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Gold Saving Scheme

PART 18

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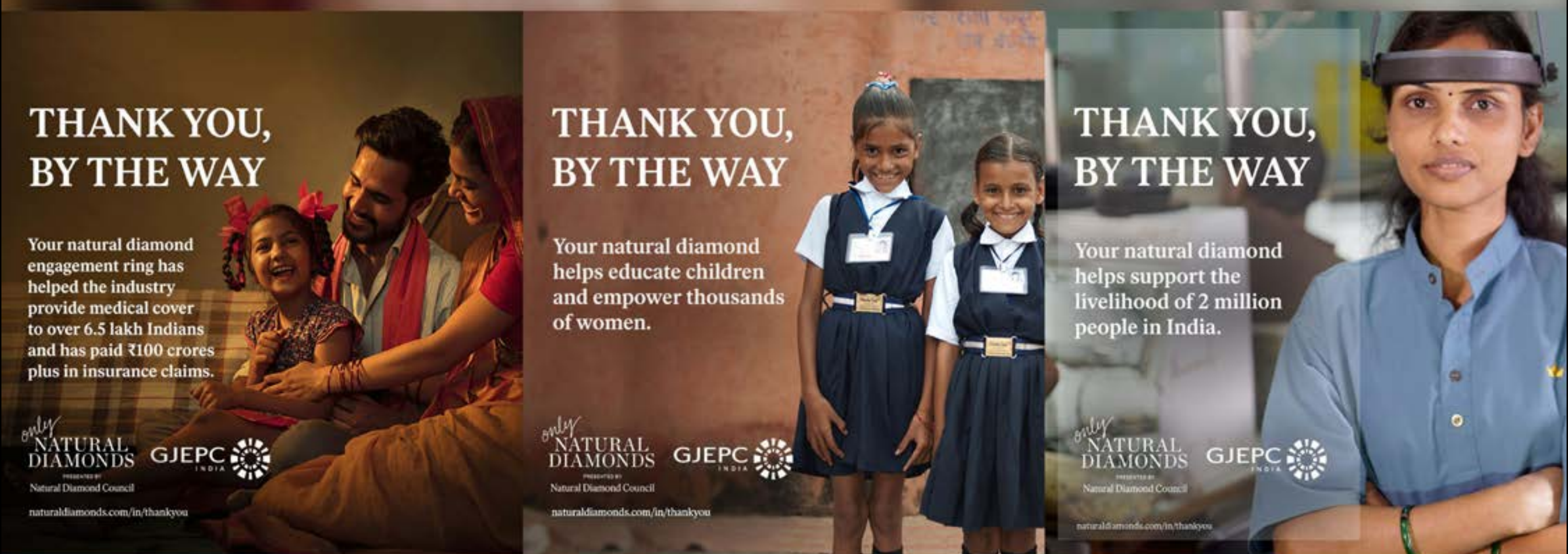
Konika Jewellery's contest-induced gold investment scheme drives footfall, conversion smoothly

Investment schemes in gold have always been popular. That is because of the clear-cut policy of returns an investor gets for pooling in money for a certain period of time. Making this process all the more interesting is Konika Jewellery, which has associated contests with its 'Khul Ja Sim Sim' gold investment scheme and is currently running its 18th edition.

(RJ Exclusive)

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NDC's campaign thanks natural diamond sector for sustaining lives of millions in India and abroad

Diamond rules the race for precious gemstones. Stealing hearts of countless Indian jewellery lovers, the value of natural diamonds has been omnipresent. For over centuries, the Indian gem and jewellery industry has developed a strong value chain, with Surat cutting 90% of diamonds produced globally. Last year, Natural Diamond Council took a few leaves out of that glorious history to highlight the countless lives this gemstone has touched in the employment sector.

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Kalyan Jewellers offers re-imagined shopping experience to customers in Pune

PUNE

Kalyan Jewellers recently launched its newly designed showroom in Pune. The all-new showroom promises to present a luxurious, re-imagined experience with unique and trendy jewellery designs at display. Kalyan Jewellers will offer patrons with an extensive range of contemporary and traditional designs, from the brand's hyperlocal wedding jewellery line 'Muhurat' to the Maharashtrian traditional jewellery collection 'Sankalp', suiting the distinctive taste and preferences of customers in Pune.

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Exports of gems and jewellery surge by a whopping 71% during the first three quarters of the current financial year

India's exports of Gems and Jewellery shot up by a whopping 71% during the first three quarters of the current Financial Year, April-December 2021 over the same period previous year. The sector clocked USD 28.9 billion exports as compared to USD 16.9 billion during same period in the year 2020. Compared to the same period before the Covid pandemic struck, the sector registered a growth of 3% over USD 28.0 billion achieved in April-December 2019.

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Kalyan Jewellers' Candere highlights its #Besotted collection through ad film

With Valentine's Day coming up, Candere by Kalyan Jewellers has released an ad film to highlight its #Besotted collection, which celebrates eternal love and togetherness. The #Besotted collection is based on everything to do with love – love birds, hearts, lock and key, and love words. It gives people a range of options to express their love.

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Alrosa sales revenue up 49% as diamond demand outstrips supply

MOSCOW

Alrosa's sales revenue jumped by 49% to \$4.2 billion last year as demand exceeded supply and helped the company to recover from the hit it took at the start of the COVID-19 pandemic. Alrosa raised 2021 production by 8% to 32.4 million carats and it expects global annual production of rough diamonds to remain at 110 million to 120 million carats in the mid-term, compared with pre-pandemic levels of 140-150 million carats.

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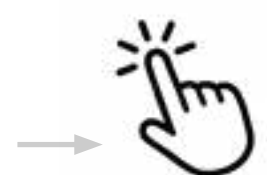




Surat Diamond Bourse's circular rocks Mumbai's diamond industry

In a circular issued to its members, Surat Diamond Bourse committee stated that the members completely winding up their polished diamond trading from Mumbai will feature in the 'leading members' list on the huge display at the reception area of the SDB. Industry leaders, especially in Mumbai, feel that the circular issued by SDB committee is not in the 'good spirit' and is highly objectionable.

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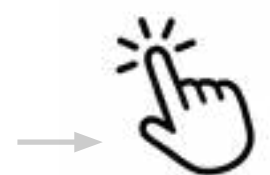




Taxes on gold needs an urgent relook in India

Gold stirs many an emotion in an Indian family's mind. The joy that jewellery gives to women can be inexplicable for many. However, over the years, the high taxes are incentivising the grey market and industry estimates suggest that in different parts of the country, 70 to 80 percent of gold demand is met through the grey market.

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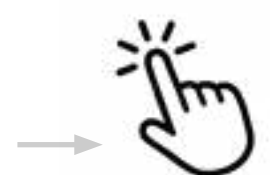
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Gold demand hits highest level in more than two years

The World Gold Council's latest Gold Demand Trends Report revealed that annual demand (excluding OTC markets) has recovered many of the COVID-induced losses from 2020 to reach 4,021t for the full year in 2021. Demand for gold reached 1,147t in Q4 2021, its highest quarterly level since Q2 2019 and an increase of almost 50% year-on-year, according to the World Gold Council.

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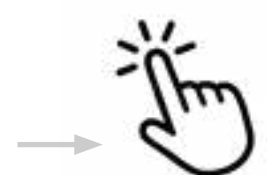




Gold savings accounts likely to check widening current account deficit

The government may announce gold savings accounts in the upcoming Budget as a means to discourage the purchase of the metal in its physical form, as it seeks to put a check on widening current account deficit, banking and trade sources said. Customers can open such gold accounts in banks and put in money on a regular basis and can withdraw the deposit at the prevailing gold price at any time.

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Why do Antique Collectors around the world vie for Nizam era regalia?

Factual stories about Mir Osman Ali Khan Siddiqui, the last Nizam of Hyderabad's riches are well documented worldwide. He reportedly used a £50m ostrich-egg sized diamond as a paperweight. The coins, currency, medals, tokens, stamps, and militaria issued by the Nizam's Government are very sought-after collectibles today. High value bidding at international auction houses to acquire Nizam's era antiques are a common sight.

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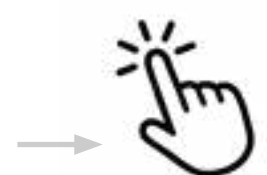
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Swiss gold exports to China and India hit multi-year highs

Swiss gold exports rose last year to their highest since 2018 as demand for bullion in China and India, the biggest consumer markets, recovered from a collapse early in the COVID-19 pandemic, Swiss customs data showed. In 2021, exports to India surged to 507 tonnes, up from 148 tonnes in 2020 and the most since 2015.

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