



## #RJIF2024: FURA Celebration Sapphires all set to change the face of India's coloured gemstones market

**MUMBAI**

At the Retail Jeweller India Forum 2024, the session by Rupak Sen, CMO, FURA Gems, also addressed by Dev Shetty, Founder and CEO of FURA Gems, unveiled the Celebration Sapphires campaign by FURA, and highlighted their pink sapphire collection with Jawhara Jewellery in the Middle East, as well as collaboration plans with Indian jewellers

**(RJ Exclusive)**

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# #RJIF2024: Consumers seek purpose and provenance, says Amit Pratihari of De Beers Forevermark

MUMBAI

The VP of De Beers Forevermark discussed how consumers are moving away from a product category to a brand. He also spoke of De Beers Education, which trains retail employees on how to outperform their diamond story

*(RJ Exclusive)*

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# #RJIF 2024: With the right information, a retailer can win half the battle for business expansion: Vivek Das

MUMBAI

The Synergics founder talked of a tech-supported assessment of customer journey and a smooth ledger for any partner which optimize operational cost and manpower use altogether. Sales and profit, according to Das, are lag indicators, because their constant assessment won't reveal the room for improvements in a company

(RJ Exclusive)

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# PINK IS THE NEW BLACK



## FURA

### PINK SAPPHIRE JEWELLERY PROGRAM



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## #RJIF 2024: Richa Singh of NDC urges diamond retailers to be future-ready for low attention span consumers

**MUMBAI**

At the Retail Jeweller India Forum 2024, Richa Singh, MD, Natural Diamond Council (India, Middle East) spoke of various strategies adopted to modernize the concept of diamond jewellery with pop culture, AI, celeb engagement and more. The onus is on retailers to bring back the grandeur of Indian emperors' love for jewellery and replicate it for men of today, while ensuring the basic hygiene of transparency, she said.

***(RJ Exclusive)***

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## #RJIF2024: Jewellers seek improvement of consumer connect, nurturing of Tier III and Tier IV markets for profitability

### MUMBAI

High-power panel of retailers address concerns in the way of profitability, ranging from dearth of merchandise management experts, proper assessment of consumer segments, improving processes including back-end integration and more, while Dev Shetty of FURA Gems emphasizes profitability factor secured by coloured gemstones

**(RJ Exclusive)**

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## #RJIF 2024: Young jewellers talk of revolutionary retail innovations to expand market-share in a competitive jewellery market

**MUMBAI**

Innovative strategies ranging from transparent pricing, smart marketing to providing customers a truly international experience, deemed crucial in establishing a distinct brand identity and contributing to increased market-share, were the focal points of a panel discussion involving brilliant young jewellers who are the future of this industry

***(RJ Exclusive)***

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# #RJIF2024: Generative AI can significantly streamline India’s jewellery sector operations, says Praveen Govindu of Deloitte

MUMBAI

Deloitte’s survey states that the Indian retail market is almost at a trillion dollars and is growing at a 2x speed, with the jewellery industry expected to become a US\$150 million market in 7-8 years. One of the reasons behind that is almost 1 in 3 people preferring to buy jewellery during festivals

(RJ Exclusive)

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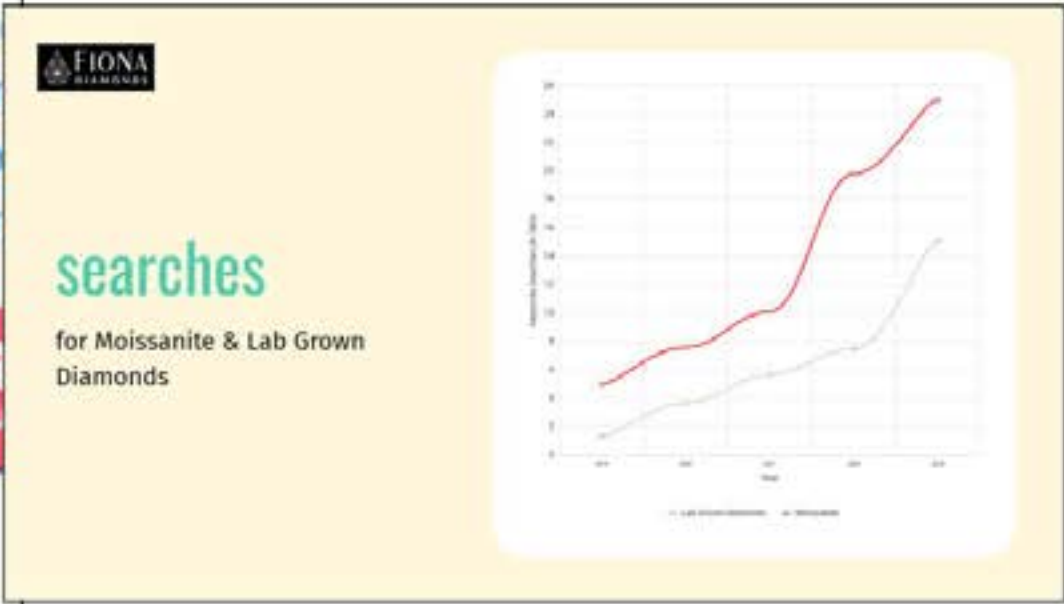
# #RJIF2024: Service providers highlight user pain-points, devise flexible route to customer delight

MUMBAI

The panelists - Raj Parakh of Plus; Sankalp Goyal of Book My Diamond; Rohit Hudke of Rings & I and Abhijeet Lalgondar of SalesWizz - agreed on finding a middle ground between standardized sales practices of top chain store brands and personalization of boutique brands, during an insightful session moderated by Deepak Tulsian of Mywisdomlane.com  
*(RJ Exclusive)*

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# #RJIF2024: How Fiona Diamonds championed the lab-grown diamonds segment with disruptive tech

**MUMBAI**

The brand fought back the industry’s resistance to lab-grown diamonds and with technology, built a community where there is harmonious demand diversity between natural and lab-grown diamonds and moissanite jewellery

*(RJ Exclusive)*

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# FURA



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- 2 India Consumer Research has shown that 76% Customers are ready to buy Sapphire Jewellery.

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- 1 Attractive Point of Sale materials for your showroom.
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- 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 - SAMEER 84518 69611 | RAJEEV 77380 74472



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## #RJIF2024: SOHNAA aims to be a luxury Indian brand banking on collaborations and a global vision

**MUMBAI**

Sonali Shah Sheth, Founder-Director, SOHNAA, Jewelsprings Design Centre and Sphere Jewellery pitched her brand's collaboration plan by drawing a parallel with the information-hungry and highly individualistic young generation that thrives digitally and believes in informed purchase decisions

**(RJ Exclusive)**

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## Viswa & Devji Diamonds helps people relive childhood memories through Kite Flying Festival in Coimbatore

### COIMBATORE

Spread over two days, the festival had nearly 3,000 participants in its latest edition, and has grown in scale over the last few years. While the brand did not market itself during the event, it connected with customers while reaching out with invites and updates

***(RJ Exclusive)***

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## Sham Jewellers hosts 8th edition of Shop & Win Contest, gives Honda cars to five customers

**CHANDIGARH**

During the contest spanning three months, customers collected coupons on their jewellery purchases and the brand gave out nearly four lakh coupons. The top five winners of the contest received three Honda Amaze cars, one Honda City car, and one Honda Elevate car

***(RJ Exclusive)***

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## PNG Jewellers unveils bridal collection, serves young generation's demand for timeless wedding jewellery

**PUNE**

According to the brand, the collection is for young couples who want to express their modern views and still want to stay connected to their traditions. The customizable collection is made of finely crafted gold jewellery suitable for all wedding occasions such as engagement, haldi, sangeet, the wedding and the reception

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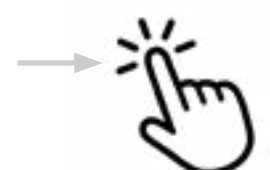
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## PMJ Jewels' new store at Bellary in Karnataka brings the brand closer to patrons in the city

### BELLARY

The new store boasts an opulent inventory ranging from classic designs to contemporary masterpieces. It ensures access to a wide range of jewellery and high-quality customer service, and enables the brand to expand its customer reach

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## Cartier names India as important growth market, prioritises scaling up existing online retail

### MUMBAI

The brand, which plans to focus on its online business in India to reach shoppers in more locations, seeks to explore the untapped potential in the market. With its first store in India in New Delhi and exclusive brand outlet in Mumbai, Cartier aims to reach out to more locations in the country

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## Titan announces Q3 results, posts strong revenue growth in jewellery segment

**MUMBAI**

The company said while its overall jewellery business grew 23% year-on-year in the December quarter, it rose 21% year-on-year domestically, led by double-digit buyer growth and moderate improvement in average selling prices. This quarter saw festivals such as Dussehra and Diwali, also more weddings, one of the biggest drivers of gold purchase in India

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# Augmont Gold For All’s Inaam Mela campaign aims to boost gold loan services in specific South Indian locations

## MUMBAI

The brand is committed to promoting inclusivity and serving the diverse populations of Karnataka, Andhra Pradesh and Telangana, and customers can benefit from low-interest rates, ensuring a cost-effective borrowing experience. Customers availing gold loans during the campaign period are guaranteed to receive gifts such as TVs, refrigerators, and other valuable items, enhancing the borrowing experience

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## Jewellers in Uttar Pradesh get bulk orders for Lord Ram-themed gold coins, temple replicas

**MUMBAI**

As per the All India Jewellers and Goldsmiths Federation, the consecration ceremony in Ayodhya has generated an estimated business of about Rs 800 crore in the city. Jewellers have received orders for 5,000 coins depicting Ram Temple, Ram Darbar, and 1,000 statues of Lord Ram of different sizes

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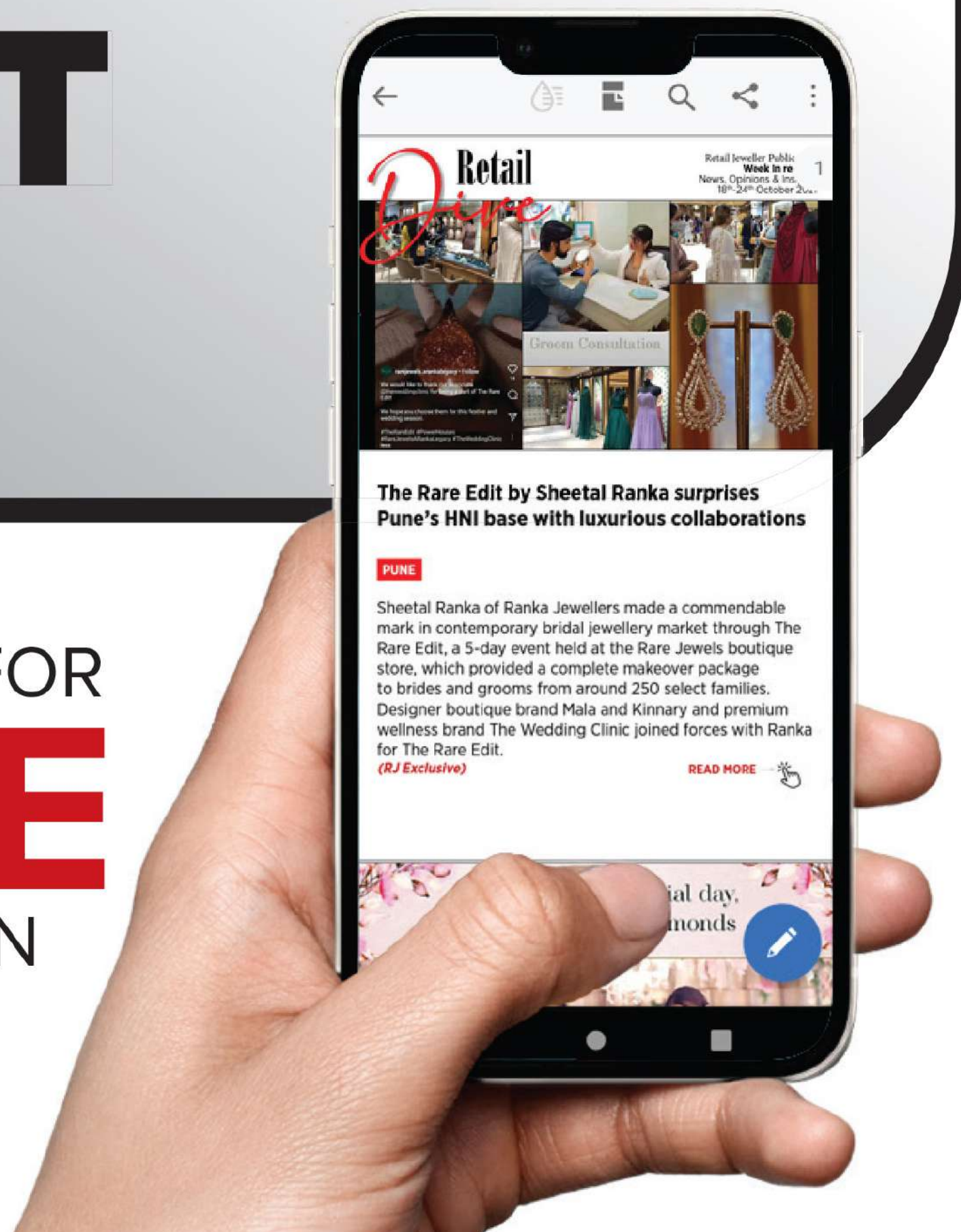


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## Centre approves cluster project for Coimbatore jewellery sector that will benefit about 6,000 micro units

### COIMBATORE

A director from the 60-member Coimbatore Goldsmith Council said the council will offer 20 different services at the common facility. The State government will provide 10% of the project cost as subsidy for specific infrastructure works and the Centre will provide the remaining amount for machinery

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## Sobhita Dhulipala exudes sophistication in fine jewellery from Bulgari's Serpenti collection

**MUMBAI**

The actor's Instagram post, featuring jewellery from the brand's Serpenti collection, attracted over 1 lakh likes and several admiring comments from fans. Two of the three photos in her post also feature a Serpenti Viper Ring. The actor opted for minimal make-up, and styled her hair in a neat top knot, keeping the focus on exquisite jewellery

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