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MAY-JUNE 2021



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INDUSTRY UPBEAT FOR IJS 2021



“I think we must collectively put our best foot forward and rekindle the spirit of

optimism by supporting IJS 2021. It is well known that there's no better show for innovative design on such a huge scale. With strict guidelines in place, I am confident that we can do business at the brand new venue in Bengaluru safely.”

Abdul Salam KP,

Vice Chairman and Group Executive Director, Malabar Gold and Diamonds



“IJS is not a show, it is a force of nature! It is the first choice and last word in jewellery

trade fairs in India. I never miss this unbelievable event organized by GJEPC each year. Bengaluru is an exciting alternative venue; let's hope it proves auspicious for each of us.”

Paul Alukka,

Managing Director, Jos Alukkas

INDUSTRY WELCOMES HALLMARKING BUT WARY OF HUID AFFECTING INVENTORY MOVEMENT

From a delay in getting hallmarked jewellery from the assaying centres to the imposition of a HUID system, jewellers are facing many challenges after mandatory gold hallmarking came into force on June 16 in a phased manner.

The mandatory hallmarking of gold jewellery and artefacts came into force from June 16 in a phased manner, and the first phase covered 256 districts. According to the consumer affairs ministry, Tamil Nadu, Gujarat and Maharashtra were the top 3 states where the most number of districts have been identified for the first-phase implementation of mandatory hallmarking of gold jewellery and artefacts. According to a notification

issued by the ministry, the government has identified 256 districts from 28 states and Union territories for Phase-1 implementation of gold hallmarking.

Among the list of the states, a maximum of 24 districts have been identified from Tamil Nadu for the implementation of mandatory gold hallmarking, followed by Gujarat (23 districts) and Maharashtra (22 districts). About 19 districts each have been identified in West Bengal and Uttar

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Retailers react to the HUID system introduced under mandatory hallmarking

'Stock does not reflect correctly on BIS portal'



The issue which I am facing due to HUID is that even after buying jewellery and getting the hallmarking and HUID done, the stock is not reflecting against my name in the BIS portal which was transferred by the manufacturer. So, unless and until the stock does not reflect, I would be able to add the necessary inputs after a sale is done. In order to solve this problem, I am physically maintaining a record of the sold items.

Ankit Agrawal, Owner, Agrawal Jewellers, Bhopal

'Received wrong user details from BIS'



I received a message from BIS notifying me that a separate ID and password would be given to me to login into the BIS portal. They also asked me to mention the name of the hallmarking centre from where I want to do hallmarking as well as HUID. After I received a bill from the hallmarking centre, I came to know that the ID and password which was given to me belonged to some other jeweller. The BIS also made it compulsory for the jewellers to mention the hallmarking charge at the end of the bill which we give to the customers. But if we do that the customer might feel offended.

Ajay Mangal, Owner, Gehna Jeweller, Gwalior

'Facing issue in jewellery customization and resizing'



The biggest issue which the jewellers, as well as the customers, will have to face due to HUID is customization and resizing. There are many customers who might like to make some minor changes in the jewellery and it was easily done till the introduction of the HUID system. Under the current circumstance, the hallmarking

centres are only receiving hallmarking requests if we sent 40 products at one time. Due to this, we are not able to deliver the customer orders on time. HUID is very difficult to maintain especially for small jewellers who do not have adequate infrastructure and workforce to deal with the workload.

Sandeep Soni, Owner, Shree Sach Jewellers, Hisar

'Unfair to not implement hallmarking across the country'



"The back-office work of the jewellers has considerably increased after the introduction of HUID. I have hired two additional staff members just to maintain the overall inventory of the store. The government had not fully implemented hallmarking act across the country which gives undue freedom to many jewellers to sell non-hallmarked goods.

Rajendra Agarwal,
Owner, Sona Chandi Jewellers, Lucknow

'Need more clarifications from the government'



As per the existing hallmarking rules, hallmarking and HUID is not needed in Kundan and Jadau jewellery. However, the biggest issue here is on the kundan sets if gold is used in the jewellery, will a jeweller be held for selling non-hallmarked goods if he does not hallmark the gold. I think more clarifications are required from BIS and the government. There is also an existing issue of fewer hallmarking centres across the country which is making problems for the jewellers.

Raman Jethi, Director, Krishna Krishna Jewellers, Panipat

'HUID defeats the purpose of hallmarking'



There is an issue of fewer infrastructures when it comes to hallmarking in India which gave rise to chaos and panic in the industry. I think before HUID the industry was progressing at a good rate, now after its introduction, the growth of the industry has been hampered on a large scale. The basic purpose of hallmarking is to check the purity of jewellery so I think that HUID should be removed from the hallmarking act as it is defeating the whole purpose of hallmarking.

Mohit Atlani, Owner, Ekta Abhushan, Amravati

'HUID will create a lot of monotony'



There is no issue with the mandatory hallmarking and it was the need of the hour. However, HUID was not really required and will create a lot of monotony. The consumers won't have any benefit from the HUID system as they are only concerned about the purity of gold which is getting fulfilled through

hallmarking only. HUID will be used to keep a record of the products and as well as which jeweller is selling what. Small jewellers won't be able to handle the additional work due to the absence of manpower and infrastructure at their disposal. The next 2-3 years would be tough for the industry till the trade get used to the system.

Adarsh Murthy, A Shankara Chetty and Sons, Mysuru

'HUIDs are small and difficult to recognize'



I had recently received my order from a manufacturer with hallmarking and HUID. However, when I checked the pieces at my end, I found that 10 pieces had different weights from what is mentioned on the papers. The HUIDs are also so small that it is difficult to recognize them in the first place and also difficult to read the number.

Hitesh Adesara,
Owner, Keshavji Chhaganlal Jewellers, Jamshedpur



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Pradesh for compulsory gold hallmarking. Whereas in Delhi and Telangana (seven districts each) in, in Andhra Pradesh and Punjab (12 districts each), Kerala (13 districts), Karnataka (14 districts) and Haryana (15 districts) have been identified, the notification added. Jewellers in 256 districts have been allowed to sell only 14, 18 and 22 carats of gold jewellery with mandatory hallmarking marks.

HALLMARKING CAPACITY TOO LOW FOR HUID-ENABLED JEWELLERY

Although the gems and jewellery industry had welcomed hallmarking with open arms, various state-level jewellery associations as well as the All India Gems and Jewellery Domestic Council are not too much happy about how hallmarking has been implemented in the country. Many have also raised issues concerning the newly introduced HUID or hallmark unique identification number system. A National Task Force was formed out of 350 associations and federations representing east, west, central, north, and south zones of the entire gems and jewellery industry to ensure a smooth implementation



of mandatory hallmarking across the country.

Expressing serious concerns over the mandatory hallmarking of jewellery, the National Task Force says that the Bureau of Indian Standards cannot change the tradition and fabric of the jewellery industry by putting the livelihood of lakhs of jewellers at stake and thus affect crores of dependents.

They opined that the existing stock of about 50 million jewellery pieces is required to be hallmarked from across the country. However, at the current capacity of hallmarking centres, which is around 1 lakh pieces per day, it will take around 500 days to hallmark the existing stock lying with jewellers. Even at peak capacity of the hallmarking centre, it would still require 250

days, equivalent to nine months to hallmark the existing stock.



Questioning the implementation of the HUID system, jewellers across the country felt that HUID was not needed as it has no relation to the purity of gold. According to them, a customer is only concerned about the purity of the metal he/she is buying. Many jewellers fear that the HUID system would be used to track their inventory.

TECHNICAL DETAILS DELAYING PURITY CHECK

After the introduction of HUID (hallmark unique identification number), hallmarking centres across

the country have been facing a huge pile-up of inventory for hallmarking. Earlier, this used to take only a couple of hours, but it now takes almost two weeks. Earlier, the hallmarking centres had to randomly check gold purity from 10% of articles in one lot. But now, they have to generate a six-digit HUID for each article from a BIS portal. The centre must upload all details like weight, volume, type of gold used, grammage and other information online on the BIS server, which is consuming a lot of time. As a consequence, there is a significant piling up of gold at the hallmarking centres.

Also, there have been several instances at the hallmarking centre where there is a difference in the weight of the piece due to manual feeding of data at the hallmarking centre. This weight of the item cannot be edited and has to be sold as per the certified weight. The jeweller has to bear the loss due to the difference in weight.

With the entire supply chain facing a ripple effect of the drastically technical and time-consuming processes of HUID, the industry expects constant cooperation from the BIS and the government for smooth execution of mandatory hallmarking across the country.





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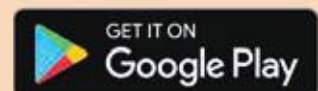
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Kalyan Jewellers launches #DosesOfTrust, focuses on safety across showrooms



THRISSUR: Kalyan Jewellers has launched the #DosesOfTrust campaign across showrooms in India and Middle East. The campaign video showcases the jewellery brand's readiness to welcome customers back to its showrooms and shares a glimpse of the heightened COVID-19 safety and precautionary measures followed by the company, while instilling confidence and assuring them with best-in-class experience.

Vogue India and Natural Diamond Council's Diamond Festival

For the first time ever, Vogue India and Natural Diamond Council are bringing the best of jewellery from what's trending in natural diamonds, to what's inside a modern millennial's jewellery box and the rise of gender neutral jewellery, the festival will be one-stop for all things diamonds. The two-day first-of-its-kind virtual diamond jewellery festival will bring together the best in the industry for an event dedicated to all things diamonds.



Shri Ram Hari Ram Jewellers promotes unisex range in Pride Month, wins hearts



NEW DELHI: Jewellery has no gender, and this message was conveyed loud and proudly to customers by Shri Ram Hari Ram Jewellers with their 'Pride Month' campaign. Shri Ram Hari Ram Jewellers feel that jewellery is for anyone and everyone who loves it.

The jewellery brand has made wearable jewellery such as rings, eternity bands, pendants, bracelets in the unisex category priced below Rs 1-1.5 lakh.



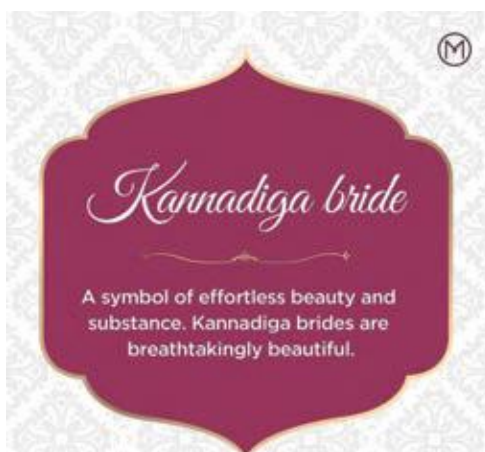
'Rishton Ka Dhaga' campaign by Reliance Jewels

The campaign was launched in the first week of August and within those four days, have achieved a staggeringly high level of relevance with their tonality that thank the customers, the dedicated staff and artisans who supported the brand for 14 years. The video shares glimpses

of how gold jewellery is being manufactured with tireless attention to detail. That results in high satisfaction among customers, also shown beautifully in the video. The voice-over narrates how the relations between all the three stakeholders of the brand are threaded strongly.

Brides of India campaign by Malabar Gold and Diamonds

Malabar Gold and Diamonds came up with the Brides of India 2021 campaign, which revolves around the grand entry of the brides to the wedding arena. The highlight of this year's campaign is the star-studded wedding anthem that celebrates the bride and her big day. Grabbing attraction are celebrities Kareena Kapoor and Anil Kapoor in the 3-minute video campaign that scans the country for the most traditional bridal avatars.



Vaani Kapoor becomes the brand ambassador for Zeya By Kundan

NEW DELHI: ZEYA By Kundan officially announced Bollywood star Vaani Kapoor as their brand ambassador. The strategic association will enable the company to create high decibel visibility and connect with its target customers. With the festivities around the corner, Vidit Garg, Director, Kundan Group and Vaani Kapoor are together working on ushering the traditional essence with a modern twist for the brand.

Tibarumal and Sons celebrates 100th-anniversary in style

HYDERABAD: Tibarumal and Sons recently celebrated its 100th anniversary in July. In order to celebrate the occasion, they had launched a new bridal jewellery collection ranging from uncut, kundan to diamond. As a gesture to its old customers, the jeweller gave a no-strings-attached discount offer on gold jewellery. However, ongoing Covid-19 safety norms restricted customers from getting involved directly in the celebrations.



Harsahaimal Shiamlal Jewellers #Father's Day contest

On the special occasion of Father's Day, Harsahaimal Shiamlal Jewellers had organized a social media contest wherein it asked the participants to write and send a message for their fathers along with a picture. The participants had to follow @hsj_jewellery, tag five friends and repost the contest on their Instagram stories. The best messages were featured on HSJ's Instagram account.



CaratLane #Powerpuff Girls contest

The brand asked the participants to write down the superpowers of their little ones in order to win Powerpuff Girls earrings or bracelets for children. The participants had to tag CaratLane in their comment with the answer and share the post on their personal accounts.

N Gopaldaas Jewellers #Diamond Singer contest

According to the contest rules, participants had to first register themselves through a WhatsApp number shared in the Instagram post. After registering, they had to share a 1.5-2 minute video of themselves singing with the WhatsApp number. Participants were also given the option of devotional songs by either video-recording their performance with or without backing tracks including karaoke.



Prasad Jewellers #Doctor's Day contest

Prasad Jewellers ran a special Doctor's Day contest on the occasion of International Doctor's Day wherein the participants were asked to make a small video addressing a doctor they know or doctors in general. Participants had to tag the doctor concerned and Prasad Jewellers in their posts. The jeweller in turn rewarded the doctors.



Khurana Jewellery House #Fatherismy superhero contest

According to the contest, the participants had to comment on the jeweller's post as to why their father is their superhero with any beautiful, funny and impactful memory that they share with him. They also had to tag four friends to their post, encourage them to participate and follow both the pages @khuranajewelleryhouse @thecouturebykjh in order to win an exciting gift from the jeweller.

PROMOTIONS

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Shubh Muhurat campaign by Kalyan Jewellers

Kalyan Jewellers is exciting customers through their Shubh Muhurat campaign. Since Shubh Muhurat translates to an auspicious occasion, the brand has been targeting every major occasion celebrated by a community such as Hariyali Teej or an important personal event such as Grihapravesham, Roka or Annaprashan.

The most interesting aspect of the Shubh Muhurat campaign is its broad inclusion of all Indian occasions and ceremonies.



Khurana Jewellery House to revive Phulkari art with fashion industry

Khurana Jewellery House took up a unique initiative in association with FICCI FLO Amritsar for the revival of Phulkari through their FLOKARI project. Phulkari, which is the flower craft of Punjab, is infused in the colours of warmth, joy and tells a tale of the timeless legacy of love, expression and creativity. With FLOKARI, Khurana Jewellery House and FICCI Flo Amritsar aim to generate livelihood opportunities for the rural women of Punjab.



MySong by Zoya appeals to self-love through elegant design

Pushing the self-gifting segment, Zoya's offering in the Mysong collection rides high on design elements. A quick glance at the catalogue looks at the interplay of varied colour stones from turquoise, sapphires, emeralds, rubies, quartz and diamonds of various hues and cuts. Similarly enlivening is their video campaign wherein every piece of jewellery accentuates the glee of the model. Mysong, as the name suggests, is all about jewellery that mirrors one's happiness.



Tanishq's campaign spots micro-moments of celebration

The campaign has assimilated various cheerful moments that pass by unrecognised. The brand has given relatable examples such as that of enjoying quality time with elderlies in the family or thinking of pampering oneself after mandatory reviewing of friends' opinions. Sleek gold and diamond jewellery with adorable designs are the focal points in the campaign. Although discount is an add-on feature, the larger motive is to generate new micro-occasions for celebration and jewellery gifting.

Kirtilals launches new showroom in Salem

Salem: Kirtilals launched its fine diamond and gold jewellery showroom in the city of Salem, which is also their first franchisee model store. The new showroom will host opulent ranges of intricately designed fine diamond and gold jewellery with a personalized shopping experience, to fulfil the aspirations of all jewellery lovers with both traditional and contemporary tastes.



Shri Paramani Jewels expands in Delhi with two new stores

NEW DELHI: Shri Paramani Jewels, the jewellery brand has strengthened its retail footprint by opening their two new stores in Delhi's Khan Market. The stores are offering a wide range of jewellery designs of gold, diamonds and solitaires. One store will have all the exquisite heritage collection which has been worn by Bollywood celebs, whereas, the other store will have silver based jewellery.

RR Agarwal Jewellers launch new store in Jaipur

JAIPUR: Expanding its retail footprints, RR Agarwal Jewellers had launched its 4th showroom in Jaipur. The jeweller is already running 3 stores in Kolkata. The new showroom will have all kinds of jewellery such as diamond polki, antique, wedding sets in jadau jewellery, platinum and plain gold jewellery.

As per the inauguration offer, the customers will get attractive discounts on the making charges of gold, diamond and polki jewellery.



Aarundhati jewellers opens its new store in Odisha

BALANGIR: The new showroom has an immense area of 6000sq ft spread across three floors. The new showroom is committed to spectacular shopping experiences of unique & exclusive jewellery of gold, diamond and silver. The ground floor is exclusively silver jewellery, silver artefacts while the 1st floor is dedicated to BIS Certified 916 Hallmark

gold jewellery & IGI certified diamond jewellery. The second floor is filled with unique & exclusive collection of bridal collections like AMEYAA, SHAGUN, RIWAZ with other bridal trousseau jewellery. The second floor is also filled with a customer shopping lounge. Each floor is designed with a customer service desk for ensuring high shopping experiences.

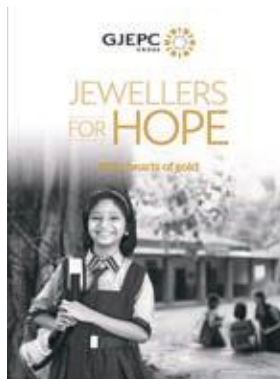
IIJS Premiere 2021 officially launched at Bangalore



BANGALORE: The 37th edition of IIJS Premiere was officially launched in Bengaluru by the Gem & Jewellery Export Promotion Council amidst leading jewellers and trade associations. The launch in Bengaluru will be followed by a series of road shows in cities like Mumbai, Hyderabad, Lucknow, Kolkata and Delhi.

GJEPC compiles a book 'Jewellers For Hope' showcasing CSR activities of the sector

MUMBAI: The Gem & Jewellery Export Promotion Council has launched the book Jewellers For Hope – With Hearts of Gold, a compilation of corporate social responsibility activities undertaken by the gem and jewellery trade in India. It highlights the magnitude of social work collectively undertaken by the gem and jewellery industry for the benefit of society. Its community outreach spans child education, tribal education, relief and assistance to Army martyrs' families, animal welfare.



WGC and GJEPC launch 'You are gold' campaign to allure youth towards gold jewellery



MUMBAI: The World Gold Council unveiled a multi-media campaign in partnership with GJEPC to increase awareness, relevance and adoption of gold jewellery amongst young Indian consumers. The integrated campaign that will be rolled out in two phases through 2021.

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Anisha Jain was sported in a chic emerald and polki choker by Razwada Jewels.



Kirti Kulhari styled her earthy and stunning jadau necklace from PP Jewellers with an oversized emerald ring.



Niharika Konidela wore an ornate and heavy-set emerald and tanzanite pachi choker from Vithaldas zaveri Jewellers.

Who's Wearing what



Manasa Varanasi was sported in superbly embellished gold and diamond earrings from Hyderabad's Sri Ratnaraj Jewellers.



Shefali Jariwala aces styling colourful cocktail bling with her elegant floral number from Jewel Saga Jaipur.



Waheeda Rahman looked stunning in a layered, double-lined Zambian emerald and polki necklace by the Parekh Ornaments.



Neerja Kona styled a classic Andhra-style kundan Guttapusalu from Vithaldas Zaveri Jewellers with an antique pachi jhumka.



Aamna Shariff wore a chic uncut diamond choker by Golecha Jewels.



Madhuri Dixit wore a pair of diamond-encrusted gold dangles by Jaipur Gems.



Mugdha Godse looked stunning in regal tamchini and pearl maharani necklace from Jewel Saga Jaipur.



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