



## Nrityabaran campaign by Abaran highlights design diversity of Indian classical dance forms

The campaign is Abaran's unified attempt to showcase its diverse inventory across bridal and semi-bridal categories. The brand has focussed on various forms of dance, namely Odissi, Mohiniyattam, Kuchipudi, and Kathak. In this ongoing campaign on social media, one sees short details on each of the dance form graciously presented by trained classical dancers.

**(RJ Exclusive)**

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## Kirtilals honeycomb teasers promote the design story of a new collection in a novel way, creates a big online buzz

A brand affords to take chances with promotion when it is confident of its strategy. Kirtilals is demonstrating such a trait with their current project. Started in the fag end of May, the brand took followers by surprise as it released a creative image of a honeycomb structure and a puzzle. The engagement of that static creative was remarkable with over 8.5K likes.

***(RJ Exclusive)***

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**Rahul Exports**

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**CARVING**



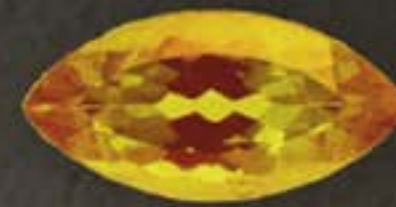
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## Tanishq's Real Brides of India campaign upholds personas beyond beauty

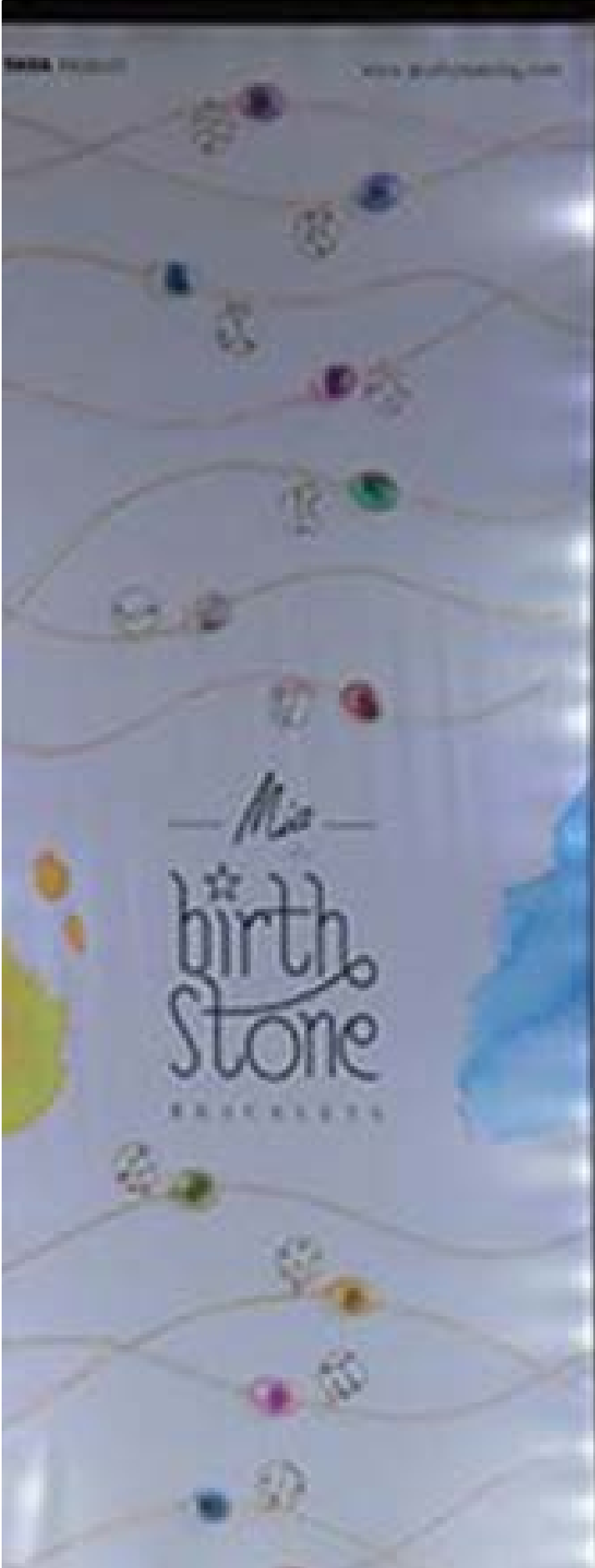
The 'Real Brides Across India' campaign by Tanishq brings into picture those women who are proud of themselves and their work. From models, chartered accountants, engineers, HR professionals, architects to yoga instructors and more, the campaign brought hardworking and talented professionals decked up for their D-days, across the country. Each of their bios described their preferences, daily schedules and so much more that gave a glimpse into the persona of the bride.

**(RJ Exclusive)**

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## Mia by Tanishq announces 100% recycled gold initiative

Mia by Tanishq announced the use of 100% recycled gold for manufacturing its jewellery. The brand has also unveiled various new initiatives toward building an inclusive jewellery brand with respect to the environment, resources and consumers. Mia's larger vision for sustainability includes initiatives and programs that contribute towards building a society with clean energy and a conscious lifestyle.

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dgjs

Delhi Gems & Jewellery Show 2022

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IIJS INDIA INTERNATIONAL JEWELLERY SHOW 2022

4<sup>th</sup> - 8<sup>th</sup> August

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## BlueStone launches four new stores in Delhi NCR

BlueStone recently announced the launch of four retail outlets in Delhi-NCR, taking the total count of their stores in the region to 18. All the four new stores house an exclusive collection of 450+ designs individually, handpicked by the merchandise teams across categories such as, necklaces, pendants, rings, earrings, bangles, solitaires, as well as jewellery for men and kids.

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## Narayan Jewellers dazzles at IIFA Awards 2022 with Sara Ali Khan, Ananya Pandey & Gauhar Khan adorning Narayan's Jewellery

Narayan Jewellers by Ketan & Jatin Chokshi dazzled at the IIFA Awards 2022, as Sara Ali Khan, Ananya Pandey & Gauhar Khan adorned exclusive designs from Narayan's Empress Collection. This collection is a part of their 'One in a million' range, in which no second piece is created of the same design. The collection includes cocktail earrings, studs, bracelets, rings and chokers.

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# Jayshankar Gems



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## Kalyan Jewellers announces the start of Mega-June Mela

**NEW DELHI**

Kalyan Jewellers recently announced the start of the annual Mega-June Mela. Through a one-of-its-kind '10 is now 10.5' offer, customers can register instant gains with every purchase of gold jewellery. On every purchase of 10-gram gold, customers will be entitled to receive an additional 0.5 gram. The additional gain on the overall purchase will be clocked against the making charges.

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## Gold discounts widen in India as prices rise, wedding demand cools

Gold discounts widened in India last week as demand faltered due to a rise in prices and a winding up of wedding season. Indian dealers offered a discount of up to \$9 an ounce over official domestic prices this week – inclusive of the 10.75% import and 3% sales levies, up from the last week's \$5 discount.

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## Gold imports surge 677% in May to highest in a year amid price corrections

**MUMBAI**

India's gold imports in May jumped 677% from a year ago to the highest level in a year, as correction in prices just before a key festival and wedding season boosted retail jewellery purchases. India imported 101 tonnes of gold in May, compared to 13 tonnes a year earlier. In value terms, May imports surged to \$5.83 billion from \$678 million a year ago.

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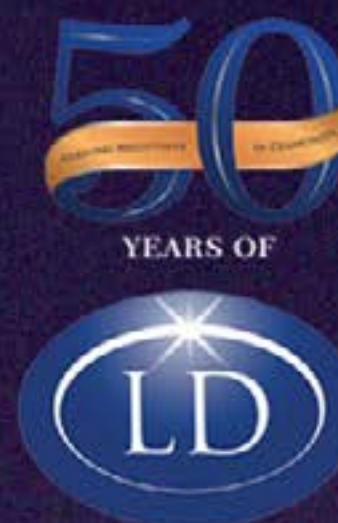
## Gold's haven appeal burnished by drumbeat of growth warnings

Gold may be heading for another rally, with warnings over a global economic slowdown paving the way for a fresh push toward \$2,000 an ounce. A potent mix of decades-high inflation, geopolitical turmoil and growing talk of recession should be bullish for the traditional haven. Bullion is down about 10% from a peak in mid-March, after the concerns that Russia's invasion of Ukraine might sprawl into a broader conflict dissipated.

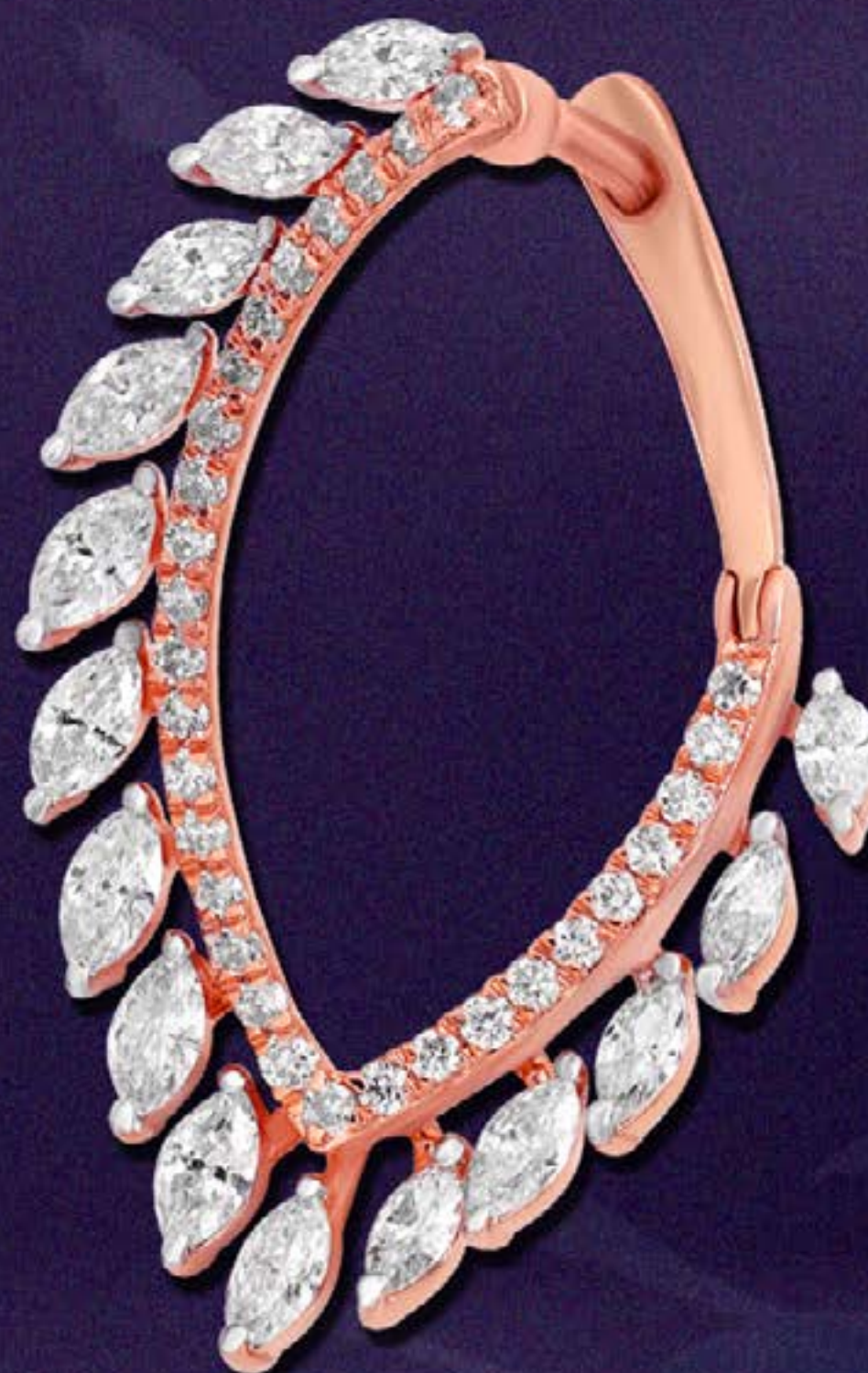
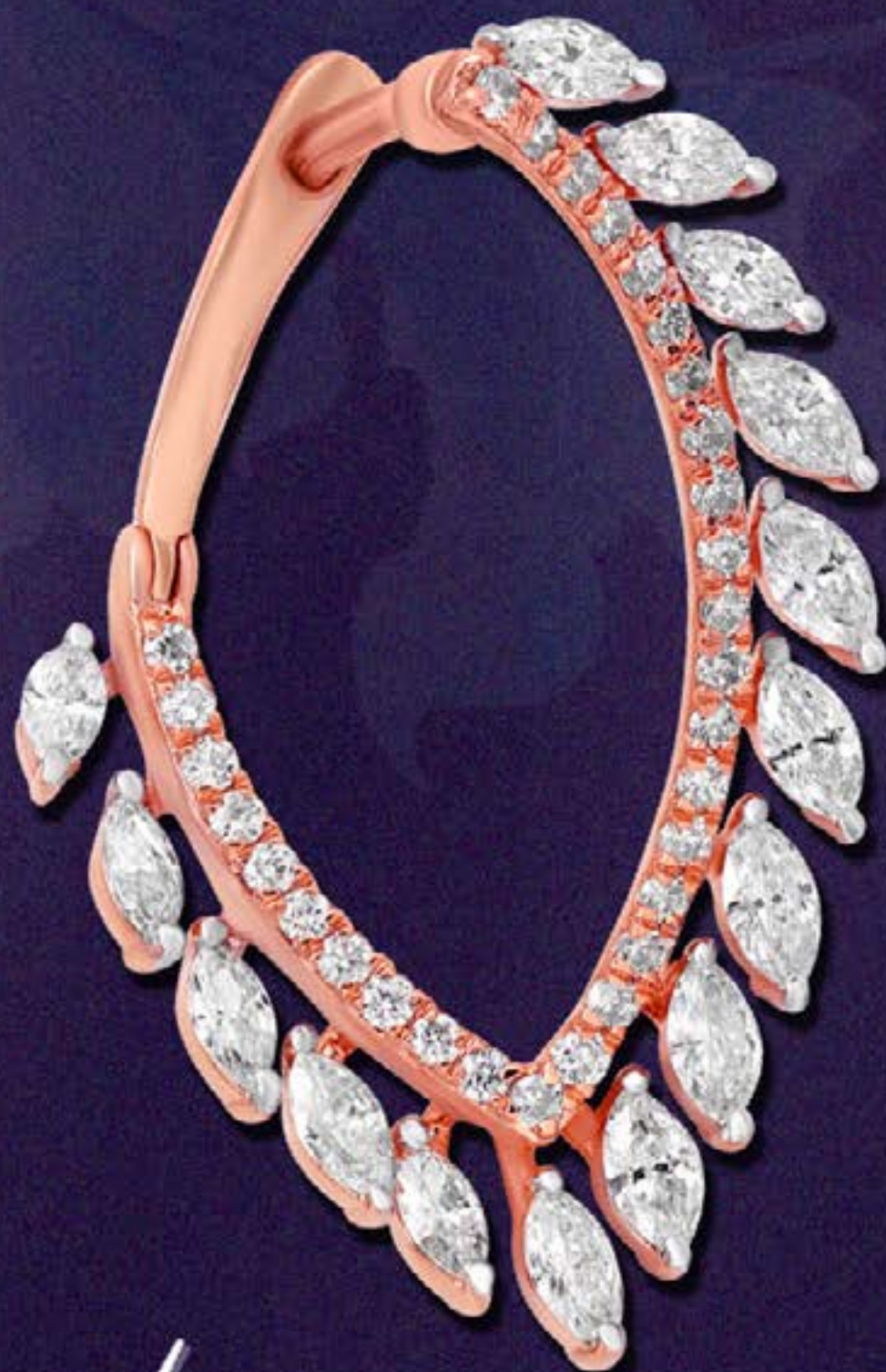
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## Malabar Gold and Diamonds commits Rs 9,860 crore investment in India

**NEW DELHI**

Malabar Gold & Diamonds will invest Rs 9,860 crore in India over the next three years under its 'Make in India, Market to the World' initiative. plans to open 500 new showrooms by 2025 creating employment for around 11,000 people, it said. Currently, Malabar Gold & Diamonds has over 280 showrooms across ten countries and 14 manufacturing units in five nations.

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# Last Date for Registration

## 15th June, 2022

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Meeta: 79773 81527 | Nagesh: 91672 52615

**Last date of submission:** 1st July 2022 | [retailjewellerindiaawards.com](https://retailjewellerindiaawards.com)





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## Natural Diamond Council forays into UAE; announces partnership with three leading jewellery retailers

MUMBAI

Natural Diamond Council announced a collaboration with Malabar Gold & Diamonds, Jawhara Jewellery and La Marquise Jewellery to advocate the 'Natural Diamond Dream'. Enhancing trust in the natural diamond industry, this collaboration will emphasize the ethical and sustainable business practices that create a lasting, positive impact in the sector, strengthening consumer confidence in natural diamonds

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