



## Platinum Evara's ad on self-purchase is bringing Kirtilals attention online

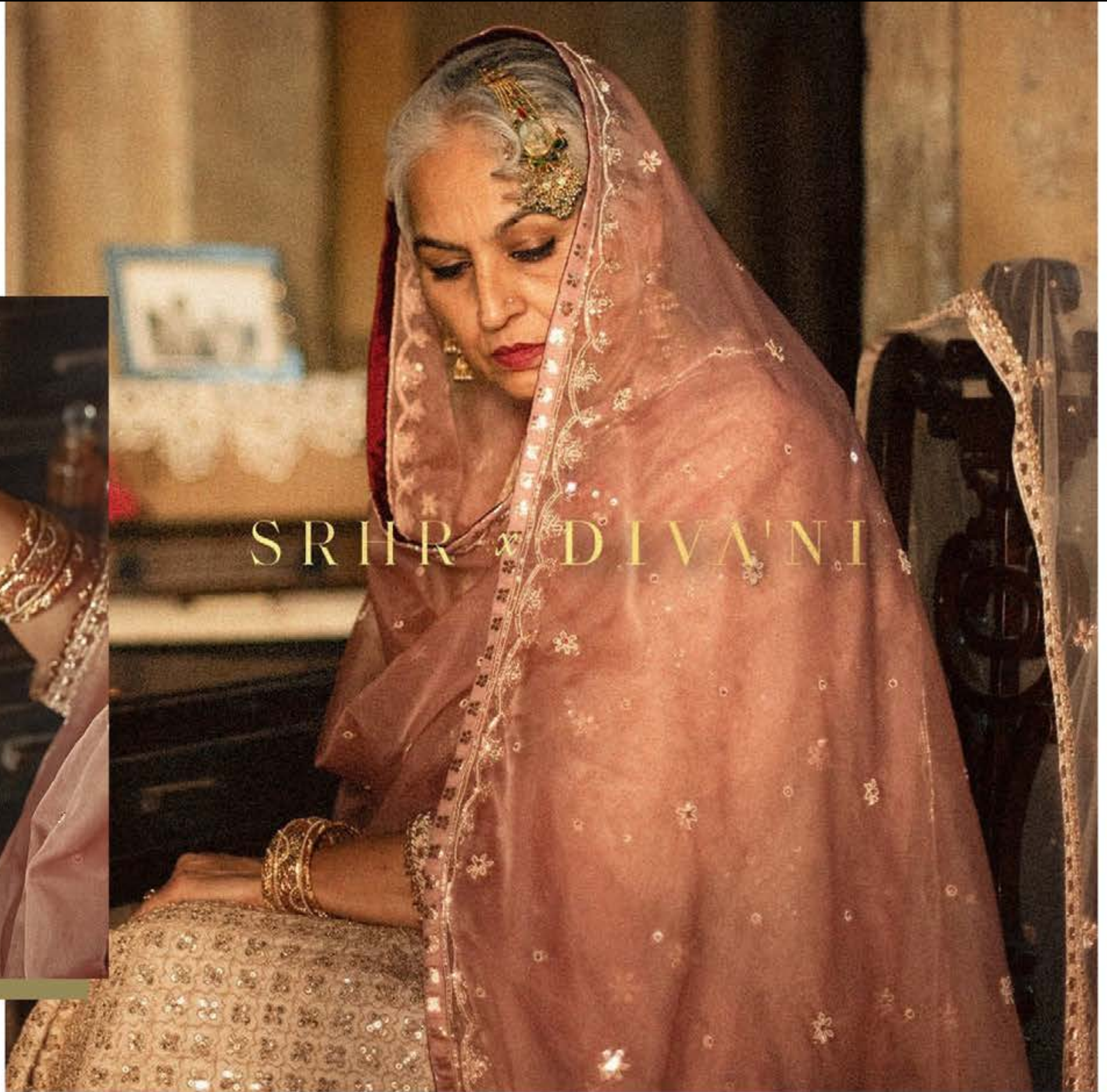
Platinum Guild International has been keeping the imagination of young women enraptured with their Platinum Evara Collection and Kirtilals is glad to promote the collection through the new PGI commercial. The video commercial is peppered with monologues reemphasizing the delight of self-purchase. Different models adorn themselves with different platinum jewellery, expressing their joy in pampering themselves sometimes with their entire salary or just an indulgence without the need for approval from society.

**(RJ Exclusive)**

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## “Old is definitely gold”, Shri Ram Hari Ram proves it with Diva’ni tie-up

The current collaboration with bridal couture brand Diva’ni has powered SRHRJ with a breathtaking promotion on Instagram. The snaps showcase an aged, mature model wearing an antique passa and golden bangles. She owns the look and reminds viewers of the ageless beauty of antique jewellery. The attire is from Diva’ni while the jewellery accessorisation has been done by SRHRJ.

**(RJ Exclusive)**

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# THE AURA OF TRANSPARENCY



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## Divine Solitaires ushers in era of transparency with diamond's trust

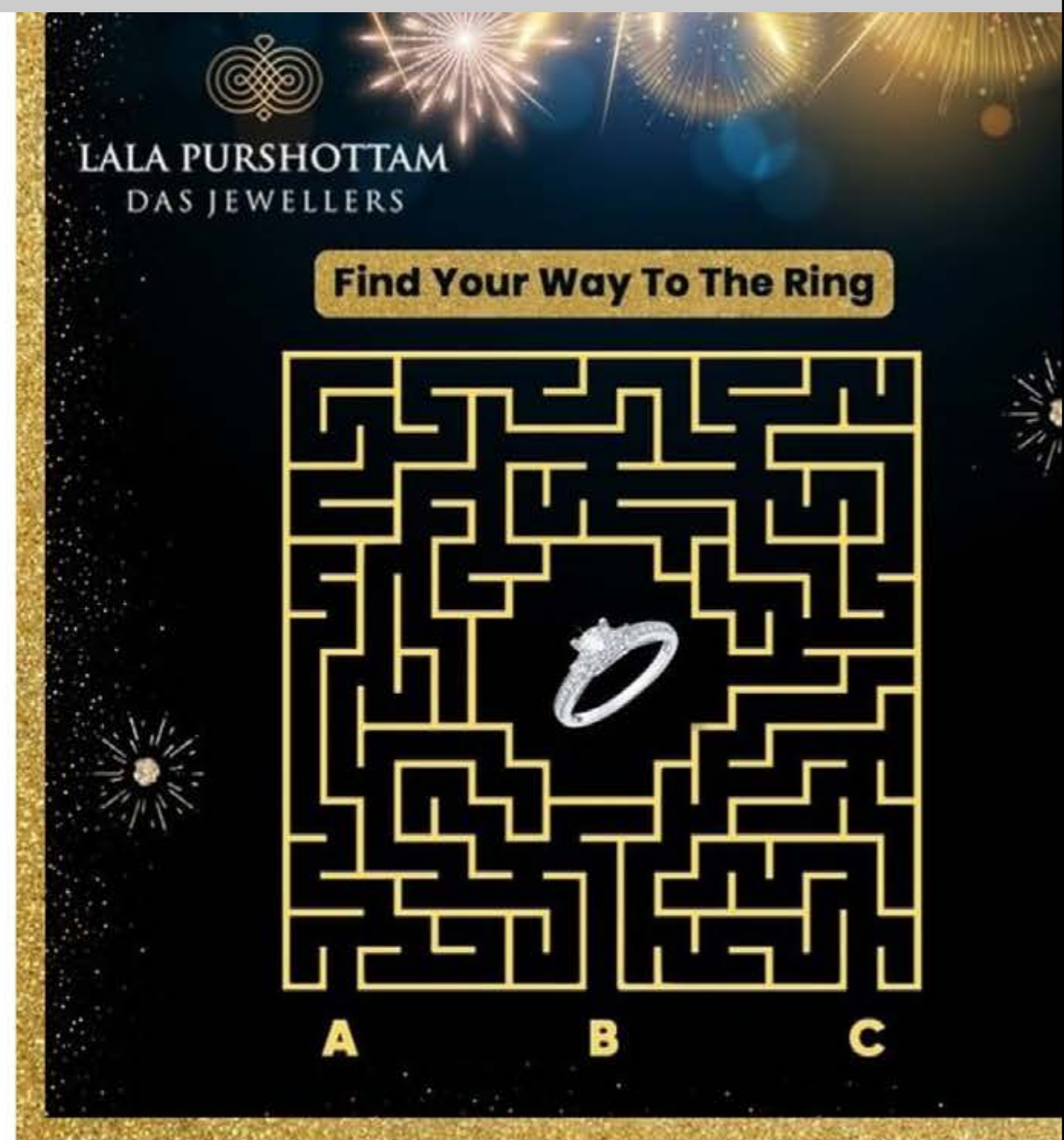
Divine Solitaires has recently come up with a new initiative to provide loans against the brand's diamond jewellery. After 10 months of liaison with various non-banking financial institutions, the solitaire brand has created a safety net for its customers across ages. Listed institution MCFL is the third party providing loans in exchange of diamond jewellery with a starting slab of Rs 3 lacs.

***(RJ Exclusive)***

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## Lala Purshottam Das Jewellers engages followers with exciting jewellery contest on social media

Lala Purshottam Das Jewellers banked on the New Year hype to create a series of exciting contests. Starting on December 30, the series comprised three contests, of which two were pictorial and one was based on a GIF. One contest had a maze created that participants had to solve to reach a particular jewellery piece. Another had a jigsaw puzzle of a neckpiece that the participants had to complete.

***(RJ Exclusive)***

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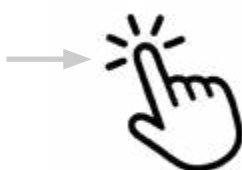
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## PNG Jewellers Launches Digital Gold facility

PUNE

The brand has recently launched digital gold facility for its customers. This facility creates convenience for buying and selling digital gold through its website. The brand has tied up with digital gold pioneer, Augmont for the same. Digital Gold facilitates the purchase of physical bullion with an accumulation of gold/silver as low as Re 1 with the ease of online access.

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**BRAND INDIA  
CAMPAIGN for**

**EXPORT**

## **First phase of Brand India Campaign to focus on exports of textiles, gems and jewellery**

**NEW DELHI**

The Commerce Ministry is planning to launch 'Brand India Campaign' for exports of products and services in new markets for exports to grow. The campaign would be an umbrella campaign for promoting goods and services exported by India. The campaign will begin with its focus on Indian exports in certain specific sectors such as gems and jewellery, textiles, plantation, products, educations, healthcare, pharma and engineering.

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## Gold purchase by jewellers drops 25% in a week

As Covid-19 cases surge again and authorities bring back some of the restrictions, gold purchase by jewellers has dropped by 25% in the past one week as they anticipate many weddings to be postponed. Lower local bullion buying is likely to bring down the import of gold in January to 55-60 tonnes from 86 tonnes in December, according to industry estimate.

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## **Govt allows certain gold imports through India International Bullion Exchange IFSC**

The government recently permitted qualified jewellers to import certain kinds of gold including certain unwrought forms through India International Bullion Exchange IFSC Ltd. However, import of gold and silver under Advance Authorisation and supply of gold and silver directly by foreign buyers to exporters against export orders would continue to be governed by the foreign trade policy.

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## **DIVAA by ORRA launches its showroom at Palladium Mall**

DIVAA by ORRA has just launched its first showroom at the Palladium Mall in Mumbai which will cater the demand of man-made and lab grown diamonds. DIVAA fits perfectly into the architecture of the brand ORRA as it is focused on the higher ticket size diamond jewellery segment with bridal jewellery while DIVAA will be it's special offering for the young, fashion seeking audience with lab-grown diamond jewellery.

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## Gold, silver imports surpass pre-Covid levels in Gujarat

**AHMEDABAD**

Backed by good sales fuelled by pent-up demand, improving incomes, weddings, and investment requirements gold and silver imports have surpassed pre-pandemic levels in the calendar year 2021. According to the data released by Ahmedabad Air Cargo Complex, about 42.1 metric tonnes of gold was imported into Gujarat in 2021, up 123% against 18.8 MT in 2020 and marginally higher than 41.79 MT in 2019.

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## Andhra Pradesh opens up to diamond mining in the state

Following a survey by the Geological Survey of India which hinted at the presence of diamonds in the area, Andhra Pradesh is now set to launch a massive search for gemstones, Rough & Polished reports. According to the report, the state government will grant a composite license “through competitive bidding to explore the area.” After the diamond-rich regions are pinpointed, an exploration process will begin.

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## India spends record \$55.7 billion on gold imports in 2021: Report

**MUMBAI**

India splurged a record \$55.7 billion on gold imports in 2021, buying more than double the previous year's tonnage as a price drop favoured retail buyers and pent up demand emerged for weddings that were delayed when the pandemic first hit. In volume terms, India imported 1,050 tonnes of gold in 2021, the most in a decade, and far more than 430 tonnes imported in 2020, an official said.

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# Dive Retail

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