



Mahendra Jewellers initiates voluntary HUID, sets example of progressive retailing

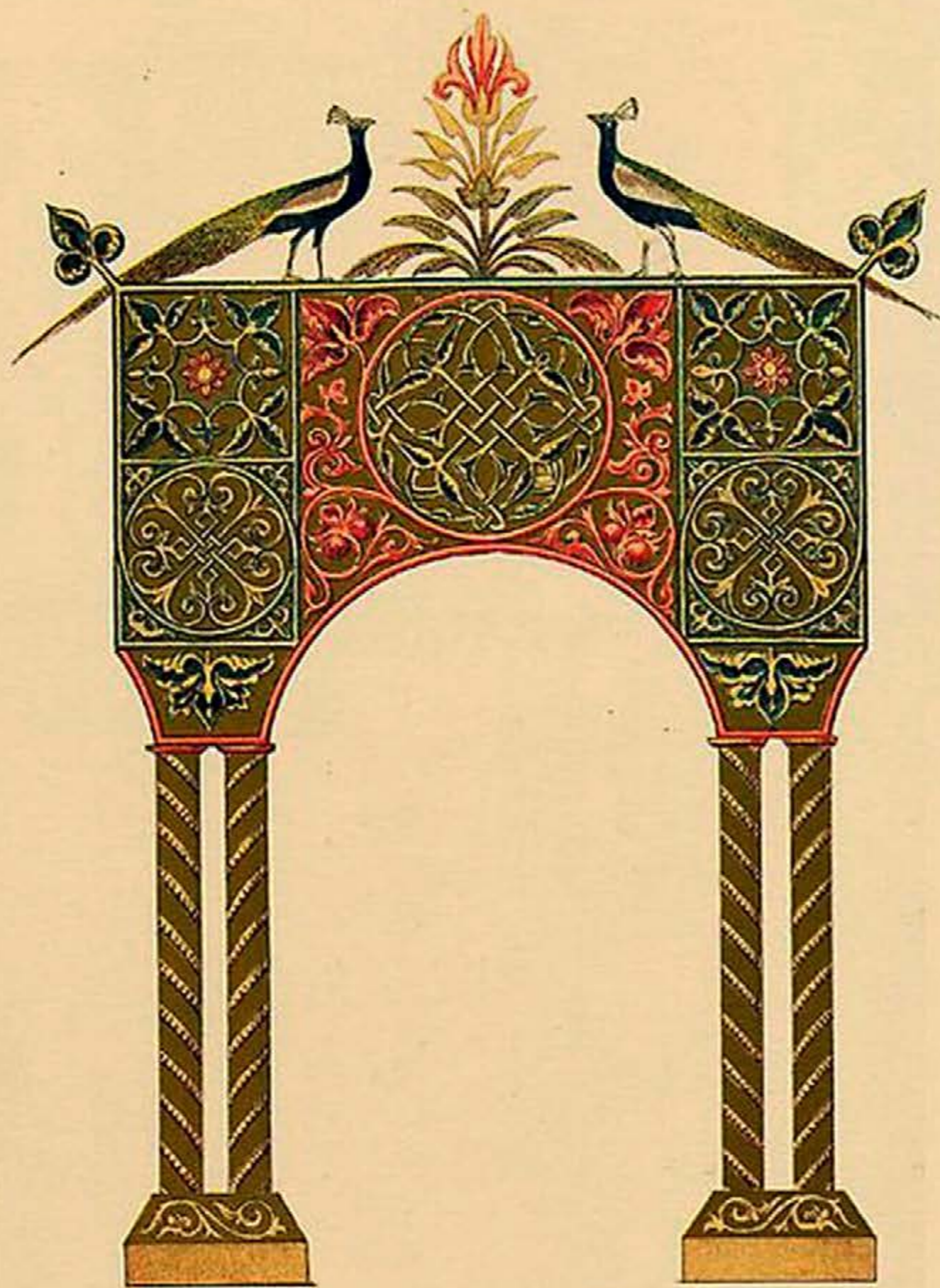
KOLHAPUR

Mahendra Jewellers of Kolhapur, Maharashtra is taking the opportunity to add another layer of transparency for its clientele with voluntary HUID of its collections since July 2. The jeweller has notified its wholesalers and manufacturers to only send inventory hallmarked from the point of sale, going forward. The retailer also urged other retailers to put the necessary additional effort to implement HUID as soon as situation permits.

(RJ Exclusive)

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Sunita Shekhawat Jewellery links global architectural heritage to consumer choice by appreciating Byzantine art

It's always great to recognize the root of a brand value, which Sunita Shekhawat Jewellery, Jaipur has unveiled in an interesting Instagram update that doesn't promote jewellery per se. In an art appreciation post on July 5, in which the brand posted an unbelievably gorgeous artwork showing two peacocks perching on a palatial entablature supported by equally decorated columns.

(RJ Exclusive)

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Cross-retailing with exclusivity is helping Rare Heritage win customers over

MUMBAI

In order to make the brand a one-stop destination for bridal jewellery and trousseau, Rare Heritage has separate design teams for jewellery and clothing, who collaborate on a yearly unique theme such as Raya or Tarifa. The collections thus formed present a complete bridal look and provide total clarity on the appearance of the bride-to-be. Also, the brand doesn't repeat its collections. This ensures peak consumer excitement.

(RJ Exclusive)

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Chandukaka Saraf and Sons distributes 12K saplings from its 10 stores to make mother earth greener

PUNE

Chandukaka Saraf and Sons recently undertook a noble initiative for Mother Earth called 'Mission Oxygen', under which the jeweller distributed distributed jamun, tamarind and custard apple seed balls to the customers who came to shop from their seven stores in Maharashtra. The brand's mission is to add 7,000 trees to Pune's green cover by 2029.

(RJ Exclusive)

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— SAFETY FIRST —

PUNJABI SARAF IS THE FIRST JEWELLERY STORE IN INDORE TO INSTALL FORBES CORONAGUARD

- Shycocan machine kills the coronavirus in just 2 seconds.
- Immediately disinfects and eliminates all kinds of mutants.
- Installed at the store entrance and all floors to keep customers and staff safe.
- Keeps the store premises clean and sanitised.



Punjabi Saraf assures optimum in-store safety with Coronaguard air-conditioning

INDORE

Punjabi Saraf have been the first jewellery brand in Indore to install the Forbes Coronaguard in the last week of June. Coronaguard is used in intensive care units and produces protons that instantly kill the virus as an infected person exhales near its premises. This advanced air-conditioning system has over 99% accuracy, and has been installed in both showrooms of the brand, after which in-store customers have been allowed to enjoy beverages safely.

(RJ Exclusive)

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Prasad Jewellers asks customers to thank doctors on video, impresses medicine sector

In order to pay a tribute to the doctors who are working tirelessly, Prasad Jewellers thanked the real heroes by felicitating them on the occasion of Doctor's Day. Social media posts and WhatsApp messages were created and shared to encourage customers to upload their videos thanking doctors in general or in particular. Prasad Jewellers had received a phenomenal response for the initiative, as close to 600 entries were received from its three stores at Rourkela, Sundargarhand Sambalpur in Odisha.

(RJ Exclusive)

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India's Gems & Jewellery exports record a staggering 8.46% growth in Q1

MUMBAI

The overall gross exports of Gems & Jewellery witnessed a growth of 8.46% to Rs. 67265.66 Crore (3% to US\$ 9.18 billion) during April – June 2021 as compared to Rs. 62018.48 Crore (US\$ 8.92 billion) during the same period in April -June 2019. Cut and Polished diamond exports has registered a growth of 24.46% to Rs. 14512.11 crore from 2019.

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World Gold Council and GJEPC enter into strategic partnership for Generic Gold Jewellery Marketing in India

The World Gold Council and GJEPC have signed an agreement to promote gold jewellery in India in 2021. Under the terms of the agreement, both partners will jointly fund a multi-media marketing campaign that would aim to increase awareness, relevance and adoption of gold jewellery amongst Indian consumers, especially millennials and gen Z.

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Malabar Gold & Diamonds to participate with India Pavilion at Expo 2020 Dubai

The Indian pavilion, one of the largest pavilions at the Expo will showcase the country's achievements over the last 75 years, innovative technologies, and business opportunities it offers, as well as its cultural diversity and ancient treasures. From age-old yoga to India's foray into space, the pavilion will bring alive a vibrant and ambitious India. It features a kinetic façade made up of 600 individual colorful blocks.

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Mandatory hallmark leads to huge gold inventory pile-up across Gujarat

RAJKOT

The hallmarking centres previously had to randomly check gold carat from 10% articles in one lot. But now, they have to generate a six digit HUID number for each article from a BIS portal which is taking time. As a consequence, there is significant piling up of gold at the centres. According to a rough estimate around 70 to 100 kg gold ornaments lie piled up waiting to get a hallmark in Rajkot.

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People selling gold, jewellery to tide over pandemic crunch in Maharashtra

MUMBAI

From meeting hospitalisation costs to school fees and shop rents, a growing number of people are selling their gold jewellery to tide over the economic crisis caused by the Covid-19 pandemic. The number of people coming to sell off their gold jewellery has doubled in the last few days in comparison to pre-Covid times.

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Most districts from Tamil Nadu, Gujarat included in Phase-1 of gold hallmarking

Tamil Nadu, Gujarat and Maharashtra are the top-3 states where the most number of districts have been identified for the first-phase implementation of mandatory hallmarking of gold jewellery and artefacts, according to the consumer affairs ministry. Among the list of the states, a maximum of 24 districts have been identified from Tamil Nadu for the implementation of mandatory gold hallmarking, followed by Gujarat (23 districts) and Maharashtra (22 districts).

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To Collaborate with us contact - **Deepak Bhatia**
+91 91672 52611 | deepak@retailjewellerindia.com

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