



## Akshay Tritiya 2022 recovers from pandemic downtime with higher gold imports and jewellery sale

Fingers crossed, as the gem and jewellery industry is showing strong signs of recuperation from pandemic-induced demand damps. This Akshay Tritiya has been promising for jewellers across the country as the Confederation of All India Traders has claimed that business worth Rs 15000 crore was recorded this year. That is a jump from the pre-pandemic heydays of 2019's statistic when gold worth Rs 10,000 crore was sold.

**(RJ Exclusive)**

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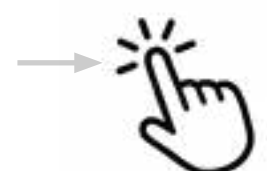


## Anmol Jewellers lights up Instagram with anniversary-special series on 36 iconic designs

Anmol Jewellers is making their presence felt on Instagram whilst celebrating 36 years of business. To commemorate the glorious journey undertaken, the brand is promoting 36 unique designs that has made the jeweller become an international phenomenon. Be it Shilpa Shetty Kundra's jewellery set including choker, hairpiece, peacock armband & kamar band, Shraddha Kapoor's emerald & rose-cut diamond necklace, Anmol Jewellers has left its mark distinctively.

**(RJ Exclusive)**

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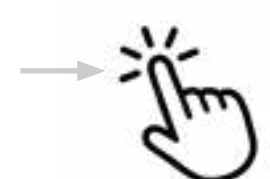


## Tanishq's new ad on motherhood gives a new direction on work-life balance

Brilliant campaigns touch hearts. And Tanishq has always been pretty good at that. When it comes to spread a message that goes beyond the periphery of regular jewellery promotion, Tanishq has made headlines. This time, the brand does for a brilliant ad to celebrate Mother's Day that has received a whopping 1.6 lakh views on Instagram within 2 days of its release.

**(RJ Exclusive)**

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## **Tata CLiQ Luxury forays into Fine Jewellery with the launch of De Beers Forevermark**

Tata CLiQ Luxury marks another milestone in offering the best luxury brands and experiences with the launch of De Beers Forevermark's fine jewellery on its platform. Nine trending collections will be available on the platform across various product categories, including rings, earrings, bracelets, pendants, nose pins and cufflinks.

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## Raveena Tandon inaugurates new PNG Jewellers store in Navi Mumbai

**PUNE**

PNG Jewellers inaugurated their new store in Navi Mumbai. This new store takes its global store tally to 35 and will offer a wide range of PNG's signature gold, silver and diamond jewellery in a 2500 sq. ft. state-of-the-art ambience.

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## **Senco Gold and Diamonds expands its presence in the North, launches its premium jewellery showroom 'D'Signia' in Chandigarh**

Senco Gold & Diamonds expanded its footprint in North India with the launch of its premium jewellery showroom – 'D'SIGNIA' in Chandigarh, Punjab. This is the first showroom by Senco Gold & Diamonds in Chandigarh and overall, eighth D'SIGNIA showroom in the country. This two-storied showroom will offer a wide range of elegantly designed jewellery collections for all occasions.

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## **Second phase of mandatory gold hallmarking shall come into force from June 01**

The second phase of the mandatory hallmarking of gold jewellery and gold artefacts shall come into force from June 01, 2022, which will cover additional three caratages of gold jewellery/artefacts, that is 20, 23 and 24 carats, the government release notified the order on April 04, 2022.

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## Indian gold jewellery consumers hold back buying on expectations of lower price

The World Gold Council's Q1 2022 Gold Demand Trends Report suggests that India's Q1 2022 gold demand declined by 18% to 135.5 tonnes, mainly due to the sharp rise in price of gold. The demand, however, stood at 165.8 tonnes in the same period. In terms of value, the demand for gold dropped by 12% as compared to Q1 2021.

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## 26% dip in jewellery sales in Q4 of FY 2022, says World Gold Council

**AHMEDABAD**

According to the latest report on Gold Demand Trends by World Gold Council, gold jewellery sales declined 26% during this quarter across the country as well. Total volume of gold sales went down 31% in the Q4 of FY 2022 against the corresponding quarter of FY 2021.

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## Platinum casts a supreme shine across domestic trade this Akshaya Tritiya

Akshaya Tritiya signifies wealth, prosperity and happiness, conferring endless fortune to those buying precious metals. The true, natural white of platinum symbolizes purity, wealth, power and strength. With a modern twist to traditional designs, the platinum jewellery range for this special occasion includes elegantly crafted deity pendants of Lord Ganesha and Aum, to other skillfully crafted pendants.

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# Jayshankar Gems



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## **Titan Q4 net profit falls 7% to Rs 527 crore, sales dip 1.14% to Rs 7,267 crore**

Titan Company Ltd on Tuesday reported a 7.21 per cent decline in its consolidated net profit at Rs 527 crore in the fourth quarter ended March 2022. Titan's revenue from the jewellery segment stood at Rs 6,843 crore in the January-March quarter of FY22, up 2.47 per cent against Rs 6,678 crore in the corresponding quarter a year ago.

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## **India-UAE CEPA comes into force from 1st May: Flags off the first consignment of gems & jewellery from New Delhi to Dubai**

**NEW DELHI**

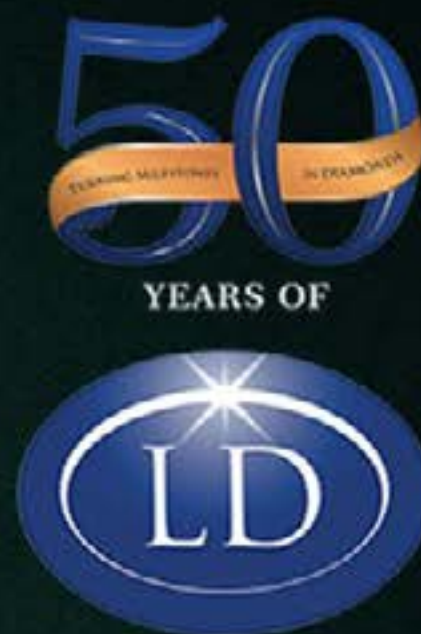
The flagging off ceremony of India-UAE Comprehensive Economic Partnership Agreement was recently held at Customs House/Cargo Complex, New Delhi International Airport. Hasmukh Parekh Jewellers, Emerald Jewel Industry India Ltd, Coimbatore and Malabar Gold Private Ltd became the three member companies of GJEPC who exported their consignments to the UAE.

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## **\$10b gold and jewellery imports from India to grow by another 50% after UAE CEPA deal: Malabar Gold & Diamonds**

**DUBAI**

India's gold and jewellery industry will be one of the first beneficiaries from the country's CEPA agreement, starting with the removal of the 5 per cent import duty into the UAE. The jewellery retailer became the first to receive a certificate to initiate shipments under the CEPA agreement, with the duty waiver.

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