



Chosen by Tejpal Ranka sells 80% of Farah Khan Atelier's jewellery at joint launch in Pune

PUNE

Partnership between the two brands proved to be an important milestone in Pune's jewellery retail landscape, as a jewellery designer and retail jeweller working together brought a fresh perspective of design to customers. The brand said that the collaboration added a lot of value to its business, and gave it an edge over other brands that work with a standard thought process

(RJ Exclusive)

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Teachers' Day 2023: How jewellery brands reached out through soft marketing

MUMBAI

On Teachers' Day this year, jewellery brands stoked emotions associated with teachers and paid homage to them, thereby creating a recall impact on customers. Be it launch of a jewellery collection inspired by the English alphabet or a touching ad film honouring teachers, jewellery brands found ways of identifying with an occasion that may not entail jewellery purchase, but matters a lot to customers
(RJ Exclusive)

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Plus app launches its mobile version, broadens lead generation scope for jewellers

MUMBAI

The app is designed to help traditional jewellery brands, that primarily use offline strategies, to get acquainted with digitization and improve their discoverability. It is now focusing on partnering with multiple retail jewellers, with more than 250 of them - including ORRA, Lagu Bandhu Jewellers, Om Jewellers and others - already on board

(RJ Exclusive)

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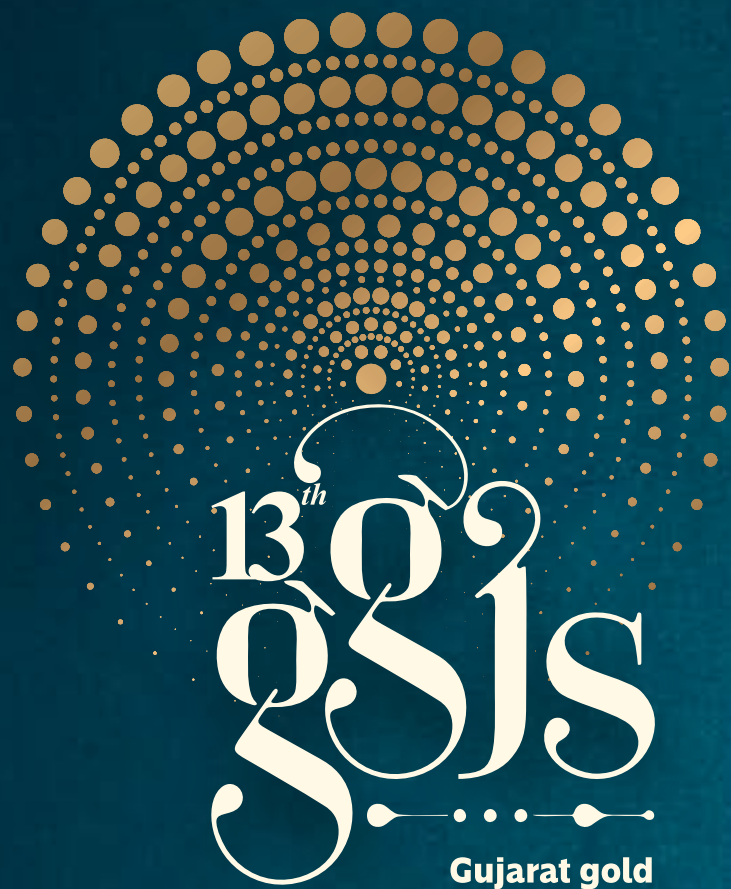
Nitin Gadkari unveils the G20 choker necklace at PNG Jewellers' new store in Nagpur

NAGPUR

The G20 necklace, featuring 20 non-colourized flowers and symbolising the national flowers of the participating countries, is an ode to the occasion of India's presidency of the G20 forum for the first time. The ornament is a reflection of this year's theme of 'One Earth, One Family, One Future' for the G20 summit starting on September 9

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Malabar Gold & Diamonds launches the Hunger-Free World Campaign in Mumbai

MUMBAI

Under this CSR campaign by Malabar Group, daily meals are provided to people in need from 24 distribution centres in different states across India. To carry out the 'Hunger Free World' campaign, kitchens equipped with modern facilities have been set up in different locations and the food is delivered to people on the streets

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Tanishq launches Rivaah x Tarun Tahiliani, designed for the modern bride's sensibilities

MUMBAI

The collaboration reflects the spirit of the modern Indian bride and strives to cater to her comfort and style with a versatile collection that is suitable for different wedding occasions. The collection has been designed with intricate and unique karigari techniques like rawa, filgree, chandak and enamel work along with coloured stones piroi

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Senco Gold & Diamonds joins Responsible Jewellery Council to build trust in the industry

KOLKATA

The brand, which is the first Indian jewellery retailer to join the council, is known for ensuring good environmental, social and governance practices. Becoming a member of the council is the brand's step to enhance trust in the global jewellery industry and it is keen to build on its association with RJC

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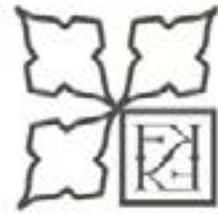
ORRA expands retail presence with its eighth store at Malleshwaram in Bengaluru

BENGALURU

The store, complete with a bridal lounge for wedding jewellery shoppers, will help cater to the varied demands for the brand's jewellery customers in the city. The brand said that this store adheres to ORRA's longstanding vision of exemplary service and wide offerings like all of their other stores

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Katrina Kaif unveils Kalyan Jewellers' showrooms at VIP Road and Gariahat in Kolkata

KOLKATA

The brand said that over the years, it has been working to transform the customer shopping experience and the new store will strengthen this endeavour. With the two showrooms, Kalyan Jewellers marks its presence across four locations in the city of Kolkata, adding to its growing retail presence

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Karan Kothari Jewellers pledges aid to underprivileged children in Jalgaon city

JALGAON

The brand identifies with the cause of education and healthcare to the disadvantaged section, and has taken it up as part of its social welfare activities. The brand called its endeavour a “humble contribution towards the social development of disadvantaged children” and aims to understand the role of social organisations in society

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PNG Jewellers banks on Nagpur's rich culture as Arjun Kapoor launches its new store

NAGPUR

With the new store and its strategic location in the city, the brand aims to offer an exclusive and complete jewellery shopping experience for discerning buyers in Nagpur. According to the brand, the store goes beyond being just a retail space and reflects the brand's commitment towards its customers, building on its legacy of trust and authenticity

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Tanishq relaunched new store near Ballygunge Phari in Kolkata on Rakshabandhan

KOLKATA

The relaunch of the store is the brand's endeavour to offer its patrons in the city its extensive range of fine jewellery, including all the collections recently launched by the brand. With a presence in more than 240 cities across India, the brand aims to offer a unique shopping experience to all of its customers

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Somasundaram PR of WGC to step down next year, set up regulatory body for bullion industry

MUMBAI

The World Gold Council has said that he will retain his current role and responsibilities until his successor is appointed. Somasundaram has also played a pivotal role in the introduction and growth of digital gold buying channels and the setting up of the India International Bullion Exchange

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GJEPC facilitates India's first jewellery exports through courier mode from Mumbai

MUMBAI

The new initiative aligns with GJEPC's mission to promote and simplify international trade in the gems and jewellery sector, and the council has ensured that the process is seamless and efficient. India's first four jewellery exports via courier, with a total export value of over \$1000, departed for the USA recently

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Diamond artisans protest extended Janmashtami break amid economic downturn in the industry

AHMEDABAD

The move comes as the industry grapples with rising costs of rough diamonds and stagnant prices for polished ones. According to members of the industry, the cost of rough diamonds has been rising for some time, while polished diamond prices have been static, leading to sluggish sales

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