



## Her Story's new campaign celebrates strong bonds between successful women

Her Story has always been a brand that has focused on inner reflection. On the occasion of Raksha Bandhan, the brand gave a different flavour to the bond in association with Harper's Bazaar. It's latest video campaign bring forward the stories of these successful women, who are sisters, celebrating their bond through jewellery.

**(RJ Exclusive)**

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## Bridal jewellery goes easy on weight, grand on looks with Fatehchand Bansilal's Mouni Roy Collection

Fatehchand Bansilal Jewellers is creating a new scope for premium heavyweight jewellery, by doing away with heavyweight entirely. Indeed, the brand is making heads roll with their current campaign of the Mouni Roy collection, which employs intricate craftsmanship techniques to keep the look of bridal jewellery similar for a significantly reduced weight.

***(RJ Exclusive)***

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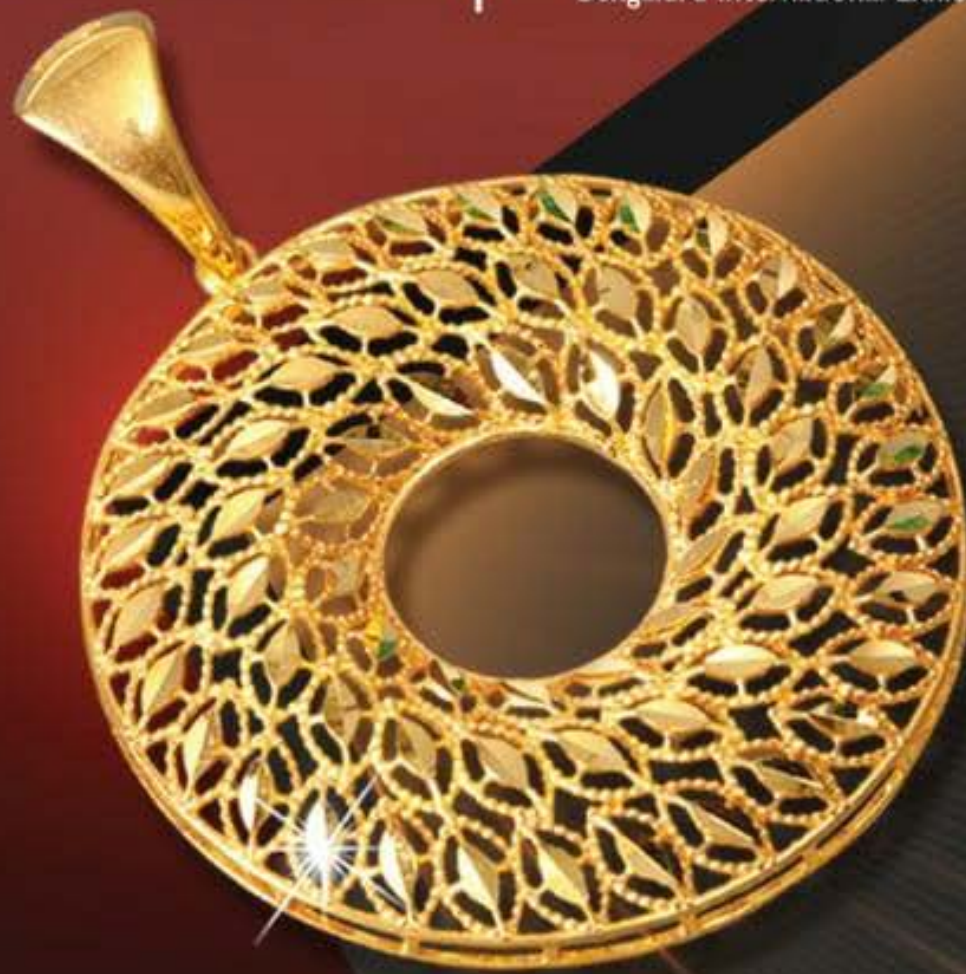
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## Influencer collaborations help Sham Jewellers increase visibility in Punjab

As part of their social media influencer activity, Sham Jewellers started collaborations last year with several local and regional brands, photographers and other artists for wedding photo shoots. The shoots require models to appear in traditional as well as elegant, modern looks which allows the brand to display all kinds of inventory.

***(RJ Exclusive)***

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## Viswa and Devji Diamonds launch direct design facility for customers, by customers

If you dream it, we can make it. That's the tagline for Viswa and Devji Diamonds' latest initiative called 'Design Your Own Jewellery'. As the name suggests, the facility allows customers to create personalized designs by consulting the jewellery experts of the brand.

**(RJ Exclusive)**

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## Narayan Jewellers launches resplendence with The Royal Trove at the FDCI India Couture Week

Narayan Jewellers, a bespoke jewellery brand from Vadodara, turned heads at the FDCI India Couture Week, one of the top fashion platforms globally. Specialising in every trinket one can think of, especially bridal, the brand was associated at the top global fashion platform for the third year in a row. The brand collaborated with designers Falguni Peacock and Shane Peacock to bring to light absolutely stunning pieces from the brand's newest bridal collection: The Royal Trove.

***(RJ Exclusive)***

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## Big relief for jewellers as gold hallmarking deadline extended by 3 months

Giving a big relief to jewellers the government has decided to extend the deadline for gold hallmarking by three months. The new deadline is November 30, 2021. Earlier the deadline was August 31, 2021. As per the information, HUID rules will be limited to hallmarking centres and jewellers and consumers will not be traced via HUID.

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## Tanishq woos the young with digital gold in the upcoming festive season

Tanishq Digital Gold has tied up with Digital Gold India Pvt. Ltd to allow consumers to exchange, buy or sell physical gold through the latter's SafeGold platform. Digital gold is a tool which allows consumers to invest in the yellow metal in its digital form. Tanishq ran a pilot for a few months before launching the digital gold products.

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## Convinced ministry to remove tracking from HUID: Jewellers

The jewellers have been able to convince the ministry that tracking would lead to unnecessary policing. Even buyers would not like to have their details mentioned on the portal. The jewellers were also concerned that tracking could have given a chance to tax agencies for raising queries leading to inspector raj.

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## Joyalukkas said to plan \$400 million IPO next year

Joyalukkas is considering an initial public offering in India that could raise about \$400 million in the first quarter of next year. The company has picked Edelweiss Financial Services Ltd., Jefferies Group LLC, Credit Suisse Group AG and IIFL Securities Ltd. to arrange the potential share sale and is seeking a valuation of \$4.8 billion in the IPO.

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## Diamond jewellery park to come up in Surat

Gujarat Chief Minister Vijay Rupani on Friday announced that a diamond jewellery park will soon come up in Surat, adding that work for the same is already underway. Rupani made the announcement at the 46th Indian Gems and Jewellery Awards, organised at a hotel on the outskirts of Surat.

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## Asia Gold-Jewellers delay purchases in India; China interest ticks up

Physical gold demand in India was subdued this week as jewellers held off purchases, hoping for a dip in prices, but top consumer China saw a slight uptick in activity. Dealers in India were charging a premium of up to \$2 an ounce over official domestic prices, inclusive of 10.75% import and 3% sales levies.

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## **Proposed FTA with UAE to boost jewellery exports: GJEPC**

The proposed free trade agreement with the UAE would enhance the competitiveness of domestic traders. GJEPC has suggested government to seek abolition of import duty in the UAE on the exports of gold, silver and platinum jewellery from India; besides reduction of import duty from 7.5%-4% on the imports of gold bars/silver bars/platinum bars from UAE.

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## Gold smuggling into India pegged at 300 tonnes annually

The Indian Gold Policy Centre has estimated gold smuggling into the country at 300 tonnes per annum, leading to a revenue loss of Rs 20,000 crore as high import duty has led to high unofficial gold trade. The flourishing unofficial gold trade has cast a cloud on the government effort to organise bullion and jewellery trade.

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# india gold<sup>TM</sup>



## Indiagold gets \$12 million funding from PayU, others as gold loans surge

**BENGALURU**

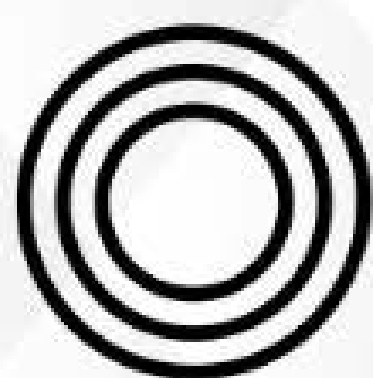
Indiagold founded in 2020 by Nitin Misra and Deep Abbot, essentially gives customers the option to store gold in lockers at much cheaper rates than traditional banks. The company also offers a credit line for the deposited gold. WGC expects gold loans market to grow at an annual rate of 15.7% in FY22.

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# BRIDAL TRENDSETTERS

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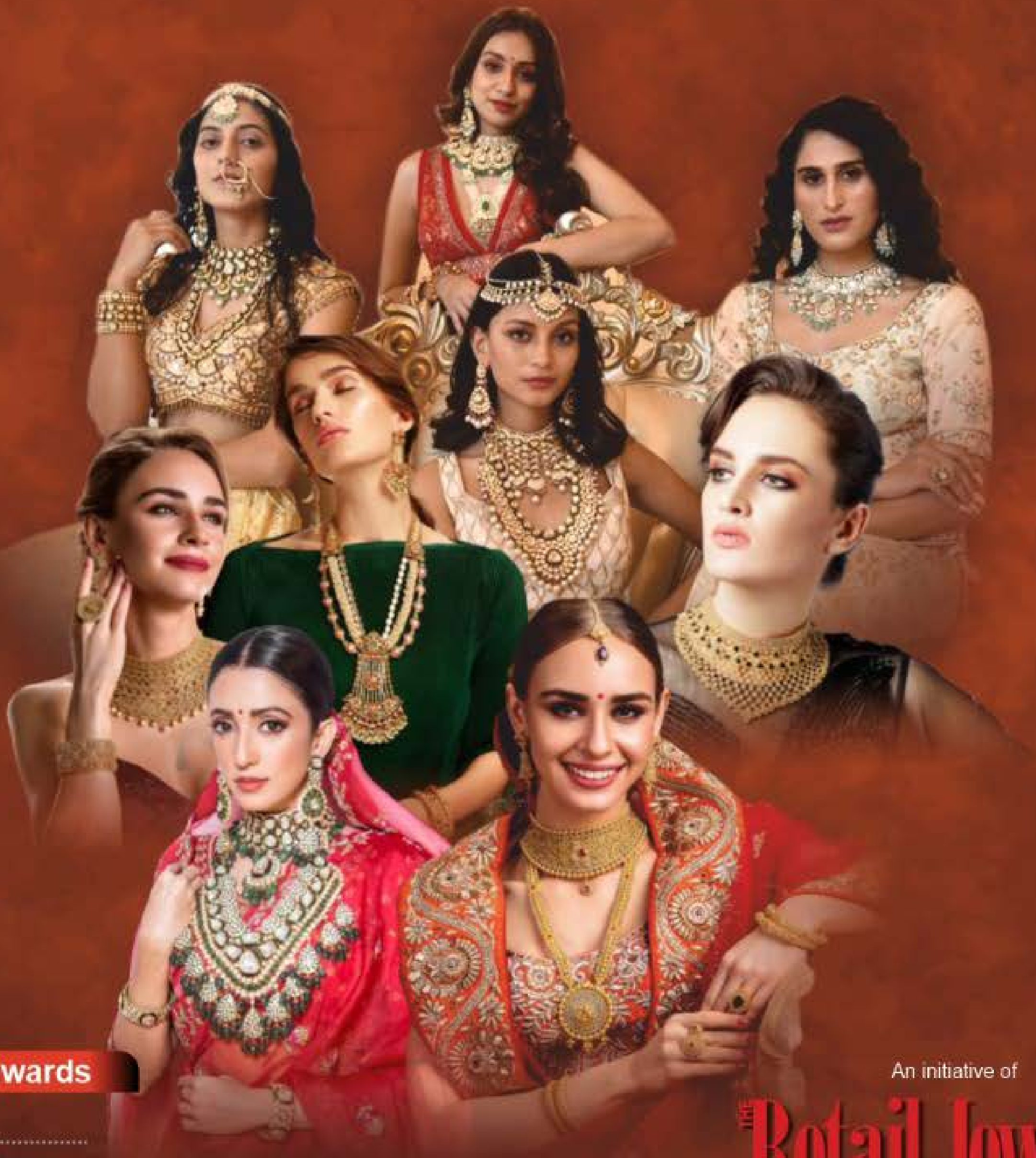
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To Collaborate with us contact - **Aamir Warsi**  
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