



## NAC Jewellers grabs attention of elite buyers with Lotus Lounge in Chennai

NAC Jewellers has refurbished the brand in a grand fashion. Strategising its look and feel, the brand has come up with a luxury lounge. Named Lotus, the lounge is spread around an area close to 2000 square foot inside the brand's flagship store. The lounge features NAC Jewellers' finest signature collections and bridal designs.

**(RJ Exclusive)**

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## AVR Swarnamahal's Toys for Boys range excites male jewellery lovers

AVR Swarnamahal has been promoting their men's jewellery range for over three years and their persistence has paid off. Ranging from 14 carat, 18 carat to 22 carat, studded in zirconias, diamonds, the chains in this range do excite every man. There is one gold chain that mimics the movement of a bullet fired from a gun.

**(RJ Exclusive)**

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## Kohar by Kanika's reel on jewellery pricing sets industry precedent, informs buyers uniquely

Kohar by Kanika has recently released a strong reel about jewellery pricing and its preconceived notions. The reel is strong, just like its in-your-face background track that explains in colloquial English why it 'costs that much'. The video breezes through the mind-boggling hours put in by karigars of the brand who handcraft each piece.

***(RJ Exclusive)***

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# Jayshankar Gems



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## Mia becomes the shine partner of NH7 Weekender, impresses party people

The world is back on the streets and if better sense prevails in social distancing and Covid safety precaution, grand physical events will be back on the cards, just like the NH7 Weekender that took place on March 26 and 27. Interestingly, Mia by Tanishq has partnered with the event to give a much-needed beauty break amidst the party fever.

**(RJ Exclusive)**

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## Joyalukkas India files Draft Red Herring Prospectus for Rs 2,300 crore IPO

**NEW DELHI**

Joyalukkas India Ltd has filed preliminary papers with Sebi to raise Rs 2,300 crore through an initial public offering. It will use the net proceeds worth Rs 1,400 crore for the repayment or prepayment of borrowings, in full or part of all or certain borrowings for the company and Rs 463.90 crore for financing the opening of eight new showrooms.

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## Piyush Goyal inaugurates the India Jewellery Exposition Centre in Dubai, a project of GJEPC

**DELHI**

Dubai: GJEPC recently unveiled the first of its kind The India Jewellery Exposition centre in Dubai. IJEX is a Global Business Touchpoint especially for GJEPC members to connect with international buyers. The centre was inaugurated by Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Government of India Piyush Goyal.

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## **London Bullion Market Association and World Gold Council announce the launch of the Gold Bar Integrity Programme**

London Bullion Market Association and the World Gold Council are collaborating to develop and implement an international system of gold bar integrity, chain of custody and provenance. Over time, this will help consumers, investors, and market participants to trust that their gold is genuine and has been responsibly and sustainably sourced.

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## **Kalyan Jewellers to appoint former CAG Vinod Rai as chairman**

Kalyan Jewellers recently announced appointment of Vinod Rai as the chairman and independent non- executive director on the board of the company. The appointment will be subject to obtaining requisite regulatory and shareholders' approvals. TS Kalyanaraman will continue as managing director on the company's board.

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## **CEPA will propel India's jewellery exports to UAE to over \$10 billion annually, says GJEPC**

GJEPC has said that with the signing of India-UAE Comprehensive Economic Partnership Agreement, India's gem & jewellery sector would achieve annual exports of more than \$10 billion to UAE. As per the pact, the import duty on Jewellery exports to UAE from India has been reduced from 5% to 0%. The volume will increase to 200 tonnes in five years.

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## Gender-fluid jewellery is here to stay

In India, from street-style influencer Dheeraj Reddy, who effortlessly layers link chains with his urban-grunge outfits, and gender-fluid influencer Joan Dominic Rai's androgynous looks featuring chunky craft-rich jewellery, to influencer Nikhil Kandhari's sleek chains and beaded necklaces paired with his laid-back approach to menswear, jewellery is taking on a new meaning on the axis of gender.

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## Gems and jewellery sector plays key role in achieving PM Narendra Modi's \$400 billion export target

**MUMBAI**

The gem & jewellery industry has been working earnestly to contribute to the ambitious target of \$400 billion of goods exports set by the PM Modi. For the year-to-date period of April 2021–Feb 2022, India's overall gross exports of gems & jewellery at Rs. 263885.85 crore is showing a growth of 12.19% as compared to Rs. 235219.79 crores during April 2019 to February 2020.

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## India imported 651.24 tonnes of gold in fiscal 2020-21

India imported 651.24 tonnes of gold in financial year 2020-21 as compared to 719.94 tonnes in the year-ago period, the government has recently said. In a written reply to the Lok Sabha, Minister of State for Commerce and Industry Anupriya Patel said the imports stood at 982.71 tonnes in FY 2018-19.

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