



## **Tanishq's Little Big Moments campaign spots micro-moments of celebration with jewellery**

The campaign has assimilated various cheerful moments that pass by unrecognised. The brand has given relatable examples such as that of enjoying quality time with elderlies in the family or thinking of pampering oneself after mandatory reviewing of friends' opinions. Sleek gold and diamond jewellery with adorable designs are the focal points in the campaign.

***(RJ Exclusive)***

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## **MySong by Zoya appeals to self-love through elegant design, easy experience**

Pushing the self-gifting segment, Zoya's offering in the Mysong collection rides high on design elements. A quick glance at the catalogue looks at the interplay of varied colour stones from turquoise, sapphires, emeralds, rubies, quartz and diamonds of various hues and cuts. Similarly enlivening is their video campaign wherein every piece of jewellery accentuates the glee of the model.

***(RJ Exclusive)***

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## Kalyan Jewellers keeps audience engaged with the broad spectrum of Shubh Muhurat campaign

**THRISSUR**

Kalyan Jewellers is exciting customers through their Shubh Muhurat campaign. Since Shubh Muhurat translates to an auspicious occasion, the brand has been targeting every major occasion celebrated by a community such as Hariyali Teej or an important personal event such as Griha pravesham, Roka or Annaprashan.

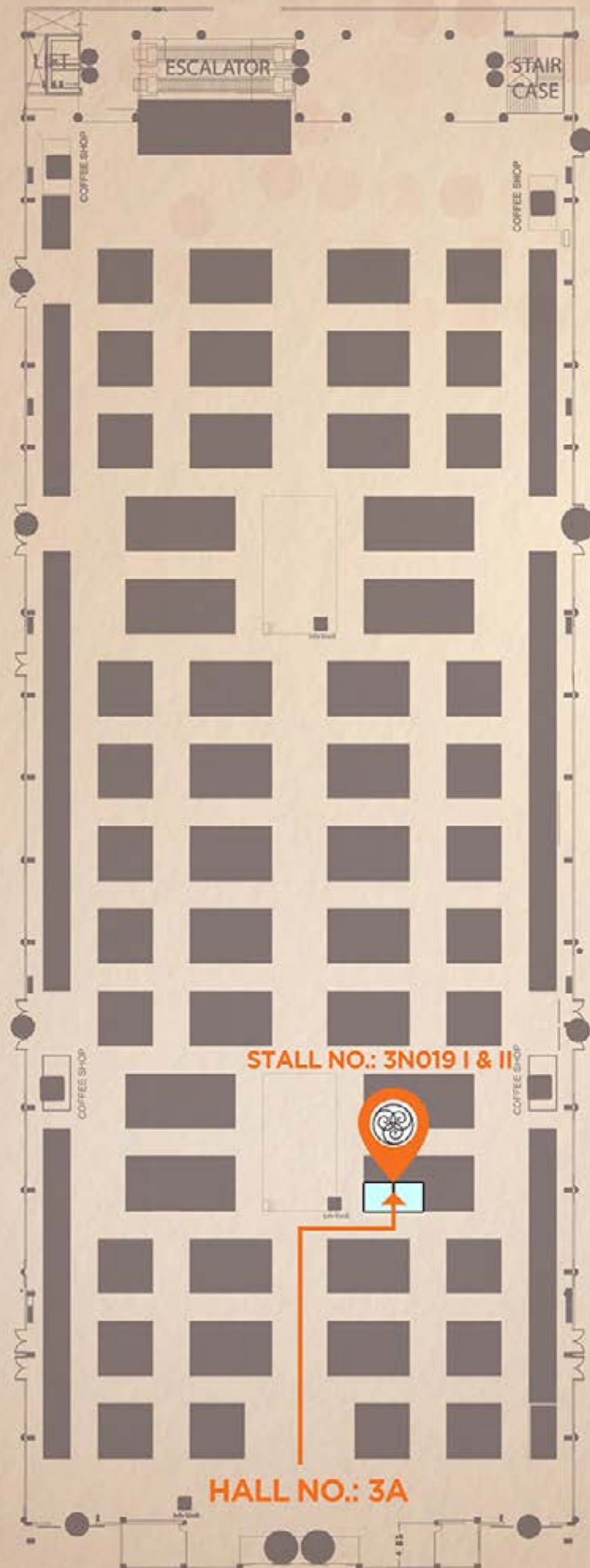
***(RJ Exclusive)***

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## ROUTE MAP



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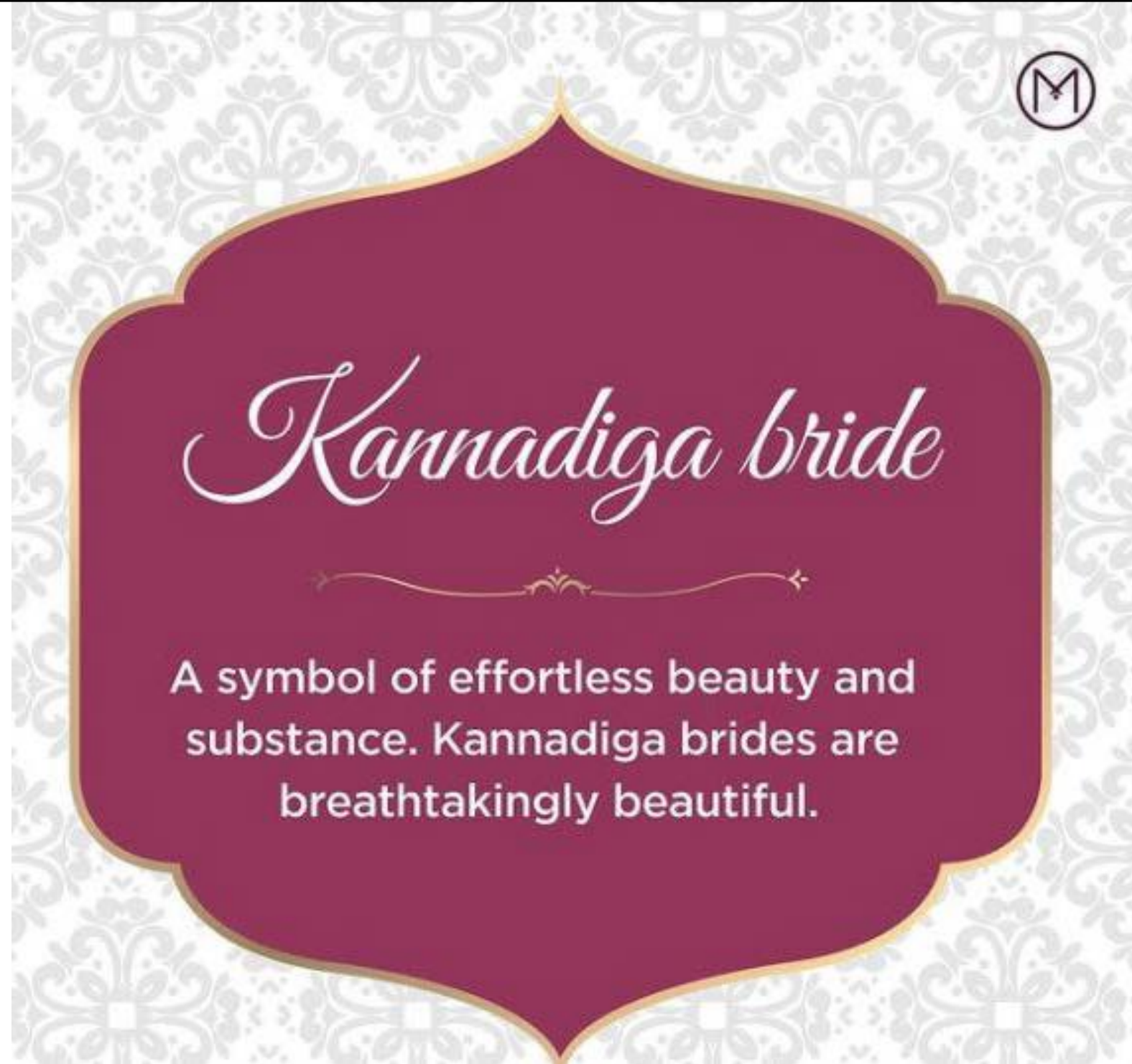
PREMIERE **2021**

**15<sup>th</sup> - 19<sup>th</sup> September**

**BIEC, BENGALURU**

**HALL NO.: 3A**  
**STALL NO.: 3N019 I & II**



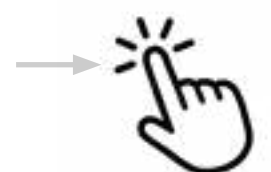


## **Malabar Gold and Diamonds celebrates the grand bridal entry with star-studded viral bridal anthem video**

Malabar Gold and Diamonds came up with the Brides of India 2021 campaign, which revolves around the grand entry of the brides to the wedding arena. The highlight of this year's campaign is the star-studded wedding anthem that celebrates the bride and her big day.

**(RJ Exclusive)**

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## Khurana Jewellery House, FICCI partners to revive glory of Punjabi Phulkari art with fashion industry

**AMRITSAR**

Khurana Jewellery House took up a unique initiative in association with FICCI FLO Amritsar for the revival of Phulkari through their FLOKARI project. With FLOKARI, Khurana Jewellery House and FICCI Flo Amritsar aim to bring about a renaissance of the art of Phulkari and generate livelihood opportunities for the rural women of Punjab

***(RJ Exclusive)***

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# JEWELLERS FOR HOPE

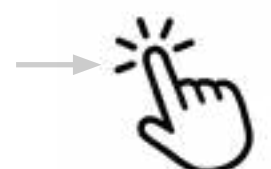
With hearts of gold

## GJEPC launches 'Jewellers for Hope' book: A compilation of CSR activities of the industry

**MUMBAI**

GJEPC has launched the book Jewellers For Hope – With Hearts of Gold, a compilation of corporate social responsibility activities undertaken by the gem and jewellery trade in India. It highlights the magnitude of social work collectively undertaken by the gem and jewellery industry for the benefit of society.

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## Vaani Kapoor becomes the brand ambassador for Zeya By Kundan

**NEW DELHI**

Zeya By Kundan's strategic association with Vaani Kapoor will enable the company to create high decibel visibility and connect with its target customers. With the festivities around the corner this fruitful association will help target consumers across the nation and gives Zeya By Kundan the opportunity to engage with the fans of Bollywood star Vaani Kapoor.

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## IGI flags off its women's empowerment program in Surat

**SURAT**

The IGI's Women Empowerment program is all about making women socially and financially independent and thus giving them an opportunity to make their own decisions. IGI ran a recruitment drive for women between the age of 18 to 26 in an attempt to develop their skills to become gemologists.

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## Mandatory hallmarking leaves Telangana gold merchants in the lurch

**HYDERABAD**

The Bureau of Indian Standards has set up only 35 hallmarking centres in seven out of 33 districts in Telangana, bringing more misery to gold merchants. Every day, AHCs are receiving thousands of gold jewellery pieces and allotting HUID to every piece is becoming time-consuming, traders say.

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SAFE MEASURE OFFICER

Safe Measure Officer to ensure protocols are followed

## Kalyan Jewellers launches #DosesOfTrust, focuses on safety across showrooms

**THRISSUR**

Kalyan Jewellers has launched the #DosesOfTrust campaign across showrooms in India and Middle East emphasizing around the company's focus towards providing a safe and sterile retail experience to customers. The campaign video showcases the jewellery brand's readiness to welcome customers back to its showrooms and shares a glimpse of the heightened COVID-19 safety and precautionary measures followed by the company.

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## Senco Gold & Diamonds design special Gold Rakhis for Raksha Bandhan

**KOLKATA**

In order to celebrate the bond and affection between brothers and sisters this Raksha Bandhan, Senco Gold and Diamonds has unveiled a range of specially designed Rakhis made of gold and silver. Designs of these Gold and Silver Rakhis are inspired from the Indian mythology and cultural signs.

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## **How compulsory hallmarking of gold jewellery is affecting customer purchases**

Hallmarking will ensure that customers are paying only for the promised purity of gold. Hallmarking could also mean that they would find a tiny part of the jewellery being used for checking, if it requires the fire-assaying method for certification. But one would be paying only for the weight they get, after such scrappage.

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## Surat Diamond Bourse to open in 2022

### **SURAT**

The Surat Diamond Bourse was supposed to open in January 2020. The opening was then delayed to September 2021. Now, according to a report, the \$355 million SDB will open in 2022. The SDB will be the world's largest office building, with nine 15-story towers covering a site larger than The Pentagon.

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# Everything Gets PLUSH

PlushMeet, the all new AR Video Shopping technology will provide the consumers with the PLUSH privilege of virtually trying jewellery online inside the video call itself.



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Plush Meet



A hand is shown placing a gold bar on top of a pyramid of gold bars. To the right of the pyramid is a gold coin. The background is a gradient of blue and purple.

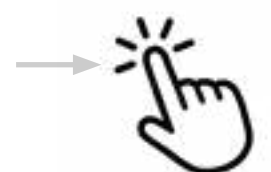
# SOVEREIGN GOLD BONDS

## Govt mobilises Rs 31,290 crore from Sovereign Gold Bond Scheme: FM

**NEW DELHI**

The government has collected Rs 31,290 crore from Sovereign Gold Bond Scheme since its launch in 2015, Finance Minister Nirmala Sitharaman informed Parliament. With the main objective to develop an alternate financial asset and as an alternative to purchasing/holding of physical gold, the SGB Scheme was notified by the Government of India on November 5, 2015.

**READ MORE**







## Joyalukkas wins RetailME ICONS award

Joyalukkas was recently awarded the coveted RetailME ICONS award for its pioneering leadership in the business of retail in the Middle East and North Africa. Joy Alukkas, chairman of the Joyalukkas Group, received the award from Laila Mohammed Suhail, CEO (Strategic Alliance and Partnership), Dubai Department of Tourism and Commerce Marketing.

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



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