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PNG Jewellers receives overwhelming response to launch of FURA Celebration Sapphires at select stores

PUNE

Five of the brand's showrooms across Maharashtra and Goa introduced the pink sapphire jewellery on Valentine's Day, with remarkable success, surpassing expectations in terms of customer reception and sales. This positive outcome has led the brand to set in motion plans to launch FURA Celebration Sapphires at five more stores

(RJ Exclusive)

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With knowledge seminars for women customers, Ornate Jewels aims to elevate the buying experience

KOTA

The seminars were held at the brand's showroom in Kota, with each of the seven sessions meticulously crafted to address various aspects of jewellery, from design nuances to gemstone authenticity, to familiarize customers with the products they buy. In the next quarter, Ornate Jewels plans to introduce interactive workshops focusing on jewellery customization

(RJ Exclusive)

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Arundhati Jewellers banks on customers' good intent for blood donation camps it organizes at its stores

BHUBANESWAR

Achyutananda Meher, Director, Arundhati Jewellers is an ardent advocate of voluntary blood donation, and has been collaborating with the State Government and Red Cross over the years to organize blood donation camps. This year, the camps were held at its stores at Panthanivas Bhubaneswar and in Balangir and Bhawanipatna regions

(RJ Exclusive)

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Chosen by Tejpal Ranka has successful women of Pune weave narratives around collections by Her Story

PUNE

The collaboration with Her Story stemmed from the brand's desire to introduce customers in Pune to jewellery of international calibre, and took shape in the form of a two-day trunk show. The women's voices provided insights into how different jewellery collections from Her Story intersect with various life paths and career trajectories, and how they would resonate with different audiences

(RJ Exclusive)

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Vendi launches new store at Vega City Mall, Bangalore with a flash mob performance

BANGALORE

The mall-format store began its operations with great gusto, advancing the silver brand's vision to expand across the country ever since it began in a shop-in-shop format for AVR Swarnamahal Jewellers during the pandemic. Vendi offers an extensive range of 92.5 silver jewellery to suit various age groups, preferences and occasions

(RJ Exclusive)

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GRT Jewellers crafts silver Sengol for VOC Port Trust, handed over to PM at Tuticorin function

CHENNAI

The event itself was not just a significant milestone for the development of VOC Port but also served as a platform for the brand to showcase its commitment to contributing to important national occasions with its bespoke creations. The silver Sengol, a masterpiece created by the brand's skilled artisans, was highlighted for its craftsmanship and intricate details

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P N Gadgil Jewellers Ltd files draft red herring prospectus with SEBI for Rs 1,100 crore IPO

PUNE

Promoter Saurabh Gadgil, a sixth-generation entrepreneur who is Managing Director of the company, intends to utilize the funds raised through the IPO primarily for the funding of expenditure towards setting up 12 new stores in Maharashtra. The company currently has 33 stores, which includes 32 stores across 18 cities in Maharashtra and Goa and one store in the United States

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Retailers reward women customers via on-ground giveaway, fashion shows and engagement strategies online

MUMBAI

On International Women's Day, JJ Jewellery Mart, Raj Diamonds and Abaran Timeless Jewellery organized various activities to reach out to customers and prospects beyond their target group and markets. Abaran conducted an online campaign playing on names, Raj Diamonds released a video campaign on women, while JJ Jewellery Mart conducted a range of omnichannel events

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Shyam Sundar Co. Jewellers declares Shubho Vivaha Utsav activity and lucky draw a resounding success

AGARTALA

The activity, which ran from January 17 to February 14, 2024, concluded with a lucky draw held on March 28, 2024, at the company's showrooms in Kolkata and Tripura. It not only provided the brand an opportunity to engage with customers but also served as a platform to foster community spirit and celebration

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Manoj Vaibhav Gems N Jewellers opens new store at Mancheri in Telangana as part of expansion plan

MANCHERIAL

Earlier, the regional jewellery brand from South India had announced its results for Q3 FY24. According to the exchange filing, its revenue from operations in the quarter ended December 31, 2023 was Rs 475.1 crore as compared to Rs 489 crore in the corresponding quarter last year

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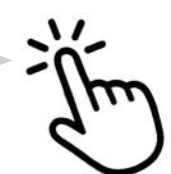


Malabar Gold & Diamonds launches 4,500 sq ft showroom in Latur, its 24th outlet in Maharashtra

LATUR

M P Ahammed, Chairman of Malabar Group, virtually inaugurated the store on March 28, while the ribbon-cutting ceremony was performed by Vaishali Vilasrao Deshmukh on the same day. With the opening of this store at Sawe Wadi, M G Road, Latur, Maharashtra, the brand now has a total of 36 stores in the West region

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GIVA celebrates 100th store milestone with launch of new showroom in Bangalore

BANGALORE

The inauguration ceremony of the new store at Phoenix Mall of Asia, Bangalore, was attended by actor Mouni Roy and Ishendra Agarwal, Founder, GIVA. It promises engaging experiential shopping for its customers. The jewellery brand also opened its first international store in Sri Lanka recently

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With new showroom in Hyderabad's prime retail hub, CMR Legacy of Jewellery optimizes accessibility for customers

HYDERABAD

The store launch at Kukatpally was complemented by a comprehensive promotional outreach across social media channels, metro hoardings, newspaper advertisements and targeted door-to-door initiatives. With this addition, CMR now operates a network of 11 jewellery showrooms across the State of Telangana, further consolidating its regional foothold

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Sai Silks Kalamandir forays into ethnic silver jewellery with 'Rasamayi' sub-brand

VISAKHAPATNAM

It will be unveiled at Kalamandir's store in Visakhapatnam, and is the brand's response to the growing demand in the market for fine silver jewellery. It will offer customers an exquisite collection of premium silver accessories. The decision to venture into ethnic silver jewellery comes as a natural progression for Kalamandir, leveraging its decades-long legacy of excellence in the fashion industry

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Seeing fewer footfalls, Chennai jewellers urge Chief Electoral Officer to permit transportation of precious metals

CHENNAI

Jewellers say that business has become dull over the past week as customers are putting off purchases owing to the Lok Sabha election. The Jewellers and Diamond Traders' Association-Madras has submitted a memorandum of its demands. The Chennai Jewellers' Association also plans to submit a memorandum of its own to the official

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Govind Dholakia appointed new Chairman of trouble-torn Surat Diamond Bourse

SURAT

Dholakia is the founder Chairman of Shree Ramkrishna Exports (SRK). The move to appoint a new head of SDB was necessitated after Vallabh Lakhani stepped down from the post earlier

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NMDC resumes operations at India's only mechanized diamond mines in Panna

MUMBAI

The National Mineral Development Corporation obtained all the requisite approvals, and operations resumed at the mine, defunct for about two years, on March 11. Officials said that for at least one year, the focus will be on overburden removal, and 'producing a small number of diamonds from its stockpiles'. After that, work will take place on increasing production

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Titan all set to introduce its Caratlane jewellery line to the US in FY25

MUMBAI

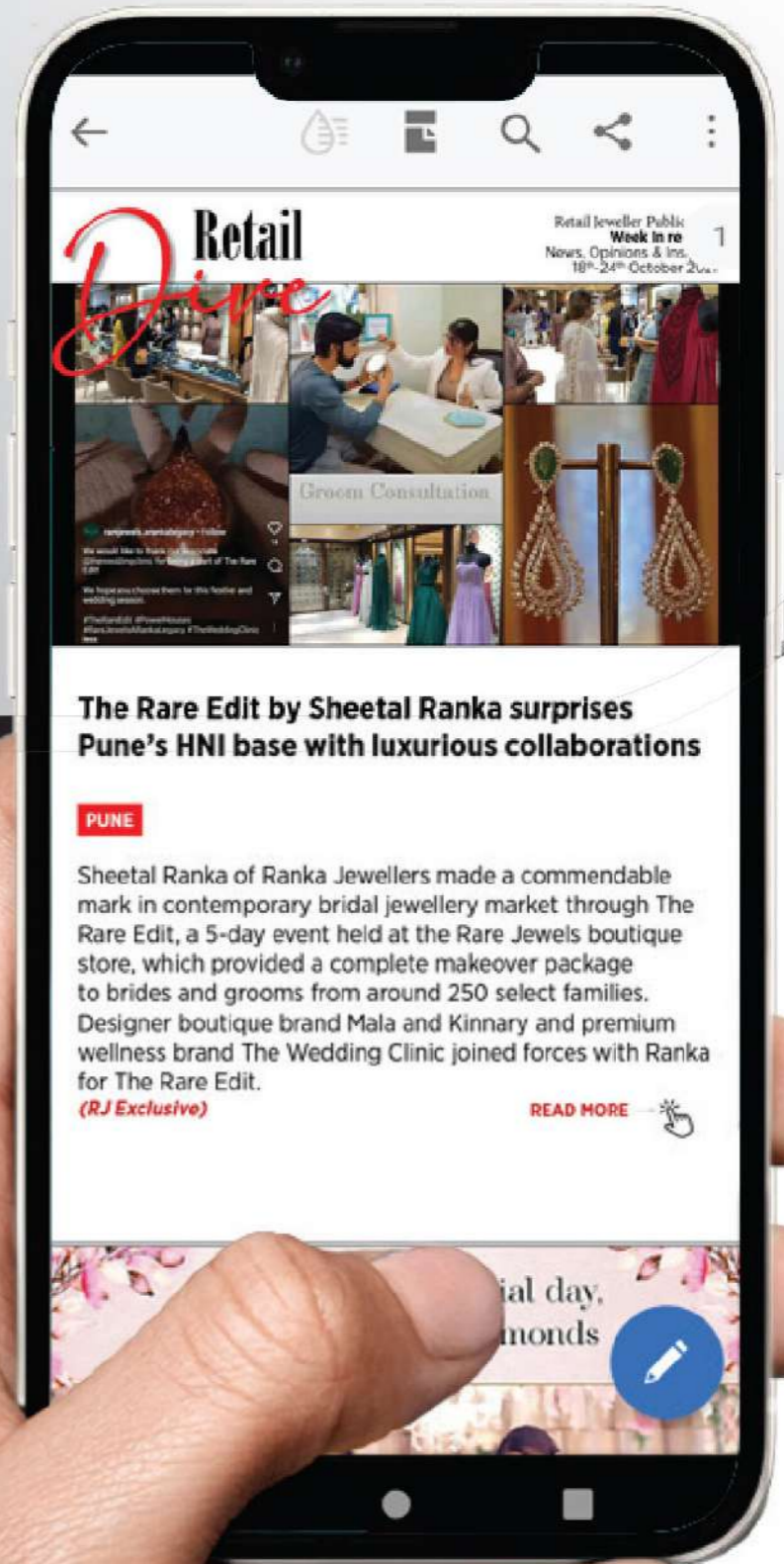
According to C.K. Venkataraman, Managing Director, Titan, the company seeks to cater to rising demand from the large Indian diaspora overseas, and Tanishq could end FY25 with 40 overseas stores. The company's lightweight jewellery brand, Mia, was also introduced in Dubai, expanding Titan's international jewellery store footprint to 14 outlets, which also includes the Zoya jewellery brand

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Kalyan Jewellers plans to set up stores in New Jersey and Chicago in the next financial year

MUMBAI

The leading jewellery house is gearing up to enter the US market in FY25, as part of its overseas expansion plan. The expansion will be fully fuelled by franchisee partners, who will invest money for the inventory and store, and Kalyan Jewellers will run the store for them on a margin-share basis

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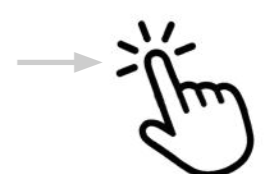
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Forevermark slated to be repositioned as jewellery brand without the De Beers identity

MUMBAI

Top executives revealed in a letter addressed to Forevermark partners that the company will also step away from using the De Beers name, a reversal of the rebranding effort undertaken three years ago. The transition is slated to commence in April 2024, with plans for completion by January 2026

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