

HAPPY  
*Diwali*  
FESTIVAL OF LIGHTS



*The Retail Jeweller family  
wishes the gem and jewellery  
value chain a bright,  
prosperous and promising  
Diwali!*





HAPPY  
*Dhanteras*

## Dhanteras 2021 marks the return of India's jewellery shopping appetite

Every category of jewellery did well across markets in India, as postponed weddings, stable gold rate and welcoming interest of millennials towards safer, serious investments surged sales figures in Dhanteras this year. The Retail Jeweller interacts with key retail brands across India to understand the positive sentiment.

***(RJ Exclusive)***

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*When your son emerges a champ,  
boost his confidence with a diamond earring.*



*Gift your dad a diamond ring  
on his birthday.*

## Bhima Jewellers redefines diamonds for men through impressive animated ads

Bhima Jewellers have come up with an array of short animated advertisements on social media. There are nine such minutes-long advertisements by the UAE wing of Bhima Jewellers that appeal to different bonds such as friendship, parenthood, sisterhood and the obvious spousal relationship. Two advertisements stand out among the group which specifically meant for generating awareness about diamond jewellery for men.

**(RJ Exclusive)**

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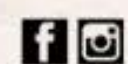


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## Influencers are the way ahead for Shri Ram Hari Ram Jewellers' social media plan

As part of their social media activity, Shri Ram Hari Ram Jewellers has collaborated with social media influencers and has been expanding their reach since almost two years of regular projects. The social media followers of the brand, as well as the walk-ins, have increased over the years. The sales figure and conversion rates have also increased to a decent extent.

***(RJ Exclusive)***

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## Darshanaa Sanjanaa Jewellers witness fashion revamp via stackable gold, diamond

Stackable ranges are flooding the Indian market. Diamond has been a common segment to blend with this trend, but gold has been faring phenomenally with this style quotient. Take it from Darshana Aswani, chief jewellery designer, Darshanaa Sanjanaa Jewellers, Mumbai, who thinks gold is doing very well with stackables.

***(RJ Exclusive)***

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## Gold set to sparkle this ‘Diwali’; drop in price, pent-up demand to drive sales: Jewellers

**MUMBAI**

Finally, gold is set to regain its sparkle this Diwali as jewellers are expecting up to 30 per cent sales growth over the pre-Covid levels on the back of a faster-than-expected economic recovery along with lower prices and pent-up demand. The drop in gold prices to around Rs 42,500 per 10 grams level resulted in uptick in consumer demand.

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## Kisna Diamond and Gold Jewellery launches first-ever 'Franchise Outlet' in West Bengal

**SILIGUDI**

Kisna Diamond and Gold Jewellery have entered the franchising segment with the opening of its first franchise outlet with Saksham Trading in Siliguri. With this store launch, Kisna has forayed into the franchise business model and is eyeing a stronger network of franchise-owned stores across the country over the next couple of years. Kisna's wide range of real diamond jewellery will be available at the store.

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## Natural Diamond Council introduce a coffee table book titled 'Diamonds'

**MUMBAI**

In telling the story of today's expression of natural diamonds and their continuous impact on the world, the coffee table book dives into tales of the world's most captivating stones, from the Hope Diamond to the legend of the Beau Sancy Diamond. Featuring stunning images; tall tales; and interviews with top designers, tastemakers and enthusiasts.

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# TJ WORLD OF-TITAN



## Titan Q2 results: Net profit surges 4-fold to Rs 641 crore

Titan Company reported a consolidated net profit of Rs 641 crore, a growth of 270%, for the second quarter. The revenue increased 78% 'with jewellery division doing exceeding well. The jewellery division registered an income of Rs. 6,106 crore with 77% growth in Q2 FY22 compared to Rs. 3,446 crore in Q2 FY21 (excluding bullion sale in both periods).

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## **Lightweight jewellery to be in demand this Diwali: MP Ahammed, Chairman, Malabar Gold and Diamonds**

MP Ahammed, Chairman, in a recent interview spoke about the prevailing trends, demand and what customers should know in the festive season. According to him, the customers should gather all the relevant and necessary information on a particular offer to make an informed purchase decision. During Diwali, markets are usually flooded with alluring offers on gold jewellery. So, the customers should tread carefully.

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# Dive Retail

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

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