



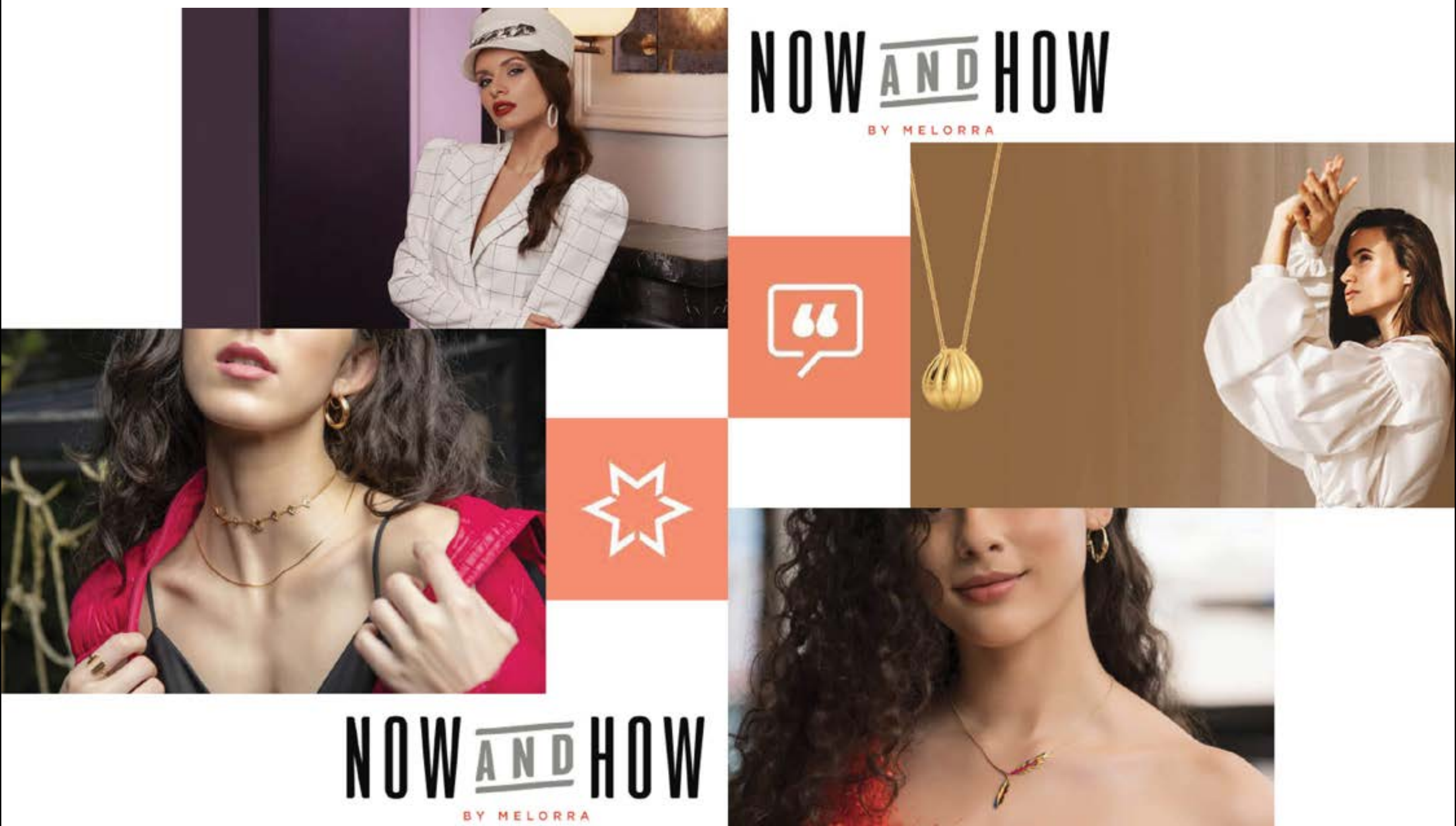
Jewellery retail chains on a post-pandemic retail expansion spree

The large retail chains that inadvertently slowed down expansion during covid are now increasing footprint across India at an accelerated pace. Chain store brands like Kalyan Jewellers and Joyalukkas are capturing the market on the back of strong equity and awareness.

(RJ Exclusive)

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Melorra finds a unique way to become a jewellery-style destination

Customer awareness is the lifeblood for progress of any jewellery brand today. Brands across the country have their go at it with advertisements, video commercials and what not. But few are as persistent and as thorough as Melorra. Their Instagram section 'Now & How' is an easy key to a host of jewellery related knowledge in blog formats that people find handy.

(RJ Exclusive)

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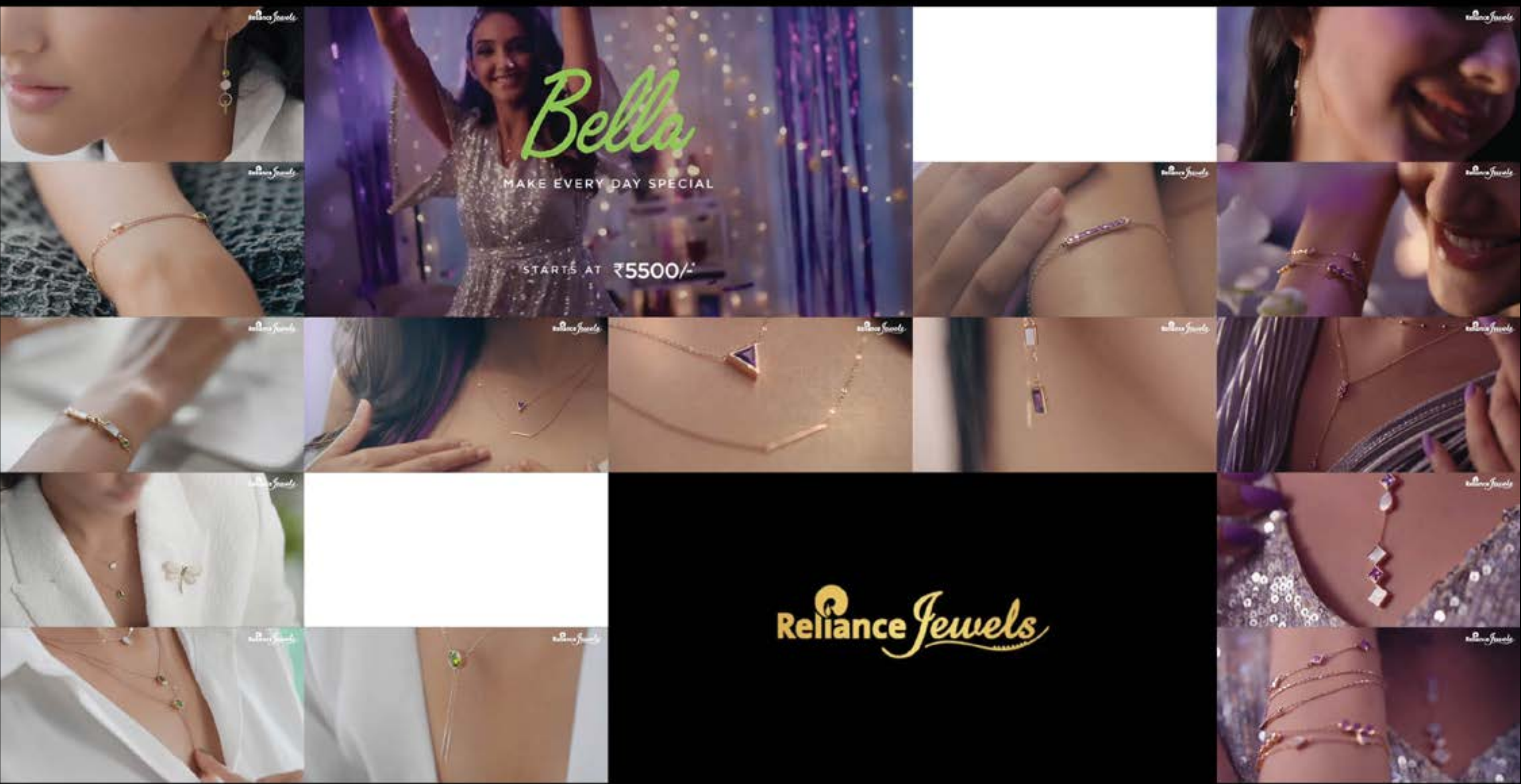


GRT Jewellers engages followers to brainstorm on AR calendar idea through contest

There's a saying that it's tougher to maintain the top spot than reaching the pinnacle. That's something GRT Jewellers abides by with their immersive technological offerings for their customers. Back in 2021, the brand had released their augmented reality calendar. Now, they are developing its user experience from the best source of suggestions, i.e., customers themselves.

(RJ Exclusive)

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Reliance Jewels

Reliance Jewels' Bella collection upholds everyday jewellery to celebrate all small-occasions

Casual wears always go great with minimalistic jewellery. And in case of jewellery that enhance the persona, it needs a dash of colour. Reliance Jewels came up with their Bella Collection of lightweight jewellery based on colour gemstones. The brand has also launched a video commercial highlighting the 'dash of colour' in the colour gemstones used.

(RJ Exclusive)

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Kalyan Jewellers launches new showroom in Kolhapur

Kalyan Jewellers launched its brand new showroom at Martand Complex, Shahupuri, Venus Complex, Kolhapur, marking the entry of the jewellery brand in the city. This is the brand's 11th showroom in Maharashtra, inaugurated by Kalyan Jewellers' Chairman & Managing Director, Mr. T S Kalyanaraman along with Executive Directors – Mr. Rajesh and Mr. Ramesh Kalyanaraman.

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Senco Gold & Diamonds Rolls out PRIDE Special Campaign #WearYourPride To Encourage LGBTQ+ Community

Senco Gold and Diamonds has launched the #WearYourPride campaign to encourage LGBTQ+ community. To promote inclusivity during the PRIDE Month, Senco Gold and Diamonds published two brand films – the videos feature brand ambassador Dutee Chand and her girlfriend pledging for “freedom of love”, and another film on Rupu, a Senco Gold transgender employee.

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Tanishq Unveils ‘Rajadhiraj’— An Exclusive Collection Of Pendants, Rings For Rath Yatra

Tanishq from the house of Tata has announced the launch of a special jewellery collection ‘Rajadhiraj’ on the auspicious occasion of Rath Yatra to celebrate the divine glory of Lord Jagannath. Tanishq aims to pay a tribute to Lord Jagannath through a special collection of pendants and rings carved by master craftsmen.

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**Aanchal Kadam & Arpan Mahtani,
Co-founders of Carat Crush**

This sister duo is making trendy gold jewellery for daily wear

Based in Mumbai, direct-to-consumer brand Carat Crush has about 100 designs including layered chains, lockets of angel wings, and mangalsutras customised specifically for millennial working women.

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Delegates from UP Sarafa Association and GJC meet ministers Rajnath Singh and Piyush Goyal

Delegates from UP Sarafa Association and All India Gem & Jewellery Domestic Council (GJC) and key stakeholders of the industry met Minister of Defence Rajnath Singh on 26th June 2022 and Minister of Consumer Affairs Piyush Goyal ji on 27th June 2022 on important pending matters related to the Hallmarking issue.

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GST Council Accepts Recommendations Of These GoMs; Several Items To Come Out Of Exemption List

The GST Council during its two-day meeting has so far decided to accept the recommendations of three groups of ministers (GoMs) constituted on rate rationalisation, GST system reforms, and the movement of gold and precious stones, sources told CNBC-TV18. The Council had constituted various GoMs to study various issues and submit reports to it for final decision.

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Explained: How The G7 Ban On Russian Gold Would Pan Out

With the intention of strengthening sanctions against Moscow and impeding its war effort in Ukraine, the United States said on Sunday that the G7 group of countries will ban the import of Russian gold. Britain initially announced the action as a joint one with fellow G7 members Canada, Japan, and the United States.

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