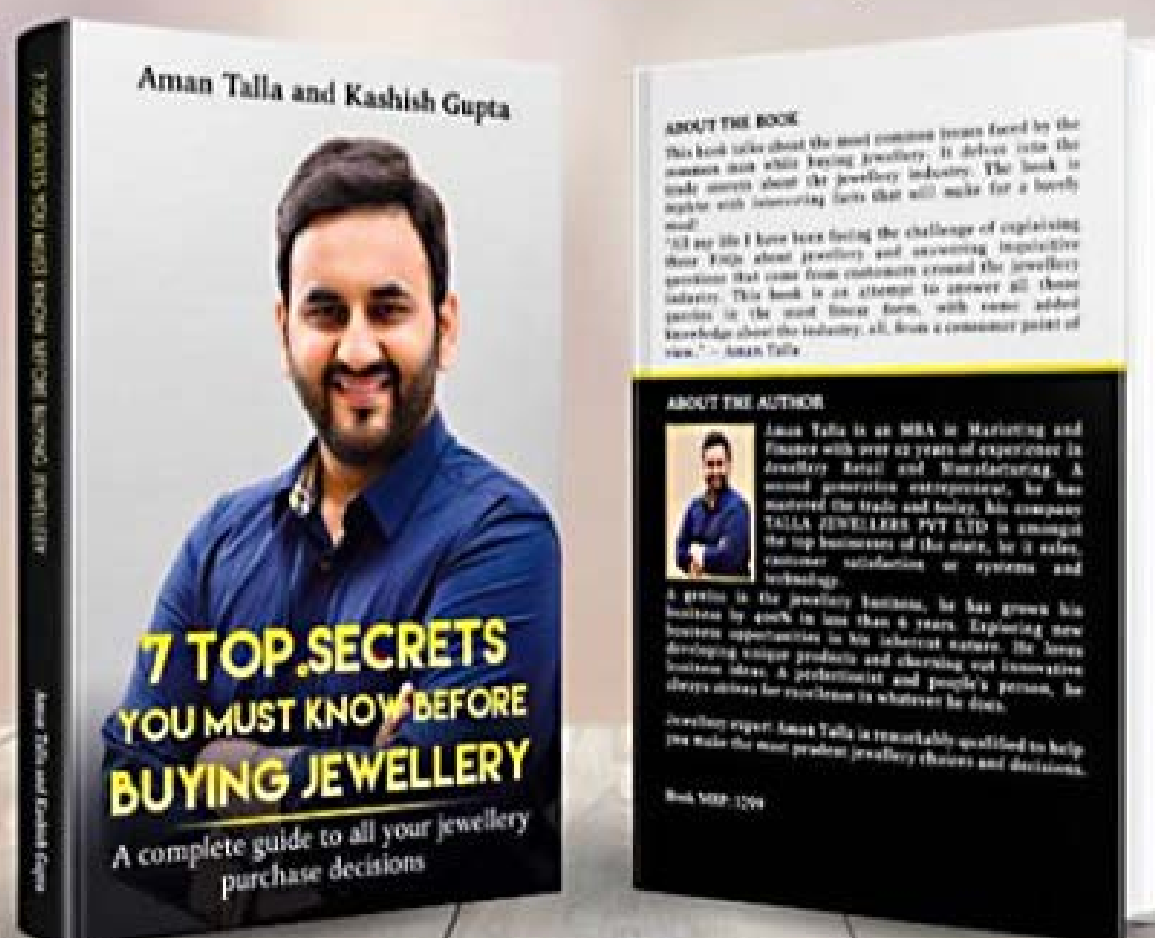


Our New Book
Secrets-You must know before buying jew

by
Aman Talla & Kashish Gupta



Now available on **amazon**

Aman Talla's book is a thorough jewellery buying guide for Indian customers

The book titled '7 top secrets you must know before buying jewellery' by Aman Talla, director, Talla Jewellers delves into several trade secrets of the jewellery industry which the customers do not know. According to Aman, the book acts as a complete guide to all the jewellery purchase decisions and is meant for end-consumers.

(RJ Exclusive)

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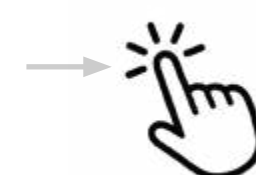
Ornate Jewels floats scheme with free replacement of diamonds under 0.05 carats, doubles sale in 3 months

KOTA

Free replacement of any element of fine jewellery sounds like a dream jewellers must not entertain, but Ornate Jewels is reaping the fruits of it. They have become the first jeweller from Kota to offer free replacement for misplaced diamonds under 0.05 carats. The exclusive offer, which started three months ago, is getting a good response from the customers.

(RJ Exclusive)

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BK Saraf's Shahzadi-E-Awadh campaign explores dynamic pursuits of young beauties

AMRITSAR

Youngsters love jewellery, contrary to popular thoughts. The only difference is that they take interest in jewellery not for its value but its visual appeal. That is why they love adorning them instead of keeping them inside lockers. BK Saraf Jewellers Pvt Ltd. was glad to assess the youth's fondness of jewellery with their Shahzadi-E-Awadh campaign.

(RJ Exclusive)

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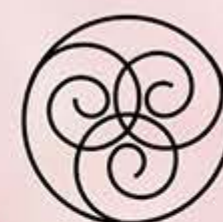
PN Gadgil and Sons Ltd enlisted as a Fortune 500 India company

Running a jewellery brand for generations is no mean feat. Behind the glitz and glamour, it takes years to build the foundation of trust. It all starts with the first happy customer. With determination, few gets access to the Fortune 500 hall of fame. And PNG Gadgil and Sons is the latest Indian jewellery brand to don that cap.

(RJ Exclusive)

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Pic: CKC Sons

Brands celebrate Retail Employees' Day by rewarding their superstar staff

Several jewellery brands across India celebrated the Retail Employees Day on December 12 to pamper their staff. Kirtilals conducted a felicitation programme across all its showrooms on the day. Ratnalaya Jewellers had an informal cake-cutting and entertainment activity and CKS Sons came up with a three-day gala programme from December 11-13.

(RJ Exclusive)

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Natural Diamond Council partners with GJEPC, announces campaign ‘thank you, by the way’

MUMBAI

The Natural Diamond Council has partnered with the Gem Jewellery Export Promotion Council for their global campaign – ‘Thank You, By the Way’. The campaign reaches out to consumers who, now more than ever before, want to know where their products come from and the impact their purchases have on producing countries and local communities.

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Five Indian jewellery brands in top 100 luxury corporations list

NEW DELHI

Five Indian jewellery brands have made it to the list of top 100 luxury companies across the world, according to a new report. Tata Group’s Titan Company rank 22 and four other brands, Kalyan Jewellers, Joyalukkas, PC Jewellers, and Tribhovandas Bhimji Zaveri Limited have ranked 37, 46, 57, and 92, respectively, said professional services company Deloitte in its report.

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De Beers Forevermark launches its first exclusive diamond boutique in Mumbai

MUMBAI

De Beers Forevermark launched its very first exclusive diamond boutique in Mumbai with trusted retail partner Om Jewellers, that will exclusively retail the brand's diamonds collection. This marks the opening of the 13th De Beers Forevermark Boutique in the country. The boutique exclusively retails De Beers Forevermark diamonds in a wide variety of elegant cuts and designer jewellery.

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Kalyan Jewellers launches brand new showroom at Global Malls in Bengaluru

BENGALURU

Kalyan Jewellers recently launched its new showroom at Lulu Group's 'Global Malls' in Rajajinagar, Bengaluru. The launch of the new showroom brings the company's footprint in Bengaluru to a total of seven showrooms. Kalyan Jewellers will offer its patrons Muhurat, the bridal jewellery line curated from across India along with exclusive sections featuring Kalyan's popular house brands such as Tejasvi, Mudhra, Nimah and Glo.

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Alrosa diamond sales hit four-month high to reach \$334 million in November

Alrosa's sales reached their highest level since July amid continued strong demand in the diamond-jewellery market. The miner sold \$334 million in diamonds in November, a rise of 8% over October revenue, the company reported last week. However, the figure was 14% less than the same month last year, when manufacturers began replenishing stock in anticipation of holiday shopping, following a long coronavirus-related slowdown.

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Sharp increase in rough diamond prices is impacting workers

SURAT

The sharp increase in rough diamond prices is adversely impacting the diamond workers of Surat, Diamond exporters reduced purchases of rough diamonds owing to high prices, thereby reducing the need for workers for cutting and polishing of diamonds. As a result, in some cases, workers are being deployed for only three days a week.

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Malabar Gold & Diamonds launches Bridal Jewellery Show in Mangaluru

MANGALURU

Malabar Gold and Diamonds let the brides make their big day full of glitters and unforgettable moments by launching Bridal Jewellery Show. The Bridal Jewellery Show displays exquisite jewellery range in polki, uncut diamonds and precious stones crafted by expert artists from Jaipur, Ahmedabad, Rajkot and Hyderabad.

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Around 4.29 crore jewellery pieces hallmarked between 1 July and 30 November: Centre

The Consumer Affairs Ministry said that 1.26 lakh jewellers have registered for hallmarking as of November 30 and 4.29 crore pieces of jewellery have been hallmarked in the July 1-November 30 period. The Ministry stated that HUID based system has been introduced to ensure greater transparency in the functioning of the gold jewellery industry.

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BSE, Gem and Jewellery Council to promote e-gold receipt, IIBX

NEW DELHI

BSE has said that it has collaborated with GJC to provide impetus for the growth and development of commodities and proposed electronic gold receipt market in the country. Apart from knowledge sharing and research, the pact will help standardise EGRs for Indian markets and enhance transparency in pricing, the exchange said in a statement.

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Dive Retail

Week in review:
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