

## Debut edition of IIJS Tritiya records Rs 15-17,000 crore in sales

While fluctuating gold prices put a dampener on the IIJS Tritiya show, exhibitors sold a sizeable amount of gold. Many manufacturers and retailers discovered new South India-based brands, and did good business with them. (RJ Exclusive)





## Senco Gold and Diamonds engages with couples and brides-to-be with 'Dulhan Diaries'

Senco Gold and Diamonds was recently part of a high tea event representing the digital series 'Dulhan Diaries', which sought to create mental and physical health awareness for brides-to-be and married couples. The event was initiated to celebrate the fun and colours of not just the wedding but to highlight the importance of certain aspects that remain vital for consideration even after it.

(RJ Exclusive)





### PNG Jewellers renews its association with brand ambassador Madhuri Dixit

PNG Jewellers announced the signing of Madhuri Dixit as its brand ambassador for the next two years. Madhuri was previously the brand ambassador for PNG Jewellers for two years. The Bollywood actress will feature in PNG Jewellers' upcoming advertising campaigns, social media content, and other brand promotional activities, starting with the Gudi Padwa campaign.





## Mahabir Danwar Jewellers marks its anniversary with 'The Royal Heritage' collection

Mahabir Danwar Jewellers which is celebrating its anniversary week from March 23 to April 2, 2023, has launched its new collection, called 'The Royal Heritage'. The newly launched collection is an exquisite collection of bridal and wedding jewellery in Kundan, Jadau and diamond Polki.





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## PNG Sons holds up Maharashtrian custom called Mangalagaur through its 'Theva' song

PNG Sons showcased Maharashtra's rich culture and custom called Mangalaguar through a song called 'Theva'. The song which features eight leading Marathi celebrities, tells the story of traditional jewellery, dressing, heritage and family bonding.

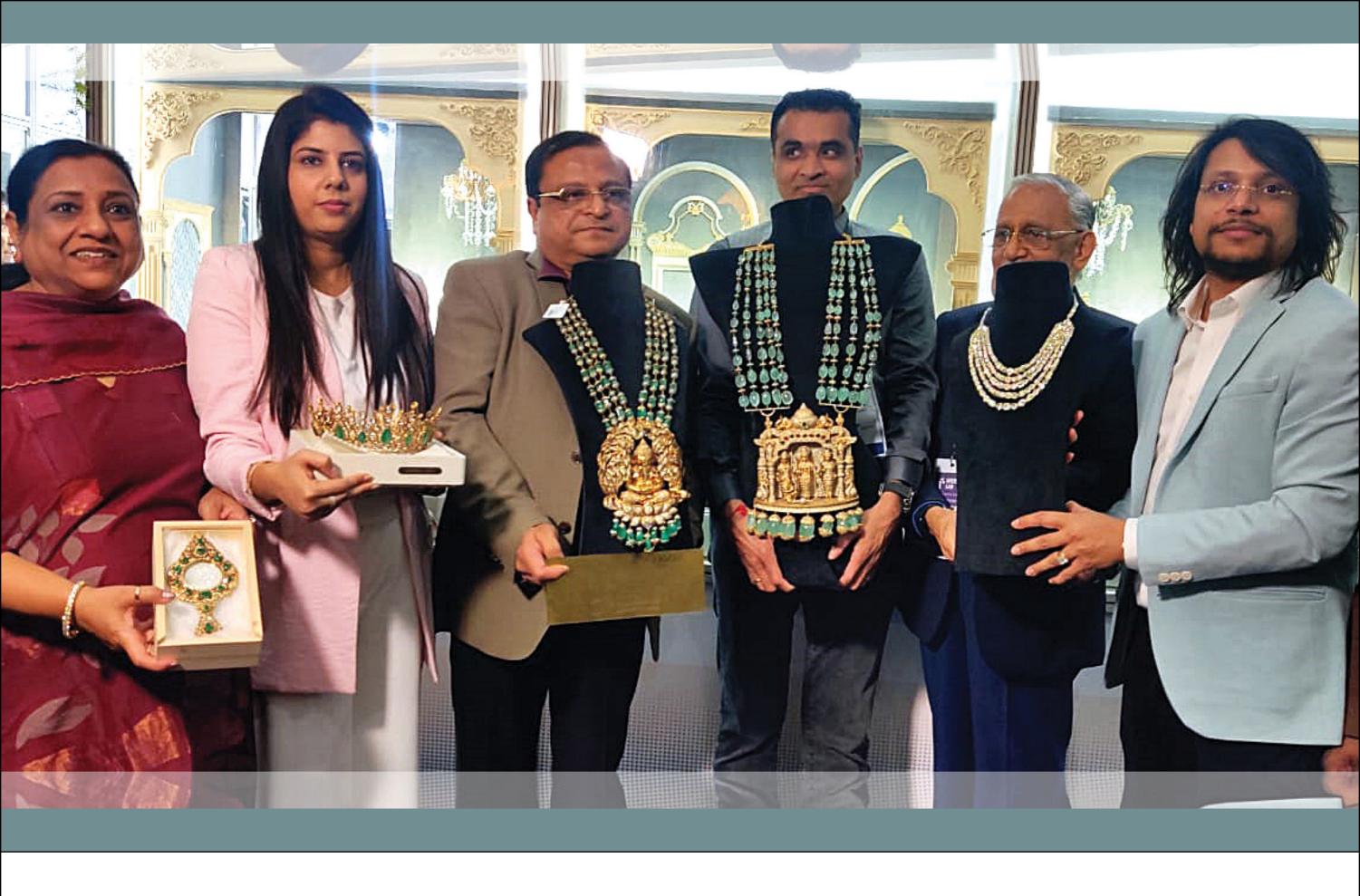




### PMJ Jewels' new flagship store in Bengaluru to house mega bridal collection

PMJ Jewels expanded its offline presence in South India by launching its new flagship store at Jayanagar, Bengaluru on March 24. According to Kushal Kumar Jain, Chairman, PMJ Jewels, the newly opened store will host a unique bridal exhibition from March 24 to 30 which will be the 'Largest Bridal Collection' Bengaluru might have ever witnessed.





## Shiv Narayan Jewellers launches exquisite 'Ram Pariwaar' pendant and two more masterpieces

Shiv Narayan Jewellers launched three masterpieces - an exquisite gold-and-diamond 'Ram Pariwaar' pendant, a necklace made of 428.4 carat Golconda cut diamonds and an emerald and diamond-studded magnifying glass -at the recently concluded IIJS Tritiya exhibition venue in Bangalore.





### Kalyan Jewellers names Rashmika Mandanna as brand ambassador

Kalyan Jewellers Limited has named actor Rashmika Mandanna as its brand ambassador. The actor will endorse the brand in the South Indian market, where she has a huge fan following owing to her work in South Indian movies.





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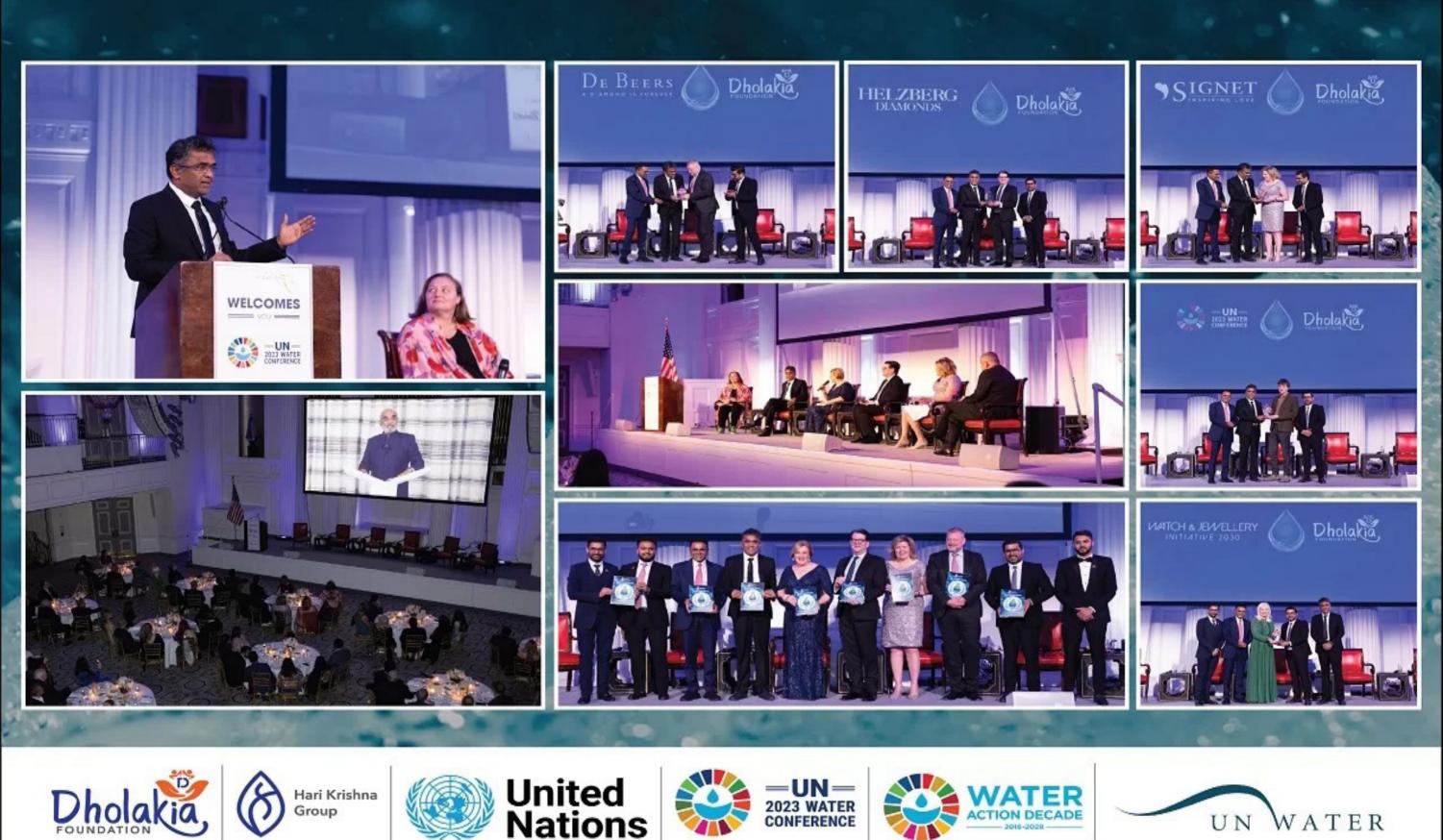




## Natural Diamond Council to offer educational tools to retailers to foster natural diamond knowledge from April 3

As part of its new Education Partner Program which will be launched on April 3, 2023, the Natural Diamond Council will offer educational tools to retailers and sales professionals to foster natural diamond knowledge, to increase sales.

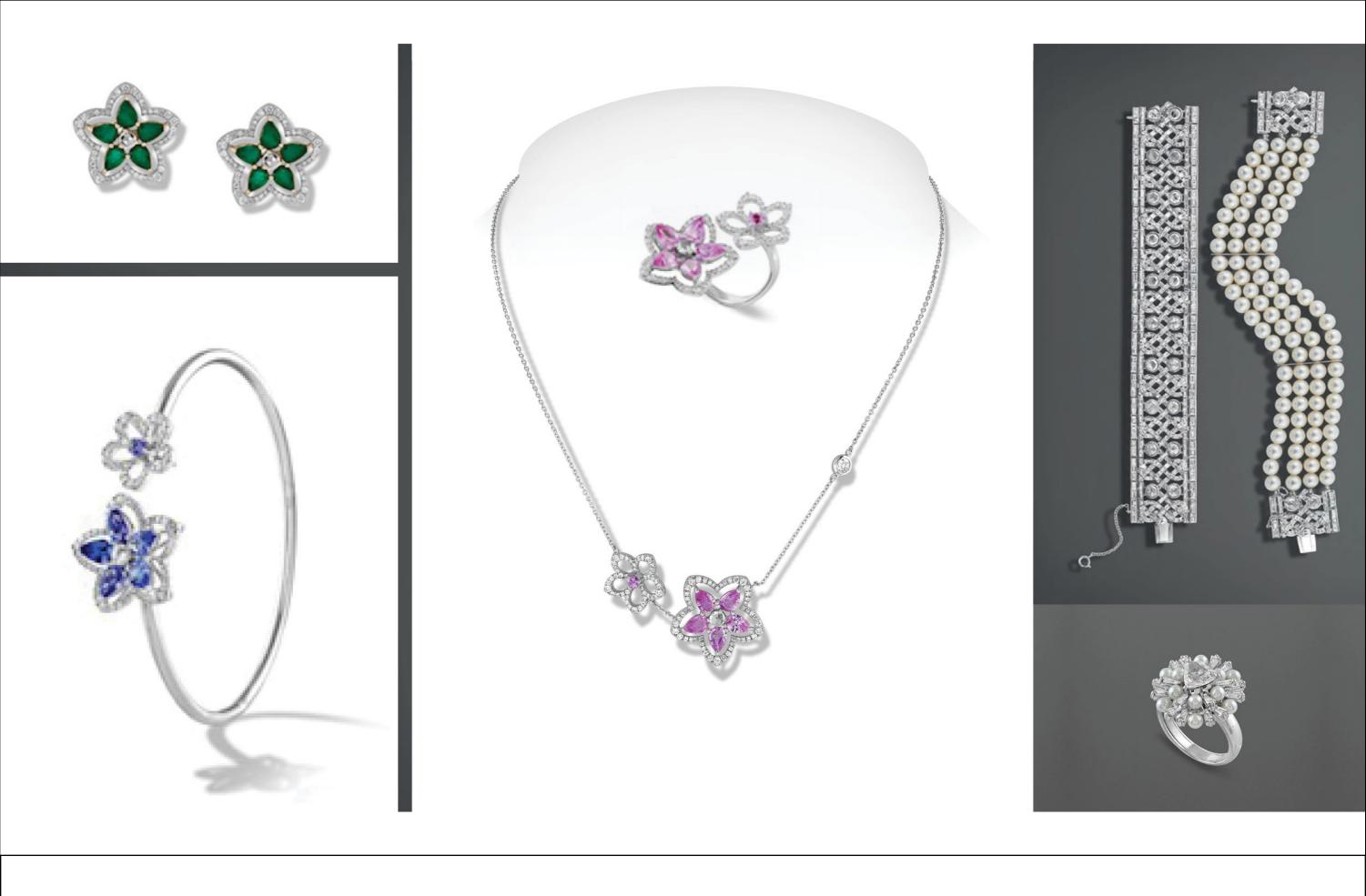






Dholakia Foundation, the philanthropic arm of Hari Krishna Exports Pvt. Ltd., was granted special accreditation to participate in the UN World Water Conference 2023. Dholakia Foundation was also one of the only 29 organisations in India out of 728 organizations globally to receive this accreditation. During the occasion, Savji Dholakia, Chairman and Founder of Hari Krishna Exports Pvt. Ltd., announced plans to create 75 new lakes, with the ground-breaking ceremony set to take place on March 26, 2023, for the first five lakes.





## Amarante Jewels launches its Spring Summer'23 collection by taking inspiration from the seasons

Amaranté Jewels' launched its Spring Summer'23 collection, which is inspired by the natural beauty of blooming flowers and the vibrant colours of spring and summer. The collection offers a range of exquisite pieces that celebrate the season's beauty. Be it a statement necklace, a bold cocktail ring, or a delicate pair of earrings, there is something for every customer.







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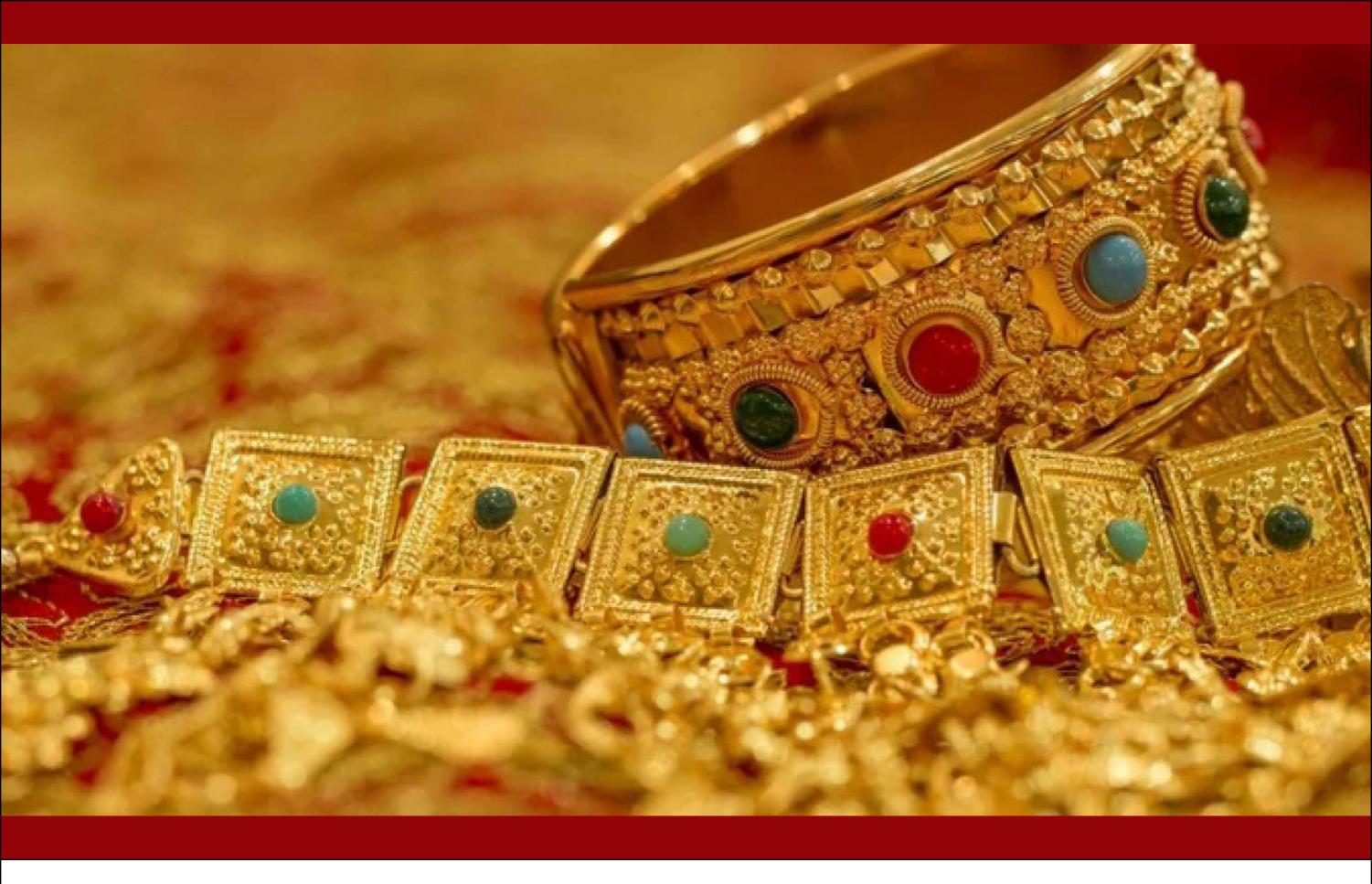


### IIJS Premiere 2023

## Exclusive 'Couture' section to be star attraction of IIJS Premiere at Mumbai in August

In order to showcase the unique creations in the IIJS Premiere, which is to be held in Mumbai, the Gems and Jewellery Export Promotion Council of India has announced the introduction of an exclusive 'Couture' section. The Couture section will have an exclusive lounge set-up style of display and will take up Level 1 and Level 2 at Jio World Convention Centre in Bandra Kurla Complex.

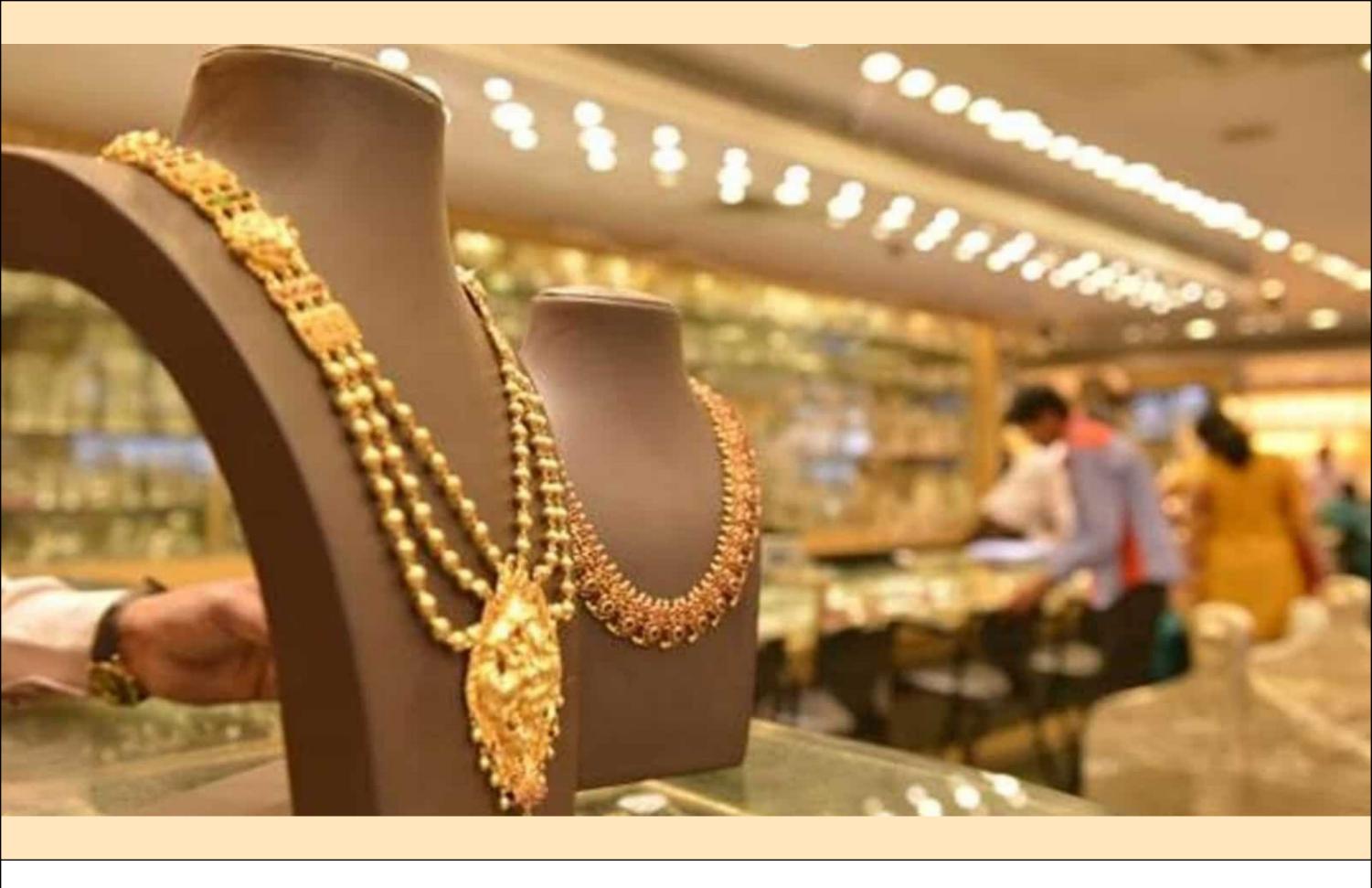




### Jewellers Association of Delhi-NCR urges Govt to bear conversion cost of moving to 6-digit hallmarked jewellery

In the recently concluded meeting of the Jewellers Association of Delhi-NCR, it was argued that the government should completely bear the expenses for converting the old jewellery with four or five-digit hallmarks into six-digit hallmarks. Traders from several States and Union Territories have started opposing the decision of The Bureau of Indian Standards to make the 6-digit Hallmark Unique Identification mandatory for gold jewellery.





## Old jewellery sales in India are surging as gold prices pass the Rs 60,000 mark

As the gold price touched a record high of Rs 60,000 per 10 grams, there was a spike in the sale of old gold jewellery, which also coincides with the start of India's domestic new year which is marked by multiple festivals such as Navaratri, Ugadi and Gudi Parwa. The rise in the price of gold was spurred by market volatility ahead of the US Federal Reserve's monetary policy decision.













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### Newsletter

#### 15th - 21st Aug 22



Aisshpra Gems and Jewels, and SL Shet Diamond House celebrate Independence Day with special activities

The gems and jewellery industry rose up to the occasion of Independence Day. Different brands played with the numerals of India's 75th year of Independence to provide attractive discounts and excite the trade. Few took the opportunity to celebrate the occasion with memorable activities. Alsohora Gems and Jewels, and St. Shet Diamond House were two such brands. (RJ Exclusive)

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### 08th - 14th Aug 22



IIJS Premiere 2022 records 50,000 visitors; expected to generate business worth Rs. 50,000 cr

GJEPC's flagship show, IUS Premiere saw a record number of visitors which will generate business worth Rs. 50000 crore to exhibitors in the coming 4-5 months. With 1,790 whibitors showcasing their exquisite gens & jewellory and spread over 8,01,879+ sq ft. of exhibition area, ILS Premiere spread over d<sub>1</sub>(2) 22 Sq (1. o exhaustion area, 8.5 o Yeal 2022 presented a galaxy of varieties in gold & gold CZ studded jowellery; diamond, gernstone & other studded jewellery; loose stones, CVD, silver jewellery, artefacts and gifting items, laboratories & education, and machinery & allied industry products and services.

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### 01st - 7th Aug 22





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

The rakhi season is in and the jewellery industry is explo

NAC Jewellers partners with multiple homegrown kids brands through Young Ones jewellery range

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#### 18th - 24th July 22

Retail

Retail

#### 11th - 17th July 22

**Retail** 

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### 27th - 3rd July 22



The import duty hike on gold to negatively impact the trade: Retailers

The hike in import duty on gold has come as a shocker from the government. Recuperating from the aftermath of a crushing pandemic, the gen and jewellery industry didn't expect to court this unwelcome development. While the intention has been to reduce the pressure on current account deficit and resist rupee depreciation retailers are polarised over this sudden move.
(RJ Exclusive)

Jewellery retail chains on a post-pandemic retail expansion spree

The large retail chains that inadvertently slowed down expansion during covid are now increasing flootprint 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.

#### The Rare Edit by Sheetal Ranka surprises Pune's HNI base with luxurious collaborations

Sheetal Ranka of Ranka Jewellers made a commendable mark in contemporary bridal jewellery market through The Rare Edit, a 5-day event held at the Rare Jewels boutique store, which provided a complete makeover package to brides and grooms from around 250 select families. Designer boutique brand Mala and Kinnary and premium wellness brand The Wedding Clinic joined forces with Ranka for The Rare Edit. READ MORE -

(RJ Exclusive)

### 06th - 12th Jun 22



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

The campaign is Abaran's unfilled 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

### 30th - 05th Jun 22



hans in Himachal Pradesh via virtual

Jewellers held a virtual felicitation ceremony of 429 women pradhans in the state, titled 'Pride of Himachai'. 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.

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