

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

Market
SEPTEMBER-OCTOBER 2020



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GEARED UP FOR UPCOMING SEASON



“As the cases are going down along the prices of gold, we expect very good business for the upcoming season. My only request to the Gems and

Jewellery industry is that they should be safe by maintaining social distancing and wearing the mask. After Diwali we are hoping that business will be very good for the wedding season. People are celebrating in a small way with limited crowds so those savings also will come into jewellery buying is what I am expecting.”

Anantha Padmanabhan,
Chairman, All India Gems and Jewellery Domestic Council



“We are very bullish for a strong bounce back in business for this season. If you look at this festive season, right from Navratri- Dussehra to now, the footfalls

are fairly regular and the market seems to be in revival mode. We are seeing a clear trend of Agri-business backed families spending more, rural India is showing more consumption appetite than the metros. Gold is still the most favoured purchase for the festive season. A lot of people including millennials and first time investors are favouring gold as an investment option. We are also seeing strong bookings in lightweight and wearable jewellery besides bullion products.”

Saurabh Gadgil,
Chairman and Managing Director,
PNG Jewellers

THE JEWELLERY SECTOR MOVES TOWARDS A STRONG RECOVERY

*The market situation remains challenging, but retailers are still upbeat about upcoming sales, given the last two consecutive quarters of decline. The **Retail Jeweller Market** takes stock of the demand trends and great expectations in the season ahead.*

While the gems and jewellery sector was spared the worst of the devastating effects that Covid-19 spurred, it was not without its own setbacks.

The two-month lockdown saw all stores down shutters, washing out an entire quarter.

When things started improving in June, the market opened. Sales, though, were at an all-time low, resulting in jewellers adapting quickly to changing technological needs. While many

chose to push business online on their websites, conducted sales over video calls, image-sharing and communicating via phones and laptops, other went the more conventional way of travelling to the clients home with the designs. Everyone went the extra mile: once designs were finalized, they delivered the pieces home. The first-ever such initiatives were successful and helped sales improve. What helped was that the yellow metal still finds itself indispensable

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Jewellers have been optimistic about a rebound in the economy and think pent-up demand will help boost sales.

This is what some RETAILERS had to say about MARKET TRENDS

'Diamonds are doing well in metros'



Till September, the demand was low. But October picked up. Although they are spending less, the customer flow will touch at least 70-75% of the pre-Covid period. In towns, the demand for gold jewellery is high, however, in tier-1 cities, diamonds are ruling the market too.

Sandeep Bhura,

Owner, Bhura Jewels, Jabalpur

'Sales have improved by 3 times'



When we look at June and now November, the sales have improved by 3 times. But fewer weddings has seen a drop in the sale of wedding jewellery to 20-25%. This was close to 70% in the same period last year. We have also seen chains and bangles flying off the shelves. We should see the market reach pre-Covid levels by January-February.

Ravindra Bhandari,

Director, Shiv Shubham Jewellers, Navi Mumbai

'High gold prices have driven lightweight jewellery sales'



Due to the upcoming wedding season, we are witnessing a surge in demand for wedding jewellery. High gold prices have seen demand for lightweight jewellery in between 50-100 grams rising. In studded jewellery, the demand for 14K is more than 18K. In diamonds, the demand for 8-10 carat necklaces is more.

Shobit Vaish,

Owner, Tika Ram & Sons Jewellers, Badaun, UP

'80% of our customers are shopping for weddings'



Currently, 80% of our customers are coming for wedding purchases. Due to the high gold prices, people are asking for more variety in lightweight jewellery (50-100 grams). As far as variety is concerned, the demand for Hyderabad jewellery, Amritsari jewellery and Calcutta jewellery is high. There is also a good demand for antique gold jewellery.

Piyusha Nyati,

Director, Ornate Jewels, Kota

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during festivals and weddings in India. Jewellers have been optimistic about a rebound in the economy and think pent-up demand will help boost sales. They have upgraded their inventory and hoped for the best. These are the key factors that are driving the market.

PRICE-SENSITIVE DESIGNS

With the pandemic came job cuts, and a pullback in spending capacity. No one was investing in heavy pieces. Thus, jewellers are now revolutionizing designs and keeping a variety of lightweight and daily-wear pieces. As per industry insiders, customers are looking for wearable pieces, and brides are opting for trendy jewellery that will not just be a one-time wear.

AN UPBEAT WEDDING SEASON

As expected, a chunk of festive sales aligned with wedding jewellery. With many weddings postponed during the lockdown, the second half of the year is to see them finally take place. So, jewellers are hopeful about the bridal section. Small weddings are the norm now, so a large chunk of the budget is being directed towards jewellery. The market, thus, is upbeat and hoping for a great season ahead.

GOLD DEMAND TO SOAR

The World Gold Council data in a recent report published on the first week of November said that net bullion imports, which contribute to



Small weddings are the norm now, so a large chunk of the budget is being directed towards jewellery. The market, thus, is upbeat and hoping for a great season ahead.

'Demand for normal jewellery is slowly soaring'

Before the start of the season, the demand for normal jewellery was negligent. However, with the festive season, the sale for normal jewellery has increased by 20-30%. Last year, wedding jewellery sales were at 40% whereas the sale for normal jewellery was close to 60%.

Naveen Soni,

Director, RC Jewellers, New Delhi

'We brought down the weight of our bridal jewellery by at least 15-20%'

The sales touched 75% by September and I have seen a surge in the demand for daily-wear jewellery like bangles and chains. During Karwachauth, we saw record-breaking sales. The demand is high for gold jewellery and designs from the south. We brought down the weight of our bridal jewellery by at least

15-20%. The weight of chokers has come down from 50 grams to 35 grams.

Amit Agrawal, Founder and Director,
Narayan Das Saraff & Sons, Varanasi

'It will take another 3-4 months for things to get normal'

Orders for wedding jewellery have started flowing in. However, it will take another 3-4 months before the sales bounce back to normal. The current sales are at 50% as compared to the previous year. I am hoping it will touch at least 70% during the wedding season.

Milind Shirodkar,

Owner, Vithal Jewellers, Goa

'The market is yet to recover from the pandemic'

When we compare it to last year, the demand is only close to 20-30%. By the end of December, I expect a 10% improvement in sales, which is still on the lower end. The market is yet to recover from the pandemic and customers are still scared to step out. Only regular jewellery in the lightweight category has some demand.



Sridhar K, Managing Director,
Hari and Sridhar Jewellers, Guntur, AP



Although gold purchases remained nearly 50-60% this year, when compared to this time last year, volume-wise they are still higher.

85-90% of India's gold supplies, saw a sharp recovery in the third quarter of 2020 after a plunge in the preceding one. While net bullion imports had fallen to 96.4% (just 9 tonnes year-to-year in the second quarter), the volume increased to 90.5 tonnes in the third quarter. Although the growth is on a soft base in the third quarter, it comes after four consecutive quarters of decline, it said.

Why the rebound? Jewellers are confident about the festive and wedding season demands anticipated in the fourth quarter. "Titan indicated in its post-results last week that the first 10 days of the festive season has been in positive territory," the report added.

According to retailers, customers are slowly stepping out of their house to buy jewellery, which will pick up further from the last week of November.

The second factor that played into the rebound is the increase in gold price by 35-40%. This has helped gold climb up the investment preference chart steadily, with all other options plummeting in the face of the pandemic. Millennials are slowly looking away from mutual funds and investing in gold. It is also the preferred luxury buy now --- a drift from digital expenditure. Though gold purchases remained nearly 50-60% this year, when compared to this time last year, volume-wise they are still higher. Families that are agri-based are also investing in jewellery, so the rural part of the country is showing more appetite for gold.

— **Manoj Chakraborty**

Manufacturers rake in Diwali and Dhanteras fortune in lightweight gold pieces

The festive season rang in a bounty of cheer for jewellery manufacturers across the country with most retailers witnessing a jump in the sales figure, which had remained stagnant for a while now. The **Retail Jeweller** takes a look at what worked for the market players this season



Our pre-Diwali sales in terms of volume were the same as last year. This year, we launched the 'Trump Collection', which is extremely lightweight, casting jewellery in 22KT for Diwali. All kinds of jewellery were in demand, particularly within the 10-20 gram range. Sturdy but lightweight gold chains sold the most.

Khushboo Ranawat, Director,
Swarnshilp Chains & Jewellers, Mumbai



In terms of volume, the business was more than 10-15% as compared to last year. We saw good response for our evergreen 'Amore Collection' and the men's jewellery collection, which comprises exquisite jewellery pieces in 18KT white and rose gold. Since the markets reopened, we successfully added a lot of new retailers from tier-2 and tier-3 cities.

Vineet Vasa, Partner,
Lotus Jewellery Creation, Rajkot



As compared to last year, we have done almost 70-80% business during the festive season. Due to the high gold prices, we concentrated more on lightweight jewellery of less than 15 grams, such as rings and earrings. It was really popular among clients.

K Srinivasan, Managing Director,
Emerald Jewel Industry India Ltd., Coimbatore



We have done up to 80% business as compared to the last festive season. Keeping the wedding season in mind, we launched a lightweight bridal jewellery collection. The necklaces with earrings that weigh around 30-150 grams are quite popular.

Sneh Soni, Director,
Soni Nanalal Bechardas, Ahmedabad



Business was about the same as last year. Although markets across the country performed well, the response from west and south India has been encouraging this festive period. Our new designs in lightweight for millennial brides echoed the back-to-basics sentiment, which gives more value to buyers.

Abhishek Raniwala, Director,
Raniwala 1881, Jaipur



The sales volume ranged between 70-80% as compared to last year. However, looking at the market scenario, I think business was good. The south Indian market performed well and in the international scenario, the Middle East, particularly Dubai, saw good numbers. Everywhere, we saw great demand for lightweight jewellery, such as bangles ranging between 25-35 grams. We introduced a lot of new design concepts from small ticket items in the lightweight category.

Nitin Agarwal, Director, Meenakshi Jewellers, Hyderabad



In terms of volume, we have been able to achieve 20% higher sales as last year in Diwali. We had launched a lightweight, easy-to-wear collection called 'Light of Hope', which was received well by retailers. In small-ticket items, pieces between two-and-a-half and three grams sold the most. In the light weight category, necklaces in the 12 to 16 gram weight range are very popular.

Yuriko Menon, GM Operations,
Goldstar Elite Jewels



We matched our previous year's sales numbers this festive season. North Indian markets such as Punjab, UP and Chhattisgarh had good demand. Most people looked at the wedding categories, which made for about 80% of our business. In the bridal category, jewellery between 100-500 grams saw a good demand.

Praveen Agarwal, Partner,
Geeta Shyam Jewellers, Jaipur



The business pumped up compared to last year. Retailers generally fill in their festive stock at the IIJS. This time, bridal jewellery was in demand even before the season began. Keeping this in mind, we launched a wedding collection. People are buying heavy pieces in the bridal segment.

Deepak Seth, Partner,
SK Seth Jewellers, Mumbai



Business during the festive season was around 80-90% as compared to last year. Due to the upcoming bridal season, there is a huge demand for heavy pieces in almost 200 grams. However, looking at the high gold prices, we are making jewellery lighter by up to 30% to match the pricing before Covid.

Pankaj Dewal, Owner,
Dewal Jewels, Bikaner



Compared to last year, the sales during the festive season went up by almost 30%. I received orders from chain stores in south India. Our lightweight, studded jewellery in the non-bridal category, particularly necklaces between 30-35 grams and bangles in 50 grams, were the picks of the season.

Nitin Gulabani, Managing Partner,
Nitin Jewellers, Hyderabad



Due to the pandemic, the sales dipped in the past 4-5 months, and we were not expecting much during the festive season. Although business stood between 50-60% as compared to last year, it was still above expectations. Due to high gold rates, we focussed on lightweight jewellery between 30-100 grams comprising pendants, necklaces, chokers, etc. The response was good from north and western India.

Parv Agarwal, Partner, Sunil Jewellers, Jaipur



The 4000 sq ft large-format store exhibit fabulously enchanting signature ornaments.

Abaran Timeless Jewellery launches new store

BENGALURU: Abaran Timeless Jewellery recently launched its new store in the city. As part of the grand inauguration, the retailer offered Rs 200 off per gram on gold jewellery and Rs 10,000 off per carat on diamond jewellery.

The 4000 sq ft large-format store exhibit fabulously enchanting signature ornaments with intricate patterns and unadulterated beauty and house various collections from the wide range of designs across gold, silver, diamonds and solitaires.

Speaking on the inauguration, Pratap Kamath, MD, Abaran Timeless Jewellery said, "We are extremely happy and delighted to be back where it all began. There's nothing that quite beats the feeling of coming back home. The warmth, the familiarity and all the memories remind me of when I started my career here way back in 2000. This store has surely contributed a lot to our present growth."

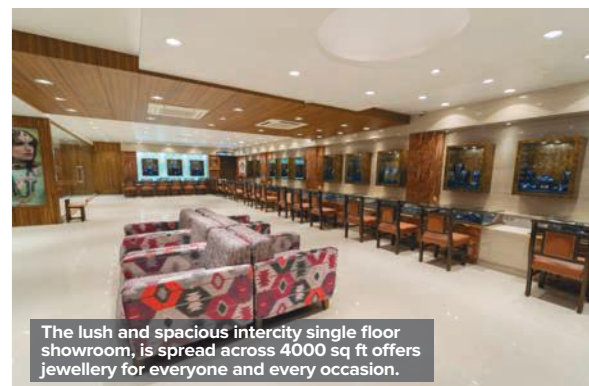
Kirtilals launches its second store in Chennai

CHENNAI: Kirtilals launches its second showroom in Chennai at Anna Nagar. The new showroom offers an exclusive range of intricately designed diamond jewellery with personalized shopping experience, to fulfil the aspirations of all jewellery lovers with both traditional and contemporary tastes. Be the first to experience the magnificent diamond jewellery creations specially crafted for this occasion.

Speaking at the launch, Suraj Shantakumar, Director – Business Strategy, Kirtilals, said, "It gives us immense pleasure to launch our second showroom at Chennai. We aim to provide a unique jewellery shopping experience with a world-class retail ambience and personal interaction for our customers. This new showroom will provide easy access and convenience to our new and existing customers across Anna Nagar region."



The new showroom offers an exclusive range of intricately designed diamond jewellery with personalized shopping experience.



The lush and spacious intercity single floor showroom, is spread across 4000 sq ft offers jewellery for everyone and every occasion.

Lala Jugal Kishore Jewellers opens its 4th store in Lucknow

LUCKNOW: Lala Jugal Kishore Jewellers recently launched their 4th store in the heart of the city in Lucknow. The latest store continues its legacy of providing its customers superior quality services, raising the bar with their everlasting, eternal creations and enticing estate jewellery masterpieces.

The lush and spacious intercity single floor showroom, is spread across 4000 sq ft offers jewellery for everyone and every occasion right from high end rare bridal jewels to daily wear pieces that suit every personality type and pocket size with a section in the store each dedicated to gold, silver, diamond, polki and kundan jewellery as well as a luxurious lounge of the latest collection of Jewels of Awadh.

Somajiguda GRT-vari athi pedda showroom subha aarambam

Grand Opening of GRT's biggest jewellery showroom in Hyderabad at Somajiguda Circle on 30th October, 2020.

SILVER FOR GOLD
Every time you buy gold get silver of equal weight absolutely free.

25gms*
Get silver free per Carat on DIAMONDS

The new showroom offers an exclusive range of intricately designed diamond jewellery with personalized shopping experience.

GRT Jewellers open new showroom in Hyderabad

HYDERABAD: Offering a wide range of jewellery that include gold, diamond, platinum, silver and gemstones, GRT Jewellers inaugurated its new showroom in Hyderabad.

The latest showroom in the city is spread over three floors with indoor car parking. The showroom boasts of specially curated, exquisite Pachi collections, Kundan, ruby and emerald and uncut diamond collection to meet the needs of the jewellery enthusiasts in the city.

It also has inaugural offers and discounts and customers who buy gold jewellery will receive silver of equal weight absolutely for free of cost. Those who buy diamond jewellery will receive 25 gm silver free per carat. These offers are available at all GRT showrooms in Hyderabad for a limited period, the release said.

DP Jewellers launches their 6th showroom

BHILWARA: DP Jewellers has opened a new showroom in Bhilwara, also known as the textile city of Rajasthan. The new showroom is 4800 square feet and is built in 2 storeys.



It is the sixth showroom of DP Jewellers in the country.

Malabar Gold & Diamonds opens three showrooms across India

MUMBAI: Adding glitter to the Diwali festivity, Malabar Gold & Diamonds opened three new showrooms in Thane, Maharashtra, Ghaziabad in UP and Dwarka in West Delhi on the same day.

The new showroom in Thane unveils a large collection of modern, stylish, traditional as well as contemporary designer jewellery in line with the taste of jewellery lovers of the region.

Commenting on the launch of the Thane store, M.P Ahammed, Chairman – Malabar Group said, "The opening of a Malabar Gold & Diamonds store in Thane was an outcome of the response to the brand exhibited by customers from the city."

We're open now
Gokhale Road,
Thane West

Visit our store today

The stores were virtually inaugurated by chairman of Malabar Group MP Ahammed.

Titan launches first International Tanishq Boutique in Dubai

DUBAI: Titan Company recently announced the launch of its first 2000 sq ft International Tanishq store in Dubai. Speaking on the occasion, C K Venkataraman, MD, Titan Company Ltd said, "It's a milestone for the company as we are excited to bring the iconic Tanishq brand to Dubai, our first exclusive boutique outside India. With the commencement of our operations in Dubai, we see the brand being accessible to international customers and NRI communities."



The 2000 sq ft store was inaugurated by UAE Ambassador to India and Counsel General of India to Dubai and Northern Emirates.

CKC Jewellers presents 150 pieces of Limited edition 'Kubera Lakshmi Kosha'

BENGALURU: C Krishniah Chetty Group of Jewellers launch a limited edition of Kubera Lakshmi Kosha for Diwali 2020. Lord Kubera and Goddess Lakshmi are reckoned as the "Gold Bestower". Lord Kubera grants his devotees Gold & the precious wealth & Goddess Lakshmi is the one who leads to the goal, or Lakshya.

C Vinod Hayagriv, Director and Managing Director, C Krishniah Chetty Group Of Jewellers said, "We have hand-crafted a unique composition of craft & culture using 925 sterling silver depicting the dual influence of Lord Kubera and Goddess Lakshmi employing the inbuilt mechanism to play the chant on click of a button whenever & wherever you want. Each of this piece of art is a collectible & one that will add a charisma into your home or office or indeed life."



Payal Festival by Vardhman Jewellers

BHIWANI: Vardhman Jewellers recently held a one day event called silver payal festival at their store where the jeweller displayed almost 1000 pieces of payal in 10-12 categories.

Keeping the global pandemic in mind, the entries were done on invitation basis where the jeweller approached 70 existing customers from the city and invitation cards were distributed amongst them asking them to bring their relatives and friends to the event. In this way, the

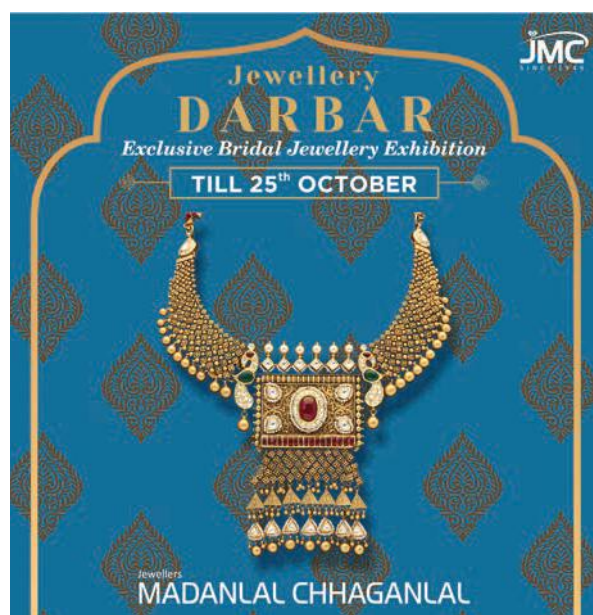
retailer had distributed close to 1300 invitation. The event was a huge success as it saw participation from more than 1000 people.

Speaking about the event, Sachin Jain, owner, Vardhman Jewellers said, "The aim of the exhibition was not to earn profits but to get connected with our customers. We are also planning to come up with a bigger event in

December in the same category of payal where we will approach 300 existing customers."



Jewellery Darbar by Jewellers Madanlal Chhaganlal



INDORE: Jewellers Madanlal Chhaganlal recently held a jewellery exhibition called 'Jewellery Darbar' at their store. The 8 day long jewellery exhibition showcased some of the exclusive bridal jewellery collections.

Khimji Jewellers launch new brand commercial for festive season

BHUBANESWAR: On the occasion of festive season Khimji Jewellers recently launched a brand new commercial. Shot at the 15th century Neemrana Fort in Rajasthan, the advertisement featured some of the top models of India. With the hashtag of #tyooharroshnika, the advertisement brought the focus on its new line of jewellery, especially for the Diwali.



Kalyan Jewellers unveil new Diwali collection Ameya with Tradition for Togetherness campaign

CHENNAI: Kalyan Jewellers unveiled its latest collection of celebration wear jewellery Ameya, through the launch of a new digital video campaign. The ad film showcases life within a gated community, with people from various parts of India coming together to celebrate the festival of light, in harmony and togetherness. It also addresses the present situation, which could be keeping the families of front line COVID-19 warriors apart, during the festive season.

The campaign video, which highlights the #TraditionOfTogetherness, has neighbours joining hands to brighten the Diwali celebrations of one such family, with a gift that is bound to bring about smiles. With this campaign, Kalyan Jewellers reiterates the message of the need for each of us to support one another while also keeping alive the festive spirit, albeit on a more intimate scale.



PNG Jewellers launches season 2 of pure price offer

PUNE: PNG Jewellers has launched the 2nd season of the "Pure Price Offer" across all its stores in India. Customers can pre-book their jewellery purchases during the period of 3rd October 2020 to 30th November 2020 to avail the offer.

With the onset of the festive and wedding season and drastic price fluctuations in the yellow metal, the brand aims to create a cushion for buyers and protect them against the rise and fall in gold prices. Traditionally, customers are in two minds about making jewellery purchases at peak prices during the festive season. The Pure Price offer works in a way where customers can avail the booking rates in case of a price rise in gold. In the event

THE PURE PRICE Offer SEASON 2
 YOU PAY LESS. PRICE FALLS. YOU GET MORE.
 OFFER STARTS FROM 3RD OCT AND ENDS ON 30TH NOV 2020

Shop for Gold without worrying about the fluctuating Gold rates.

How does the offer work?

INCASE GOLD PRICE RISES	INCASE THE GOLD PRICE DROPS
Suppose at the time of booking the price of gold was 50,000/- per 10 gram.	
At the time of purchase of your booked jewellery, the gold price is 55,000/- per 10 gms.	At the time of purchase of your booked jewellery, the gold price is 45,000/- per 10 gms.
You get your jewellery at the rate you booked it for, which is 50,000/- per 10 gms. YOU SAVE RS. 5000/-	You get your jewellery at the new rate which is 45,000/- per 10 gms. YOU SAVE RS. 5000/-

of the gold rates falling below the booking rates, customers can avail the benefits of the lower rates, thus saving money in either situation. This allows consumers to book their investments while being protected from higher gold rates and at the same time, benefit from a fall in gold rates.

Saurabh Gadgil, Chairman and Managing Director, PNG Jewellers said, "It is a tradition to buy gold jewellery during the festive season. Gold buying surges considerably during the days leading up to Diwali.

However, the current economic situation in the country and the swings in gold prices have put customers in a fix. This initiative is to protect our customers from oscillating prices and create a win-win situation for them."

GJEPC inaugurates 2nd VBSM for coloured gemstones

MUMBAI: Encouraged by the previous three VBSMs on diamonds, gold jewellery and emeralds, which were hugely successful, the Gem & Jewellery Export Promotion Council (GJEPC) inaugurated the fourth Virtual Buyer-Seller Meet (VBSM) for Coloured Gemstones (other than emeralds) on 9th November, 2020.

A total of 10 exhibitors, eight from Jaipur and two from Delhi, are participating in the three-day show and they will be meeting 28 buyers from the USA, China, the UK, Spain, Latin America and Switzerland.

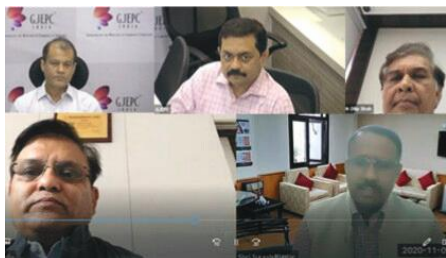
Exhibiting companies are Lunawat Gems Corporation, Mka's Rubylite, Gem India Exports, Kala Gems &

Co., Natural Sparkling Diamonds, KinuBaba Gems (India) Pvt. Ltd., Rajendra S Gems World, Rahul Exports and Ritu Gems.

In his opening remarks, Colin Shah, Chairman, GJEPC, noted, "The Coloured Gemstones VBSM is the

fourth one in a series of VBSM that GJEPC has organised during this pandemic. With every show, we are improving, based on the learnings from the

previous show. The virtual business experience is also facilitating actual transactions and are proving to be a success. VBSMs are fast, cost-effective and highly productive. VBSMs will be the future of business particularly jewellery even when the world gets back to normal."



GJEPC Brings Silver In Focus With First-ever VBSM

MUMBAI: GJEPC's three-day Virtual Buyer-Seller Meet (VBSM) for Silver and Fashion & Costume Jewellery was inaugurated today, with a strong participation from 34 international buyers connecting virtually to the Silver manufacturers in India from the USA, Spain, Italy, Mexico, Canada, Ireland, Russia-CIS and Latin America.

On this occasion Colin Shah, Chairman, GJEPC also announced the launch of International Gem & Jewellery Show (IGJS) in virtual format. The exclusive export-

oriented show only for international buyers will be held from 18th to 22nd January 2021.

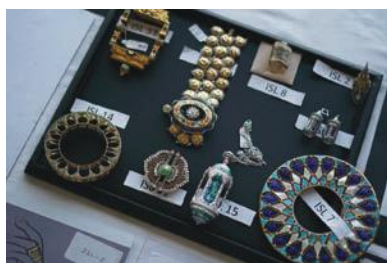
The 10 exhibitors participating in the Silver and Fashion Jewellery VBSM are Casa De Plata, Jaipur, Nidhi Gold, Mumbai, Karma Enterprises, Ahmedabad, Anirudh Jewels, Jaipur, RGN Global Enterprises, Jaipur, Pinkcity Jewelhouse Pvt. Ltd., Jaipur, Silver Mountain, Jaipur, Shriarhant Mangal Expo Impo Pvt. Ltd., Jaipur, M/s Bhagwati Jewellers BB Zaveri, Delhi, and DWS Jewellery Pvt. Ltd., Jaipur.

GJEPC launches short films to boost jewellery demand

MUMBAI: GJEPC continues to strive to strengthen the industry and boost demand for gem and jewellery. With the aim to help IJRS retailers reach out to their customers during this Dhanteras, GJEPC has introduced an exclusive series of 10 short promotional films. 5 films each on Gold and Diamond Jewellery based around different day-to-day situations emphasising the importance of gold as an investment and diamonds as the ultimate gifting option, have been developed. These films originally shot in Hindi are dubbed into regional languages such as Bengali, Tamil, Telugu, Kannada,

Malayalam and Gujarati for increased penetration pan India.

These films are solely developed by GJEPC to offer to their partner Retailers, as value-add to promote their jewellery brand and push the jewellery category to their consumers this Dhanteras. GJEPC is offering these promotional films with the retailer's logo incorporated in the films at a nominal processing fee of Rs.2000/- inclusive of GST per film.



Gem Testing Laboratory recalibrates to offer world-class services



J AIPUR: The Gem Testing Laboratory, Jaipur being operated by the Gem & Jewellery Export Promotion Council for 48 years at Rajasthan Chamber Bhawan, M.I. Road has taken a leap, turning into a world-class laboratory, with infrastructure at par with most of the internationally established and renowned gemmological laboratories. The laboratory is now housed in a sprawling 10,000 sq ft area, located in the premises of Indian Institute of Gem & Jewellery, Sitapura, Jaipur.

Colin Shah, Chairman, GJEPC said, "Keeping in step with India's ambition of becoming the world's jewellery manufacturing centre of choice, the Council has upgraded GTL Jaipur with state-of-the-art infrastructure, thereby ensuring in-house testing and grading capabilities of the highest standards for our manufacturers. The broadening of the portfolio of services will enable us to keep building consumer trust and confidence in the jewellery category."

The Gem Testing Laboratory, Jaipur has now emerged as the largest facility in the country for certification of coloured gemstones, diamonds and their jewellery. Laboratory infrastructure now includes few highly sophisticated, sensitive and state-of-the-art instruments, such as Laser Ablation- In Coupled Plasma – Mass Spectrometer (LA-ICPMS) for chemical fingerprinting, x-ray microCT for 2D/3D x-ray imaging, automated screening

machines for loose and mounted diamonds, in addition to other spectrometers such as Laser Raman, Infra-red, X-ray fluorescence, etc.

The laboratory has plans to introduce a bouquet of new services for the trade once the database on these instruments is created and put into routine operations. The most important services in the pipeline such as, certification of origin of rubies, sapphires and emeralds, testing and certification of Pearls, low-cost certification of melee-sized diamond packets, separating natural and synthetic diamonds (CVD and HPHT) and low-cost certification of packets of polki-cut diamonds, separating natural and synthetic (CVD).

In addition to the new services in the pipeline, the laboratory will however continue to provide the existing services, certification of coloured gemstones – loose and mounted in jewellery or bead string necklaces, diamond identification and grading – loose and mounted in jewellery, special certification packages for retailers and certification for sellers on e-commerce platforms.

Introduction of these new laboratory services in Jaipur, with world-class infrastructure will not only have advantage to the Jaipur's Gem & Jewellery Industry but the entire country. The laboratory has already arranged to serve the manufacturers, dealers and retailers in other parts of the country by empanelling experienced and affordable logistics partner.



Kajal Aggarwal's polki and emerald earring from Manish Malhotra Jewellery lends a contemporary style to her first karwa chauth look.



Janhvi Kapoor looks stunning in Manish Malhotra Jewellery's contemporary drop earrings, embellished with uncut diamonds & pearls and a statement cocktail ring from the new festive collection.



Aisha Sharma nails the festive look in a heavy-set polki necklace from Mahesh Notandass Fine Jewellery.

Who's Wearing what



Deepika Padukone looked gorgeous as she made a maskless appearance wearing diamond studs by Mahesh Notandass Fine Jewellery this Festive season.



Athiya Shetty swears by these Mahesh Notandass Fine Jewellery pearl hoops for the festive season.



Karishma Kapoor looks timeless in earrings from Mahesh Notandass Fine Jewellery.



A personification of poise and glamour, **Mouni Roy** carries Necklace and Maangtika studded with bright-green Emeralds and freshwater Pearls, in style from Golecha Jewels.



Shraddha Arya looks drop-dead gorgeous in multicoloured lehenga choli donning the golden jewellery by Shobha Shringar Jewellers this Diwali.



Shilpa Shetty aces the demure diva look in ethnic polki and pearl embellished neckpiece by Anita Dongre Pink City



Shivangi Joshi looked ethereal in blue lehenga and jewellery from Shri Paramani Jewels as she wished her fans a happy Diwali



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