



Tanishq launches heartwarming video campaign glorifying medical fraternity ahead of Doctors' Day

The film aligns with the brand's Covid-19 relief initiative titled Project Raahat, in which the brand is supplying medical infrastructure to 13 public hospitals. The film starts with a cheerful child, who keeps a record of every neighbour traversing the premises without a mask. What the campaign does is portray the humane tribulations of the strongest force fighting Covid-19 today, i.e. doctors.

(RJ Exclusive)

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Abaran's brand recall ad featuring comedian Shraddha relates to customers instantly

BENGALURU

The ad features popular comedian-influencer Shraddha who talks about how the traditional South Indian wedding is fast accepting ceremonial elements from North Indian extravaganza. Decked up in Abaran's jewellery, she talks about how the one-day affair has mushroomed into haldi, sangeet, reception, cocktail dinner, each of which requires guests to adapt to thematically different appearances.

(RJ Exclusive)

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GJEPC brings key updates from BIS for the gold industry on mandatory hallmarking

The meet started with Shah reiterating the current status of gold jewellery manufacturing and export from India. During the meeting, BIS said efforts are on to implement hallmarking as painlessly as possible. BIS also hinted at announcement of a generous subsidy scheme for setting up assaying centers soon. Citing a small development in the gazette notification, BIS added that 20K, 23K, 24K jewellery will also be hallmarked.

(RJ Exclusive)

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Batukbhai Sons Jewellers overwhelmed with customers' response after reopening shop

Nagpur-based Batukbhai Sons Jewellers was in for a surprise when he saw a huge rush of people thronging the store after reopening of the stores post the second wave of Covid-19. Although the shop was opened for only four hours from 9am-1pm due to Covid-19 restrictions, the response was phenomenal. The demand for mid-range jewellery in gold below 100 grams is high after the second lockdown.

(RJ Exclusive)

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The Convocation

She held her mortarboard hat high
Posing for a picture with a victory sign
a rich glimmer bejeweled her wrist
Her smile wide and her eyes twinkled
Her parents had gifted her a diamond bracelet
And she deserved every bit
of it and more.

Fortofino's diamond jewellery campaign expands gifting occasions, impresses youth

The campaign creatives promote gifting diamond jewellery on important milestones crossed in life such as that of a convocation. Talking about how a diamond bracelet can fit perfectly on the wrist of a proud graduate holding her mortarboard high and posing for the snaps with a victory sign, the brand is enticing the millennials with a fresh and inviting perspective towards jewellery.

(RJ Exclusive)

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GRT Jewellers extends a helping hand to hospitals, temples and the underprivileged alike to fight pandemic

CHENNAI

GRT Jewellers undertook a slew of initiatives on public healthcare to fight the second wave of Covid-19. It installed two ventilators at ESIC hospital in Chennai, two oxygen concentrators at Mayiladuthurai Government Hospital, five oxygen concentrators at Chettinad Hospital and donated oxygen supplies to Rajiv Gandhi Government Hospital.

(RJ Exclusive)

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Vardhman Jewellers scales sales curve post-lockdown as showroom reopens

BHIWANI

Vardhman Jewellers has been getting a good consumer response after stores reopened amid the second Covid-related lockdown. The jeweller attributes the high sales to the latent demand surge in the marriage season, as weddings cancelled during lockdown happened in June. According to the jeweller, the investment in wedding jewellery has soared as the other avenues of spending during a wedding got shrunk due to the Covid-19 crisis.

(RJ Exclusive)

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Waman Hari Pethe Jewellers launches 25th outlet in Mumbai

MUMBAI

Spread across 3000 square feet, the outlet is nestled in the heart of Mumbai, Dadar. The store is designed to cater to every fine jewellery requirement of Waman Hari Pethe patrons. The outlet hosts a plethora of designs for bridal to everyday jewellery needs with dedicated sections for Certified Diamond Jewellery, Platinum Jewellery, Solitaires, Forevermark, Silver, Bridal and Bullion.

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IGI certifies 10-Carat fancy-shaped diamond of lab grown origin

MUMBAI

The International Gemological Institute India certified a lab-grown, 10.02- carat VS2 with a D color. The 10-carat stone has been created using the High Pressure High Temperature process. The diamond is truly one of its kind and its fancy shape adds to the galore. Lab grown diamonds are witnessing a rise in demand with consumers opening up to the segment.

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SGL certifies and validates multiple diamonds for ‘Layout’ service – Confluence of ‘Precision’ & ‘Assurance’

SGL recognized the need amongst traders and retailers to provide a service that will thoroughly assess and certify diamonds. A single certificate is issued for all the diamonds that form a part of the layout, this eliminates the need to carry separate certificates for each diamond, which in many cases becomes a bulky transaction. A laser inscription is provided on all the diamonds with the same report number for easy reference and traceability.

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Lightweight ornaments go big with low-key weddings

Women are breaking away from the age-old tradition of wearing heavy gold or diamond jewellery and opting for light-weight ornaments to keep it simple. The Kundan-inspired lightweight designs are a new favourite as it brings the royal traditional vibe for a wedding, besides being simple and elegant at the same time. Lightweights like simple chains and pearl drops go very well with both western and ethnic wear.

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10th store of Malabar Gold and Diamonds launched in Hyderabad

With an area of 3,500 sq ft, the aesthetically designed store offers superior shopping experience and exceptional design diversity with magnificent jewellery collections. As a part of the group's CSR initiative, Malabar Gold & Diamonds will set aside 5 per cent of the profit earned from the Kompally store for various charitable and philanthropic activities in this region.

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