

Shilpa Lifestyle indulges brides-to-be with personalized jewellery shopping experience

RAJKOT

Signature Bridal Week curated by the Rajkot-based brand fortifies its presence in the bridal space during the wedding season, generating robust sales, attracting new clientele and making the event a good testing ground for its latest collections

(RJ Exclusive)





#PujoNatunSaaje: P. C. Chandra's campaign teases Bengalis to dance to its trendy song

KOLKATA

The song explores myriad emotions of non-resident Bengalis returning home for the holidays. Brand urges people to share their performances to the song, which showcases various themes associated with the festival, online; the video has drawn more than two million views on YouTube so far (RJ Exclusive)





Shyam Sundar Co. Jewellers gifts unique gold memento to footballer Ronaldinho at Kolkata

KOLKATA

The handcrafted token presented to the soccer legend – a gold coin with engravings, representing the cultural heritage of Bengal - showcases the craftsmanship of Kolkata's jewellery artisans. It helped the brand excite its target audience of the Bengali sports-loving community, and thus boost visibility (RJ Exclusive)



PINK IS THE NEW BLACK





PNG Sons presents iconic Marathi play 'Varhad Nighalay Londonla' across Maharashtra

PUNE

The special showcase was part of the brand's continued effort to invest in Marathi culture, support local artists and extend gratitude to its patrons. By associating with the iconic play's special come-back across several locations in the State, the brand could engage with its target audience and gauge the pulse of the market

(RJ Exclusive)





Multani Jewellers, Anju Modi ace polki fusion fashion at Lakme Fashion Week X FDCI 2023

NEW DELHI

Partnership between the jewellery house and the fashion designer for the event led to 'Glitterati - The Bridal Collection 2023' as well as cross-selling between the brands, besides significant exposure and increased consumer engagement for Multani Jewellers

(RJ Exclusive)





TERI ROSHNI HUN MAIN



DIAMOND JEWELLERY FROM ₹5,000* ONWARDS

90%BUYBACK
ON MRP* 95%EXCHANGE
ON MRP*

FREE LIFETIME REPAIRING & POLISHING I **GUARANTEE ON DIAMOND REPLACEMENT UPTO 0.05 CENTS IN 1 YEAR OF PURCHASE**





C. Krishniah Chetty Group pays tribute to the Mysore Palace with the 'Durbar Assemblage'

BENGALURU

The collection comprises meticulously designed and handcrafted jewellery that pays tribute to the resplendent royal legacy and opulent heritage of the Mysore Palace and the Wodeyar dynasty





PNG Jewellers' Saptam collection curated to resonate with emotions defining the season

PUNE

The Saptam collection boasts of an extensive array of exquisite jewellery pieces such as necklaces, earrings, rings, and bracelets meticulously crafted in kundan, jadau, diamonds, and traditional gold. Each design is carefully curated to resonate with the seven emotions that define the festival season. The brand has also introduced the 'EIINA' collection in novel natural diamonds, specifically for Diwali







UNIT NO . B-53/54, 1ST FLOOR, NANDBHUVAN INDUSTRIAL ESTATE, MAHAKALI CAVES CAVES ROAD, ANDHERI - EAST, MUMBAI - 400 093. TEL:- +912245210100



Senco Gold & Diamonds embarks on Durga Puja celebrations with Everlite showroom in Belgharia

BELGHARIA

The showroom was inaugurated by Senco Gold and Diamonds' brand ambassador, actor Madhumita Sarcar, in the presence of Joita Sen, Director and Head of Design & Marketing, Senco Gold & Diamonds. With the opening of this company-owned showroom, Senco Gold & Diamonds has expanded its nationwide store footprint to over 147 stores





Kalyan Jewellers renovates 3 stores in Delhi, opens 1 each in Odisha and Chandigarh

THRISSUR

Actor Ajay Devgn recently inaugurated three newly-revamped showrooms of Kalyan Jewellers at Janakpuri, Karol Bagh, and Kamala Nagar regions in New Delhi. Bollywood divas Sonakshi Sinha and Katrina Kaif inaugurated new showrooms at Arjun Complex on Jajpur Road in Odisha, and in Sector 17, Chandigarh respectively





Every Piece of Tewelry Tells a Story



Alohi

Uncut Daimond Collection

More Datails: +91 6303886930, +91 8328288011 nitinjewellershyd@gmail.com | nitinjewellers.com





Mia by Tanishq unveils the Starburst collection and campaign in time for the festive season

MUMBAI

The collection introduces a modernized version of the timeless Chand Bali earrings, offering a contemporary twist on a cherished classic and draws inspiration from the sun, moon, and stars, bringing the cosmos to life in every intricate detail. Each piece is a work of art, with highlights including a low neckline elongated chain adorned with celestial motifs





Flagship store in Bandra, Mumbai.

🕒 +917685000045 🏶 www.farahkhanworld.com 📵 farahkhanatelier

Neiman Marcus USA Jawhara UAE

KIRTILALS Hyderabad ATARASHT Ahmedabad AS MOTIWALA Mumbai CHOSEN Pune





Jos Alukkas launches lightweight 'lvy' collection inspired by preferences of youth

THRISSUR

The unveiling of the Ivy collection took place at an event in Mumbai. The collection has been designed with a deep understanding of the preferences and desires of today's young women and is crafted in 18kt gold



Protect clients' assets, and we'll earn their trust. Isi Mey Faida Hai.



Swarna Adarsh Abhiyaan

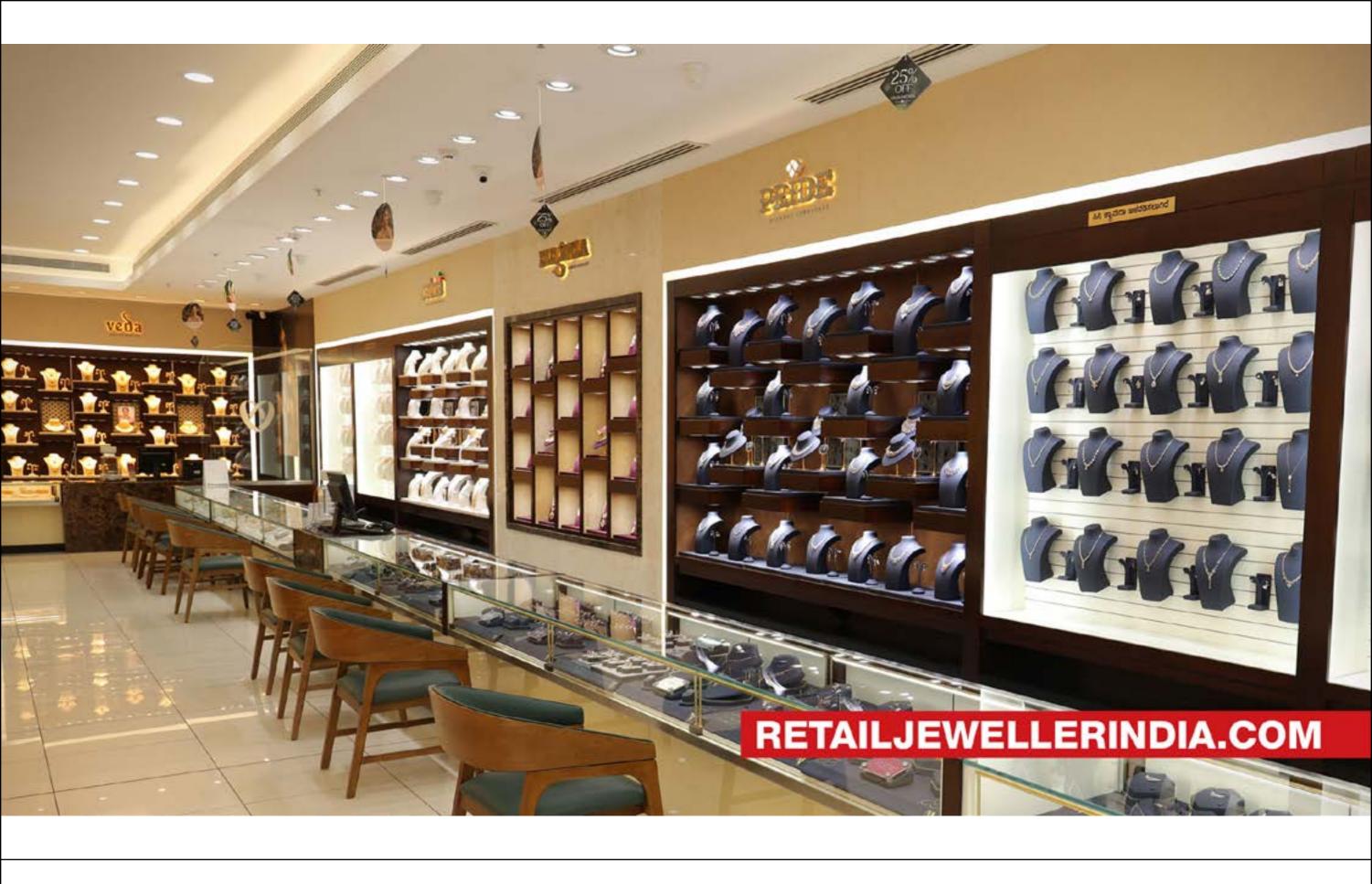
An industry initiative

Inspired by the Retail Gold Investment Principles

Supported by







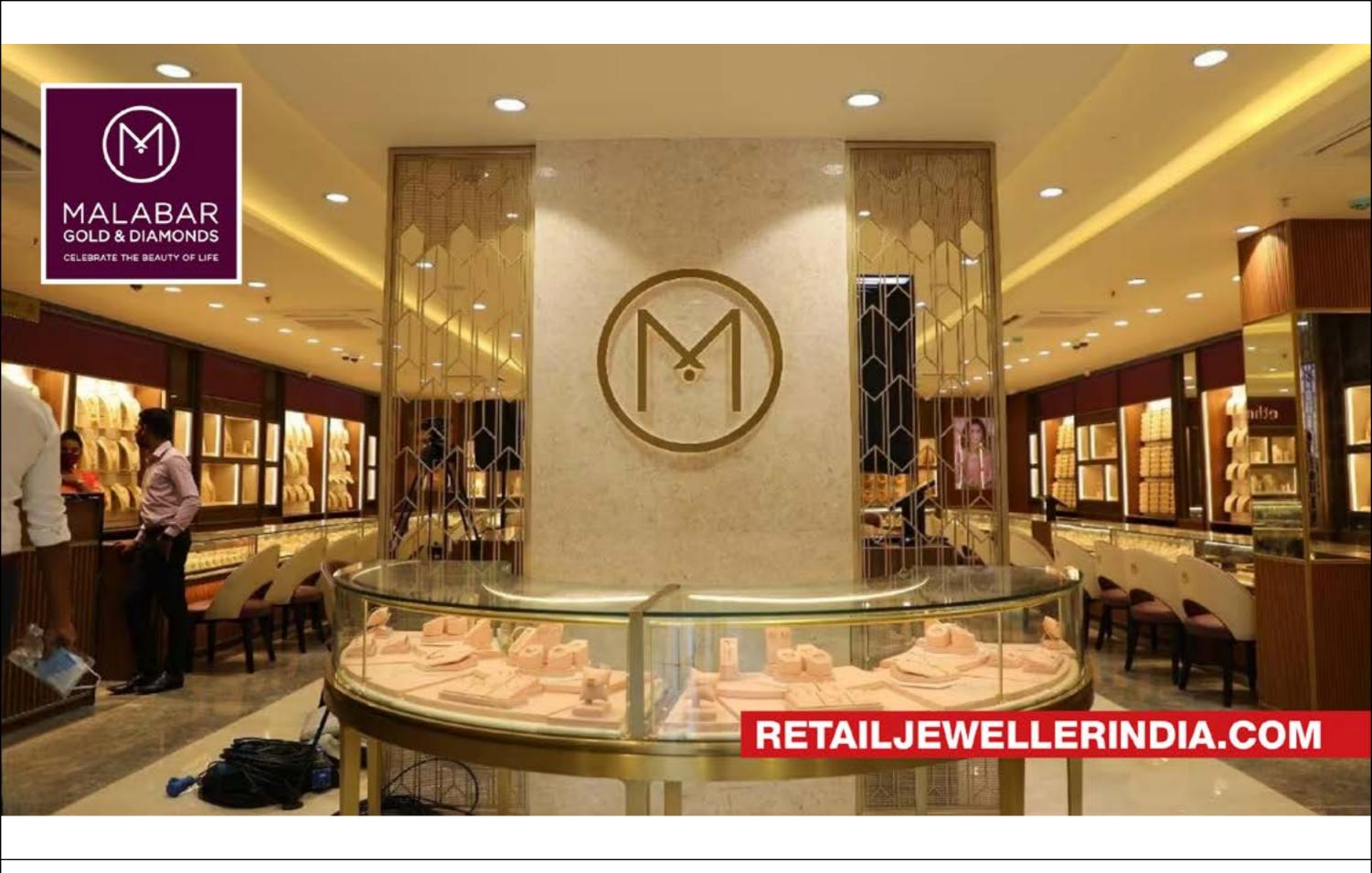
Joyalukkas eyes over Rs 17K cr of sales in FY24; plans to open 40 new stores

THRISSUR

Joy Alukkas, Chairman and MD, Joyalukkas India said that the company aims to increase its revenue to Rs 17,500 crore from Rs 14,513 crore in FY23. The company drives about 70% of its business from India and the remaining 30 % from international markets. The Kerala-based jewellery firm is also planning to bolster its presence by opening 40 new stores in the next two years in India and abroad.







Malabar Gold & Diamonds takes global showroom count to 333 with 4 new launches across India

KOZHIKODE

With the launch of four stores simultaneously in Delhi, Haryana, Gujarat and MP, the brand aims to increase the showroom strength to 365 in FY24. After this latest phase of retail expansion in India, Malabar Gold & Diamonds now has 11 showrooms in Delhi, 5 showrooms in Haryana, 7 showrooms in Gujarat, and 4 showrooms in Madhya Pradesh respectively.







Become a Fura Sapphire Jewellery program Retailer?

- 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

- Attractive Point of Sale materials for your showroom.
- Pocused training for your Sales team to excel in selling Fura Pink Sapphire and Colour Gemstone Jewellery.
- Feature in the National Fural 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

Stock up

100 carats of Pink Sapphire

Jewellery from authorised

manufacturers.









99107 05195

87799 86856 98196 39947



CLICK HERE to register your interest





Silvostyle by PNG launches third store in Pune, signals a 15-store tally by 2024

PUNE

This 580 sq.ft store is located on Satara Road, Pune, and showcases contemporary design featuring a sleek and well-lit showroom to display its exquisite jewellery collections. They range from oxidized and marcasite jewellery to silver and pearl fusion pieces, as well as lightweight CZ jewellery.



A Knowledge and Networking Platform Where Progressive Jewellers Meet!



JW Marriott, Kolkata







www.retailjewellerindiaforum.com

For delegate registration Laxmi +91 7977381527 | Sagar +91 8976907876 For Sponsorship / Exhibition Sunil +91 7021510477





Gargi by PNG Sons approaches mass market with gold, diamond offerings ahead of festivities

PUNE

With gold consumption set to cross an unprecedented 800 tonnes in 2023, a need was felt to introduce high-quality, uniquely designed, and rightly priced gold and diamond jewellery in the price range of INR 5k to 50k. Ahead of the festive season, PNG Sons sought to bridge this gap in the market through their 14Ct diamond jewellery pieces certified by IGI in gold, rose gold and white gold



A Knowledge and Networking Platform Where Progressive Jewellers Meet!



JW Marriott, Sahar









www.retailjewellerindiaforum.com

For delegate registration Laxmi +91 7977381527 | Sagar +91 8976907876

For Sponsorship / Exhibition Sunil +91 7021510477





Swarovski ties up with actress Ananya Panday to launch minimalist Diwali campaign

MUMBAI

The campaign highlights the brand's continued emphasis on sustaining and expanding their presence in the Indian market. Swarovski is accelerating its omniretail strategy in India, and attempting to garner appeal amongst a wider range of customers. Swarovski's Diwali campaign features Panday showcasing jewellery from its 'Mesmera', 'Millenia', and 'Gema' collections



A Knowledge and Networking Platform Where Progressive Jewellers Meet!



Sheraton Grand, Brigade Gateway



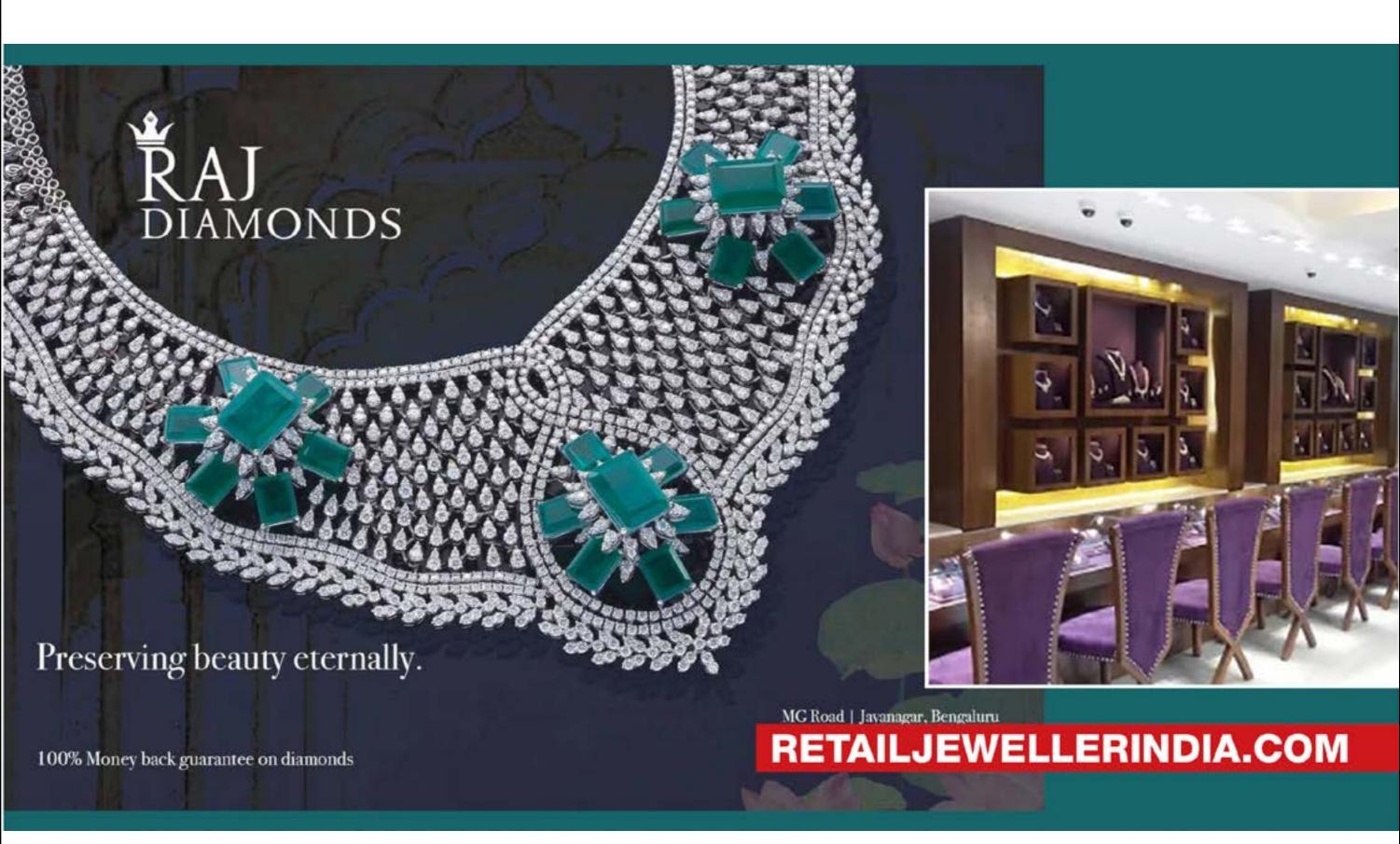




www.retailjewellerindiaforum.com

For delegate registration Laxmi +91 7977381527 | Sagar +91 8976907876 For Sponsorship / Exhibition Sunil +91 7021510477





Natural diamonds expected to see demand boom with double-digit growth: Raj Diamonds

MUMBAI

The growth trajectory of diamond jewellery since last year is slated to continue ahead of the upcoming wedding season. India's diamond jewellery industry will see double-digit, year-on-year growth this festive season, according to fine jewellery brand Raj Diamonds. The business has witnessed a trend of more diverse consumer design preferences.



A Knowledge and Networking Platform Where Progressive Jewellers Meet!









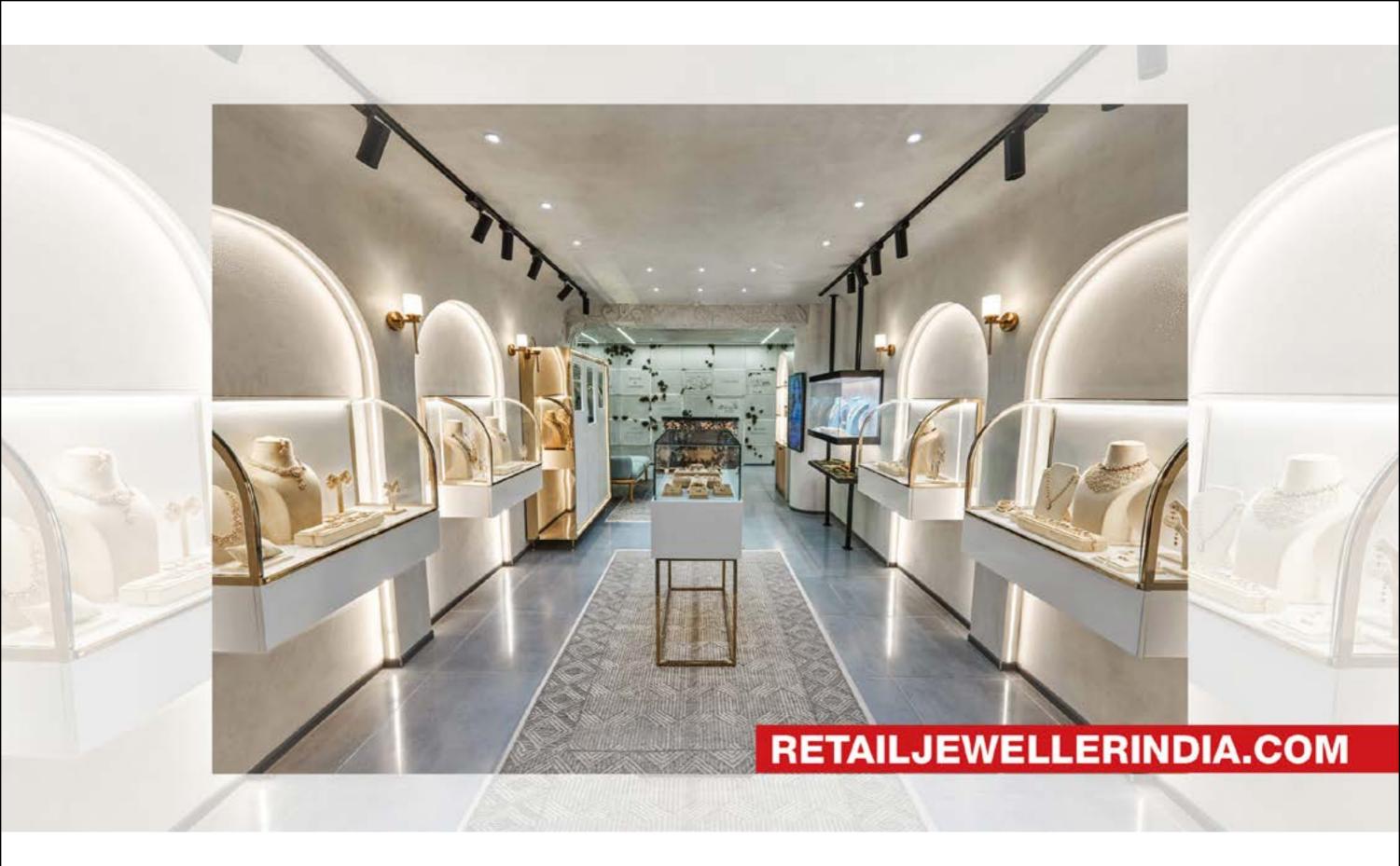


www.retailjewellerindiaforum.com

For delegate registration Laxmi +91 7977381527 | Sagar +91 8976907876

For Sponsorship / Exhibition Sunil +91 7021510477





Aulerth opens new store at GK-1, New Delhi; promotes luxury and conscious living

NEW DELHI

The jewellery brand is known for crafting semi-precious jewellery from eco-friendly materials and their new store is a symbol of minimalistic luxury. The store's interiors align with the brand's core principles of The Energy, The Duality, and The Origin reflected in the décor and design of the establishment.



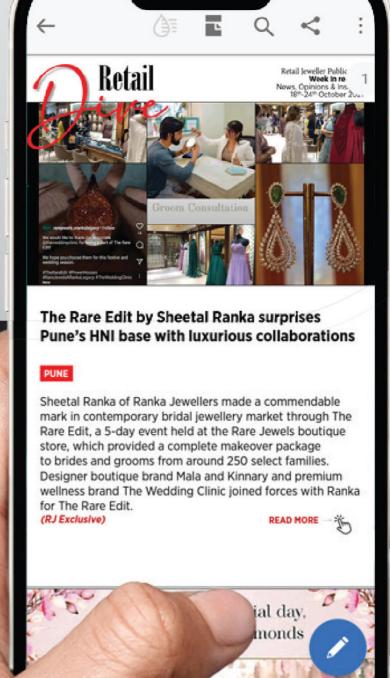
Retail

KEEP UP WITH THE WEEK'S LATEST JEWELLERY MARKET



SCAN CODE FOR

SUBSCRIPTION







IJSF 2023 launches in Nagpur with jewellery worth Rs 35 crore to be given away as prizes

NAGPUR

Powered by Divine Solitaires, the festival is being held across the country in 300 cities from October 15-November 22. Actor Prajakta Mali graced the launch event with her presence. Other give-aways include five prizes of 1 kg gold each, five prizes of jadau jewellery worth Rs 10 lakh each, five prizes of temple jewellery worth Rs 10 lakh each, and more.



If you enjoyed reading Retail Dive, please share it with your friends, family, and colleagues.

If you don't receive Retail Dive <u>sign up here</u> for free subscription. For past editions of Retail Dive, you can check our <u>Weekly Newsletter page here.</u>

And please write to me anytime at samitbhatta@retailjewellerindia.com
with thoughts, feedback, and criticism or share your story if you'd like to see it featured in this space.
I'd love to hear from you.

Thanks for reading, and see you again next week!

Do you want the industry to know about your product or service? **Advertise** in **Retail Dive**.



30% of UAE's gems and jewellery sourced from India, says Export Promotion Council

MUMBAI

The gem and jewellery trade between India and UAE has grown significantly, particularly following the India-UAE CEPA agreement. The UAE currently imports gems and jewellery amounting to \$3.12 billion from India, GJEPC stated





FOLLOW US ON

- **f** TheRetailJeweller
- retailJeweller_india
- retailjwlrindia

 The Favourite Business Magazine of Retail Jewellers
 - in The Retail Jeweller India

retailjewellerindia.com

To feature your story contact **Srabana Lahiri** +91 93262 86802, managingeditor@retailjewellerindia.com

To advertise with us contact

Chirag Waghela +91 91672 52611, chirag@retailjewellerindia.com

To know about our events contact

Sunil Talsaniya +91 89769 07876, sunil@retailjewellerindia.com

