



National retail base congratulates GJEPC for a spectacular in-person IIJS 2021

IIJS 2021 ticked all the right boxes for the domestic trade fraternity. Executed courageously and commendably by the board of convenors in GJEPC, the council presented a 5-day jewellery extravaganza to buyers, who waited out the pandemic to surprise end-consumers with breathtaking jewellery.

(RJ Exclusive)

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Konika Jewellery sensitizes about gold jewellery investment via Insta reel

CHENNAI

Stressing the importance of gold, Konika Jewellery came up with an Instagram reel the Marketing head Tanvi Singhi herself. The most important factor of the video was the call-to-action, compelling viewers to get a detailed insight into how gold investment can be beneficial for everyone, starting with a price as little as Rs.1000.

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MELORRA



Melorra makes the day of every daughter special with #Oneofakind campaign

As part of the campaign, Melorra has made a series of posts on its Instagram account and in one of the posts, it asked the parents to share in the comment box about a piece of advice they would like to give to their little lady when she grows up.

(RJ Exclusive)

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The House of Rose unlocks 5th ‘C’ of understanding diamonds

Biren Vaidya is making precious jewellery promotion increasingly interesting and fun-filled through his ‘Masterclass by BeeVee’. Although every one of us knows that there are only 4 C’s, Mr Vaidya introduced a 5th C called ‘Concept’, an addition by The House of Rose. The customers have the possibility of creating a new concept altogether.

(RJ Exclusive)

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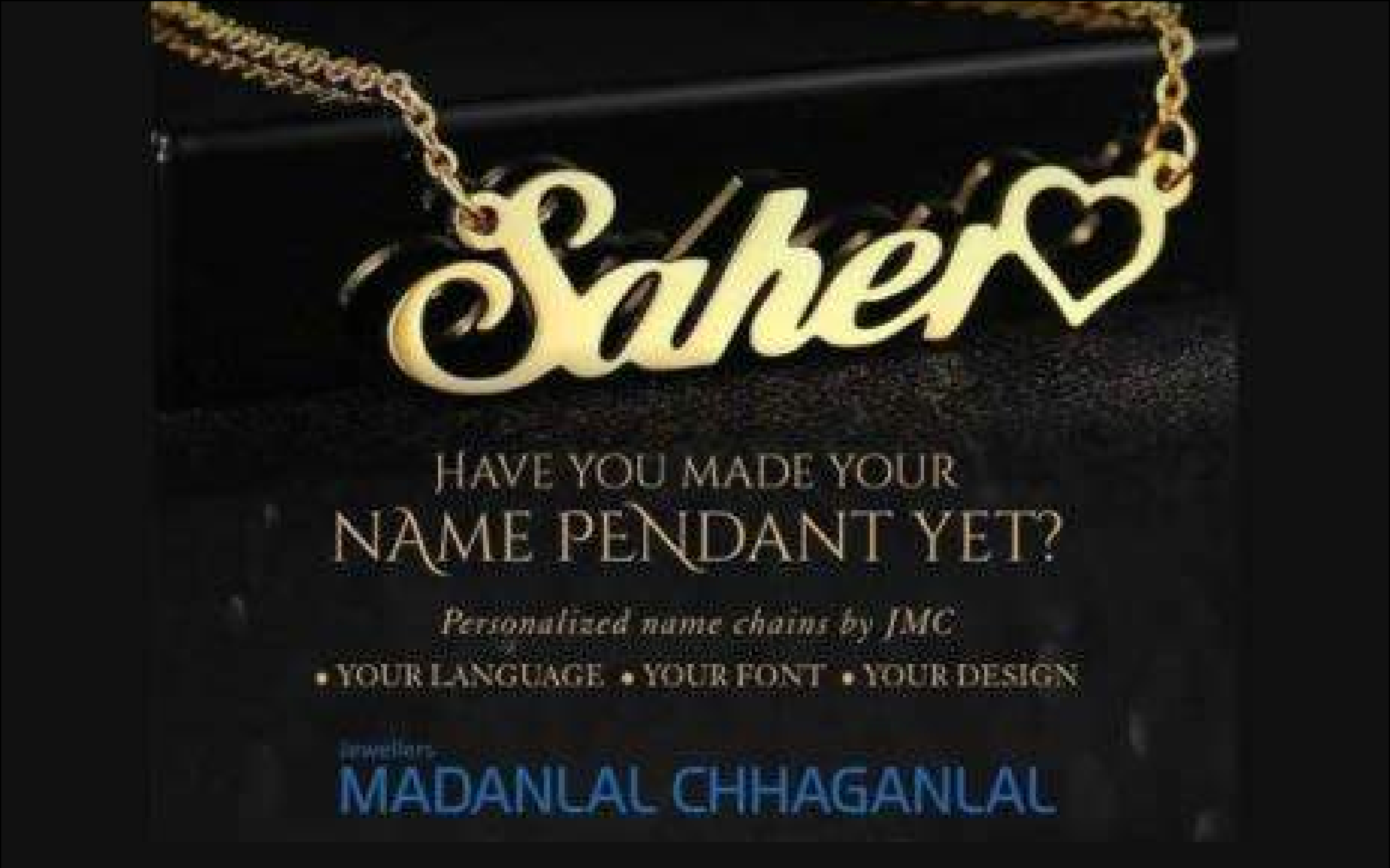
Shyam Sundar Co Jewellers revives love for Bengali films among schoolkids

KOLKATA

The brand has undertaken a virtual screening of best feature films starring the late Tollywood superstar Soumitra Chatterjee. Named 'Iskule Bioscope' ('Bioscope in schools' translated in English), the in-school screening initiative by the brand collaborated with over 20 schools, reaching out to over 10,000 students.

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Jewellers Madanlal Chhaganlal bring out named pendants in diamond, gold

The brand has recently come up with a new concept of personalized and customizable name chains. As per the concept, the brand offers customized, named pendants and initials in both gold or diamond jewellery. The jeweller has tied up with a city-based vendor for the service for this range.

(RJ Exclusive)

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GJEPC hosts 'Vanijya Utsav' Export Conclave in Mumbai

MUMBAI

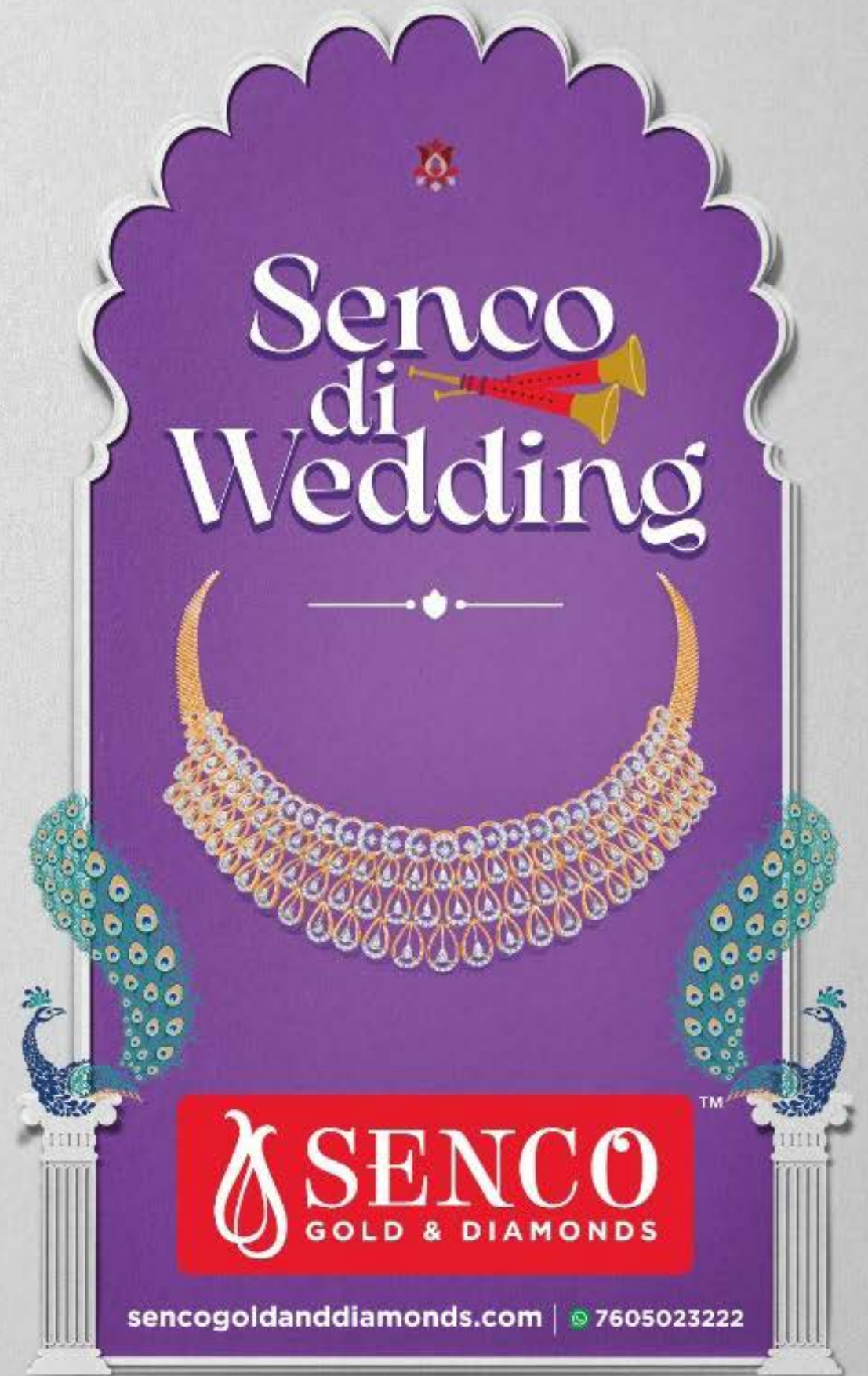
The conclave commemorates the 75th Anniversary of Indian Independence with the core focus being economic growth and promotion of exports in Maharashtra. Panel discussions on exports and bilateral trade opportunities to make the state an export hub to take place during the 2 days. The panellists include important state government and banking officials.

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फूल फैमिली के लिए ज्वेलरी



‘Senco Di Wedding’ campaign to tap the Big Indian Wedding Season

KOLKATA

Senco Gold & Diamonds has announced the launch of its new Wedding campaign christened ‘ Senco Di Wedding’ which depicts the joy and happiness associated with Indian weddings. The new campaign depicts how Indian wedding is celebrated with pomp and grandeur where all family members dress up to their fashion best.

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HRD Antwerp identifies colour-treated diamond with false inscription

HRD Antwerp recently analysed a 1.50 carat polished diamond that was submitted for certification in its Antwerp laboratory. The sample was identified as Type IIa, meaning that it contains virtually no elements other than carbon. During testing, HRD Antwerp scientists discovered that the diamond had in fact undergone HPHT colour treatment.

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India's jewellery industry to reach \$100 billion by 2025: Melorra founder Saroja Yeramilli

Redefining gold as bold, online jewellery startup Melorra challenges the idea of gold jewellery being heavy and suited only for traditional celebrations. Set up in 2016, Melorra is aiming for \$1 billion in revenue by 2025. Saroja Yeramilli, Founder and CEO of Melorra talks about the brand's journey, expansion plans and the impact of the COVID-19 pandemic.

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DMCC's Ahmed Bin Sulayem named ambassador for new world diamond council traceability initiative

DMCC has announced that its Executive Chairman and CEO, Ahmed Bin Sulayem, has been appointed as an ambassador of the World Diamond Council's updated System of Warranties initiative following its launch on 21 September 2021. As ambassador, Sulayem will have the responsibility to educate current and future members of the Dubai Diamond Exchange on the SoW initiative.

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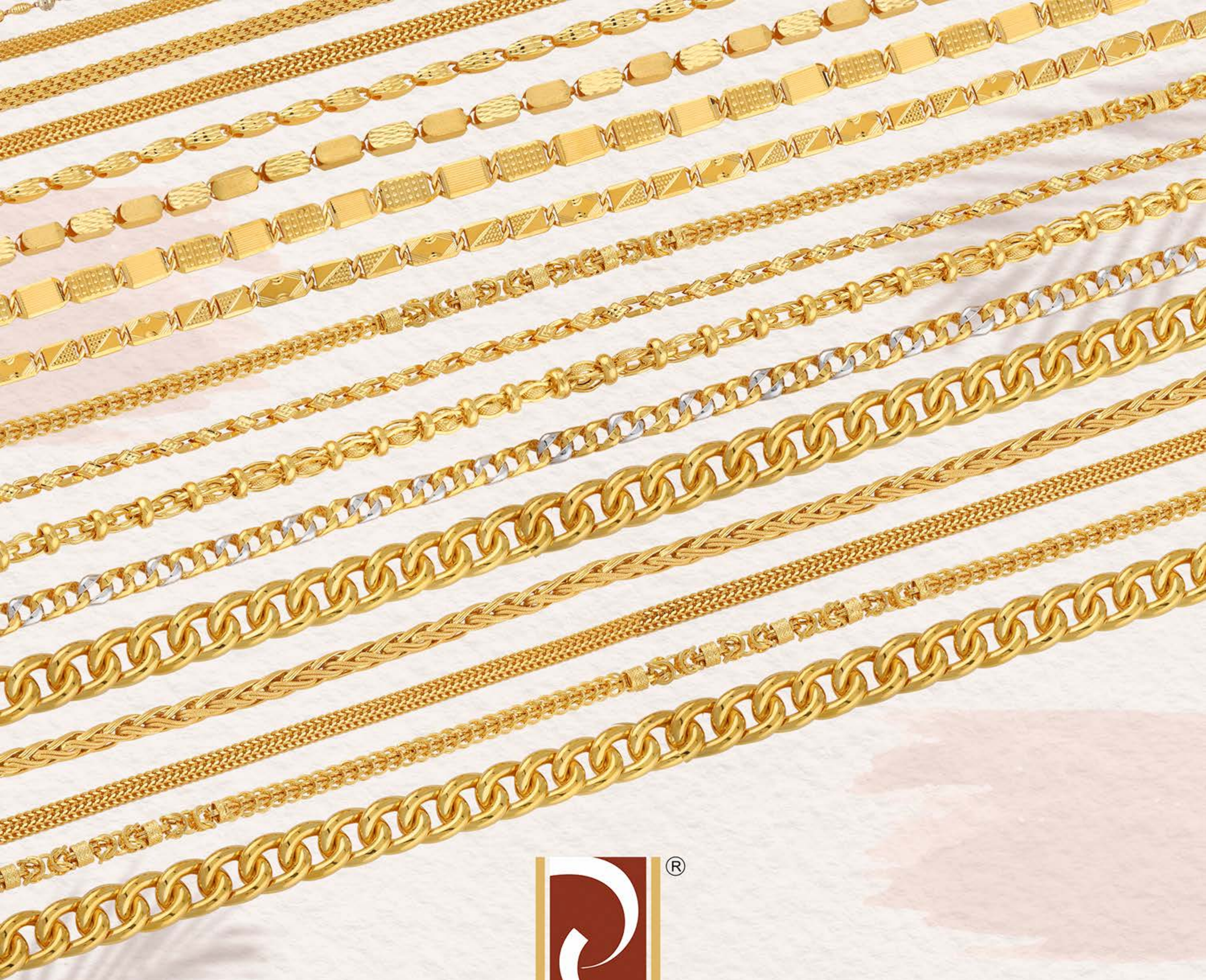


Gems and jewels export shines despite Covid gloom

Exports of gems and jewellery from Seepz in the first five months of this fiscal year have zoomed after languishing three years pre-Covid and experiencing a sharp decline in the initial months of the lockdown. Exports for five months (April to August 2021) ballooned to Rs 10,325 crore, a whopping 88% over pre-Covid 2019-20 levels.

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GIFT SMART, GIFT MIA

Mia
by TANISHQ

Mia by Tanishq launches #GiftSmartGiftMia campaign ahead of the IPL season

The campaign, ‘#GiftSmartGiftMia’ 25sec digital films are aimed to help men make the perfect choice when gifting their partners. The quirky films also have a unique element of humour, setting the right tone for the modern Mia audience. With the launch of the campaign for the IPL season, Mia by Tanishq intends to reinstate its position as the most preferred choice of brand for gifting loved ones on every occasion.

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Nearly 28 per cent urban Indians plan to spend on gold this Diwali as COVID effects wane

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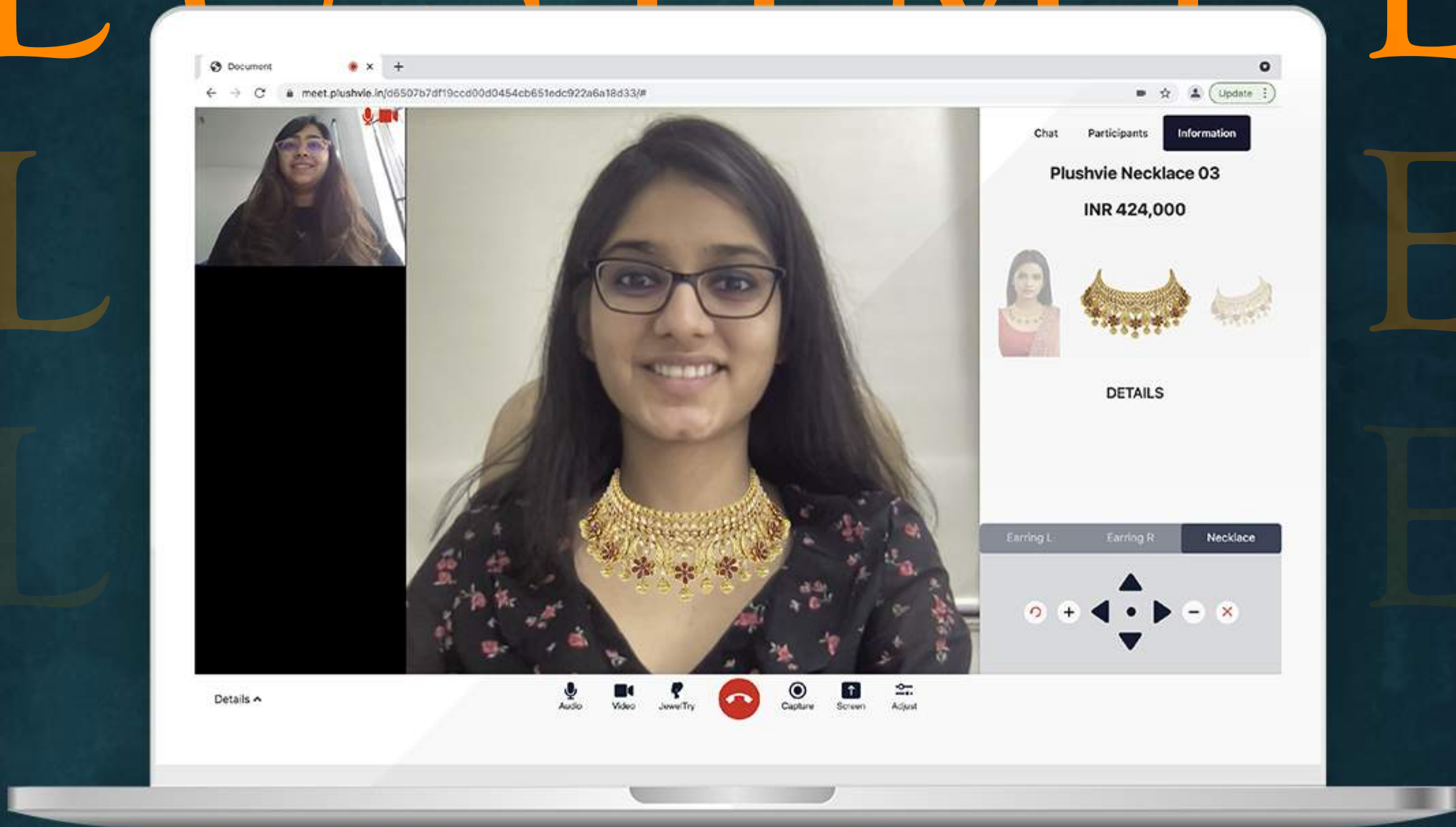
As per a recent survey by YouGov's Diwali Spending Index, nearly three in five respondents are planning to buy gold for personal or family use either in physical gold form or through a gold scheme by organised retailers. The remaining 38% are likely to spend on the yellow metal for the purpose of investment.

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IGI's On-Site Grading services add to buyers' confidence at the IIJS Premier

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During the IIJS Premier 2021, IGI provided real-time, grading services and certified over 600 stones with new as well as existing clients making the most of the facility to expand their business and brand value. IGI's unparalleled services were at its maximum to help jewellers achieve their goal of growing in strength and value.

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Natural Diamond Council celebrate one year of repositioning itself from Natural Diamond Council

NDC seamlessly transformed and weaved itself to this dynamic scenario. In a short span of one year, NDC used diverse mediums to enhance the value of natural diamonds and has been a reliable source for everything related to diamonds for consumers and the modern diamond industry alike.

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India’s gold imports from Switzerland jumped to 5-month high in August

Swiss exports of gold to India jumped to a five-month high in August while shipments to China fell, Swiss customs data showed on Tuesday. Switzerland is the world’s largest bullion refining centre and transit hub and its data give insight into global demand trends. China and India are the largest consumers of gold.

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Dive Retail

Week in review:
News, Opinions & Insights

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