



Shyam Sundar Co. Jewellers upholds development of children of a Tripura district through Swarnagram campaign

Swarnagram is a figment of Shyam Shundar Co Jewellers' larger goal of societal upliftment. The event involved the jeweller's remarkable initiatives to encourage physical recreation of school kids in Warengbati region of Gomati district in Tripura. A host of track and field sports, health camp, and dance performances involving students of Swarnagram Shikshalaya were conducted by the brand.

(RJ Exclusive)

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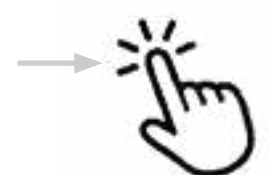


Nippy Jewellers retraces floral trails of Rajasthan for Enchanted Forest bridal

Nippy Jewellers has come up with a collection based on the forests of Rajasthan. Their Enchanted Forest Summer '22 collection is the latest dashing entrant in the semi-bridal and bridal segments with unforeseen floral and faunal motifs. With an average ticket price of Rs 3.5-5 lacs, the collection is providing a unique mix of colours in the bridal segment with a perfect balance in size and weight.

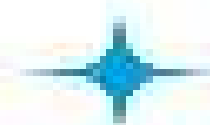
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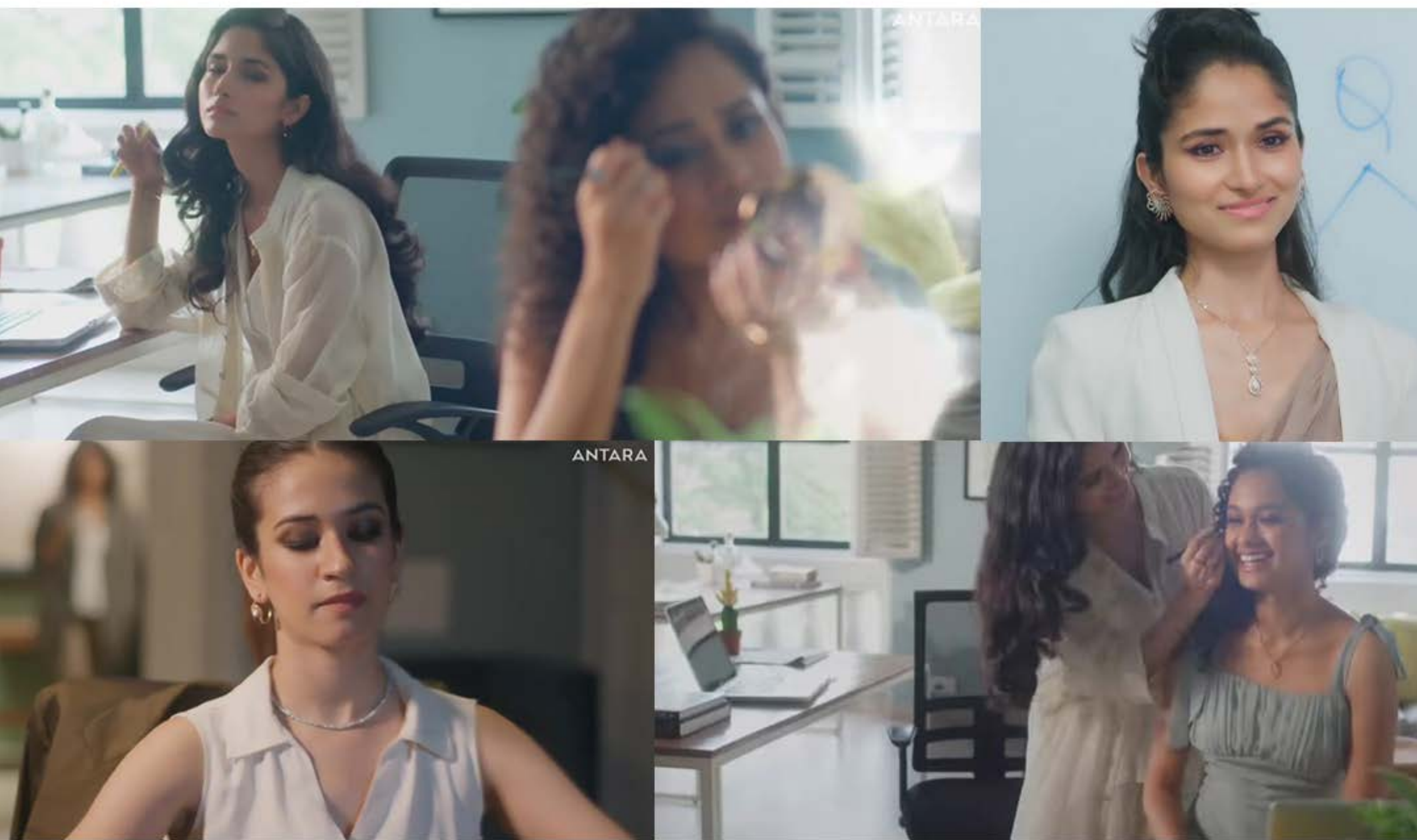
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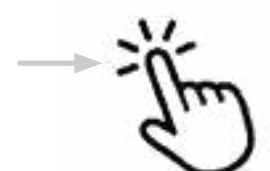


Antara Jewellery enhances inner shine of go-getter women via Diamond Diva campaign

Antara Jewellery is back on social media circles with their Diamond Diva campaign. The short commercial throws in several references of friendship, self-reliance and confidence that combine to build the diamond diva. Usually associated with physical beauty, the video shows three women dressing up for various reasons.

(RJ Exclusive)

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RBI issues norms for import of gold by qualified jewellers

The RBI recently came up with norms for facilitating physical import of gold through India International Bullion Exchange IFSC or similar authorised exchange by Qualified Jewellers in India. In addition to agencies nominated by the RBI and by DGFT, qualified jewellers, as approved by International Financial Services Centers Authority, were permitted to import gold in January.

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Jewellery TREND REPORT

2022



Natural Diamond Council launches the second edition of their jewellery trend report

MUMBAI

The Natural Diamond Council in India and the United Arab Emirates launched the second edition of the jewellery trend report offering insights and predictions on the natural diamond jewellery that is set to make statements in 2022. The report will serve as a guide to retailers in India and UAE, providing unique trend inspiration for the season ahead.

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GIA India launches Pearl Identification Laboratory in Mumbai

MUMBAI

GIA India recently announced the launch of its new pearl identification laboratory in Mumbai. The laboratory will not only provide an unbiased assessment of pearls, but also give Indian pearl dealers local access to a globally-recognised report. The new pearl lab location will offer the GIA Pearl Identification Report along with several add-on and specialty services.

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PNG Sons launches Prithviraj Jewellery collection for ‘Prithviraj’ movie

PUNE

PNG Sons has designed and created jewellery for ‘Prithviraj’ movie, based on the warrior king Prithviraj Chauhan’s battles with Muhammad Ghorī. The collection consists of authentic Rajputa jewellery such as necklaces, rings, earrings, bali, bangles, neckpieces, kada, bajiband, payal, brooch, etc., studded with kundan, jadau, pearls and made in gold.

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Arundhati Jewellers opens new store in Odisha

Arundhati Jewellers has added its new wing by opening its new flagship store of 6,000 sq ft area in the steel city of Odisha, Rourkela. The store consists of four floors with unique and exclusive collections of necklaces and bangles of more than 2,000 designs across traditions and cultures.

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To Collaborate with us contact - **Chirag Waghela**
+91 91672 52611 | +91 22 4173 1199 | chirag@retailjewellerindia.com

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