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## For Antara Jewellery, teaming up with a fashion show made for effective direct marketing

**MUMBAI**

On June 2, at a fashion show held on the campus of the Le Mark School of Fashion in Andheri, the fusion couture sported by the models walking the ramp had an added sparkle, courtesy Antara Jewellery that provided the jewellery to match every outfit. For Antara, it meant creating awareness about the brand and direct marketing to a relevant audience comprising women entrepreneurs, celebrities and prominent professionals at the show

**(RJ Exclusive)**

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## Harsahaimal Shiamlal Jewellers hosts press meet for the film 'Jogira Sara Ra Ra' at its Lucknow store, attracts 200 people and publicity

### LUCKNOW

When Harsahaimal Shiamlal Jewellers, Lucknow offered the precincts of their store for a press meet before the release of the film 'Jogira Sara Ra Ra', addressed by the film's actors Nawazuddin Siddiqui and Niki Tamboli, they not only attracted a crowd of 200 existing and potential customers, but also their high value clients to the store. HSN is now looking forward to more collaborations with films that require promotional activities in Lucknow

***(RJ Exclusive)***

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## **World's largest gem-quality ruby, the 55.22 carat Estrela de FURA, fetches record \$ 34.8 million at Sotheby's auction**

**NEW YORK**

The stunning Mozambique ruby has set a new world record at Sotheby's Magnificent Jewels sale, for the highest price commanded by a ruby (or any coloured gemstone) at any auction. This surpasses the previous record held by the 'Sunrise Ruby,' a 25.59-carat Burmese stone, that sold for \$ 30.3 million at Sotheby's Geneva in May 2015

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## Aditya Birla Group enters the branded jewellery retail business with ‘Novel Jewels’

**MUMBAI**

The Aditya Birla Group has announced its foray into the branded jewellery retail business with an investment of Rs 5,000 crore. The company said that this business will be housed in a new venture, Novel Jewels Ltd, engaged in building large-format jewellery retail stores across India, with in-house jewellery brands

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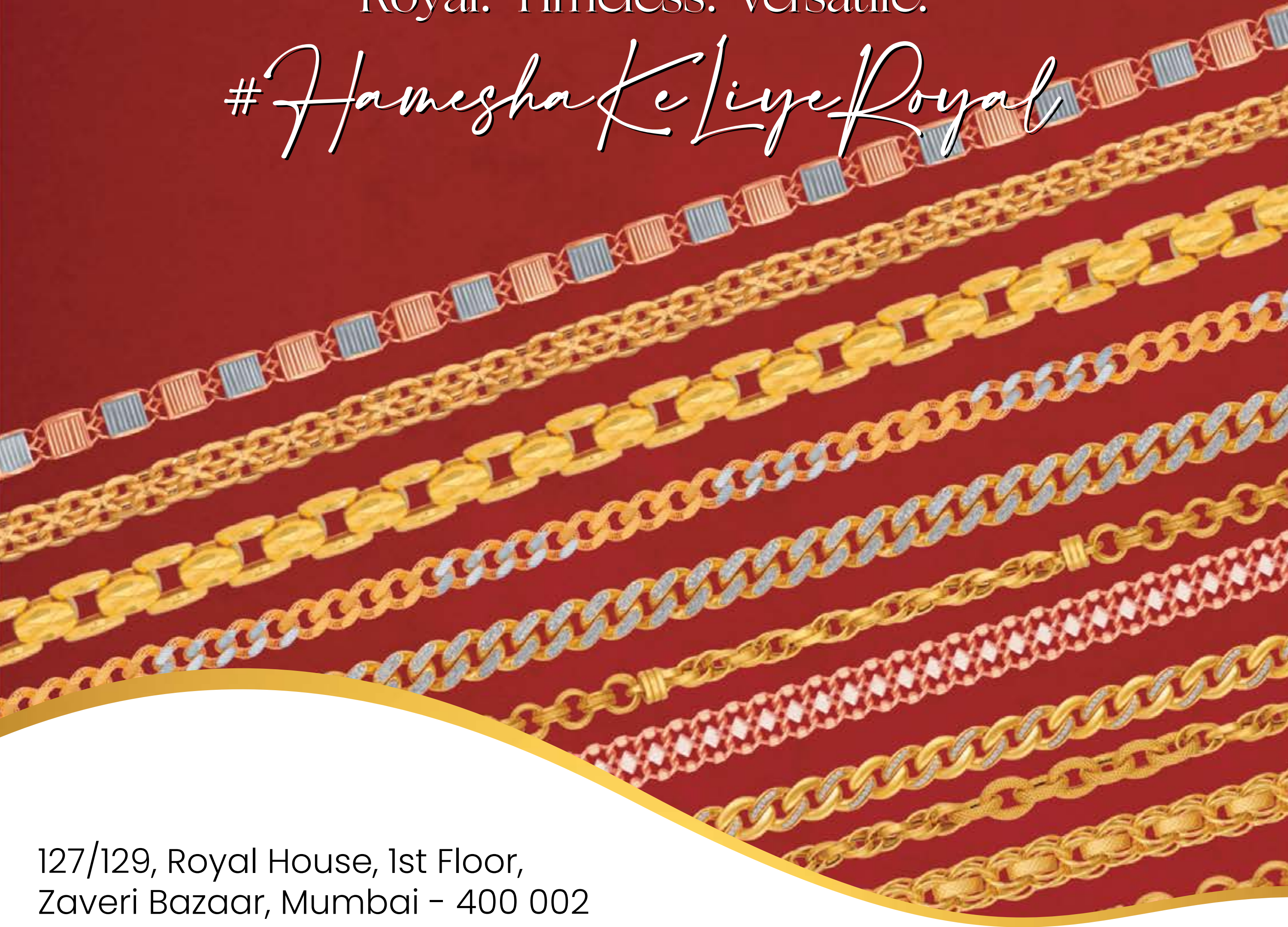




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## Ajay Devgn calls Kalyan Jewellers collections a 'symphony of elegance' while inaugurating showrooms in Lucknow

### LUCKNOW

Actor Ajay Devgn inaugurated two new showrooms of Kalyan Jewellers, situated at Bhootnath and Gomti Nagar in Lucknow, on June 2. With these launches, the brand is now present at four locations in the historic city. The company has been consistently expanding its brand footprint and operations in the region, to supplement its growth and make the brand more accessible to patrons in Uttar Pradesh

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## Hari Krishna Group joins Watches & Jewellery Initiatives 2030 to contribute to global sustainability efforts

MUMBAI

The Hari Krishna Group has joined the Watches and Jewellery Initiatives 2030 (WJI 2030), a global sustainability initiative launched by French luxury brands Kering and Cartier in 2021. This is a reflection of the group's strong commitment to social responsibility and environmental conservation, which it conducts through the Dholakia Foundation, its philanthropic arm

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## Titan's plan to acquire remaining stake in CaratLane reaches an impasse

**MUMBAI**

CaratLane is considered Titan's most valuable subsidiary, with Titan currently owning 72.3% of the company, with the remaining 27.8% held by CaratLane's founders. According to the original deal between Titan and CaratLane, Titan can acquire the remaining business of CaratLane at a value agreed upon by both parties. Disagreement over the valuation of Caratlane has stalled the deal

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## **PGI India announces sixth edition of the Platinum Buyer-Seller Meet to be held from July 6 to 7**

### **KOCHI**

The event in Kochi aims to foster networking opportunities and collaboration between platinum jewellery manufacturers and retailers to drive business growth for the platinum jewellery industry. Besides, it will give retailers a great opportunity to explore new designs and stock up on pieces that will attract customers in the upcoming festive season

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## Senco Gold and Diamonds opens new store in Hyderabad's Somajiguda locality

### HYDERABAD

It was inaugurated by actor Samyuktha Menon, in the presence of Suvankar Sen, MD and CEO of Senco. It is the brand's 139th store in India, and the second store in the Somajiguda area. It stocks a wide selection of the brand's Kolkata-made traditional style jewellery

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## Debasish Biswas appointed CEO of Indian Institute of Gems & Jewellery

**MUMBAI**

Biswas brings on board 31 years of experience to his role at IIGJ, a project of the Gem & Jewellery Export Promotion Council (GJEPC), the apex body driving India's export-led growth in the gem and jewellery sector. IIGJ has five campuses in Mumbai, Delhi, Jaipur, Varanasi and Udupi, offering degree, diploma and certification programmes for undergraduate and postgraduate students, as well as corporate training

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## **GIA India to launch comprehensive CAD/CAM for jewellery certificate programme from June 26**

### **MUMBAI**

The seven-week programme aims to equip students with skills required for careers in jewellery design, product development and as CAD technicians. Topics to be covered also include subtractive and additive CAM machines, jewellery manufacturing techniques, GIA's quality assurance benchmarks and jewellery-engineering fundamentals

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