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BY TEJPAL RANKA

Chosen by Tejpall Ranka woos the market with brilliant blue sapphire jewellery range

PUNE

Sapphire jewellery has found a grand stage with luxury brand Chosen by Tejpall Ranka. A quick glance at the brand's Instagram handle shows the amount of focus Ranka has been giving to this category. The brand is promoting short videos, making the followers aware of the historic significance of this precious gemstone.

(RJ Exclusive)

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BK Saraf Jewellers, Hunar collab gives choicest jewellery and clothing to Lucknow together

LUCKNOW

BK Saraf Jewellers has taken an impressive initiative to give customers a cross-category choice through their collaboration with a designer clothing brand called 'Hunar'. As per the collaboration, the jeweller has given a separate space of almost 1000 sq ft on the second floor of its existing 4-storied showroom in Lucknow to Hunar.

(RJ Exclusive)

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PNG Sons' Diwali video campaign glorifies true diamonds of the society

PUNE

The new digital campaign of PNG Sons focuses on people and not jewellery. Titled 'A Tale Of Human Diamond', the campaign glorifies good Samaritans, the unsung heroes who help the underprivileged to make their festival joyful like others. The unique thing about the video campaign is that majority of the videos convey its message through a musical background without commentary.

(RJ Exclusive)

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Tanishq glorifies Tamil modern womanhood with talent-rich Pudhumai Penn campaign

CHENNAI

Tanishq launched its latest Tamil video campaign titled Pudhumai Penn, meaning the modern woman. The campaign was aimed at celebrating every Tamil woman and her balanced-duality that is the springboard of her undying, limitless and spirited personality. Starring Tamil star Nayanthara, the video features several luminaries in the performing arts from the state.

(RJ Exclusive)

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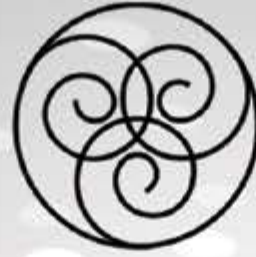
Orra's latest EMI campaign garners millions of views, drives diamond sales amid pandemic

ORRA is boosting diamond jewellery purchase by launching a new EMI scheme which gives customers the convenience to purchase jewellery and pay later in the form of monthly instalments. It offers instant, hassle-free credit and unlike other EMI schemes in the market, there is 0% interest levied on the customers.

(RJ Exclusive)

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DP Jewellers' Karvachauth Season 3 expands its reach to new communities of Indore

INDORE

‘Chaand sa Roshan Chehra’, the patented campaign by DP Jewellers, Indore, made a comeback with greater pomp and splendour. The two-day event was graced by the top chosen participants of an online contest. The event was carefully planned with fun-filled activities and limitless photo opportunities for every participant at the event.

(RJ Exclusive)

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India's gold demand bouncing back to pre-COVID levels, rises 47% in Sept quarter: World Gold Council

MUMBAI

India's gold demand has seen a 47 per cent year-on-year jump in the July-September quarter to 139.1 tonnes, following stround in economic activity and recovering consumer demand, the World Gold Council said in a report. According to the World Gold Council, gold demand in India is bouncing back to pre-COVID levels and going forward the outlook looks bullish.

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03 - Wt= 18.02g / 04 - Wt= 5.35g



Demand for gold grows faster in tier-2 towns as compared to tier-1 centres

MUMBAI

According to search data released by JustDial, demand growth for gold in tier-2 towns was 24%, marginally ahead of tier-1 cities at 22%. Among tier-1 cities, Ahmedabad (43%) saw the fastest growth rate followed by Chennai (34%) and Hyderabad (32%). Cities like Pune (28%), Bangalore (24%), Mumbai (20%), Delhi (14%) and Kolkata (2%) made the rest of the top eight tier-1 cities.

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De Beers Forevermark is upbeat about demand for diamonds in South India

With the onset of the festive season, De Beers Forevermark is upbeat about demand for diamonds in South India and is looking forward to growth of over 35-40% over the next few months. The company is now focused on consolidation in the South as it sees immense potential in the growing number of metros, tier-2 and tier-3 cities in the region.

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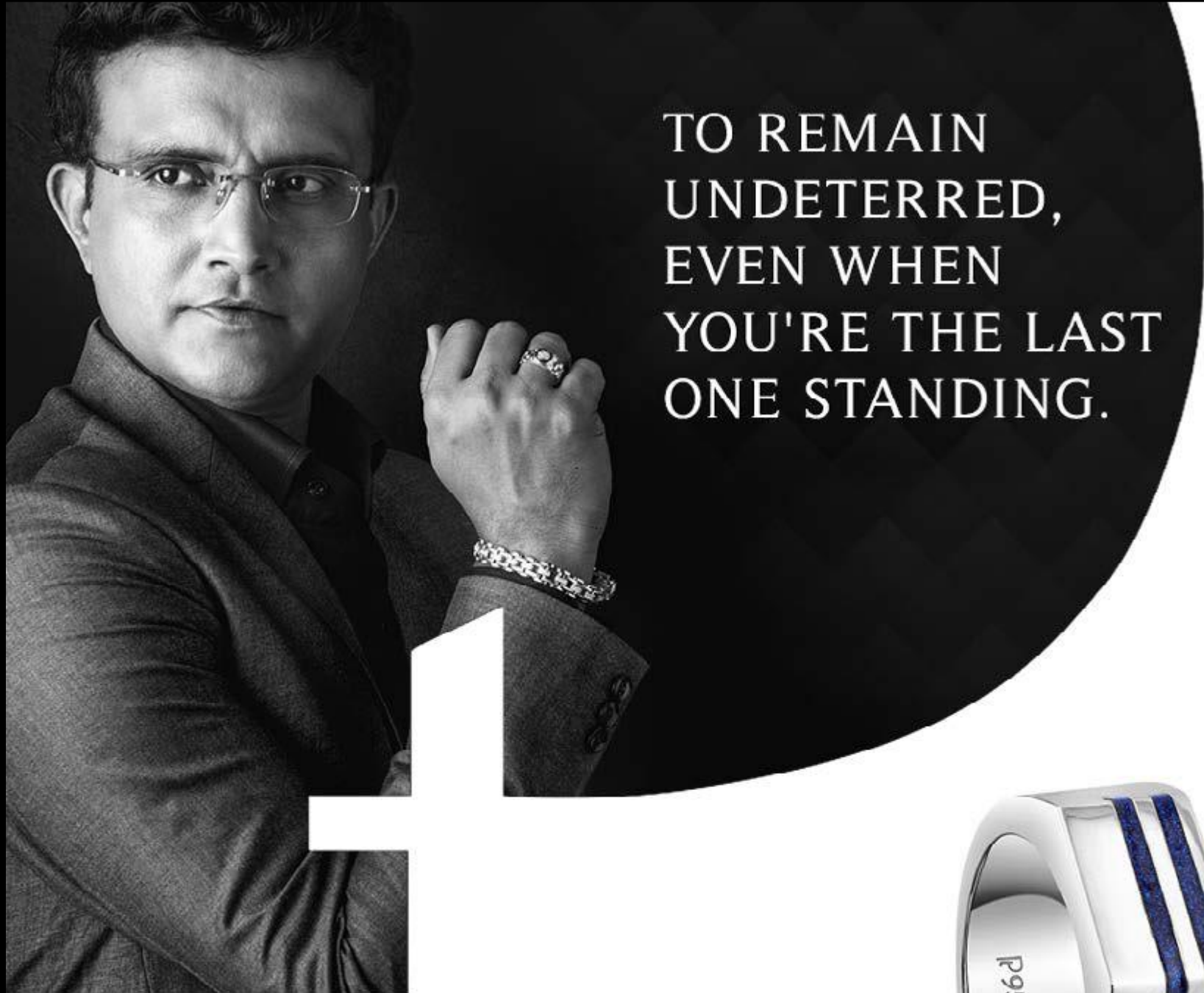
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Tiffany & Co. launches e-commerce platform in India

Tiffany & Co., in partnership with Reliance Group, has announced the launch of its local e-commerce site, tiffany.co.in. The online portal will mirror the products seen in offline store and sell the iconic jewellery brand’s collections of gemstones, diamonds and crafted jewellery. The website will also include the ability to book diamond consultations with in-house experts, in-store private appointments, etc.

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UNDETERRED,
EVEN WHEN
YOU'RE THE LAST
ONE STANDING.

WHEN CHARACTER CHOOSES WHAT
MATTERS, IT'S RARE. IT'S PLATINUM.



Senco Gold & Diamonds unveils exciting offers and new campaign for Dhanteras

KOLKATA

Senco Gold & Diamonds has announced a new campaign during the launch of its latest men's platinum jewellery collection – Men of Platinum. Ex-Indian Captain Sourav Ganguly would be the face of the campaign, donning statement platinum pieces from the collection as he talks about the choices he made at key decisive moments, those that marked his Moments of Truth and marks the man he is today.

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New De Beers research shows sustainability now on par with price and design when consumers choose diamonds

De Beers eighth annual Diamond Insight Report takes an in-depth look at the topic of sustainability in the diamond sector, including how sustainability considerations are influencing consumer decisions relating to natural diamonds, how the diamond industry is already a leader in many areas relating to sustainability.

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Kalyan Jewellers' 150th showroom launched in Delhi NCR

NEW DELHI

Kalyan Jewellers launched its brand new showrooms at Noida, The Great India Place GIP Mall and Vegas Mall, Dwarka. Inaugurated by Kalyan Jewellers' regional ambassadors Wamiqa Gabbi (Punjab), Manju Warriar (Kerala) and Ritabhari Chakrobarty (West Bengal), these outlets usher the brand towards the milestone of 150 showrooms across India and Middle East, reflecting its wide footprint across markets.

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GJEPC requests for direct supply of rough diamonds from Alrosa for MSMEs

MUMBAI

In a recent meeting with the representatives from Alrosa, GJEPC proposed the formation of a mechanism for the direct supply of natural rough diamonds by ALROSA, especially to MSMEs. The Council has put forth a recommendation for a model that would aid MSMEs to directly access rough diamonds from the world's biggest diamond mining company.

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