

THE **Retail Jeweller**
THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

Market

NOVEMBER-DECEMBER 2020

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BDB CONSIDERS ALLOWING SYNTHETIC DIAMOND TRADING



“We had been receiving many requests from members, who wanted to diversify into the LGD category. So, we requested the

Natural Diamond Monitoring Committee to review the situation since it has already been almost five years since we banned the trading of LGDs from BDB; and even at that time we had stated that it was not a permanent resolution. Today, enough awareness has been created around the world, and across the full pipeline. We now have advanced machines readily available at reasonable rates”

Anoop Mehta

President, Bharat Diamond Bourse



“The decision to allow LGD trading within BDB will be a tough one, but I believe it is the right choice for the long-term sustainability of the Indian diamond

manufacturing industry. In addition to our stringent detection and disclosure protocols, we must have retail SOPs in place to ensure that customers are fully aware of the nature of the diamond they are purchasing. I envision the two diamond pipelines co-existing and thriving alongside each other. I believe LGDs are an idea whose time has finally come. Things have changed over a period of time and I think the trade today has the awareness and the technology to separate both products”

Colin Shah,

Chairman, GJEPC

CBIC CIRCULAR ALLOWING EXPORT THROUGH COURIER HUGE RELIEF TO JEWELLERY INDUSTRY

The recent announcement of the Central Board of Indirect Taxes and Customs, allowing export of jewellery using courier services, is all set to give a fillip to the gems and jewellery sector

In a big development, the Central Board of Indirect Taxes and Customs (CBIC) issued a circular on November 27 2020, clarifying that extant regulations do not restrict the export of gems and jewellery through the courier mode, and that such restrictions apply only to imports. This declaration is going to provide a huge relief to gems and jewellery exporters, who can now send their products across the globe, using the convenience of courier services.

The industry has been raising the issue of lack of clarity in rules regarding shipping jewellery overseas, and now it can heave a sigh of relief. Jewellers were

not clear about the use of courier services for exports as Regulation 2(2)(a)(iv) of the Courier Imports and Exports (Electronic Declaration and Processing) Regulations, 2010, places a restriction on imports of precious and semi-precious stones, gold, or silver, in any form whatever, through courier.

GJEPC STEPS IN TO GET CLARIFICATION

Taking up the cause of the industry, the Gems and Jewellery Export Promotion Council (GJEPC) made representations to the CBIC, seeking clarification on whether gems and jewellery are allowed to be exported through courier under the Courier Imports

and Exports (Electronic Declaration and Processing) Regulations, 2010, as also the Courier Imports and Exports (Clearance) Regulations, 1998.



The declaration is going to provide a huge relief to gems and jewellery exporters, who can now send their products across the globe, using the convenience of courier services.



Reactions on the recent announcement by the government which permits jewellers to send their goods across the globe to their buyers using courier services.

'Documentation to get easier and cost-effective'



We have been exporting jewellery, particularly small-ticket items, on and off to the United States, and have faced problems when it came to sending our products. This particular regulation will make things easier for us. Up to now, the biggest challenge we faced when exporting small parcels to end customers was the shipping charges. We now expect documentation to get easier and more cost-effective. Today, if I have to clear a parcel of around Rs 7.5 lakh via a logistics service, it costs me nearly Rs 18,000-Rs 20,000, which includes clearance and customs fees. Now, we will save at least 20% to 30% of the current export cost when sending a parcel directly through a courier service.

Aatish Goel, Partner,
Suraj Bhan Jewellery, Hyderabad

'Will boost the sales of small ticket items'



This decision will definitely benefit those retailers who have a strong e-commerce presence in overseas markets. For example, a retailer sitting in Kanpur and having customers in Dubai can now easily send small-ticket items without much hindrance. So, I think this will definitely boost B2C jewellery sales, particularly of items that range between Rs 40,000 and Rs 50,000, which will ultimately benefit the gems and jewellery industry.

Indraneil Roy Chowdhury, Director,
MP Jewellers, Kolkata

'Possible to send single piece of jewellery outside the country'



It is a good decision, and I welcome it wholeheartedly. I had many NRI customers in the past who used to finalize jewellery, but, for some reason, could not take it with them, and in such situations, they would ask us to send it to them. Sending a single piece of jewellery would be out of the question for us, and the deal would fall through. Now, after the recent government decision, it will be easy for jewellers to courier their products directly to customers anywhere in the world. I think small-ticket items will see maximum movement through courier services.

Dharmesh Parekh, Partner,
Ramesh Chandra Parekh Jewellers, Kolkata

'Such initiatives are the need of the hour'

In my opinion, it should have been done a long time back. This step will boost jewellery trade in a big



way. Lots of NRI customers come to India between November and March for various reasons, but this year, owing to international travel restrictions, that crowd could not come, but business still has to happen. So, we need these kinds of facilities, especially for smaller items. The jewellery industry has been hit the hardest in these times, so more such initiatives from the government are the need of the hour.

Ashish Jain, Partner,
Nanak Jewellers, Patiala

'Bypassing Customs will save lots of money and time'

The Punjab jewellery market is heavily dependent on NRIs, who usually travel to India between November



and February every year, but looking at the current scenario, it is highly unlikely that they would travel to India any time soon. However, after this decision announced by the Government, we can get in touch with customers and request them to choose jewellery online, or through video calls, and we can courier it straight to their homes. Bypassing customs and export rules and regulations will definitely save us lots of money and time. Previously, if we used to get orders from overseas customers, we could not ship the products to them due to the absence of any method of sending them, other than exports.

Mahesh Jain, Director,
Sant Ram Mangatram Jewellers, Ludhiana

'Opportunity for jewellers to grow their business'

In today's world, every big or small jeweller has a digital presence, which can be in the form



of e-commerce or social media platforms. So, this decision will help all jewellers equally. Indian designs and craftsmanship are renowned the world over, and jewellers can use this opportunity to grow their business. India already has a similar policy in place for garments, which has benefitted the sector hugely, and I am hopeful that the jewellery industry will also get benefitted by this decision.

Mahendar Khurana, Partner,
Sunder Jewellers, Chandigarh

cover story - continued from page 1

The Board then clarified that the Regulation 2(2) (a) (iv) reads as, "These regulations shall not apply to the following imported goods requiring testing of samples thereof or reference to the relevant statutory authorities or experts before their clearance, namely precious and semi-precious stones, gold or silver in any form."

"Thus, the restriction imposed by Regulation 2(2)(a)(iv) on gems and jewellery is applicable only on their imports," CBIC said, adding, "The Courier Imports and Exports (Clearance) Regulations, 1998, place a restriction on imports of precious and semi-precious stones, gold or silver in any form, but not on their exports."

CBIC thus made it clear that the extant Courier Imports and Exports (Electronic Declaration and Processing) Regulations, 2010, and the Courier Imports and Exports (Clearance) Regulations, 1998, do not restrict exports of gems and jewellery through the courier mode. "The above clarification has to be read along with the other provisions applicable for exports through courier, such as those under Regulation 2(2) (b) and 2 (2) (c), of the Courier Imports and Exports (Electronic Declaration and Processing) Regulations, 2010 and under regulation 2 (2) of the Courier Imports and Exports (Clearance) Regulations, 1998, while allowing such exports. All extant provisions for export of gems and jewellery under any other law for the time being in force will also apply," the circular said.

DHL AND BVC TO HELP SME JEWELLERS REACH GLOBAL MARKETS

Interestingly, the CBIC announcement comes just months after DHL Express, the world's leading international express service provider, and BVC, India's largest secure logistics enterprise, entered into a partnership in March this year to enable Indian SMEs grow their presence in the international marketplace. This service is targeted at 10,000 Indian jewellery SME exporters for B2C shipments.

At present, India's exports of gems and jewellery are predominantly focused towards the United States, UAE and Hong Kong, and account for 80%



of all shipments. However, jewellery exporters now have an opportunity to grow in markets such as Russia, Brazil, Vietnam, Singapore, France and Italy.

The DHL-BVC partnership will enable SME jewellery exporters/importers to take advantage of growing cross-border business opportunities in the finished goods space. They will benefit from a wide range of logistics offerings, such as lower shipping prices, 360-degree shipping solutions, unique value-added offerings, such as breakbulk, consolidated returns, slot-based deliveries, and other offerings that are likely to create a hassle-free experience for both shippers and buyers. The partnership, at present, primarily covers

B2C players who seek to leverage the increasing demand from international customers.

The jewellery industry, thus, has an opportunity to exploit the twin benefits of the DHL-BVC partnership and the recent government announcement allowing the use of courier services for the export of jewellery.

EXISTING EXPORTS CENARIO

Presently, export of gems and jewellery is mainly done through B2B trade. If gems and jewellery exports are promoted through e-commerce, and aimed directly at end users, it will result in higher value addition, and become cost-effective for exporters.

As of now, the United States, which levies zero custom duty on consignment value below \$800, is one of the major markets for Indian jewellery. But e-commerce exports will present new opportunities to the industry.

Take the case of China. It has understood the importance of e-commerce as a medium to connect with global customers. Unfortunately, the Indian gems and jewellery industry has not been able to benefit from the e-commerce boom due to various policy-related hurdles. Now, with the recent government announcement, the industry has an opportunity to catch up with China and make inroads in newer markets.

Even as the recent circular is all set to iron out some glitches, there is a need for bringing various government bodies and e-commerce companies on the same platform. On its part, the industry needs to ensure that all transactions are traceable, with end-to-end tracking, and follow all rules and regulations.

— Manoj Chakraborty



Jewellers talk to *The Retail Jeweller Market* about the current market of 18K and 14K gold jewellery in the country as it emerges as a viable option due to the gold price hike

'I am optimistic about 18K gold in the bridal category'



Anand Pednekar,

Director, Anand Jagannath Jewellers, Mumbai

“The demand for 18K plain gold jewellery saw an increase in the past few months, and with the possibility of gold rates going up further, it will increase. Today's bride is comfortable in light jewellery, which is also suited to the budget.

I am optimistic about 18K jewellery in the bridal segment. It will just take some time to catch on.



'It will take at least 5-6 years for 18K gold to make an impact'



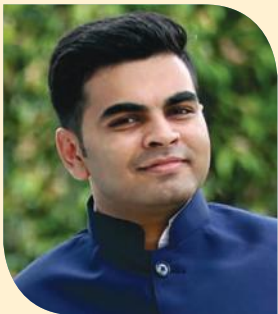
Achyutananda Meher,

Director, Arundhati Jewellers, Bhubaneswar

“Customers will only buy 18K in studded diamond jewellery. It will still take another 5-6 years for 18K gold to make in-roads in the market. Even though the price of gold is high, customers have only bought 22K jewellery. I think investments play a key role in this decision.



'It lends a 16-20% cost benefit to consumers'



Gaurish Aggarwal,

MD, Gaurish Gems, Kotkapura, Punjab

“There is a good market for 18K plain gold jewellery, as it gives at least 16-20% cost benefits to customers when compared to 22K gold. I think 14K gold will take time to gain ground because it is harder than 22K and 18K gold, and so it will be difficult to melt

it for redesigning. For the bridal category, other than kadas and bangles, 18K is a good option for heavy pieces. Currently, 8-10% of my business comes from 18K jewellery.



'Millennials prefer small-ticket items in 18K gold'



Aman Talla,

Director, Talla Jewellers, Jammu

“The contribution of 18K gold is just 5% in my plain gold jewellery sales. The younger crowd is only buying small-ticket items in 18K jewellery. According to me, 18K jewellery has a good future in the daily-wear and gifting segment.



'18K can't bring the same finish as 22K'



Paresh Soni,

Director, CH Jewellers, Vadodara

“Due to high gold prices, a section of consumers is asking for 18K jewellery. However, the biggest problem with 18K is that it is not possible to give the same quality or finish when compared to 22K gold because of its hardness. The future of 18K jewellery lies in small ticket items such as rings.



'Due to high demand, we started keeping 18k in all our three stores'



Raman Jethi,

Director, Krishna Krishna Jewellers, Panipat

“As the new generation prefers lightweight jewellery, manufacturers are coming up with new designs in 18K items such as rings, bracelets and small chains. Previously, I had 18K jewellery in only one store but now I have

started keeping them in all my three stores due to the rising demand.





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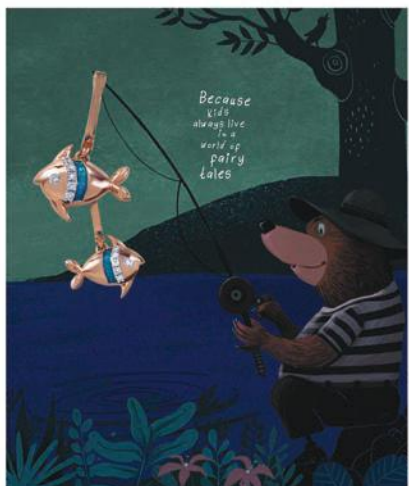
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NiTaRa
A magical range of kids' jewellery

Reliance Jewels launches collection for kids, millennials & women

MUMBAI: This Christmas, Reliance Jewels presents the launch of their two distinct collections – Bella Collection and Nitara Collection. While the 'Bella' collection celebrates the essence of womanhood, the Nitara Collection highlights the children's magical fairytale world.

Designed taking inspiration from the world of fairytales and fantasies, Nitara collection is a plethora of playful designs like unicorns, stars, flowers, butterflies, and dolphins amongst others that kids adore and is available in the form of pendants, earrings and bracelets in gold and diamond.

Also, another range of exquisite designs is the new 'Bella' collection, designed to make every day special. The pieces from Bella are minimalistic, contemporary that is inspired by geometrical patterns with a hint of mother of pearl making it an ideal buy for millennials and women.

Senco Gold and Diamonds 'The Great Indian Wedding Carnival' Offer

KOLKATA: Senco Gold & Diamonds is running an exciting offer, 'The Great Indian Wedding Carnival Offer', to help customers choose from the wide range for exquisitely designed pieces of jewellery for their best moments of life like –

wedding and anniversary this winter. As part of this offer, customers can also avail of huge benefits on the purchase of pure gold, diamond jewellery, silver collection and gossip jewellery. The brand also has a special range of bridal jewellery collection - 'The Great Indian Wedding Collection 2021' to cater to the peak wedding season demand. Featuring exquisite designs in gold and diamonds, the Great Indian Wedding Collection 2021 showcases the quality of craftsmanship that Senco Gold & Diamonds' karigars possess.



Forevermark unveils two exclusive solitaire rings from upcoming Icon Collection

MUMBAI: To give couples a chance to seal this once-in-a-lifetime promise of a lifelong commitment this wedding season, Forevermark has especially unveiled two exclusive solitaire rings from its signature Icon Collection that will launch in 2021. Each of these timeless and elegant ring designs are available in three carat sizes – 0.25, 0.50 and 1 carat and are crafted with beautiful, rare and responsibly sourced diamonds and set in 18K rose yellow and white gold. Each ring will come with a Forevermark Grading Report from the De Beers institute of Diamonds. Forevermark diamonds are hand-selected for its beauty and rarity; each is genuine, untreated, and natural; each diamond has a unique inscription number and identification card bearing the assurance of it



being rare and responsibly sourced. Less than 1% of the world's natural diamonds are worthy of this

inscription which is a promise that the diamond has been carefully selected to meet Forevermark's standards of quality and integrity.

Sachin Jain, Managing Director, De Beers India said, "We wanted to do something really special this wedding season and so we made these rings from our much-awaited Icon Collection to go live in 2021, exclusively available for a short span of time. Couples will want to buy these timeless, versatile, and contemporary solitaire rings that showcase exquisite craftsmanship because the rings will tell the world their unique love story. To make things convenient and quick, our customers can virtually try-on and pick their favorite rings before they visit the store for a final booking thereby cutting down time spent at the store."

Tanishq's Diamond jewellery collection 'Moods of the Earth'

BENGALURU: Tanishq has recently launched its latest Diamond jewellery collection- 'Moods of the Earth' inspired by Mother Nature. It's an exclusive collection present at select Tanishq stores. The brand has undertaken a unique initiative for this collection and has partnered with www.grow-trees.com in an attempt to give back to the inspiration; our Mother Earth. As a token of gratitude to Nature, for every product sold under the Moods of The Earth collection, a sapling will be planted in the customer's name along the banks of river Ganga in Buxar region to help reduce soil erosion and improve soil fertility. A personalised digital certificate in the customer's name will be sent via email as well.



Platinum Evara's latest collection for women

MUMBAI: The latest collection of Platinum Evara takes inspiration from the cosmic phenomenon of a supernova, the explosion of a star. The design palette is a mix of facets, disruptive lines and frames that create an illusion of volume. The pieces range from



statement platinum rings, intricately designed platinum necklaces, and even stunning essential jewellery like earrings and bracelets.

The collection has been unveiled by six popular style icons, showcasing their favourite picks from the collection and styling tips with the pieces. The women leading a distinctive style coalition include leading lifestyle influencer and entrepreneur Masoom Minawala, celebrity stylist Sanjana Batra, luxury lifestyle influencer Aayushi Bangur, South Indian actresses Mrinalini Ravi and Nikki Galrani and Yoga guru Pradaini Surva. The content captures myriad ways to style the new collection, showcasing the versatility of the pieces that are sure to elevate every single look.

An interesting collaboration with Vogue to celebrate the campaign theme of #RiseWithGrace pushes this initiative a notch higher. Through a video, Priyanka Kapadia – Fashion Director at Vogue, celebrates the rare spirit of women who continue to stand tall against all odds. As part of the collaboration, she will also host an Instagram live session with the audience, highlighting her top 10 picks and style tips.



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Forevermark plans to take its store total to 270 by the end of the year.

Forevermark opens first 'boutique store' in Gurugram with Fortofino

GURUGRAM: Forevermark's new store launched in Gurugram with the brand's full selection of collections available at its international stores including 'Cornerstone', 'Millemoi', 'Capricci', and 'Twogether'. The store also features a selection of jewellery designed for the Christmas gifting season.

The interior of the store is minimal and modern to highlight the jewellery, which is made using the brand's signature responsibly sourced diamonds. In response to the ongoing pandemic, the store also offers a variety of shopping options for customers who prefer to stay at home including video consultations and at-home visits. Forevermark, which has a retail presence in 66 Indian cities, has been associated with Fortofino for the past two years. In October, the businesses opened three new stores together in Ludhiana, Jammu, and Ambala.

Malabar Gold & Diamonds launches store in Vashi



It was the 9th showroom of Malabar Gold and Diamonds in the state.

NAVI MUMBAI: Malabar Gold & Diamonds inaugurated its fourth store in Mumbai. Malabar Gold and Diamonds already has 9 showrooms in the state.

The artistically designed store in Vashi offers the jewellery buyers a world-class shopping experience with unparalleled design diversity with quality assurance, outstanding in store-shopping ambiance and superior after-sales customer convenience. The store provides a safe and hygienic retail environment to its customers by adopting all the required precautions and safety measures. The Vashi store has an impressive range of bridal jewellery, traditional jewellery, daily wear jewellery in gold, diamond and platinum.

Tanishq sets up 100th retail store in Southern India region

CHENNAI: Tanishq has strengthened its retail footprint by opening its 10th outlet in city which also marks the 100th facility in the southern region, a top company official said on Thursday. The facility, which was recently inaugurated, is spread across 2,500 square foot at Ambattur in Chennai offering a range of designs across gold, diamond and solitaires.

After inaugurating the new outlet, Vijesh Rajan, company head-retail, Tanishq said, "We are pleased to announce the launch of our latest store in Ambattur and this new addition is a proud moment for all of us as this marks the addition of 100th Tanishq store to our retail network in southern India."

As part of the inauguration of new facility, the company was offering free gold coins with purchase of select plain gold and diamond jewellery.



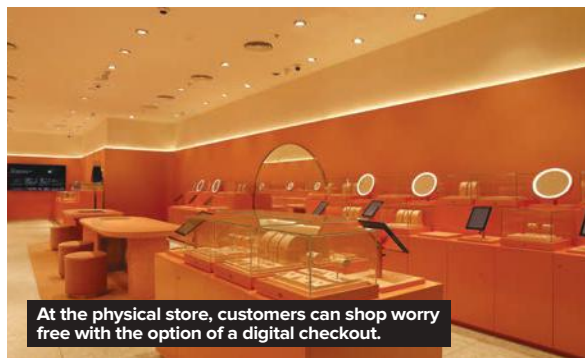
The new facility is spread across 2,500 square foot.

Melorra opens first offline store in Bengaluru

BENGALURU: Melorra recently launched its first brick-and-mortar store in Orion Mall, Bengaluru. The women-centric jewellery 'experience centre' for millennials is fresh and fun, driven by Melorra's three pillars -- fashion, technology and variety.

Built in line with the online experience that Melorra currently offers, the physical outlets are unique, fresh, and iconic. The brand aims to enhance a customer's sense of touch, feel and trial of Melorra jewellery, through the experience centre.

Speaking about this, Saroja Yeramilli, Founder and CEO, Melorra, said, "Melorra's journey in the jewellery world has been completely unique in every respect. From online to offline, the launch of the retail stores will provide a seamless, customer-in-control experience."



At the physical store, customers can shop worry free with the option of a digital checkout.



The recent addition in Midnapore took the store count to two in the city and 53rd in the country.

PC Chandra Jewellers opens two new stores

KOLKATA: PC Chandra Jewellers recently opened their brand new showroom in Hooghly, the 54th showroom in the country. An inaugural offer has been announced for the benefit of valuable customers. The offer includes a 25% discount on making charges of all jewellery, a 12% discount on Diamonds and precious stones and Rs. 100/- off on every gram of gold jewellery.

The jeweller also opened the doors of their second showroom in Midnapore. Located at West Midnapore, the showroom spreads across 3000sqft area covering three floors.

Ratnalaya Jewellers expands its retail footprint

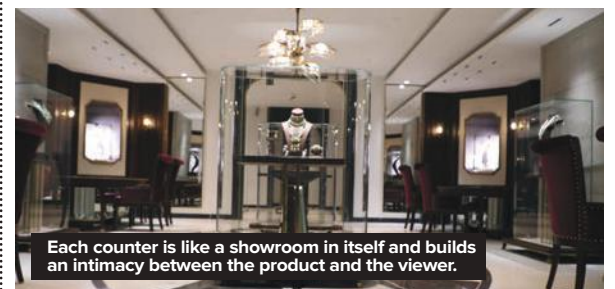
PATNA: Ratnalaya Jewellers have opened a new two storey store with a total area of 3600 sq ft at Kankarbagh, Patna. The new store has been designed in a boutique-style which will instigate not only the elite customers but also the masses to come and visit the showroom. The new store has got a magnificent facade and which has a frontage of around 40 feet.



The new store has got a magnificent facade of around 40 feet.

RK Jewellers adds new space in existing store

NEW DELHI: Taking a leap into the luxury segment, RK Jewellers recently expanded 2500 sq ft new space on the second floor of its existing flagship store in New Delhi. The display units are the first of its kind in India, where each piece is treated like a rare jewel. The new section of the store caters to discerning audience. There is complete privacy given to the customers.



Each counter is like a showroom in itself and builds an intimacy between the product and the viewer.



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NATIONAL NEWS

EJOHRI offers gold loans for customers

MUMBAI: EJOHRI announces its collaboration with HDFC Bank as its lending partner to facilitate its newly added gold loan services in a hassle-free manner. Spread across 130+ cities pan India eJOHRI has listed more than 30,000 products design on its site and on-boarded 250+ jewellers, 350+ stores in 140+ cities.

Ring with 12K diamonds was crafted in Surat

SURAT: A diamond ring that made it to the Guinness Book of World Records was designed and crafted in Surat. A city-based jewellery manufacturing company designed a gold ring studded with 12,638 diamonds within for the Meerut-based jewellery company, Renani Jewels (India).

Forevermark remains bullish in India market: De Beers

MUMBAI: Even as there was a complete shutdown of business in June quarter due to COVID-19 related disruptions, diamond jewellery witnessed sharp recovery from October onwards and the industry is expected to do 70-85 per cent of last year's sales, De Beers India Managing Director Sachin Jain has said. According to Jain from October onwards, the relaxations coupled with the festivals began resulting in a surge of demand.

Average ticket size of jewellery sale raises 16 pc in Nov: Report

NEW DELHI: The average ticket size of gold and silver jewellery sale rose 16 per cent in November compared to the previous month despite gold prices hitting record levels, according to a report. There was a 16 per cent increase in ticket size in terms of amount, but the overall ticket size of gold ornaments dropped 70 per cent as against festival season last year.

GST officials collect Rs 24 lakh fine from gold traders in Odisha

BERHAMPUR: GST officials collected Rs 24 lakh fine from the merchants who were intercepted with gold ornaments weighing 6.7 kg and 239 kg silver jewellery. The three merchants produced the receipts of GST paid at Salem in Tamil Nadu. However, the merchants could not produce way bill for the consignment. As per norms, three per cent tax on the cost of ornaments was collected. Besides, another three per cent was collected towards penalty.

Revenge buyers from US, China put the glint again into Surat diamond trade

SURAT: Revenge consumption of diamonds from the US is driving manufacturing items in Surat to work additional time to satisfy the demand. There has been a scarcity of tough diamonds because the diamond mines had remained closed because of the pandemic and the shares at Surat had depleted after the items reopened however the scenario has reversed. Now the diamond exporters must run the items past regular schedule to satisfy the rising demand which has come from the US.

Kamakhya Jewels honoured with ET Industry leaders West 2020 award

MUMBAI: Kamakhya Jewels were recently honoured with the prestigious and most coveted Economic Times – ET Industry Leaders West 2020 Award. Kamakhya Jewels was recognized as 'Outstanding Designer and Bridal Jewellery Brand' as part of ET Industry Leaders West 2020 awards presentation.

Manoj Kumar Jha, Founder and MD, Kamakhya Jewels Pvt. Ltd, said, "We are very proud and privileged that Kamakhya Jewels, a jewel amongst jewellery brands, has been honoured and recognized by a prestigious brand like The Economic Times during such challenging 'Mission Begin Again' phase post COVID-19. Our Company has always been a pioneer, thought-leader and



innovator in Designer and Bridal Jewellery for B2B and B2C."

Kashi Jewellers becomes best retailer of the year

KANPUR: Kashi Jewellers has been felicitated with the 'Retailer of the year-World' Award at recently held JNA Awards which saw participation of 2000 companies from 120 countries. Kashi's young partner Ridhi Kapoor Gala also won the prestigious 'Young Entrepreneur of The Year' Award.



Shreyansh Kapoor, Vice President, Kashi Jewellers said,

"The credit for this historical achievement goes to our devoted team which, with their astounding efforts, made us crown this prestigious award. Heartfelt gratitude to our valued customers and buyers globally for their faith and association during past 70 years. Due to their faith and love, we attained this proud achievement."

LAB

GIA India offers knowledge webinar on November Birthstones

MUMBAI: GIA India organised the Knowledge Webinar 'November Birthstones: Topaz and Citrine' for members of the gem and jewellery trade across India. More than 60 participants attended this webinar to learn important information about the two birthstones for November. GIA India Instructor Vijay Parmar shared insights on the sources, history and quality factors of topaz and citrine. The webinar also presented information about laboratory-grown gems and simulants, along with a few care and cleaning tips. Sriram Natarajan, MD, GIA India said, "This knowledge webinar on November birthstones offers the trade members fun facts and insights about these gemstones, which will help them buy and sell with confidence."



IGI debuts 'Shop with Confidence' campaign & giveaway

NEW YORK: The International Gemological Institute (IGI) recently unveiled its "Shop with Confidence" campaign and diamond earring giveaway with a billboard in Times Square. The advertisement will appear on the NASDAQ screen from 8 am to 11 pm ET and will reinforce that consumers can make fine jewellery purchases with ease knowing that the diamond or gemstone has been certified by IGI. To kick-off the campaign that will

continue into 2021, IGI is launching a contest to win a \$2,500 pair of natural or lab-grown diamond earrings – a choice consumers



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make when entering the giveaway. Certified by the Institute, the studs will be provided to one lucky winner to proudly wear or share with their loved one, backed by the confidence from the industry-leading authority for certification and grading.



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GJEPC shines a light on diamond-studded jewellery at the 6th VBSM

MUMBAI: The GJEPC inaugurated the first-ever Diamond Studded Jewellery VBSM in the presence of Chief Guest Suresh Kumar, Joint Secretary, MoC&I along with Colin Shah, Chairman, GJEPC; Dilip Shah, Convener, International Exhibitions; Sabyasachi Ray, ED, GJEPC among others through a virtual conference.

The VBSMs has been a successful ongoing series initiated by the Council and this platform has unlocked manifold opportunities by reaching out to buyers from not only the traditionally strong export markets like the USA, UK, Europe, ME and Hong Kong/China but also non-traditional ones such as Latin America, Eastern Europe and many more.

The Diamond Studded Jewellery VBSM is attended by 20 international buyers from the UK,



Russia-CIS, Middle East, Latin America, Australia, Ireland, Spain, Lebanon, Brazil, Colombia, Ecuador, and Kuwait. The buyers will get to meet 10 leading exhibitors from India –Savio

Jewellery, Jaipur; Fine Jewellery Manufacturing Ltd., Mumbai; Shankar Jewels Ltd., Mumbai; K P Sanghvi International Pvt. Ltd., Mumbai; Kama-Schachter Jewelry Pvt. Ltd., Mumbai; Tanvirkumar & Co., Mumbai; Elvee Jewels Private Ltd., Surat; GNS Jewellery, Surat; Uni Design Jewellery Pvt. Ltd., Mumbai; and Priority Jewels, Mumbai.

Colin Shah, Chairman, GJEPC, noted, “Even during the pandemic, diamonds and diamond jewellery have remained the ultimate symbols of love and have outperformed other luxury categories. Revenge shopping by consumers across key markets has proved advantageous for the category. The imminent promise of a vaccine bodes well for our industry and we will enter 2021 on a high note of optimism.”

GJSCI launches JADE, bridges the gap between the jewellery and IT sectors

MUMBAI: With Covid bringing in a lot of changes to the world economy, the digital transformation of the gem and jewellery industry has been wholesome too. Speeding this development further, artificial intelligence and data science

joined hands with the gem and jewellery arena for the first time in history.

As a step in this direction, the Gems and Jewellery Skills Council of India (GJSCI) launched Jewellery Artificial

Intelligence and Data-science Excellence (JADE) in a virtual ceremony.

JADE is a center of excellence for artificial intelligence that focuses

particularly on the gem and jewellery industry, an important \$90-billion segment in India. A country that employs over five million people in the sector and has 90% of the world's diamonds processed, needs a transformative boost quickly, and the

center is a push towards that direction.

This first-of-a-kind center on AI will be working on the problems faced by manufacturing units, exporters, and retailers in the gems and jewellery industry. The key challenges in manufacturing like minimizing rejections, poor hit-ratio of designs (which is in single digit presently) and high-

market returns will be tackled using the AI and data science techniques. This center will help find solutions for industry at large, and individual units as well.



GJEPC postpones IIJS Premiere to August 2021

MUMBAI: The Gem and Jewellery Export Promotion Council (GJEPC) has decided to postpone its trade show, India International Jewellery Show, moving it from January 2021 to August in the same year, as the coronavirus pandemic shows few

signs of abating.

GJEPC chairman Colin Shah said, “The show of this magnitude requires clear availability of the venue and requisite government approvals, both being uncertain at this juncture. With positive developments on the Covid-19 vaccine, international mobility is likely to resume by March, and that would aid us to organise IIJS Premiere in a physical form in August next year.”

“We realise the long wait to conduct business in person. However, the situation remains uncertain and that compels us to postpone IIJS Premiere to August 2021. The second edition of IIJS Virtual is being organised from 8-12 January,” said

Shailesh Sangani, convenor, national exhibitions, GJEPC. The GJEPC is currently focusing on online events and will hold a second edition of IIJS Virtual from January

8 to 12, in partnership with the Gemological Institute of America. IIJS Virtual 2.0 expects over 500 exhibitors and over 10,000 buyers including over 250 international buyers from countries including the UK, US, Nepal, Singapore, and Belgium, among others.



GJEPC to debut e-IGJS in January 2021

MUMBAI: After successful and accomplished IIJS Virtual and several Virtual Buyers-Seller Meets, which offered a much-needed opportunity for buyers and exhibitors to connect and transact business during this pandemic, GJEPC is all geared up to organise its first ever export-oriented show only for international buyers, the International Gem & Jewellery Show (e-IGJS) in a virtual format. The show is scheduled from 18th to 22nd January, 2021.

The e-IGJS will see participation

from 200+ exhibitors, who will be showcasing Fine Jewellery, Plain Gold Jewellery, Studded Jewellery, Platinum Jewellery, Silver Jewellery, Loose Diamonds, Gemstones, Fashion Jewellery and more.

Colin Shah, Chairman, GJEPC said, “Looking at the positive developments in global markets, the recovery in retail jewellery demand

and the distribution of an effective vaccine, GJEPC felt that the time was right to organise e-IGJS, a show

exclusively meant for foreign buyers to source high quality products in a variety of exquisite designs. Global markets like the

US, Europe, China and other Asian countries are witnessing increasing demand for gems and jewellery. The



Thanksgiving Day spending in the US rose by nearly 22% year-over-year to \$5.1 billion, hitting a new record, with a 37% jump in online sales in Q3 of FY2021.

“We are expecting Indian Government to announce a comprehensive e-commerce policy for the gem and jewellery sector which will encompass ease in processes, hassle-free returns, seamless payments, speed of delivery, minimal cost, etc. I am sure this will help in further boosting exports from this sector,” adds Colin Shah.



High Demand for innovative and light-weight jewellery

AAYOD JAIN, Director, Trident Corporation in a conversation with *The Retail Jeweller Market* talks about the USP of the company and how Covid-19 has impacted his business.

The Retail Jeweller Market (TRJM): What is your opinion about the markets you are catering to?

Aayod Jain (AJ): The current market situation has changed in the last 3-4 years. Previously, whatever new designs we used to come up with, there was a demand in the market but now the designs have to be efficient. There is a high demand for 8-15 grams of lightweight jewellery in the market. Due to the high competition in the market, lots of effort went into producing innovative products.

TRJM: In what category you specialize in and how are you unique from other players in the same segment?

AJ: We specialize in different varieties of mangalsutras. We provide fresh designs regularly and makes sure that in every 3 months we product 400-500 new designs so that our customers gets a new range to buy from.

TRJM: The retail markets are changing and retail demand is evolving due to new consumer behaviour and covid impact. What are the changes you have observed in the markets?

AJ: We have recently started doing laser shouldering and markings on the products. We have also introduced new machines which have improved the finishing of the final products. Under the current situation, we cannot afford to do any mistakes because the customer might go to someone else. We

saw a boom in the agricultural produce during the lockdown which helped us to get lots of business from the rural and semi-urban areas.

TRJM: How are you partnering with retailers to service them better as the physical restrictions are affecting travel?

AJ: From the past few years, we have been dealing with lots of clients through Skype calls and Whatsapp messages. And after the lockdown, other customers are also using the online platforms to buy jewellery. We are planning to launch our mobile application in the next 3 months. The mobile application will have high-resolution images of the complete stock with the purchase rates. The buyers can visit the application and select the products and order it by paying the amount. We will make sure that the product gets dispatched within 24 hours and reach to the customer in the next 24 hours. The minimum weight range for delivery has been kept at 100 grams.

TRJM: Any specific and definite changes that you observed in the Indian jewellery market?

AJ: During the lockdown, the whole business community in Mumbai's Zaveri Bazaar got united which was a very positive thing. The business also got slowed down due to the high fluctuations in the gold rates but that has been controlled to an extent.



Digital is the future for B2B market

In a conversation with *The Retail Jeweller Market*, **RIKIN RAJNEESH MEHTA, Director, Touch 22** shares how the retail demand is evolving and changes observed in the new-age customers.

The Retail Jeweller Market (TRJM): What is your opinion about the markets you are catering to?

Rikin Rajneesh (RR): During the lockdown when the economy was going down, the gold prices kept shooting up. So, the customers became more bullish about investing in gold jewellery. People began investing in gold to safeguard their savings. During Diwali and post-Diwali, the demand for gold jewellery has gone up and it was even better as compared to last year. The current trend is more into lightweight and fancy jewellery. For example, 15-20 grams gold necklace sets, gold chain sets in 12-15 grams.

TRJM: In what category you specialize in and how are you unique from other players in the same segment?

RR: We specialize in Casting Jewellery which is kind of similar to diamond jewellery but instead of diamond jewellery, we use cubic zirconia stones. Although it's not diamonds, it gives the look of diamond jewellery and also affordable at the same time.

TRJM: The retail markets are changing and retail demand is evolving due to new consumer behaviour and covid impact. What are the changes you have observed in the markets?

RR: In Casting Jewellery, till now

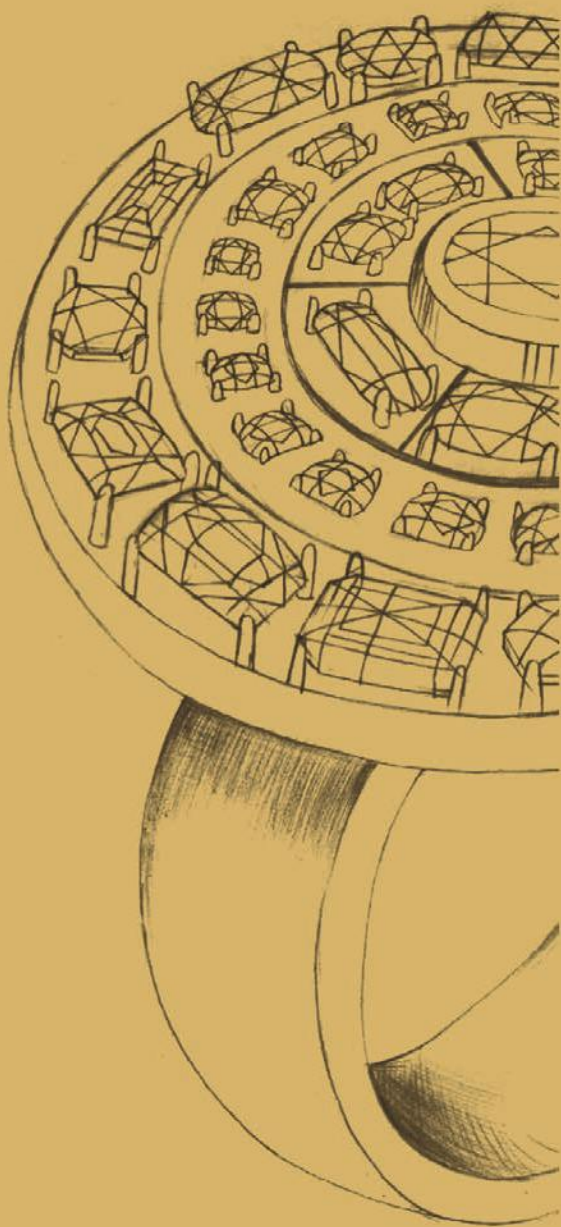
the weight of the stone was included in the entire weight of the jewellery but now that has changed. Today's generation only wants to pay for the gold part of the item and not for the stones. So, now the manufacturers have started giving the stone weight and amount details separately. So, in the end, the consumer's know how much amount they are paying for the gold part of the items as well as for the stones.

TRJM: How are you partnering with retailers to service them better as the physical restrictions are affecting travel?

RR: As we are into the wholesale business, we have tried to give access to the various mobile applications of the manufacturers so that the retailers can directly select the designs and place an order and then we service the order and deliver it to them. We have registered on an online platform called 'quick sell' where we store all the designs from manufacturers at one place and created a digital catalogue which can be shared via Whatsapp.

TRJM: Any specific and definite changes that you have observed in the Indian jewellery market?

RR: Today's generation has started using the online platforms to purchase jewellery and has become more prevalent on the B2C side and B2B is slowing starting to go towards the digital side as well.



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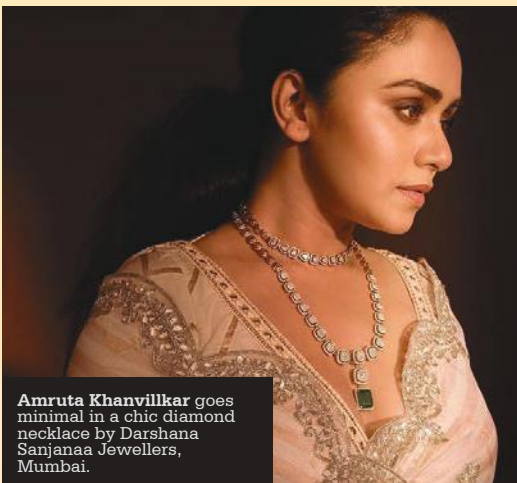
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Amruta Khanvilkar goes minimal in a chic diamond necklace by Darshana Sanjana Jewellers, Mumbai.



Bhumi Pednekar looked stunning in chokers by Manish Malhotra, Mumbai.

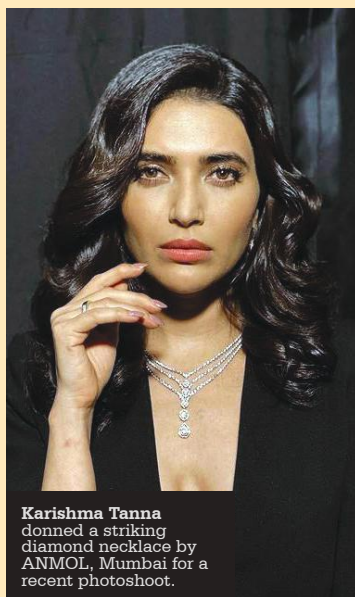


Actress **Diana Penty** looked glamorous in a pair of Finely crafted diamond earrings by Narayan Jewellers, Vadodara

Who's Wearing what



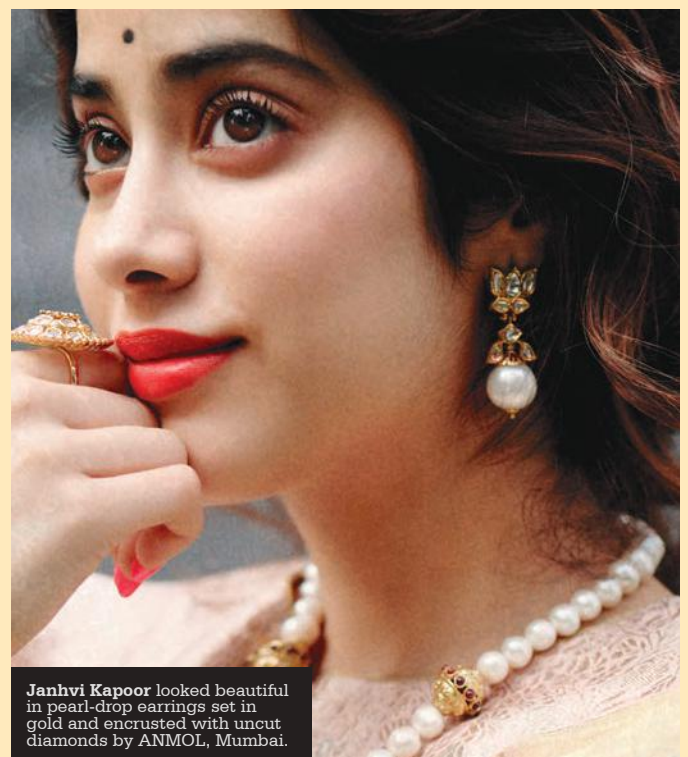
Lavanya nailed the clean, laid-back winter evening look in sapphire chandelier earrings by Vasundhara Diamond Roof, Hyderabad.



Karishma Tanna donned a striking diamond necklace by ANMOL, Mumbai for a recent photoshoot.



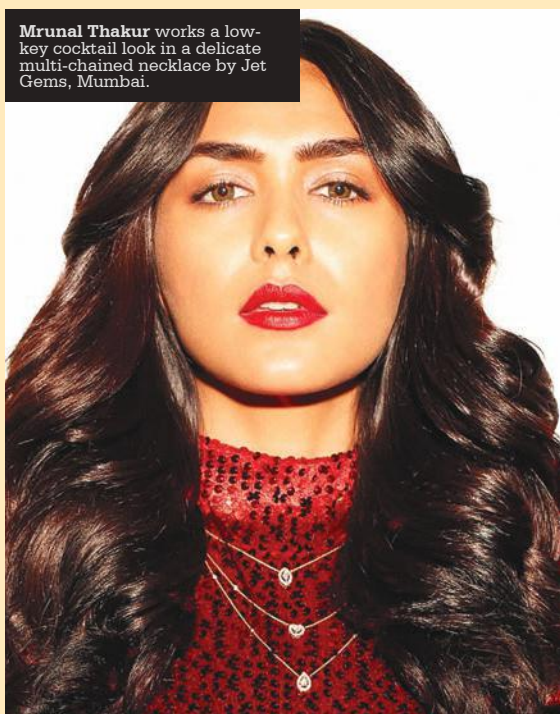
Sonam Kapoor in her latest Instagram outing wore a multilayered diamond and ruby studded necklace by Jet Gems, Mumbai.



Janhvi Kapoor looked beautiful in pearl-drop earrings set in gold and encrusted with uncut diamonds by ANMOL, Mumbai.



Tamannaah Bhatia was spotted in a pearl choker highlighted by a centre-piece encrusted with uncut diamonds and sparkly blue tanzanites by Manish Malhotra, Mumbai.



Mrunal Thakur works a low-key cocktail look in a delicate multi-chained necklace by Jet Gems, Mumbai.

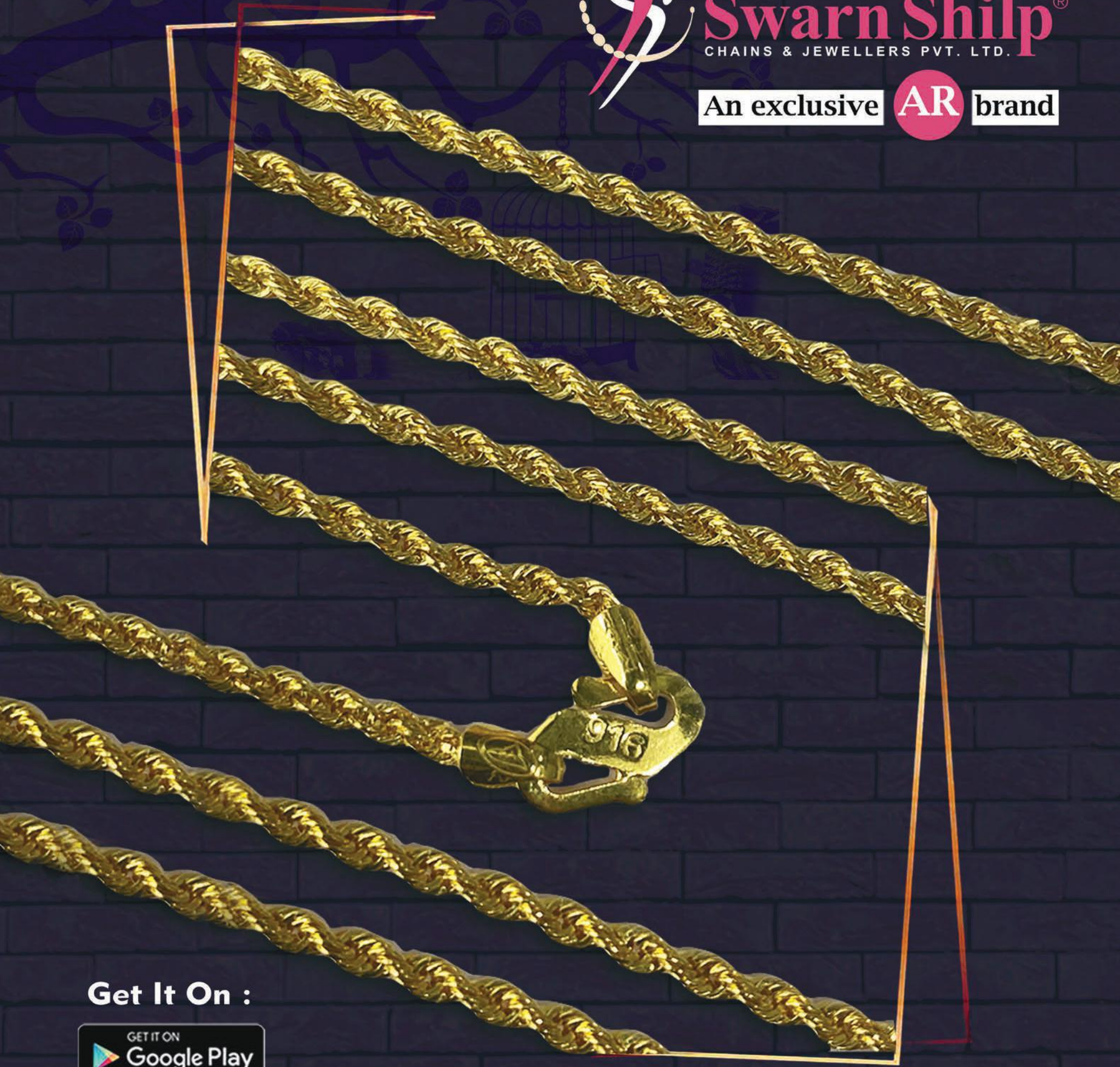


Singer **Jonita Gandhi** wore a classic, wide polki and emerald choker from House of Rambhajos, Jaipur.

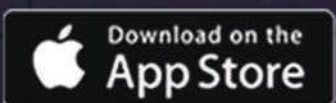


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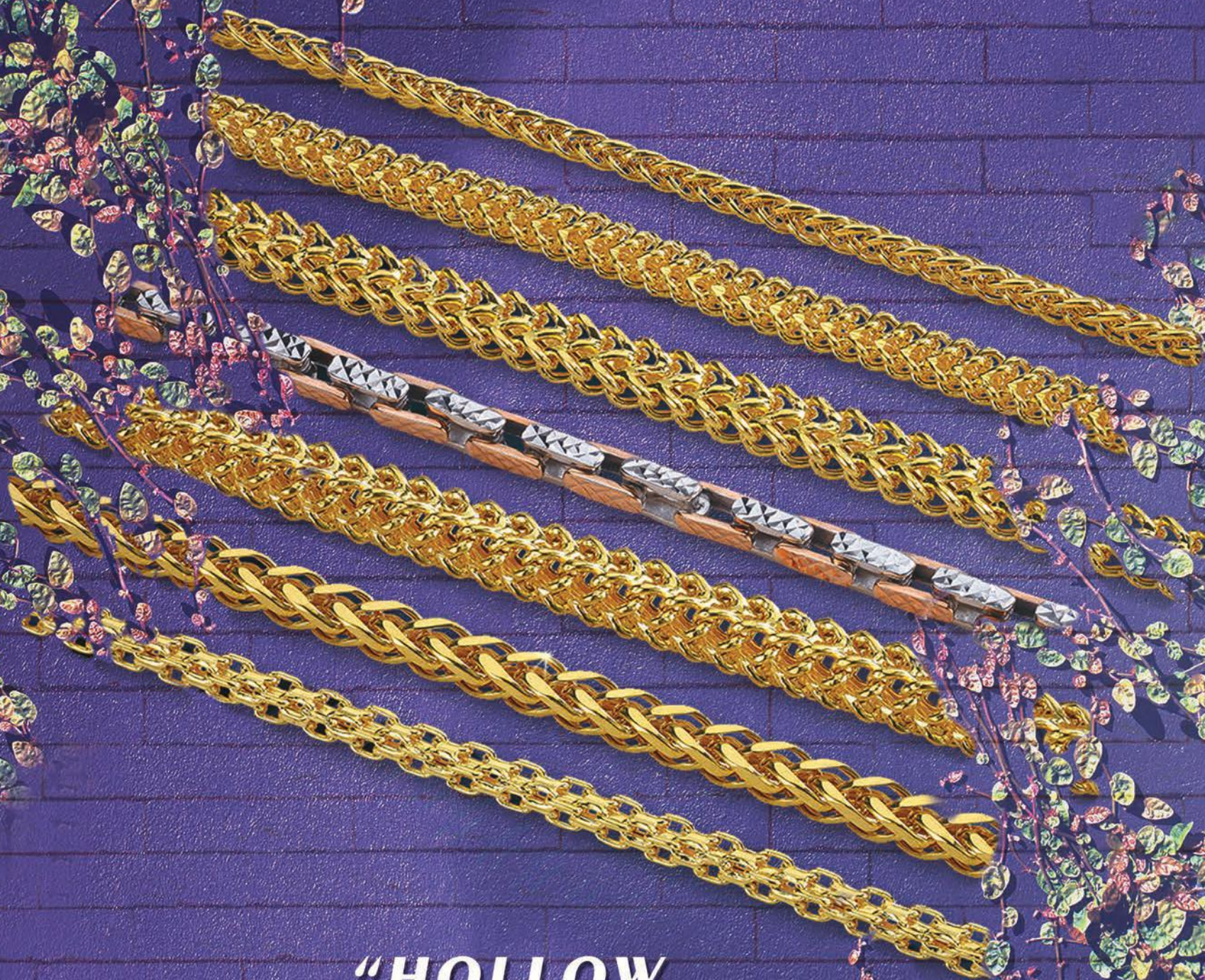


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