



Manohar Lal Jewellers (Defence Colony/Preet Vihar) reforms narrative on beauty via Jhilmil campaign

Indian gem and jewellery industry is using every option available to tantalize the mammoth market base with beautiful designs. However, there are few distinguished retail brands like Manohar Lal Jewellers who think about the wearer. Everything from the selection of models to the make-up has been done to bring out the inner beauty through this collection.

(RJ Exclusive)

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#CONTESTALERT

*It's time for your little one
to draw their #MagicalDreams*

Share the drawing with us to win exciting prizes!

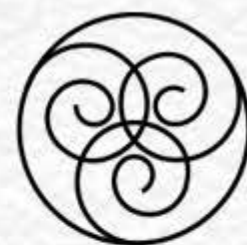
Reliance Jewels strengthens bond with customers through Nitara kids collection-cum-contest

Reliance Jewels made the entire week of Children's Day memorable with the launch of their Nitara Collection. With a starting price of Rs 3000, the launch of the kids collection became a part of a strong promotional drive through an art contest opened for the followers.

(RJ Exclusive)

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TBZ's 'Surprisingly Affordable' range trumps jewellery promotion without discount

TBZ The Original is running a campaign called #surprisinglyaffordable that is quite different from their pitches about high-ticket ranges. The campaign consists of still images and videos showing the purity of their diamonds, design, finish and gold quality altogether to inform an everyday jewellery buyer comprehensively.

(RJ Exclusive)

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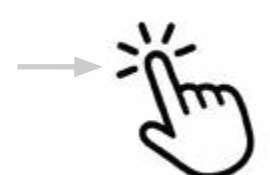


Chemmanure Jewellers involves customers to create dream designs

Chemmanure Jewellers has enhanced their customization programme through their latest opportunity to the customers to design their own jewellery. The customers can either plan their design with jewellery designers one-on-one inside the showroom or via virtual video chats, where they help visualise the design through sketches.

(RJ Exclusive)

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Repeat buyers, high demand make Panchratna Jewellers' Bridal Stories 2021 successful

NEW DELHI

Panchratna Jewellers is adding their own style to the current format of jewellery exhibitions. Their brainchild, 'Bridal Stories' recently held its third edition. Tantalizing the lovers of wedding jewellery, the exhibition displayed jewellery both for pre-wedding and the D-day. The jewellery collections were divided in three broad categories, namely gold, polki and diamond and two collections from each category were showcased.

(RJ Exclusive)

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FURA Gems launches historic auction of unique and rare-color Australian sapphires; first-ever organized auction platform for sapphires

DUBAI

FURA Gems has announced the first-ever, organized, global auction of Australian sapphires that will take place between November 15 and 23 at Silom19 Building in Bangkok. The auction will see FURA exhibit a mammoth volume of over 900,000 carats of natural sapphire roughs in rare colours of exotic blue, teal, yellow, green and multi-hued ‘parti’ for a select group of buyers.

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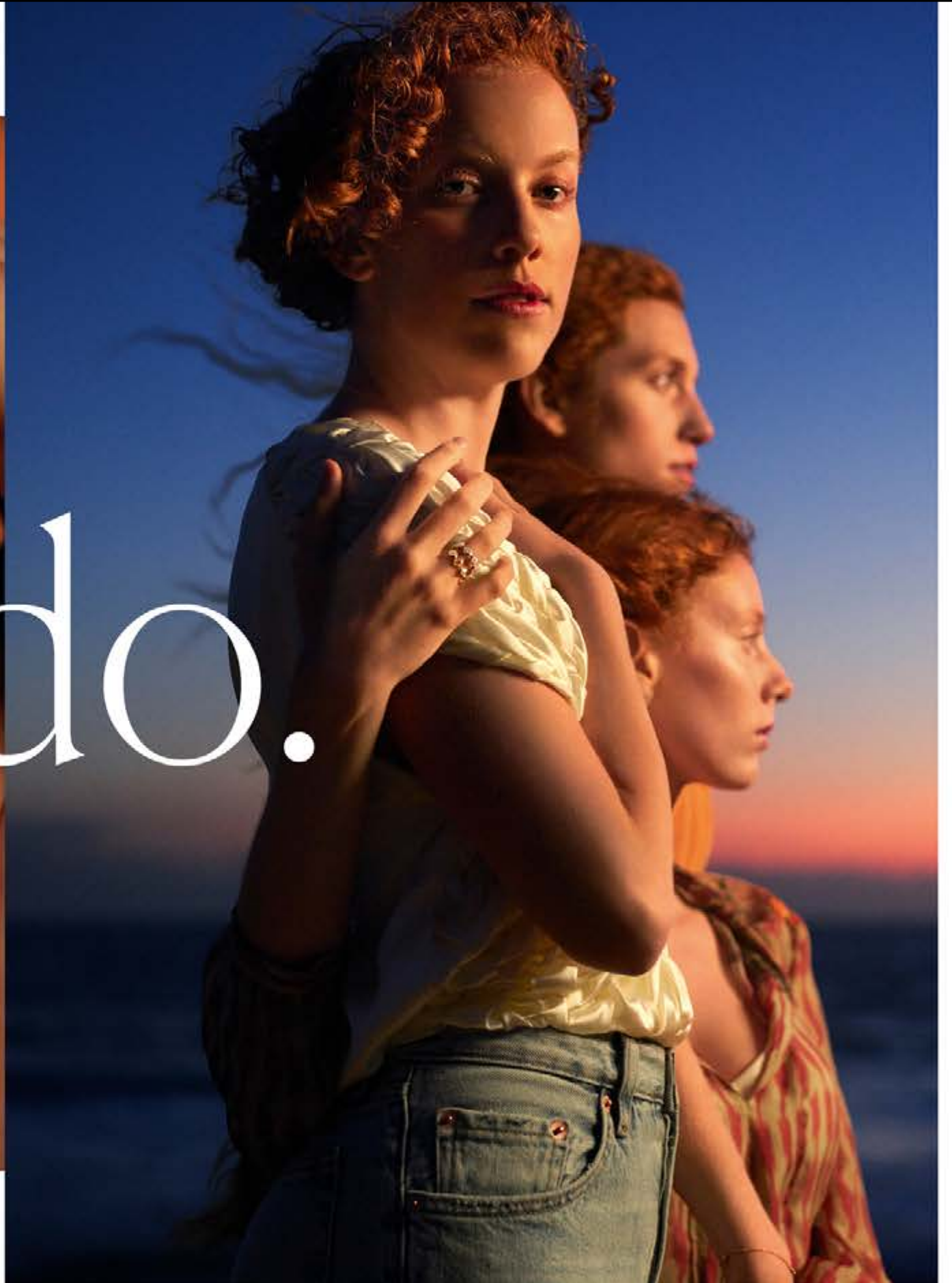
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ULTGNA0018 = WT : 2748.00g
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Forevermark Icon Collection



I do.

De Beers announces a new global campaign celebrating commitment and purpose

MUMBAI

De Beers announces a new global campaign centred on commitments to ourselves, to one another and the wider world. The campaign features a wide range of diamond jewellery from across its two Houses, De Beers Jewellers and De Beers Forevermark, as symbols of these promises – particularly meaningful because of the company’s own commitments to sustainability and responsible practices.

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Platinum Days of Love new collection is an ode to a love that promises to remember all that it is grateful for

Platinum Days of Love launches its latest collection of Platinum Love bands. Crafted with 95% pure platinum, these love bands are an ideal marker of a rare love built on shared gratitude for one another. The design language of this collection includes geometric patterns, delicate markings, intricate motifs, clean lines, embellishments of diamonds and even a two-tone play of metal.

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Strong global demand drives 16% growth of India's gem & jewellery exports in October

MUMBAI

India's gem and jewellery exports witnessed a 16% growth in October 2021 versus 2019, owing to strong demand from key export destinations, especially the US. Overall gross exports of Gems & Jewellery in October amounted to Rs. 31241.090 crore as compared to Rs. 25647.06 crore for the same period in 2019.

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Kalyan Jewellers launches second video of Muhurat digital campaign

NEW DELHI

With wedding season in full swing, Kalyan Jewellers has launched the second digital ad of the Muhurat campaign. Coming close on the heels of the first digital ad showcasing the Gujarati bridal pieces, this digital film exhibits the choicest of Punjabi bridal jewellery from the brand's Muhurat collection.

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The **GOLDEN** *Thread*

THEGOLDENTHREAD.GOLD.ORG

The Golden Thread – A landmark immersive documentary on gold launched

The World Gold Council has launched its first immersive documentary series showcasing gold's impact on humanity's past, present and future. A five-episode series explores the metal's history, cultural relevance and technological uses. Featuring experts and stories from around the world, exploring gold's world-changing impact as an engineering super-material, biological instrument, symbolic creative medium and economic pillar.

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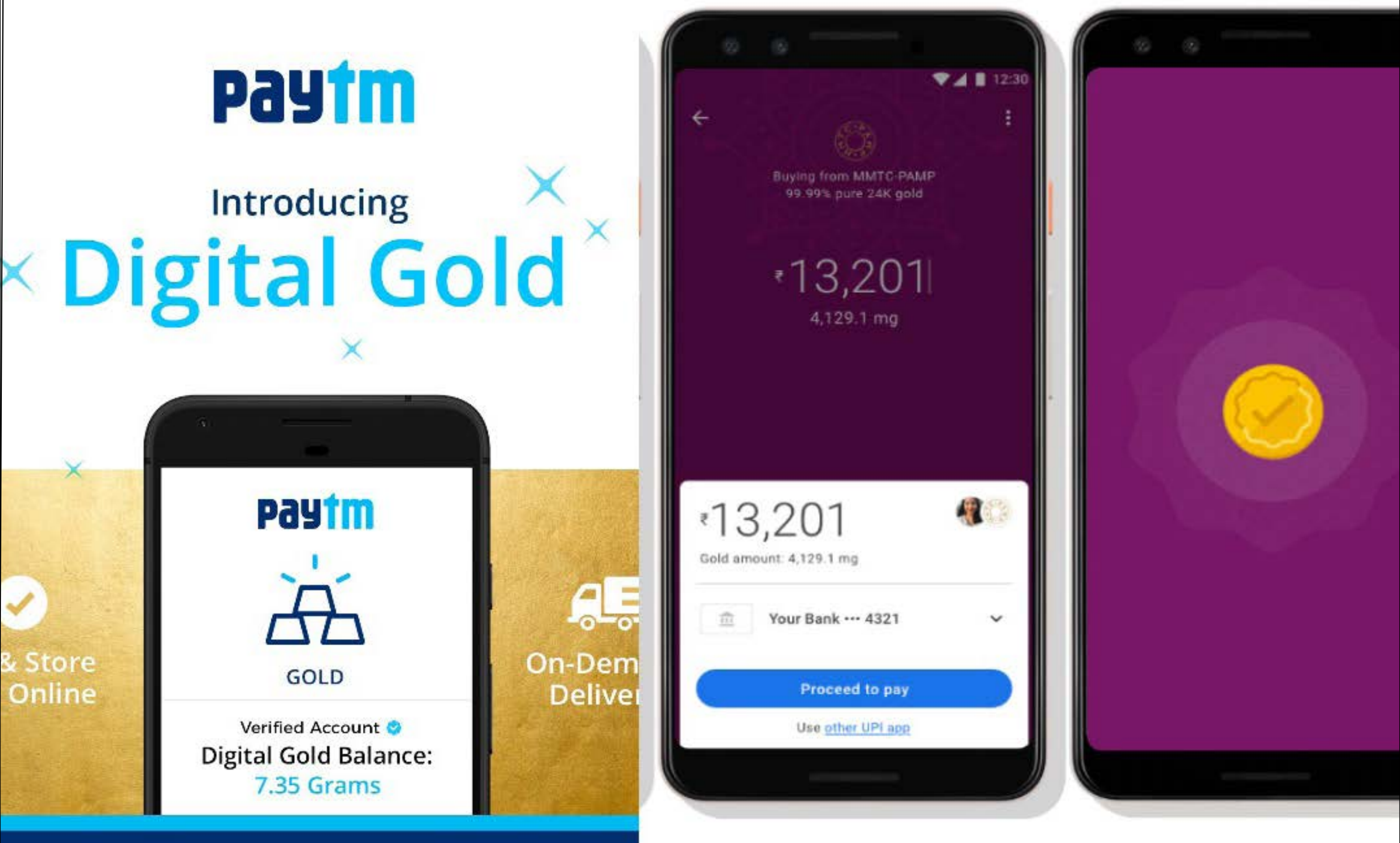




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Digital gold may come under regulatory ambit

The finance ministry, SEBI and RBI are working to bring digital gold under some regulatory oversight, as concerns mount over the unchecked growth in such investments without investor protections that apply to regulated securities. As part of the plan, the government may amend the SEBI Act and Securities Contracts Regulation Act to categorize digital gold as a security.

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