



PN Gadgil and Sons creates history in Indian jewellery circle by launching Zapurza art and culture museum

PN Gadgil and Sons have launched their most anticipated exhibition of modern and medieval art and craft works with Zapurza Museum of Art and Culture. The museum comprises jewellery over two centuries old, artworks by legendary Maharashtrian artists ranging from Mughal era, Thanjavur's exclusive techniques and rare artefacts. Besides permanent and rotating exhibitions, there will be a platform dedicated for promotion of gifted Maharashtrian artists.

(RJ Exclusive)

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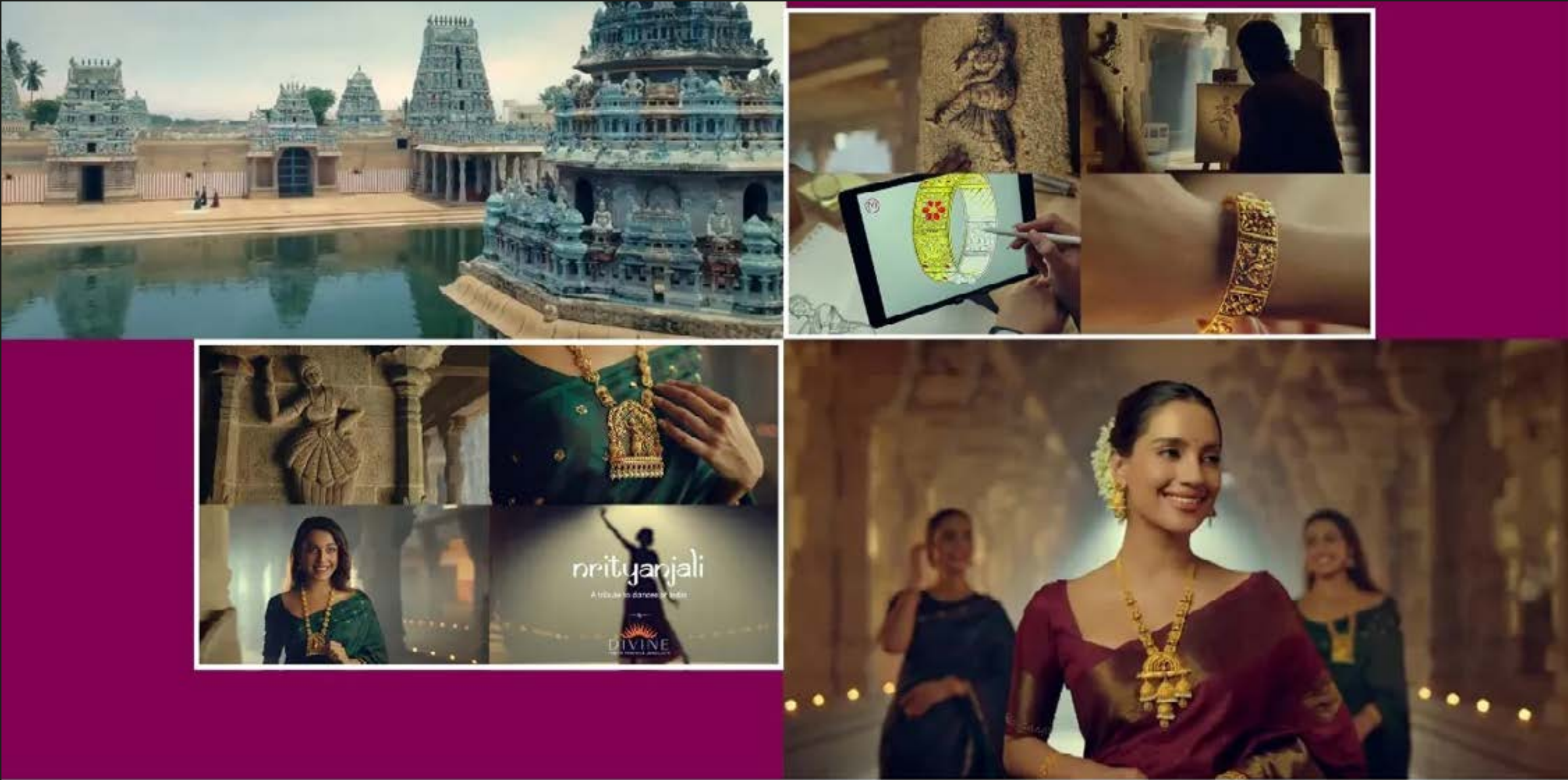
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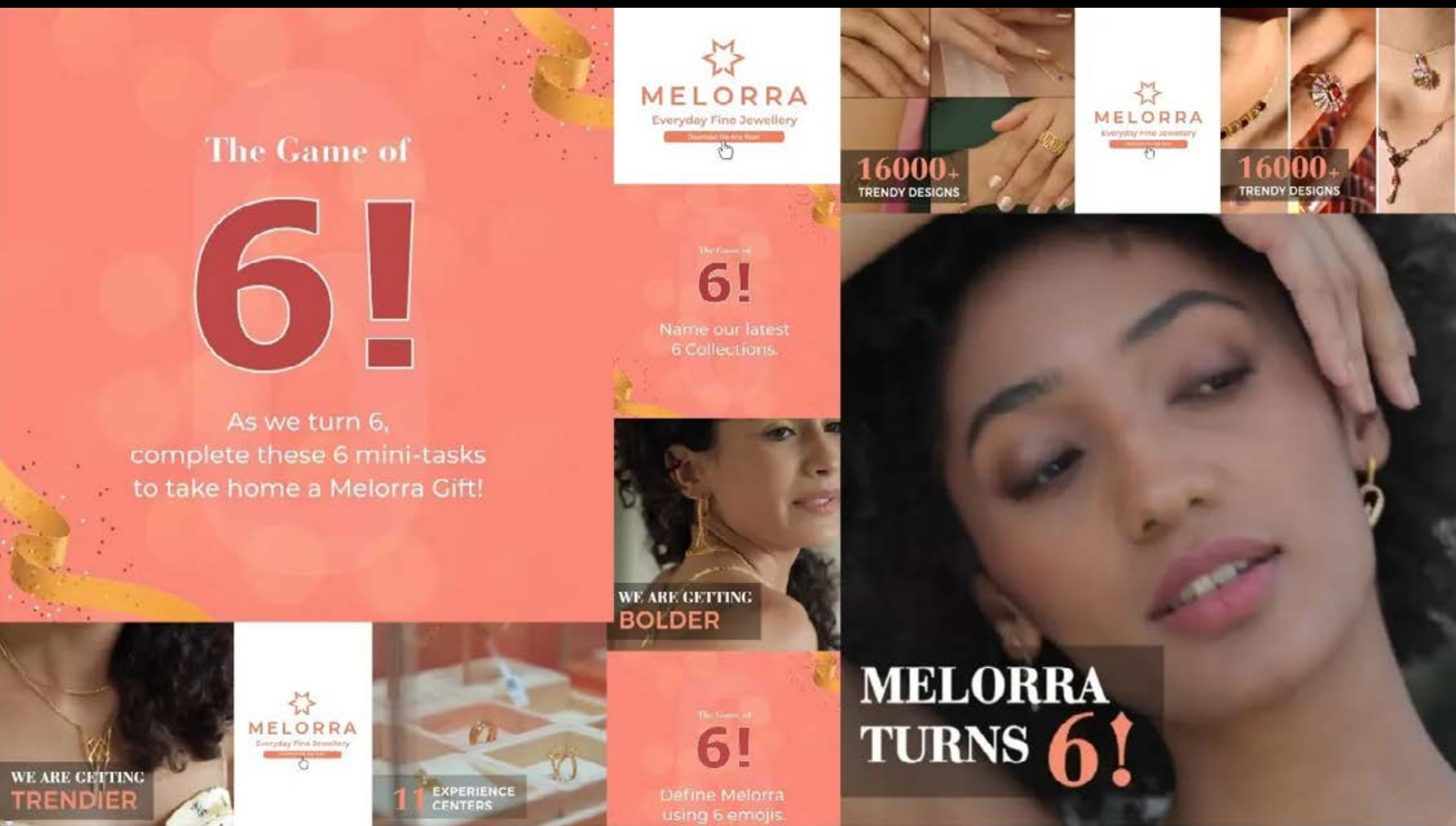
Malabar Gold and Diamonds' Nrityanjali range pays homage to Indian classical dance

Malabar Gold and Diamonds has launched a new collection called 'Nrityanjali', which pays homage to Indian classical dance. The look and feel of this collection is unique as instead of glorifying physical beauty, it focuses on beautifying the creativity of mankind.

(RJ Exclusive)

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Melorra strengthens recall value via Instagram contest on 6th anniversary

To celebrate the 6th anniversary of Melorra, the brand put up an interesting online contest called ‘The Game of 6’, for its followers. Calling it a birthday bash for the brand, Melorra teased its followers to get more friends and acquaintances interested about the six tasks one has to complete to win exciting gifts.

(RJ Exclusive)

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First Salary Gifts

CaratLane launches a first of its kind campaign on first salary gifts

MUMBAI

CaratLane has launched its latest digital campaign titled 'First Salary' dedicated to mothers. The campaign messaging reflects how we share most of our first achievements with our mothers – be it the first step, first word, first day at school and so on.

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GJEPC outlines growth potential of lab-grown diamonds at meet chaired by Piyush Goyal

MUMBAI

GJEPC officials were present at a meeting on the lab-grown diamond industry chaired by the Union Minister for Commerce & Industry; Piyush Goyal, in New Delhi. Colin Shah, Chairman, GJEPC, gave a presentation on the status of the LGD industry, the current market scenario and the potential for growth. The discussions also encompassed a proposal to include development of LGD machines under the PLI scheme.

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Yami Gautam Dhar represents the progressive Indian women in Aisshpra's latest ad campaign 'Main Pratha Bhi Hoon, Main Pragati Bhi'

Aisshpra Gems & Jewels launches the latest ad campaign 'Main Pratha Bhi Hoon, Main Pragati Bhi' featuring actor Yami Gautam Dhar, who represents the progressive Indian women of today. The campaign showcases Yami in an elegant saree where she is adorned with one of Aisshpra's iconic polki necklace sets from their Nazakat collection.

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PMJ Jewels host Vizag's grandest and biggest wedding jewellery exhibition

VIZAG

PMJ Jewels recently inaugurated Vizag's grandest and biggest wedding jewellery exhibition. The three-day exhibition cum sale will showcase PMJ's finest & never-seen-before designer jewellery range of 10,000+ handcrafted creations. The exhibition will display designs specially curated for the Vizag market.

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Jayshankar Gems



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MCX gets SEBI's nod to launch monthly gold options contract

MCX has received market regulator SEBI's approval to launch a monthly options contract on gold. Currently, options on gold are traded bi-monthly, aligning with the futures expiry. The monthly options contract will bring down the cost of trading as investors incur less carrying cost. The contract will devolve on the nearest running futures contract irrespective of its expiry.

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D2C gold jewellery startup, Melorra raises \$16 million in Series D; valuation doubles

Melorra has raised \$16 million as a part of an ongoing Series D funding round from Axis Growth Avenues AIF-I, SRF Family Office, N HN1 and existing investors. The newly raised funds will be used for strengthening brand marketing activities and rolling out more offline experience centres across the country.

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Volatile gold prices fail to dent jewellery sales

As the gold prices are expected to remain volatile in near future due to geopolitical tensions and uncertain global economy, leading UAE jeweller groups are confident of good sales growth during the summer season. According to them, the jewellery sales remained unaffected despite volatility in gold prices as buyers repose trust in the precious yellow metal as an instrument of safe haven asset.

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