



## Manubhai introduces Magraise diamond collection; trademarks the setting

**MUMBAI**

Manubhai Jewellers has come up with a brilliant collection that offers diamond jewellery lovers the feel of a bigger gemstone at an affordable price. Called the Magraise collection, the pieces feature a collection of smaller stones in marquise and princess cuts, set together expertly. The concept is to put these diamonds together in a way that gives an illusion of a bigger diamond.

**(RJ Exclusive)**

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## Dancer-influencer drives Om Jewellers' reel views sky-high with peppy Bollywood performances

Collaborating with dancer-influencer Akansha Vora, Om Jewellers has shared three exciting reels with jewellery that becomes a part of the performances. The make-up and accessorisation of the performances on the songs 'Suno Aisha', 'Sajna' by Badshah and 'Piya Basanti' by Nusrat Fateh Ali Khan have been different. The final package exudes abundant grace in the performances.

***(RJ Exclusive)***

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## Indian Gen Z and millennials keen on investing in silver versus gold

**NEW DELHI**

A survey taken of over 5,000 respondents from across all major Indian cities including Chennai, Bengaluru, Hyderabad, Kolkata, Mumbai and New Delhi by a luxury silver jewellery brand revealed 45 per cent of Gen Z and Millennials would like to invest in silver jewellery especially gold-plated silver jewellery.

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## **Stephen Lussier to step down from Executive responsibilities after distinguished 37 year career with De Beers Group**

Stephen Lussier, De Beers Group Executive Vice President for Brands & Consumer Markets, will step down from his executive responsibilities on 1 April 2022 after 37 years with the company. Stephen will continue to contribute to De Beers as a strategic advisor and will continue to serve in his role as Chairman of the Natural Diamond Council. Stephen will be succeeded by Marc Jacheet.

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## Malabar Gold and Diamonds launch new store in Siddipet, Telangana

### SIDDIPET

Malabar Gold and Diamonds recently launched its new store. The store, spanning 4,000 sq ft offers a wide range of gold, diamond, precious gemstone and bridal collections. It showcases the latest Brides of India Collection with specially curated traditional and contemporary designs. It also offers exclusive designer jewellery sub-brands such as uncut jewellery, gemstone and ethnic handcrafted designs.

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## Policy support from govt to pave way for USD 100 billion G&J exports post-pandemic: GJEPC

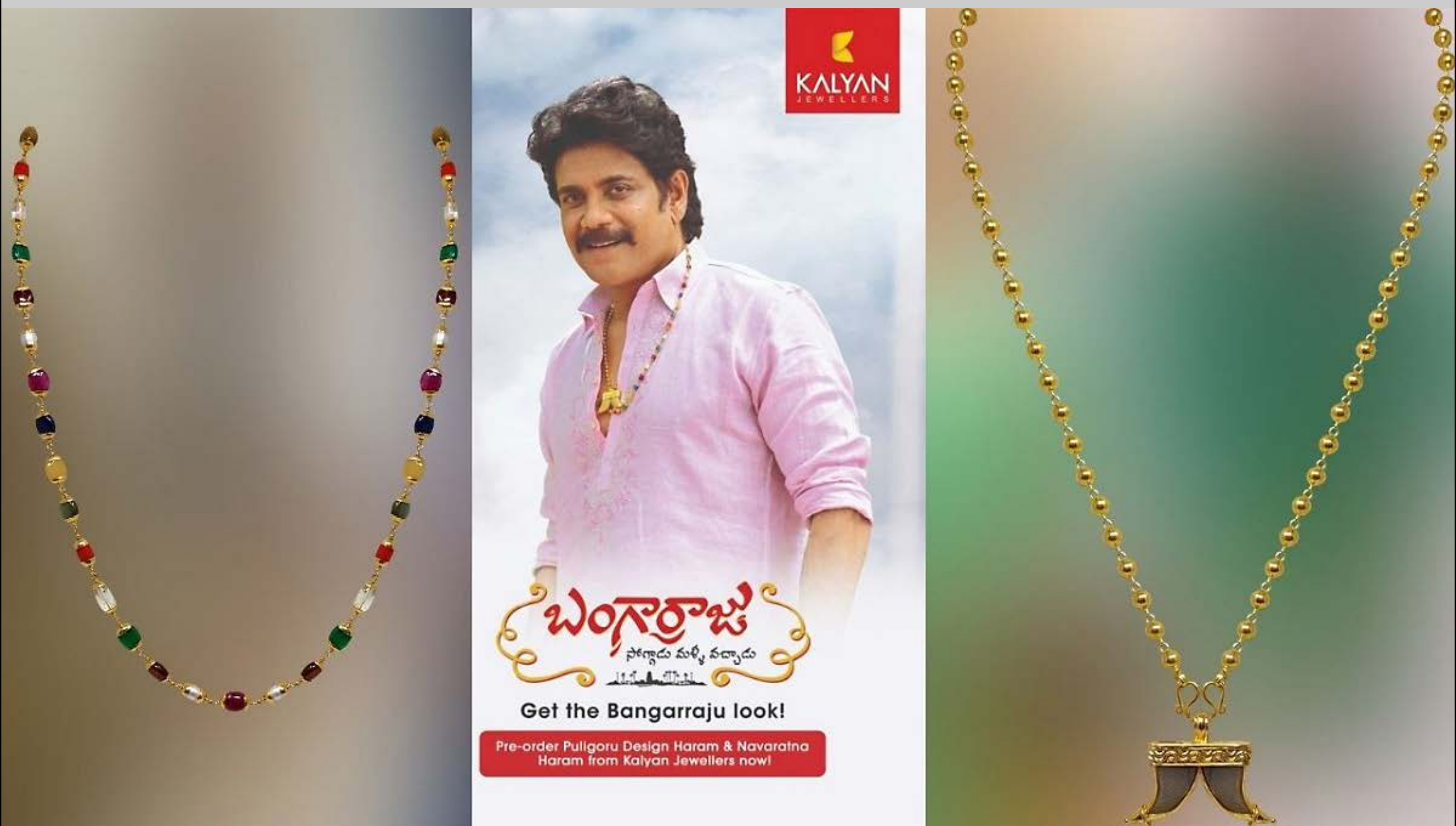
**MUMBAI**

The Gem and Jewellery Export Promotion Council has proposed a series of measures under the Gems & Jewellery Package as part of recommendations for the upcoming Union Budget for the fiscal year 2022-23. Some of the major aspects of budget representation are duty cuts primarily for gold, cut and polished diamonds, precious and semi-precious gemstones, etc.

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## Kalyan Jewellers hosts a social media contest for patrons celebrating the release of Nagarjuna-starrer Bangarraju

Kalyan Jewellers recently announced the launch of #BangarrajuSankranthiKanuka contest for the company's patrons as well as fans of Akkineni Nagarjuna & Naga Chaitanya. As part of this contest, 10 lucky winners will stand a chance to win the recently-launched exclusive Pulligoru design Harams and Navarathna Harams. The contest that kickstarted on the auspicious occasion of Sankranthi, will continue till 23rd January, 2022.

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## **GJEPC signs 95-year lease agreement with MIDC for possession of land for India Jewellery Park Mumbai**

**MUMBAI**

Gem & Jewellery Export Promotion Council and Maharashtra Industrial Development Corporation signed a draft agreement for granting possession of land for a period of 95 years for setting up India Jewellery Park Mumbai. It is the first-of-its-kind integrated gem and jewellery industrial park with manufacturing units, commercial areas, residences for industrial workers, and commercial support services.

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## Tanishq unveils new lightweight jewellery platform called ‘Hi-Lites’

Tanishq has introduced a unique light weight jewellery platform called ‘Tanishq Hi-Lites’. Tanishq has experimented with product reengineering initiatives such as design reconstruction through technological innovations, realignment of manufacturing processes and the introduction of a gold alloy with enhanced hardness and strength to offer 22 karat jewellery as part of material innovations that offers functional stability and a strong value for money proposition to its customers.

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## **GJC urge govt to reduce GST rate, increase PAN card limit to Rs 5 lakh in Budget 2022**

All India Gem & Jewellery Domestic Council has sought to reduce the GST rate on jewellery to 1.25% from 3% now in the upcoming budget. GJC has also urged the government to raise the PAN card limit from Rs 2-5 lakhs. It has requested that the EMI facility for purchase of 22K gold jewellery should be allowed which in turn shall lead to substantial growth of the business.

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## **De Beers implements big diamond price hike as demand runs hot**

De Beers pushed through one of its most aggressive diamond price increases in recent years as the world's biggest producer of the stones cashes in on a buying frenzy for uncut gems. De Beers raised prices by about 8% at its first sale of the year and the biggest increases were for smaller, cheaper stones.

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# Indian gem and jewellery exports **BOUNCE BACK** in December; grow 29 to \$3.04 billion vs Dec 2019

## Indian gem and jewellery exports bounce back in December; grow 29 percent to \$3.04 billion vs Dec 2019

### MUMBAI

The Indian industry is back on a roll immediately after the October festive break. Gem and jewellery exports in December 2021 reaffirm this with a growth of 29.49% to US\$ 3040.92 million as compared to as compared to US\$ 2348.44 million for the same period 2019. Cut & Polished Diamond exports in December 2021 grew by 41% to US\$ 1770.61 million as compared to US\$ 1253.79 million for the same period of 2019.

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# Dive Retail

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