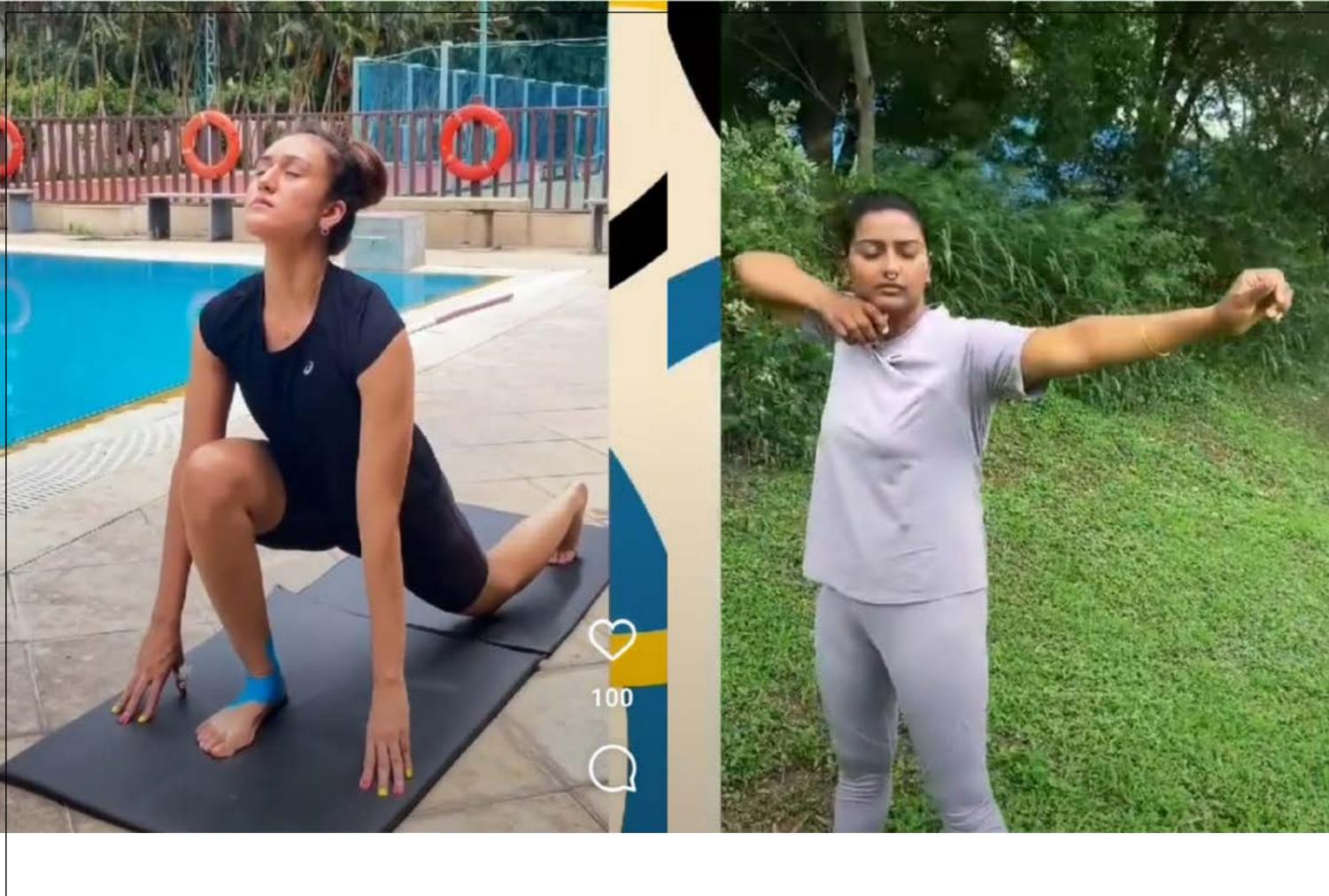


Jewellers explore exhibitions and collection launches to make the holiday season count

The jewellery brands have conducted different activities to appeal buyers to celebrate the transition to 2022. Anand Jagannath Pednekar Jewellers started its exhibitions of gold and diamond ranges in various parts of Goa. Aisshpra Gems and Jewels held exhibitions in remote locations where there is no presence of the brand. Arundhati Jewellers and Sunder Jewellers have launched their respective lightweight diamond jewellery collection.

(RJ Exclusive)





Mia's Share the Shine reels feature top-ranking sportspersons, inspires followers

Mia by Tanishq has chosen two similar luminaries in sports as part of its Share the Shine campaign. The campaign consists of short, informative reels featuring archer Deepika Kumari and table tennis player Manika Batra. The videos shed light on daily benefits from easy activities that anyone can do to improve performance.

(RJ Exclusive)





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Pink sapphire is the new colour stone on the block.

The year has seen colour gemstones steal the hearts of jewellery lovers. Impressing the youth, manufacturers are even imbuing temple jewellery with multicolour gemstones for excitement. Harvish Jewels has been selling pink sapphire jewellery to its premium clientele after thorough awareness sessions. The House of Rose is actively using pink sapphires in its upcoming ranges and stresses more on customer education.

(RJ Exclusive)









SFS082-07 - Wt= 5.81g SFS082-08 - Wt= 6.180



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Tanishq launches 'The Rivaah Brides of Bombay'

MUMBAI

Tanishq has announced 'The Rivaah Brides of Bombay'. A special customer connect and bespoke initiative wherein the chosen customers become the face of Tanishq in Bombay. Brides-to-be and married women between 20-40 years of age were invited by Tanishq to participate in the first phase. The selection process of 60 finalists for the finale event was spread over two weeks and 455+ participants auditioned for Rivaah Brides of Bombay.







Hallmarking to push growth for India's top jewellers by over 20% in 2022

Hallmarking is expected to push up growth for India's top gold and jewellery companies, including Tanishq, Malabar Gold & Diamonds, and Senco Gold & Diamonds, by more than 20% next year. Rating agency ICRA and some of the organised players in the sector said consumers are shifting towards hallmarked jewellery as they believe such products get more attention on purity.





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Exports of plain gold jewellery from India to Dubai fell 24% in April-November

Exports of plain gold jewellery from India to Dubai fell 24% in April-November compared to the pre-Covid-19 period as the pandemic took the sheen off the biggest overseas market for local traders. Dubai's jewellery wholesalers said they reduced purchases from India because tourists were not coming to the country amid the pandemic.







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Planning wider implementation of mandatory gold hallmarking: Centre

The rollout of mandatory hallmarking of gold jewellery in 256 districts has been smooth so far and the process of expanding it to all districts of the country is now underway, according to the Consumer Affairs Ministry. As on date, 1.27 lakh jewellers have taken registration from BIS for selling hallmarked jewellery and 976 BIS recognized AHCs are operative in the country, the report said.





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Gold jewellery exports and gold articles exempted from mandatory hallmarking

MUMBAI

In a major relief to the industry, the govt through the notification dated 24th December 2021, has issued guidelines on exemptions given in Hallmarking of Gold Jewellery and Gold Artefacts including on any article meant for international exhibitions; any article meant for domestic business-to-business exhibitions, approved by the Government; and special categories of jewellery, namely Kundan, Polki and Jadaau.

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Electronic gold receipts are now 'securities', says Finance Ministry

The Finance Ministry has specified 'Electronic Gold Receipt' as 'securities' under the Securities Contracts (Regulation) Act 1956, paving way for trading of such instruments on any new gold exchanges that may come up in the country. Like shares, EGRs will be held in demat form and can be converted into physical gold when needed.





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