



Hallmarking Act phase 1 starts, govt announces relaxations, makes clauses jeweller-friendly

On June 15, the Press Information Bureau shared that all retailers dealing with gold will come under the ambit of hallmark registration mandatorily from June 16. The government has announced that no manufacturer, retailer or wholesaler dealing in gold will face any penalty till August end. Also, the rule will start with 256 districts in the country each of which has assaying and hallmarking centers.

(RJ Exclusive)

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THANKS FOR THE VACCINE, CKC!”**



COVID VACCINATION DRIVE - 2021

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GROUP OF JEWELLERS

CKC Jewellers vaccinate entire staff and household with NHH Hospitals, Bengaluru

BENGALURU

Breaking the chain of Covid-19 infection, CKC Jewellers initiated a mass vaccination drive for its staff and their family members. The noble initiative was also extended to the spouses of the staff working and anyone else living at the homes of the respective CKC employee. In association with Care on Call Bangalore, the brand has also arranged for RT PCR, Antibody and Antigen tests for its staff at its premises and at the employees’ addresses at discounted rates on case-by-case basis.

(RJ Exclusive)

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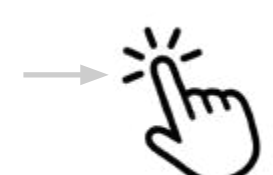
Let's help her fly with the flow.

Chandukaka Saraf & Sons relaunches women hygiene campaign with Rs 1 crore aim

Bolstering the often-suppressed needs of women hygiene, Chandukaka Saraf & Sons is revamping its two-year-old welfare movement titled 'IAmAadyaToo'. The campaign has received a major upgrade now with the public joining forces with the brand to encourage women to take care of their hygiene.

(RJ Exclusive)

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Kirtilals spreads Covid awareness, donates oxygen concentrators to corporation, healthcare centers

COIMBATORE

Doing their bit to help people fight Covid-19, Kirtilals have recently sponsored 20 oxygen concentrators and various healthcare kits to the Coimbatore Corporation. The jeweller had also distributed immunity-boosting kits along with preventive medicines to more than 10,000 families in different nearby villages. The company contributed medical requirements to primary healthcare centres across South India, donated 3000+ packets of healthy millet foods at different locations.

(RJ Exclusive)

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#pridemonth 



Krishna Jewellers goes bold with pride video campaign on Instagram

Celebrating this occasion in the month of Pride, Krishna Jewellers, Delhi, created a campaign dedicated to the community. The campaign started in the second week of June. Featuring a model who herself is part of the community, the brand released a video on Instagram featuring the model and other performers. With a female voice chanting about sexual freedom in Hindi, the video engaged the audience with exhibits of traditional gold jewellery worn by the model.

(RJ Exclusive)

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Become a Diamond Singer

மெரீ பாடகர்
In N Gopaldas Jewellery

Event Rules

- * Singing Video has to be started with introduction (Singer Name and Location)
- * Video should be minimum 1.5 min and not exceeding 2 mins.
- * Songs can be recorded with music/ without music.
Karaoke also allowed.

N Gopaldas Jewellers hold singing and quiz contests to keep followers excited

CHENNAI

According to the contest rules, participants had to first register themselves through a WhatsApp number shared in the Instagram post about the contest. After registering, they had to share a 1.5-2 minute singing video of their own via to that WhatsApp number by 29 May. Participants were given the options of either recording the video of the performance with or without backing tracks including karaoke. One could also sing devotional songs in the contest.

(RJ Exclusive)

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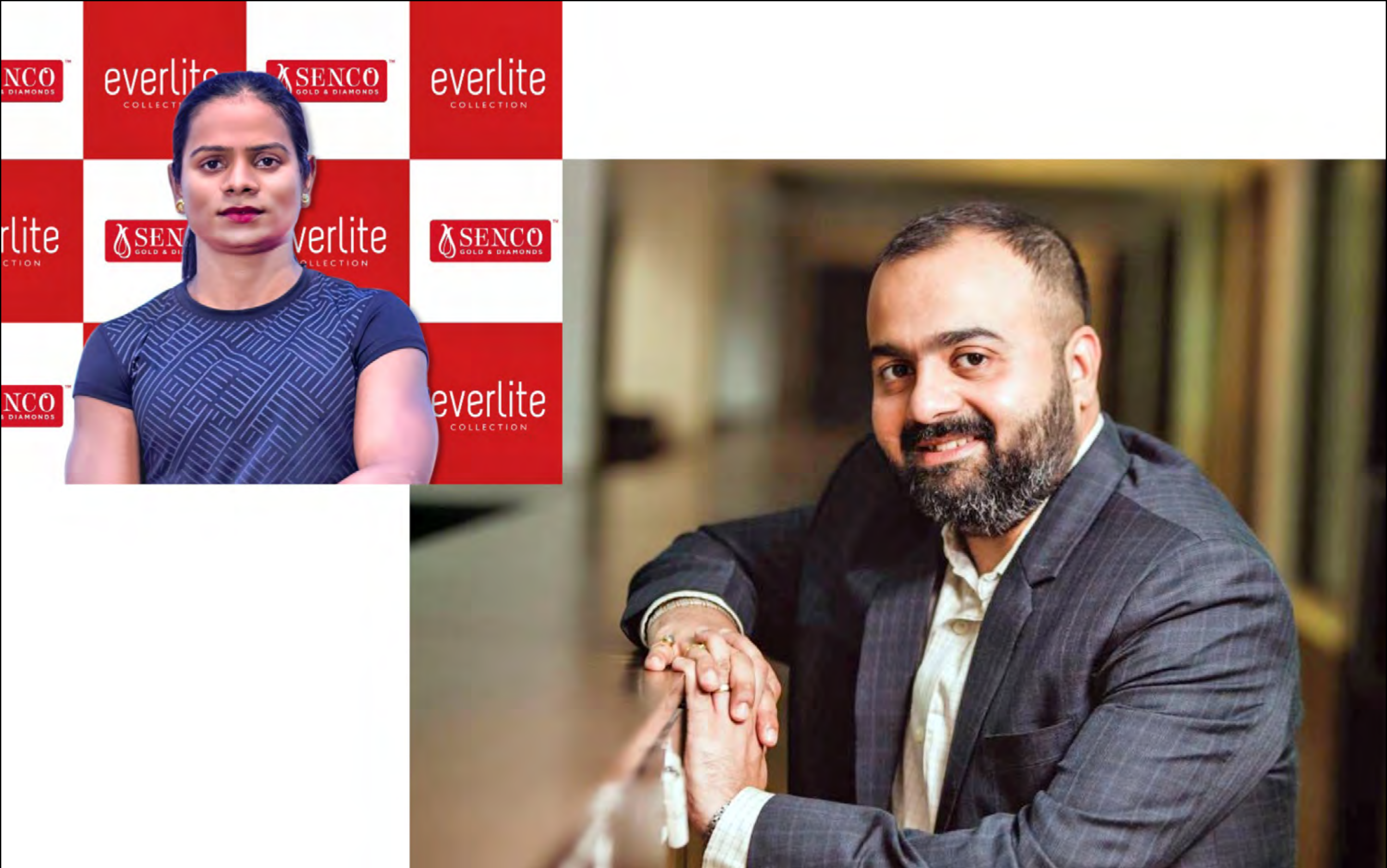
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SENCO launches Love collection with sprinting legend Dutee Chand in the month of Pride

As part of the Pride month celebrations, Senco Gold & Diamonds along with the company's new brand ambassador, Dutee Chand unveiled the new range of jewellery called 'Love Collection'. The 'Love Collection' offers a signature range of rings, ear-studs, chains and pendants in Gold and Diamond, and can be used as part of daily wear as well as for party wear.

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Malabar Gold & Diamonds redomiciles to Dubai International Financial Centre and joins Nasdaq Dubai's Private Market

Malabar Gold & Diamonds entry into the Nasdaq Dubai Private Market enables its 300+ shareholders from international operations to buy and sell shares with the approval of the Board of Directors through brokerage companies like Emirates ENBD Securities. Transfers of ownership will take place securely in Nasdaq Dubai's Central Securities Depository, while trading will take place off exchange as the Company remains privately held.

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All jewellers should get themselves registered with BIS for mandatory hallmarking: GJC

Thanking the government for resolving issues in implementation of mandatory hallmarking regime, GJC has said that the government has agreed to one time registration without any fees or renewals, no penalties or search and seizures, no penal actions against Jewellers, exemption of Jewellery export or re-import, addition of karatages 20, 23 and 24k, and exemption of kundan, jadau, polki jewellery from mandatory Hallmarking.

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Gems, jewellery exports fall by 5% due to Covid disruptions: GJEPC

India's gems and jewellery exports in May 2021 declined by 5 per cent to Rs 21,188 crore compared to the same month in pre-pandemic 2019, due to the disruptions caused by the second Covid wave across the country. In 2019, the overall gem and jewellery exports in May stood at Rs 22,388 crore. The mix of partial and complete lockdowns in different states led to limitations on workforce capacities and related manufacturing activities.

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How technology is reshaping the future of jewellery retail industry

Computers and other software have been in use in the design for quite some time now. However, recent advancements such as the integration of AI have taken design to new levels. AI-based designing has created the immense potential for bespoke jewellery. Technology now allows buyers to choose their gems, designs and get unique pieces created as per their personal specifications.

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Jewellers lift shutters; discounts prevail in top hubs

NEW DELHI

Physical gold demand crept up this week in top hubs in India and China. Though dealers were still forced to offer discounts, while businesses limped back to life in India as some Covid-19 restrictions were eased. Dealers offered discounts of up to \$12 an ounce over official domestic prices, inclusive of 10.75% import and 3% sales levies. Discounts in top consumer China narrowed to about \$7-\$12 per ounce against global benchmark spot gold rates, from last week's \$20-\$50.

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