



Young consumers are looking at heavyweight jewellery too: Rishu K Gupta, Kasturi Jewellers

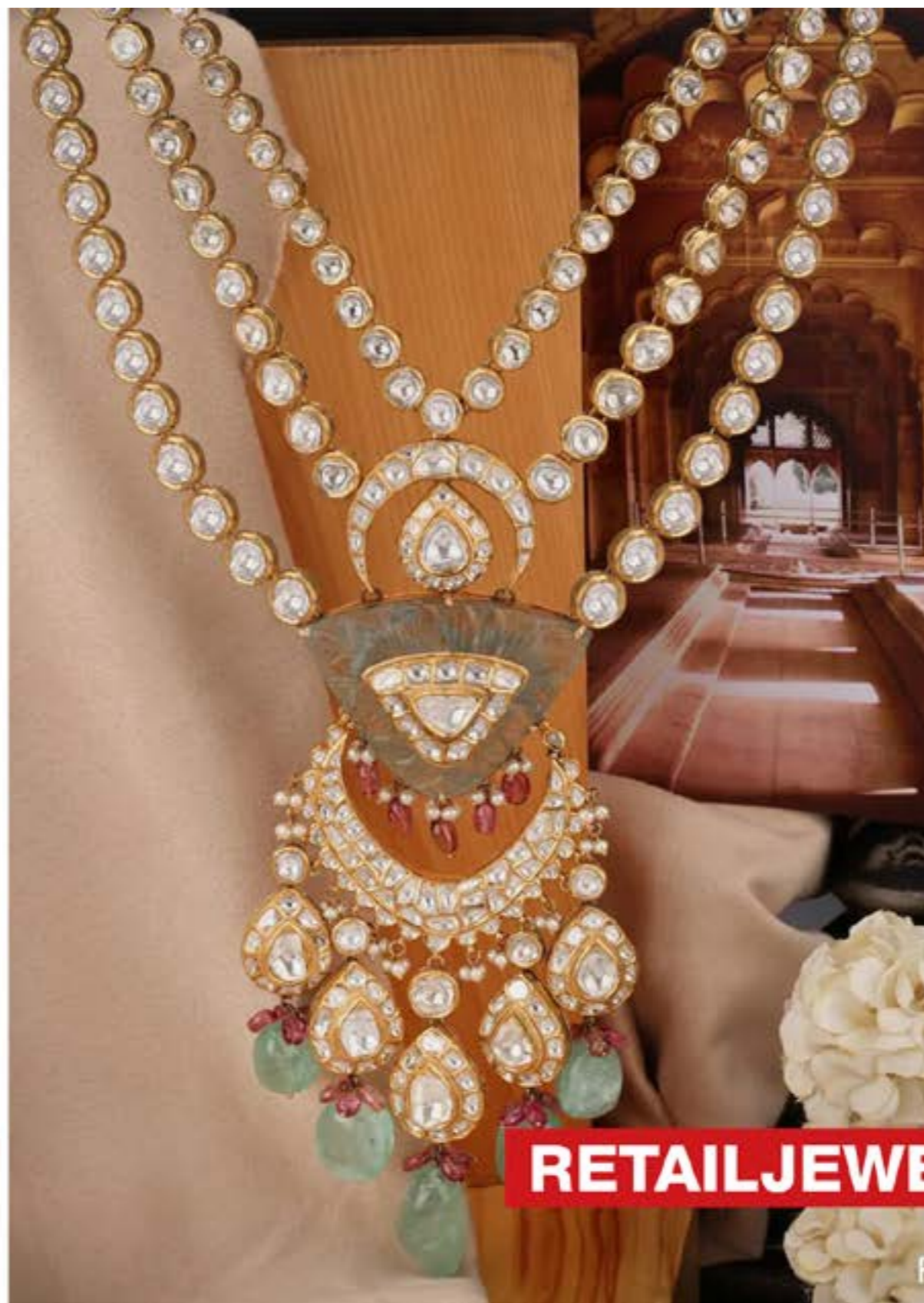
PATNA

Kundan, polki and antique jewellery that makes a statement, looks attractive, and also becomes an asset is being favoured by young consumers this festive season, says the Director of Kasturi Jewellers. He also observes that Gen-Next of family jewellers hesitant to enter the business can be encouraged by a trustworthy business framework supported by technological and infrastructural improvement

(RJ Exclusive)

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#KarvaChauth2023: Market gives a healthy fillip to pre-Diwali sales across price points

MUMBAI

Jewellery brands excite buyers with collections specifically launched for Karva Chauth. While gold remains a perennial favourite, retailers observe renewed interest in diamond jewellery due to falling diamond prices, as well as statement pieces that can be re-fashioned for other occasions. The occasion has led to 50% higher business than normal on a single day for Senco Gold & Diamonds

(RJ Exclusive)

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Kashi Jewellers and Amiraah Designs collaborate for Mehfil-e-Lucknow jewellery showcase

LUCKNOW

The combined skills, expertise, and social media presence of Kashi Jewellers and Amiraah Designs, along with mutual brand goodwill, generated greater visibility and cross-outreach for both brands. The jewellery brand displayed its youth-centric jewellery collections in a versatile price range; and also accommodated buyers looking to make high-value purchases in private interactions during the event

(RJ Exclusive)

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Varaa Shree Jewels breaks into Bengaluru with 360-degree campaign to launch its flagship store

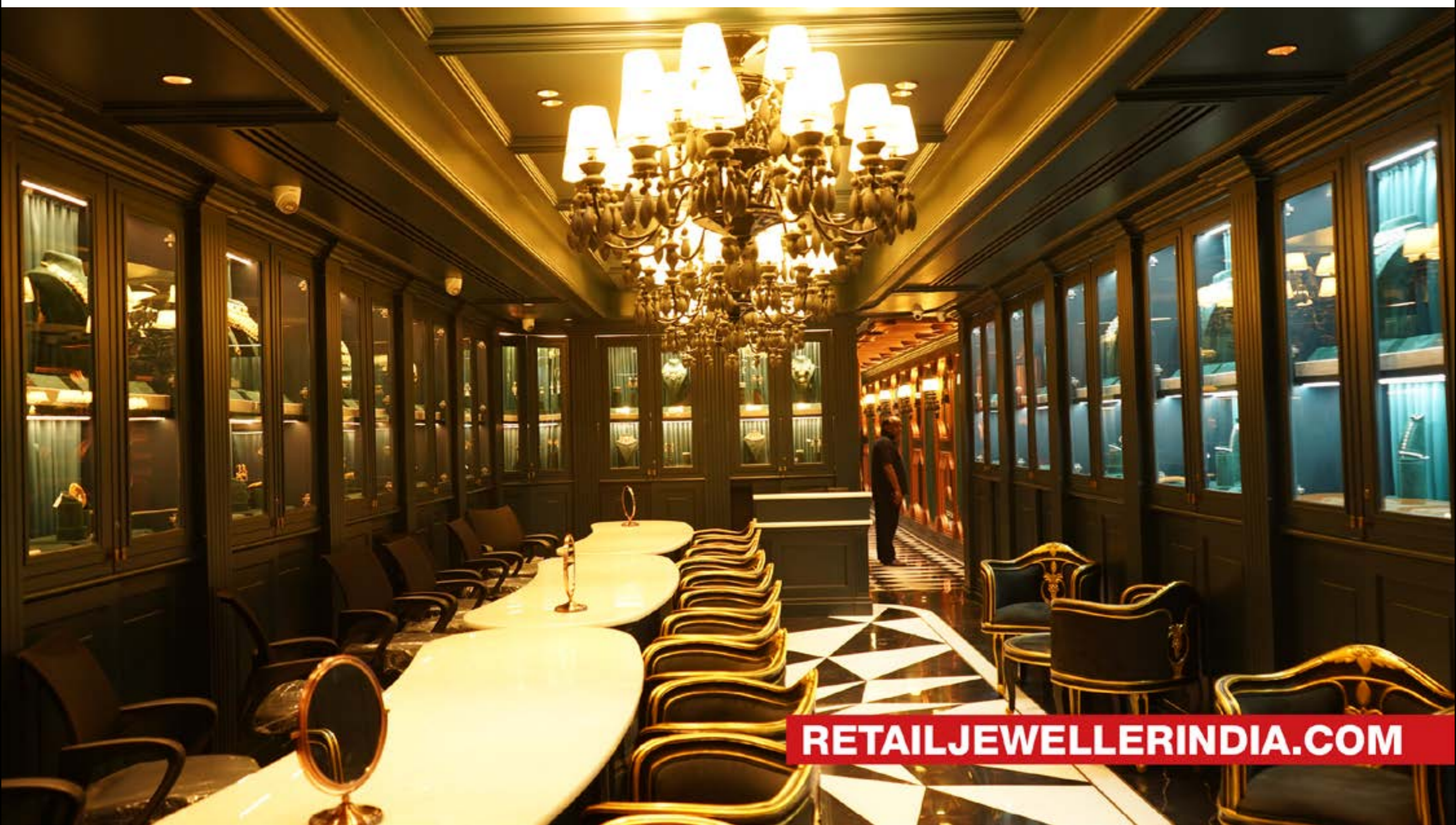
BENGALURU

The brand has established itself in the luxury boutique industry via a panoramic omni-channel branding activity and exclusive services for its upmarket clientele. Top bloggers and influencers from across South India attended the store launch, which amplified the reach of the launch

(RJ Exclusive)

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Maliram Jewellers - Be Original's new showroom at Central Mall, Amritsar spells luxury for customers

AMRITSAR

The 2,000 sq ft showroom has an appointment-based concept for customers. The brand's USP is providing customers a uber luxurious in-store experience, which is elevated further by its knowledgeable staff, who not only assist customers but also share insights about the craftsmanship and history of the jewellery

(RJ Exclusive)

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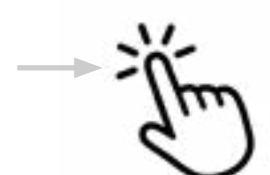
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Jos Alukkas inaugurates second showroom in Trichy, stocking exclusive sub-brands

TRICHY

The new showroom is located at Karur Bypass Road, Annamalai Nagar, Trichy. Brand chairman, Jos Alukka, and managing directors Varghese Alukka, Paul J Alukka, and John Alukka also attended the inauguration of the grand showroom that displays all exclusive sub-brands of Jos Alukkas such as Parampara and Ivy collections

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Kalyan Jewellers' #TraditionOfTogetherness campaign is starry note of Indian traditions

THRISSUR

The ad campaign highlights the importance of familial bonds and the rich cultural traditions that unite people during Diwali. Alongside this festive campaign, the brand has also announced the launch of specially curated coins, featuring motifs of Lord Ganesha and Goddess Lakshmi in both 22-carat and 24-carat gold

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Kicky & Perky launches 'Festival and Wedding Bliss collection' for modern brides-to-be

NEW DELHI

The collection draws inspiration from the grandeur of Indian architecture. Infused with ethnic charm, the collection offers a range of necklaces, earrings, and anklets for everyday wear; opulent kundan pieces tailored for brides and bridesmaids; chandbali earrings and anklets; and eye-catching statement necklaces. These are offered in 18k plated gold, 925 sterling silver, moissanite and other precious and semi-precious gemstones

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Raj Diamonds unveils exquisite 'Reign' diamond jewellery collection at THE WEEEEK Fashion Show

BANGALORE

What sets this collection apart is the incorporation of rare and prized gemstones from around the world. Burma ruby, sapphires, Colombian emeralds, Afghan Kunzite, blue and violet Tanzanite from Tanzania, and rare tourmalines are harmoniously blended in this collection

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Kalyan Jewellers celebrates home-coming and familial reunion with Chhath Puja campaign

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The ad campaign features ambassador Wamiqa Gabbi and veteran actor Mohan Agashe. It pays homage to the festival's spirit of honouring the Sun God and celebrating and nurturing familial bonds and traditions over generations

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Ayaani Diamonds launches store in Mumbai; appeals to ethical luxury jewellery customers

MUMBAI

The store launch builds on Ayaani's retail legacy in Ahmedabad where they have two stores and have made their mark in sustainability and ethical excellence. The launch aligns with the brand's mission of introducing Mumbai's new generation of environmentally conscious customers to their lab-grown diamond creations

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Manik Chand Jewellers launches new store to make jewellery more accessible to customers

GUWAHATI

The new Guwahati outlet has lavish interiors, and covers an area of 5,500 sq ft. It showcases designs in gold, kundan, jadau, antique, Italian, Turkish and diamond jewellery, besides stocking silver ornaments

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PNG Sons launches 4,000 sq. ft. showroom at Viman Nagar, targeting Pune’s upscale clientele

PUNE

The new store marks the brand’s 30th showroom in the country and their 7th store in Pune. The strategically-located showroom in Phoenix City Mall, Viman Nagar is a state-of-the-art facility designed to provide a luxe jewellery shopping experience to the city’s cosmopolitan and upscale customer base

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Joyalukkas unveils Grace by Platinum Evara with Platinum Guild International-India

CHENNAI

The collection, crafted with 95% pure platinum, features a range of versatile pieces including neckwear and earrings and is curated for women who aren't afraid to be their authentic selves. It comprises coloured gemstones such as ruby, emerald and sapphire, set in platinum, that can be worn for various occasions during this festive season

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CaratLane marks major milestone with inauguration of its 250th national store

GANDHINAGAR

The Gandhinagar store hosts a vast inventory of over 1,100 unique designs, catering to a wide audience, including jewellery for kids and men. The landmark 250th store inauguration and strategic expansion plan align with the brand's vision to democratise premium jewellery shopping

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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

Stock up **100 carats of Pink Sapphire Jewellery** from any of the 8 authorised manufacturers.

 <p>98202 68508</p>	 <p>98203 55208</p>	 <p>99107 05195</p>	 <p>98117 73503</p>	 <p>Laxmi Diamond SINCE 1972 98196 39947</p>	 <p>87799 86856</p>	 <p>99300 64000</p>	 <p>76748 18411</p>
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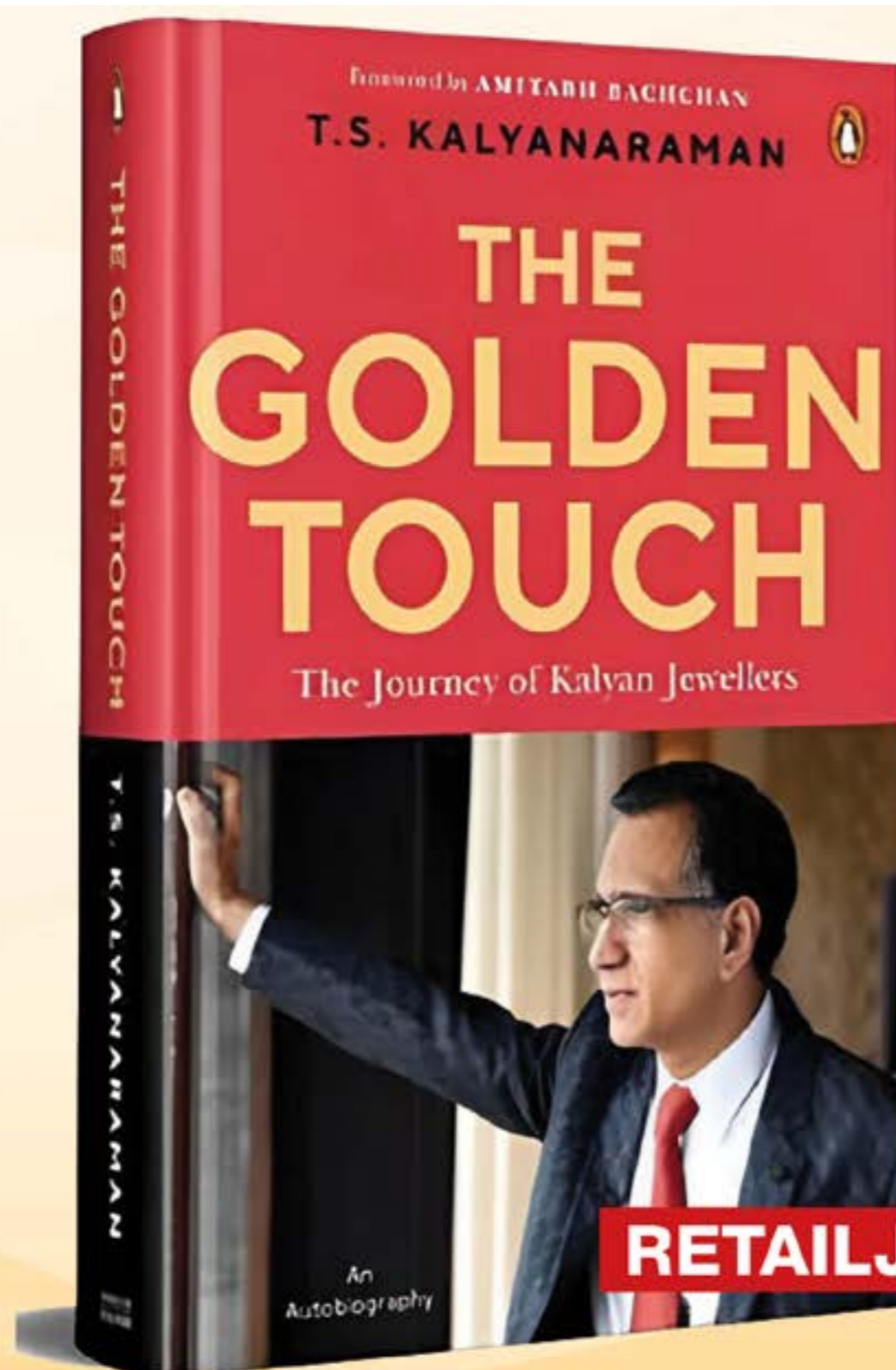
To know more about the program contact RIDHIMA - 98198 28515 | SUNIL - 70215 10477



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Kalyan Jewellers founder pens autobiography, to be released by Penguin Random House India

THRISSUR

The autobiography narrates T. S. Kalyanaraman's journey as an entrepreneur, touching upon his family's business legacy that dates back to 1912 and moving forward to his personal experience of creating the brand. He offers an elaborate perspective of building a successful home-grown business empire in a global environment

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India's biggest diamond cluster to come up in Navi Mumbai: Minister Uday Samant

MUMBAI

The diamond cluster will be set up in the Mahape industrial area, said the Minister. With an investment of Rs 20,000 crore, it is expected to generate employment for 1 lakh people. With India's first jewellery park also being established in the area in partnership with GJEPC, the move is expected to accelerate the development of India's gems and jewellery industry

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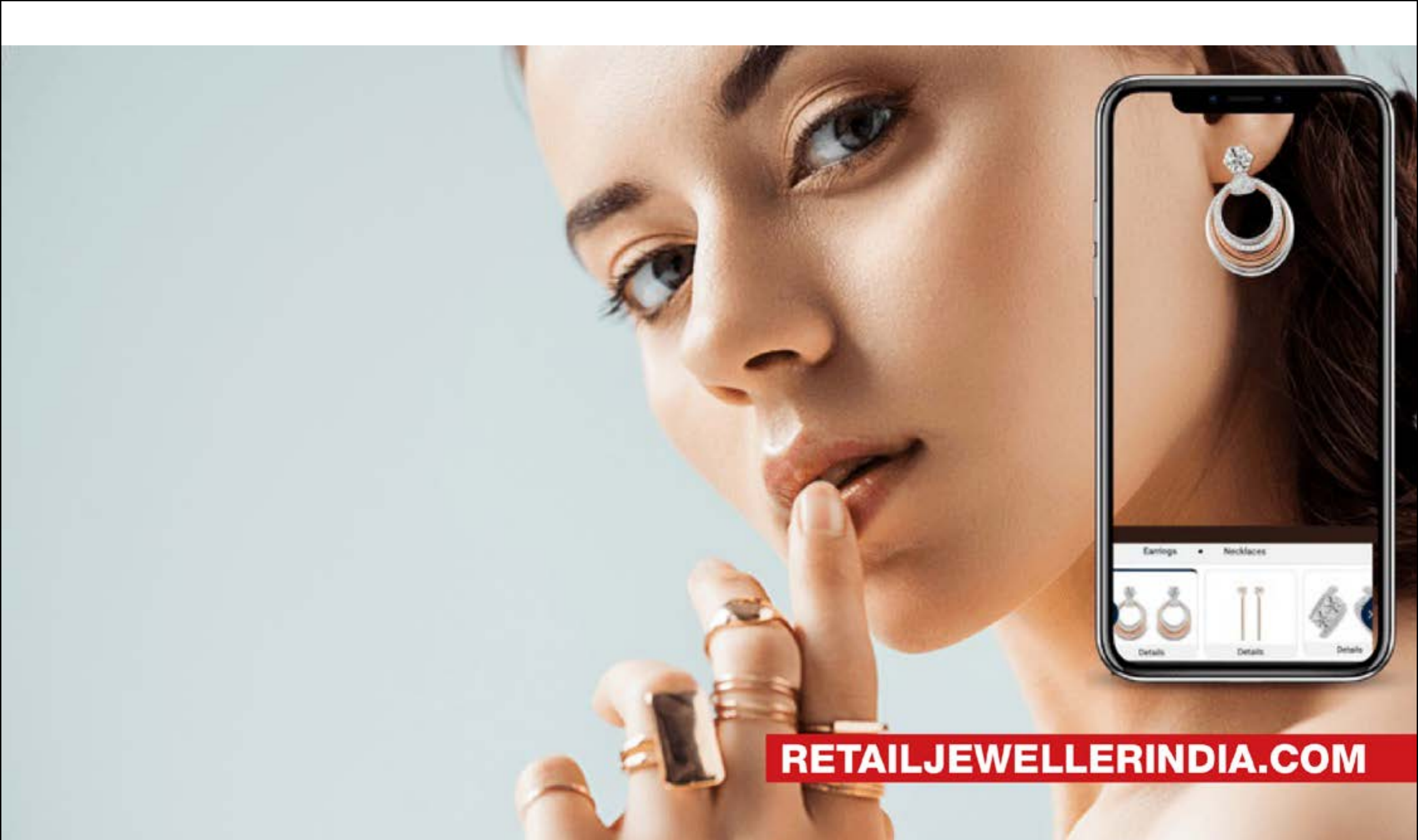
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mirrAR secures Rs 13 crore investment to ramp up AI, AR offerings, enhance its business functions

MUMBAI

The start-up will use the fresh capital to enhance its growth by developing new business functions, advance innovation of its platform, strengthen its product, engineering, and design teams in India, and go-to-market teams in the US and Asia Pacific regions

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Bharat Lab survey finds near-equal demand for jewellery among genders this festive season

MUMBAI

About 39% of respondents in the low-income group will purchase new jewellery, say the findings by Bharat Lab, a division of ad agency Rediffusion, while 51% of respondents in both middle and high-income groups will purchase new jewellery

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IIG, The Designer's Class tie up to make global gemology education accessible online

MUMBAI

This strategic partnership brings together two leading institutions to redefine jewellery design and business education. Under this association, experts from IIG and seasoned jewellery designers from The Designers Class will cover topics such as fundamental jewellery design techniques, gemology, diamond grading, retail management, merchandising, and lab-grown diamonds

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WHO WORE WHAT



Shilpa Shetty dazzles in Om Jewellers' jadau jewellery at Bombay Times Fashion Week

MUMBAI

Shetty was accessorized in a range of pieces from the jeweller's new Jodha and Yugani collections. The intricately worked Borla, kada, rings, and nose ring drew all eyes to the show-stopper at Bombay Times Fashion Week

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