

THE **Retail Jeweller**

THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

Market

MAY-JUNE 2022



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INDIA'S E-COMMERCE JEWELLERY EXPORTS THROUGH COURIER ROUTE GETS WINGS: GJEPC



“We are heartened and extremely encouraged by the

Govern-ment's commitment to usher in a new era of gem and jewellery exports through e-commerce via the courier route. Of all the policy support the industry has received, the new e-commerce policy is unprecedented. I express my gratitude to our Hon'ble Finance Minister Nirmala Sitharaman for coming up with the SOP at the right time when there is a huge demand through e-commerce. So, sky's the limit for our export growth if we make the most of this golden opportunity.

Colin Shah,
Chairman, GJEPC

JEWELLERS DIVIDED OVER INFORMATION DISCLOSURE ON BIS CARE APP

The application reveals crucial information about the entire supply chain, which, say retailers, will be detrimental for the trade

In May, the Ministry of Consumer Affairs, Food & Public Distribution announced that the second phase of the mandatory hallmarking vide Hallmarking of Gold Jewellery and Gold Artefacts will come into force from June 01, 2022. The new notification has added two more caratages of gold jewellery/artefacts, namely 23 and 24 carats. It further stated that 32 new districts, wherein

an AHC has been set up post-implementation of the first phase of the mandatory hallmarking order, are now under the mandatory hallmarking regime. In its release, the ministry also maintained that customers can verify authenticity and purity of the hallmarked gold jewellery items by using 'verify HUID' in the 'BIS CARE app', which can be downloaded from the play store.



BIS CARE APP

A tool for Consumer Empowerment

Main features of the App

- Check the authenticity of the product with BIS mark by using 'Verify Licence Details.'
- Check the authenticity of Hallmarked Jewellery items with HUID number by using 'verify HUID'.
- Select 'Know your Standards' for information on any Indian Standard, licenses against it and laboratories for this product.
- You can also access products under compulsory certification of BIS & products under simplified procedure of licensing.
- Check the authenticity of electronic products with R-number by using 'Verify R-number under CRS'.
- Register complaints regarding quality of product or misuse of BIS mark by using 'Complaints'.

Download **BIS CARE APP** from Play Store

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Retailers react to the government's decision to enable consumers to check the authenticity of the ISI-marked and hallmarked products through BIS Care application

“We are going the extra mile unnecessarily”



One of the fundamental truths of our trade is that transparency increases the faith of the customers. By involving BIS, the gems and jewellery sector has already won the trust of the customers. However, by giving direct access to the customers, I believe that we are going the extra mile unnecessarily. According to me, the consumers should only be concerned

about the metal purity and not about the nitty-gritty of hallmarking and HUID, as they might get confused. So, I do not think that it is a wise decision to give direct HUID access to the consumers.

Amit Bandi,
CEO, DP Jewellers, Ratlam

“The decision is a trade secret violation”



Every business has its trade secrets which needs to be protected at any cost. No one will like to disclose such information online. Jewellery is not a white good, all brands don't offer similar products throughout the country. Many a times, jewellers use their labels on a few pieces. In the jewellery industry, every jeweller

has his sourcing mechanism and nobody would like to reveal it. The new policy will publicize the entire supply chain, which is not a good thing.

Sumeet Anand,
Owner, Punjabi Saraf Jewellers, Indore

“Will directly impact the sales of the retailers in a big way”



I believe that once the consumers will get to know the manufacturer's details, then there is a high chance that they might directly approach the makers to save additional costs. In today's world, information is available online and thus it becomes very easy for anyone to find out the details. We

might never know if the consumer is directly purchasing from the manufacturers or not. So, I think this decision will directly impact the sales of the retailers in a big way. I also feel that it will be a blessing in disguise for those manufacturers who want to earn some extra money directly from the end-customers.

Jatin Mor, Owner, Jatin Mor Jewels, Hyderabad

“Customers are not entitled to such information”



I think it will have a negative impact on those who have a design monopoly in the industry, as the customer will easily find out the manufacturers and makers of that jewellery, and pass on that information to others. This step will give customers access to information they are not entitled for.

Vikas Mehta, Director, Achal Jewels, Jaipur

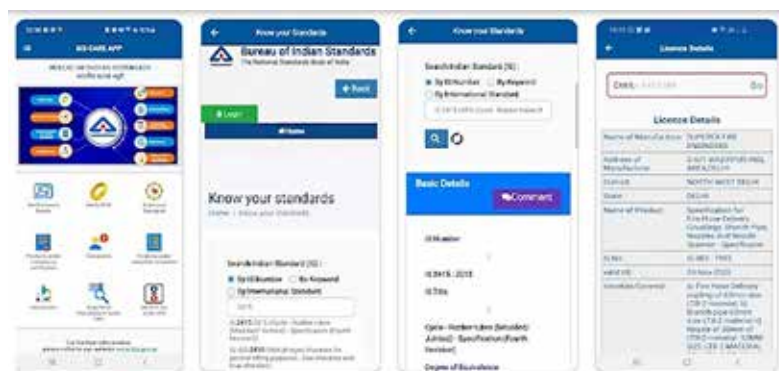
cover story - continued from page 1

PRIVACY VIOLATION

Majority of the retailers across the country have strongly objected to giving any delicate information directly to the consumers. According to them, every jeweller in the trade has resources that must be guarded from becoming known to competition and end users. It is not illegal and should be maintained at any cost. The jewellery supply chain involves a lot of processes, such as gold mining, product manufacturing to product finishing and finally selling the product to the end-customers. So, there is already a pre-defined system through which the jewellery business continues. However, if the consumers have all the information through the BIS app, it might expose the entire supply line and endanger the privacy of every retailer. More importantly, it will significantly erode the belief that a retailer is the sole creator of the product he is selling.

In today's time, there is high

competition in the market and every retailer is looking to offer unique designs to get the consumer's attention and increase sales. As a result, a retailer works with different sets of people, which involves local karigars as well as organized manufacturers. Sometimes,



they even trade among each other.

However, the consumers are only made aware of a retailer as the final source of the product. A retailer will also never like to reveal his team of karigars and manufacturer, as that

would compromise his exclusivity and uniqueness. A fellow jeweller or anyone else in the supply chain might use that disclosure of information to his/her own benefit.

BUYERS GO DIRECT

The retail community fears for a massive shift of consumers from retail to manufacturers in search of cost-effective product and service after gaining direct access to all the information in the BIS app. They also believe that the BIS app gives an undue advantage to the manufacturers. For example, consumers will surely attempt to surpass the retailers to reach the source in the hope of paying less. Many manufacturers have already

started reaching the customers directly and the BIS app will worsen problems for the retailers.

In today's time, inventory is the king. However, it is a costly affair for retailers to maintain a good inventory. Besides,

“Fails the privacy of the jewellery retail business”

I don't think that it's a healthy move by the government, as it foils the privacy of the jewellery retail business. Every retailer has his own safe zone. However, if you reveal all the details like that of the manufacturer of a particular product, there are high chances that the end-consumer might buy directly from manufacturers. In this scenario, why should a retailer open a showroom and stock inventory?

Sachitananda Pai,

Managing Partner, A Geeri Pai Gold and Diamonds, Kochi

“Information on manufacturer's identity is completely useless for the consumers”

Information related to hallmarking centres, where jewellery gets hallmarked, or the manufacturer's identity is completely useless information for the consumers. Information sharing must be guided by the actual needs of the consumers and the government should try to address the real challenges of the industry. A consumer is only interested in the quality of the product they are buying. A manufacturer must know that he/she cannot play the role of a retailer.

Ankit Lodha,

Creative Director, GIE Gold, Jaipur

“Retailers are unnecessarily worrying too much”

Due to the few past unfortunate incidents, the consumers have started doubting our industry. So, I believe that it is a good step by the government as it improves transparency and faith of the consumers in our industry. I feel that the concern of the retailers about the consumer bypassing them and directly purchasing from manufacturers, is unwarranted. Nothing of that sort will happen. I don't think there is any need to keep anything secret from our customers.

Rajendra Zaveri,

Director, RBZ Jewellers, Ahmedabad

“No direct benefit to anyone, including the govt”

I have failed to understand the benefit of the government by giving direct HUID access to the customers. It is a joint effort by the manufacturer and the jeweller to create something new and unique and through this, they create their exclusivity and USP, which differentiates them from the competitors. However, due to the recent changes, the suppliers' names will be out in the open, and I don't think anyone will support that.

Amit Shah,

Founder, Aqua Jewellers, Mumbai

there are numerous additional costs involved in the day-to-day functioning of the showrooms which makes retailing a capital-intensive business. Retailers fear if the consumer starts dealing directly with manufacturers for the big jewellery purchases such as that for weddings, a retailer might have to shut his shop.

Placating the anger and apprehension of retailers, a section of manufacturers The Retail Jeweller Market spoke with remain certain that it is not the ideal job for any manufacturer to sell directly to end-customers. They too believe that the supply chain should be guarded.

IMPROVE HALLMARKING INFRASTRUCTURE

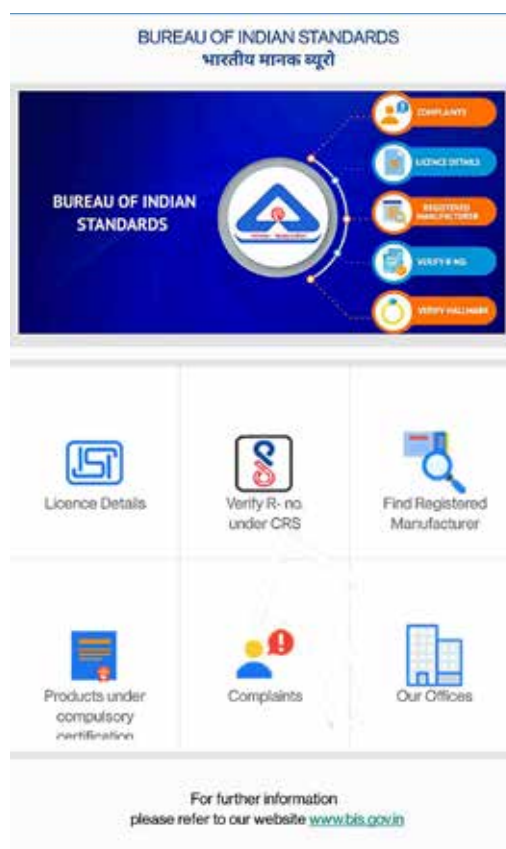
Many jewellers are questioning the intentions of the government. According to them, if the government is concerned about the quality of the gold jewellery, then their focus should have been to increase the number of hallmarking centers in the country. Currently, there are many districts in the country where there are few or no

hallmarking centres, forcing jewellers belonging to small towns and villages to travel hundreds of kilometres to the nearest hallmarking centre regularly.

BUILDING CONFIDENCE

Few jewellers also believe that although the BIS app is creating divisions within the industry because of its information disclosure, this level of transparency will ultimately help traders achieve the long-awaited customer trust in the industry. This will forge stronger relationships with customers now able to identify the seller, purity and the name of the hallmarking centre through the code linked to the database of the BIS. One can check this information through the website or the BIS app, thus making the product details completely traceable.

With the government and BIS going ahead with an unprecedented level of information disclosure about the supply chain in hopes of unparalleled customer trust, only time will tell how things unfold and what benefits or problems will this change bring to the jewellery trade.





Prasad Jewellers launch 4th store in Odisha

Jharsuguda: Prasad Jewellers recently inaugurated their 3000 sq ft store in Jharsuguda to cater to the growing base of the customers. The store has all the basic and modern amenities, a special private lounge for VIP customers, a gold testing machine, etc. Speaking on the launch, Mohit Prasad, Managing Director, Prasad Jewellers said, "We have an exclusive range of all varieties of gold jewellery like Turkish, Bombay, handmade, fusion, antique, temple, Kolkata filigree, Rajkot, casting, hollow, Trichur and many more at the newly opened store. Apart from this, we have IGI certified diamond jewellery starting at Rs 5000 with 100% exchange value."

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

CHANDIGARH: Senco Gold & Diamonds expands 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. The new two-storied D'SIGNIA showroom will offer a wide range of elegantly designed jewellery collections for

all occasions.

Expressing his views on the showroom launch, Suvankar Sen, MD & CEO, Senco Gold & Diamonds said, "We are delighted to launch our first showroom in the state of Punjab. With a catalogue offering more than 108,000 designs for gold jewellery and more than 46,000 designs for diamond jewellery, Senco Gold and Diamonds offers a large variety of designs of handcrafted jewellery."



Shraddha Kapoor inaugurates Melorra's first flagship high-street store in Bengaluru



BENGALURU: Melorra announced the launch of its first flagship high-street store in Bengaluru. The store was launched by the brand's ambassador, actor, and influencer, Shraddha Kapoor at Commercial Street, an official statement highlighted.

The statement also mentioned that the store has 3 experience centres in Bengaluru currently with the focus of the flagship store will be on experience and creating a destination centre that customers

would like to visit. The brand plans to launch 350 more centres pan India in the coming years. Speaking about this, Saroja Yeramilli, Founder and CEO, Melorra, said, "From starting to buy gold online to now offering harmonized retail, we are happy to present our flagship experience store in Bengaluru, a one-stop-shop for all things Melorra and lightweight gold jewellery. Women today demand jewellery that is as dynamic as their personality and Melorra offers this and more."



BlueStone launches its 12th store in Bengaluru

BlueStone has launched a grand jewellery store in the heart of Banashankari in Bengaluru. The outlet offers collections across categories, including necklaces, pendants, rings, earrings, bangles, solitaires as well as jewellery for men and kids.

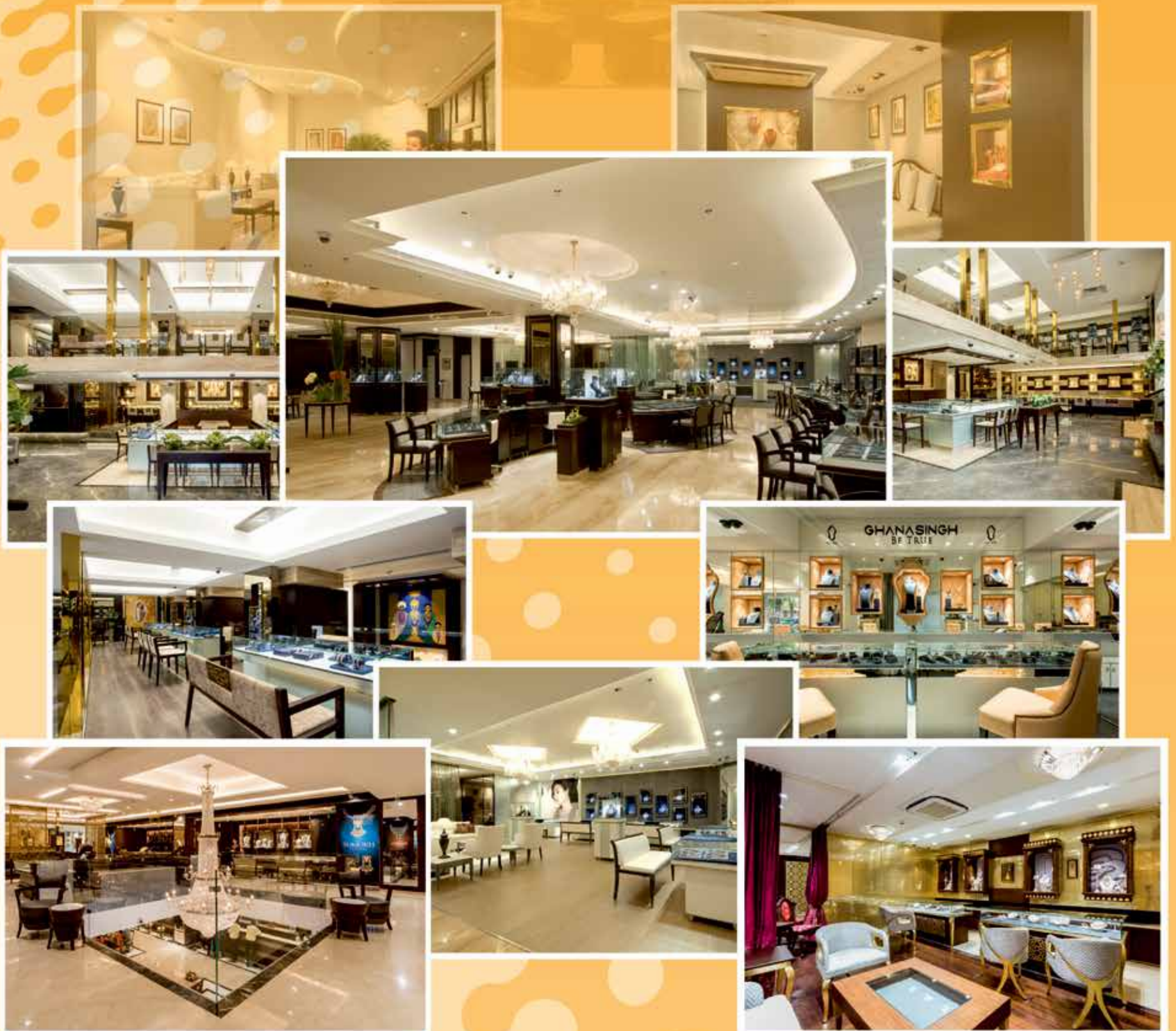
The new store is spread across an extravagant 1500 sq ft of floor area. With over 500+ unique designs across exclusive collections at the store, the establishment also presents an extravagant 'Solitaire Lounge', which provides a one of a kind experience for solitaire lovers with assistance from experts and a tech-driven platform to help shoppers pick the perfect designs.

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



The Real Brides Across India campaign, which the brand started on 29 May, brings into the picture those women who are proud of themselves and their work. From models, chartered accountants, engineers, HR professionals, and 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. The Real Brides of Odisha campaign is a follow-up to the parent campaign and names the brides featured on it.

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



Antara Jewellery is back on social media circles with their Diamond Diva campaign. With a well-planned PR push involving a celebrity, a video commercial and on-page engagement, the brand is grabbing eyeballs. The short commercial throws in several references to 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. Looking presentable has got more to do with the company you have, and one of the models featured talks about how she shines with her friend's constant bouts of humour.

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

Celebrity endorsements have been a failsafe for fashion in India. 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. One of those stories shows the celebration of the insanely popular song 'Filhall 2' in-store with Jaani cutting a cake for the same.

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



PUNE: 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 name has been coined from one of the works by Marathi poet Krishnaji Keshav Damle and means the state of mind in which sublime creative works happen. The museum is comprised of jewellery over two centuries old, artworks by legendary Maharashtrian artists ranging from the 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.

Abaran Timeless Jeweller's Nrityabaran campaign targets niche audience, creates collection inspired by classical dance forms

The campaign named Nrityabaran is a 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 forms graciously presented by trained classical dancers. From Odissi resembling temple structures, Kathak narrating ancient mythology, Mohiniyattam tracing its roots to enchantress avatar of Lord Vishnu, to Kuchipudi's history of travelling bards, the campaign is all-informative.



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

On the occasion of International Women's Day, Verma Jewellers held a virtual felicitation ceremony for 429 women pradhans in the state, titled 'Pride of Himachal'. Organised live on 8th March, 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. The virtual event struck a

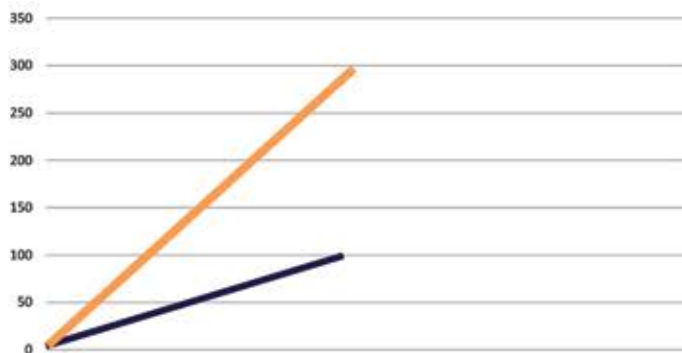


chord with the mass target audience of the brand through social media and brought together women from various walks of life and various regions of Himachal Pradesh.



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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 one of the greatest forms of performing arts to be invented. The look and feel of this collection are unique as instead of glorifying physical beauty, it focuses on beautifying the creativity of mankind. The collection draws inspiration from different forms of classical dances across the length and breadth of the country. There is a video commercial on the collection which shows a woman practising the tempo structure of the dance form.



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

Anniversaries deserve grand celebrations and 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 have made the jeweller become an international phenomenon. The brand lists 10 such select pieces that have adorned the who's who of the Bollywood fraternity and has reached Hollywood as well. For example, Shilpa Shetty Kundra's jewellery set includes a choker, hairpiece, peacock armband & kamar band and Shradha Kapoor's emerald & rose-cut diamond necklace at IJW 2012, the necklace for Project Blossoming, etc.



Jagannath Gangaram Pednekar Jewellers gains recognition by co-presenting ABP Maha Majha Katta

Jagannath Gangaram Pednekar Jewellers officially co-presented ABP Maha Majha Katta, a famous talk show. ABP Majha conducted a grand ceremony for the first time after completing a decade in the industry and this was also the first collaboration with the jewellery brand. ABP Majha,



being the most trusted news channel in the Marathi TV industry, helped made a visible impact on the brand's promotional campaign for Akshay Tritiya. This is a shot in the arm for the brand, which has been working on different mediums of marketing mainly television.



Shyam Sundar Jewellers upholds development of children through Swarnagram campaign

Swarnagram is a figment of Shyam Sundar Co Jewellers' larger goal of societal upliftment. The annual sports day on 22 May, celebrated at Swarnagram of Warengbari in Tripura, bears the fruit of a 13-year-long attempt to uplift the living conditions of Swarnagram and make it a model village project. The event involved the jeweller's remarkable initiatives to encourage the physical recreation of school kids in the region. A host of track and field sports such as racing was conducted by the brand on the day.

Nippy Jewellers retraces floral trails of Rajasthan for Enchanted Forest bridal collection

HANDIGARH: 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 a traditional design foundation and a contemporary touch, we are creating an exciting range in jadau, polki, kundan, meenakari and antique gold. With headgear, earrings and wrist gear, there is a total of 30 design varieties on offer.



Father's Day promotions get resounding response with men's ranges and impactful campaigns across the jewellery industry

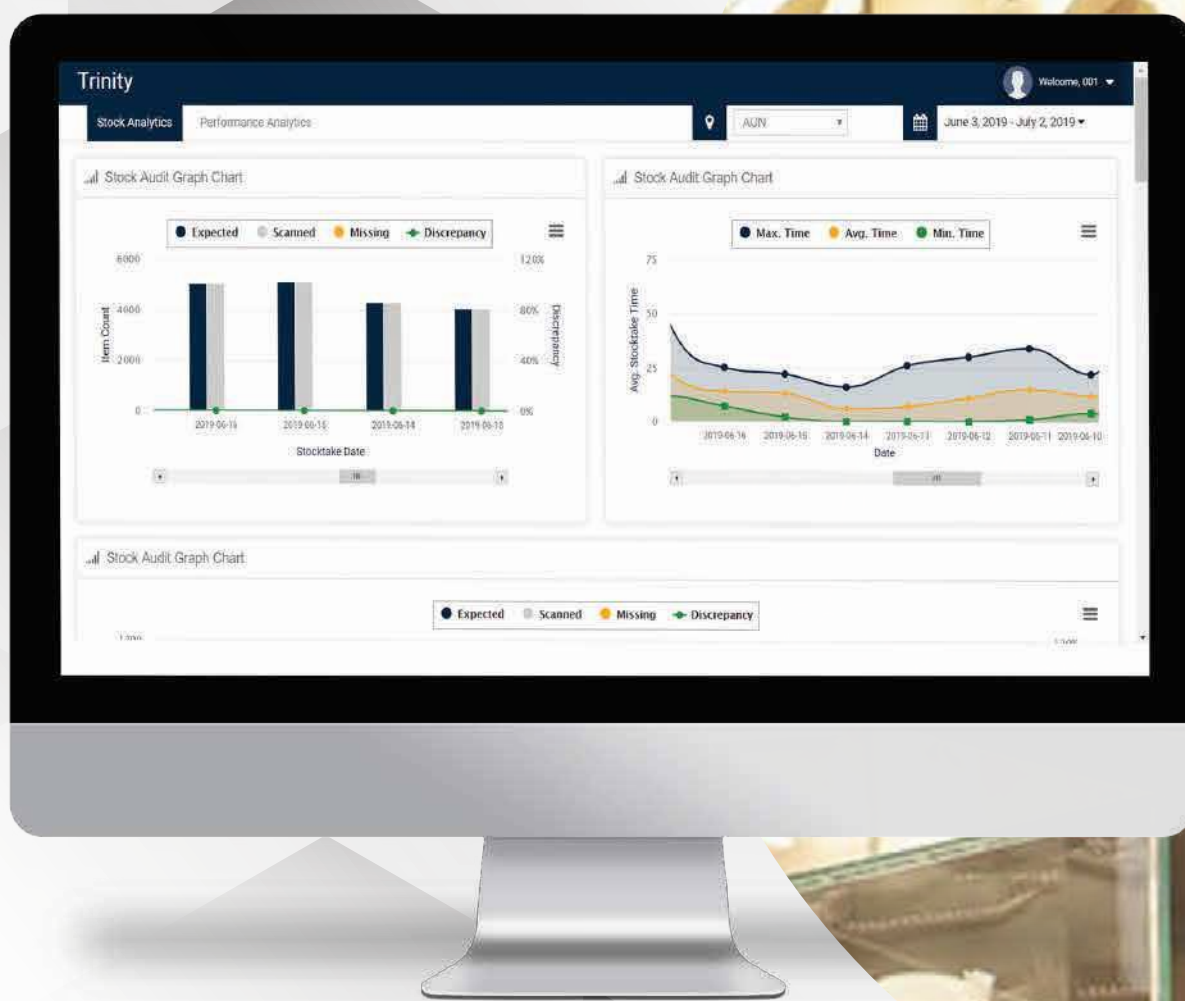
Men's jewellery is becoming hipper and happening, and this Father's Day, there are a couple of jewellery brands across the country who are making the day memorable for the tireless man. Several brands from have risen to the moment with their collections. Avama Jewellers by Abhishek Kajaria brought out their collection comprising classic diamond bracelets, gold chains and kurta buttons.



Indian Gem & Jewellery Creation has launched their 'Father's Day collection 2022', which consists of rings, bracelets, chains, kurta buttons, pendants and statement watches involving

platinum, diamond, and gold. brand, Virrayaa Jewellery also came up with their 'Viyaan' collection, comprising classy Cufflinks, brilliant Kurta buttons and exquisite Sherwani buttons in gold, polki and enamelling.

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

MUMBAI: Natural Diamond Council recently announced a collaboration with Malabar Gold & Diamonds, Jawhara Jewellery and La Marquise Jewellery – three of the leading jewelers in the United Arab Emirates, 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 this ultimate jewel of nature.

The strategic partnership between NDC with Malabar Gold & Diamonds, Jawhara Jewellery and La Marquise Jewellery will familiarize consumers in The United Arab Emirates with the incredible world of everything natural diamonds, underlined by their preciousness, rarity, and uniqueness. As the first step, this partnership will create collaborative campaigns, and showcase a trusted, unbiased resource of information, including a dedicated e-learning platform that will equip sales professionals with the ability to become natural diamond ambassadors.



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; Consumer Affairs, Food & Public Distribution and Textiles, 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 production-linked incentives scheme, which was agreed upon by the minister.

The discussions also centered on enrolling an eminent institute for research and development, setting up a Mega Common Facility Centre in Gujarat, and skill development of adequate manpower through on-the-job training. LGDs will also be included in the upcoming FTP 2021-26,

and a separate country level HSN code for Natural Studded and LGD Studded Jewellery in order to have bifurcation on the types of diamonds used in jewellery. Department of Commerce was requested to incentivise the manufacture of the machinery, so that the industry can be scaled up faster.

Under the proposed PLI scheme, the unit to get benefits will be required to invest a minimum of Rs. 50 crore and achieve turnover equal to double the investment. Besides, the Government will consider allowing import of sophisticated machinery required for lab-grown diamonds at concessional import duty for one year with a view to promote indigenous manufacturing of such machines in subsequent years. The companies availing benefits under the PLI must be certified by GJEPC.

GJEPC organises India-Malaysia Global Trade Business Networking Meet

MUMBAI: The Gem and Jewellery Export Promotion Council organised an interactive webinar on India-Malaysia Global Connect- Business Networking Meet discussing the trade, challenges and opportunity in the gem and jewellery sector. The seminar was attended by 68 dignitaries from all over the world and aimed to enhance the direct trade between India and Malaysia.

The conference highlighted that India's position in global gem and jewellery exports ranks amongst the top 5 in the world exporters. We are the export leaders in the cut and

polished diamonds and silver jewellery with 29.7% and 22% share respectively followed by synthetic stones at 21.7% share and gold and colored gem stones at 8.6%

and 4.6% respectively.

The webinar concluded by making a roadmap to create a win-win for both the markets India and Malaysia in terms of

increasing exports of G&J products. The closing remarks had set a good vision for to increase engagement between the two countries by conducting more meetings, interactions and inviting delegations to understand market needs of the countries and understand the mutual areas of cooperation for achieving the above stated objectives.





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GIA India holds graduation ceremony for its first-ever batches of GIA Graduate Diamonds Diploma Program



MUMBAI: GIA India held the graduation ceremony for its first-ever batch of GIA Graduate Diamonds Diploma Program (Blended) at its Mumbai and Surat campus. The Graduate Diamonds Diploma Program (Blended) is a perfect balance between theory and practical components, providing the flexibility to study the remote portion of the programme where you want while continuing to meet your commitments. The comprehensive twelve-week programme aims at providing the technical expertise needed to grade, buy, and sell diamonds with the insight of a seasoned professional. The diploma programme also explores the GIA diamond grading procedures to assess the 4Cs and how they affect diamond value.

Speaking to the students, Amish Turakhia, GIA Graduate Gemologist and Managing Partner, R. Kirti and Company said, "You all are fortunate to learn from the best institute in the industry. It is important that all of you conduct yourselves with integrity and uphold the legacy of the institute. The GIA alumni community is also a great platform to network and build lifelong relationships. We are all brand ambassadors for GIA."

Addressing the students, Sriram Natarajan, Managing Director of GIA India said, "GIA offered its first correspondence course in 1931. Through the years, the model of education evolved with rich eLearning materials delivered online, and now, we've delivered world-class diamond education through the blended format. As the world's foremost authority in gemmology, GIA is pleased to offer the GIA Graduate Diamonds Diploma Program (Blended) in India. We will continue to bring such globally-recognised courses for the growth and development of talent in the Indian gem and jewellery industry."

Apoorva Deshingkar, Senior Director – Education and Market Development, GIA said, "We are proud of our GIA Graduate Diamonds Diploma Program (Blended) students. The blended structure of the programme is a step in the right direction to provide students, working professionals, and gem and jewellery enthusiasts the opportunity to pursue a course with minimal disturbance to their work life."

GIA India launches Pearl Identification laboratory in Mumbai

MUMBAI: GIA India announced the launch of its new pearl identification laboratory in Mumbai. The new pearl lab location will offer the GIA Pearl Identification Report along with several add-on and specialty services such as nacre thickness, Monograph™, Portrait™ Report, Notable Letter and more.

Sriram Natarajan, Managing Director of GIA India said, "India – particularly Mumbai – has had a longstanding reputation for being an important

trading hub for natural pearls. GIA India's trusted and independent pearl evaluation laboratory in Mumbai will not only provide an unbiased

assessment of pearls, but also give Indian pearl dealers local access to a globally-recognised report. GIA India will facilitate unbiased purchase decisions which are crucial at this point. Through its identification process GIA India will propagate a standard terminology, a language that everyone inside and outside trade can understand."



GIA India organises training programme for Precious Cargo and Customs Clearance Centre (PCCCC) officers

MUMBAI: GIA India, in association with the Gem and Jewellery Export Promotion Council (GJEPC), organised a training programme for more than 30 Precious Cargo and Customs Clearance Centre (PCCCC) officers. A ceremony to award 'Letter of Completion' certificates to the Customs officers was held at the GJEPC office in Bharat Diamond Bourse (BDB).

The programme trained Customs

officers on how to consistently and accurately grade diamonds using a modern gem microscope and a loupe. The Customs officers were also trained on time-saving shortcuts to

determine a variety of grading factors. As a part of the training programme, Customs officers were introduced to the diamond formation, rough diamonds, pricing and methods of reading a GIA Diamond Grading Report.



IGI brings authenticated diamond jewellery to New Delhi

The International Gemological Institute hosted an event titled the 'IGI D Show' also popularly referred to as the IGI Diamond Show from the 16th to 18th of May, 2022 at Gurugram.

The objective of the show was to create awareness about accurate grading in diamond jewelry and the disclosure of its origin. Diamonds may be of a natural origin, i.e., found in nature or may also be created in a laboratory, commonly referred to as lab grown diamonds. Diamond grading and certification is of paramount importance considering it every

consumer's right to know the many aspects that make their diamond so precious.

The show created a platform for 44 fine jewellery manufacturers from India who have mastered the craft of creating exquisite, high quality fine jewelry. Over 20,000 exclusive

designs were unveiled for the upcoming wedding season.

Prominent jewellery retailers from across India who maintain utmost transparency in the quality of their diamond jewellery



participated at the show. These retailers represent more than 3500 showrooms that sell 100% IGI certified diamond jewellery.



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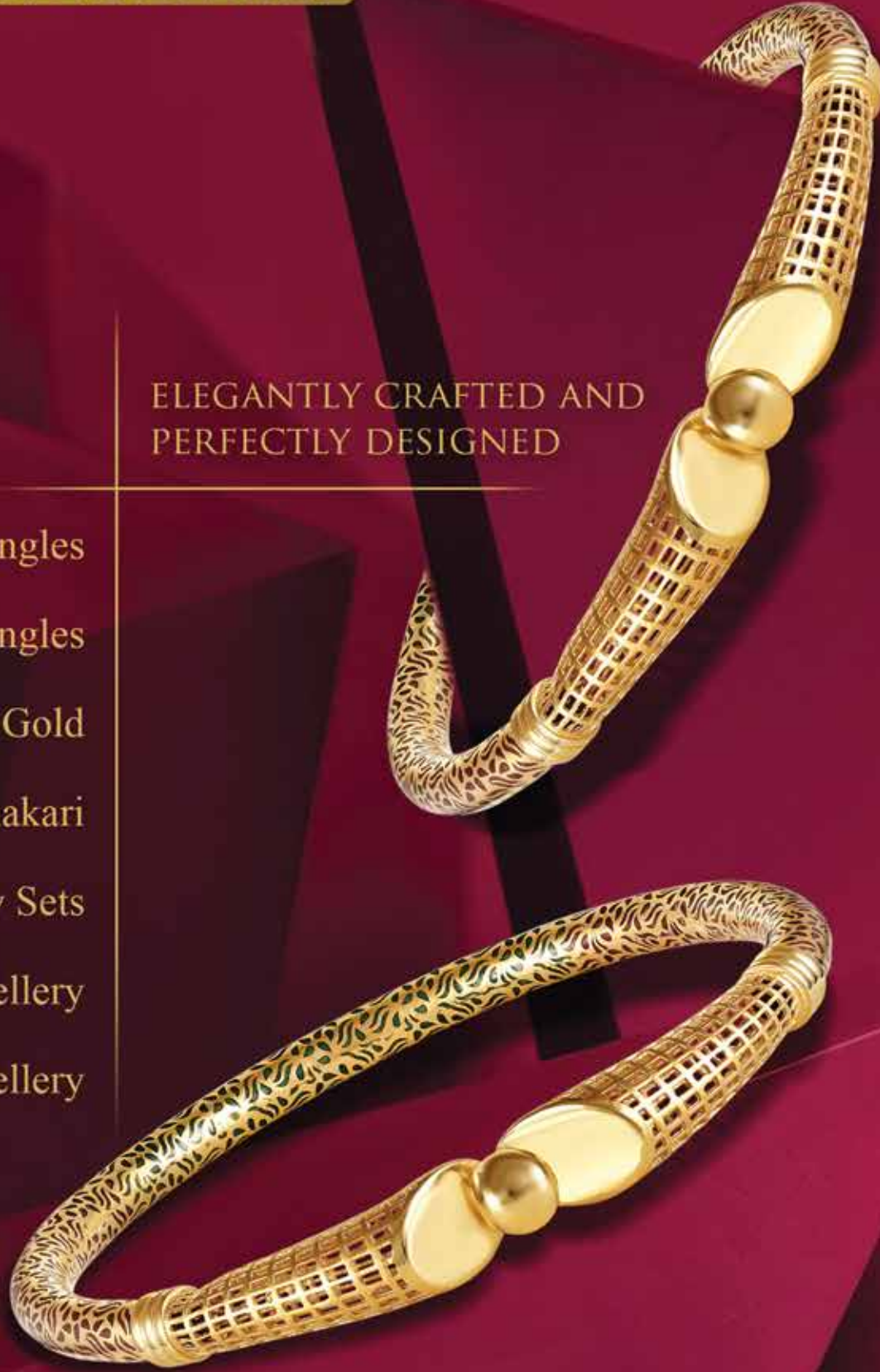




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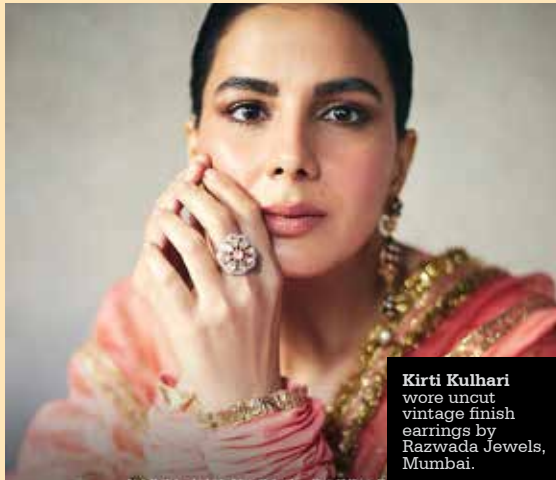
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Malaika Arora looked gorgeous in a classic emerald, rubies, diamonds, pearls and tsavorites earrings from The House of Rose, Mumbai.



Kirti Kulhari wore uncut vintage finish earrings by Razwada Jewels, Mumbai.



Deepika Padukone was spotted in Jaipur-based Birdhichand's jaw-dropping studs for the Cannes 22 Red Carpet event.

Who's Wearing what



Aditi Rao Hydari wore polki maang tika with uncut diamonds and emeralds from Golechas, Jaipur.



Shefali Shah was sported in statement gold jhumkas from Maya Sanghavi Jewels, Mumbai.



Mumbai-based Dolsun Jewels' polki and green tourmaline jhumkis suit **Sonali Chauhan's** all-white traditional dress and make her seem captivating.



Kriti Sanon looked stunning in a chic blocky diamond and pearl choker by Anmol Jewellers, Mumbai.



Keerthy Suresh was spotted in a carved gemstone necklace from Amrapali Jewels, Jaipur.



Alia Bhatt was sported in a royal look from Shri Paramani Jewels, New Delhi.

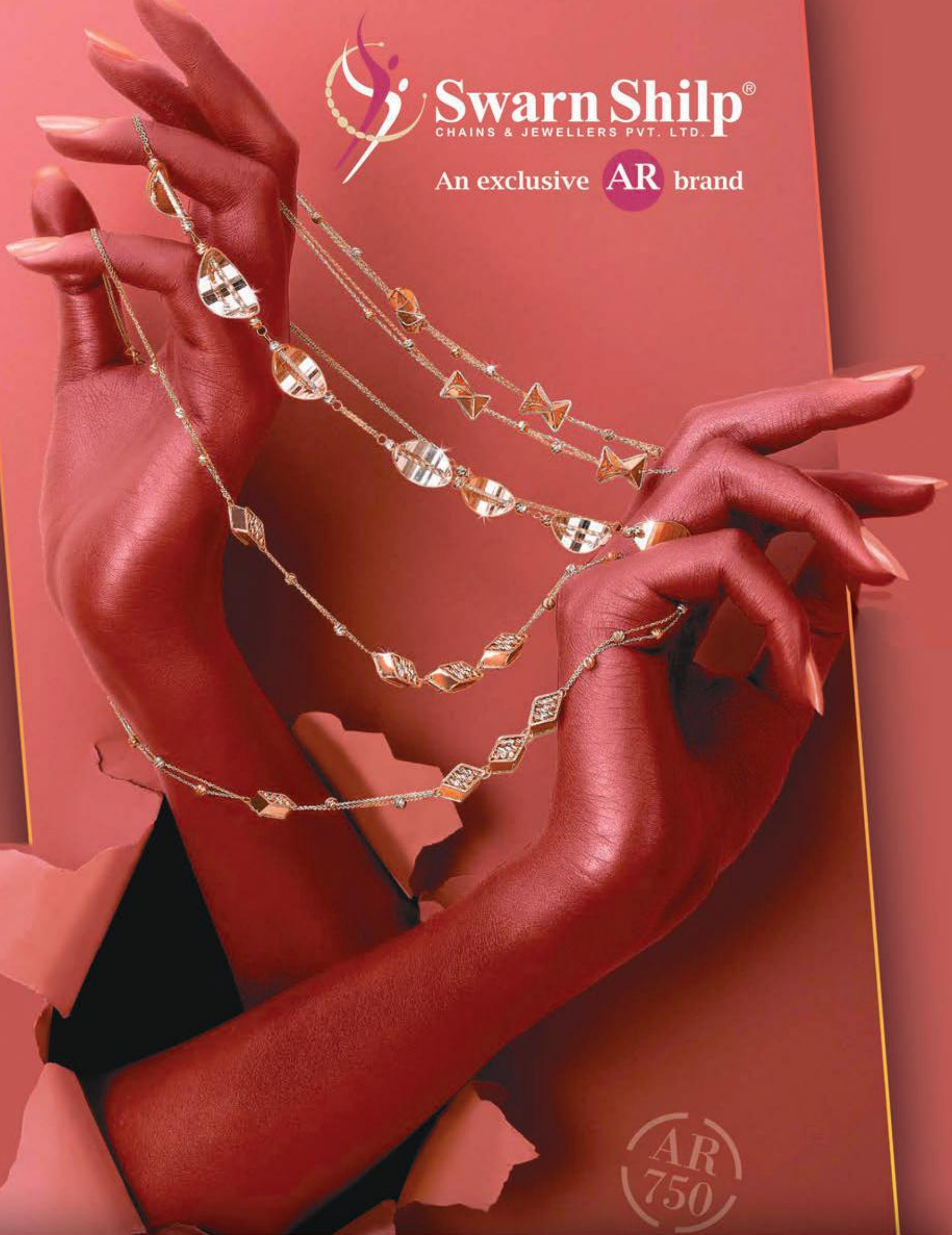


Sanjana Sanghi wore an earthy and stunning uncut diamond and polki necklace from Parekh Ornaments, Mumbai.



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