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## Kataria Jewellers woos out-of-town customers with stay facility near jewellery showroom in Ratlam

### RATLAM

With three large dormitories, and four smaller rooms, the complimentary facility for those who buy jewellery also comes with a kitchen-cum-eatery big enough for 35 people and a self-service counter. Thanks to the initiative, the brand could optimize markets within 200-300 km of Ratlam, such as Ajmer and Ahmedabad, in wedding season

**(RJ Exclusive)**

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## #GetShaadiReady: RCP Jewellers campaign highlights relevance of State-specific traditional bridal jewellery

**KOLKATA**

Targeting the younger generation of customers who are preparing for their wedding, the brand aims to explain and showcase the cultural relevance of traditional bridal jewellery through its social media posts, adding influencer-marketing to the media mix to reach out to new-age brides

***(RJ Exclusive)***

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## Bariki's shop-in-shop model gives single-store retailers in Hindi belt access to trendy designs, high-quality jewellery

### JUNAGADH

The brand has partnered with more than 500 single-store retailers in the Hindi-speaking States of Punjab, Haryana, Jharkhand, Uttar Pradesh, Gujarat, Rajasthan and Bihar, in markets where there is a dearth of contemporary jewellery

**(RJ Exclusive)**

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# PINK IS THE NEW BLACK



## FURA

### PINK SAPPHIRE JEWELLERY PROGRAM



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## With Aha Kalyanam campaign, Goyaz makes a big pitch for silver bridal jewellery in South India

### HYDERABAD

In an aggressive marketing drive, brand involves local TV actors, TV presenters, Big Boss Telugu contestants to endorse silver bridal jewellery, even as it taps into the gap between gold jewellery and 1 gram gold-coated jewellery. The campaign created a strong brand and category recall amongst target audience of brides unsure about bridal jewellery in silver

***(RJ Exclusive)***

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## SENSE Strategy & Design ups the ante for retail jewellers with distinctive brand-building solutions

### MUMBAI

Recent projects include the Vega Sri Gold and Diamonds NRI campaign, store launches for Varaa Shree Jewels and Rathod Jewellers, where the company translated the vision of its clientele to reality, through a strategic approach to visual merchandising, digital marketing and brand identity  
*(RJ Exclusive)*

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## Senco Gold & Diamonds launches 'SiyaRam Collection' celebrating Ram Mandir inauguration in Ayodhya

**KOLKATA**

Exquisite designs of the SiyaRam Collection by the brand's skilled artisans highlight the use of delicate nakashi craftsmanship, meenakari work, and intricately set diamonds. These features are incorporated to reflect the divine connection between Lord Ram, Sita, Lakshman, and Hanuman. The temple designs, adorned with an antique polish, aim to add a sense of grandeur


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# LUXURY BRIDAL COLLECTION



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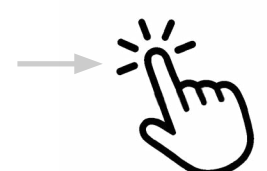
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## Bvlgari pays homage to Indian kada with limited edition B.zero1 bracelet launched by Ayushmann Khurrana

**MUMBAI**

Embracing the visionary codes of B.zero1, the creation expresses a concept of movement, circularity and light through a spiral design that evokes strength and determination. An enchanting ode to India's long-standing cultural affinity with precious metals and stones, it also represents the "modern India"

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## Tanishq's Festival of Diamonds invites people to celebrate life's little moments with diamonds

**MUMBAI**

Customers can choose from a wide range of jewellery for self-indulgence, birthdays, smaller milestones, instead of waiting for a big occasion, says the brand. The campaign revolves around the idea that every small moment is worthy of celebration, with a Tanishq diamond serving as a symbol of each individual's unique journey

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## **Malabar Gold & Diamonds unveils revamped and expanded store at Dwarka in New Delhi**

**NEW DELHI**

The relaunched store, with added space and an enhanced ambience, will accommodate more collections for every occasion, offering a great shopping experience to the city's jewellery shoppers

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## JKJ Jewellers launches Jodha Akbar diamond polki collection at jewellery exhibition in Hyderabad

### HYDERABAD

Actress Tejaswi Madivada became the face of the collection launch at the exhibition, held at Park Hyatt, Banjara Hills, Hyderabad on January 6 and 7. The exhibition had a turnout of 70% female and 30% male clientele

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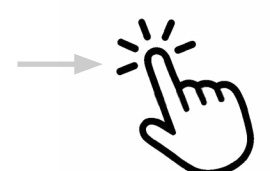
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## Aularth and Ekaya Banaras partner to launch jewellery line inspired by motifs of the ocean

**MUMBAI**

Titled Odeta, the jewellery line was launched on the e-commerce websites and stores of both the brands. Featuring sparkling stones and turquoise-hued crystals that represent sea waves, the collection, which brings together both the brands for the second time, brings to mind the fluidity of the ocean

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## **CaratLane and PhonePe collaborate to streamline jewellery purchases with digital gold**

**MUMBAI**

The process, established by both the companies, involves customers selecting their choice of CaratLane jewellery at the brand's retail or online store, redeeming the digital gold by verifying their digital gold account, and then making a partial or complete payment with the digital gold for the jewellery

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## Rokde Jewellers' new store to serve customers in Koradi, Nagpur and Vidarbha

### NAGPUR

The jewellery brand's store offers a vast collection of jewellery inspired by traditional Indian culture and modern artistry, including gold, silver, diamond, platinum, Rashi gems and gold and silver puja items. The branch also features a karatometer facility for testing

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## Anmol Jewellers celebrates the Indian bride's individuality with its new bridal collection Etheria

**MUMBAI**

The jewellery brand has incorporated coloured gemstones such as emeralds and rubies along with classic diamonds to render a touch of colour to a traditional 18kt gold collection that celebrates modern brides

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## Sangli-based PN Gadgil launches brand's second showroom in Goa, targeting gold and diamond buyers

### GOA

The 1500 sq ft showroom has interior décor that is reminiscent of Goan culture and targets gold and diamond buyers, which includes residents of Goa as well as tourists. The showroom consists of an eclectic variety of antique, gold, and diamond jewellery

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## Augmont Gold For All launches Shree Ram Mandir coin kit, pays tribute to India's rich historical heritage

### MUMBAI

The centrepiece of this collection is the Shree Ram Mandir coin, exquisitely minted by Augmont Gold For All, symbolizing the brand's objective of making gold ownership accessible to everybody. The coin will also be offered in silver denominations of 10 gm, 20 gms, 50 gms and 100 gms and in an exquisite metal variant for those who prefer silver

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# FURA



## Become a Fura Sapphire Jewellery program Retailer?

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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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## Shaya by CaratLane's Polki collection embodies a modern take on classic Polki jewels

**MUMBAI**

A curation of jewels in gold-plated 925 silver, the Polki range dips into the past, keeping an eye on the future. This jewellery range features handmade pieces, delivering a unique piece for everyone and is a combination of intricate jali forms taken from Indian palaces and modern styling

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## Silvostyle by PNG Jewellers signs Rasha Thadani as new brand ambassador

**PUNE**

According to the brand, Rasha's innate fashion sense and ability to effortlessly blend traditional and modern elements make her an ideal face for Silvostyle. This matches the brand's young, contemporary and pop culture tone, promising to captivate the hearts of jewellery enthusiasts nationwide

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## Maharashtra Govt and GJEPC sign MOU for India Jewellery Park at World Economic Forum 2024

**MUMBAI**

GJEPC has procured 21 acres of land from the Government with the aim of transforming it into a jewellery park to establish an end-to-end jewellery manufacturing ecosystem. The council has also submitted pre-budget proposals to the Government such as import duty reduction of precious metals and introduction of the safe harbour rule for sale of rough diamonds in SNZs

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## PM Narendra Modi inaugurates Bharat Ratnam Mega CFC in SEEPZ Mumbai for jewellery sector

### MUMBAI

Bharat Ratnam Mega CFC is a socio-economic project promoted by the Ministry of Commerce and Industry, GJEPC India and SEEPZ SEZ authority to drive exports from India. The Mega Common Facilitation Centre provides a supportive and collaborative environment for entrepreneurs, MSMEs and small businesses to grow and thrive

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