



COMMENT BELOW  
AND GUESS THE THREE

SONGS!

## CaratLane's Harmony contest makes Insta users identify Hindi songs and win bracelets

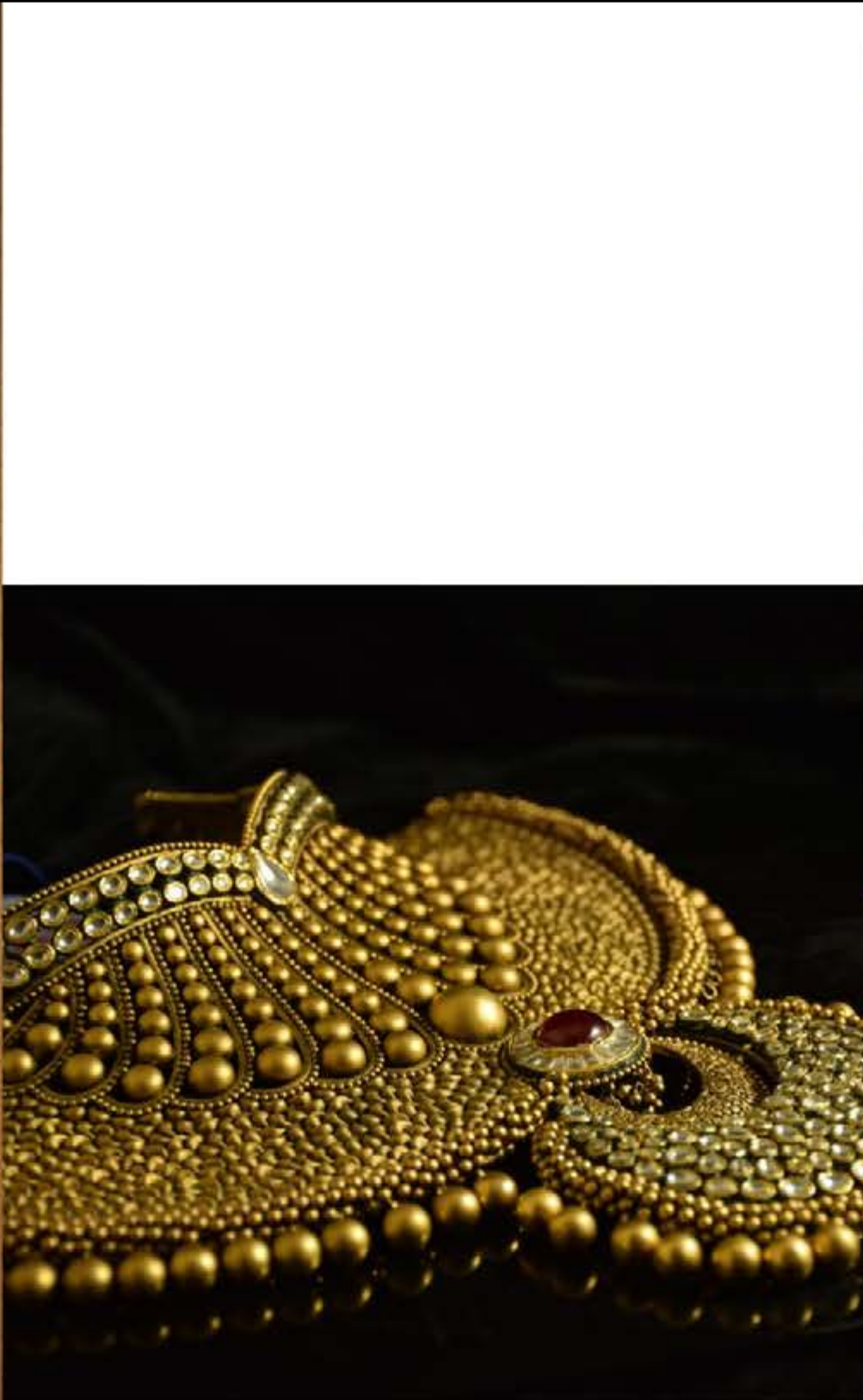
In the era of social media, it takes just minutes for people to hail or disapprove a message conveyed through promotions. So, direct connection can be established through a common tonality, which CaratLane has achieved with its promotional campaign of its latest collection titled Harmony. The brand uploaded a mashup of three instrumental tracks of Bollywood songs. The mashup, which didn't even last a minute, incorporates the chorus elements of three very popular contemporary Bollywood songs.

**(RJ Exclusive)**

**READ MORE** →







## Antique, the new love interest for young jewellery buyers' traditional finesse

An ethereal mix of age and glory comes to mind when thought of antique jewellery. Indeed, we associate heritage a lot with this category. Of late, youngsters have taken a strong liking to this segment. Influencers or not, youngsters are proud of imbibing the historic persona of their communities and capturing the moments for social media. Select manufacturers known for their antique jewellery highlight the reasons why.

***(RJ Exclusive)***

**READ MORE** →







**MALABAR**  
GOLD & DIAMONDS

## **Malabar's responsible retail expansion will provide utmost shopping safety, usher in omnichannel: Ahammed MP**

Malabar Gold and Diamonds embarked on a great journey with the start of the year, with launch plans of 22 showrooms in January itself in India and overseas. Such unprecedented retail expansion comes amidst ongoing Omicron scare. It should be interesting to find out how this jewellery behemoth keeps physical retail relevant at another troublesome health cycle of India.

***(RJ Exclusive)***

**READ MORE** →





JEWELOVE



## Jewelove, the platinum-only e-com brand, rides high on customization

Jewelove started in 2009 in Jaipur and has went on to hold the largest variety of platinum jewellery available across any e-com platform in India, adds Karnawat. Besides readymade items, one of the strongholds of Jewelove is its customization services, in which the brand's designers can create bespoke jewellery nearly identical to the ideas shared by customers from the scratch.

**(RJ Exclusive)**

**READ MORE**







Laxmi Diamond

SINCE 1972



THE *Avant Garde*  
COLLECTION

"EVERY PIECE OF JEWELRY  
TELLS A STORY"

[www.laxmidiamond.com](http://www.laxmidiamond.com) | [sales@laxmidiamond.com](mailto:sales@laxmidiamond.com)

Tel. No. - 022-6150 3333, 61503320 | Fax - 022-6150 3300



Laxmi Diamond Pvt. LTD



@laxmidiamond

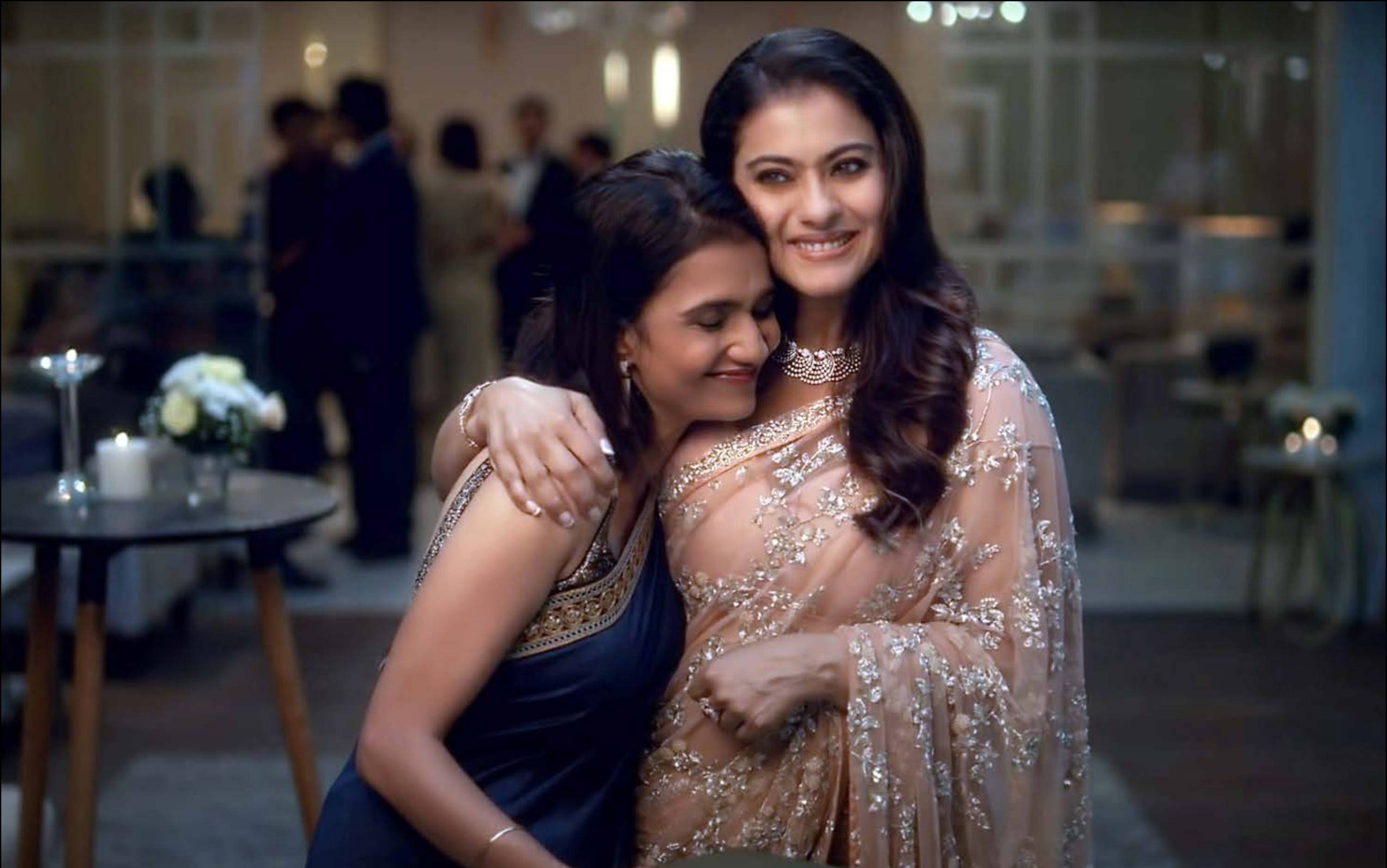


@laxmidiamondindia



Laxmi Diamond PVT LTD





## Joyalukkas' latest ad featuring Kajol, Amruta Subhash reminds jewellery lovers about thanking true friends

Joyalukkas' latest video commercial is more than just a brand recall ad. It is a bittersweet reminder of friendship and the essence of it that lasts forever, even if you miss your bestie. This advertorial brings attention back to premium jewellery as the custodian of emotional value forever. In this way, the brand has also floated the desire of gifting premium jewellery to friends on once-in-a-lifetime occasions like the one depicted in the commercial.

***(RJ Exclusive)***

**READ MORE** →







## De Beers Forevermark sees strong demand for diamonds in South India in 2022

### BANGALORE

De Beers Forevermark is upbeat about demand for diamonds in South India in 2022. The brand had already witnessed a huge response last year, and is expecting to grow in double digits this year too given the pent-up demand. The brand continues to grow in South India, the largest market for De Beers Forevermark in India.

**READ MORE** →







## Senco Gold & Diamonds lightens the lives of less privileged children this New Year

**KOLKATA**

Senco Gold & Diamonds celebrated the New Year in a unique way by enlivening the lives of more than 2000 orphan children and spreading joy therein across all its 123 stores in India. During the events at Senco stores, children also showcased their talent through featured dance, music and magic shows. Senco also distributed sweets and gifts among the orphan children on this joyous occasion.

**READ MORE** →







Laxmi Diamond

SINCE 1972

*introducing*

# HUNNAR



*"Every piece of jewelry tells a story"*



[www.laxmidiamond.com](http://www.laxmidiamond.com) | [sales@laxmidiamond.com](mailto:sales@laxmidiamond.com)

Tel. No. - 022-6150 3333, 61503320 | Fax - 022-6150 3300



Laxmi Diamond Pvt. LTD



@laxmidiamond



@laxmidiamondindia



Laxmi Diamond PVT LTD





## 1 crore pieces of jewellery hallmarked with HUID last month

### MUMBAI

The industry has welcomed and adapted mandatory gold jewellery hallmarking wholeheartedly. There have been major advances in every aspect of hallmarking. About 1 crore pieces are hallmarked with HUID last month. Consumers through BIS Care app, can view the details of hallmarked jewellery such as type of jewellery, purity, name of AHC, name of the jeweller, date of hallmarking, which will help in further raising consumer confidence in gold.

**READ MORE** →







## Sovereign Gold Bond Scheme opens: Big opportunity to buy gold at low prices

**NEW DELHI**

The Sovereign Gold Bond Scheme 2021-22 – Series- IX or the ninth tranche was recently opened for subscription. The tenure of the bond will be for a period of eight years with an exit option after fifth year to be exercised on the next interest payment dates. The investors will be compensated at a fixed rate of 2.50 per cent per annum payable semi-annually on the nominal value.

**READ MORE** →







## Malabar Gold and Diamonds' 'mine diamond show' launched

**HYDERABAD**

Malabar Gold & Diamonds' 'mine diamond show' has been recently launched at Mehdipatnam store in Hyderabad. This exclusive exhibition and sale of diamond jewellery present a vast choice of exotic collections in bridal, solitaire, everyday collections, celebration necklaces, men's jewellery, and platinum jewellery. The brand has also announced a Wedding Advance Purchase scheme for the customers during the occasion.

**READ MORE** →







NUANCE JEWEL

*Keeping  
Traditions  
Alive*



NUANCEJEWEL\_INDIA

UNIT NO.B-53/54, 1ST FLOOR, NANDBHUVAN INDUSTRIAL ESTATE, MAHAKALI CAVES ROAD,  
ANDHERI-EAST, MUMBAI - 400 093 .Tel:-+91 22 4521 0100





## **Kalyan Jewellers offers re-imagined shopping experience to customers in Salem and Kumbakonam**

Kalyan Jewellers recently inaugurated 2 showrooms in Tamil Nadu, which include a newly-renovated showroom in Salem, while the other showroom is relocated to a larger space at Pottramarai Kulam South Street on Thanjavur Main Road. These redesigned showrooms will present the brand's customers with a luxurious, re-imagined experience with distinctive and trendy jewellery designs at display.

**READ MORE** →







## **As gold prices soar, Tanishq comes up with jewellery containing 15-25% hard alloy**

As gold prices have surged, Tanishq has come up with 22-karat jewellery that contains 15-25% of hard alloy and are priced 15-20% lower compared with existing inventory or gold jewellery. It has applied for a patent for the hard alloy that it is using in these pieces. If a pair of bangles required 45 grams of gold earlier, using this hard alloy, the gold content has been brought down to 35 grams.

**READ MORE** →





# Dive Retail

**Week in review:**  
News, Opinions & Insights

**retailjewellerindia.com**

To Collaborate with us contact - **Chirag Waghela**  
+91 91672 52611 | +91 22 4173 1199 | [chirag@retailjewellerindia.com](mailto:chirag@retailjewellerindia.com)

Published by Retail Jeweller, Mumbai (India)  
For any feedback & suggestions or to receive email copy of the newsletter, please subscribe to [retailjewellerindia.com](http://retailjewellerindia.com)  
All Rights Reserved. Content and Design by [retailjewellerindia.com](http://retailjewellerindia.com) | [Samitbhatta@retailjewellerindia.com](mailto:Samitbhatta@retailjewellerindia.com)