



A tactical masterstroke reaffirms the legacy and stronghold of natural diamonds, Forevermark rebranded De beers Forevermark, De beers launches ‘Building Forever’ and ‘Code of Origin’

In a virtual press interaction, Stephen Lussier, executive vice-president, Consumer Affairs, and Sachin Jain, MD, De Beers India operations announced the association of De Beers with Forevermark for building better trust in the category. Forevermark will now be called De beers Forevermark. According to Stephen, the Building Forever program will reemphasize the role of natural diamond miners as environmental catalysts.

(RJ Exclusive)

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AVR Swarnmahal relates with customers' sunshine through dainty Zodiac collection

SALEM

The zodiac collection by the brand has effortlessly touched on an age-old discipline of horoscope expanded to 12 unique birth months. Since everyone associates with a sunshine, the brand has been receiving queries from different people seeking guidance on what kind of jewellery should they buy. Interestingly, the brand has tried to incorporate the geometrical pattern of constellations of each sunshine to enhance the wow factor.

(RJ Exclusive)

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MP Jewellers extends support to cyclone Yaas survivors

KOLKATA

In an effort to provide relief aid to those who faced cyclone Yaas, MP Jewellers took a noble initiative by giving food essentials to over 200 families of Mousuni Islands, South 24 Parganas.

Speaking to The Retail Jeweller, one of the representatives from the company said under conditions of anonymity that the dry ration distributed to the beneficiaries consisted of rice, dal, soyabean and cooking oil.

(RJ Exclusive)

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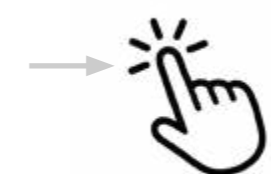
Mahalaxmi Jewellers, Bengaluru caters to post-lockdown high footfall with optimum inventory

BENGALURU

Mahalaxmi Jewellers reopened the stores in the middle of June after the end of the second wave of Covid-19 and a resultant lockdown in Karnataka. Last year, due to the sudden lockdown, the brand didn't get much time to build a balanced stock to meet the post-lockdown requirement. However, they learnt an important lesson to maintain an optimum stock and worked accordingly this year.

(RJ Exclusive)

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Ratlam-based Kataria Jewellers reopen stores successfully, get 80% of pre-lockdown sale

June 2021 has shown a lot of promise for Kataria Jewellers, Ratlam, as they reopened the store on the second week of the month. The jeweller was expecting sales to be only around 15-20% after reopening, however, that didn't happen due to the fear of the upcoming third wave in the country.

(RJ Exclusive)

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Malabar Gold & Diamonds embarks on a hiring spree to enable ambitious growth plans

Malabar Gold & Diamonds has announced hiring for more than 5000 vacancies, both across its retail operations in India and enabling functions at the brand headquarters and regional offices. This is in line with the brand's efforts to further boost its retail presence across the country in the current financial year. The current vacancies are in Retail Jewellery Sales, Store Operations and Accountants across India. Half of these openings are set aside for deserving female candidates.

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Kalyan Jewellers reopens showrooms with Big Discount Mela

MUMBAI

Kalyan Jewellers is preparing to reopen its showrooms across India, in a phased manner and in accordance with state-wise regulations. Instantly redeemable vouchers that are worth a total of Rs 100 crore will enable customers to gain a variety of buying benefits. That aside, shoppers will also be able to maximise value with the discounts on offer. Up to 25% off on making charges of gold jewellery and a 25% discount on diamond jewellery have been announced.

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Chaos and unrest in jewellery industry – Lack of clarity on the key aspects related to mandatory hallmarking

The Central government had confirmed that HUID would only be restricted to Hallmarking centre, and not on jewellers, however, there still seems no clarity on this as the process still involves Jewellers in certain elements of HUID. Along with earlier approved 3 karatages, 20, 23 and 24 k were also agreed by the Minister and DG BIS, but it had not been made part of the order released by BIS while a Gazette is being awaited.

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Chennai jewellers move High Court challenging Hallmarking of Gold Jewellery Order, 2020

CHENNAI

As per the petition, jewellers across the country had been making 14, 15, 16, 17, 18, 19, 20, 21 and 22 karat jewellery because of high demand. However, the 2020 Order had restricted making of gold jewellery only in 14, 18 or 22 karats which was arbitrary, unreasonable and against the jewellers' right to carry on their business, the petition claimed. The petition said that another problem in hallmarking is that the infrastructure available in the country is woefully inadequate.

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Tanishq plans to introduce affordable fine jewellery soon

Tanishq is all set to introduce jewellery made of materials that will give the feel of gold to the customers but will be more affordable. They have been experimenting in reducing the product weight which will be achieved through a mix of material, technology and design innovations. The company's objective is to develop a substantial range of products that will be the lightest weight when compared with equivalent jewellery elsewhere.

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Join us for
Blood Donation Drive
2nd & 3rd July 2021
to celebrate our



Hari Krishna Exports organizes blood donation drive on its 29th anniversary

MUMBAI

On the mark of its 29th Anniversary, Hari Krishna Exports Private Limited had organized a two-day blood donation drive on 2nd & 3rd July 2021 at The Capital, BKC with the theme – Act of Kindness. The drive was open for all HK employees and the community around. Every year the HK Group hosts three such blood donation drives in its Surat and Mumbai offices, from which a total of 11509 units of blood have been collected to date.

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Dive Retail

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