



## 1.15 lakh square feet Bharat Ratnam - Mega Common Facility Centre, India's first jewellery design and technology innovation centre, open to all domestic and export players

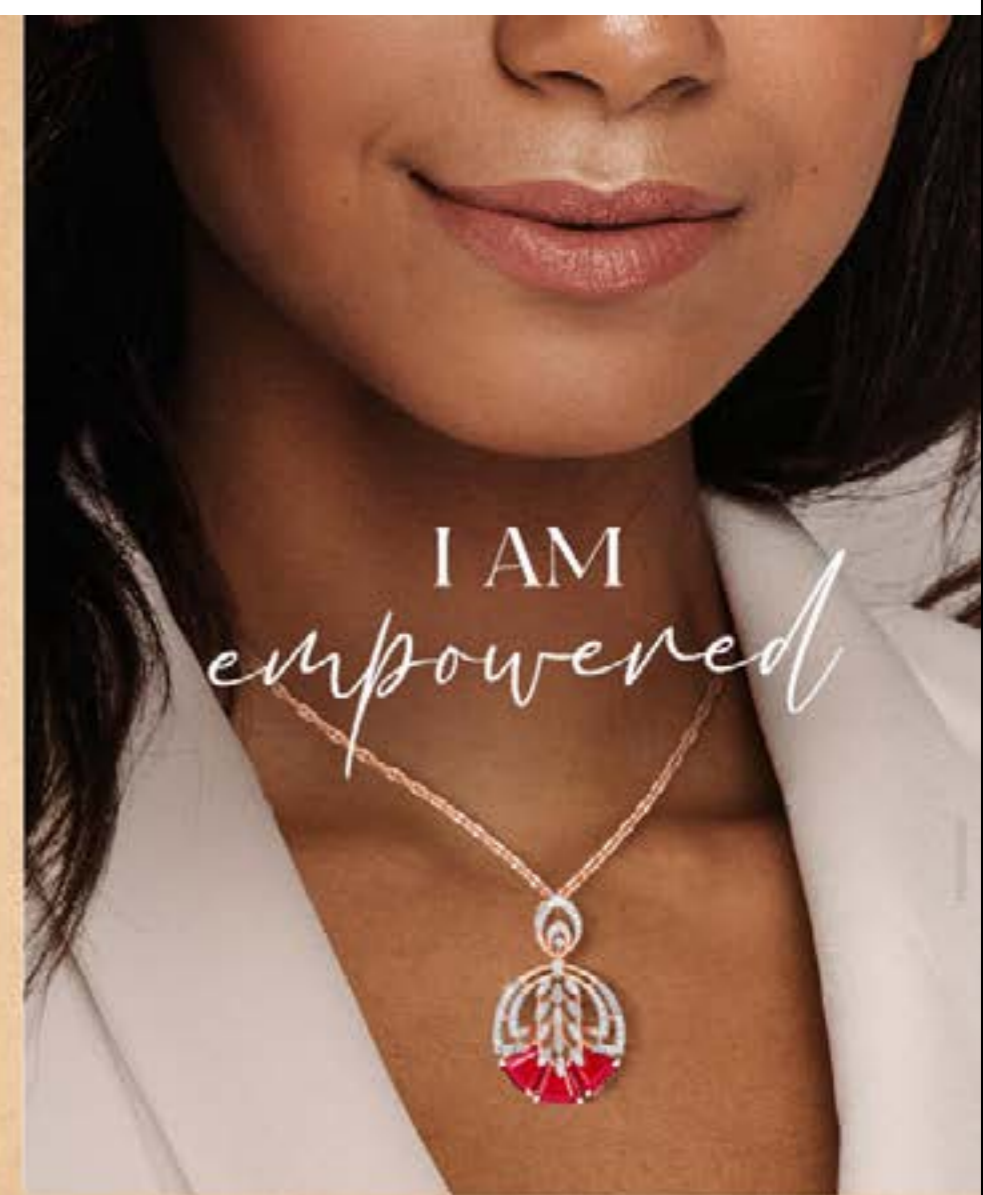
**MUMBAI**

The Mega Common Facility Centre, the first of its kind globally, marks India's biggest leap yet in creating a democratic innovation ecosystem in all jewellery design and manufacturing realms. It opens up world-class technology at marginal costs and prepares India to take the numero uno position in creating high-design, high-quality jewellery for domestic and global markets

**(RJ Exclusive)**

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## #IAmAWoman: TBZ listens to its female employees' view of empowerment in relatable social media campaign

**MUMBAI**

Through the three-video campaign, the brand highlights the importance of independent decision-making when it comes to jewellery purchase. It also comes across as a sensitive employer that has a large number of women employees on its rolls, while underlining its expertise in sensing the needs, preferences and challenges of jewellery buyers who are women

***(RJ Exclusive)***

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## #JashnSacchaiKa: Aisshpra Gems and Jewels makes a case for diamond jewellery in new campaign video

**GORAKHPUR**

Featuring brand ambassador Yami Gautam, it shows how diamond jewellery can be affordable and a solid source of investment for jewellery lovers across age groups. Thanks to the campaign, the brand has got a lot of queries as opposed to outright dismissal of diamonds by gold-loving consumers of Gorakhpur and adjoining areas

***(RJ Exclusive)***

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## C Krishniah Chetty Group launches LGD jewellery under sub-brand crash.club, sees big ticket sales

**BENGALURU**

The team put in about a year's research on how lab-grown jewellery would fit into the business, and realized there was a market. It then carved out sections for LGD in its showrooms, on a different floor and differentiated from natural diamonds. It has already made some large LGD sales, without affecting its natural diamond sales

***(RJ Exclusive)***

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मात्र ₹ 10,000 के आभूषणों की खरीदी पर एक लकी कूपन यातायात थाणे के सामने, नया सराफा, जबलपुर | MOB - 9516622443



## Monthly lucky draws, linking rewards to every sale, help Vardhman Jewellers notch up business growth of 25-30%

### JABALPUR

The activity began in mid-September, 2023 to capture the increasing demand before Diwali and continued up to January 31, 2024. Gifts worth Rs 22 lakh were given away through the contest, which saw record participation of customers

***(RJ Exclusive)***

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## With launch of new showroom in Jaunpur, Kalyan Jewellers takes store tally in Uttar Pradesh to 19

### JAUNPUR

Actor Sonakshi Sinha inaugurated the showroom, which features an extensive range of designs from various collections of Kalyan Jewellers. The brand aims to create a holistic ecosystem and cater to the distinct needs of its customers. It also launched another showroom at Madhubani in Bihar

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## Tanishq's new diamond and gemstone collection Ethereal Wonders adds to its high jewellery portfolio

**MUMBAI**

The brand's new collection has been curated with rare orange sapphires, tanzanites, emeralds, rubies, and tourmalines from exotic locations like Tanzania, Brazil, Myanmar, and beyond. The collection seamlessly merges classic silhouettes with contemporary grace, through meticulously crafted pieces and embodies the essence of luxury in each jewel

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## KAJ Fine Jewellery unveils its atelier at Breach Candy, Mumbai; launches collections with Nayntara Thacker

**MUMBAI**

KAJ Fine Jewellery's new boutique is a fusion of minimalist, classy and chic designs, seamlessly reflecting the sophistication of high-end European salons. Commemorating the launch, KAJ showcased its distinctive collections Gilded Wings and Petals in Poetry at the boutique

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## **VBJ hosts exhibition at its Chennai stores, displays brand's coloured gemstone jewellery**

**CHENNAI**

The gem-encrusted pieces, including ear drops, necklaces, rings, and bangles, offer customization options tailored to customers' preferences. The collection caters to various occasions, from everyday wear to wedding ceremonies

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2<sup>nd</sup> - 5<sup>th</sup> APRIL 2024  
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**GJS**

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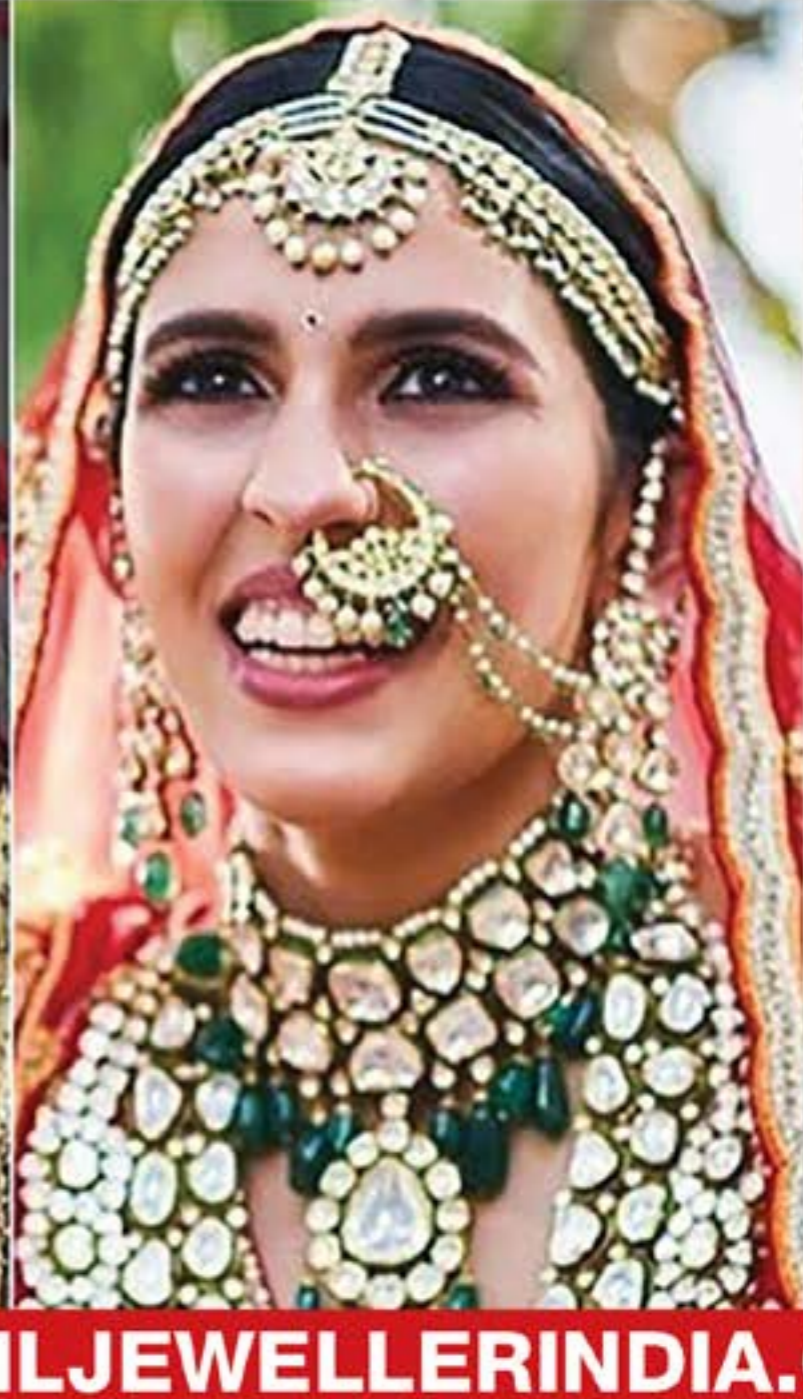
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## Jewellers forge gems bond as #JamnagarJewels trends after glimpses of Ambani pre-wedding bash go viral

**MUMBAI**

Reputed brands from across India such as Popley & Sons, Joyalukkas, Anmol Jewellers and others are coming up with new ranges inspired by the bling bash. However, not all products are aimed at the wealthy

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## Svaraa Jewels opens large format showroom of lab-grown diamonds at Borivali, Mumbai

**MUMBAI**

With an area of 2,000 sq ft, it is Svaraa Jewels' second showroom after its flagship store at Ahmedabad. The inauguration was attended by family members and well-wishers of the jeweller

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## Art Karat Jewellery organizes trunk show on latest temple jewellery range, 'Gopuram', in Mysore

**MYSORE**

More than 1,000 designs have been created for this exhibition. Art Karat has pioneered the concept of trunk shows in creating designer silver jewellery in India and organizes over 250 exhibitions in more than 150 cities worldwide

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## Surat Diamond Bourse hit with court order to furnish Rs 125 crore bank guarantee in construction dispute

**SURAT**

Touted to be the world's largest diamond trading center, it has faced criticism for its non-occupancy rate and financial struggles. The Commercial Court in Surat directed the SDB management to furnish an irrevocable bank guarantee within four weeks

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## Trade body to promote North East jewellers' crafts through B2B Assam Jewelry Expo

### GUWAHATI

Around 40,000 retail jewellery shops and around 60,000 jewellers in Assam are expected to join the exhibition, which aims to act as a platform for North-eastern retail jewellery brand owners with unique design ideas

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## **Fiona Diamonds secures undisclosed amount of funding in seed round headed by Venture Catalysts**

**MUMBAI**

This investment, led by Venture Catalysts, AC Ventures, Anikarth Ventures, Shantanu Deshpande of Bombay Shaving Company, Eco Brilliance, and Suraj Nalan, marks a significant step forward for Fiona Diamonds in its mission to revolutionize the ethical luxury market

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## Govt allows Reserve Bank of India to import gold without paying import levies as gold prices stabilize

**MUMBAI**

As of September 2023, the Reserve Bank of India held 800.79 metric tonnes of gold, including gold deposits of 39.89 tonnes. Of that, 388.06 tonnes of gold are held overseas and 372.84 tonnes are held domestically, according to the RBI's latest reserve management report

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## India, European Free Trade Association's free trade pact to triple gem and jewellery exports: GJEPC

**MUMBAI**

GJEPC worked closely with the Ministry of Commerce and Industry during the negotiations of this agreement with the EFTA group. EFTA countries have removed customs duties on gem and jewellery products, enabling Indian exporters of gems and jewellery to have a duty free access in all the EFTA nations

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## Become Fura Celebration Sapphires program Retailer?

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

## Program Plan

- 1 Attractive Point of Sale materials for your showroom.
- 2 Focused training for your Sales team to excel in selling Fura Celebration Sapphires Natural Colour Gemstone Jewellery.
- 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.



## How to join the National program

Stock up **100 carats of Fura Celebration Sapphires Jewellery** from any of the 8 authorised manufacturers.



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

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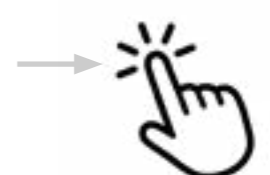


## Tanishq continues international retail expansion with formal launch of new showroom in Chicago

### CHICAGO

After establishing its presence in New Jersey and Texas, Tanishq has formally launched its new store in Chicago, located on New York Street, opposite Fox Valley Mall. In addition to its regular offerings, the Chicago store will feature a specialized and exclusive workwear collection designed to meet the diverse needs of women, spanning professional and casual occasions

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# WHO WORE WHAT



## Hollywood celebs put their best bling forward at the 96th Academy Awards 2024

**LOS ANGELES**

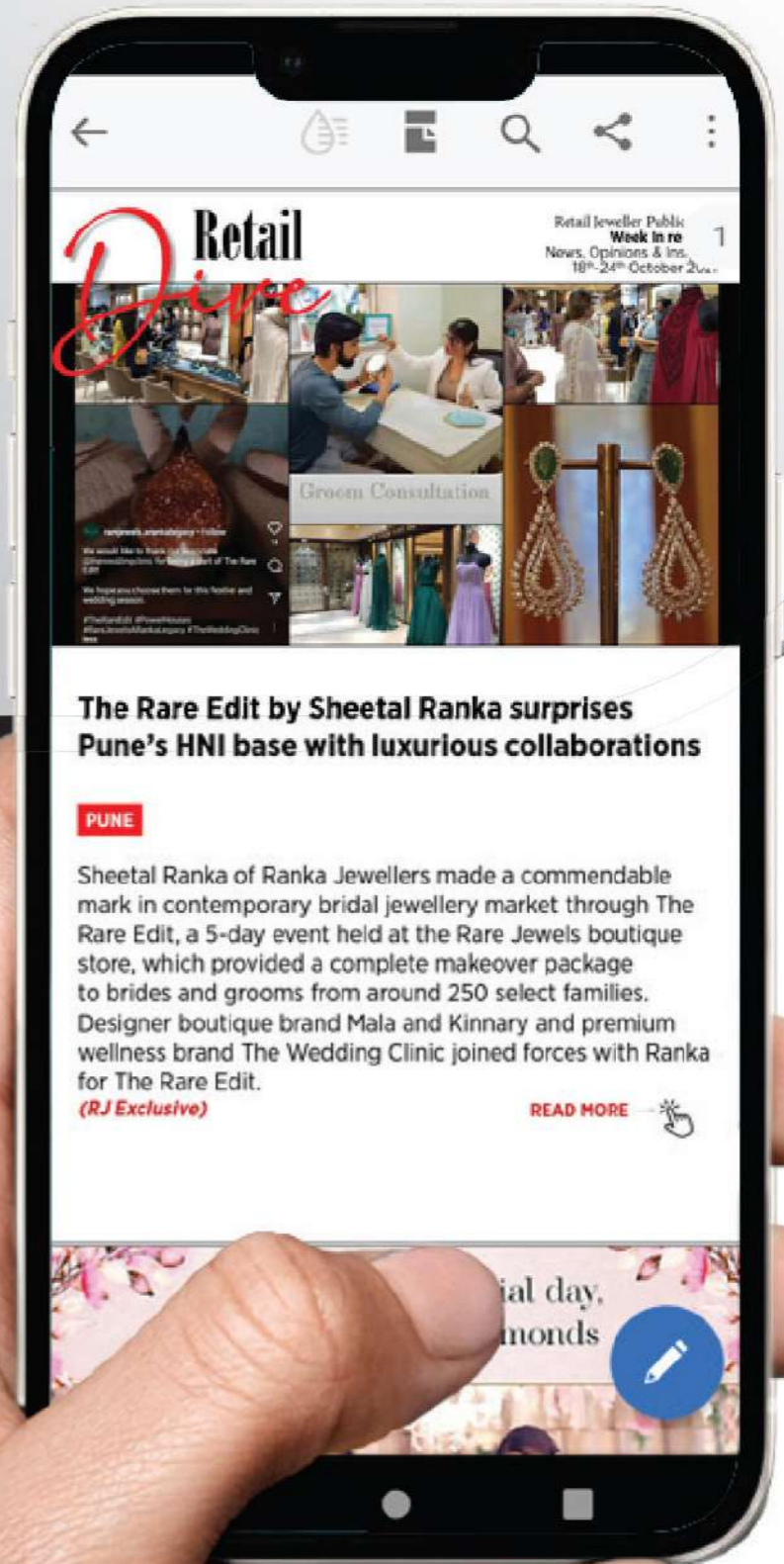
The 96th Academy Awards witnessed the confluence of Hollywood celebs who rewrote fashion mantras with their outfits and jewellery. From Eva Longoria to Zendaya and Gabrielle Union, we take a look at the jewellery the gorgeous celebs were wearing

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AKOYA JEWELS  
By ANURITI JALAN

## Bollywood stars flaunt jewellery by leading retail brands and designers at Ambani pre-wedding gala

### JAMNAGAR

The celebrity guests chose to wear sparkling ornaments in gold, diamond, emerald, jadau and polki by reputed jewellery brands such as Akoya Jewels, Mahesh Notandass Fine Jewellery, Kothari Fine Jewels, Falguni Mehta Jewellery, Kishandas & Co. and others at the Jamnagar festivities

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