



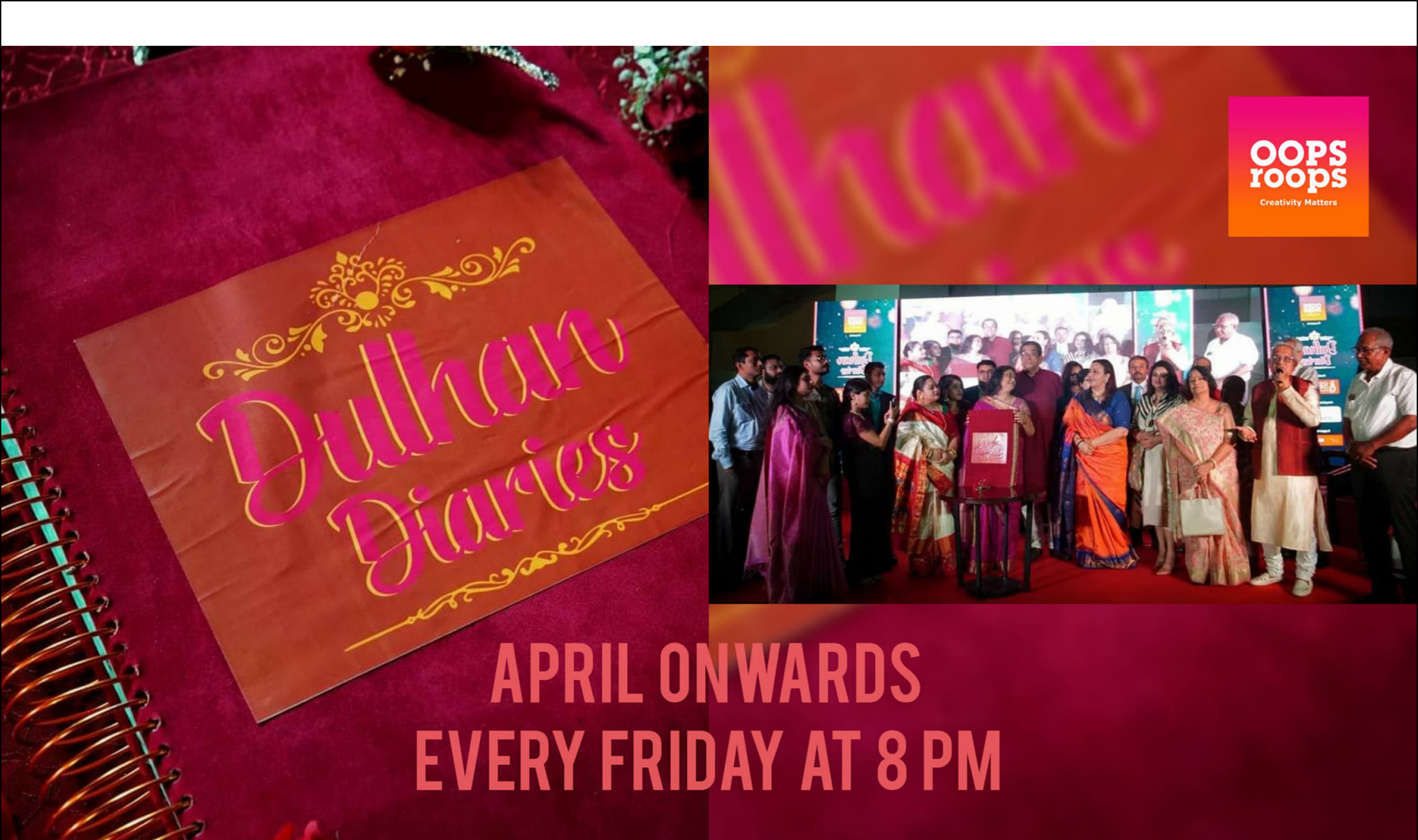
## Debut edition of IIJS Tiritiya records Rs 15-17,000 crore in sales

While fluctuating gold prices put a dampener on the IIJS Tiritiya 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)**

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## **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)***

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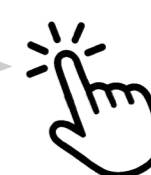




## PNG Jewellers renews its association with brand ambassador Madhuri Dixit

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.

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## 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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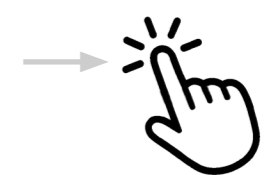




## PNG Sons holds up Maharashtrian custom called Mangalagaur through its 'Theva' song

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

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## 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.

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## 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.

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## 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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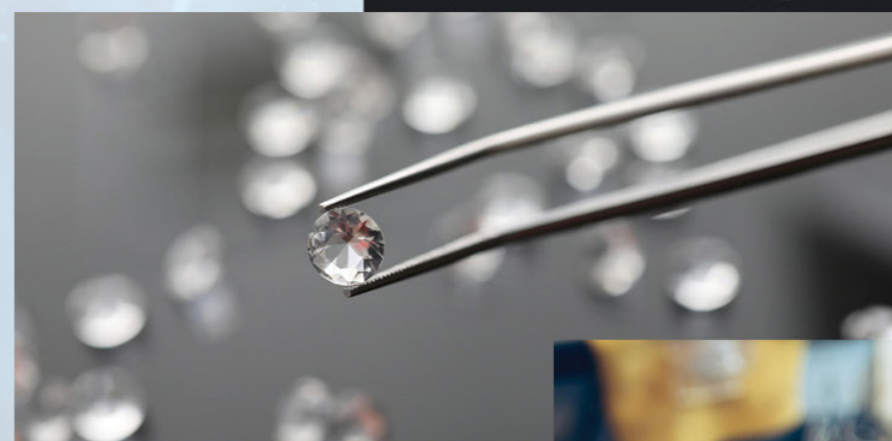
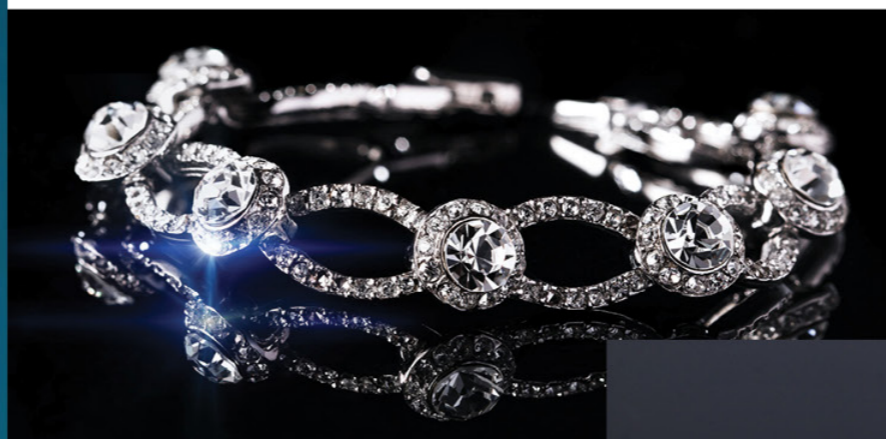
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In-Store Education at Diamond Jewelry  
Retailers is a Key Driver of Customer  
Experience and Purchase Intent.



A CXG Report



## 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.

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## Hari Krishna Exports' Dholakia Foundation dedicates lakes to achievers at UN World Water Conference 2023 gala

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.

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## 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.

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## **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.

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## **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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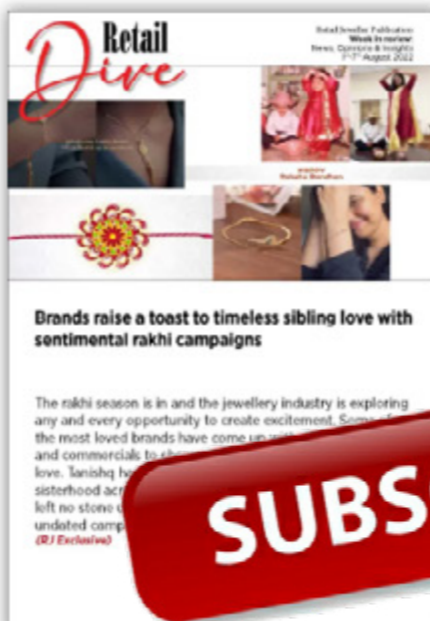
15th - 21st Aug 22



08th - 14th Aug 22



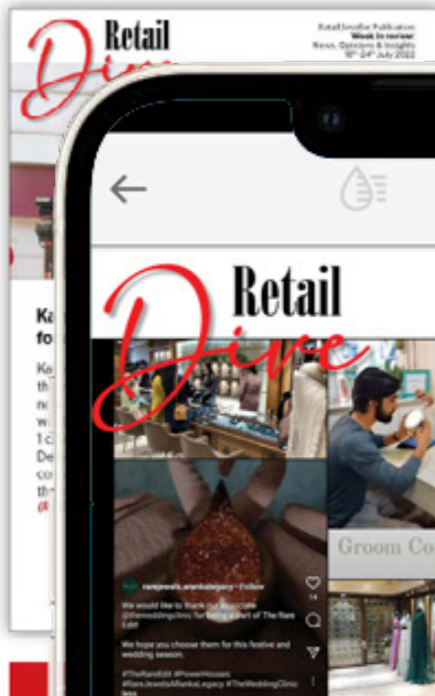
01st - 7th Aug 22



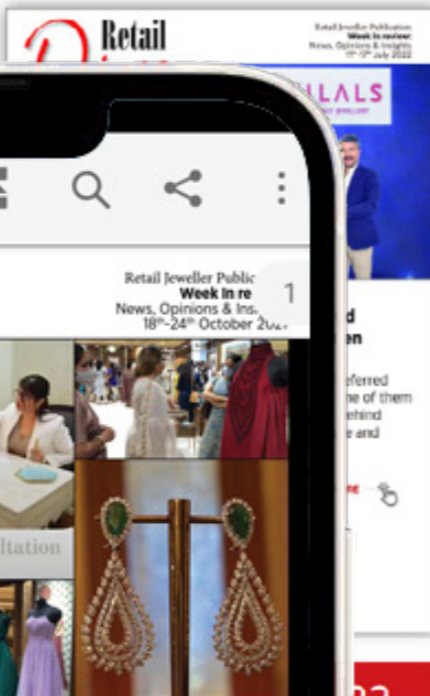
25th - 31st July 22



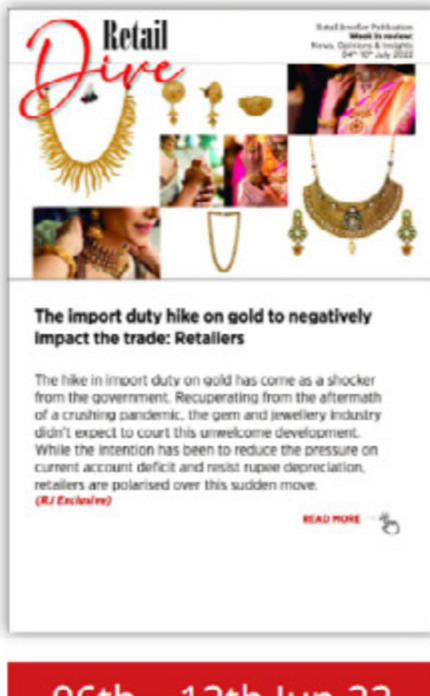
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11th - 17th July 22



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06th - 12th Jun 22



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