



Like a little firefly  
Lighting up the  
heart of the forest,  
A daughter  
lights up your life.

## Reliance Jewels' Daughter's day range creates new moment of gifting by mothers

There is an untold practice in Indian jewellery industry when it comes to promotions. Retail brands either promote collections for sale or launch contests for engagement. Seldom do we see a blend of the two for a bigger impact, which Reliance Jewels did with their Daughter's Day campaign before September 26 with the hashtag #LightOfYourLife.

**(RJ Exclusive)**

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## Tanishq promotes responsible celebration with Utsaah campaign

Celebrating the present with responsibility, Tanishq unveiled their latest Utsaah collection and campaign on Sept 30. The video campaign gave a very positive impression. From showing women sharing the bill for a Diwali-special dine-out to couples nudging friends to stop leaving Diwali gifts at doorstep like last year, Utsaah evoked the zeal to forget pandemic vagaries and live fearlessly.

***(RJ Exclusive)***

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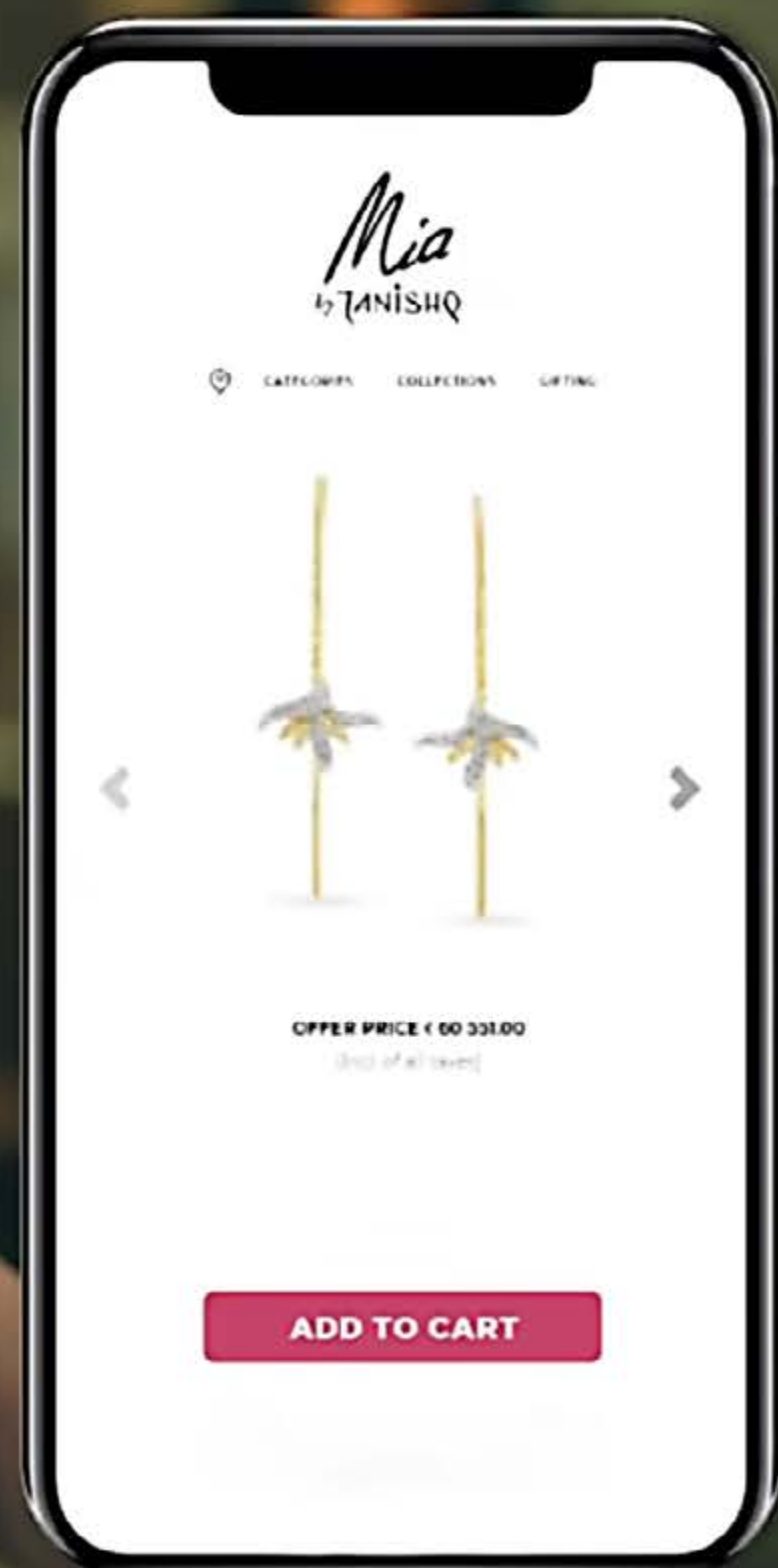
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**YOU ARE  
WHAT  
YOU GIFT**



## Mia leaves Instagram in splits with #GiftSmart videos

The brand has launched a tongue-in-cheek campaign that presents clarity over gifting expectations of women. With the tagline 'You are what you gift', the brand uploaded one video each on September 22 and 23. With smart and age-appropriate gifting as the sole objective, Mia has managed to gain unforeseen attention to caution men regarding gifting intelligently.

**(RJ Exclusive)**

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## Entrepreneurs, actors, activists unite to celebrate womanhood with Avama Jewellers' Naaz collection

**KOLKATA**

The brand had several distinguished women from all walks of life become the face of fearless beauty as part of the collection's campaign. On Instagram, one could see political commentator Saira Shah Halim, entrepreneur Dr. Indrani Paul, former Ms. India Ushoshi Sengupta, dentist Dr. Shilpi Malhotra, actress Ushasi Ray, and US-based author Aruna Arya Gupta wear the Naaz range.

***(RJ Exclusive)***

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## Kanak Jewellers helps women clientele scorch the ramp with latest kundan-polki range

**NEW DELHI**

Kanak Jewellers had recently held a fashion show titled 'True Jewellery True Models' wherein it launched a new bridal collection in kundan and polki. During the event, the jeweller invited almost 70 existing women customers who walked the ramp wearing the jewellery from the collection alongside 30 professional models.

***(RJ Exclusive)***

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## India's Gem & Jewellery exports witnessed a growth of 17% in August 2021

**MUMBAI**

The overall gross exports of Gems & Jewellery recorded a growth of 17% to Rs. 24239.81 crore in August 2021 as compared to the August 2019 figure of Rs. 20793.80 crore. During April-August 2021, the overall gross exports witnessed a growth of 13.17% to Rs. 116503.64 crore as compared to Rs. 102949.34 crore during April-August 2019.

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**“Platinum Season of Hope” aims to boost demand for platinum jewellery this season**

## **“Platinum Season of Hope” aims to boost demand for platinum jewellery this season**

The Platinum Season of Hope initiative is set to energize the market and accelerate the growth trajectory for platinum jewellery in the country. As a consumer and trade marketing program, it will see participation from 1250+ stores across the country. PGI launched the Platinum Season of Hope in October 2020 to boost demand for platinum jewellery in the country.

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## **Tanishq's pujo campaign celebrates this 'Festival of Adornment' in a truly unique way**

Tanishq has launched a new campaign this Durga Pujo called 'Utshob Amader, Shaaj'o Amader', which celebrates the spirit of Pujo in all its glory. The campaign is also an ode to all of Maa Durga's karigars who contribute towards adorning the pujo festivities in their own way.

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## GJSCI opens new office inside SEEPZ, Mumbai

**MUMBAI**

GJSCI has moved into a bigger office space in the same building i.e. Business Facilitation Centre, SEZ, SEEPZ from the 3rd to the 4th floor. GJSCI has been expanding its activities and the newly launched Jewellery Artificial Intelligence & Data Science Excellence COE is also part of the new office.

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# Stung by new policy, gold hallmarking centres protest in Telangana

HYDERABAD

Staff of hallmarking centres across Telangana staged a token strike on Tuesday protesting against the newly-introduced hallmarking policies of the Central government. The government had said that hallmarking centres need to be located at the jewellery manufacturing centres only. This move will lead to the closure of many hallmarking centres that are located outside the manufacturing hubs.

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## **New World Gold Council report highlights gold's role in decarbonising investment portfolios**

The World Gold Council launched a new report “Gold and climate change: Decarbonising investment portfolios”, which looks at gold’s potential impact on the carbon profile of investment portfolios and their alignment with climate targets. This report aims to provide investors and stakeholders with a greater understanding of the implications regarding the transition to net zero carbon for gold.

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## Jewellers sell Rs 100 gold online as Indians take to internet buys in Covid

Indian jewellers such as Tanishq, Kalyan Jewellers, PC Jeweller Ltd. and Senco Gold and Diamonds launched offers to sell gold for as little as 100 rupees either directly on their websites or through tie-ups with digital gold platforms. Consumers can take delivery once they have invested enough for at least 1 gram of gold.

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## Madhya Pradesh government to set up Diamond Park in the state

**BHOPAL**

The Madhya Pradesh government has initiated the process of setting up a diamond cutting and polishing park in the State's Panna district, which has a vast reserve of gems, Chief Minister Shivraj Singh Chouhan has said. Panna district has reserves estimated to be containing diamonds totalling 12 lakh carats, according to officials.

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## Panels to oversee melting of temple jewellery in Tamil Nadu

**CHENNAI**

The Tamil Nadu government has named retired Supreme Court judge D. Raju and two retired High Court judges K. Ravichandrababu and R. Mala to head three panels to oversee works to melt jewellery received as donation by temples into gold bars. The State would deposit the gold bars in banks to generate revenue for temples from the interest.

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# SOVEREIGN GOLD BONDS



## Few take exit option for sovereign gold bonds even after 5 years of holding them

The RBI gives Sovereign Gold Bond investors an option to redeem after five years. But RBI data show that in the first two series launched in 2015 and 2016 about 2% of the bonds issued came back for repurchase. In the third and fourth series, only 0.5-0.6% of the investments were redeemed.

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## **SEBI board clears frameworks for gold, social stock exchanges in the country**

Markets regulator SEBI's board approved a slew of reforms, including frameworks for gold and social stock exchanges. Besides, the regulator has decided to relax eligibility requirements related to shares having superior voting rights. However, SEBI further said that it cannot specify the timeline for such exchange, and will coordinate with the government to take it ahead.

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# Dive Retail

**Week in review:**  
News, Opinions & Insights

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