



#RJEF2023: 'Craftsmanship, tech, innovation pivotal to rise of East India as a major jewellery destination'

KOLKATA

Rising above political problems and a slow market, jewellers in east and north-east India have gathered their muscle power to make grand showrooms, grander jewellery designs and built up an elite clientele from across the country, say leaders of prestigious brands from West Bengal, Odisha, Assam and Bihar at the first edition of the Retail Jeweller East Forum

(RJ Exclusive)

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#RJEF2023: Young jewellers decode next-gen innovation, tech and customer retention strategies

KOLKATA

The inaugural edition of the Retail Jeweller East Forum brought together a crop of young jewellers, who spoke of the highly innovative methods they have employed to impress and engage customers. From introducing jewellery kitty parties and bringing in fast food vendors at showrooms, to offering a perfume line along with jewellery, young jewellers have done it all

(RJ Exclusive)

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#RJEF2023: NDC takes to 360-degree digital retail positioning to retell the story of natural diamonds

KOLKATA

From red carpet stylists talking about Paris Fashion Week trends to Bollywood icons sporting diamonds, NDC has involved celebs at multiple levels to focus on the glory of natural diamonds. It has also created a 64-page, third-party assessed report to sensitize the industry about grown and natural diamonds and evolving trade opportunities, said Richa Singh, MD, India and the Middle East, Natural Diamond Council *(RJ Exclusive)*

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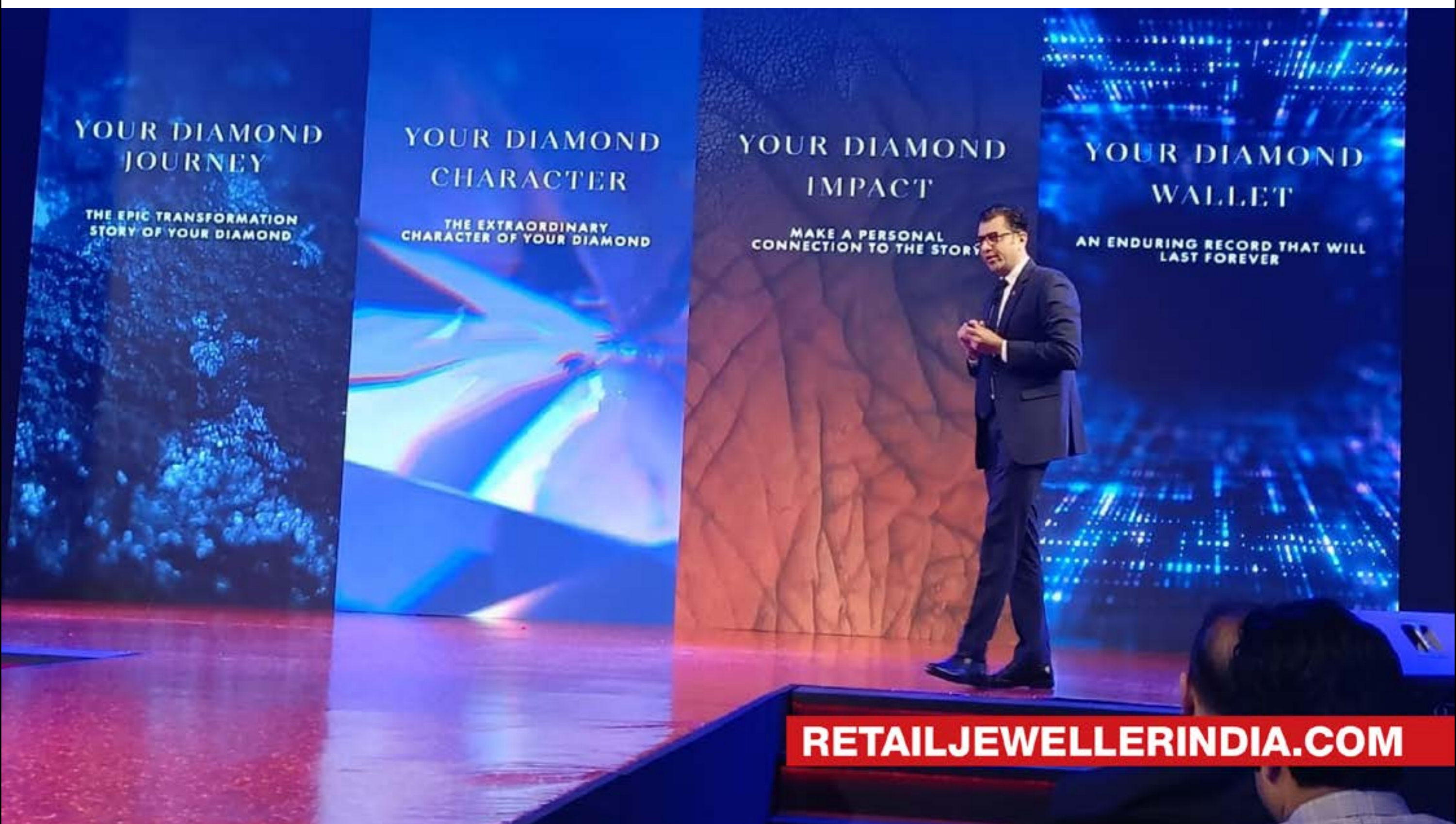
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#RJEF2023: India slated to be a US\$ 17 billion market in natural diamonds by 2030, says Sachin Jain

KOLKATA

Encouraging retailers to upsell to their customers instead of providing cheaper alternatives, the MD of De Beers India talked about the Metaverse and digital avatars craze which fashion brands are leveraging abroad. He also spoke of a new initiative that allows retailers to inform customers about the specific community social responsibility impact when they buy a De Beers Forevermark diamond

(RJ Exclusive)

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#RJEF2023: Next-gen jewellery retail hinges on integrating people, products, processes and tech, say experts

KOLKATA

Speaking at the inaugural Retail Jeweller East Forum, Vivek Das and Sanjib Chatterjee, Founders of Synergics Solutions Private Limited, emphasized the pivotal role of adaptive change, data-driven decision-making, and technology integration in shaping the future of Indian jewellery retail. They suggested practical strategies while providing real-world examples for tackling the nitty-gritties of business, and amplifying organizational business growth

(RJ Exclusive)

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#RJEF2023: Omnichannel retail needs uniformity between online and offline stores, says Nitin Jain

KOLKATA

For long, it has been believed that offline retail will become obsolete with the progress of technology and online sales. However, a combination of online and offline channels is essential as the integrated result – omnichannel retail – can be more effective in providing customers a better shopping experience

(RJ Exclusive)

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#RJEF2023: How retailers gauge consumer behaviour and bring in innovation to strengthen the brand

KOLKATA

From a parking area within a showroom, to curated evenings and fashion shows, to behind-the-scenes snippets of photoshoots, prominent retailers talked about innovative methods they employed to engage customers in the showroom and even win back former clients, and gain organic social media impressions

(RJ Exclusive)

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#RJEF2023: ‘Consumer confidence, convenience matter most for global e-commerce set-up’

KOLKATA

Starting an e-commerce business from scratch works differently for different entities. To create a global e-commerce set-up, Nitin Khandelwal of GJEPC discussed a 7-day process that covers every aspect of a business preparing to go online, ensuring operational convenience and building customer confidence

(RJ Exclusive)

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Market capitalisation of Titan Company Ltd crosses the Rs 3 lakh crore mark

MUMBAI

With this achievement, Titan, parent company of jewellery brands Tanishq and Caratlane, ranks 18th among the most valued companies in India. It is also the second most valued company within the Tata Group. The company's shares have added Rs 1 lakh crore to its market capitalisation every two years

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Phagu Mal Rattan Chand Jain Jewellers opens second showroom in Jammu, expands regional retail presence

JAMMU

Given the difficulty of accessing their store in the older parts of the city, the decision to open a new showroom also aligned with the brand's values of providing quality, ease of access and convenience to its customers. The showroom has collections of gold, diamond, polki and silver jewellery

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Tribhovandas Bhimji Zaveri posts higher Q2 profit as diamond dazzles

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The company said its consolidated net profit rose to Rs 90.1 million (\$1.08 million) for the quarter ended September 30, from Rs 54.7 million a year earlier

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Ranka Jewellers honours 'Power Women of Pune', celebrates women's contribution during festive season

PUNE

The initiative was meant to acknowledge the often invisible efforts of women that power the festive season. By celebrating women from diverse walks of life, the brand reaffirmed its commitment towards women's empowerment. The branding activity also helped Ranka Jewellers nurture its relationship with customers

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Titan to benefit from sound demand for jewellery in the current marriage season

BENGALURU

According to analysts, the company's jewellery network expansion is being led by its sub-brands Mia, Zoya and Caratlane. As part of its international expansion, the company continues with its focus of shifting to non-Indian diaspora catchments with a target to achieve 25 international stores by FY24

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Senco introduces an AI-powered personalized prayer initiative for devotees of Goddess Lakshmi

KOLKATA

This campaign not only underscores Senco Gold & Diamonds' commitment to innovation but also showcases the immense potential of generative AI in revolutionising customer-brand interactions.

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**Ekaya Banaras
Collaborates with Aulerth**



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Aulerth partners with Ekaya Banaras to unveil their consciously crafted jewellery line

GURUGRAM

Opaline is a testament to Aulerth's goal of redefining preciousness while celebrating the rich heritage of Banarasi textiles. At its heart lies the pearl, which becomes a leitmotif across a range of exquisite pieces, including rings, pendant necklaces, haath phool and earrings

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Hyderabad-based Orafo Jewels launches e-commerce platform to commemorate fifth anniversary

HYDERABAD

The website provides an interactive platform for customers to explore and purchase precious silver jewellery; and aligns with the brand's goal of developing a franchise network for the e-commerce business pan-India. Features include video call facility for more collections, interactive chat for showroom access, and various payment gateways

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India's October gold imports surge to 31-month high amidst drop in prices and festive demand

MUMBAI

India's October gold imports surged 60% from a year earlier as a drop in prices ahead of the festival season prompted jewellers to ramp up purchases. Higher imports by the world's second-biggest bullion consumer could support benchmark gold prices, but may also widen India's trade deficit and put pressure on the ailing rupee

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South India sees spike in diamond demand due to falling prices, younger customers

MUMBAI

South Indian consumers are increasingly favouring diamonds over gold due to falling diamond prices, compensating for the decline. The shift is driven by millennials, prompting retailers to offer subtler, trendier designs. Despite a 35% price correction, mid-range focus and lab-grown diamonds sustain market growth

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Star shine hard to come by for jewellery brands as celebrities jack up endorsement charges

MUMBAI

Celebrities spiking their fees and enacting stringent work conditions have made brand endorsements unviable for several jewellery brands. In the wake of the pan-India success of films and OTT shows from the South, stars like Allu Arjun, Jr NTR and Nayanthara are especially in demand

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Solitario launches 10th lab-grown diamond store at Wakad, Pune; to expand in Dubai next

PUNE

During the launch of the new store, the brand announced its next major launch in Dubai. The store in Pune has marked a significant milestone for the luxury brand, which has established its presence in Spain and the Bahamas, and is now poised for nationwide expansion across India

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Gargi by P N Gadgil & Sons expands Its presence with a new store in Pune

PUNE

The newly opened store in Pune, along with the recent launch of the diamond collection and the company's presence in markets like Nashik and Bangalore via Shoppers Stop, align with Gargi's annual plan for the financial year 2023-24

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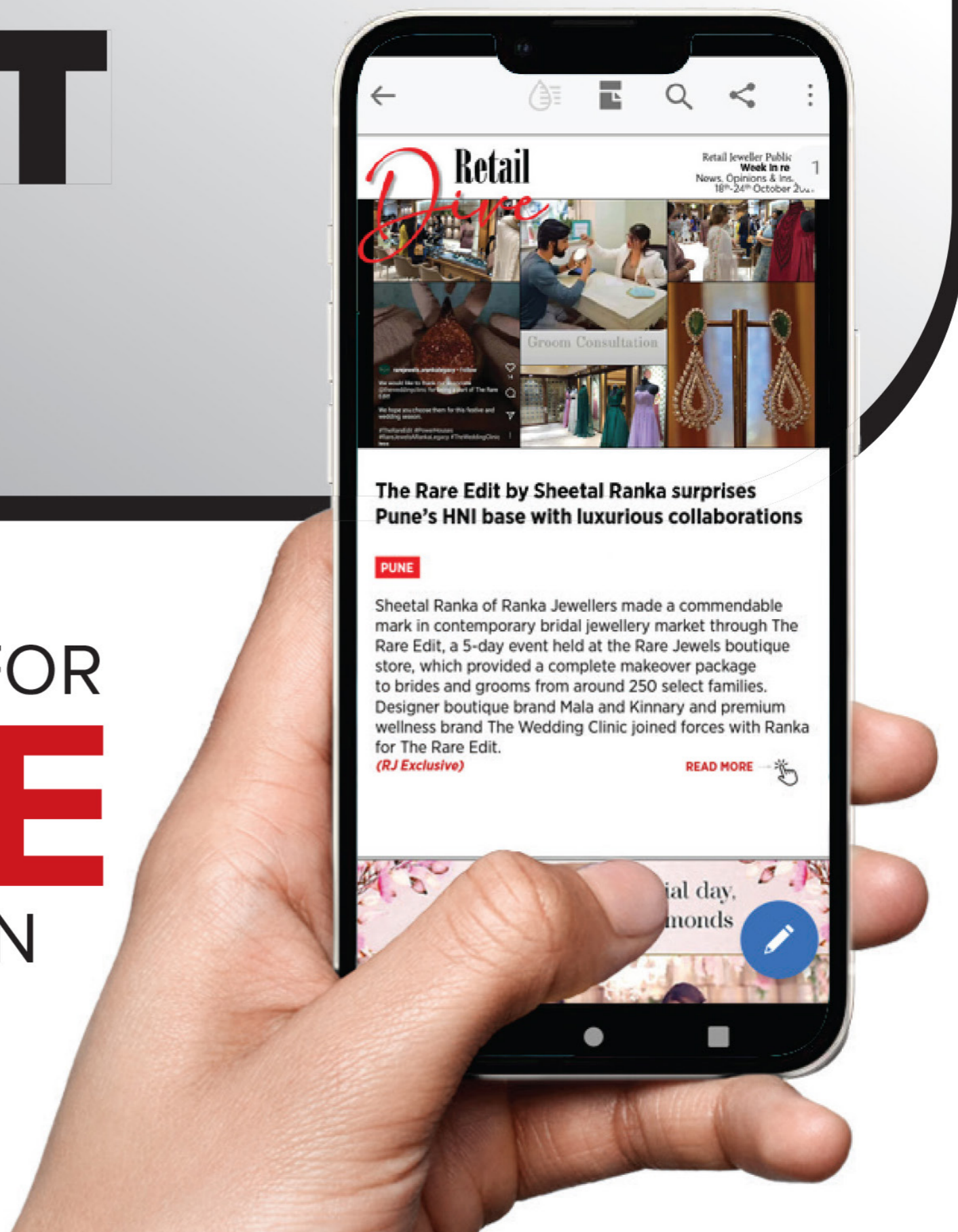


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Aisshpra Gems & Jewels expands retail footprint with new store in Sant Kabir Nagar, Khalilabad

KHALILABAD

The directors of the brand and proprietors of the Khalilabad store said that the new launch aligns with the brand's vision of providing locals access to an immersive retail experience and high-quality jewellery

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BVC is the first logistics firm to start operations at the new Surat Diamond Bourse

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It announced the inauguration of its branch on the SDB premises, highlighting its readiness for trade and providing seamless services to traders. The branch will facilitate exports and imports from the SDB to 130 countries

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