



Strong as a rock, this old couple's act of kindness adds to the Chain of Goodness.

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THE  
Chain OF  
goodness

## Tanishq's social media campaign 'Chain of Goodness' celebrates good Samaritans

In the past several months, there have been numerous acts of kindness from various sections of the society. In order to celebrate those selfless heroes and bring them into the limelight, Tanishq came up with the 'Chain of Goodness' campaign on its social media platforms. As a touching gesture, the brand took a selfless step to prioritise the noble deeds of societal development to regular jewellery promotional campaigns with this campaign.

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@AVRSwarnamahalJewellers



## AVR Swarnamahal celebrates ‘Wellness Week’ to motivate people

**CHENNAI**

In order to spread positivity while the second Covid-19 wave rages on, AVR Swarnamahal Jewellers have come up with an initiative called ‘Wellness Week’. As part of the initiative, a Pranayam and Yoga session is being conducted on a daily basis. The brand is also conducting a one-hour event every evening, in which it organizes different group activities such as games, knowledge sessions by renowned personalities, and Tambola Night to keep people entertained.

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EMERALD



GJBAN005-01 / Wt : 54.670 GMS



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at 0% interest EMI facility.

## Orra introduced 0% down payment and interest on EMI payments in jewellery

While saving schemes are a regular in the sector, with most jeweller's offering 11-month plans adhering to RBI guidelines, EMI's are quite new to the sector. Orra's new digital campaign draws from what is common in the fast-moving consumer goods section, and introduced 0% down payment and interest on EMI payments in jewellery to bring together all the positive sentiments that bind a wedding.

***(Republished from Print edition)***

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## GRT Jewellers contributes Rs 1 crore to Tamil Nadu CM's Public Relief Fund for Covid-19

**CHENNAI**

GRT Jewellers has contributed Rs 1 crore to the Chief Minister's Public Relief Fund to help the Tamil Nadu government in its fight against Covid-19.

Speaking about the contribution, Ananthapadmanabhan said, "We have always believed in putting people first. And we are doing our bit by contributing to the relief efforts."

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## Khazana Jewellery donates Rs 4 crore to Tamil Nadu CM's Public Relief Fund for Covid-19

**CHENNAI**

Khazana Jewellery has contributed Rs 4 crore to the Chief Minister's Public Relief Fund to fight Covid-19 in Tamil Nadu. The proceeds of the donation would go towards procuring necessary healthcare equipment, helping the underprivileged and other humanitarian deeds, Khazana Jewellery said in a statement.

Kishore Kumar Jain, chairman, Khazana Jewellery, handed over a cheque to chief minister M K Stalin.

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## India's gem and jewellery exports witness a growth of 16.63% in April 2021: GJEPC

### MUMBAI

According to Gem and Jewellery Export Promotion Council, Exports of cut and polished diamonds in April grew to Rs 16,538.84 crore as compared to Rs 261.19 crore in April 2020. Gold jewellery shipments surged to Rs 5,060.23 crore compared to Rs 1.55 crore a year ago. Silver jewellery exports rose to Rs 2,240.13 crore from just Rs 5.05 crore in April 2020. Similarly, exports of coloured gemstone in April increased to Rs 163.66 crore against Rs 4.13 crore.

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## **Covid-19 in India limited rough diamond sales: De Beers**

De Beers, says sales in its fourth cycle fell down by almost 16% as India, where the majority of stones are polished, grapples with a rampant Covid-19. About US\$380mln of rough diamonds were sold in De Beers Group's fourth sales cycle of 2021.

De Beers sold US\$450mln of rough diamonds in its third sales cycle of 2021, revised upwards from its provisional figure of US\$440mln, and US\$56mln in its fourth/fifth sales cycle of 2020.

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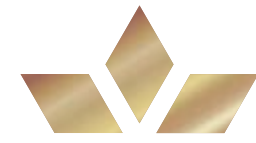
## **Manav Golecha, Owner, The Signn brings a fresh flavor into jewellery sector by an unlikely mix of gold and silver**

After a lot of brainstorming and experimentation last year, Manav came up with a line of jewellery called Victorian range which is 40% gold and 60% silver. Victorian designs are avante-garde and centred around creating a bold fashion statement. For example, we have introduced a wide range of animal motif brooches using beautiful cuts and colours. We are creating experimentative designs using wood with metal.

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## **Rajat Agrawal, Director, Shree Banaras Jewels is preserving the rich heritage of Banaras through his work**

### **VARANASI**

In order to preserve the dying art of Banaras called Gulabi Meenakari from getting extinct, Rajat Agrawal from Shree Banaras Jewels have started the production of Gulabi Meena which gave direct and indirect jobs to around 50 locals. Following the Atma nirbhar mantra, Rajat also tries to do a maximum of his sourcing from Banaras and import gold and diamonds from outside.

***(Republished from print edition)***

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## Indian investors to soon be allowed to trade in spot gold says SEBI

Indian investors will soon see a new class of security known as Electronic Gold Receipts (EGR) that will be available for trading on the stock exchanges. Like shares, these EGRs will be held in demat form and can be converted into physical gold when needed. This is part of SEBI's plan to allow trading of spot gold on the exchange platforms.

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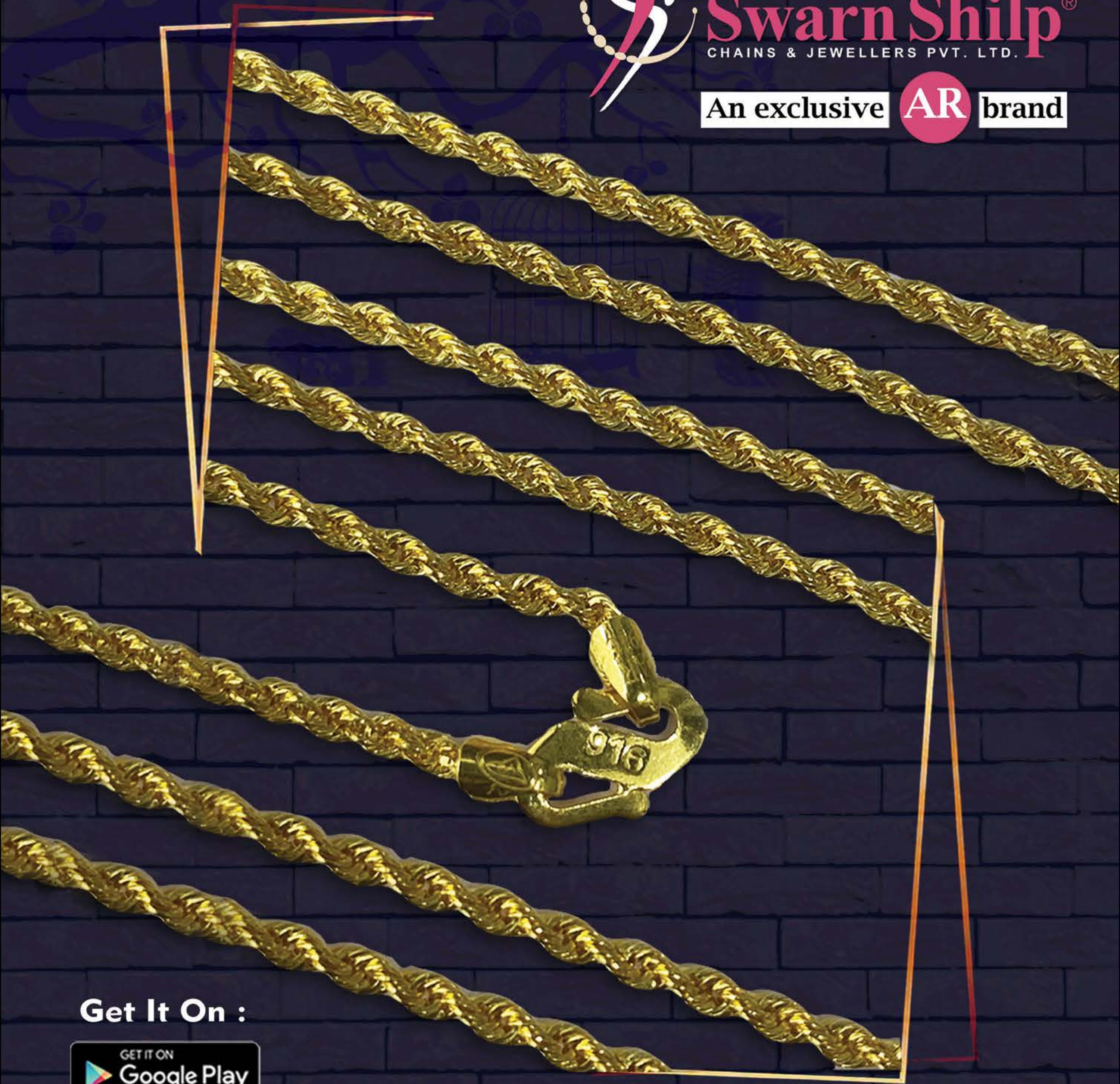


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## Gold import jumps to \$6.3 bn in April due to surge in domestic demand

The rise in gold imports pushed the country's trade deficit to USD 15.1 billion in April 2021 as against USD 6.76 billion in the same month a year ago. According to industry experts, increasing domestic demand is pushing up imports of gold, however, the second wave of COVID-19 may impact the demand in the coming months.

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