



Behold a smart, new clock tower of Salem by AVR Swarna Mahal Jewellers

AVR Swarna Mahal Jewellers, at the request of the Tamil Nadu government, has redesigned the existing clock tower of Salem by inaugurating a new structure called 'Fountain of Wealth'. The structure spreads across a 15,000 sqft landscape with the 'Go Green' concept. It has an artificial foundation with 6 pillars, a redesigned Watch Tower Clock and a spacious park.

(RJ Exclusive)

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Itee by Neha Goyal's reel on millennial's jewellery hangover informs, amazes humorously

Itee by Neha Goyal has come up with a hilarious reel ruminating over what the parents of the average millennial fashion monger thinks about jewellery. A voice plays in the backdrop, asking, "when our parents ask where is all your money". The reel sums up how the youth doesn't mind investing lumpsum amounts in great jewellery.

(RJ Exclusive)

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Memes enter the Indian jewellery marketing book, thanks to Konika Jewellery

The brand had recently floated a witty creative via a popular meme which is doing the rounds of social media. It shows two men with opposing emotions inside a bus on a hilly road. The worried man thinks about ways to fund his daughter's marriage because of fund crunch. The content man praises his timely investment in the brand's jewellery scheme.

(RJ Exclusive)

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kalyanaaaaa!



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LKS Gold House connects with Tamil traditions with Instagram storytelling

The Instagram handle of the brand is replete with catchy stories reminiscent of a typical Tamil household and its conversations. The beautiful transition of perspectives that happen down the generations is dexterously recreated through short snippets of interactions between the fathers, grandfathers, and current generation. One important aspect in the promotion is the focus is strictly Tamil, with the stories weaving around Tamil ethos only.

(RJ Exclusive)

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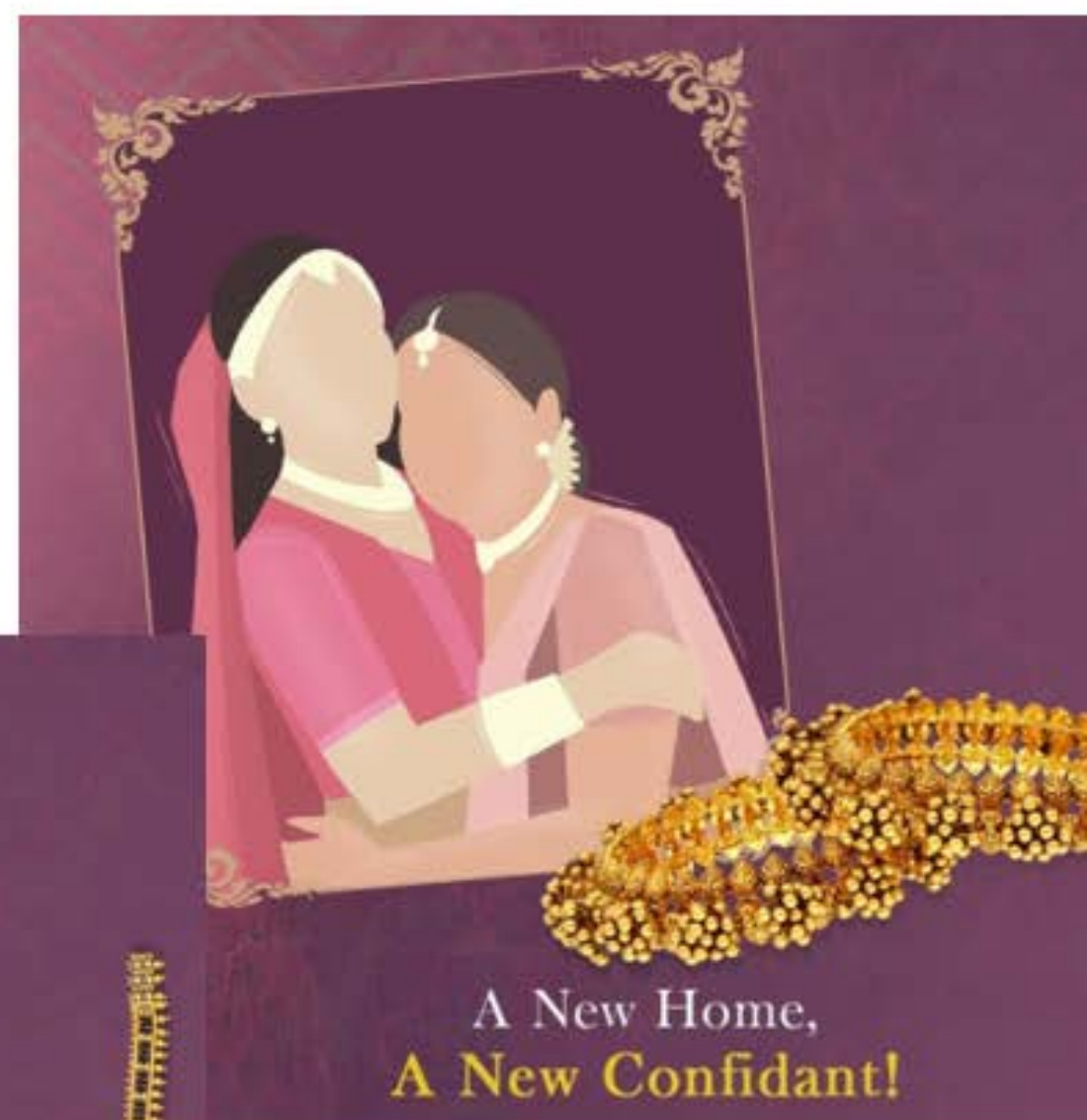
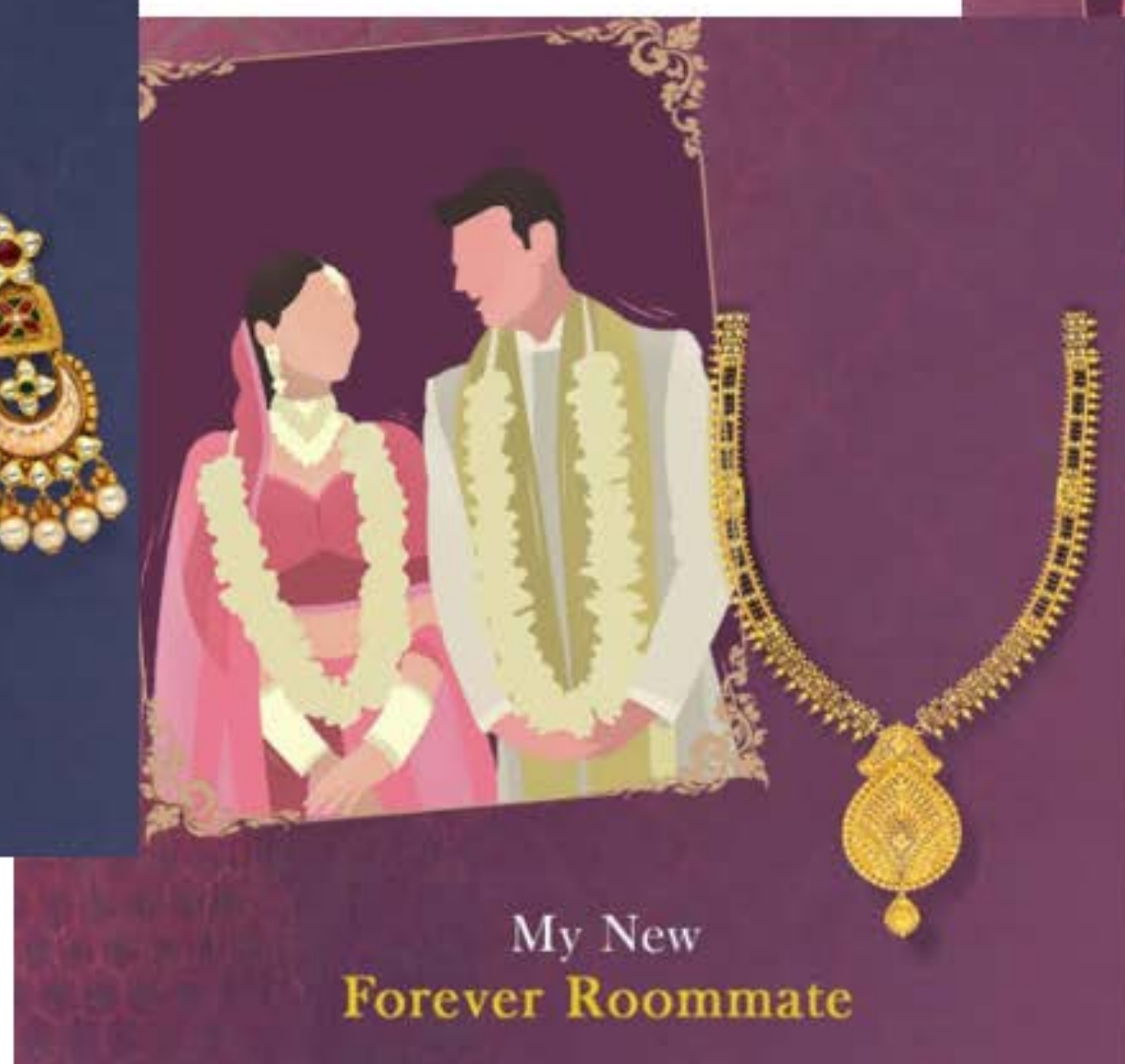
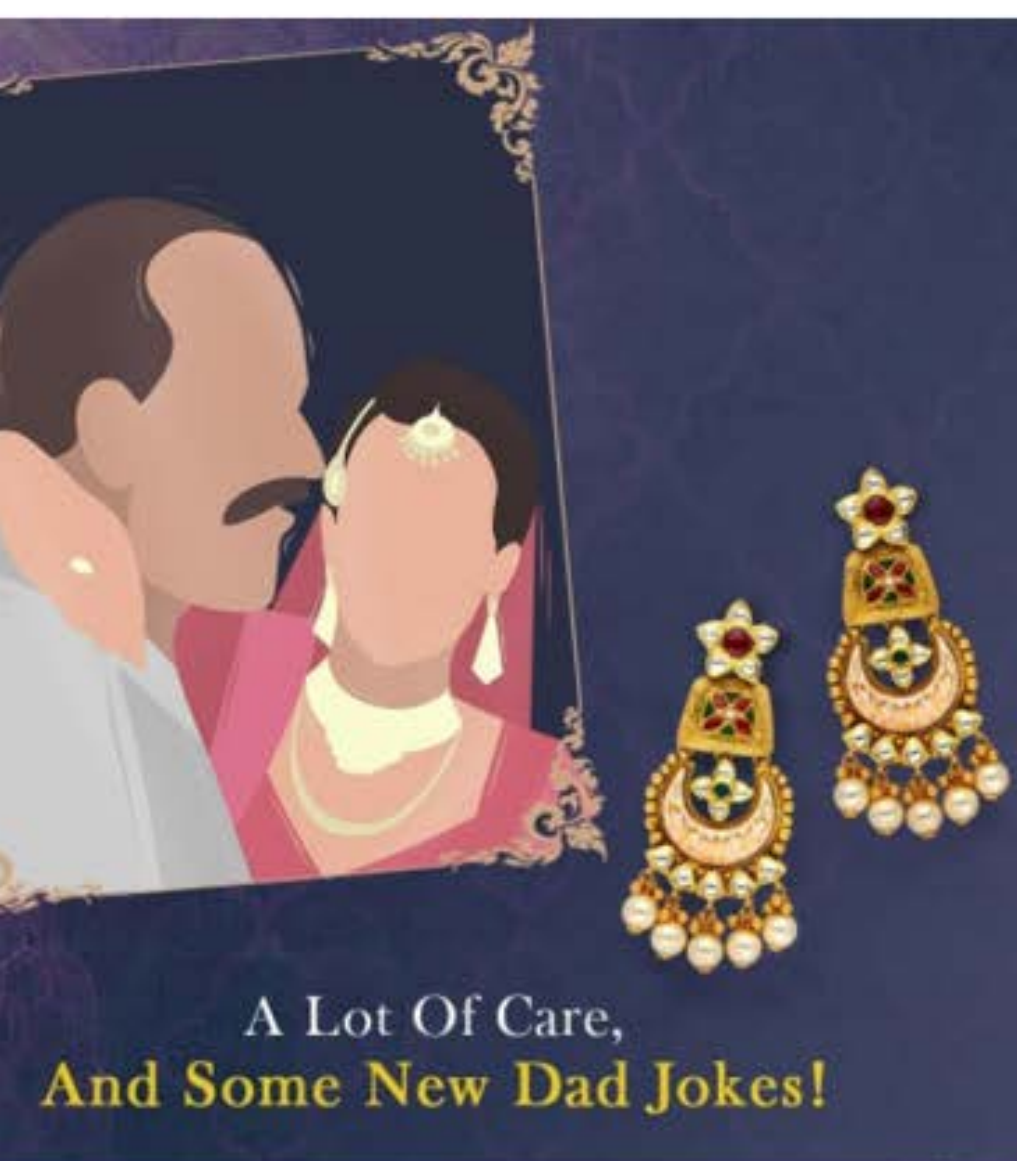
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TBZ-The Original sums up the excitement of two families in a wedding with ‘Band Baaja Aur TBZ’ campaign

MUMBAI

TBZ-The Original has recently come up with a new wedding season campaign called ‘Band Baaja Aur TBZ’. The campaign consisted of amusing illustrations and brief notes about the camaraderie that starts with the bride joining her in-law’s family. From an excited father-in-law, a helpful brother-in-law, an attentive sister-in-law to an understanding mother-in-law, the journey of the wedding comes full circle with the new relationships.

(RJ Exclusive)

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#ContestAlert

Tag and win
a bat signed
by KL Rahul



Pic: CKC Sons

Post about Rahul, win a signed bat; Orra's men's jewellery contest upholds man's love for baubles

With KL Rahul promoting Orra's platinum jewellery, the brand has come up with a special social media contest titled #MenOfCharacter, involving the cricketer. As part of the contest, the brand has posted an image of KL Rahul and asked the customers to tell three things they admire about him. Three lucky winners get a chance to win an exclusive bat signed by the cricketer.

(RJ Exclusive)

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Piyush Goyal lays foundation stone for the Mega Common Facility Centre at SEEPZ in Mumbai

MUMBAI

Union Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles Piyush Goyal recently laid foundation stone for Mega Common Facility Centre at SEEPZ. The stone laying ceremony marked the onset of the Mega CFC, Mumbai Project which is a dream project worth Rs. 70 crore and would be an epicentre of skill training and important business facilitation for gems and jewellery.

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Tanishq expands its retail footprint in Mumbai with the addition of 2 new stores

MUMBAI

Tanishq launches two new stores in Mumbai, as a part of brand's retail expansion strategy. The stores launched are located at Mira Road (4000sq ft) and the re-launch of the store located at Santacruz (W) (5200sqft) in a brand new look. The stores will cater to wide range of 2000+ designs across gold, diamonds, solitaires and coloured stone jewellery.

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PNG Jewellers launches 'Pratha' a Bridal collection celebrating India's rich history, art and traditions

PUNE

PNG Jewellers has introduced a new wedding collection created in reverence to our timeless traditions, Pratha. The bridal sets includes heavy bridal sets, necklaces, chokers, stunning diamond pieces, earrings, rings, maang tikas, Kadas, etc. The collection includes finely crafted gold jewellery for all wedding occasions, from the engagement, haldi ceremony, sangeet ceremony, the wedding and the reception.

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MERRY CHRISTMAS & HAPPY NEW YEAR



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Reliance Jewels launches Diamond Delights, a spectacular collection of Diamond necklace sets

MUMBAI

Reliance Jewels launches an attractive limited edition 'Diamond Delights' collection of diamond necklace sets at an unbelievable price range, starting at just Rs 49,999. 'Diamond Delights' collection features stunning, versatile designs in Diamond chokers and long necklaces, specially crafted for Christmas and New Year evening looks, and makes for a perfect choice for parties and weddings.

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Govt working on providing enabling environment, market access to jewellery industry: Piyush Goyal

MUMBAI

The government is working on providing enabling environment and market access to the gems and jewellery sector, Union minister Piyush Goyal said at the foundation stone laying ceremony for a mega common facility centre at SEEPZ. The new Mega CFC will give a fillip to small manufacturers to scale up their quality of production and contribute substantially to the exports, Goyal said.

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BIS to start checking for non-compliance of gold hallmarking norm in Uttarakhand

The Bureau of Indian Standards will start conducting inspections against the jewellers for non-compliance with the mandatory gold hallmarking norms in Uttarakhand. The bureau will start this initiative from Dehradun as the maximum number of BIS certified jewellers are from here. Since the hallmarking centres are currently present in Dehradun and Pithoragarh districts so far, only the eligible jewellers will be inspected.

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Dive Retail

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