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INDIA
INTERNATIONAL
JEWELLERY SHOW

SIGNATURE 2022

6th - 9th JANUARY

3RD FLOOR, JASMINE HALL,
JIO WORLD CONVENTION CENTER (JWCC), BKC, MUMBAI

JASMINE HALL

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NOVEMBER-DECEMBER 2021

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Market



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PIYUSH GOYAL LAYS FOUNDATION STONE FOR THE MEGA COMMON FACILITY CENTRE AT SEEPZ



“I have rarely seen a faster execution of any project like the Mega CFC. Today's stone-laying ceremony

should culminate in the inauguration of Mega CFC on 1st May 2023. The CFC building should be an iconic design. The govt will do everything to reach the outstanding export numbers that GJEPC aims to achieve. SEEPZ will have an important role in our plans going forward.”

Piyush Goyal

Union Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles



“The mega CFC at SEEPZ will redefine the future of the G&J industry. There is a commitment of Rs 200 crore

for the rejuvenation and redevelopment of SEEPZ-SEZ, and the establishment of a mega CFC with a budget of Rs 70 crore. This project aims to bring the gem and jewellery sector one step closer to the Atmanirbhar Bharat envisioned for the nation.”

Colin Shah
Chairman, GJEPC

JEWELLERY MAKES A POWER-PACKED RETURN IN 2021 THANKS TO BUMPER DEMAND IN FESTIVE, WEDDING SEASONS

The Retail Jeweller Market looks back at the how the jewellery sales performed in one of the most anticipated festive seasons of the decade.

2021 had a power-packed market for the Indian jewellery industry. Even before the start of the festive season, the business was already on the path to recovery, for which there was a positive sentiment in the trade and the jewellers were optimistic about strong Diwali and Dhanteras sales in the festive season. Industry experts, raised expectations about jewellery demand in 2021 reaching the pre-Covid level such as that of 2019. Despite a slow start to 2021 due to second wave halting business and causing massive uncertainty, their predictions had merit, because they were confident of a 40-50% increase in sales in this Diwali as compared to that of last year.

That milestone was indeed reached by several jewellers across markets.

The All India Gems and Jewellery Domestic Council released a media statement foreseeing the brilliant market response. “Since Navratri, the market has been showing strong demand, which will continue on Dhanteras also. This year, the festive mood is strong with the pandemic remaining under control, lower gold prices and a strong wedding season. This year, October and November will account for 40 per cent of yearly sales.”

The World Gold Council also released a statement before the start of the festive season, claiming that they expect this

cover story - continue to page 4



Retailers share their inputs about the demand during the festive season as well as in the recently concluded wedding season

Most of the sales happened with readily available inventory



We expected the season to be better than last year, but the requirement and demand in the market were overwhelming. There was a short window between engagement and weddings. As the third wave is expected to hit the country soon, the customers were looking to purchase whatever was readily available in the showroom. Previously, 80-90% of the purchases used to be order-based, which has come down to 40% order-based, while the rest 60% is based on ready stock purchases.

Shivek Gupta,
Managing Partner, Tibarumals Jewellers, Hyderabad

Most of the sales happened in bridal category



Both the festive and wedding seasons went above our expectations. However, when you lose the business of NRIs starting from the month of August to December, you don't get 100% business. We have been able to touch the pre-Covid business when it comes to sales from the customers. The gold prices have also gone up from the pre-Covid levels which also played a minor role in the demand. Most of the sales happened during the season comprised of bridal jewellery.

Dinesh Jain,
Executive Director, Rajmandhir Jewellers, Chennai

15-20% more sales as compared to 2019



We offered a lot of variety in our existing inventory for the customers during the festive season, such as introduction of new collections in temple jewellery and Kolkata-style ranges. Although the wedding sales slowed down after Guru Pushya, but sales picked up again after 10-12 days. The sales went high at almost 50% more than last year and almost 15-20% more than that in 2019.

Samir Gadgil,
Partner, Purushottam Narayan Gadgil, Sangli

Jewellery for multiple occasions is preferred over heavy sets



We have witnessed a good season this time. Apart from weddings, another important reason behind the high demand is the anticipation of the customers that the gold prices might go up further in the near future. Unlike previous times, customers are going for those type of jewellery which can be worn on multiple occasions. For example, customers are preferring jewellery sets below 150 grams, bangles between 10-60 grams, etc. During this Dhanteras, many customers have also opted for gold coins. The overall sale was more than 10-15% as compared to last year.

Rakesh Aggarwal,
Director, Raghunandan Jewellers, New Delhi

Demand was more than supply



We have observed very good sales during the festive season of Dhanteras and Diwali. Although the demand was good, there was a supply crunch from the manufacturing side which led to a scarcity in the market. I believe the manufacturers didn't expect such a response from the market. Till now, the supply is not able to meet the demand, which is completely opposite of the pre-pandemic times when the supply was way more than the demand. I am hoping for a good season in the upcoming months so that we can finish this financial year on a good note.

Sachin Kapoor,
Owner, Satyam Jewellery House, Amritsar

Sales were close to 70% as compared to 2019



As a jeweller, I was not hoping that the sales would even cross the 50% mark of the 2019 season as it was a great year for us as far as sales are concerned. However, I have managed to achieve 70% of the sales, which is commendable. A lot of weddings are slated to happen by the end of this year and the start of the next year. So, almost 75-80% of the demand comes from wedding buyers.

Nilesh Shah,
Owner, Shah Jethalal Jadavji Jewellers, Raipur

25% increase in festive sales this season as compared to 2019



Since stores reopened after the second wave, we have witnessed a good demand in the market which carried on to the festive season as well. There was a lot of pent-up demand in the market as many weddings got postponed due to Covid lockdowns. We have observed a 25% increase in festive sales this season as compared to 2019, and a more than 50% increase as compared to last year. A lot of weddings are planned for the first half of next year, due to which, I believe, that the sales will further increase in the upcoming months.

Peeyush Prakash,
Director, Alankar Jewel Arts, Meerut

Customers are mostly buying wedding jewellery



As compared to 2019, the sale in the ongoing season is less by almost 40%. In today's date, only customers who have marriages at their homes are buying, whereas, buying for gifting or self-purchase has come down by 50-60% over the past one-and-a-half years. However, I think the overall situation is still better than the previous year. Before the season, we expected that there will be a lot of demand during this season, as the demand was subdued during last year. However, the overall demand was below our expectations.

Sanjay Soni,
Owner, New Krishna Abhushan Bhandar, Bilaspur

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I.com: 7585/8951,
Mob: +91 88504 92038/9004487585



GROUP OF COMPANIES
Manufacture - Wholesale - Retail - Media



cover story - continued from page 1

quarter to be one of the best in recent years, benchmarked to pre-Covid seasons. "Pent up demand, soft prices and good monsoons, combined with easing of lockdown across regions, bodes well for a strong surge in demand," maintained Somasundaram PR, MD India, WGC.

The demand for gold in India jumped 47 per cent year-on-year (YoY) to 139.1 tonnes as compared to 94.6 tonnes in the year-ago period, higher than 2019, the World Gold Council had maintained back then.

“ During the festive season, many big manufacturers ran out of did not have an stock. The b-2-b demand was almost three times of the manufacturing output ”

Attesting the global body's claims is real-time market statistics. Gold jewellery demand in India, during the July–September 2021 period, surged 58 per cent YoY to 96.2 tonnes due to strong pent-up demand. The demand for gold in India has bounced back sharply from the lows seen during the Covid



purchases as people were afraid to go out of the houses fearing the second wave. However, this year was completely different and although there is still a fear in people's minds regarding the third wave, they are stepping out of the houses as most of them are vaccinated.

With the decrease in Covid cases and lifting of the restrictions, the end-customers had started buying gold and diamond jewellery after a long gap. Due to the Covid restrictions, the avenues of spending got shrunk, which ultimately benefitted the jewellery sector. Apart from lightweight jewellery, there was also a good demand for heavyweight jewellery in the market.

Many jewellers had started getting a good response since 'Shradh', which is usually considered a slow month when it comes to sales for the industry. It further picked up during Navratri and the numbers went further up in Diwali. Several weddings, which had been postponed or rescheduled during the second Covid wave, were slated to happen during this year's wedding season. Due to this, there was a heavy rush of customers buying bridal jewellery during the festive season. Due to this, more than 60% of the festive season sales comprised of bridal jewellery.

DEMAND EXCEEDS SUPPLY

Since the start of the festive season, there has been a huge rush in the markets as the end-customers were flocking the retail showrooms in large numbers. The retailers had great sales expectations from Diwali this time, as the market was on an upward trend. The marriages were coming up after Diwali, due to which the retailers were ordering wedding-related jewellery in large numbers so that they don't fall short during the season. Due to which, demand exceeded supply which created a gap in the supply chain.

During the festive season, many big manufacturers ran out of stocks and worked round-the-clock to clear the pending orders. As per inputs from the trade, the b-2-b demand was almost three times of the manufacturing output.

– Manoj Chakraborty



pandemic in 2020. Boosting the demand is the rising frequency of B2B trade exhibitions, which has given the jewellers a good opportunity to replenish their stock and offer new and fresh collections to their customers.

READY JEWELLERY

According to few jewellers, many customers opted for readily available items instead of prebooking items which was the general norm during festive seasons. Previously, during the festive season, a large percentage of orders used to be based on pre-orders. As per most jewellers, that percentage came down by almost half as most buyers opted for ready stock purchases, the retailers said.

PENT UP DEMAND

The Covid-19 crisis took the shine away from jewellery sales last year. There had been token



Malabar Gold and Diamonds launches its fifth showroom in Mumbai

MUMBAI: Malabar Gold and Diamonds has launched its new showroom in Ghatkopar, Mumbai, taking the total showroom count in Maharashtra to 11. Spread across 3,700 sq. ft., the new Malabar Gold and Diamonds showroom houses an impressive array of beautifully crafted jewellery in the finest gold, diamond and precious stones. A wide range of collections suitable for the diverse cultures and customs of the local community as well as an extensive range of designs to suit traditional and contemporary tastes has been made available to cater to the needs of the customers.

From resplendent antique jewellery to ethereal polki sets, vibrant gemstone collections, traditional gold ornaments, elegant diamond masterpieces, contemporary lightweight designs and mangalsutras – the new showroom offers jewellery for every mood and occasion.



Kalyan Jewellers launches brand new showroom in Bengaluru

BENGALURU: Kalyan Jewellers recently launched its new showroom at Lulu Group's 'Global Malls' in Rajajinagar, Bengaluru. The launch of the new showroom brings the company's footprint in Bengaluru to a total of seven showrooms. As part of the launch offer, customers can maximise the value of their purchases with upto 25% off on diamond jewellery and up to 20% off on uncut and precious stone jewellery. Kalyan Jewellers has also announced huge discounts on the making charges for its gold jewellery segment. As part of its Gold Rate 'Big Bachat' offer, customers can avail an instant discount of Rs. 225 per gram on the prevailing gold price of the day. This unique offer is applicable on purchases above Rs 2.5 lakh, on select plain gold jewellery and can be claimed against making charges.

De Beers Forevermark launches an exclusive boutique with Abaran Timeless Jewellery in Bangalore

BENGALURU: De Beers Forevermark launched its second exclusive boutique in Bangalore in partnership with Abaran Timeless Jewellery. The boutique exclusively retails De Beers Forevermark diamonds in a wide variety of elegant cuts, designer jewellery and loose diamonds. Collections available include the Avaanti Collection, the Icon collection, the Traditional Setting collection, the stackable ring Tribute collection among others. Highlighting the partnership, Pratap Kamath, MD, Abaran Timeless Jewellery said, "We have been associated with De Beers Forevermark since the past 10 years and the launch of this exclusive boutique has further strengthened our partnership."



Melorra launches its 11th experience centre in Bengaluru

BANGALORE: Melorra has launched its 11th experience centre at Koramangala Forum Mall, Bengaluru. This is Melorra's 3rd experience centre in Bengaluru. The company will be launching 350 more centres in the years ahead.

All of Melorra's experience stores are designed for any of the many journeys a customer may choose to adopt: shop online pickup in-store; shop in-store ship to home and everything in between. Over 70% of their collection is priced under Rs 30,000 and all the products are designed as per the latest fashion trends. To ensure consumer trust, every product at Melorra is put through 25 quality checks before it is shipped out. Melorra offers a 30-day money return policy and a lifetime exchange policy.



PMJ Jewels launches new showroom in Hyderabad

HYDERABAD: PMJ Jewels launched its 1st store in North Hyderabad, at Kompally. This is PMJ's 21st store in South India, the 5th store in Hyderabad and the 2nd franchisee store, as part of the brand's aggressive expansion plans.

The store has been specially curated keeping in mind the discerning taste of the customers. PMJ Jewels Kompally will have a wide assortment of designs across diamonds, gold, and solitaires. Spoiling one for choice, Kompally store will have jewellery ranging from traditional to modern, with a focus on region-specific jewellery. The store will also offer a wide range of latest, finest and never seen before designer diamond bridal jewellery in the Kompally area. Kiran Shinde, CFO and Vincent Braganza, COO, PMJ Jewels shared, "We are looking to increase the footprint of PMJ Jewels and we will add to Hyderabad's sparkle by launching newer franchisee stores."

Tanishq launches a new store in Odisha

JAJPUR: Tanishq has recently launched its grand new store in Jajpur, Odisha. The large-format store spans across 2700 sq. ft. and caters to a wide range of gold, bridal and diamond collections. Wedding jewellery from Rivaah by Tanishq features some stunning jewellery designs for the brides-to-be. This store also caters to Tanishq's exclusive collections like Ekatvam, Aarambh, Virasat, Swayam and the latest collection Utsaah featuring stunning and unique designs.

Speaking on the occasion, Deepak Kumar Sahu, Area Business Manager, Tanishq, said, "We are delighted to launch our 11th store in Odisha.. Being the most loved jewellery brand in the country, our aim has always been to be accessible to the customers and with every new store launch we believe we have moved an inch closer to that promise."



BK Saraf's Shahzadi-E-Awadh campaign explores dynamic pursuits of young beauties

BK Saraf Jewellers Pvt Ltd assessed the youth's fondness of jewellery with their Shahzadi-E-Awadh campaign. This is an extension of the ongoing Travelling Trunks mega campaign by the brand, as a part of which the brand has collaborated with trusted and influential premium clientele in Lucknow.



Malabar Gold and Diamonds recreates real-life love stories with 'Ever After' campaign

Malabar Gold and Diamonds is winning hearts with their recently launched campaign called 'Ever After'. The main commercial starts with a notification that it is based on real-life stories.



Ornate Jewels floats scheme with free replacement of diamonds under 0.05 carats

KOTA: Ornate Jewels have become the first jeweller from Kota to offer free replacement for misplaced diamonds under 0.05 carats. The brand has 70% of the existing inventory in .05 carats diamond which prompted the brand to promote the category under .05 carats with the scheme.

Brands celebrate Retail Employees' Day by rewarding their superstar staff



Kirtilals had conducted a felicitation programme across all its showrooms on the day. The programme consisted of customers who were specifically invited to give the awards to excellent staff in various

fields of expertise. Ratnalaya Jewellers had organized an informal cake-cutting and entertainment activity. CKC Jewellers came up with a three-day gala programme from December 11-13.

Ratanlal C Bafna Jewellers boosts demand of lightweight jewellery with in-store exhibitions

PUNE: Bringing exclusivity and affordability at one place, Ratanlal C Bafna Jewellers had organized a jewellery exhibition of lightweight, pocket-friendly jewellery in the daily wear category in its Pune store. At the event, the jeweller showcased gold jewellery in 22K-18K, Italian jewellery, silver jewellery in the 9-5 category and diamond polki jewellery from around Rs 60,000- 2 lakhs.



'My CaratLane Story' continues to bring adorable tales of customer delight from the brand

CaratLane keeps the dialogue of love and companionship alive for years, through a single hashtag like #MyCaratLaneStory. Over the years, one would find tales of surprises, love and adoration from different customers across the world through this hashtag. While it is expected of social media influencers to associate their content with this hashtag, people not accustomed to any form of limelight have also taken a liking to this trend.



NDC partners with GJEPC, announces campaign 'Thank You, By the way'

MUMBAI: NDC has partnered with GJEPC for their global campaign, 'Thank You, By the Way'. The campaign reaches out to consumers who want to know where their products come from and the impact their purchases have on producing countries and local communities.



Tanishq's 'Marriage Conversations' ad breaks the ceiling of emotional quotient in Indian market

The brand recall ad by Tanishq doesn't even mention jewellery. Instead, the ad goes on to touch three very practical hurdles of life that many of us go through, yet don't muster enough courage to talk out in the open.



N Gopaldaas Jewellers #KidsTalentShow

In order to cure school kid's boredom due to closure of schools, N Gopaldaas Jewellers came up with a kid's talent contest. As per the contest rules, the participants had to register themselves through the phone number shared on the official Instagram page of the jeweller. They could also call the showroom and register themselves directly. The participants would be segregated into different age groups.

WHP Jewellers #DiamondWaliDiwali

During Diwali, Waman Hari Pethe Jewellers ran a interesting campaign on its social media platforms called 'Diamond Wali Diwali'. As part of the content the jeweller had posted a question for its followers, wherein it asked them to share the name of their loved ones to whom they might gift a diamond this Diwali. Participants were asked to tag that person in the reply and let him/her know why that person deserves it.

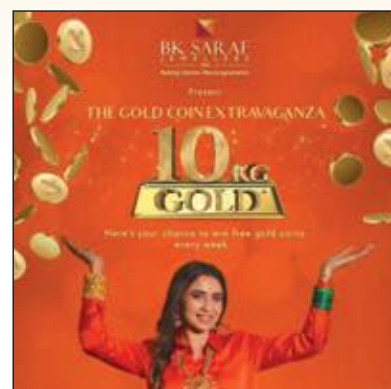


Reliance Jewels #MagicalDreams Contest

Reliance Jewels came up with a new contest called 'Magical Dreams' for kids on the occasion of its Nitara Collection launch. According to the contest, the little ones were asked to draw their #MagicalDreams, which can be a magical scenery or a fantastical creature. They had to click a picture of the drawing and post it on the Facebook story or feed with the hashtag #MagicalDreams while tagging @reliancejewels to the post. The lucky little ones won exciting prizes from Reliance Jewels.

BK Saraf Jewellers #TheGreatIndian WeeklyGoldGiveaway

According to the latest social media contest of BK Saraf Jewellers, the participants had to share the post about 'The Great Indian Weekly Gold Giveaway' on their personal social media handles by tagging @bksarafjewellers. The participants had to then tag 3 friends in the comments section who love jewellery and make sure all three accounts are following the jeweller. Each of the 3 winners got a gold coin every week.



PROMOTIONS

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Jugal Kishore The Jeweller gives a taste of Banarasi culture through new saree boutique

LUCKNOW: Jugal Kishore The Jeweller has taken an impressive initiative to give customers a cross-category choice through 'Aasras', their newly-established saree boutique. The boutique has a vast range of Banarasi sarees such as rangkart, jamdani, jangla, and meenakari. Sarees on real Zari work, silk, katan Nilambari, Raktambari and Shwetambari complete the artsy, chandeliers-clad interior décor of the showroom.



GIA's new multi-media campaign focuses on the special moments diamonds represent in people's lives

GIA launched a new multi-media effort that focuses on the special moments diamonds represent in people's lives and the deep knowledge that goes into every GIA grading report. The campaign is designed to reach consumers early in their diamond purchase journey with a highly-targeted multi-channel rollout.



Charu Jewels reenergizes Surat's wedding fever with Vivaahrambh exhibition



Charu Jewels had organised an invitation-only event called 'Vivaahrambh'. During the 3-day event, the brand decked up its jewellery showroom like a wedding venue along with a live sangeet and mehndi program. The jeweller had showcased almost 500 diamond necklaces for the brides and brides maids.

Rare Heritage celebrates 7th anniversary with diverse women entrepreneurship campaign



On the occasion of its 7th foundation day, Rare Heritage came up with 'Rare Rendezvous' campaign involving successful women in different sectors. The brand showed glimpses of different tête-à-tête involving women from the fields of modelling, cosmetics, food, event management and other sectors.



Actress **Aditi Rao Hydari** was spotted in an audacious heritage piece from Hyderabad's Kishandas & Co Jewellery.



Kiara Advani adorned the classic diamond choker from Diamoantina Fine Jewels



Bollywood actress **Chitrangada Singh** wore navratna necklace from A Jewels by Annmol that features Iranian corals, Burmese rubies, Zambian emeralds, sapphires, South sea pearls and cat's eye cabochons with peacocks along with subtle polki accents.

Who's Wearing what



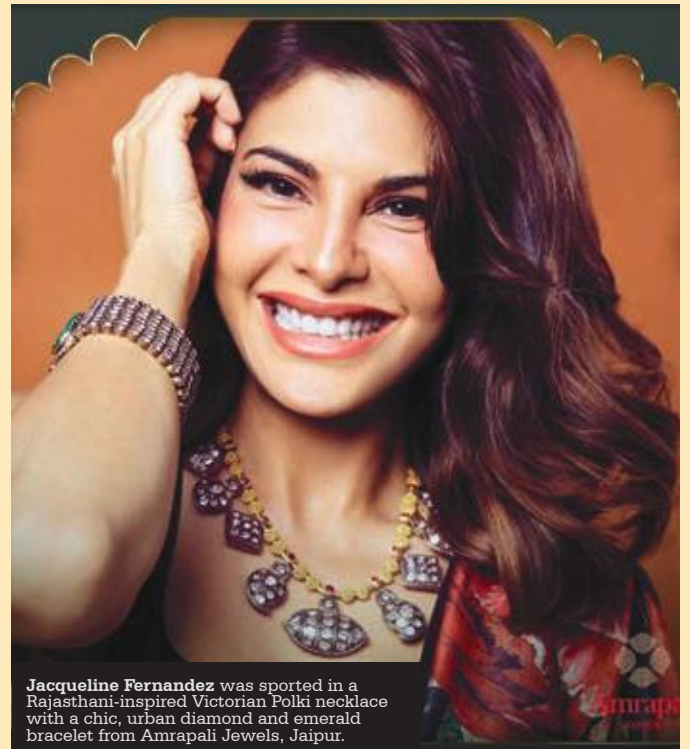
Elli AvrRam adorned in embellished with a glamorous choker, along with a green and gold stunner from Chheda Jewellers bridal treasures.



Esha Gupta wore the radiant, geometric blue diamond studs from Perna Rajpal's label Amaris.



New bride **Katrina Kaif** accessorised her look with bespoke bridal jewellery of uncut diamonds in 22k gold detailed with hand strung pearls from Sabyasachi Heritage Jewellery.



Jacqueline Fernandez was spotted in a Rajasthani-inspired Victorian Polki necklace with a chic, urban diamond and emerald bracelet from Amrapali Jewels, Jaipur.



Madhuri Dixit was resplendent in a longline pearl tassel earring by House of Rose, Mumbai pairing it with sleek and stylised pearl and diamond bangles and a statement emerald floral ring.



Kangana Ranaut wore a dazzling diamond necklace with oversized, clean-cut emeralds by Latique, Gurugram.



Tara Sutaria, tiered in ornate diamond Jhumkas from Annmol Jewellers and a classic bali that adds a distinct edge to its design language.



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