



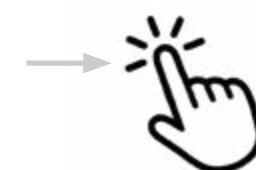
Abaran Timeless Jewellery invokes Konkani tradition with Choodi pooja

BENGALURU

In an attempt to revive the attachment to traditional customs, Abaran Timeless Jewellery performed the Choodi pooja at the onset of the Shravan month, which is revered by people of the GSB community. Performed by a family member of the brand's top brass, the entire ceremony was video-recorded with an auditory surprise for Konkani people.

(RJ Exclusive)

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Game Time With *Ruchi* IS BACK!

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OM Jewellers strikes a chord with its customers with its 'Game Time with Ruchi'

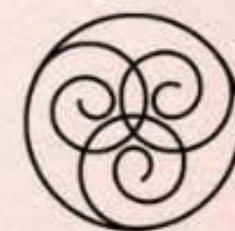
MUMBAI

Moving away from the regular marketing initiatives, the jeweller went step ahead and engaged customers in fun games. As the contest went, the presenter, Ruchi, would go live from the jeweller's official Facebook and Instagram handles and interact with customers every week. Each session would focus on something fun.

(RJ Exclusive)

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CaratLane thrills children with a range of jewellery inspired by cartoons

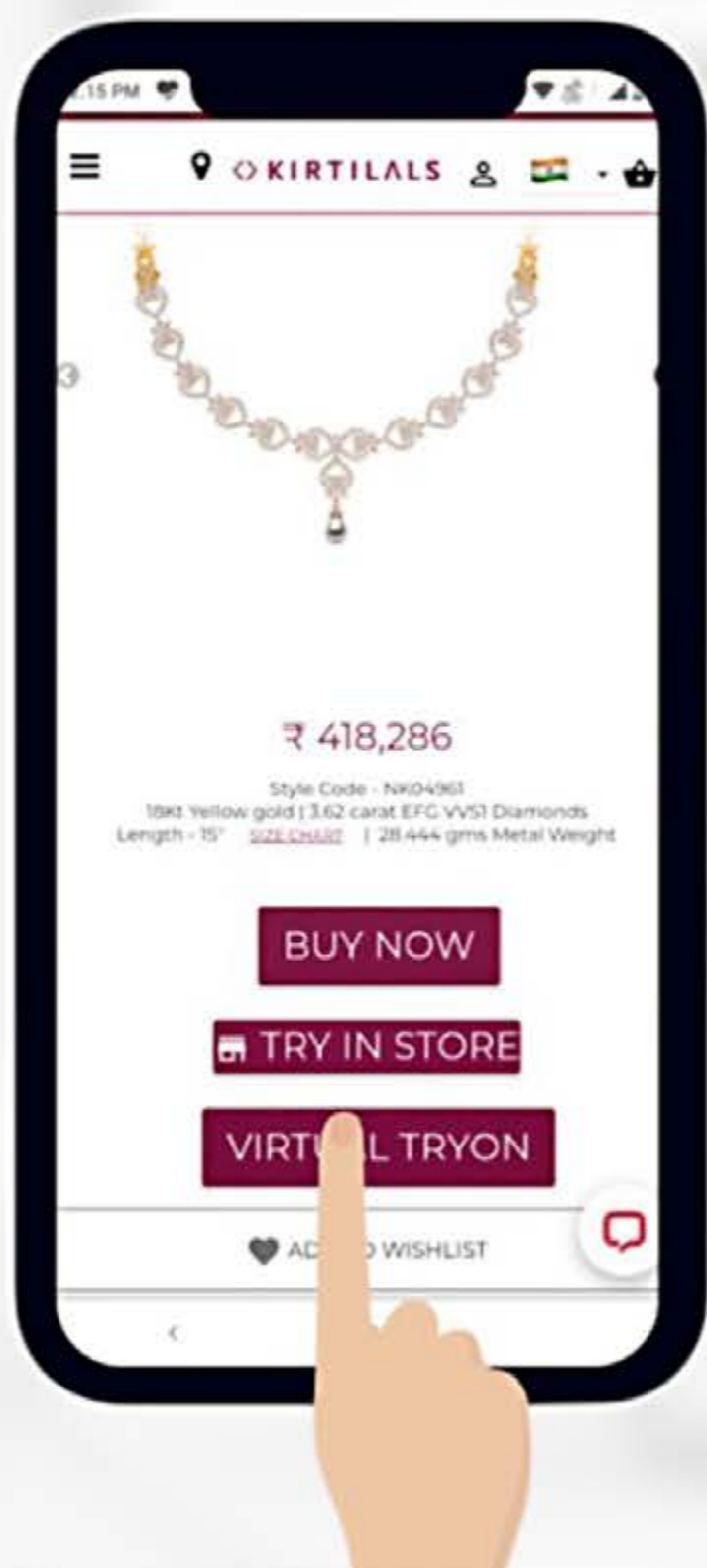
THRISSUR

Cashing in on child's love for cartoons, CaratLane is making social media a fun-filled place with its various campaigns based on popular cartoon characters. The cartoon character of Peppa Pig is soloing a collection by the brand and has already grabbed over 4.5K likes on Instagram on its reel.

(RJ Exclusive)

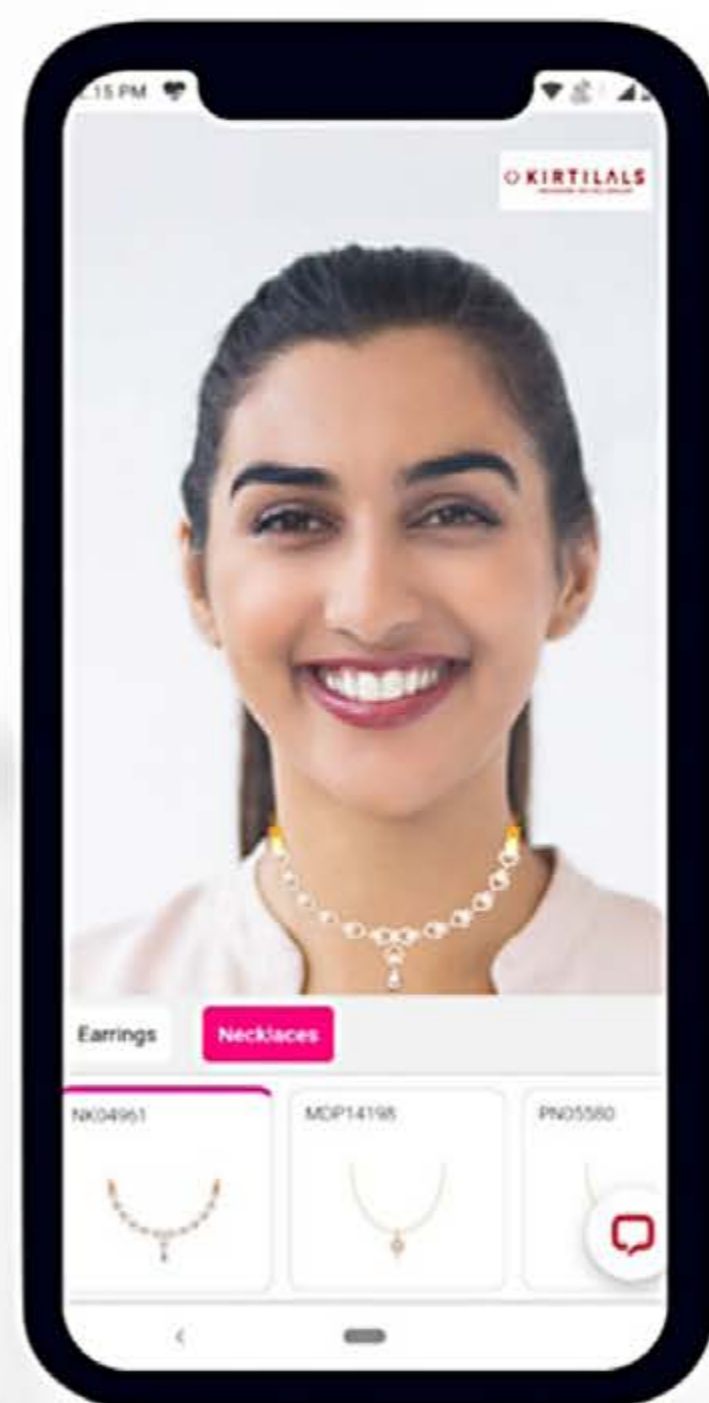
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Customize your own piece: Kirtilals' initiative yields fruit online too

Customers can walk into the store and have a personal sitting with the designer who tries to understand the design concept including the budget. Based on the feedback, a rough design is made and after getting approved by the customer, a virtual try-on is carried out before the final order is placed.

(RJ Exclusive)

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E-commerce policy for Gems & Jewellery Sector at an advanced stage: Piyush Goyal

MUMBAI

Minister of Commerce & Industry, Piyush Goyal recently said that e-commerce for gems and jewellery is already under discussion at an advanced stage and they will shortly be finalising that with the Ministry of Finance. Also, the space transfer policy for SEEPZ and the denotification, partial or full, for SEZs is also at an advanced stage.

(RJ Exclusive)

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GJEPC to felicitate the Indian winners of Tokyo Olympics 2020

MUMBAI

GJEPC on behalf of Gem & Jewellery industry will felicitate all the medal winners of Tokyo Olympics 2020. The Council will honour the winners with specially designed fine jewellery brooches. GJEPC have roped in three winners of The Artisan Awards 2021, to design brooches that will be fit the stature of the Olympians.

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Gold hallmarking is worrying jewellers in India ahead of the festive season

Jewellers may find it difficult to fulfill orders during the peak festival season, as they are facing delays in getting their goods certified under the new hallmarking standards. There aren't enough certifying centres in the country and the rush to meet the new rules has led to the process taking as many as 3 days.

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Gold loans have seen a spike in defaults for both banks and non-bank lenders

State Bank of India is making it easy and cheap for Indians to monetize their most cherished asset gold. Traditional gold loan giants like Muthoot Finance Ltd have seen their portfolios expand since the covid pandemic. At the same time, gold is being auctioned in increasing amounts by lenders to recover money from distressed borrowers.

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Hallmark hurdle for Kolkata's gold hub

KOLKATA

The city's gold hub at Bowbazar is yet to recover from the economic slowdown as because of the Covid restrictions, the market has remained devoid of its usual hustle and bustle. The implementation of new BIS Regulations in June has further jeopardised jewellery businesses as the businesses are slowed down.

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Gem & Jewellery exports records a growth of 27% in July

MUMBAI

The gem and jewellery exports continue to be on an upward trajectory. The overall gross exports of Gems & Jewellery recorded a growth of 26.77% to Rs 24881.52 cr (18.11% in dollar terms to US\$ 3367.53 million) in the month of July 2021 as compared to Rs 19627.37 cr (US\$ 2851.15 million) in July 2019.

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STRUCK BY LIGHTNING: THE RARE WORLD OF COLORED DIAMONDS

John M King
Independent Consultant
McDevittKingProjects, LLC

GIA India organises Virtual Alumni Guest Session with Coloured Diamond Expert John King

MUMBAI

GIA India had organised its fourth session with John King, former Chief Quality Officer at GIA on the topic ‘Struck by Lightning: The Rare World of Coloured Diamonds.’ In this session, alumni members discovered some of the unique coloured diamonds, learnt about application of vision and colour science and many more.

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Changes made to Bureau of Indian Standards' hallmarking scheme

KOCHI

In order to address the problems faced by jewellers, the Bureau of Indian Standards has given relaxation in hallmarking. According to the bureau, small jewellers with an annual turnover of up to Rs 40 lakh have been excluded from mandatory hallmarking. They are permitted to sell jewellery without hallmarking.

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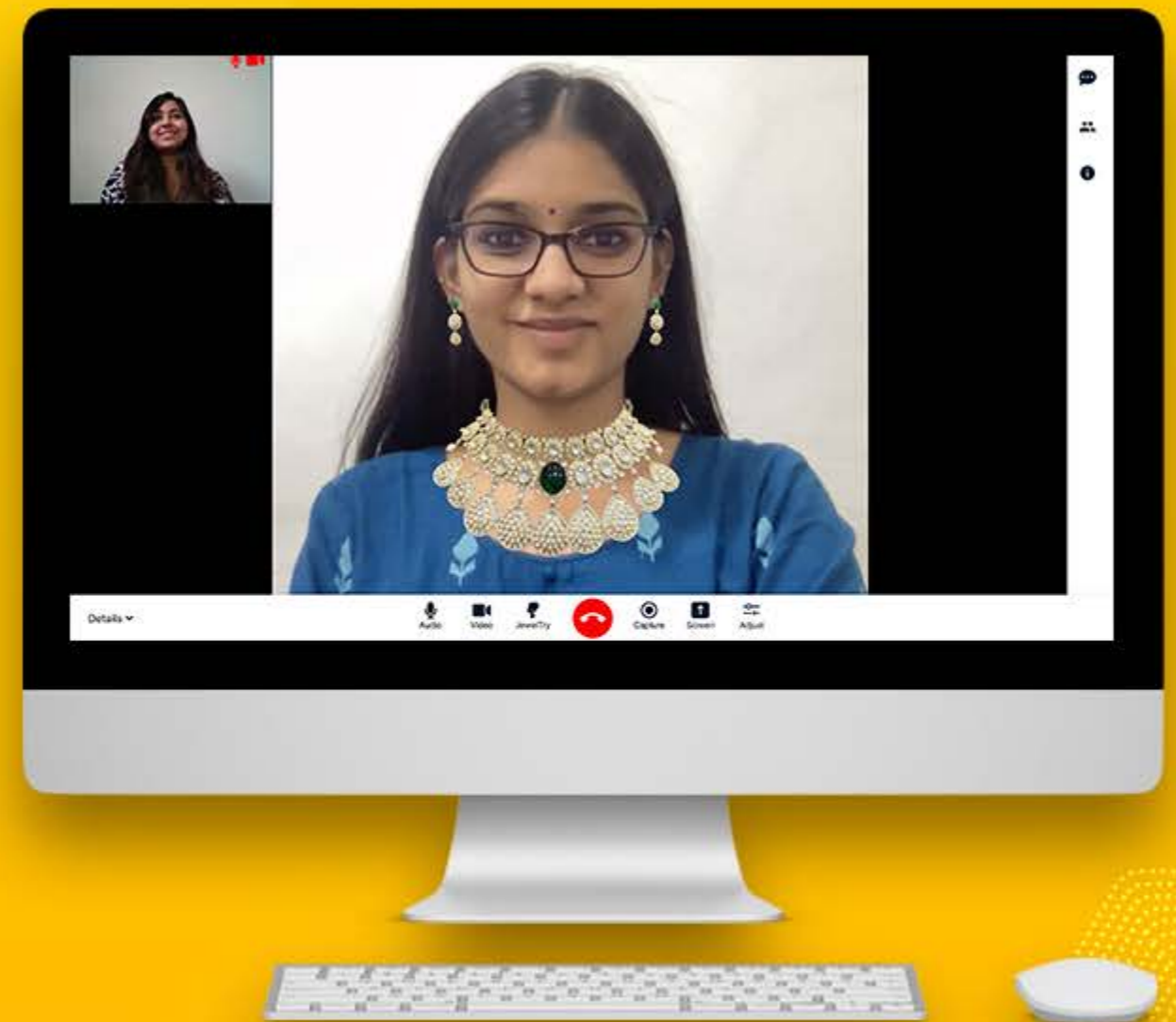
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RBI buys record gold in H1CY21, reserves cross 700 tonnes

THRISSUR

The central bank purchased a record 29 tonnes of gold, as part of its forex reserves, in the first half of calendar year 2021, Business Standard reported. This takes the RBI's total gold reserves to 705.6 tonnes, as of June 30, 2021. This marks a nearly 27 percent surge in the past two years.

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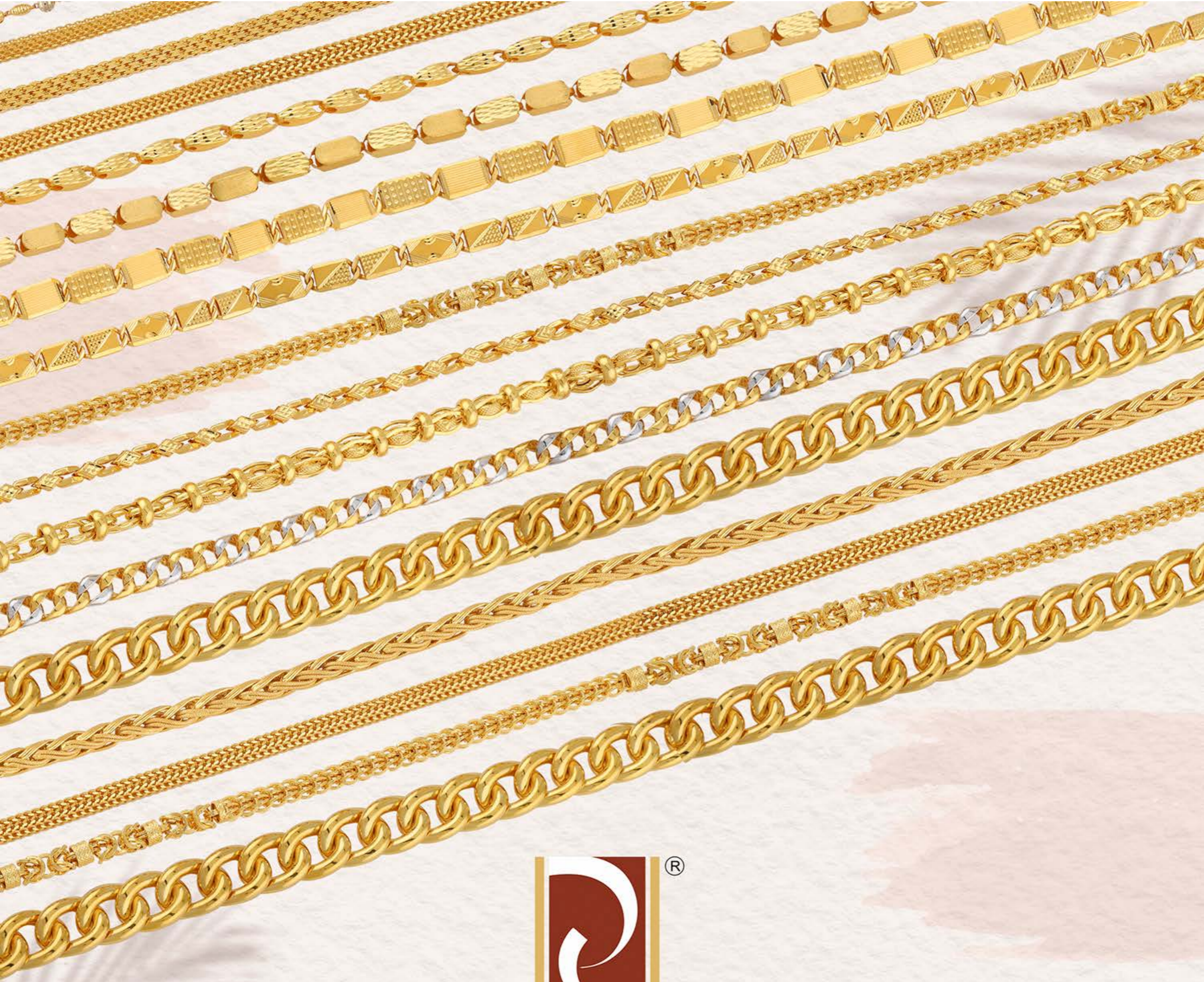


Stunning Rakhi gifts and Rakhi talismans inspired by powerful mythical symbols launched by Tanishq

Tanishq has launched Gold Rakhis along with Lumba Rakhis for Raksha Bandhan with very thoughtful design inspiration. The collection features unique and intricate designs that truly stand as a testament to the spirit of protection. Stemming from the belief that these talismans are ‘silent protectors’ and offer assurance and positive energy to wade through the gloom.

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