



## Tanishq becomes first Indian jewellery brand to launch a collection in Metaverse

Tanishq became the first Indian jewellery brand to establish its Metaverse footprint. On April 7, the brand launched its latest collection called 'Romance of Polki' on the metaverse. It was indeed a wonderful experience as many media persons had a first-hand experience of accessing the latest offering in virtual reality by Facebook.

**(RJ Exclusive)**

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## India Gem & Jewellery Show 2022 unfolds to its full glory at Jio World Convention Centre, Mumbai

**MUMBAI**

The All India Gem and Jewellery Domestic Council has successfully brought together the whole industry with the most comprehensive jewellery trade show at Jio World Convention Centre in Mumbai. Spanning over 4 days, with over 600 exhibitors with 1277 booths and more than 12000 registered visitors the show is all set for a roaring success.

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## **Men of Platinum strengthens its association with cricket's shining star KL Rahul**

As part of its latest campaign during this cricketing season, the brand has strengthened its association with one of the game's brightest stars, KL Rahul. The brand has released a film with KL Rahul as part of its #MomentOfTruth campaign. This film offers a tiny peek into what it takes to play the game like a true sportsman.

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## Nitin Gadkari graces the India Gem & Jewellery Show on second day at Jio World Convention Centre

**MUMBAI**

Nitin Gadkari, Union Minister for Road Transport & Highways, Government of India, graced the 'India Gem and Jewellery Show (GJS 2022)' on the second day at Jio World Convention Centre. He powerfully showed confidence and trust in the jewellery industry for India's vision for achieving the goal of a USD 5 trillion dollar economy.

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## Retail jewellery may see growth moderation in FY23: India Ratings

Ind-Ra maintains its view that the sector demand is likely to grow 30 to 35% yoy in FY 0222 because of a low base and a strong recovery in demand, supported by the traditional factors driving jewellery purchases. The industry witnessed a strong revenue growth of more than 50% in 9MFY22, driven by a lower base effect, and pent-up demand during festive and wedding seasons.

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## Jewellers to spend more as buyers flock back to stores in India

Jewellers in India are shaking the dust off their expansion plans this year as sales in the second-biggest market are set to increase even more after almost doubling in 2021. Sales in the country have just started recovering as fears of the pandemic eased, according to the World Gold Council.

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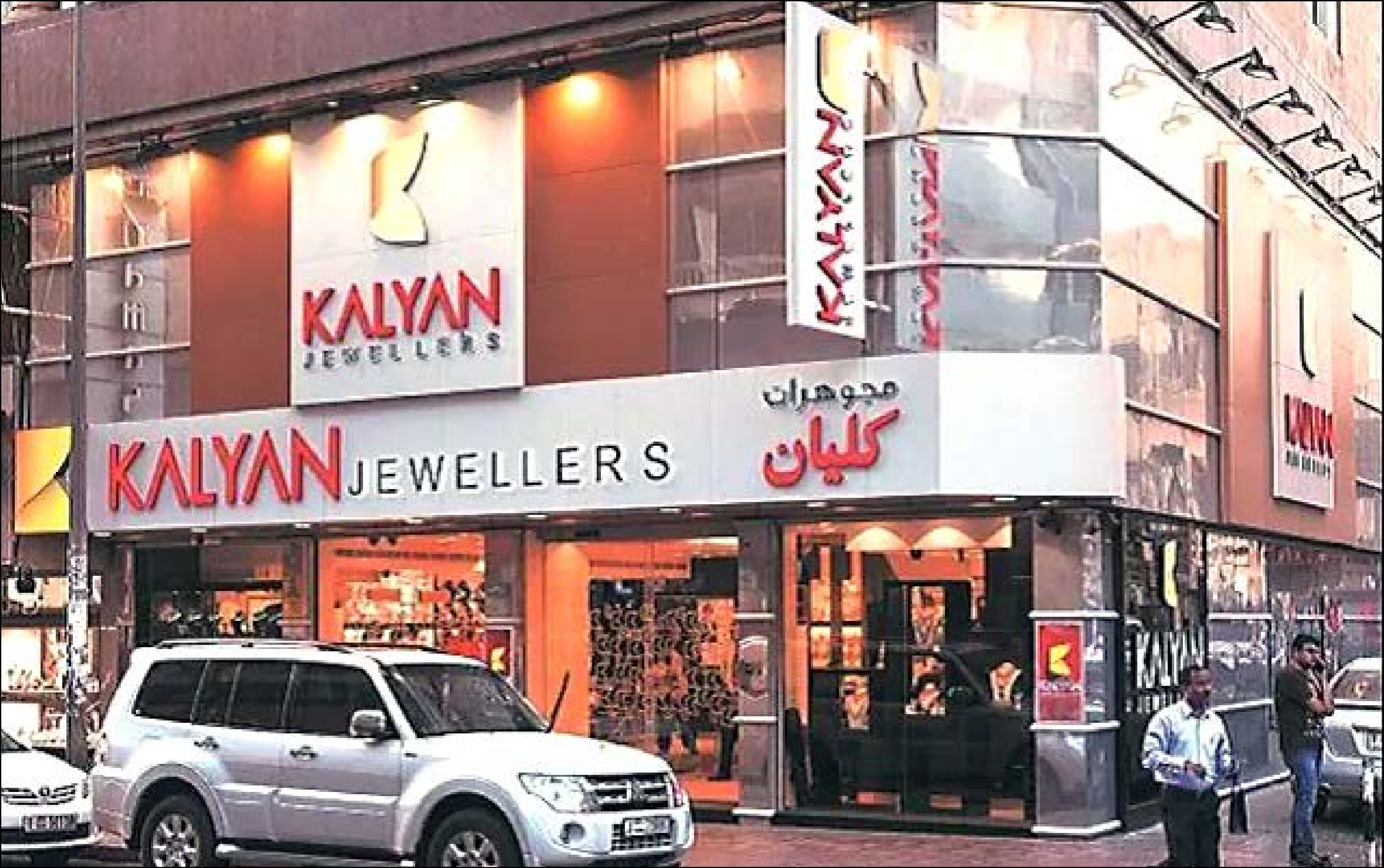
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## Kalyan Jewellers to raise up to \$200 mn, overseas bond gets S&P 'B' rating

Kalyan Jewellers will raise up to \$200 million through its subsidiary, Kalyan Jewellers FZE, to refinance old debt. The subsidiary will issue senior US dollar-denominated fixed-rate notes (bonds). Proceeds from the notes will be used for refinancing borrowings, payment of transaction fees, and general corporate purposes.

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## India secures preferential access for jewellery products in Australia

The government has secured preferential access for Indian gems and jewellery products in Australia through the recently executed India-Australia Comprehensive Economic Cooperation Agreement. Currently India-Australia has a significant bilateral trade of USD 950 million for gem and jewellery commodities. Key commodities that are exported to Australia are gold jewellery plain and studded and polished diamonds.

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## **Shraddha Kapoor urges women to opt for gold jewellery for everyday use in Melorra's TVC**

Melorra has unveiled its new TVC with actor and influencer Shraddha Kapoor. The company is urging women to break the shackles and choose fashionable gold jewellery for all day, every day. Melorra's quirky TVC provides respite to the age-old concept of buying jewellery to only be stored in lockers and presents options for every day and outfit.

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# Jayshankar Gems



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## **JMAIIE – India’s first and Asia’s biggest expo on jewellery machinery commences from 5-8 April at BEC, Mumbai**

**MUMBAI**

KNC Services organizes Asia’s biggest and first-ever exclusive show for jewellery machinery and allied products /services in India – ‘JMAIIE 2022’. The show is powered by JMA Forum and will be the largest show with more than 500 companies exhibiting their latest technology. The event will also have leading companies participating from countries like Germany, Italy, Hong Kong, Thailand and Turkey.

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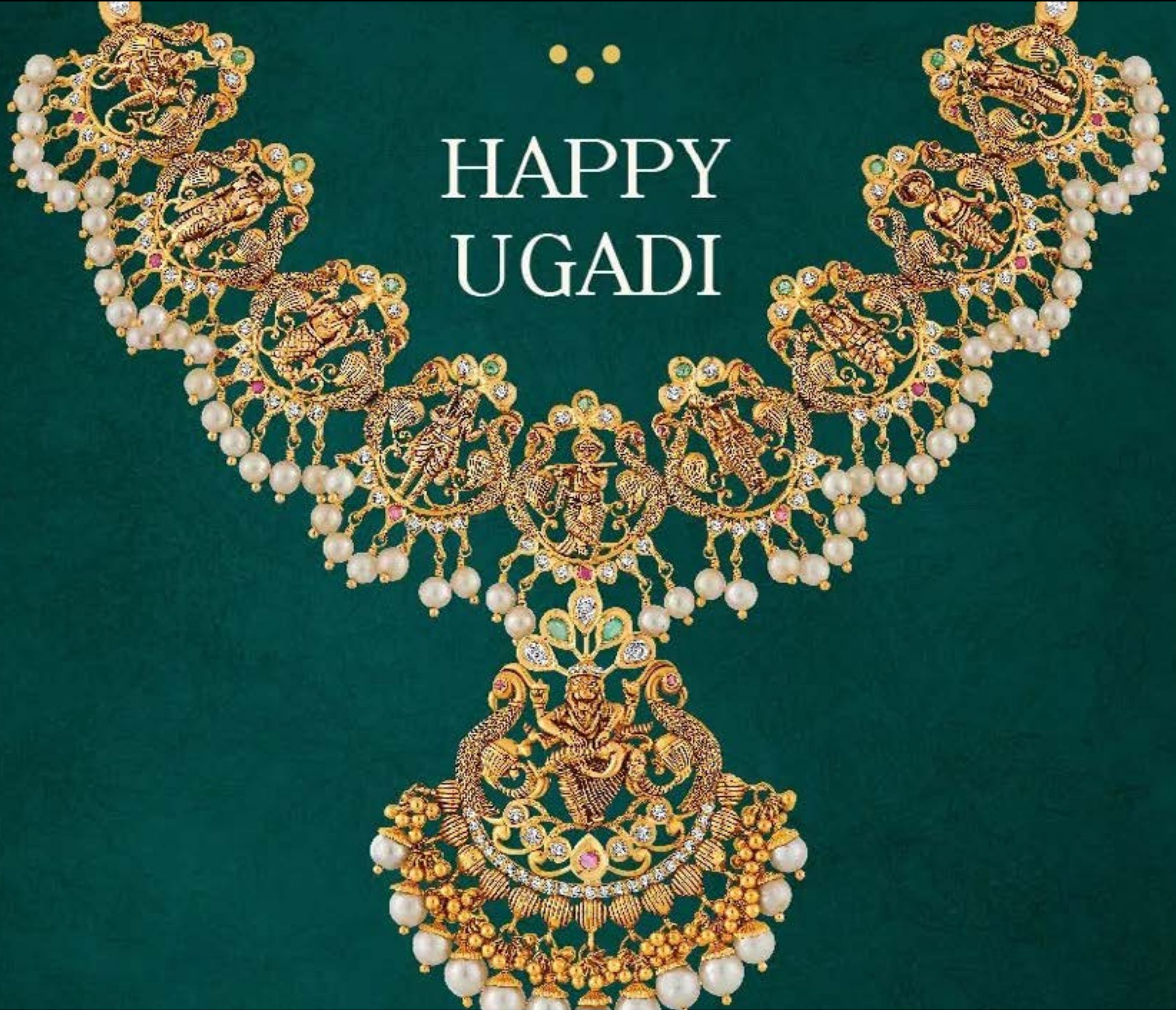
## Spotlight on opportunities and advantages for regional brands in the gold industry

According to experts, trends in jewellery making keep on changing with demand for customisation rising. They are clear about their preferences and are keen on getting things done their way. Despite branding and standardization becoming a norm across the country, the regional jewellery chain shops are carving a niche and have a bright future.

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## **Reliance Jewels celebrates Gudi Padwa and Ugadi with special collections of Mangalsutras and Gold Temple jewellery**

Reliance Jewels has launched a special collection in honour of Gudi Padwa and Ugadi. The designs are inspired to bring people of the community together and to celebrate the joyous occasions. Each mangalsutra design is carefully designed to remind you of the true meaning of the festivities and to celebrate with one another.

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## **PNG Jewellers announces a 45-day extravaganza to celebrate new beginnings this festive season**

**PUNE**

KNC Services organizes Asia's biggest and first-ever exclusive show for jewellery machinery and allied products /services in India – 'JMAIIE 2022'. The show is powered by JMA Forum and will be the largest show with more than 500 companies exhibiting their latest technology. The event will also have leading companies participating from countries like Germany, Italy, Hong Kong, Thailand and Turkey.

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## Alrosa leaves jewellery sustainability group after exodus of companies

The Responsible Jewellery Council has recently issued a statement that Alrosa suspended its membership with the organization. This came days after an exodus of some of the world's largest luxury jewellery and watch companies—including Pandora, Richemont, Kering, Watches of Switzerland and smaller firms such as British jewellery brand, Monica Vinader.

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## GJC's first-ever B2B Expo hits the right chord among the retailers and is a mega hit

### MUMBAI

All India Gem and Jewellery Domestic Council organized its first-ever mega B2B expo 'India Gem & Jewellery Show, GJS 2022' which turned out to be a great success. The event witnessed footfall of more than 16000 visitors from across India as well as foreign nations. The show had over 600 exhibitors with 1277 booths.

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Published by Retail Jeweller, Mumbai (India)

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