



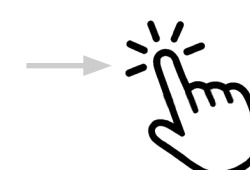
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Joyalukkas brings stories from the Ramayana to life in its epic 'Sita Kalyanam' collection

THRISSUR

The coming together of two pan-Indian phenomena - the ubiquitous Indian wedding and the lore of Rama's love for Sita in the epic Ramayana - is set to make the affordable and contemporary bridal collection hugely popular. While the ornate designs are inspired by the traditional temple jewellery of South India, the brand has made an effort to keep the range affordable, with prices starting at Rs 60,000
(RJ Exclusive)

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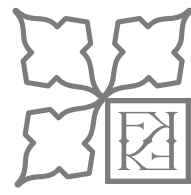
K Zinzuwadia Legacy of Ahmedabad celebrates its 54th anniversary in ‘The Great Gatsby’ style

AHMEDABAD

When K Zinzuwadia Legacy set out to celebrate its 54th anniversary, it wanted a theme that would be remembered by all. Hardik Zinzuwadia, Director, K Zinzuwadia Legacy, let his imagination travel all the way back in time to Jazz Age New York and came up with ‘The Great Gatsby’ as the theme for a 20-day carnival - ‘The Great 1969 Celebration’ - to create an engaging shopping experience for customers
(RJ Exclusive)

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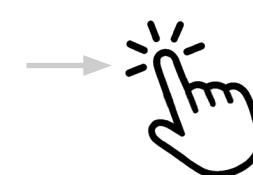
Pothys Swarna Mahal launches reversible jewellery with tagline ‘2 designs at price of 1’

CHENNAI

With rising gold prices, Ashok Pothy, Director, Pothys Swarna Mahal, wanted to address the affordability concerns of the middle-class customer. Thus, he came up with the concept of reversible gold jewellery and the ‘Swarna Lakshana’ collection. Each piece of the collection combines two designs, primarily classic Italian and temple jewellery. Other designs like antique, plain jewellery and stone studded jewellery too have been incorporated in some pieces of the collection

(RJ Exclusive)

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PMJ Jewels unveils new brand ambassador Sitara and ad campaign at Times Square in NY

NEW YORK

The leading South Indian jewellery retailer took the opportunity of grand celebrations of the American Independence Day at Times Square in New York on July 4 to launch its latest ad campaign, featuring the brand's Sitara collection. This created a big buzz for the brand, and came along with the announcement of Sitara Ghattamaneni, daughter of actor Mahesh Babu, as its new brand ambassador

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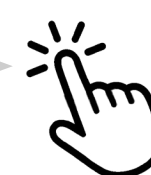


Senco Gold IPO over-subscribed by 73.3 times on strong institutional push

KOLKATA

Senco Gold's Rs 405 crore IPO was open for subscription over a two-day offer period from July 4 to 6. According to market analysts, the company's shares are trading at a premium of Rs 90-92 in the unlisted market. The IPO is a combination of fresh issues and the OFS portion. The fresh equity issue is Rs 270 crore, and the OFS segment aggregates up to Rs 135 crore

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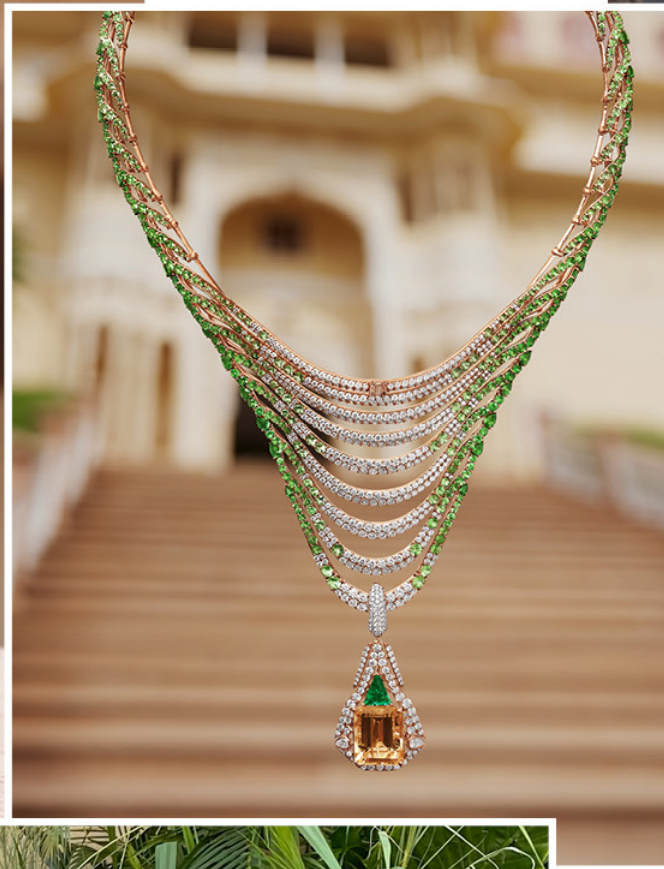
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Tanishq unveils the ‘Tales of Mystique’ collection on its debut at Paris Haute Couture Week

PARIS

The ‘Tales of Mystique’ collection has rare and precious diamonds along with coloured gemstones, and it is inspired by the architectural beauty of Rajasthan’s palaces and cityscape. The collection has been created in partnership with designer Rahul Mishra and was launched at Tanishq’s grand debut at the Paris Haute Couture Week, Fall-Winter 2023-24.

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De Beers Forevermark partners with Jos Alukkas in Coimbatore, launches at their store

COIMBATORE

The Jos Alukkas store in Coimbatore will host a wide range of diamond major De Beers Forevermark's jewellery collections, starting from the signature Forevermark Avaanti collection to the classic Forevermark Icon collection, and the popular Forevermark Traditional Setting collection, including rings, earrings, pendants and bangles. The synergy of the two brands brings rare and responsibly sourced natural diamonds set in intricately designed jewellery to the customer

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Malabar Gold & Diamonds launches ‘Sparkle of Heaven’, a collection for the modern woman

KOZHIKODE

Malabar Gold & Diamonds has launched ‘Sparkle of Heaven’ under its sub-brand Mine Diamond Jewellery, in an iteration of design leadership in the diamond category. The collection showcases a union of intricate diamonds made for the modern woman. According to Malabar Gold & Diamond’s social media posts, the collection is supposed to be very versatile and can be worn for both formal and informal occasions

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Kalyan Jewellers registers revenue growth of 34% for its India operations in Q1

MUMBAI

In India, while momentum in same-store revenue growth was broad-based across geographies, non-South markets recorded higher overall revenue growth largely due to the greater number of showrooms launched in that region over the last 12 months. Overall Q1 revenue of the company increased 31%, compared to Q1 FY 2023. The brand expects to launch 20 new showrooms across non-South markets before Diwali

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Mellora launches gender-fluid fine jewellery collection for Spring-Summer 2023

MUMBAI

In the wake of the recently concluded Pride Month, D2C jewellery brand Mellora has come up with a ground-breaking gender-fluid fine jewellery collection for the Spring-Summer 2023 season. The rise of gender-fluid fashion has revolutionized the industry, and inspired by this movement, Mellora has come up with a collection of gold and diamond jewellery that resonates with those who reject societal norms

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PMJ Jewels hosts jewellery exhibition at its Coimbatore store to celebrate its first anniversary

COIMBATORE

The jewellery exhibition at the brand's showroom at R S Puram in Coimbatore started on July 1 and will continue till July 10. The exhibition is showcasing designer diamond, gold and polki jewellery collections including PMJ's new designer jewellery range of 10,000+ handcrafted creations. PMJ Jewels is looking to open more stores in Coimbatore and increase its footprint all over Tamil Nadu

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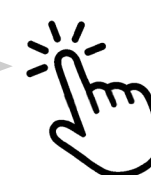


Diamond industry leaders discuss strategies for growth at B20 meet in Surat

SURAT

The recently concluded B20 (Business 20) Surat meet was organized by the Confederation of Indian Industry (CII). It saw a host of diamond industry leaders sharing their views and suggestions for the growth of the industry. A round-table discussion on the future of the diamond industry in India in 2030 explored the significant issues that will shape the trajectory of the diamond industry in India over the next decade

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Verma Jewellers honours doctors of Himachal in heartwarming campaign on Doctors’ Day

SOLAN

Verma Jewellers commemorated Doctors’ Day to pay tribute to the remarkable doctors of Himachal Pradesh. Its campaign aimed to recognize the contribution of doctors and shed light on their inspiring journeys, experiences and insights. The initiative not only highlighted the brand’s deep appreciation for the doctors of Himachal Pradesh but also showcased the strong bond between Verma Jewellers and the healthcare community

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Kolkata's heritage brand B.C. Sen Jewellers celebrates its 135th anniversary in style

KOLKATA

The 135th anniversary celebration of B.C. Sen Jewellers included a fashion show, each round of which represented a confluence of various cultures, traditions and customs that represent the brand's identity. The celebration also witnessed the launch of 'Ami', a range of lightweight gold and diamond jewellery by B.C. Sen Jewellers

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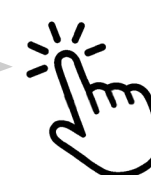
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#PadharoJaipur: Three-day Jewellers Association Show, JAS, gets under way in the Pink City

JAIPUR

The premium B2B gems and jewellery extravaganza, held under the aegis of the Jewellers Association, Jaipur, will go on up to July 9. Ahead of the upcoming wedding season, JAS with the themes 'Auspicious Beginnings' and 'Mines to Market' is exhibiting the latest fine jewellery designs as it brings together jewellers, designers, diamond, emerald and other gemstone merchants and manufacturers under one roof

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