



Retail Jeweller India Forum 2024: Brands to focus on category expansion while being trend-friendly

MUMBAI

The 10 th session of RJIF took place at JW Marriott, Sahar in Mumbai on January 3 and had speakers from the entire jewellery fraternity of India agreeing on the need to go digital and exclusive on brand outlook simultaneously

(RJ Exclusive)

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RJIF 2024 concludes on a high note with panel of young jewellers talking of their revolutionary retail innovations

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The panellists shared case studies ranging from customer engagement strategies, unique ways to market products, experimental brand marketing, cross retailing, leveraging digital and social media, sponsorships, collaborations, creating luxury experience to initiatives promoting employee satisfaction and customer care

(RJ Exclusive)

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Retail Jeweller MD & CEO Awards 2024: Excellence takes the spotlight

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The prestigious awards ceremony was graced by celebrities Sanya Malhotra and Zoya Afroz, who felicitated the winners on stage. From an industry standpoint, these awards are a pioneering initiative as they celebrate business leadership excellence in an industry that has historically been under-represented in the world of business

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Ciyaza rebrands itself with stunning star along with Unveiling of Rose Gold 18Kt Italian Chains & Turkish Hollow Bands at IIJS Signature 2024

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The renowned rose gold jewellery manufacturer unveiled two star-studded collections at IIJS Signature 2024, held at Bombay Exhibition Centre, Goregaon in Mumbai on January 5
(RJ Exclusive)

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FURA's captivating pink sapphires a mega hit at Mumbai buyer-seller meet

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FURA Gems' exclusive event marked the initiation of the Celebration Sapphire Campaign, highlighting the elegance of FURA Pink Sapphires

(RJ Exclusive)

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Retail Jeweller India Forum 2024: Retailers open to try new technologies with a positive outlook for the upcoming year

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From the influence of digital platforms to the talks on gemstone innovations and marketing discussions, retailers seem to be more accepting towards the changing trends in the jewellery industry. The open exchange of insights among retailers was noted as a positive aspect, contributing to a collective learning experience

(RJ Exclusive)

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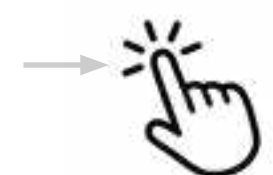
Tech Talk: Book My Diamond on its way to revolutionise diamond trading via state-of-the-art application

MUMBAI

Found in 2015, Book My Diamond aims to provide the current rate for liquidity of diamonds in order to maximise profit and minimise loss. It has crossed Rs 6,000 crores of live inventory on platform of certified diamonds from 15 cents to 15 carats, all colours and all clarities included

(RJ Exclusive)

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FURA

PINK SAPPHIRE JEWELLERY PROGRAM



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Akoya Jewels and The Food Affairs present exclusive showcase, treat patrons with fine sensory experience

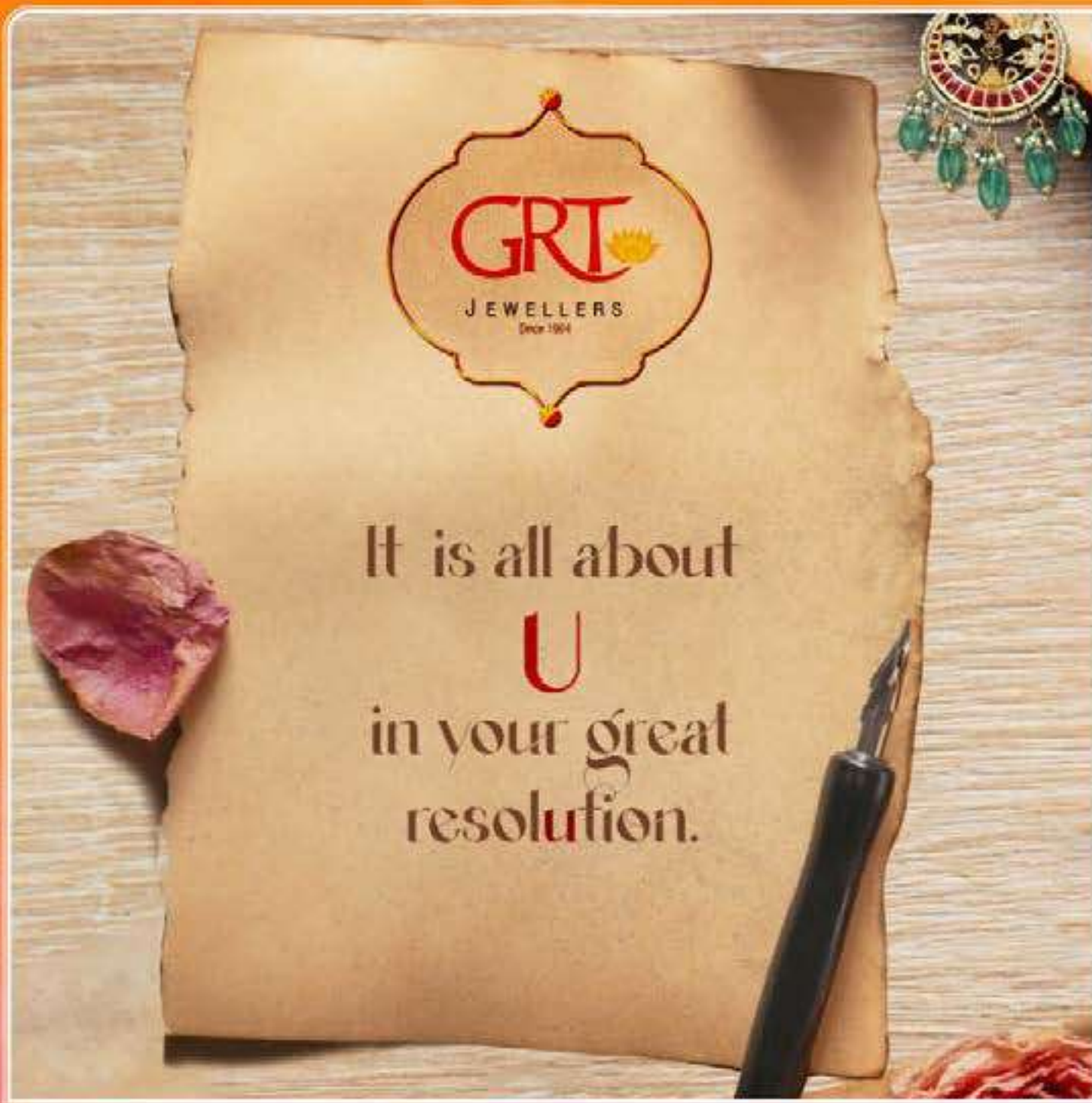
HYDERABAD

The synergy between Akoya Jewels and The Food Affairs bode well for enhancing Akoya Jewels' prestige as a trendsetter. The jewellery brand ensured that some of its finest pieces made it to the showcase for a contemporary but timeless impact

(RJ Exclusive)

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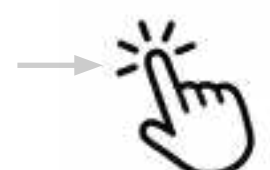
#MyGReaTResolution: GRT Jewellers unveils New Year contest; invites audience to share their 2024 resolutions

CHENNAI

The contest guidelines enabled a fair chance for participation while also streamlining entries. At the end of the contest, 10 winners will be awarded a gift voucher worth Rs 10000 each. To win, the individual should have garnered the maximum number of likes, comments and shares on their post

(RJ Exclusive)

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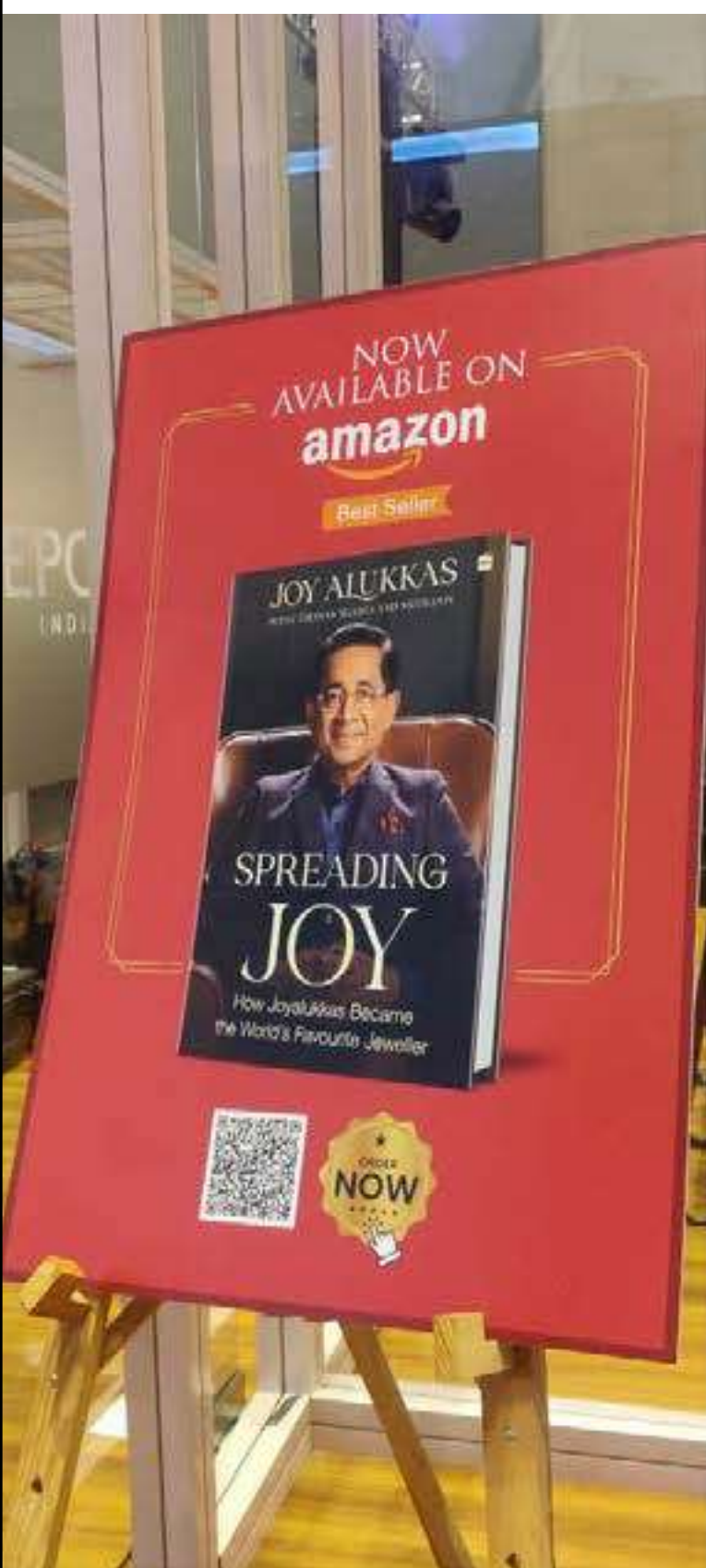
Union Minister Piyush Goyal inaugurates IIJS Signature 2024 with clarion call for ‘Design in India’

MUMBAI

The Minister referred to massive investments being made by the Government to create world class infrastructure for the gems and jewellery industry, including the 20-acre India Jewellery Park in Navi Mumbai and a common facility centre in SEEPZ

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‘Spreading Joy’: Joy Alukkas urges people to develop a ‘never give up’ attitude at launch of his autobiography at IIJS Signature

MUMBAI

The book, an anecdotal recollection of the Joyalukkas Group Chairman’s journey of building a global brand, evokes nostalgia, and turns up valuable business insights that will be of immense value to budding entrepreneurs

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- 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.



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To know more about the program contact RIDHIMA - 98198 28515



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NAC Jewellers launches Gajah collection inspired by divine elephants in Indian art and culture

CHENNAI

The collection comprises a wide range of jewellery in gold, diamond and polki featuring elephant motifs and intricate craftsmanship. The launch event comprised of a block-printing session showcasing the crafting of artisanal handkerchiefs, followed by a live music performance, a presentation and preview of the collection

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Kicky and Perky launches exclusive holiday collection on 925 hallmarked silver

NEW DELHI

Made with pure 925 hallmarked silver, the collection exhibits the vibrant colour palette of India through red, green, yellow and blue enamel, creating a harmonious blend of festive hues. From the 'Whimsical Spectrum Earrings' to the 'Carnival Bliss Pendant', these jewellery pieces make for the perfect addition to any outfit for daytime or night festive parties and get-togethers

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Bhima Jewellers onboards Sobhita Dhulipala as brand ambassador

MYSORE

The brand’s association with Sobhita has been established with the a TVC ‘Made to Celebrate You’, which redefines the narrative that diamonds are gifts for women, paying tribute to inspirational women from diverse backgrounds

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Sheetal Diamonds plans to venture into retail, promoters in talks to start new business line

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The diamond jewellery manufacturer has announced a preferential issue of up to Rs 49.95 crore which will be used to support its retail arm. Apart from its existing business, the promoters of the company also intend to set up a new line of business with a new name

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Senco Gold & Diamonds' bridal collection blends traditional and contemporary designs

KOLKATA

The collection includes a wide array of meticulously crafted ornaments such as necklaces, bangles, earrings, rings, pendants, and more, showcasing the grandeur and glamour befitting the occasion. Brand ambassadors Jaya Ahsan and Ishaa Saha showcased the new bridal jewellery collection that the brand promoted on its official Instagram account

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Popley Eternal launches the Spotlight collection, attracts young consumers seeking colourful jewellery

MUMBAI

The brand understood that customers want more out of their jewellery and hence, prefer jewellery that they can always wear and not just store in lockers. The collection, crafted with 18kt gold and semi-precious stones, also comprises statement rings and earrings, and a few of the limited-edition ornaments have been designed for only a couple of occasions

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RC Bafna Jewellers, R Narayan Jewellers entice followers with fashion label collaboration, intriguing social media posts

MUMBAI

RC Bafna Jewellers and R Narayan Jewellers captivated their target audience across social media and physical retail with targeted collaboration with lifestyle brands and posts on cultural diversity. R Narayan Jewellers collaborated with Monsoon Anand in Gujarat, while RC Bafna Jewellers created posts about wedding rituals across India throughout December

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Mrs. Alakesan



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AVR Swarnamahal Jewellers conducts gold coin campaign on Jan 1, gets 25% growth

SALEM

Submissions were open for January 1, 2024 across 20 stores of the brand In Tamil Nadu, Pondicherry, and Karnataka. The criteria for participation was that one had to make a purchase of Rs 6000 to get a coupon for submitting their entries. The winners got a chance to collect gold coins worth Rs 2024 only

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Brand ambassador Kiran Mazumder bids goodbye to Anjali Jewellers in an emotional reel

KOLKATA

The Instagram reel was uploaded on December 30 2023, which featured Kiran thanking the brand for uplifting her to the stature of a Bong diva today. Of late, Anjali Jewellers has been promoting behind-the-scenes footage of advertisements featuring Kiran, that give blow-by-blow accounts of their ad shoots

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