treatment. According to Datwani, the cases will be decided based on merit and not just on hearsay. Proper background verification will be done by the jeweller to confirm the authenticity of the case and then help will be provided, so that it benefits the genuine people.

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GLOBAL CRAFT

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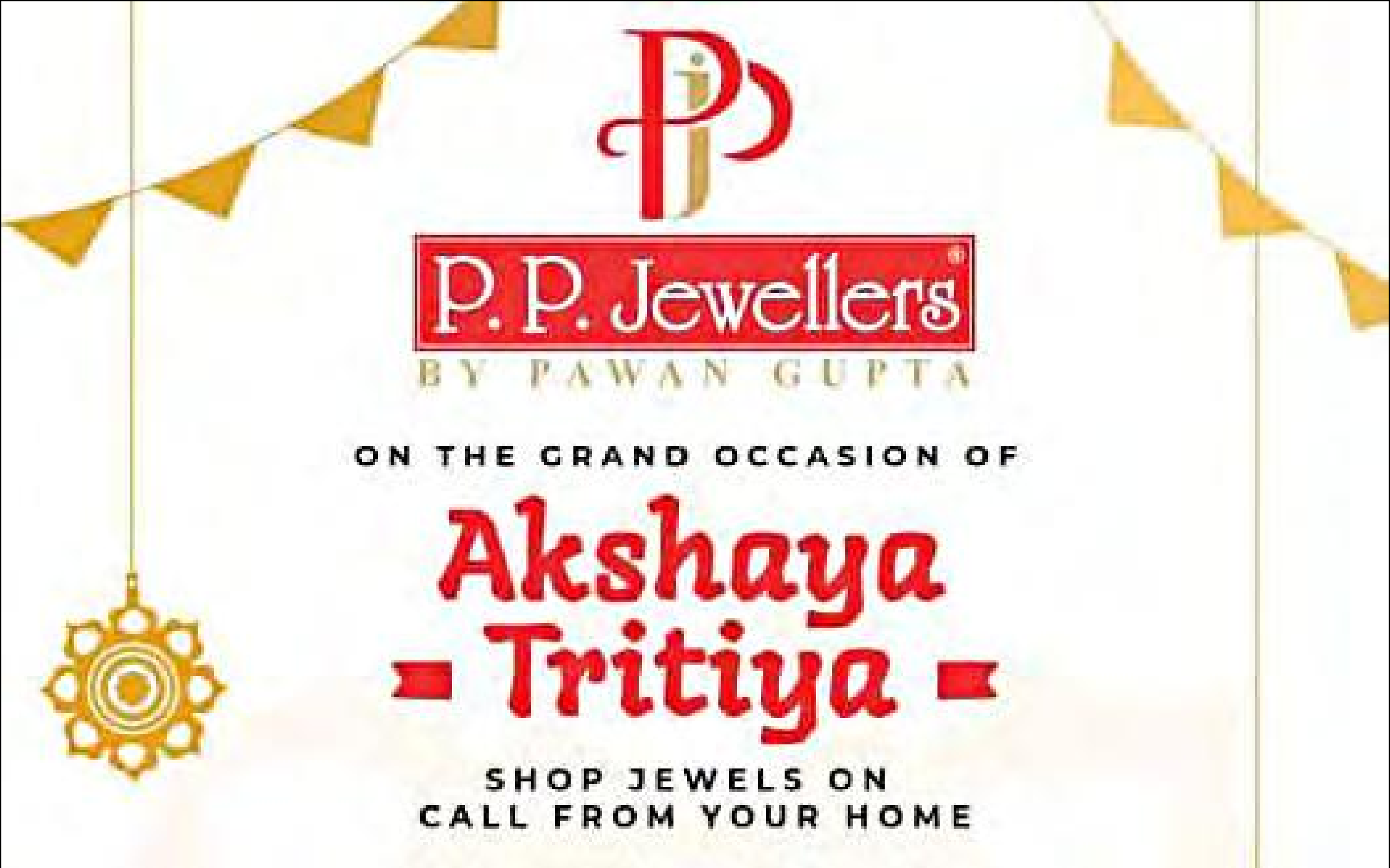


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Akshaya Tritiya offer by PP Jewellers by Pawan Gupta

NEW DELHI

For Akshaya Tritiya, PP Jewellers by Pawan Gupta had come up with various offerings on jewels especially diamond and Polki jewellery. As part of the offer, they are offering a 25% discount on diamond jewellery & polki jewellery, a 25% discount on making charges in gold jewellery, 25% on silver articles and silver jewellery. One can also book now and collect later once the lockdown is lifted.

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Gleam in gold this Akshaya Tritiya with jewellery from Harit Zaveri Jewellers

AHMEDABAD

Harit Zaveri Jewellers launched a series of traditional Kundan, jadau, and Polki jewellery for Akshaya Tritiya this season. With only the very highest quality stones such as polki, rubies, emeralds, turquoise, tourmalines, and pearls with uncut diamonds used in each piece, the forms and shapes are majorly inspired by Hindustani art, folk motifs, birds and fish and Mughal Indian jewellery.

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**“It was essential
for HRD Antwerp
to bring additional
value to these
timeless jewels.”**

**MS ELLEN
JONCHEERE,**
CEO, HRD Antwerp

HRD Antwerp launch authenticity jewellery report

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. Every single stone will be thoroughly screened and checked for its natural origin. HRD Antwerp will only issue the report for Polki jewellery containing 100 per cent natural diamonds with no treatments.

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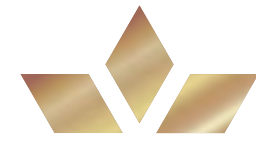
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