



Verma Jewellers lauds achievements of women pradhans in Himachal Pradesh via virtual

On the occasion of International Women's Day, Verma Jewellers held a virtual felicitation ceremony of 429 women pradhans in the state, titled 'Pride of Himachal'. The event highlighted the achievements of Women Pradhans and featured a prestigious panel discussion with the Pradhans who discussed the challenges faced by them and the difficulties they have overcome over the years.

(RJ Exclusive)

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Flashing celeb sightings of B Praak and Jaani in-store, Sunder Jewellers boosts consumer reach, footfall

Jewellery brands have always been working with B-town celebs for the largest possible reach to customers. But what adds the icing on the cake is when you have celebs buy from you at your showrooms. Sunder Jewellers, Chandigarh, has been doing it right for 5-6 years, and their latest Instagram story has in-store images of some of the biggest names in Punjabi entertainment today such as B Praak and Jaani.

(RJ Exclusive)

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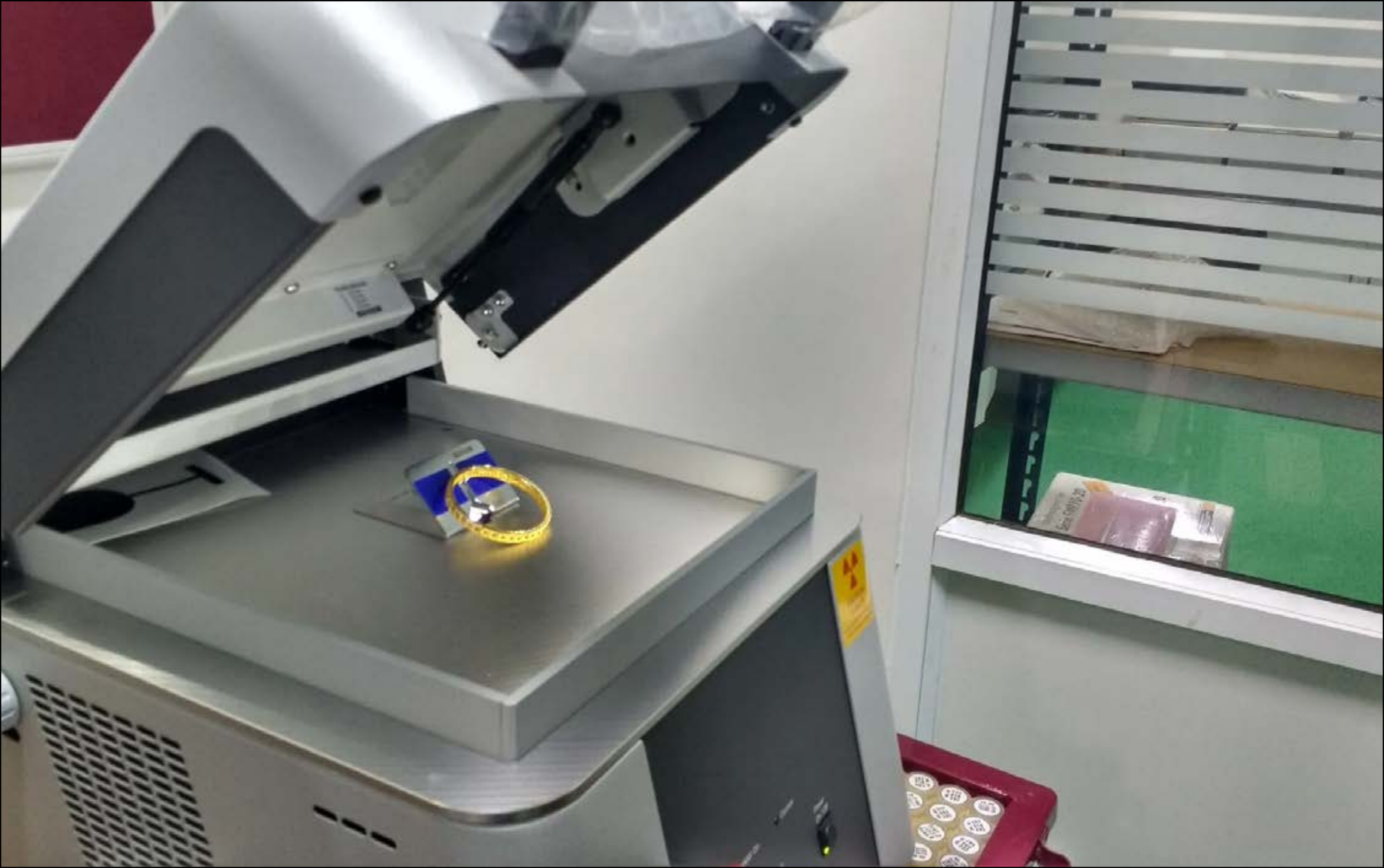


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Gold hallmarking still not available in 63% districts in India

AHMEDABAD

Nearly 63% of Indian districts are yet to get a gold hallmarking facility though the government is all set to roll out the second phase of the initiative which has included hallmarking of gold jewellery of 20, 23 and 24 carats. The second phase of hallmarking kicks off on June 1. At present, out of 773 districts in the country, only 288 districts have hallmarking facilities.

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In India's 'Diamond City', a hard push for lab-grown diamonds after Ukraine war

AHMEDABAD

A sharp decline in the import of rough diamond pieces to be processed by Surat's diamond industry after Russia invaded Ukraine has led to renewed efforts to encourage the use of lab-grown diamonds. India exports polished lab-grown diamonds to the USA, Hongkong, UAE, Israel, and Belgium. The USA accounts for around 67% of India's exports followed by Hongkong with a share of 14%.

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No Russian rocks as US companies want cast in stone guarantee

Jewellery retailers in the US, wary of unwittingly stocking diamonds sourced from Ukraine's aggressor Russia, have asked the diamond cutting and polishing units in Surat and Mumbai to mention the place of origin of the rough stones in their invoice. The US retailers have also sought a declaration from the Indian diamond processing units that they will not use rough stones sourced from Russia.

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IGI brings authenticated diamond jewellery to the capital city

The International Gemological Institute recently hosted an event titled the 'IGI D Show' also popularly referred to as the IGI Diamond Show at Gurugram. The objective of the show was to create awareness about accurate grading in diamond jewellery and the disclosure of its origin. Over 20,000 exclusive designs were unveiled for the upcoming wedding season.

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Kalyan Jewellers inaugurates showroom in Ithra Gold Souk, Dubai

DUBAI

Kalyan Jewellers launched its new showroom at the Ithra Dubai Gold Souk. This is the brand's 16th outlet in UAE. The new showroom will offer patrons the best of designs from Kalyan Jewellers' extensive range of collections and will also have a dedicated counter, "Muhurat" for wedding shoppers, showcasing bridal jewellery designs from across India.

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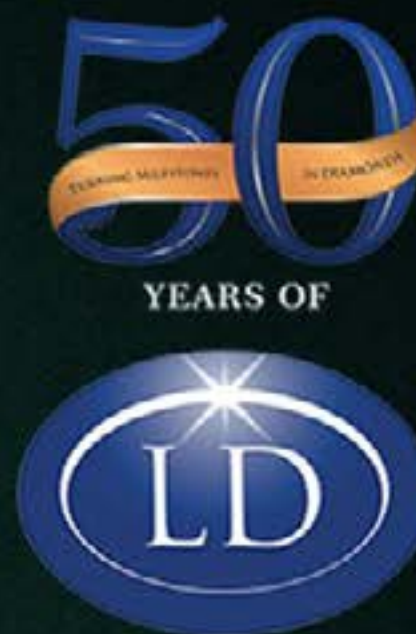
Gold to remain neutral to bearish, may test Rs 50,000; investors must wait for correction before going long

Gold has seen highs of \$2076 and lows of \$1790, recently, after it breached its 200-day moving average in January this year. Gold has historically struggled when the Fed hikes interest rates higher aggressively. So in the near term, we may see gold prices trading in its range of \$1800-\$1860. In MCX, trend is likely to remain neutral to bearish as prices are over 200-day moving average but below the 20 and 50-day moving average.

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Digital gold can be an ideal option in 2022

Gold has been considered a dependable option for several decades now. In fact, it isn't just physical gold that is in demand; digital gold is becoming increasingly popular, both for its portability and affordability. Further, with the digital revolution sweeping India, and several market players, such as Airtel Payments Bank, offering gold digitally, this is the go-to investment option today.

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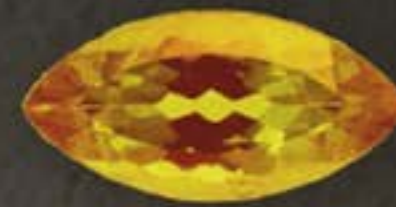
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Hiflyer Jewels offer its exclusive collection in Metaverse

Hiflyer Jewels has announced the launch of their exclusive collection on Metaverse. Hiflyer Jewels is already stepping foot into Metaverse Web 3.0, where the rate of a digital land is approaching 300K, thanks to a pendant made from Virgil Abloh's Optical Fiberlight Keepall. The brand has mainly gained traction with Bollywood celebrities like Ranveer Singh, Karan Johar and others.

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