



Kalyan Jewellers adopts franchise model to focus on new markets across India

Kalyan Jewellers is taking a new route to expansion. It is the non-south Indian market that the brand is focussing on now. While the Tier-2 and 3 cities on the brand's roadmap will be getting showrooms evenly spread across, Tier-1 cities will have micro-markets to be served even better. Delhi, Haryana, Maharashtra, Odisha, Chattisgarh, and UP constitute the territories where Kalyan Jewellers will open the new showrooms.

(RJ Exclusive)

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CaratLane stokes kids' wonders with CaratLane x Doraemon collection

Ever brought jewellery and cartoons on the same page? It is a perfectly plausible pitch when you realise that cartoons are for kids' entertainment, and kids are the stepping stones for acing fashion by themselves. Joining those dots is CaratLane with their remarkable kids' jewellery campaign on the world-famous anime character for children, Doraemon. The kids' collection features rings, bracelets, earrings and pendants featuring different characters of the popular anime.

(RJ Exclusive)

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Divine Solitaires raises stakes of Solitaires demand with month-long festival pan-India

Divine Solitaires is creating history with Solitaires. The brand, especially known for their exceptional quality of Solitaires diamonds, is taking more than 180 retail partners across the country to embark on a mammoth Solitaires festival to run throughout August 2022.

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Kisna Real Diamond and Gold Jewellery celebrates its 18th anniversary with a brand-new logo reveal

KISNA Real Diamond and Gold Jewellery, from the House of HK celebrated its 18th anniversary at Kisanaya 2022. The brand unveiled its new identity encapsulating its vision of making real diamond jewellery accessible to all Indian women. The clean new logo symbolizes the trust that the brand commands, while the flourish represents the new codes of feminine grace and strength.

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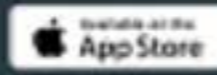


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B2B jewellery platform Sarafa Bazar India launches Sarafa Bazar Bullion app

Archit Jain from Sarafa Bazar India has created a portal for jewellery manufacturers, wholesalers, and retailers called Sarafa Bazar Bullion app. It will allow jewellery manufacturers, wholesalers, and retailers to connect with their potential customers. The product showcasing is done online. However, the brand wants to ensure 100% transparency, and that is why deals are conducted offline directly between the buyer and seller.

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Gold jewellery retail volumes may fall 5% in FY23: Crisil

The government's move to hike import duty on gold will result in flat revenue growth for gold jewellery retailers this fiscal, compared with the glittering run last fiscal, according to Crisil Ratings. Retailers will have to pass on the hike to customers, which will curtail demand and wean away discretionary buyers, the rating agency says.

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Maiora Diamonds, lab-grown diamond jewellery brand to expand across India

SURAT

Maiora Diamonds is making a foray into the B2B segment with twin models of franchise and shop-in-shop. Expressions of interest for all Tier-1 and 2 cities from the right parties are welcomed to enhance the venture. Every piece of jewellery made of Lab-grown diamond is IGI, SGL certified. and studded with 14K and 18K gold with BIS hallmark.

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Indo-UAE Economic Chamber of Commerce was launched to boost ties between India, UAE

CHENNAI

Aimed at boosting trade ties between India and the United Arab Emirates, a new industry body The Indo-UAE Economic Chamber of Commerce was recently launched. A memorandum of understanding was signed between MM Gems and Jewellers and Majestic Investment, UAE, in this connection. The agreements will enable to represent the future growth of the gemstone and jewellery industries globally.

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BVC DOO Initiative makes a difference to 32000+ children in orphanages across India

MUMBAI

BVC Foundation, a philanthropy arm of Indian secure logistics behemoth, BVC Logistics, announced the successful completion of the 6th edition of the 'BVC DOO Initiative' (Donate to Orphanages and Old Age Homes). The initiative collected tens of thousands of books, equivalent stationery and clothes to support 32000+ under-privileged children across 100 orphanages in the country.

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