



At its Ratlam store, Kataria Jewellers captivates HNI clients with the Mercedes Benz car show

RATLAM

Prospective clients were treated to test drives, a rare opportunity for Ratlam residents. The collaboration has already yielded significant benefits for Kataria Jewellers. Plans are under way for future displays on a larger scale, particularly during the upcoming festive season in August
(RJ Exclusive)

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For Kothari Jewellers, lucky draws linking a reward to every sale bring revenue growth and new customers

JABALPUR

Retailer devises a successful 22-week-long lucky draw to increase customer engagement and create a sense of urgency, motivating customers to buy now rather than later and increasing sales and new customer acquisition

(RJ Exclusive)

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Multani Jewellers takes select customers along on a mission to feed underprivileged children

NEW DELHI

Involving customers in its CSR activity, the jewellery brand aimed to fulfil the target of arranging meals for 150 children living in temporary shelters in Delhi's Chattarpur. The brand conducts several other CSR activities around the year, in the area of education and supporting destitute women

(RJ Exclusive)

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Hazoorilal Legacy looks to enter the daily wear segment with new collection ‘Zoori’

NEW DELHI

The Zoori collection has a burst of colour and captivating designs. Launched with the tagline ‘where fun meets fine jewellery’, it encourages customers to unleash their creativity and go for playful combinations. The target customer base for Zoori is Gen Z and millennials and with it, the brand looks to find a place in their daily wear considerations

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Jos Alukkas releases television commercial as part of its HUID awareness campaign

CHENNAI

Jos Alukkas has taken up the Government’s mission to propagate HUID in our country, and become the first jewellery group in the country to release a TV commercial on HUID awareness. The campaign is focused on the tagline ‘HUID gives you courage’. Earlier, the Kerala-based jewellery group had roped in actor R. Madhavan as its brand ambassador and launched a campaign on ‘courage’

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Kirtilals showcases new collections from Farah Khan Atelier at its Coimbatore showroom

COIMBATORE

The display includes three new lines - Amaira, Be Charmed and Aayat, and is on at the store up to June 30. Farah Khan Atelier, targeted at the new-age woman who straddles the worlds of career, home, travel and relationships, has an ongoing collaboration with Kirtilals, known for its bridal jewellery

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Kalyan Jewellers unveils three new showrooms at Haridwar, Ranchi and Ramgarh

RANCHI

Kalyan Jewellers opened two new showrooms at Ranchi and Ramgarh, bringing its total number of stores in Jharkhand to four. The company also opened a new store in Haridwar, the brand's third outlet in Uttarakhand. This is part of their company's 2025 vision to broaden its operations and footprint in the North to support its expansion in the South

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Malabar Gold & Diamonds signs on superstar NTR Jr as brand ambassador again

MUMBAI

NTR Jr. will be featured in the upcoming consumer campaigns of Malabar Gold & Diamonds. Signing the superstar is in line with the group's aim to further expand its customer base and build a stronger consumer connect in Andhra Pradesh and Telangana region, and beyond. NTR Jr reflects the core values of the group, i.e., trust, transparency and excellence

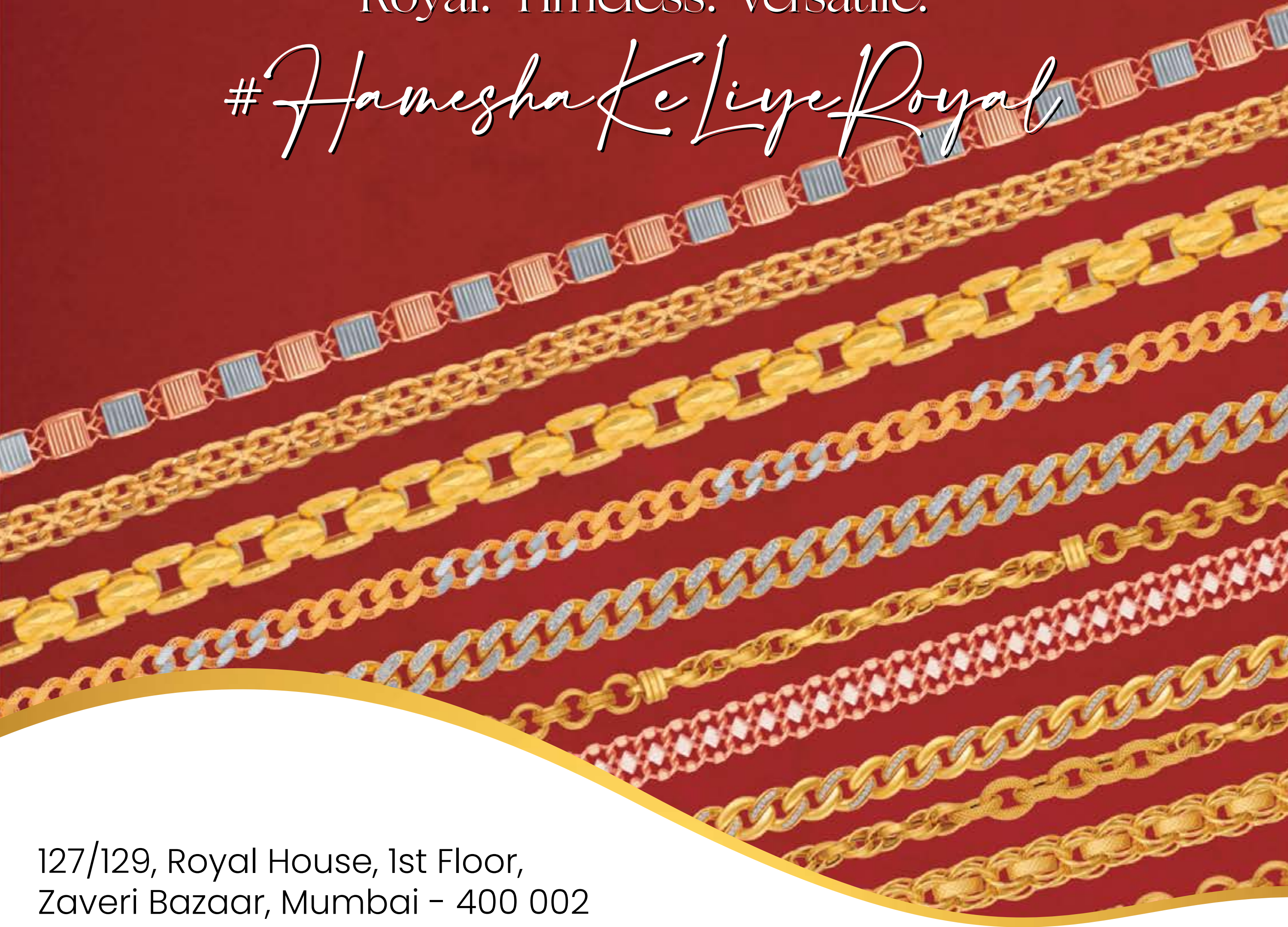
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Senco unveils jewellery inspired by Rath Yatra, incorporating auspicious motifs and symbols

KOLKATA

Senco Gold & Diamonds has created a variety of distinctive jewellery items that are specifically inspired by the symbolism and grandeur of Rath Yatra, also known as the Festival of Chariots. Intricate motifs of gods, chariots and lucky symbols are included in the jewellery designs, launched at a time considered auspicious for buying jewellery

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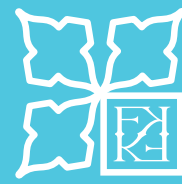
Hari Krishna Exports celebrates International Yoga Day across Surat and Mumbai

MUMBAI

Through active participation in the International Yoga Day, Hari Krishna Exports not only supports the objective of uniting nations but also embraces the mission of the Government of India to foster global unity through Yoga. By integrating Yoga into its work culture, the company prioritizes its employees' physical and mental health. The Surat Municipal Corporation coordinated the event in Surat. In Mumbai, the event took place at Jio Garden

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PNG Jewellers gets Great Place to Work certification for the second consecutive year

PUNE

PNG Jewellers' commitment to fostering a dynamic and growth-oriented work environment has been recognized by Great Place to Work, which has also given the company high scores on its trust index survey. The survey evaluates key dimensions that contribute to an exceptional work environment, including the credibility of management, respect for people, fairness at the workplace, pride, and camaraderie between people

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Delhi NCR witnessing a paradigm shift in real estate for retail: CBRE

NEW DELHI

Innovation and technology are revolutionizing the retail sector, and Delhi NCR is at the forefront of this transformation. Retailers in Delhi NCR are leveraging these advancements to create immersive and personalized shopping experiences, which attract customers and create new avenues for growth

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Retail sales in jewellery witnesses average growth of 9% in May, 2023

INDIA

According to the 40th edition of the Retail Business Survey, conducted by the Retailers Association of India (RAI), total volume of retail sales increased modestly by 7% in May 2023, compared to sales levels during the same time in May 2022. Regionally, East India grew by 8%, while South India and West India grew 7% and 6% respectively, followed by North India at 5%

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Government Takes Steps to Revive Jewellery Exports, Streamlines Jewellery E-commerce Policy: GJEPC

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Government takes steps to revive jewellery exports, streamlines jewellery e-commerce policy: GJEPC

MUMBAI

The Central Board of Indirect Taxes and Customs (CBIC), Government of India, has accepted the GJEPC's recommendation to simplify jewellery exports via courier mode. GJEPC had been making multiple representations to the Government of India, urging it to prioritise and support e-commerce as a means of value-added exports. The new guidelines will provide much relief to exporters

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