



## RishtonKaDhaga campaign by Reliance wins hearts of customers, staff and artisans through gratitude

**MUMBAI**

The campaign was launched in the first week of August and within four days, have achieved a staggeringly high level of relevance with their tonality that thank the customers, the dedicated staff and artisans who supported the brand for 14 years. The video shares glimpses of how gold jewellery is being manufactured with tireless attention to detail. That results in high satisfaction among customers, also shown beautifully in the video.

**(RJ Exclusive)**

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## The House of Rose sets high benchmark of awareness about colourstones through insightful Instagram reels

**MUMBAI**

The House of Rose has come up with a reel by none other than Biren Vaidya, MD, Rose Group to educate customers about the value they bring with purchase of colour gemstones. The reel guides the viewer on five advantages of buying colour stone jewellery. He enlists the value appreciation over time, the comparative rarity, unmatched beauty, astrological significance and the most important fact of the ability to monetize colour gemstones internationally.

**(RJ Exclusive)**

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## Peridot to shine brighter in India's lightweight colour gemstone fashion

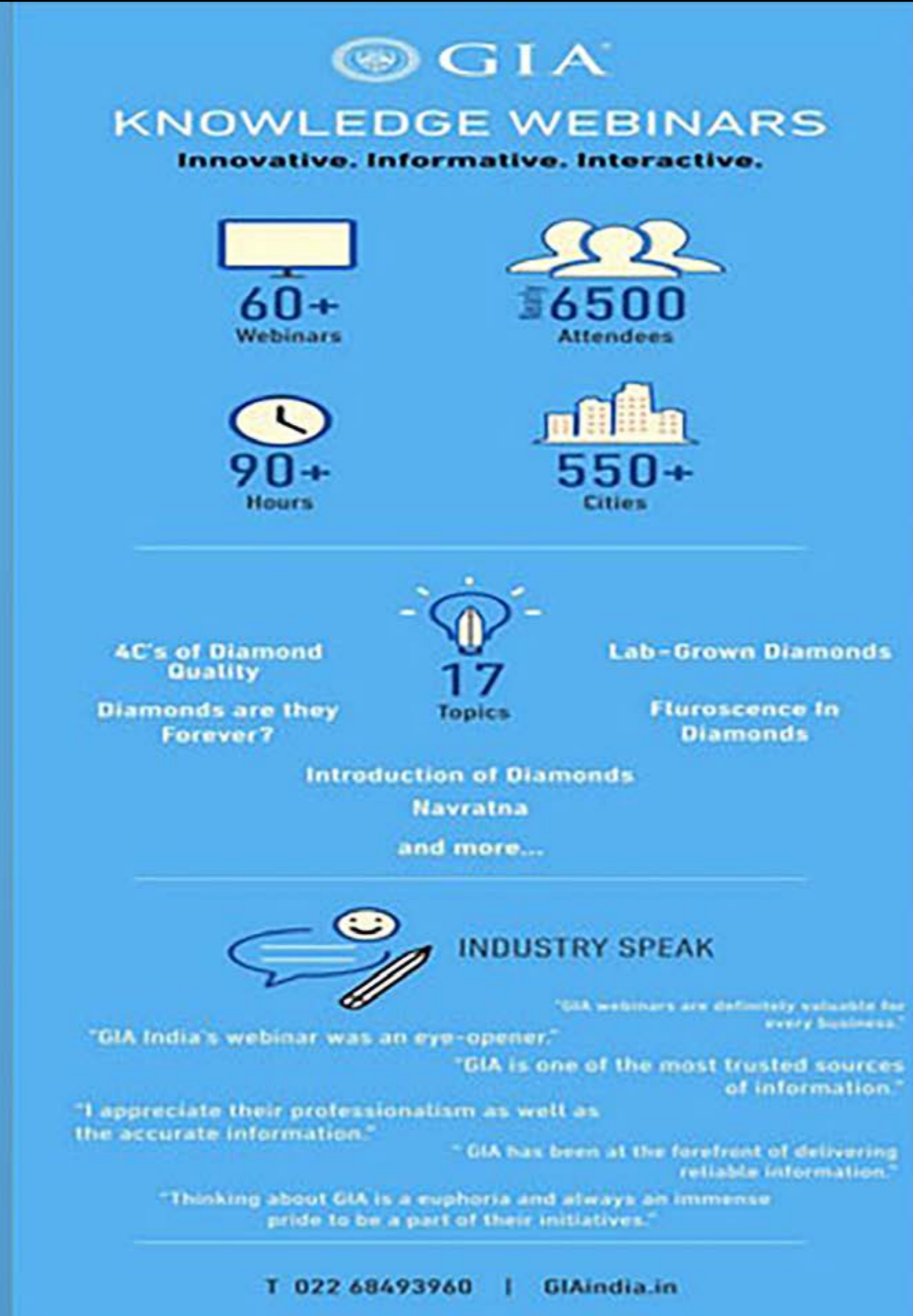
**NEW DELHI**

Taking cue of the global trend around Peridot, Instagram handles of Indian brands such as Atul Jewellers and N Gopaldaas Jewellers are floating different forms of jewellery with Peridot-studded designs in the category. There is a lot of excitement around this gemstone that stands out for its earthy hue. The brands are talking about the crucial traits of strength and morality that this stone offers.

***(RJ Exclusive)***

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## GIA India's Knowledge Webinars benefit nearly 6,500 industry professionals

### MUMBAI

GIA India's Knowledge Webinars began in May 2020, and since then, have covered a variety of gemmological topics. Participants – including manufacturers, wholesalers, traders, retailers and professionals – gained important information on various gemmology topics. The diversified gemmological topics helped the attendees gain valuable information to buy and sell gemstones with confidence. These knowledge webinars not only helped the trade members, but also benefited existing GIA students, alumni members and GIA India staff.

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## **CaratLane collaborates with Viacom18 Consumer Products to launch ‘CaratLane x Dora the Explorer’ collection**

### **BENGALURU**

The CaratLane x Dora the Explorer collection is the first ever jewellery collection of Dora the Explorer for kids which includes a wide range of designs such as pendants, necklaces, bracelets and more. While ensuring the designs are safe and secure for kids with no sharp edges, the jewellery comes with a special protective coating. Comprising of 10 beautifully crafted designs, the fine detailing will enhance the essence of the special collection for young kids.

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## **Platinum Evara celebrates the strong and compassionate women who choose to rise with grace**

**MUMBAI**

Platinum Evara pays homage to women who led from the front and became the fulcrum around which families and communities held together with a collection of finely crafted pieces. Each piece in Platinum Evara's in the collection exudes a narrative of strength, compassion and empathy. The design palette is a mix of facets, disruptive lines and frames that create an illusion of volume.

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## **Mandatory hallmarking of gold is hurting jewellers and leaving buyers with fewer choices: GJC**

**MUMBAI**

In a recent interview, Dinesh Jain, Director of the All India Gem and Jewellery Domestic Council, explains the challenges to mandatory hallmarking. According to him, Since the mandatory hallmarking has been initiated, the 933 laboratories have hallmarked 39-40 lakh pieces at an average of about 1 lakh pieces per day. So, it will take 500 days to hallmark the current stock of gold jewellery in the country.

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## PM Narendra Modi Sets USD 400 bn Target for the Indian Export Sector

Prime Minister Narendra Modi held a virtual interactive meeting with Heads of Export Promotion Councils, Chambers of Commerce, and Indian Missions abroad along with stakeholders of the trade and commerce sector of the country to expand India's merchandise exports to \$400 billion in 2021-22. GJEPC has set up an ambitious target of raising export figures of the Gems and Jewellery sector to USD 44 bn in FY 21-22.

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## Introducing Vogue India and Natural Diamond Council's Diamond Festival

For the first time ever, Vogue India and Natural Diamond Council are bringing the best of jewellery—from what's trending in natural diamonds, to what's inside a modern millennial's jewellery box and the rise of gender neutral jewellery, the festival will be one-stop for all things diamonds. The two-day first-of-its-kind virtual diamond jewellery festival from August 20 and 21 will bring together the best in the industry for an event dedicated to all things diamonds.

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## India's gold trade in meltdown over new hallmarking rules

India's US\$60 billion gold jewelry industry is in chaos after the Narendra Modi government suddenly imposed new hallmarking rules. Hallmark stamps represent the purity, jeweler, hallmarking center and Bureau of Indian Standards (BIS) and are recognized internationally. The problem lies with a new standard to be introduced, known as the Hallmarking Unique Identity (HUID), which was made mandatory in July.

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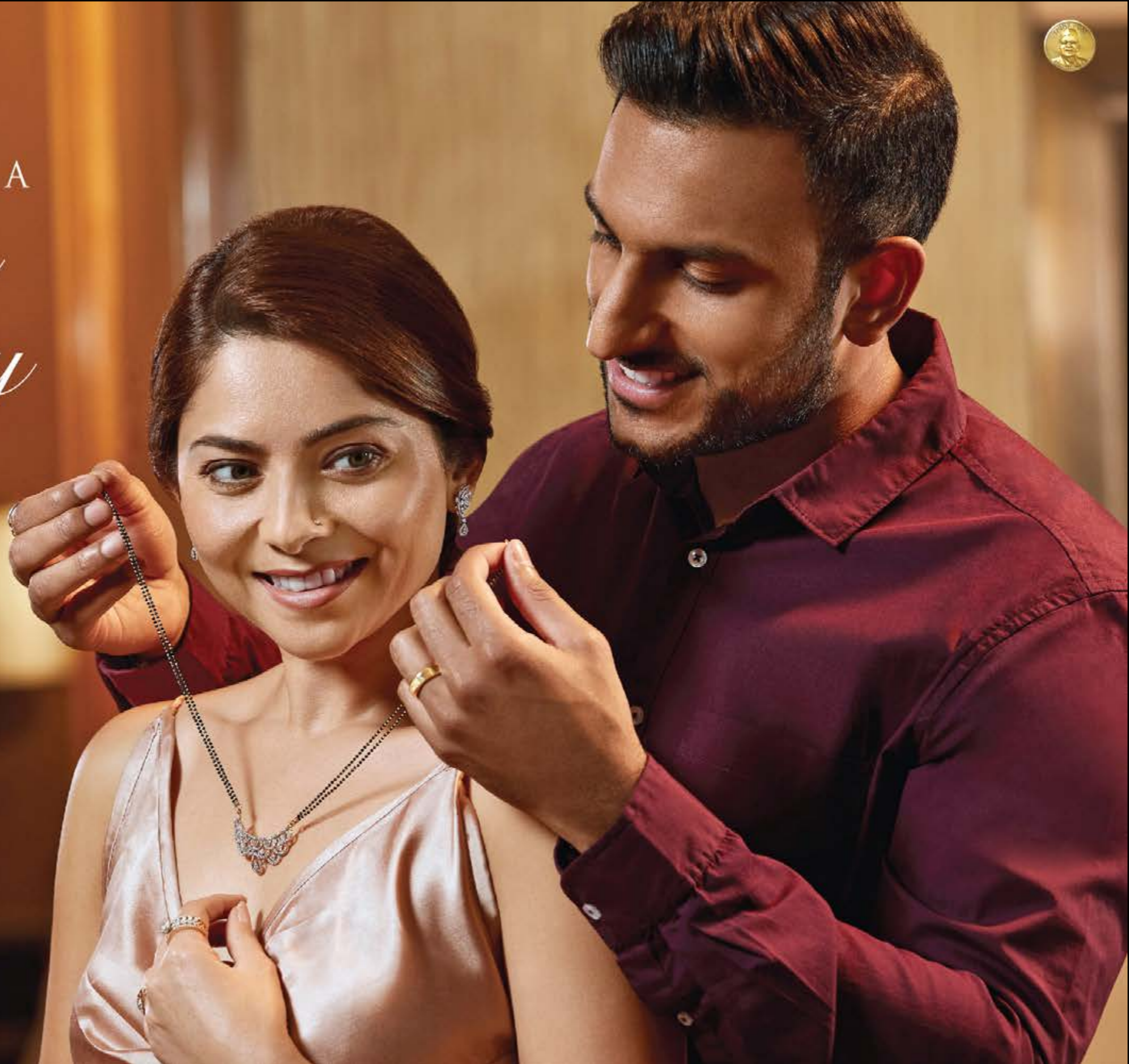


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*Happy  
Journey*



## PNG Jewellers announces the launch of their most anticipated offering, Mangalsutra Mahotsav 2021

**PUNE**

PNG Jewellers announced the launch of its most anticipated marquee annual offering, the Mangalsutra Mahotsav 2021. This year, the brand will also be celebrating a month long Painjan Mahotsav to kickstart the festive season from the 9th of August to the 5th of September 2021! The brand aims to celebrate the pious month of Shravan through in offers galore around Mangalsutra Mahotsav, Painjan Mahotsav, Rakshabandhan and other festivals.

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## Golden Bond – an exquisite range of gold Rakhis by Harit Zaveri Jewellers

Ahmedabad based jewellery powerhouse, Harit Zaveri Jewellers presents their mini range of gold rakhis this Rakshabandhan. These rakhis are carefully crafted in 22k gold, with rudraksha, pearls, beads, stones and detachable chains. These antique designs are derived taking inspiration from temple jewellery designs. The designs have inscriptions of , swastikas, and brief messages of good wishes on the rakhis. Some of these rakhis are fashionable and versatile to be worn as men's bracelets as well.

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