

Khimji Jewellers dedicates new TVC to artisans behind handcrafted jewellery

BHUBANESHWAR

In the age of machine-made jewellery and AI, the 60-second ad film highlights the contribution of artisans and the process behind the making of intricately designed handcrafted pieces, calling it 'Handcrafting Blessings'. The film, which aims to raise awareness about the concept of handcrafted jewellery, is the first of a trilogy; two more films in the series will be released soon

(RJ Exclusive)





Prasad Jewellers gains new customer base, sees rise in sales with 'Jitne Din Utne Gifts' activity

ROURKELA

The two-month lucky draw scheme, aimed to counter the expensive marketing blitz unleashed by retail jewellery chains entering Rourkela, attracted people from adjoining rural areas, a critical customer segment for the brand. It had a direct impact on sales too, with the brand seeing a 12-15% rise in sales during the offer period (RJ Exclusive)





Ratanlal C Bafna Jewellers reaches out to HNI women in Nashik via Mirchi's 'Pout and Shout'

NASHIK

Sponsoring the event gave the jewellery brand a chance to promote itself, create a buzzand exhibit its premium jewellery before a very relevant audience. The event was very well promoted all over Nashik, giving good publicity to Ratanlal C Bafna Jewellers (RJ Exclusive)





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Senco Gold Limited aims to raise Rs 405 crore through IPO opening on July 4

KOLKATA

The IPO proceeds will be used to expand the company's presence in North India and to expand its diamond jewellery business. This is the third attempt by the company to get itself listed. The IPO will be listed on the NSE and BSE, with Rs 270 crore expected to be a fresh issue and Rs 135 crore as an Offer for Sale (OFS) – wherein promoters sell their shares and reduce their holdings





Kalyan Jewellers' fourth showroom in Haryana inaugurated by Malaika Arora on June 30

KARNAL

The new showroom, located at Dyal Singh Colony on Kunjpura Road in Karnal, is the company's fourth showroom in the State of Haryana. Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers has said Karnal offers tremendous untapped potential and will help boost the brand's growth momentum







NAC Jewellers celebrates completion of 50 years by unveiling bust of founder

MYLAPORE

NAC Jewellers, Mylapore, celebrated its 50th anniversary on June 21. To honour the legacy of the brand's founder, late Anjaneyulu Chetty, his son and Managing Director of NAC jewellers, Anantha Padmanabhan, unveiled his bust at the flagship store. A 'Golden Week' from July 1 to 8 is part of the celebration, along with donations of Rs 50 lakh to charitable trusts







Lalithaa Jewellery opens its 50th store in Nellore, hometown of the company's Chairman

NELLORE

Lalithaa Jewellery, one of the largest chain stores in South India, opened three new showrooms on June 24. Chairman M. Kiran Kumar also fulfilled his dream of opening the 50th store in his hometown, Nellore. Besides Nellore, the other two showrooms are at Sullurpetha and Gudur

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Senco Gold and Diamonds announces in-film brand association with 'Satya Prem ki Katha'

KOLKATA

The partnership is a natural extension of the collaboration with Kiara Advani, Senco's national brand ambassador, who stars in the movie, along with actor Kartik Aryan. Senco will showcase its exquisite jewellery in the film and unveil an exclusive limited edition bridal collection inspired by it

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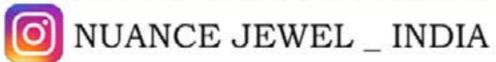
Actor Vaani Kapoor unveils new showrooms of Kalyan Jewellers at Bhilai and Bilaspur

BHILAI

The cities of Bilaspur and Bhilai in Chhattisgarh came to a standstill as crowds jostled to catch a glimpse of actor Vaani Kapoor at the inauguration of Kalyan Jewellers' new showrooms in these two cities. The new showroom at Bhilai is located at Nehru Nagar East, and the one in Bilaspur is located at Agrasen Chowk. Kalyan Jewellers is now present across three locations in Chattisgarh

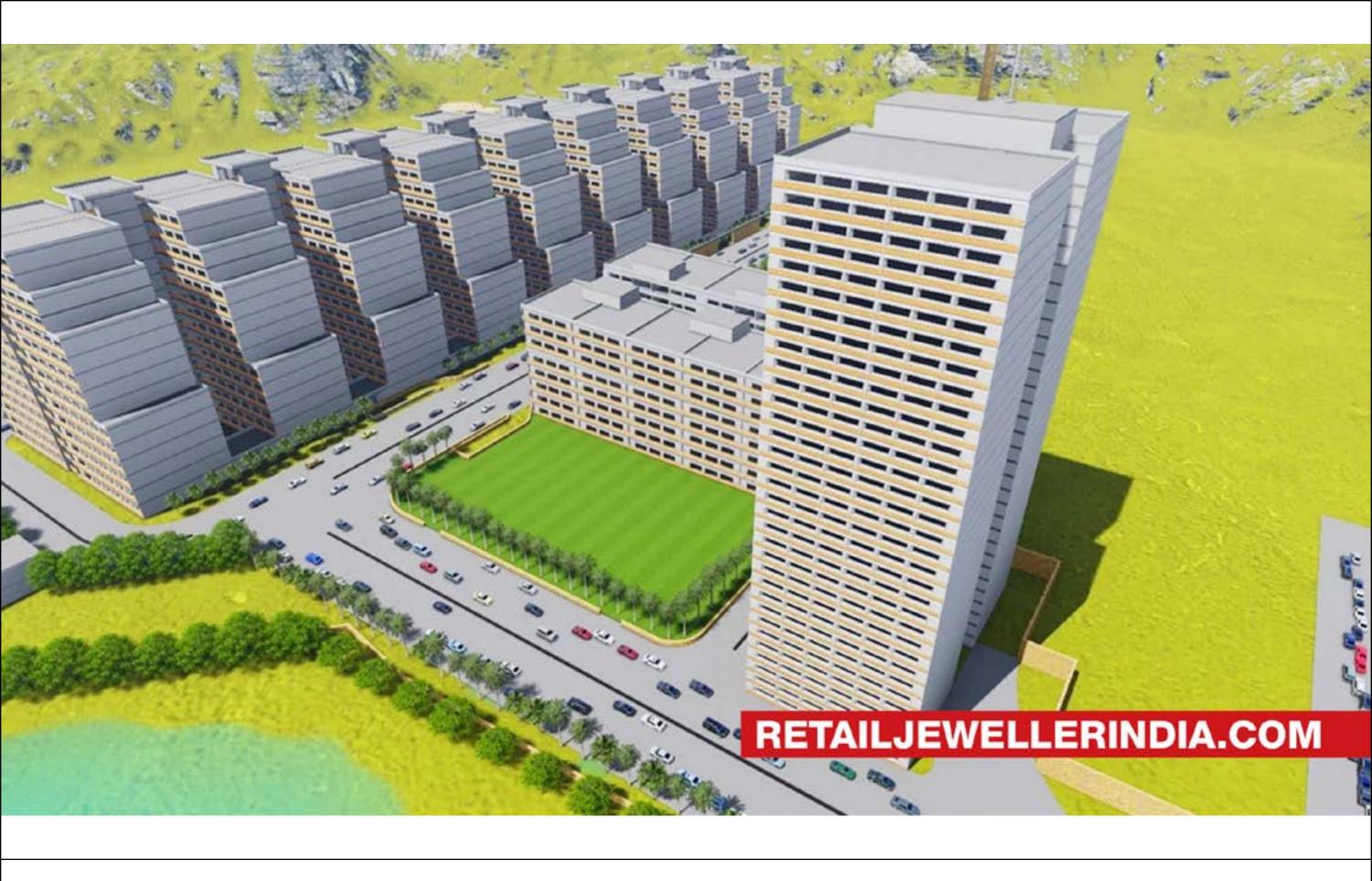






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Rs 20,000-crore jewellery park in Navi Mumbai gets official go-ahead from Maharashtra Govt

MUMBAI

The proposed India Gems and Jewellery Park will be developed by the Gems and Jewellery Promotion Council. Located on a 21-acre plot at Navi Mumbai's Mahape, the park will have 1,354 industrial and commercial establishments, an official from the Industries Department said. It will also have multiple units for lab-grown diamonds







Jewellery sales recover after a lull of two months as gold prices soften

NEW DELHI

Gold jewellery sales have seen a spurt after a lull of two months as prices of the precious metal have softened to about Rs 58,300 per 10 grams from Rs 61,000 per 10 grams in the past month, said leading jewellers. April and May proved to be lacklustre months for jewellers as gold prices surged past Rs 62,000 per 10 grams, but with the easing of gold prices, customers have returned to the market, said industry executives





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At 21,000 tonnes, Indian households possess more gold than World Bank's reserves: WGC

MUMBAI

With 21,000 tonnes of gold, Indian households are the largest holders of gold across the globe. According to PR Somasundaram, MD, World Gold Council India, the study that revealed the data was conducted two years ago and the number may have reached around 24,000-25,000 tonnes now





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Union Minister Mansukh Mandaviya's visit to Bharat Diamond Bourse boosts industry's morale

MUMBAI

Anoop Mehta, President of the Bharat Diamond Bourse, along with Vipul Shah, Chairman, GJEPC, welcomed Union Minister Mansukh Laxmanbhai Mandaviya to the Bharat Diamond Bourse precincts in Mumbai last week. The Minister's interaction with the 200 diamond merchants present revolved around fostering a collaborative environment and growth trajectory of the industry



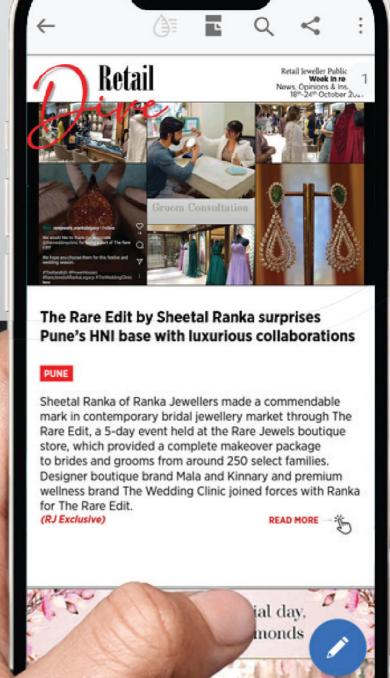
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GJC gears up for 4th India Gem & Jewellery Show with jewellers' meets in key markets

MUMBAI

The All India Gem and Jewellery Domestic Council (GJC) recently unveiled the comprehensive plan for promoting its mega B2B expo, GJS, to be held from September 30 to October 3, 2023 at Jio World Convention Centre, Mumbai. With more than 500 exhibitors, the upcoming festive season and an expected registration of 15,000 visitors, GJS promises to be a mega show



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