



Reliance Jewels goes nationally versatile on design with region-specific Kaasyam collection

Reliance Jewels are going on a nationwide design drive. With intriguing campaigns on social media teasing people to guess the source of their next design inspiration, the brand's Kaasyam commercial is, in fact, a link to a nationwide expansion of design exclusivity.

(RJ Exclusive)

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series

that gave us a

Storybook
WEDDINGS
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ANTARA
GOLD & DIAMONDS

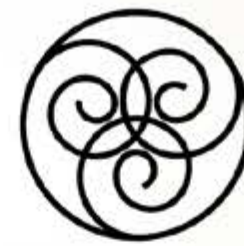
Antara Jewellery recommends top Netflix wedding titles for bridal jewellery promotion

Antara Jewellery, Mumbai have unveiled their Storybook bridal jewellery collection and have shared video clips highlighting the collection in full force. Interestingly, they made a post on October 13 about the best wedding-related series available on Netflix for their clientele to enjoy.

(RJ Exclusive)

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Pandit Jewellers resumes awarding staff via Employee of the Month event

Pandit Jewellers, Bulandshahr, held their 'Employee of the Month' event in September to lift the spirits of their staff and treasure their contribution to the growth of the brand in trying times of Covid. The initiative was resumed after 2020 when Covid struck the country.

(RJ Exclusive)

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Bollywood Diva Kiara Advani Roped In As Brand Ambassador For Senco Gold & Diamonds

Senco Gold & Diamonds, one of India's largest jewellery retail chains has signed Bollywood actress Kiara Advani as their brand ambassador. She will be promoting entire gold jewellery range of the brand. Senco Gold & Diamonds also unveiled their new campaign titled 'Now is the time' featuring Kiara.

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MMTC-PAMP strengthens presence in South India, aims for 20% business from this region by next fiscal

MMTC-PAMP announced its strategic decision to expand its footprint in key cities across Karnataka, Tamil Nadu, Telengana, and Andhra Pradesh. Building on the cultural affinity this region exhibits towards Gold & Silver, the company will reach out to around 1000 local jewellers and retail outlets over the next 3 years to target consumers of purest gold and silver coins and bars.

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Tamil Nadu CM launches scheme to melt gold jewellery belonging to temples into gold bars

CHENNAI

Tamil Nadu Chief Minister MK Stalin has launched a scheme to melt gold received from devotees as offerings in temples into 24-carat gold bars. The state government informed the high court that the melting of gold jewellery belonging to the temples in Tamil Nadu was being done since 1977.

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Gujarat: Prepare to pay more for gold this season

Be prepared to shell out extra as gold prices are rallying ahead of run up to the season, with good sales expected. Backed by robust demand and tracing the international rally, gold prices have risen by Rs 1,400 per 10g in ten days. Prices of the yellow metal prices rose from Rs 47,600 on September 30 to Rs 49,000 on Wednesday.

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Sushmita Sen Launches Zoya's Festive Collection, Libera

Sushmita Sen speaks on the recent launch of Zoya's new Libera collection, in association with Ajoy Chawla, CEO of Titan's Jewellery Division and Revathi Kant, Titan's Chief Design Officer. A milestone in itself, the association of Zoya with an ageless beauty such as Sushmita Sen is poised to raise the aspirational level of fashionistas today.

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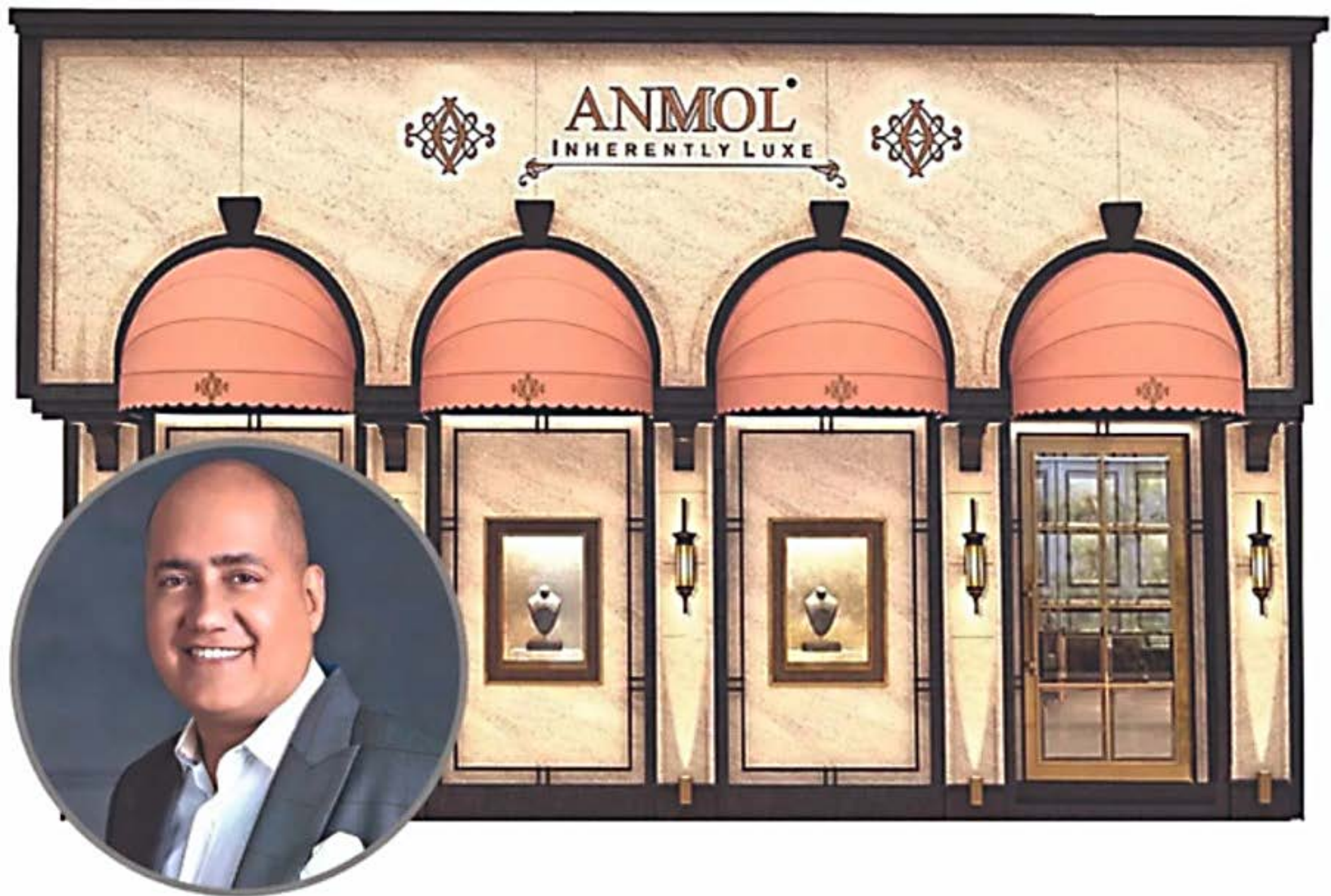
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Anmol 2.0 heralds a new era of design

Ishu Datwani reinvents the lure and glory of Anmol Jewellers through a new store launch after 35 years of setting high standards of luxury jewellery in the Indian and global retail industry. Talking about the release, Datwani accredits the love and adulation of customers over the years, which has raised the bar for Anmol Jewellers with this rebranded look.

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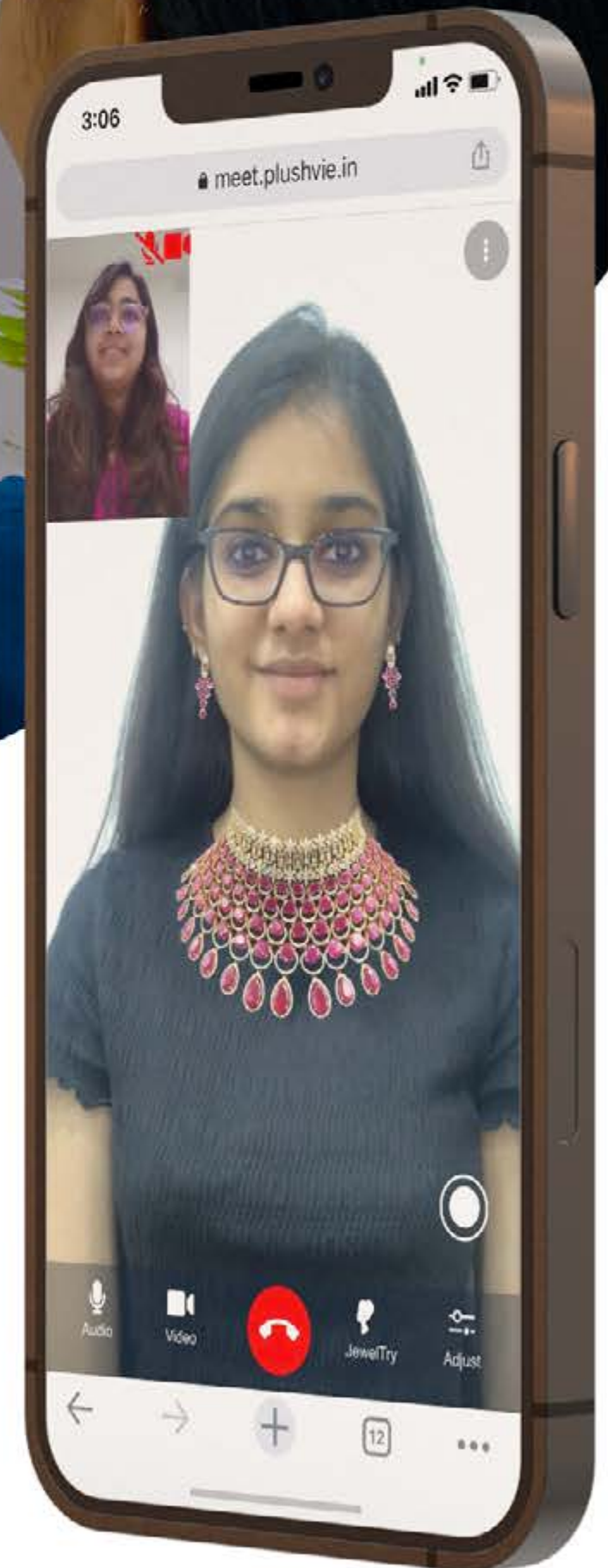
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GIA Statement on Fraudulent Diamond Grading Reports in India

Police in Surat uncovered a fraudulent scheme involving counterfeit inscriptions linking lower-quality diamonds to GIA diamond grading reports for higher-quality stones. In the investigation, police seized several diamonds and what appeared to be several GIA diamond grading reports.

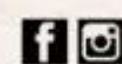
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Melorra to deliver hallmark gold jewellery across India

Online jewellery startup Melorra on Tuesday announced it will deliver hallmarked gold jewellery to all districts in India. This assurance is highly significant, given the phase-wise implementation of mandatory gold hallmarking by the government across the country.

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