



International Women's Day: Jewellers celebrate women and their multi-faceted lives with campaigns, social media posts and activities

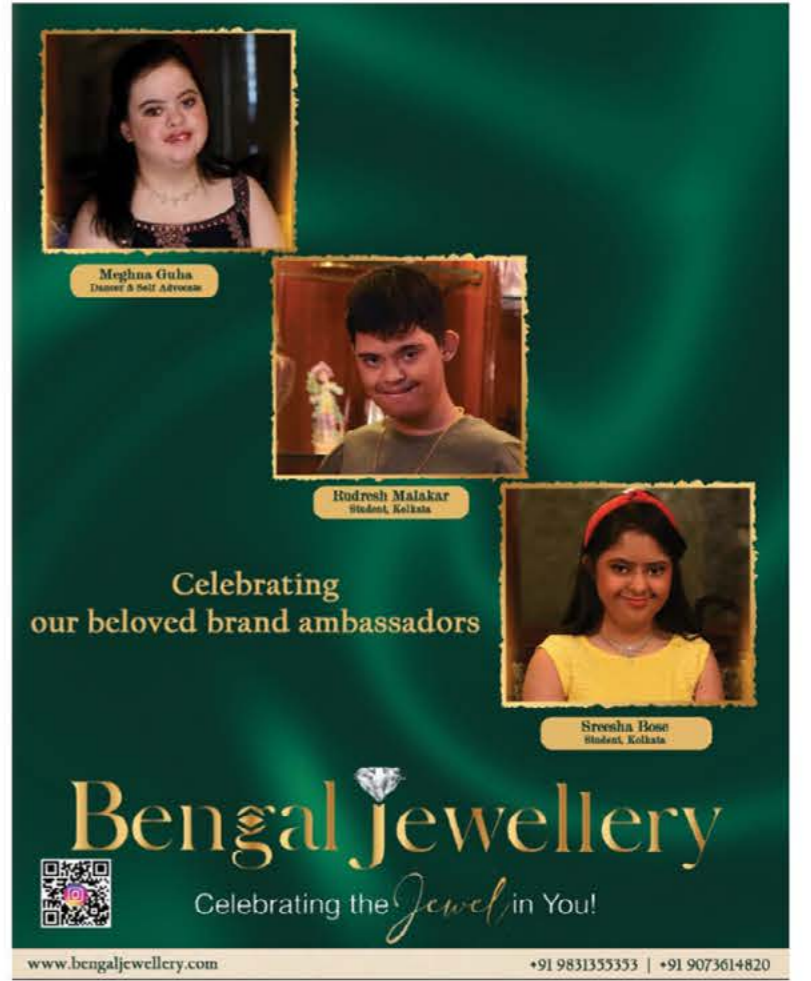
MUMBAI

Jewellery brands from across the country went all out to make their women customers feel special on the occasion, highlighting the importance of this primary customer segment in jewellery retail. Many brands encouraged women to step forward and share their stories of resilience and empowerment, acknowledging woman power

(RJ Exclusive)

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Bengal Jewellery launches centennial opus 'More Than a Jeweller', celebrates clients in year-long campaign

KOLKATA

As a prelude to the book launch, the jeweller started the social media campaign 'Celebrating the Jewel in You' in 2022, and continued it until the anniversary in 2024. The book documents stories and experiences through a hundred years of the brand's existence, as well as its contributions that have influenced the region and beyond
(RJ Exclusive)

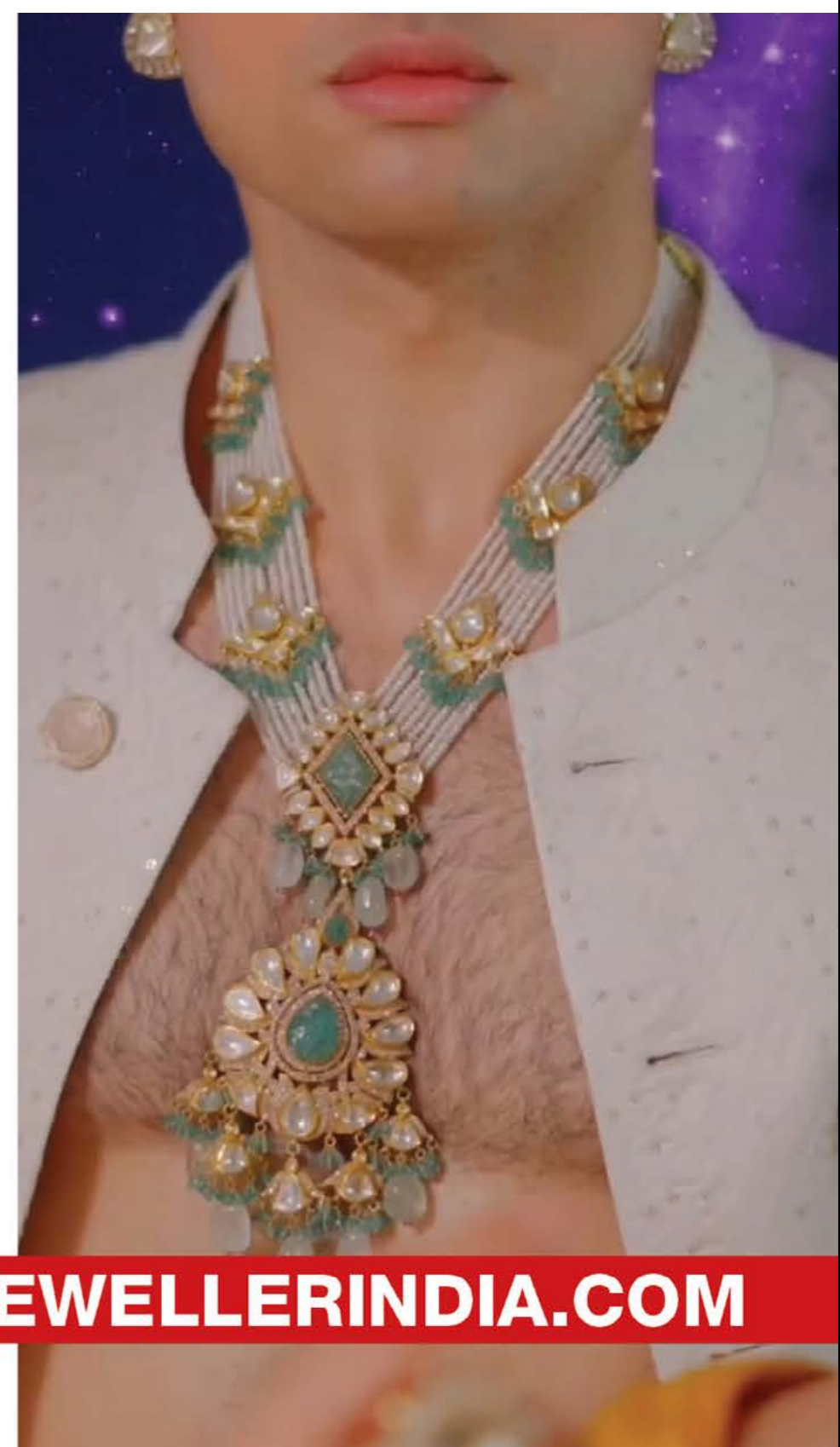
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Feeling
ICONIC

#Sparka**REVOLUTION**inYOU



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#SparkARevolution: BK Saraf Jewellers urges customers to challenge the status quo with powerful campaign

LUCKNOW

The main objective of the six-month-long campaign is to re-mould the perspective about jewellery, as it urges people to defy traditional gender roles, be unconventional, ignite the passion within and exercise this 'revolution' in their jewellery choices too. 'Radiance in You' is the first video launched under this campaign, and five more videos will be launched in the coming months

(RJ Exclusive)

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Vishal Jewellers expands to 5,000 sq ft store to showcase LGD, sees client base almost treble in four months

NEW DELHI

The brand had been functioning from its single-floor showroom since 1975, and built up a mammoth store area with its first floor set up in November 2023 dedicated solely to lab-grown diamonds. Print ads about its LGD offerings gave it huge mileage and brought enquiries from customers all over India

(RJ Exclusive)

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With CSR under Abaran Foundation, Abaran Timeless Jewellery stands out for customers who judge a brand by its ethos

BENGALURU

Corporate social responsibility is rooted in the culture of the jewellery brand, which has been working in the area of education, sports, wildlife conservation and raising donations for impoverished people for well over a decade. This draws customers who like to be associated with corporates who have a vision beyond selling products

(RJ Exclusive)

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Kalyan Jewellers unveils #SimplyMe digital campaign to mark the occasion of Women's Day

MUMBAI

Building upon the success of the #CelebrateYourMilestones campaign introduced in 2023, the #SimplyMe digital campaign with brand ambassador Wamiqa Gabbi encourages women to appreciate and celebrate themselves. It acknowledges the various roles women fulfil daily, like the brand's intricate jewellery pieces, and honours their resilience in the face of challenges, as they pursue their dreams

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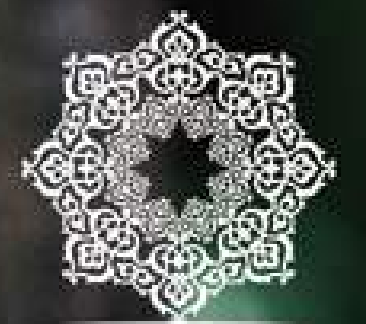
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Malabar Gold & Diamonds debuts in Rajasthan with its first store, inaugurated by actor Anil Kapoor

JAIPUR

The Jaipur store will showcase a large collection of jewellery in gold, diamonds, precious gemstones, polki, platinum and more from more than 25 exclusive brands like Mine, Era, Divine, Ethnix, Precia, and Viraaaz, featuring alluring and distinctive designs

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Jos Alukkas launches eighth showroom in Bengaluru, offers brand's varied collections to the city's customers

BENGALURU

At the new store, an exclusive inaugural offer entails customers receiving a complimentary gold coin upon making a minimum purchase of Rs 50,000 worth of gold jewellery for a limited period. Customers can also exchange their old gold for new HUID-hallmarked gold jewellery

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Actor Madhuri Dixit inaugurates PNG Jewellers' 2,800 sq. ft. store at Nigdi in Pune

PUNE

The store aims to captivate the growing clientele in the Pimpri Chinchwad area of Pune city. This strategic expansion is in response to the increasing demand from loyal customers. Meticulously crafted, the space reflects the brand's core values, Maharashtrian heritage and artistry, while embracing contemporary designs deeply rooted in tradition

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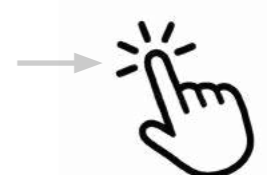


CaratLane launches second store in Mangalore, to cater to wider audience in the city

MANGALORE

With launch of the brand's new store, customers will be able to access designs from CaratLane's iconic collections, like Butterfly and collaboration collections like Minions, Peppa Pig and Harry Potter along with their most popular jewellery segments such as modern mangalsutras, everyday earrings and diamond rings

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Aditya Birla's Novel Jewels receives Rs 500 crore debt facilities from ICICI Bank to start operations

MUMBAI

Initially, Novel Jewels will launch about four to five stores sometime in July across various cities in north, west, and central India. ICICI Bank, which is the sole lender so far, has sanctioned Rs 450 crore as a working capital loan and Rs 50 crore as a term loan

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Zoya's 'A Love Affair with Yourself' campaign urges self-acceptance and self-love

MUMBAI

The brand has consistently supported the significant bond between jewellery and its wearer. The designs, crafted in rose gold, with amethysts, diamonds, sapphires and rubies, reveal a compelling tale of awakening feminine essence and serve as a symbol of self-acceptance and self-love. Through this campaign, Zoya pays homage to the everlasting love affair a woman has with herself

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- 3 Feature in the National Fura Celebration Sapphires Jewellery Catalogue, distributed across India through top publications.
- 4 Receive digital e-certificates from FURA and SGL for all products.
- 5 Benefit from a National Digital Marketing campaign to educate and attract Indian customers to the Fura Celebration Sapphires Natural Colour Gemstone category.



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To know more about the program, contact - SAMEER GOSAR, NATIONAL SALES MANAGER +91 84518 69611

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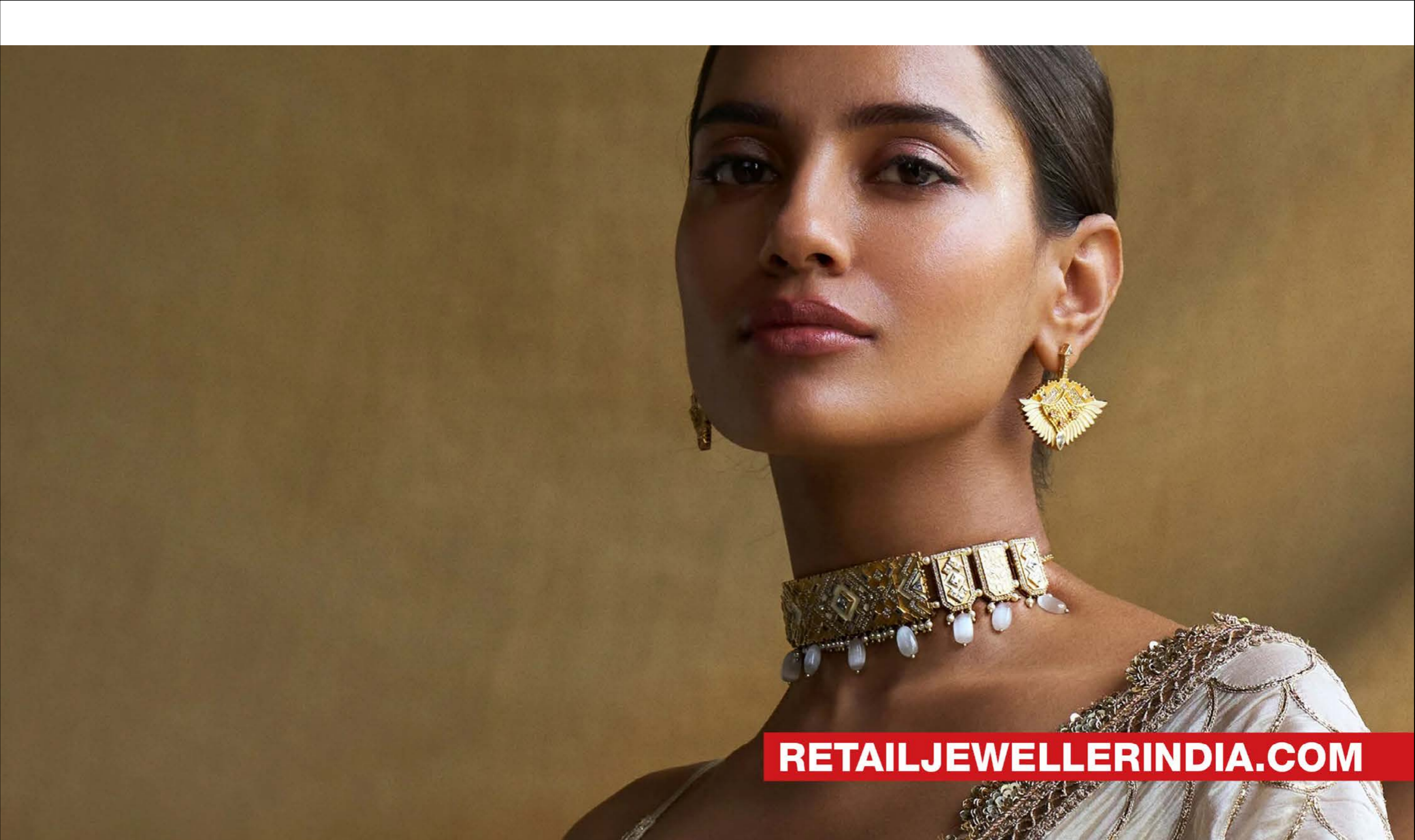
Malabar Gold & Diamonds unveils first store in Nagpur, notching up 35 stores in West India

NAGPUR

The 6,250 sq. ft. store, inaugurated by Nitin Gadkari, Minister of Road Transport and Highways of India, and Vijay Darda, Chairman of Lokmat, aims to provide a distinguished and authentic jewellery shopping experience for its customers. With this new store, the brand now has a total of 23 stores in Maharashtra

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Aulerth and JJ Valaya to showcase 'The Valaya Perennials' collection at upcoming Lakme Fashion Week x FDCI

NAGPUR

The Valaya Perennials, featuring the 'shifting leaves chevron', is part of an ongoing partnership between Aulerth and fashion designer JJ Valaya. The versatile range includes earrings, pendants and bangles, with the accent on sustainability

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Koura Fine Diamond Jewelry IPO: Issue subscribed 26.9 times on first day as retail investors bid highest

MUMBAI

The allotment for the Koura Fine Diamond Jewelry IPO is expected to be finalized on Tuesday, March 12, 2024. Koura Fine Diamond Jewelry IPO will list on BSE SME with tentative listing date fixed as Thursday, March 14, 2024. The proceeds from the IPO are to be utilized for the funding of working capital requirements and general corporate purposes

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Gold loan market may feel the heat of RBI's action against IFL Finance, say experts

MUMBAI

According to an RBI statement, over the last few months it has been engaging with the senior management and the statutory auditors of the company on these deficiencies. However, no meaningful corrective action has been evidenced so far, which has necessitated the imposition of business restrictions with immediate effect, in the overall interest of customers

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Trade bodies to meet French government over concerns of terminology ban for lab-grown diamonds

SURAT

In India, the Gujarat government used the term 'synthetic diamond' for LGDs during the recently announced Budget when declaring the allocation of funds worth Rs 7 crore to develop the new Centre of Excellence. While the move has been lauded by many, it has also raised questions among LGD manufacturers and trade associations on the use of the term 'synthetic'

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Cut and polished diamond exports to dip about 25-30% in FY24, according to CARE ratings

CHENNAI

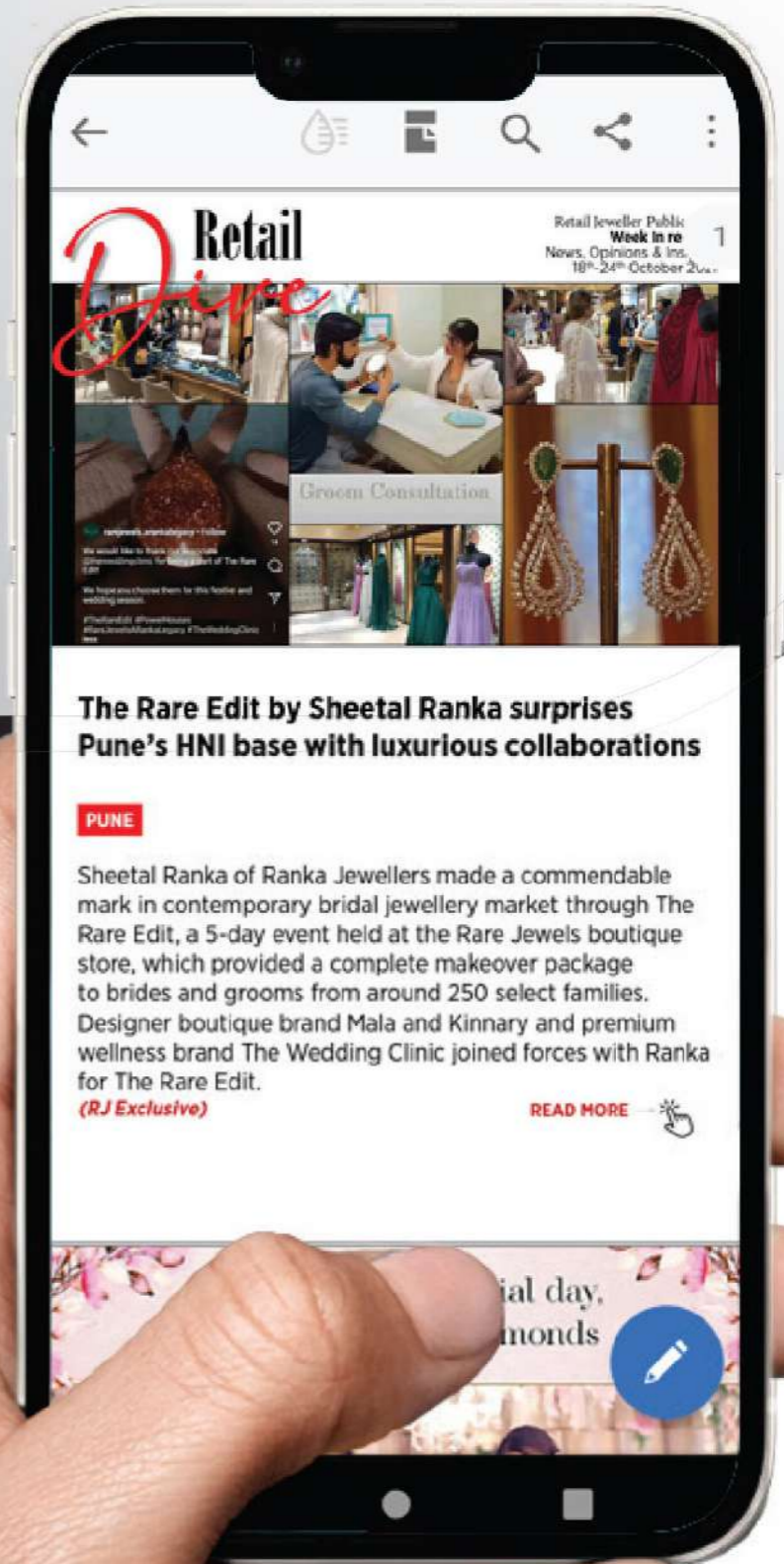
As per the report, in the medium-term, CPD exports from India will be influenced by economic recovery in consumption markets, geopolitical landscape and customer preference for diamond jewellery in the discretionary spending space. Moreover, the impending impact of G7 sanctions on Russian-origin diamonds on logistic and operational challenges for Indian CPD players would remain a key monitorable

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Malabar Gold & Diamonds' Hunger-free World initiative pledges 3.6mn meals to school children in Zambia

ZAMBIA

Chairman M.P. Ahammed emphasized the responsibility to give back to Africa, especially as the company sources raw material for its jewellery from the continent. The Hunger Free World programme aims to address child malnutrition, gender disparities in education, and community development in collaboration with the Ministry of Education in Zambia

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GJEPC explores potential gems and jewellery partnership between India and Bangladesh

MUMBAI

The meeting was attended by H.E. Md. Mustafizur, the Bangladesh High Commissioner, and Sabyasachi Ray, Executive Director of GJEPC, along with other representatives from both countries. The Bangladesh High Commissioner acknowledged the sector's significance and commended GJEPC's efforts in global promotion and strengthening the sector, while expressing full support for the collaboration between the two countries

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GJC sets the stage for the upcoming India Gem & Jewellery Show in Dubai this April

MUMBAI

To promote the show, GJC has conducted over 100 road shows across India and is organizing jeweller meets in key international markets like UAE, Qatar, Dubai and Bangladesh. The event in April is expected to witness more than 15,000 domestic as well as international buyers

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WHO WORE WHAT



Stunning show of uber-luxury jewellery at Anant Ambani-Radhika Merchant pre-wedding gala

MUMBAI

The pre-wedding celebration of Anant Ambani and Radhika Merchant was an extravaganza like no other, with a dazzling display of jewels by all attendees, most prominently the Ambani family. Exquisite jewels worn by the Ambanis captured everyone's attention - from bespoke creations to heirloom pieces, each jewel representing luxury, glamour and sophistication

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