

Retail Jeweller Publication **Week in review:**News, Opinions & Insights 1st-7th August 2022



HAPPY Raksha Bandhan



Brands raise a toast to timeless sibling love with sentimental rakhi campaigns

The rakhi season is in and the jewellery industry is exploring any and every opportunity to create excitement. Some of the most loved brands have come up with unique contests and commercials to showcase the zing added to sibling love. Tanishq has shared a heart-touching commercial on sisterhood across social media handles. CaratLane has also left no stone unturned to highlight the occasion through its undated campaign of #MyCaratLaneStory.

(RJ Exclusive)













Navrathan Jewellers creates perfect Teej gifting scope with studded hand mangalsutras

Navrathan Jewellers has come up with their rendition of studded hand mangalsutras. The retailer has enhanced the appeal of this traditional ornament by adding oodles of style to it. The hand mangalsutras can be fashionably worn on all occasions as the beads are intelligently added to the bottom part of the bracelet while diamonds sit pretty on top.

(RJ Exclusive)





O NUANCE JEWEL _ INDIA

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Vummidi Bangaru Jewellers' PGI- approved platinum manufacturing centre key to category growth

Vummidi Bangaru Jewellery is going from strength to strength in the platinum space. The brand, hitherto known as a global diamond player and an authority in the diamonds space in South India, has been awarded by Platinum Guild International for their exceptional expertise in this precious metal as well. ince developing the manufacturing centre, sales for platinum jewellery has doubled. VBJ has also launched a platinum men's collection that has got an impressive 70% demand.

(RJ Exclusive)





Swarna Adarsh Abhiyaan

An industry initiative

Inspired by the Retail Gold Investment Principles

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Malabar Gold & Diamonds on expansion drive; to expand operations into Bangladesh in association with Nitol Niloy Group

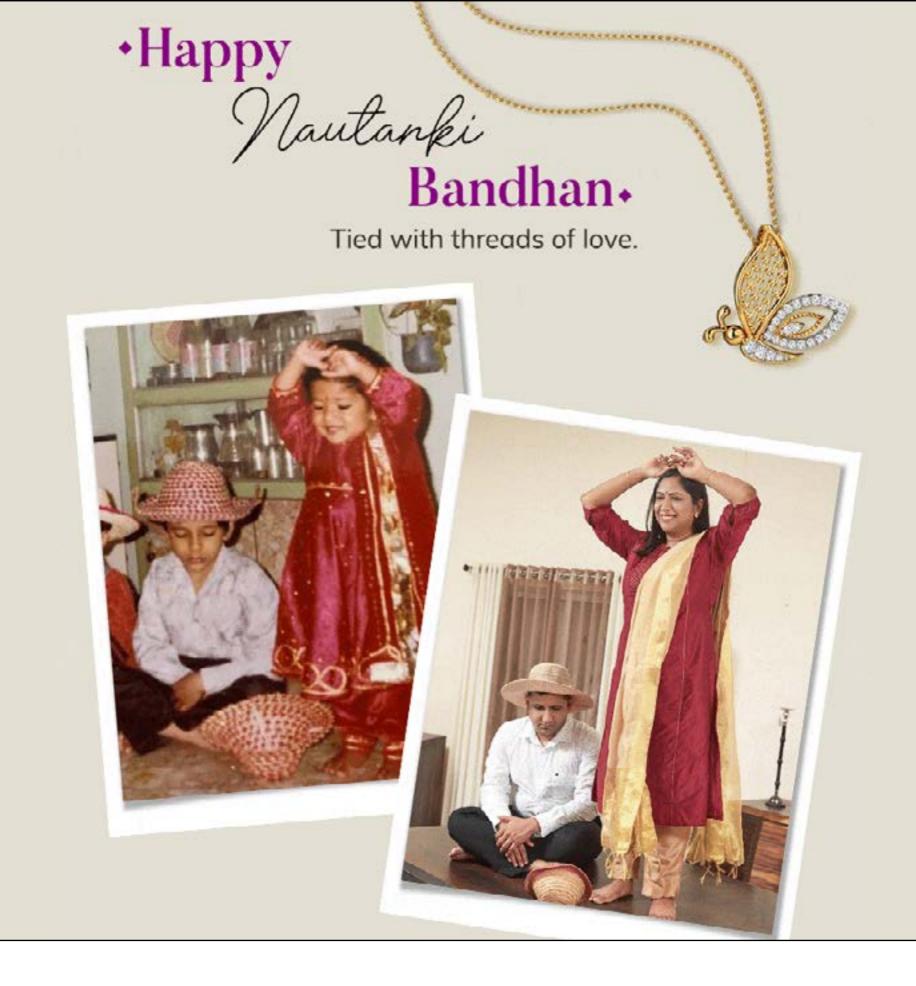
Malabar Gold & Diamonds will set up a new manufacturing facility in Bangladesh in partnership with Nitol Niloy group, a leading diversified business conglomerate in Bangladesh. The facility scheduled to be operational in October 2022 is the first venture of Malabar Gold and Diamonds in Bangladesh. The jeweller will invest Rs.200 crore to build it, which will create 250 jobs.





For more information contact, ShineShilpi Platinum Desk: 82910 60700 | 82910 60701





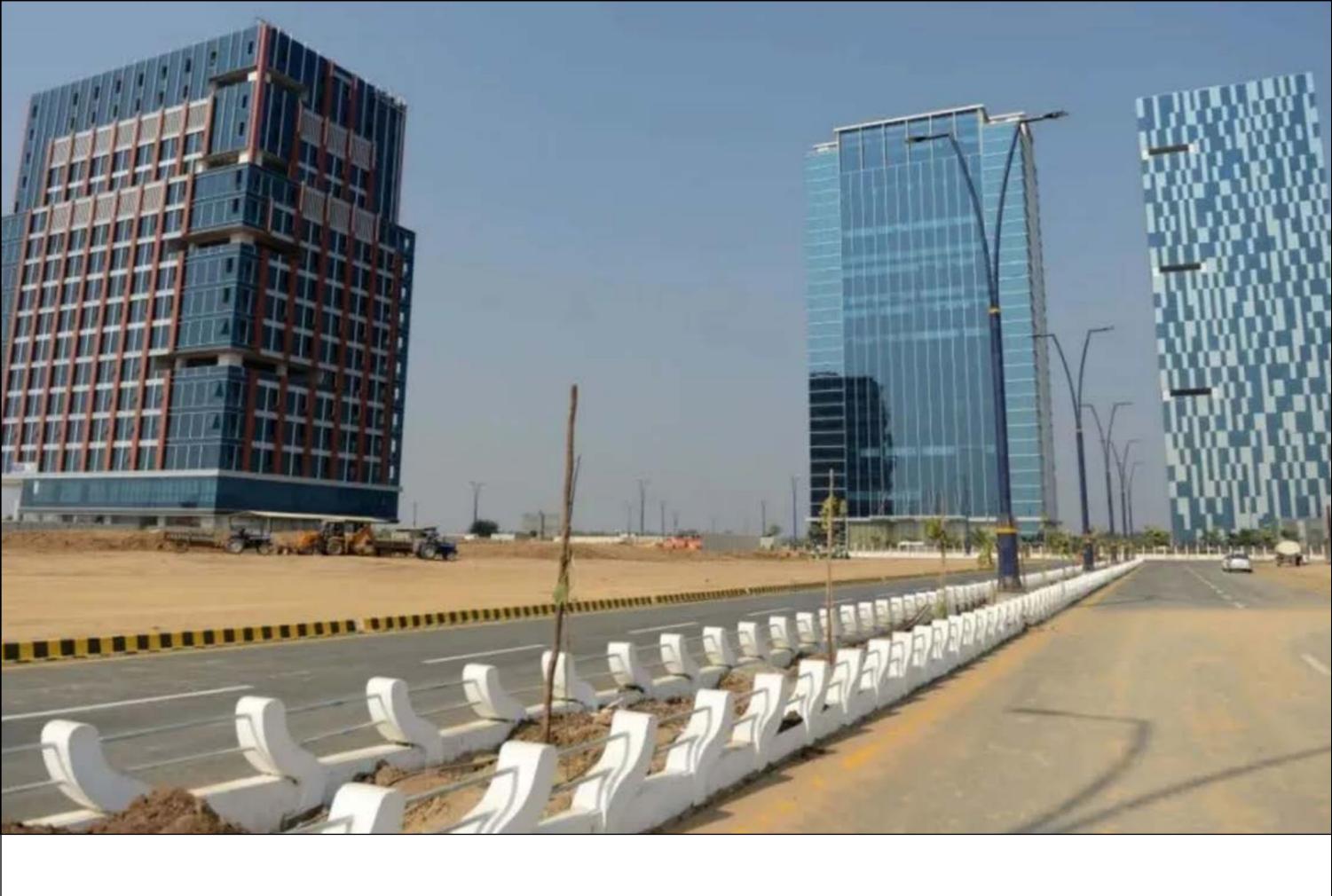
CaratLane encourages everyone to celebrate their unique 'Bandhans'

MUMBAI

CaratLane has launched a campaign celebrating the different unique bonds that siblings share on the occasion of Rakhi. The campaign is built on the brand's strategy to identify the more micro reasons or occasions within the larger gifting contexts. CaratLane wants to showcase jewellery that not only can be worn every day but also creates a long-lasting and special memory.



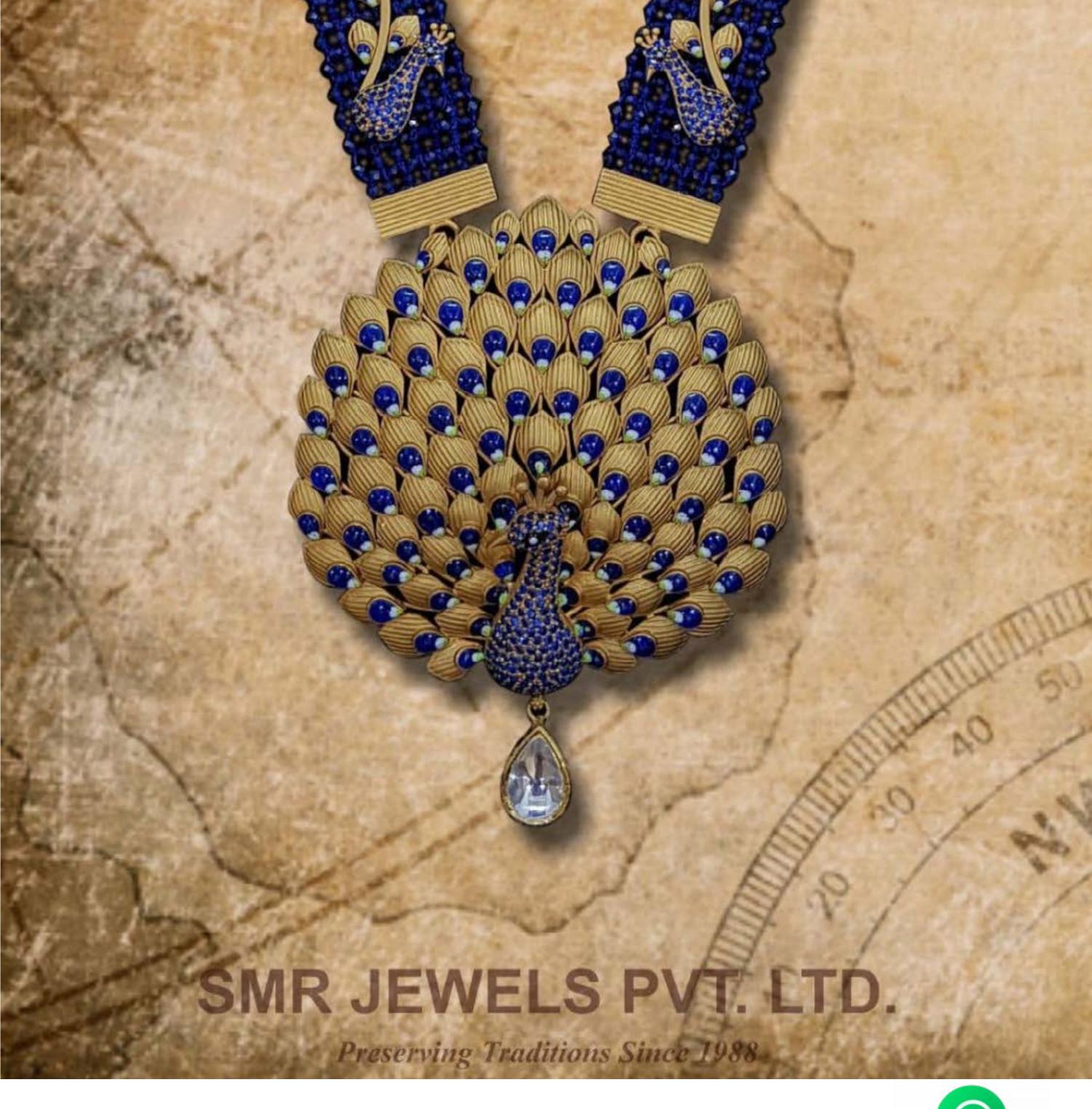




PM Narendra Modi launches India's first International Gold Exchange

Prime Minister Narendra Modi recently launched India's first India International Bullion Exchange at the Gujarat International Finance Tec-City. The IIBX will facilitate effective price discovery with the assurance of quality and responsible sourcing, besides giving impetus to gold's financialisation in India. It offers a diversified portfolio of technology services and products at a cost far more competitive than the Indian exchanges and other global exchanges.







Aisshpra Gems & Jewels ropes in Yami Gautam for its latest ad campaign

NEW DELHI

Aisshpra Gems & Jewels launches the latest ad campaign 'Main Pratha Bhi Hoon, Main Pragati Bhi' featuring Bollywood actress Yami Gautam Dhar, who represents the progressive Indian woman of today. The campaign showcases Yami in an elegant look where she is adorned with Aisshpra's iconic Polki necklace sets from its Nazakat collection and Diamond sets in Enchante collection.





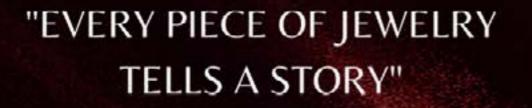


First day of Shraavan marks the beginning of the Mangalsutra and Painjan Mahotsav by PNG Jewellers

PUNE

PNG Jewellers announced the launch of its most anticipated marquee annual offering, the Mangalsutra Mahotsav 2022. The festival marks the beginning of the auspicious month of Shraavan and will be celebrated from 29th July to 28th August 2022. The brand will also be celebrating the Painjan – Jodvi Mahotsav during this time across all its stores in India.









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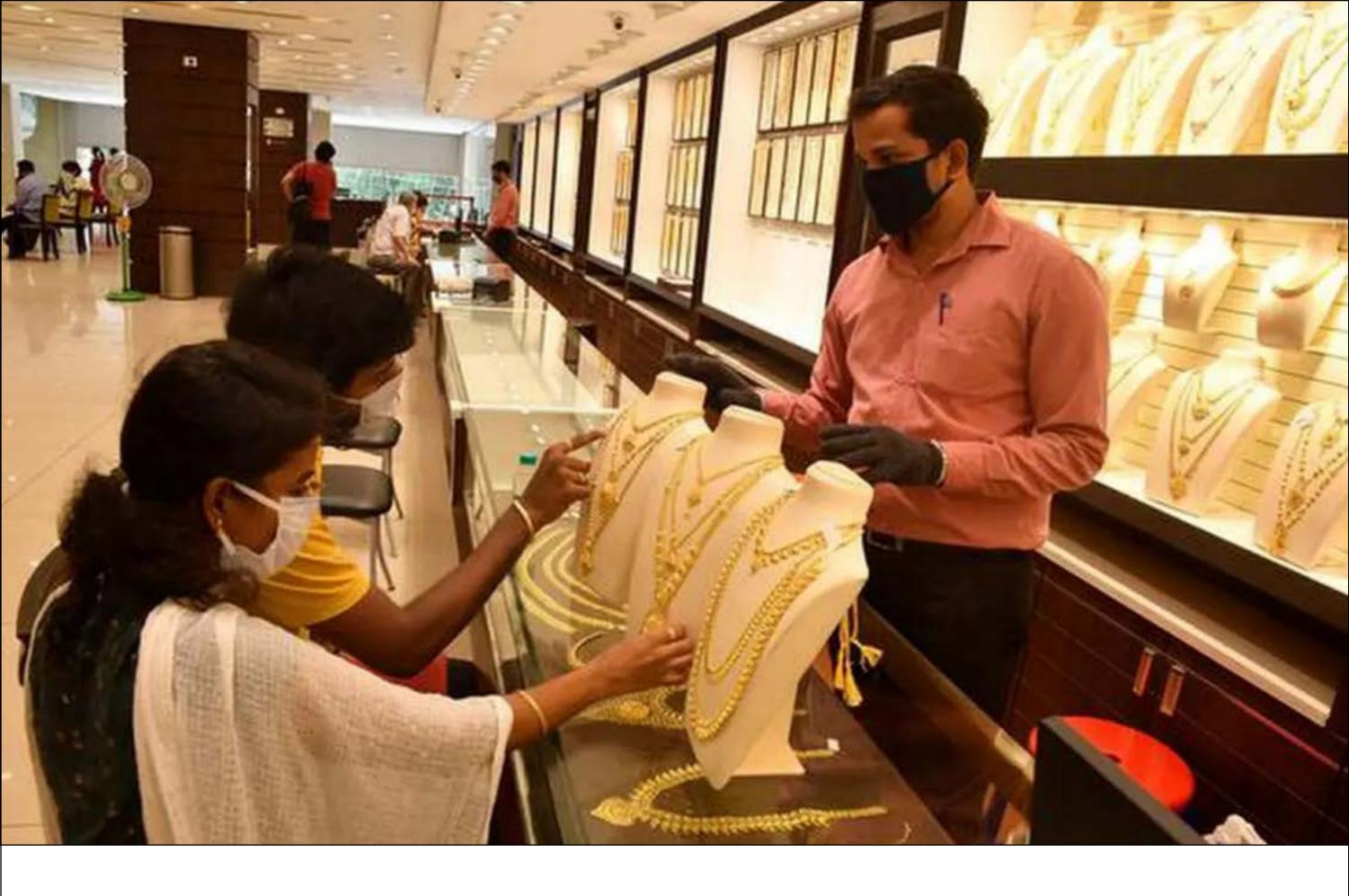
GIA India to showcase latest offerings at IIJS Premiere 2022

MUMBAI

GIA India will showcase its latest laboratory and educational offerings at the India International Jewellery Show (IIJS) 2022 from 4-8 August at the Bombay Exhibition Centre, Mumbai. These include the re-energised GIA Alumni Collective, the digital GIA Diamond Dossier®, the new GIA mobile app, GIA Match iD™ device, the GIA® Source Verification Service, and a new approach to gem education through remote learning and blended programmes.







Gold business up 54% in Q2 of 2022 at Rs 79,000 crore

CHENNAI

Gold demand in India was up 43% at 170.7 tonne in Q2, 2022 as against 119.6 tonne in Q2, 2021. In value terms, the gold demand in Q2 this year was Rs 79,270 crore, an increase of 54% from Rs 51,540 crore in the comparable year ago quarter.





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Kalyan Jewellers India Limited recorded PAT of Rs. 108 crores with a revenue growth of 104% in Q1FY23

THRISSUR

The recently concluded quarter has been yet another positive one for Kalyan Jewellers India Limited, having witnessed continued robust momentum in both footfalls and revenue across markets in India and in the Middle East. The Company recorded consolidated revenue of Rs. 3,333 crores for Q1FY23, a growth of 104% as compared to Rs. 1,637 crores in the corresponding quarter of the previous year.







Malabar Gold & Diamonds wins two Awards at the 48th IGJA 2021

Malabar Gold & Diamonds has recently won awards in two categories, Highest Employment on the Company Rolls and Global Retailer of the Year award at the 48th India Gem & Jewellery Awards 2021 organised by Gem & Jewellery Export Promotion Council. IGJA awards are known as one of the most prestigious awards in the gems and jewellery industry.



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