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## #MyStrongerHalf: Reliance Jewels' campaign for V-Day shows how women can take charge in relationships

**MUMBAI**

Women can and often do better when it comes to handling relationship dynamics, and become the 'stronger half' of a couple, says the ad. The brand has uploaded three video films narrating the journeys of couples as part of the campaign

**(RJ Exclusive)**

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## #KahoKuchSpecial: Mia by Tanishq's V-Day campaign urges couples to share moments of love

**MUMBAI**

The brand has taken a deep dive into the Valentine's Day campaign with the launch of a captivating video featuring actor Rohit Saraf, titled 'Valentine's Day Masterclass by Rohit Saraf'. As a part of the campaign, 10 winning couples in the contest will be offered a trip to Bali

***(RJ Exclusive)***

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## Caratlane launches 'Postcards' to convey heartfelt video messages embedded in jewellery

**MUMBAI**

Launched on January 26, the feature enables people to scan a diamond ring and access a video message from the sender. The brand had TV actor-model Kishwer Merchant demonstrate the process of selecting a ring, embedding a video in it, and how the recipient gets surprised by the Postcard

***(RJ Exclusive)***

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# PINK IS THE NEW BLACK



# FURA

## PINK SAPPHIRE JEWELLERY PROGRAM



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## In Men of Platinum ad campaign, Ratnalaya Jewellers brings out growing relevance of platinum and men's jewellery

**PATNA**

According to Saket Keshri, Director, Ratnalaya Jewellers, who features in the video, platinum is steadily becoming popular among jewellery consumers in Patna, especially men, who prefer it for its inherent subtlety and simplicity. The brand has widely promoted the video campaign across multiple platforms, including its own social media handles

***(RJ Exclusive)***

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## ORRA Fine Jewellery uses impactful client testimonials to promote its adherence to quality standards

### MUMBAI

Being endorsed by a customer is a foolproof way of cementing a brand's reputation. ORRA has shared two reels on Instagram, in which four loyal customers talk about buying diamond jewellery from ORRA, and how it has delighted them throughout. One customer says she bought her bridal jewellery after a good experience with the brand, while two other customers talk of being loyal ORRA patrons for decades

***(RJ Exclusive)***

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## Jewelbox secures Rs 2 crore on Shark Tank India, underscores disruptive potential of lab-grown diamonds

**MUMBAI**

During their presentation on Shark Tank India, the founders showcased their diverse range of lab-grown diamond jewellery designs, emphasizing their commitment to self-expression, ethical sourcing and environmental responsibility. The success of Jewelbox on Shark Tank India underscores the potential for lab-grown diamonds to disrupt the traditional jewellery industry

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## **KISNA Gold and Diamond Jewellery unveils first exclusive franchise showroom at Agartala in Tripura**

### **AGARTALA**

It is the brand's 18th store in India and is designed to offer varied diamond and gold collections for each age group. The jewellery in the showroom is curated on the basis of current trends catering to consumer preferences in the North-East region

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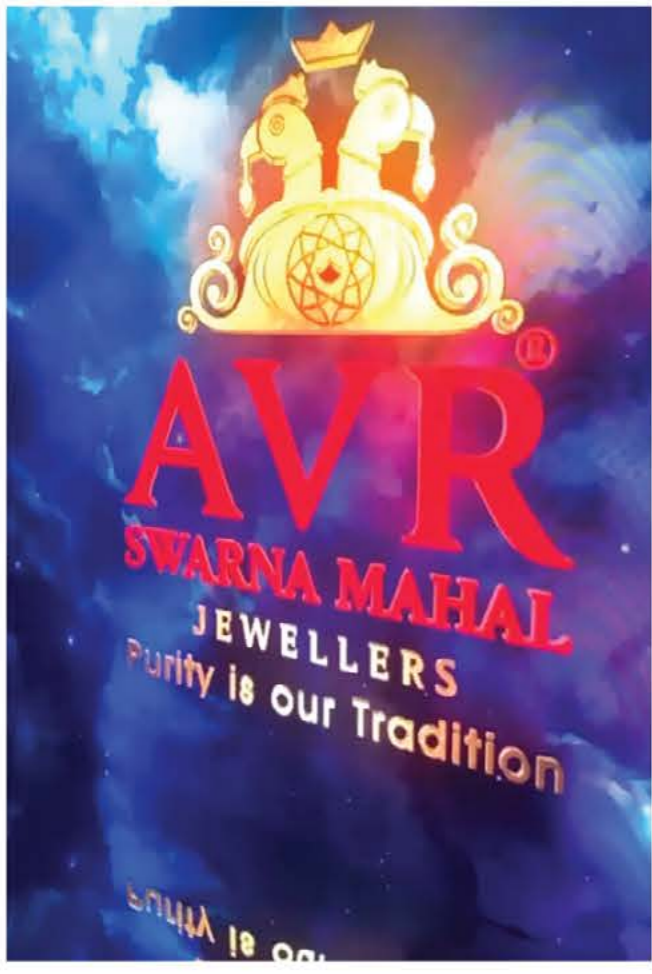
## P. N. Gadgil and Sons organizes workshop on adolescent psychology at Baramati

### BARAMATI

‘Exploring the Minds of Adolescents’ was organized at Gadima Auditorium of Vidya Pratishthan in Baramati under P. N. Gadgil and Sons’ social responsibility program through the Karbhari Anna Charitable Foundation. The brand has decided to take the initiative to raise awareness about physical and mental changes in pre-adolescent girls

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## AVR Swarna Mahal Jewellers launches the 'Travel around the World' exhibition at its Salem Swarnapuri branch

### SALEM

This exhibition includes 12 locations across the world, namely Dubai, London, New York, Mexico, Morocco, Bali, Dominican Republic, Paris, Sydney, Istanbul, Greece, and Rome, each represented with jewellery embodying its distinct cultural and traditional elements

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## Khimji Jewellers' wedding campaign focuses on quality wedding jewellery in a culture of frugality

**BHUBANESWAR**

With the ad film capturing the essence of familial values, the love between a father and daughter, and timeless craftsmanship, Khimji Jewellers aims to captivate audiences during the bustling wedding season across Odisha. The brand aims to reignite the focus on premium craftsmanship

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## Malabar Gold & Diamonds opens new 5844 sq. ft. store in Alambagh, Lucknow

**LUCKNOW**

Apart from the brand's sub-brands, customers can also explore a diverse array of designs in gold, diamonds, precious gemstones, platinum, and more, catering to varied preferences from traditional and contemporary to lightweight and everyday wear at the store. It also showcases exclusive bridal collections meticulously crafted to make weddings truly unforgettable

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## Peora India opens jewellery store in Mumbai with bridal and occasion-style inventory

### MUMBAI

Peora counts over 27 stores across the country and retails through a mix of exclusive retail outlets, franchises and shop-in-shop stores. Launched in the Indian market in 2006, it is headquartered in Mumbai

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## Gargi by P N Gadgil & Sons commences 2024 with second franchise outlet in Nashik

### NASHIK

With a strong focus on growth, Gargi aims to be a Rs 100-crore company within the next two years. The company is now present in 14 shop-in-shop stores of Shoppers' Stop across Mumbai, Nashik and Bangalore, five exclusive stores in Pune, and two franchise outlets

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# FURA



## Become a Fura Sapphire Jewellery program Retailer?

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## Program Plan

- 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.



## How to join the National program

Stock up **100 carats of Pink Sapphire Jewellery** from any of the 8 authorised manufacturers.



To know more about the program contact - SAMEER 84518 69611 | RAJEEV 77380 74472

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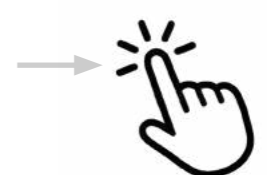


## Solitario unveils latest collection at Burj Khalifa in Dubai, to open new store in Dubai Hills

### DUBAI

The lab-grown diamond collection comprises a range of rings, earrings, necklaces and rings. The launch was attended by esteemed guests, including Safa Siddique of Dubai Bling, Egyptian football luminary Mohamed Zidan and TV host Rania Abi Nader

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## Malabar Gold & Diamonds' new outlet in Sydney echoes brand's 'Make in India; Market to the World' motto

### SYDNEY

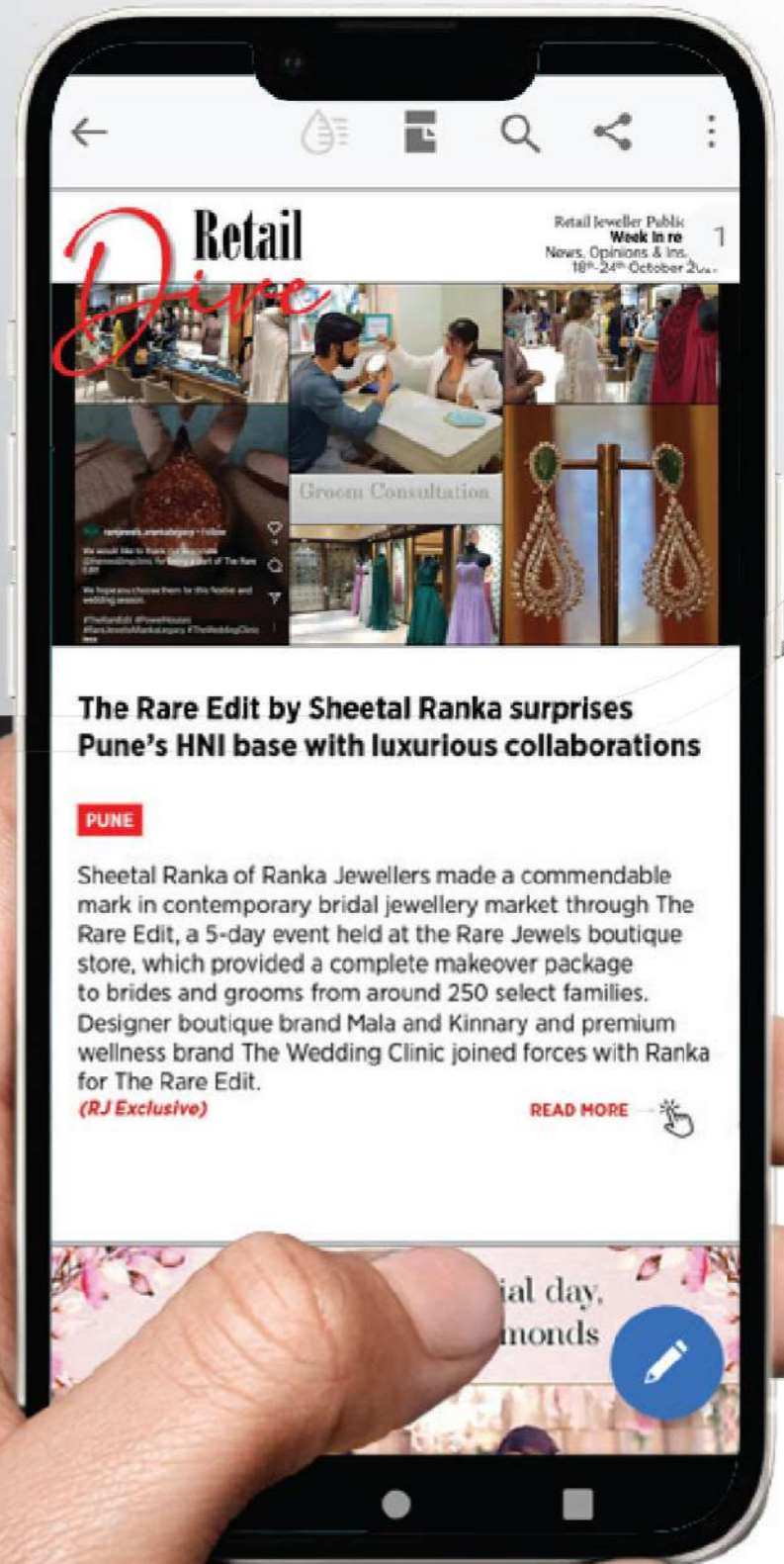
Located at 109 Wigram Street in Harris Park within the Little India Precinct, the new outlet will be the largest jewellery showroom in Sydney. With an extensive collection of jewellery in 18K, 22K gold and diamonds, the showroom will showcase over 30,000 designs across different categories. The brand has also facilitated a customized jewellery design facility at their showroom

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## **PGI names Tim Schlick as new CEO, to succeed Huw Daniel, who retires after 21 years with the organization**

**USA**

The current Chief Executive Officer, Huw Daniel will retire at the end of March, 2024. Tim Schlick, the organization's current Chief Operating Officer, will begin his tenure as Chief Executive Officer on April 4, 2024

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