



Looking forward to new partnerships in India and tap the true potential of coloured gemstone industry: Dev Shetty

As Fura Gems concludes its historic Colombian emeralds auction in the first week of March, Dev Shetty, president and CEO of the company, speaks to Soma Bhatta, editor-in-chief of The Retail Jeweller India, about the potential that coloured gemstones harbour, blithe enough to disrupt the jewellery sector with their untapped potential. His dream is to change the face of the coloured-gemstone sector in an organized way.

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Our ‘One India One Gold Rate’ plan will make traders think about uniform gold prices: Ahammed MP

KOZHIKODE

Ahammed MP, Chairman, Malabar Group feels that the successful implementation of ‘One India One Gold Rate’ plan will prompt the trade to think of introducing uniform gold prices across the country. Although gold jewellery will continue to remain the dominant category, diamond, platinum and gemstones jewellery will also strengthen their traction, banking on new-age fashion sensibilities, Ahammed said.

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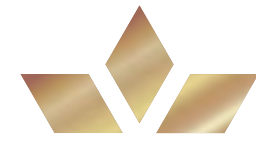
Say 'no' to impractical discounts, defend product at all costs: Pawan Gupta, Director, PP Jewellers

NEW DELHI

I strongly believe that customers won't buy from showrooms without discounts. But the right to fix a discount rate should reside with the retailer. In the process, the jeweller may lose a few customers. So, an ideal jeweller should be ready to lose a few customers in order to first build its reputation as a non-bargain shop. But random discounting at the time of closing transactions also discounts the brand.

(Advance online publication)

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Bhima Jewellers's 2021 brand ad roots for third-gender beauty and societal acceptance

KOCHI

The video advertisement narrates a story about a person fidgeting with a sexuality polar opposite to his feelings, which his family understands. Taking baby steps towards self-exploration, his parents accept his nature first with a pair of anklets. Shedding clothes for men and daring to accept female attire thereafter, the character transforms into a happy transwoman escorted to the marriage altar by her proud family.

(Advance online publication)

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Spot the fraud: Jewellery associations run media campaign against fake schemes

Around 500 jewellers from four jewellery trade associations, namely Chandigarh Sarafa Association, Mohali Sarafa Association, Panchkula Jewellers Association and Manimajra Jewellers Association, decided to create awareness through print media advertisements by launching a campaign on the second week of April. The aim is to inform the buyers how certain sections of the industry are exploiting innocent buyers through shady tricks.
(Advance online publication)

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C Krishniah Chetty Group of Jewellers re-launch 'Paper Gold'

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Omni-channel approach is the way forward: Ketan Chokshi

VADODARA

Ketan Chokshi, co-owner of Narayan Jewellers by Ketan and Jatin Chokshi stresses on the importance of re-inventing business models to stay ahead of the times. According to Ketan, the digital route has gained importance during this pandemic as the customers prefer 'at-home' viewings. While they have their social media channels for online enquiry, they are soon launching their e-commerce platform.

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Viola Davis, Regina King & Amanda Seyfried Shine in Forevermark Diamonds at the 93rd Academy Awards

MUMBAI

Viola Davis looked radiant in a modern and delicate pair of Forevermark cascading drop diamond earrings with complementing stacked bangle bracelets and ring. Amanda Seyfried gave a contemporary twist in a pair of Forevermark yellow diamond earrings and ring and Forevermark Black Label bracelets. Oscars presenter Regina King looked radiant in a pair of 36 carat asscher cut diamond earrings and multiple studs for a multi-earring look paired with a delicate, classic line bracelet and multiple rings.

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GJC's virtual meet over mandatory gold hallmarking exposes key operational lacunae, seeks clarity from BIS

MUMBAI

The virtual meeting discussed numerous hallmarking related issues, such as of contradictory tests by several hallmarking centers, purity of century old heritage jewellery, introduction of more gold purity such as 20K, 23K and 22K and inadequacies in BIS rules with regards to under-caratage. Concluding the meet, the panelists observed that the sector should be permitted to sell jewellery with prevalent purity standards and be assured of freedom to do business ethically.

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टॉक शो च्या माध्यमातून
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Rising from the ashes: A jeweller's gift to women, by women from Ratanlal C Bafna Jewellers

JALGAON

Ratanlal C Bafna Jewellers ran a series of talk shows by influential women titled 'Jilo Zindagi' to discuss the critical issues impacting the everyday life of women. From Women empowerment and development, how to live a happy family life, women's mental health to Optimism in life, the talk show was held to empower women and boost their morale.
(Republished from print edition)

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Skilling the unskilled by Karan Kothari Jewellers

NAGPUR

To keep the attrition rate low, in 2006, they brought in a new policy that makes the staff feel more like a family and lowered the rate by 15-20%. As part of its employee outreach program, Karan Kothari Jewellers conducts training exercises involving reputed labs and industry consultants. One of the key achievements of the training program was that few lower-ranked employees got promoted to salesperson levels based on merit.

(Republished from print edition)

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India's gold demand up 37% YoY in March qtr; global demand dips 23%: World Gold Council

LONDON

Demand for gold in India in the January – March 2021 quarter surged 37 per cent to 140 tonne as compared to the previous corresponding period, said World Gold Council (WGC) in its latest release on Thursday. In value terms, the demand was higher by 57 per cent year-on-year at Rs 58,800 crore during the period under review, it said.

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Actor Rashmika Mandanna appointed Khazana Jewellery brand ambassador

CHENNAI

Starting with an Akshaya Tritiya campaign, Rashmika will be promoting the different facets of the brand including beautiful designs and superior finish through ad campaigns across India.

Kishore Kumar Jain, chairman, Khazana Jewellery said, “In the months to come, we will be rolling out a range of campaigns featuring her.”

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“Those who contemplate the beauty of the earth find reserves of strength that will endure as long as life lasts”.
-Rachel Carson



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Published by Retail Jeweller Media LLP, Mumbai (India) : Deepak Bhatia : +91 91672 52611
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