



## *This* WEDDING SEASON...

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### **Tanishq's 'Marriage Conversations' ad breaks the ceiling of emotional quotient in Indian market**

An excellent campaign is one that excites the customer and leaves a lasting impression on prospects. Tanishq's Marriage Conversations is something that sets the bar of emotional involvement pretty high. This brand recall ad doesn't even mention jewellery. Instead, it goes on to touch three very practical hurdles of life that many of us go through, yet don't muster enough courage to talk out in the open.

***(RJ Exclusive)***

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## Designer Amrita Thakur's styling demo for Sheetal Zaveri by Vithal Das is a gem of details

Sheetal Zaveri by Vithal Das has recently collaborated with fashion designer Amrita Thakur on one of their Instagram reels. In an Instagram edit spanning over 5 minutes, Thakur donned various jewellery pieces of the latest collection by the brand. Describing the lightweight collection in detail, Thakur showcased how each jewellery blends with any kind of casual or office wear.

***(RJ Exclusive)***

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## Nebula from Titan creates luxurious watches fit for gala Indian weddings

Nebula by Titan has made a huge impact in the luxurious watch segment with a curated collection of luxury watches fit for the wedding look. Nebula showcased its pair watches during a gala event consisting of five variants, namely Samar, Zavar, Ukrit, Azarin, and Samrat watches. The usage of lapis lazuli, malachite, diamonds and gold was the main point of attraction in these luxury watches.

***(RJ Exclusive)***

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## Reviving Mughal era with trendy aesthetics, Manohar Lal Jewellers makes a statement with Royal Affair range

Some trends never subside. They remain as the innermost desires of the gem lover in every woman. Every woman wants to look like a queen. The latest collection of Manohar Lal Jewellers, called 'A Royal Affair collection', promises customers the same regal experience through pieces reminding oneself of the Mughal era. The brand has introduced exquisite pieces in gold, polki, and diamond in the 250-500 grams range.

**(RJ Exclusive)**

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Bliss

Des. No.: TPS0047+0048-T  
P=PT-Wt= 3.13g / PG -Wt-0.39g  
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## **Imports made up 86% of India's gold supply between 2016-2020, continue to grow despite high import duty: World Gold Council**

The World Gold Council recently launched a report titled 'Bullion Trade in India', as part of a series of in-depth analysis on the Indian gold market. The report highlights how, with very little mining and modest levels of recycling, India is heavily reliant on bullion imports to meet its domestic demand.

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## Cluster Mapping of Gem and Jewellery Sector in India

A Study by NCAER

# Gem and jewellery cluster mapping survey report will pave the path for the future growth of the sector: GJEPC

### MUMBAI

The gem & Jewellery cluster mapping survey report will be a ready data source for stakeholder including government while planning and initiating projects for the development of the industry. A total of 390 districts are identified as clusters based on the number of units working in the gem and jewellery sector.

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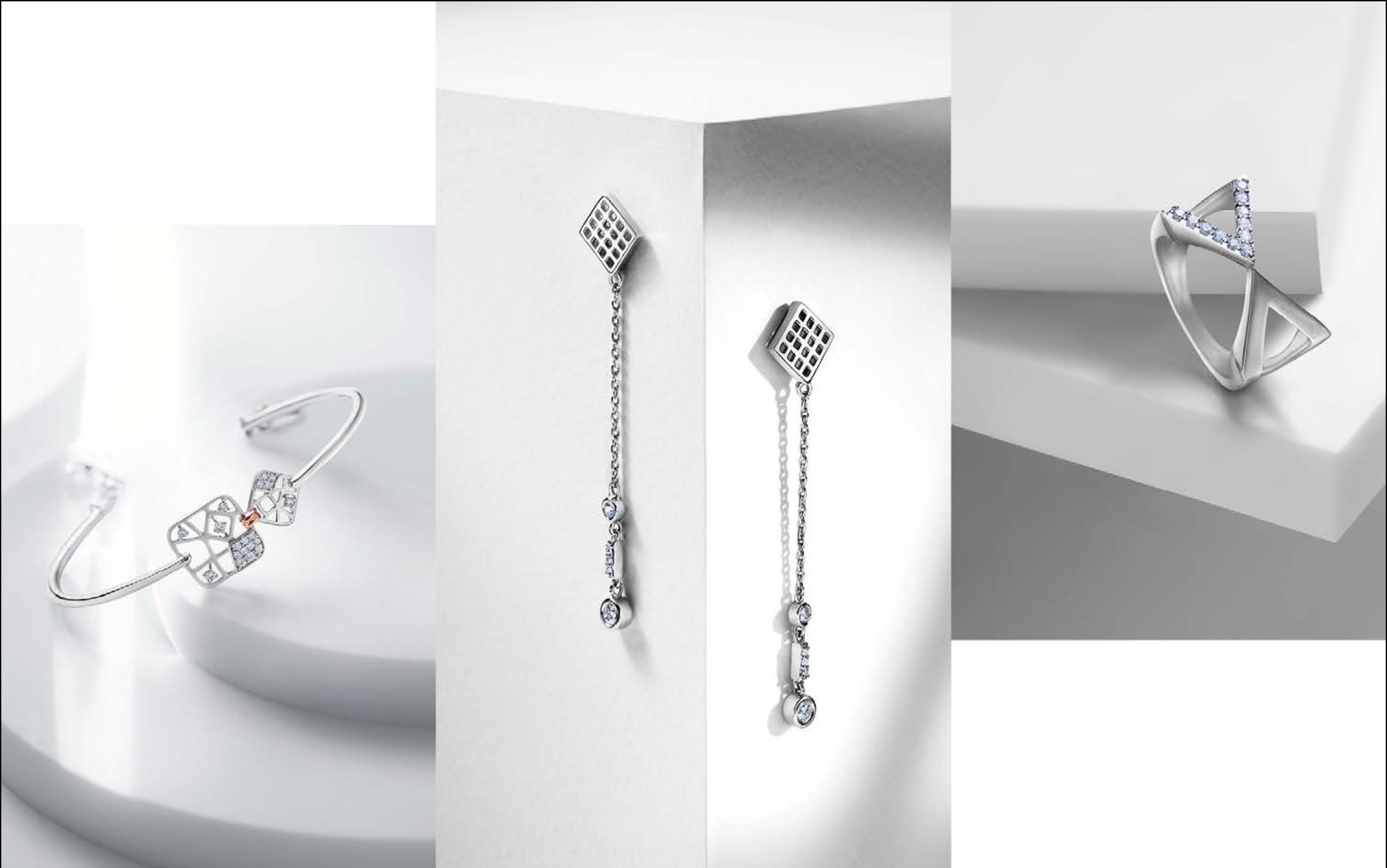


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SKCH8000541 - WT = 968.79g  
WxH - 54cm x 60cm





## Platinum Evara launches its latest collection to celebrate the joy of being you

Platinum Evara this season has launched its new, celestial-inspired collection as an ode to the stellar spirit of the young women of today. The dreamlike patterns, mobius loops, and grooves in this latest collection symbolize how women of today stick by the things they love. The scattering, splintering, and expansive patterns signify how they unapologetically embrace who they are.

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## Jewellers not in a hurry to obtain hallmark licence even as deadline expires

A majority of jewellers across India have not yet obtained the hallmark licence of BIS testifying their adherence to mandatory purity standard envisaged by the central government. Even within Kerala only 5,300 jewellery owners out of the 7,000-plus jewellers with GST registration have so far secured the licence, reveals the latest BIS data.

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## Surat to get world-class jewellery mall

The Gujarat Hira Bourse entered into an agreement with the state government to develop a world-class jewellery mall at a cost of Rs 850 crore. The Jewellery mall will come up at an estimated cost of Rs 850 crore on 55,000 square yards of land provided by the government in the Gems and Jewellery Park.

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## Need to resurrect concept of gold bank to monetise physical gold: Former RBI Deputy Governor

There is a need to establish a gold bank in the country to help monetise physical gold lying with people, Reserve Bank of India's former deputy governor R Gandhi said. It is estimated that around 23,000-24,000 tonnes of gold lie with the households and religious institutions in India but it is not easy to change the psyche of the people.

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## **Rebound in gold imports widens India's trade deficit to \$122 billion in April-November 2021**

Indian households are once again hoarding gold, pushing up the import bill and widening the trade deficit. The gold import bill for the first eight months of the current fiscal year soared 170% compared to the same period of 2020-21 and so did the trade deficit. The share of gold imports in the import bill rose to its highest for the first time since 2015-16.

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## Malabar Gold and Diamonds launches new store in Pune

**PIMPRI**

Malabar Gold and Diamonds has recently launched its new store in Maharashtra. With a wide range of collections to suit traditional and contemporary tastes and the promise of a world class shopping experience, the new store further boosts the brand's rapidly expanding retail presence in Maharashtra.

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## Kalyan Jewellers recognized among top 500 companies by Fortune India

### THRISSUR

Kalyan Jewellers has marked its debut on the prestigious Fortune India 500 list. After being successfully listed on the National Stock Exchange in March 2021, Fortune India has ranked the company at 164th position in the overall list and 3rd among the public-listed companies from Kerala. In 2019, Kalyan Jewellers was featured in the Deloitte's Top 100 Luxury brands list globally.

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## **The first half of 2022 will be the best time for gold price next year: Experts**

The 2022 gold outlook looks promising, with the first half of next year offering the best environment for the gold bulls, according to TD Securities' commodities outlook. The precious metal could be looking at a rally towards \$1,900 an ounce during the first six months of the year as markets focus on economic growth, inflation and political risks.

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