



RETAILJEWELLERINDIA.COM

D. Khushalbhai Jewellers pays tribute to successful lunar mission with Chandrayaan Rakhis

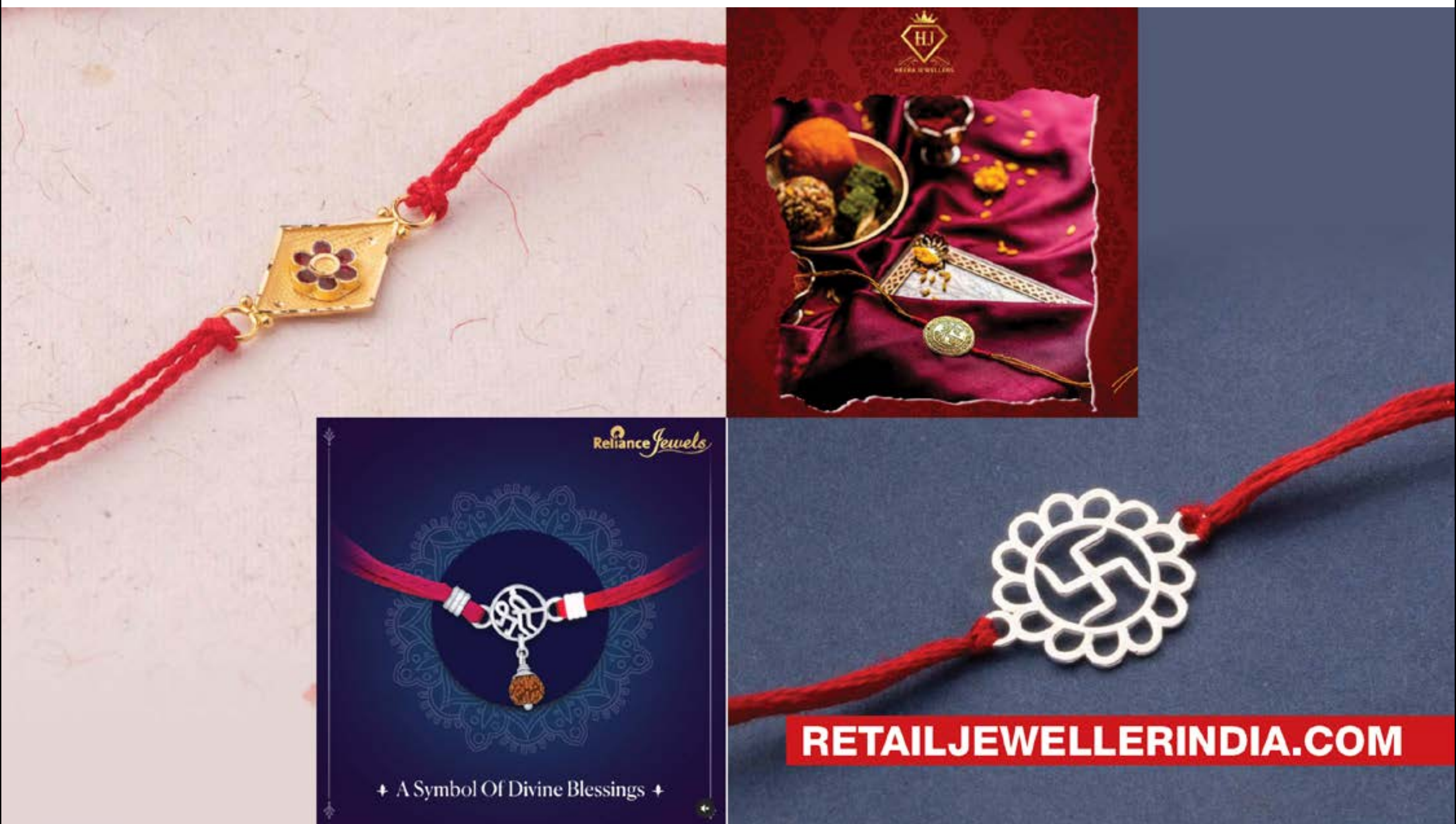
SURAT

In a successful exercise of moment marketing, the jeweller introduced a unique collection of Chandrayaan Rakhis, celebrating the soft landing of Chandrayaan 3 on the moon as well as Rakshabandhan. Crafted from gold and silver coins, the Rakhis were designed to transform into wearable pendants post the festival

(RJ Exclusive)

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Rakshabandhan 2023: Jewellers mark the start of robust festive sales, identify new trends

MUMBAI

Jewellery shopping picked up during Rakshabandhan, which until a few years ago was all about small-scale celebrations. It is also an indicator of the buying intent during the upcoming festival season. Silver took up a considerable share of the festival market this year, with silver Rakhis and lightweight silver jewellery proving to be popular

(RJ Exclusive)

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PINK IS THE NEW BLACK

FURA

PINK SAPPHIRE JEWELLERY PROGRAM



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Joyalukkas celebrates the traditional spirit of Onam with its latest campaign

THRISSUR

The 60-second ad film, set in and around a picturesque traditional Kerala home, encapsulates the spirit and beauty of Onam and strikes a chord with viewers' emotions and cultural pride. An integral part of the narrative is the collection of traditional ornaments that the family members wore in the ad

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Senco Gold & Diamonds launches its first showroom in Bhopal and 10th showroom in Delhi-NCR

BHOPAL

Through its retail outlets and showrooms, the brand aims to make its extensive jewellery collection more accessible to its customers across the country. The store openings mark a major milestone for the brand as it continues to expand its presence outside West Bengal

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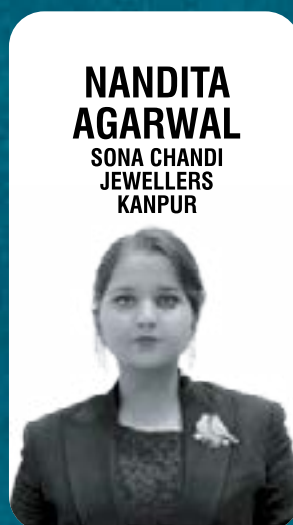
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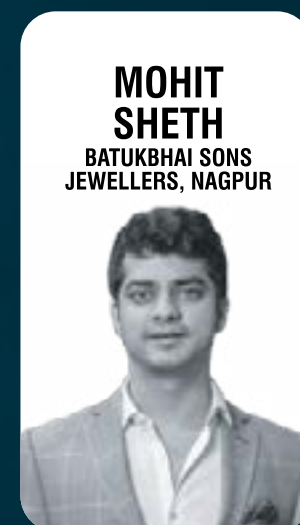
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Mia by Tanishq strengthens its retail footprint in Chennai with four new stores

CHENNAI

The stores, inaugurated on the occasion of the Varamahalakshmi festival, will cater to the needs of the modern and financially independent customer base of Chennai, one of the key markets for the brand. At the same time, the brand also launched a line of 925 sterling silver Rakhis to celebrate the festival of Rakshabandhan

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Colours is a Power Which
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Shilpa Shetty and Ilaya Thilagam Prabhu Ganesan inaugurate new Kalyan Jewellers showroom in Mumbai

MUMBAI

The showroom in Chembur is the brand's 16th one in Maharashtra and aims to make its products more accessible to patrons across the city of Mumbai. With its 200-showroom milestone in August at a global level, the brand has also launched a 'Celebrating 200 Showrooms' campaign

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KISNA

DIAMOND & GOLD JEWELLERY



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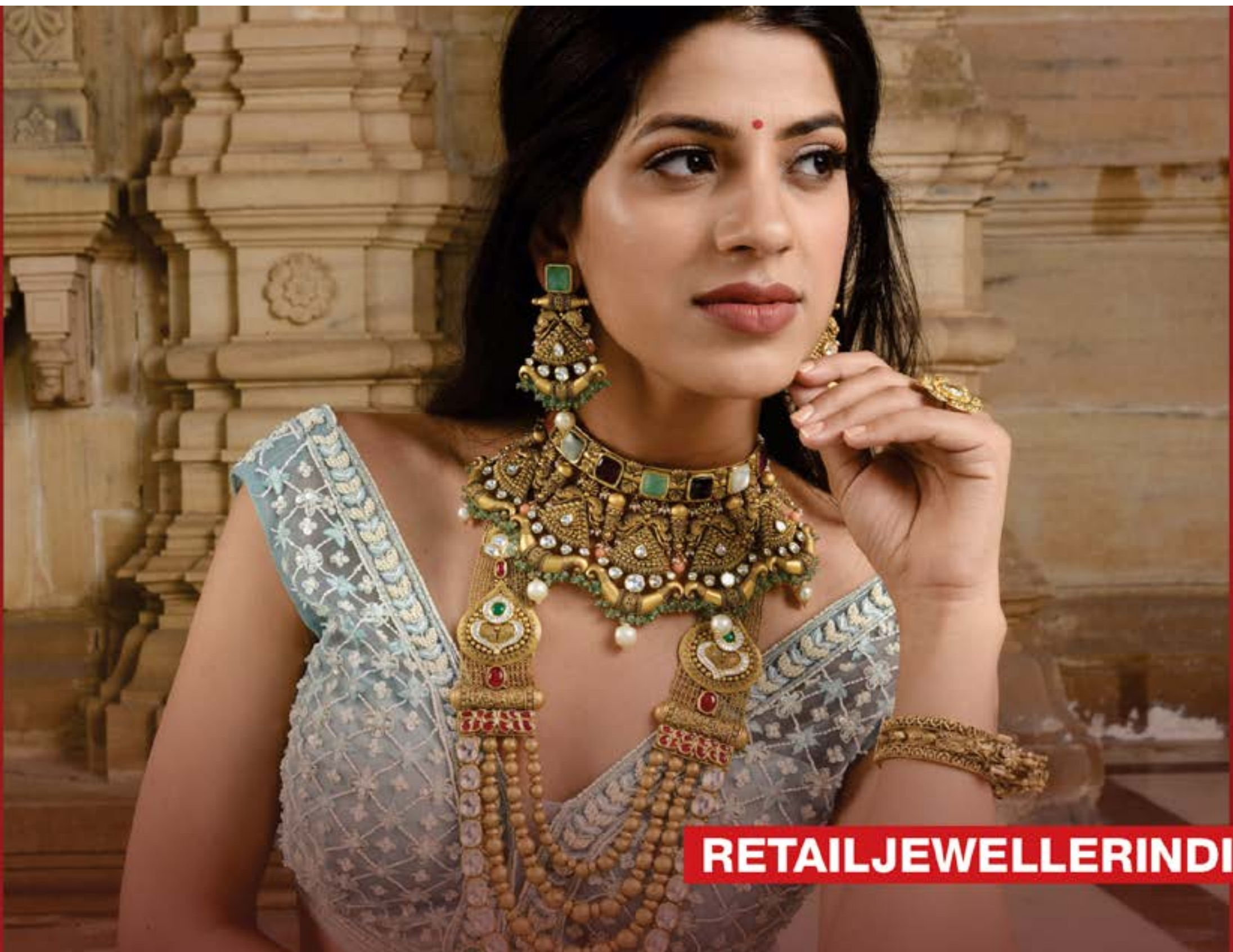
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Gahana Jewellers celebrates the Bangles & Necklace Festival at their Gwalior showroom

GWALIOR

The brand's jewellery festival catered to consumers who sought to purchase bridal jewellery and also saw a large number of people book jewellery in advance for upcoming festivals, events and occasions. The event was aimed at enabling the brand's customers to choose from a range of unique jewellery designs

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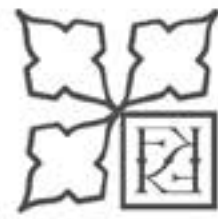
CaratLane promotes co-founder and COO Avnish Anand to Chief Executive Officer

MUMBAI

The announcement came soon after co-founder Mithun Sacheti exited the company and his 27.18% stake in the brand was picked up by Titan for Rs 4,621 crore. The brand has also said that co-founder Gurukeerthi Gurunathan will continue to be the chief technology officer (CTO) of CaratLane

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PMJ Jewels unveils its flagship store at Siripuram Junction in Vishakhapatnam

VISAKHAPATNAM

This is the brand's 29th store in South India, where it has a strong presence. The store will fulfil the demands of the brand's customers in Andhra Pradesh. The store opening was marked by a five-day wedding jewellery exhibition in Visakhapatnam

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Become a Fura Sapphire Jewellery program Retailer?

- 1 Seize a new profit-centre opportunity for your showroom.
- 2 India Consumer Research has shown that 76% Customers are ready to buy Sapphire Jewellery.

Program Plan

- 1 Attractive Point of Sale materials for your showroom.
- 2 Focused training for your Sales team to excel in selling Fura Pink Sapphire and Colour Gemstone Jewellery.
- 3 Feature in the National Fura Pink Sapphire Jewellery Catalogue, distributed across India through top publications.
- 4 Receive digital certificates from FURA and SGL for all products.
- 5 Benefit from a National Digital Marketing campaign to educate and attract Indian customers to the Pink sapphire category.



How to join the National program

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Khimji Jewellers celebrates the birthday of Khimji Dayabhai as Founder's Day

BHUBANESHWAR

To commemorate its 87th year and to pay tribute to its founder, the brand organised a food and cloth distribution programme for the underprivileged at two locations in Bhubaneswar. The date of the celebration was chosen to coincide with the festival of Rakshabandhan on August 30

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The Retail Jeweller

July-August 2023

Digital Edition

Cover story: The Retail Jeweller explores the innovative creations of a few progressive manufacturers who are constantly striving to stand out in the market

Special Interviews

- Top leadership of **Platinum Guild International**
- **Sabyasachi Ray**, Executive Director GJEPC
- **Suvankar Sen**, MD and CEO Senco Gold
- **Aditya Modak**, Director & Co-Founder, Gargi Fashion Jewellery by PNG Sons

New Store Launch

Arjun Jewellers, Rajkot

Personal Opinion

Abhishek Chanda, Director Kalasha Fine Jewels

Young Turk

Jenil Zinzuwadia, Director, Radhika Jewellers

Maverick

Manav Agarwal, Director, Dreamz Diamond Jewellery

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Cricketer Suryakumar Yadav makes a bold statement in Men of Platinum's latest campaign

MUMBAI

Platinum Guild International (PGI) India's Men of Platinum has just released a six-part mini-series titled 'A Minute with Men of Platinum X Suryakumar Yadav' that traces the cricketer's journey and aligns it with the core values that Men of Platinum symbolizes

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Gargi by PNGS expands its physical presence with SIS Nashik store and Pune retail outlet

PUNE

The brand Gargi, with an e-commerce website already serving customers all across the country, seeks to expand its physical presence through various models such as shop-in-shop (SIS), franchises and also company-owned exclusive retail stores. The Pune store is at a prime location on Laxmi Road, and has got a huge response from patrons

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Lab Grown Innovators

Meet the innovators who are disrupting the lab-grown diamond industry

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GJEPC launches eighth India Rough Gemstone Sourcing Show in Jaipur

JAIPUR

The event is one among GJEPC's annual trade shows that help boost the connection between Indian businesses and the global jewellery industry for increasing trade opportunities and domestic business. The B2B event, that will go up to September 17, aims to draw jewellery industry brands from across India

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Rajasthan Govt approves proposal to set up global gemstone trading centre at Sitapura in Jaipur

JAIPUR

The decision to set up the trading centre is aimed at promoting the gem and jewellery sector, and boosting economic growth in an environment that gives impetus to trade and investment in the sector. Once ready, the project is expected to generate about 60,000 direct and indirect employment opportunities

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