

Retail Jeweller

**MD & CEO** AWARDS  
2024

EXCELLENCE IN LEADERSHIP

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## Retail Jeweller MD & CEO Awards to recognize leaders of excellence in Indian jewellery retail

**MUMBAI**

To be held at JW Marriott, Sahar in Mumbai on the evening of Wednesday, January 3, the awards property will be supported by Deloitte as knowledge partner. The awards encompass independent and chain store brands, and include categories such as integrated marketing, online and offline start-ups, e-retail, customer experience and more

***(RJ Exclusive)***

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# PINK IS THE NEW BLACK



## FURA

PINK SAPPHIRE JEWELLERY PROGRAM



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## Binny's Jewellery taps into new audience by fielding its own team at Tennis Premiere League

### MUMBAI


The brand's tennis team, Delhi Binny's Brigade, reached the semi-finals, with actor Malaika Arora cheering it on. It leveraged the elegance and precision associated with both tennis viewers and buyers of high-quality jewellery, and got access to an untapped and globally diverse audience, as the matches were broadcast on Sony Sports Network

***(RJ Exclusive)***

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## Brands live up to Christmas spirit with colourful collections and ‘Secret Santa’ give-aways

**COIMBATORE/JAMMU**

Zaveri Bros Diamonds and Gold Pvt Ltd, Coimbatore launched a coloured gemstone jewellery range for lightweight and affordable ranges, while Jammu-based Talla Jewellers’ give-aways increased popularity among new buyers. Both customer engagement activities created a gifting opportunity for Christmas

***(RJ Exclusive)***

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## By showcasing jewellery at The Luxo Show, Shree Banaras Jewels makes 'luxury' pitch to customers

### VARANASI

The jewellery brand participated in three out of eight fashion shows hosted during The Luxo Show. According to it, exposing the Varanasi audience to fine jewellery through luxury shows made them see its offerings in a different perspective

**(RJ Exclusive)**

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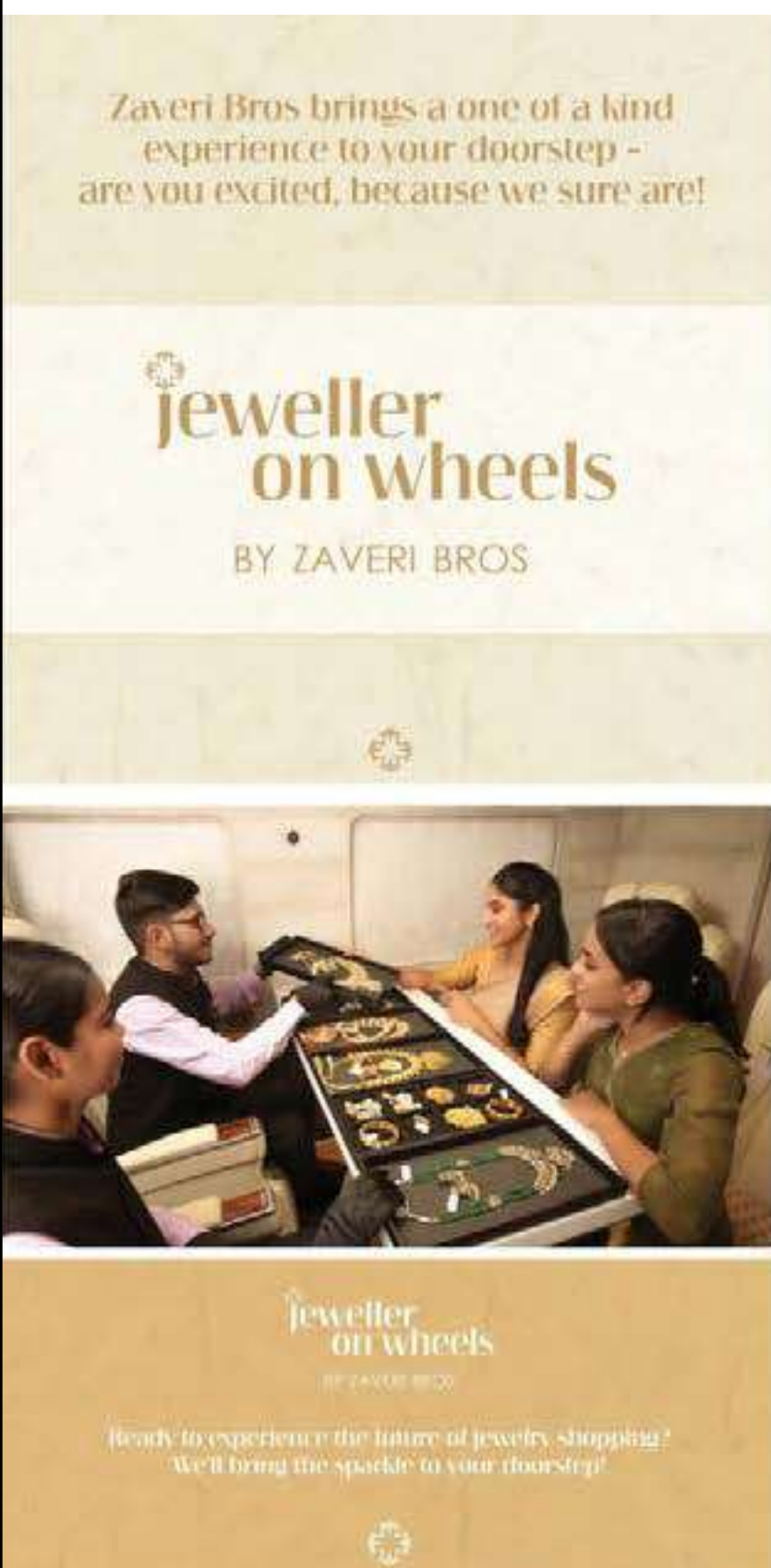
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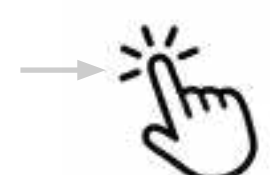
## Zaveri Bros Diamonds & Gold's 'Jeweller on Wheels' offers novel mobile jewellery shopping experience for brides-to-be

### COIMBATORE

The initiative comprises a luxurious vanity-style van that houses the brand's classic and curated offerings, and provides an immersive doorstep jewellery shopping experience, tailored to the preferences of customers. The brand encourages customers to fill a form about their favourites with respect to materials, gemstones and design, and curates the mobile showroom in accordance with that

**(RJ Exclusive)**

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## Lightweight, modular jewellery and sustainable ranges to rule in 2024, say jewellers

**MUMBAI**

Both maximalist aesthetics and minimalist flares will appeal to respective consumer segments in the coming year. Understanding consumer psyche has helped a few brands choose particular cities for retail expansion in future

***(RJ Exclusive)***

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Venue: Jio World Convention Centre  
**Booth No: Jio-D 60**

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# Que by M launches 18K gold activewear collection to make working out ‘look good’

**BENGALURU**

The lightweight collection is designed for mobility during workout routines, thus, striking a balance between fashion and function. The collection is crafted with durable 18K gold and is made up of versatile lightweight patterns

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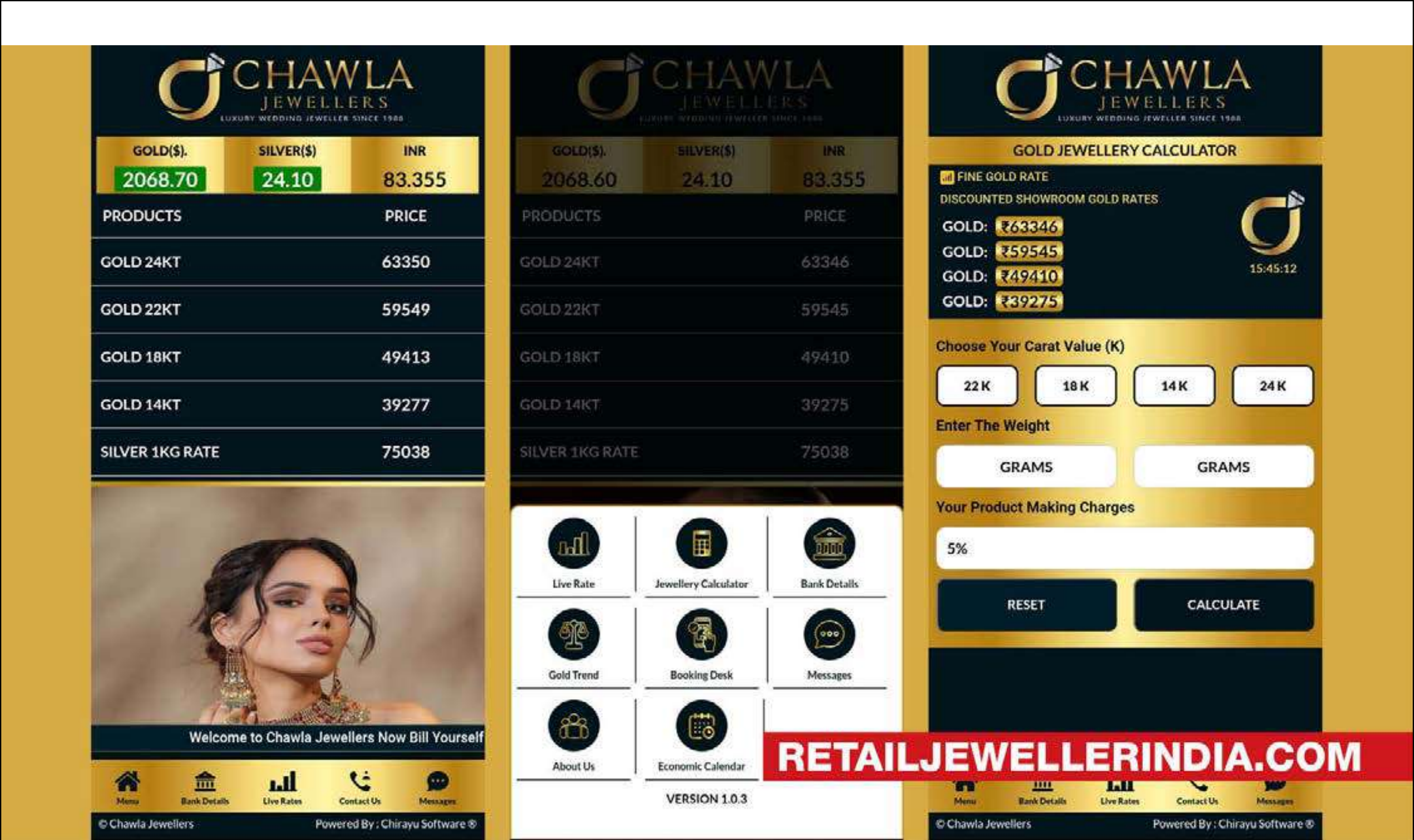
  
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# Chawla Jewellers strives to help customers gain more confidence with its gold rate app

NEW DELHI

With three primary features on the application and some others in the pilot mode, the jeweller wants to help customers check gold prices conveniently and from a reliable source. The brand is also exploring an e-commerce set-up that will seamlessly link the application and gold jewellery purchase for the customers' convenience

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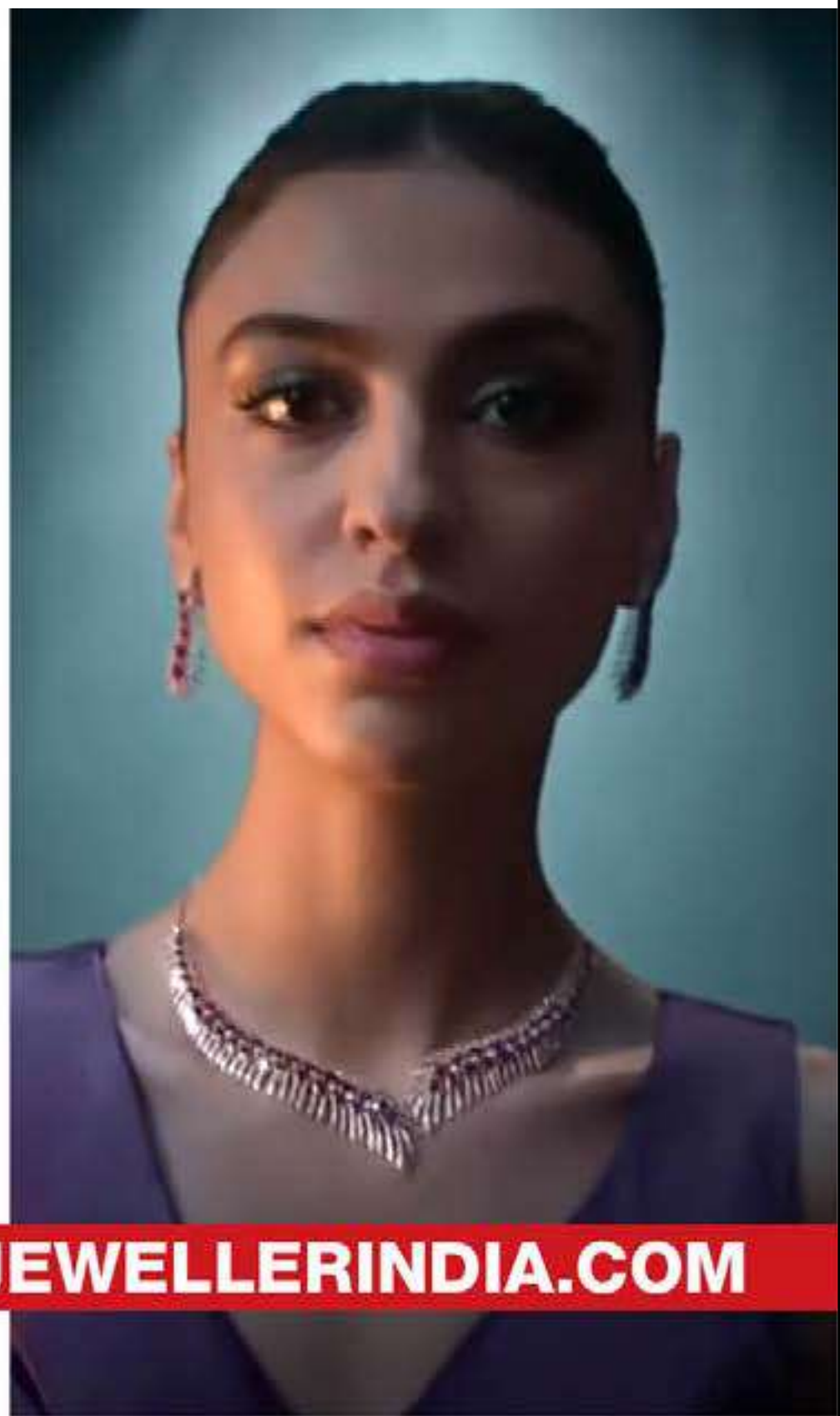
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## Joyalukkas launches 'Own Your Pride' TVC and diamond collection, celebrating individuality

**BANGALORE**

The commercial breathes life into the Pride collection, evoking desire among the audience to embrace these pieces as a celebration of individuality, empowerment, and a woman's unique journey – with her jewellery being her most intimate witness

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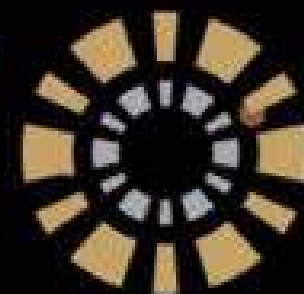
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## Jos Alukkas' 'Shining of Diamonds in Relationships' ad campaign celebrates precious close-knit bonds, new collection

**CHENNAI**

The multilingual ad film evokes emotions of warmth, familiarity, and belongingness during a shared jewellery shopping experience. The TVC is part of the brand's Winter Diamond Fest and commemorates the launch of 'Nityara' in showrooms across Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Karnataka and Puducherry

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## JJS 2023 witnesses 18% exhibition growth and heightened interest in coloured gemstones

### JAIPUR

The 19th edition of the Jaipur Jewellery Show hosted over 1100 booths. Themed ‘Emeralds...Your Stone Your Story,’ and welcomed over 300 national and international exhibitors as well as five global delegations. It also featured a festival for budding designers and launched an initiative to bolster the gem and jewellery industry’s start-up ecosystem

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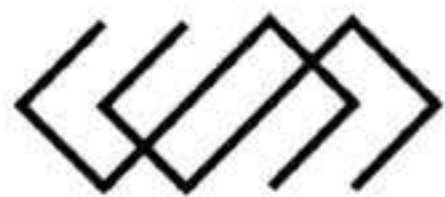
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**5th-8th Jan, NESCO**

**Hall 1**  
**Stall 1D 78C**



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# Kalyan Jewellers to create expansion plan for Candere, applying brand’s offline expertise

MUMBAI

The brand aims to increase Candere’s contribution to the company’s total revenue, considering the growth potential of a brand that started off online and then expanded to offline stores. As per the company’s plan, more physical stores will be added under Candere in the coming quarters

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## Malabar Gold & Diamonds launches new store at Wakad in Pune, strengthens presence in city

**PUNE**

The new store, which houses the brand's popular sub-brands, including MINE Diamond jewellery, Era uncut diamond jewellery and more, underlines the brand's focus on serving jewellery customers in Maharashtra. The brand has also introduced a set of ten assurances to better serve the customers

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## Shyam Sundar Co Jewellers helps prepare participants for National Yoga Championship

**AGARTALA**

The 'Swarnagram Shikshalaya' project is the brand's initiative to enhance their existing infrastructure for resident students from remote tribal communities in Tripura. Also, the brand's recent sponsorship of the Tripura yoga team for the National Yoga Championship has helped the participants prepare for the competition

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Hall No.: JWCC  
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## Harit Zaveri Jewellers unveils ‘Vintage Dream’ campaign that celebrates winter weddings

**AHMEDABAD**

The campaign is based on the brand’s winter jewellery collection, which features a mix of traditional polki and heritage pieces. The brand’s winter jewellery collection features a curated mix of heritage and traditional polki pieces, crafted on 22kt gold, placing a strong focus on meticulous workmanship

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## Ahmedabad-based RBZ Jewellers makes a tepid debut on bourses, lists at Rs 100

**AHMEDABAD**

The stock started trading at Rs 100 on the NSE and BSE, against issue price, also of Rs 100. The company's Rs 100 crore IPO was subscribed 16.86 times. According to CRISIL, a key risk for the company is its susceptibility to intense competition in the jewellery industry and to volatility in raw material prices

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## Tanishq relaunches its large-format store with high value zone at VIP Road in Visakhapatnam

### VISAKHAPATNAM

According to the brand, relaunching the newly-renovated store took nine months. The store also has special high-value zones catering to various kinds of customers with around 5,000 designs in both gold and diamond jewellery, and houses the brand's exclusive festive collection Kakatiya, wedding collection Rivaah x Tarun Tahiliani, and Aveer, an exclusive jewellery line for men

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# KISNA

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## KISNA launches its first exclusive showroom in Lucknow, brings tally to 17 stores in India

### LUCKNOW

Before the grand unveiling of Lucknow, KISNA had already launched showrooms in various cities, including Ayodhya, Bareilly, Bangalore, Deoghar, and Siliguri showrooms. The addition of Lucknow showroom further solidifies KISNA's commitment to serving customers in diverse regions and cities across India

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## Union Minister Piyush Goyal, Joyalukkas Chairman to inaugurate IIJS Signature 2024

### MUMBAI

The upcoming edition of IIJS Signature will take place across two venues in Mumbai in the first week of 2024. The event will run at the Jio World Convention Centre from January 4 to 7, and concurrently at the Bombay Exhibition Centre from January 5 to 8

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- 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.



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To know more about the program contact RIDHIMA - 98198 28515



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## Alia Bhatt champions coloured gemstones in Artifact's emerald-studded choker, Ray earrings

**MUMBAI**

The signature Alia choker featured Zambian emeralds and brilliant natural diamonds set in gold and layered pearls. She also wore the brand's Ray earrings featuring baguette-cut large Colombian emeralds and diamonds set in gold

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Sheraton Grand, Brigade Gateway

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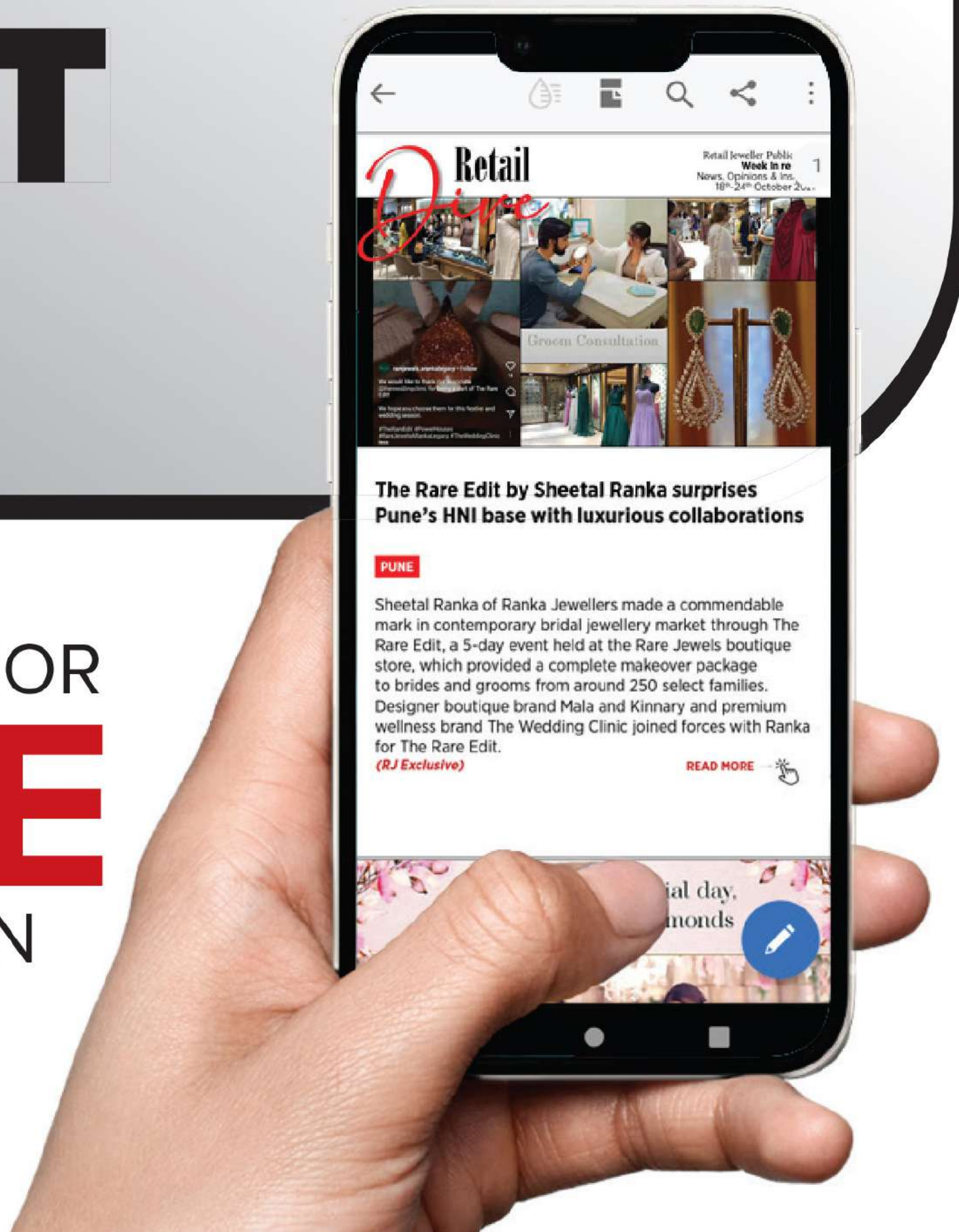


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