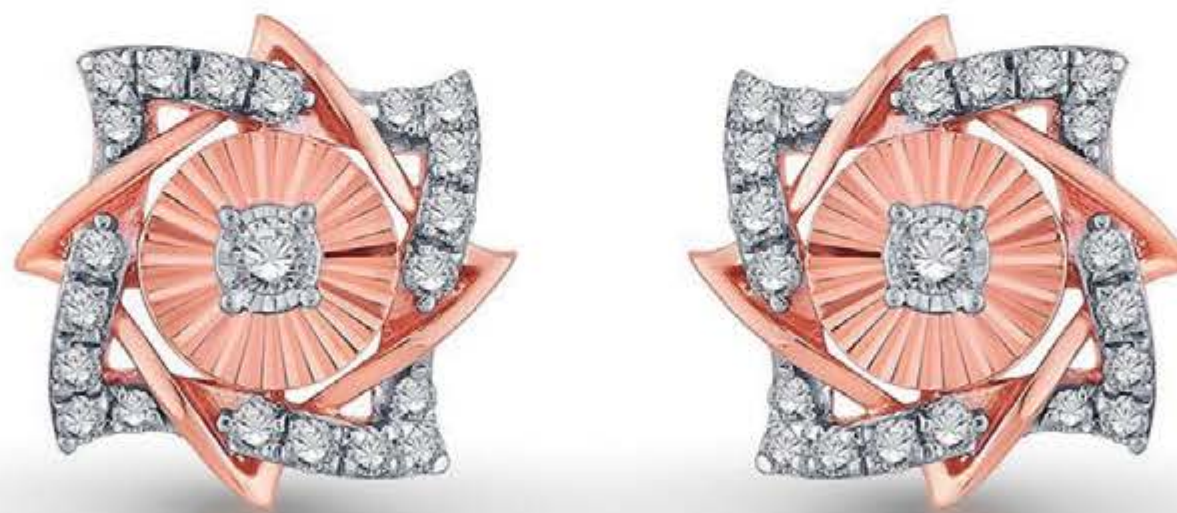


*#ContestAlert*

*Share a picture of the new beginning  
you wish to celebrate.*

*Tell us your story.*



*#ToNewBeginnings*

## Reliance Jewels rekindles memory lane of followers via #ToNewBeginnings campaign

Reliance Jewels have recently started a campaign raising a toast to all new beginnings. The #ToNewBeginnings campaign started with the brand urging followers to share their treatises on new journeys. ‘Celebrate your first job with us’ mentioned one of the communications from the brand, urging people to be nostalgic about their first experience, that zeal of proving oneself inside an office after getting an appointment.

**(RJ Exclusive)**

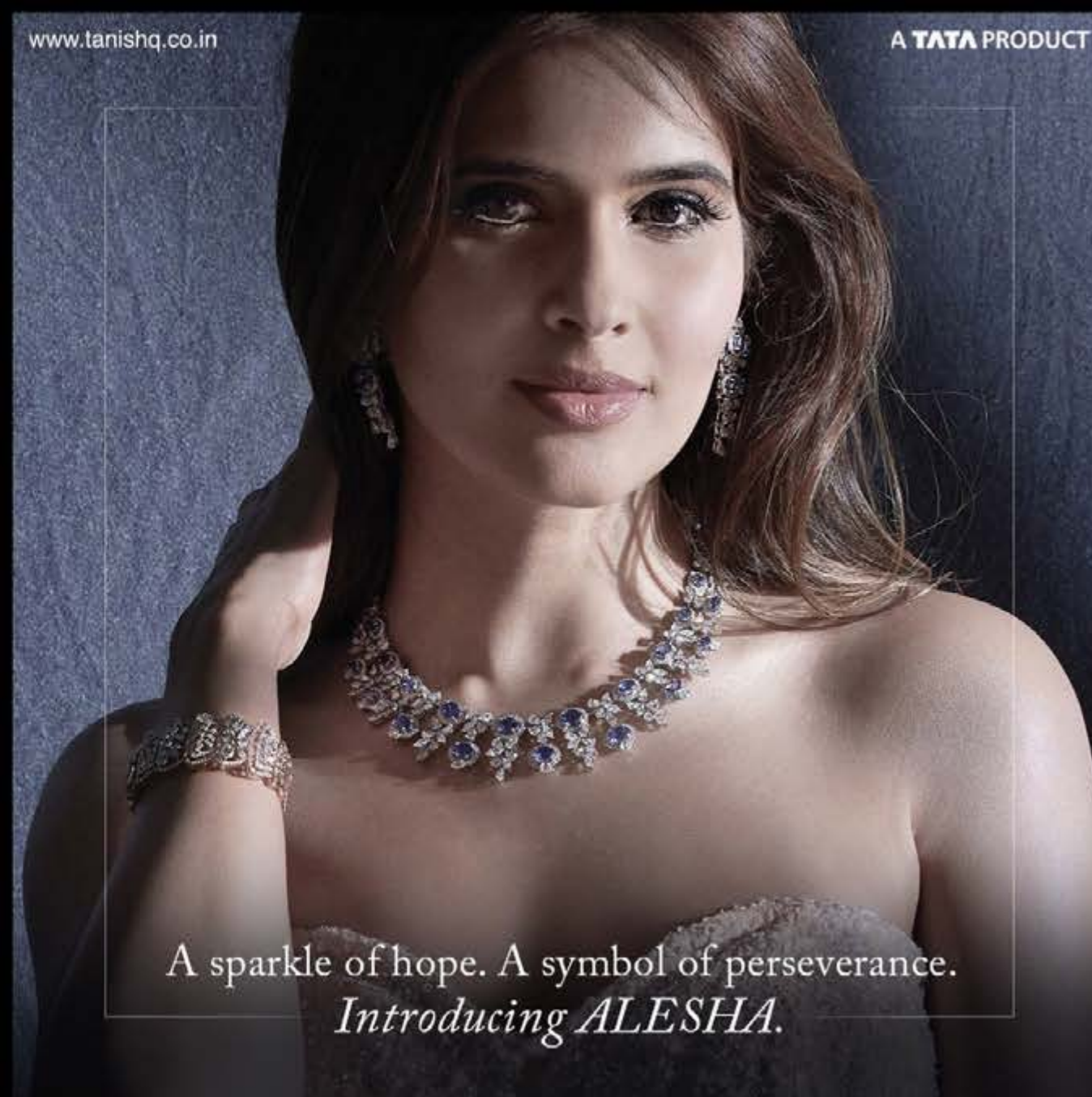
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## Every woman a diamond, Tanishq's latest campaign unveils unknown gems in women

Tanishq has taken a stand to spot the diamond-like shine in select personalities across the walks of life through the 'Every Woman A Diamond' campaign. The brand-new campaign started with a brilliant sneak-peek, in which Tanishq released highly contrasted images of the people and the jewellery adorning the same. Before announcing the name of the campaign, the teasing images gave just the right amount of exposure to the darkened faces, while keeping the luminosity in the jewellery intact.

**(RJ Exclusive)**

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# **BUDGET 2022**

## **Reforms Optimise G&J Sector For Peak Performance**

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## **Budget reforms optimise gems and jewellery sector for peak performance: GJEPC**

**MUMBAI**

GJEPC congratulates the government of India for presenting a strong pro-reform and export growth-oriented Union Budget. The Indian gem & jewellery sector is one of the leading contributors to the national economy and the country is the undisputed leader in diamond processing. GJEPC hopes to replicate this success in the jewellery vertical, too, and help India become the 'Jeweller to the World'.

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## **It would take 18 years to deplete underground reserves unless new discoveries are made: WGC**

Gold witnessed a complex demand pattern globally with depleting reserves and demand rising by 10 percent in 2021. With a near 50 percent year-on-year increase, World Gold Council, in its latest report, pegged a massive demand spike of 1,147 tonnes of gold in the last quarter of 2021, which is the highest level since the second quarter of 2019.

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## **Jewellery prices set to come down with govt reducing import duty on cut and polished diamonds**

Prices of diamond-studded jewellery are set to come down with the government reducing the import duty on cut and polished diamonds in the budget. Even prices of other gemstone studded jewellery are expected to come down as the duty has been reduced on cut and natural gemstones. Simultaneously, the move will also increase exports of diamond-studded jewellery in India.

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## **GJEPC's Foreign Trade Policy recommendations to make India the gem & jewellery repairing hub of the world**

**MUMBAI**

Post the pandemic, the Council is in discussion with the Commerce Ministry to work out important policy facilitations in the Foreign Trade Policy 2021-26 in terms of formulation of a repair policy for jewellery which has the potential of turning India into a repairing hub of jewellery in the world. Such policy measures will ensure that the skills of Indian artisans are utilised internationally and the servicing hubs of major jewellery brands can be stationed in India.

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## Investors eyeing platinum while the price is lower than gold: ABC Bullion

Investors are keen to buy platinum while it is trading for less than gold on a per ounce basis, with demand being driven by both investors and industrial off-takers. The inelasticity of platinum supply is a characteristic that adds to the long-term investment upside potential that investors see in this metal. Investors are using platinum to diversify their precious metal portfolios to gain exposure to different aspects of the global market.

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## **Focus is on strengthening omnichannel retail strategy: Ahammed MP, Malabar Gold & Diamonds**

Malabar Gold and Diamonds launched 22 showrooms in January, and Ahammed MP, Chairman, Malabar Gold and Diamonds says that the retail major plans are to reach 750 showrooms by 2023. He adds that post-pandemic, customers are open to experimentation and he is optimistic about the road ahead.

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## **Kalyan Jewellers India Limited recorded PAT of Rs. 135 Crores with revenue growth of 17% in Q3FY22**

**THRISSUR**

Kalyan Jewellers India Limited recorded a consolidated PAT growth of 16% and a revenue growth of 17% over the same quarter of the previous year. Total revenue for the quarter was Rs. 3435 crores, compared to total revenue of Rs. 2936 crores for the same period during the last financial year.

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## Tanishq's go-to Valentine's Day jewellery gifting guide to give her a #GiftOfChoice

On the occasion of Valentine's Day, Tanishq has specially curated a jewellery guide as per the personality traits of women so that the customers can truly celebrate the occasion with their loved ones by giving a meaningful gift that can be treasured forever. For a lady who has an appreciation for timeless jewellery, the brand suggested diamond bracelets, rings or earrings.

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## Gold demand hits highest level in more than two years

The World Gold Council's latest Gold Demand Trends Report revealed that annual demand (excluding OTC markets) has recovered many of the COVID-induced losses from 2020 to reach 4,021t for the full year in 2021. Demand for gold reached 1,147t in Q4 2021, its highest quarterly level since Q2 2019 and an increase of almost 50% year-on-year, according to the World Gold Council. Gold bar and coin demand rose 31% to an 8-year high of 1,180t as retail investors sought a safe haven against the backdrop of rising inflation and ongoing economic uncertainty caused by the coronavirus pandemic.

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## **Indian consumers have rekindled their interest in jewellery which is a glimpse of a positive future**

In an exclusive conversation with The Retail Jeweller, Jayant Kulkarni, Managing Director-India, HRD Antwerp shares the company's vision for India and the services they are currently offering in the country.

India's gem and jewellery industry are one of the largest in the world with a contribution of 6 – 7% towards the GDP of India. Post the unprecedented global crisis, the industry is returning to normalcy with the festive and marriage season being the main pull factors in India. Indian consumers have rekindled their interest in jewellery which is a glimpse of a positive future.

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