



Debut edition of Retail Jeweller South Forum focuses on maximizing profit, new tech and the changing consumer

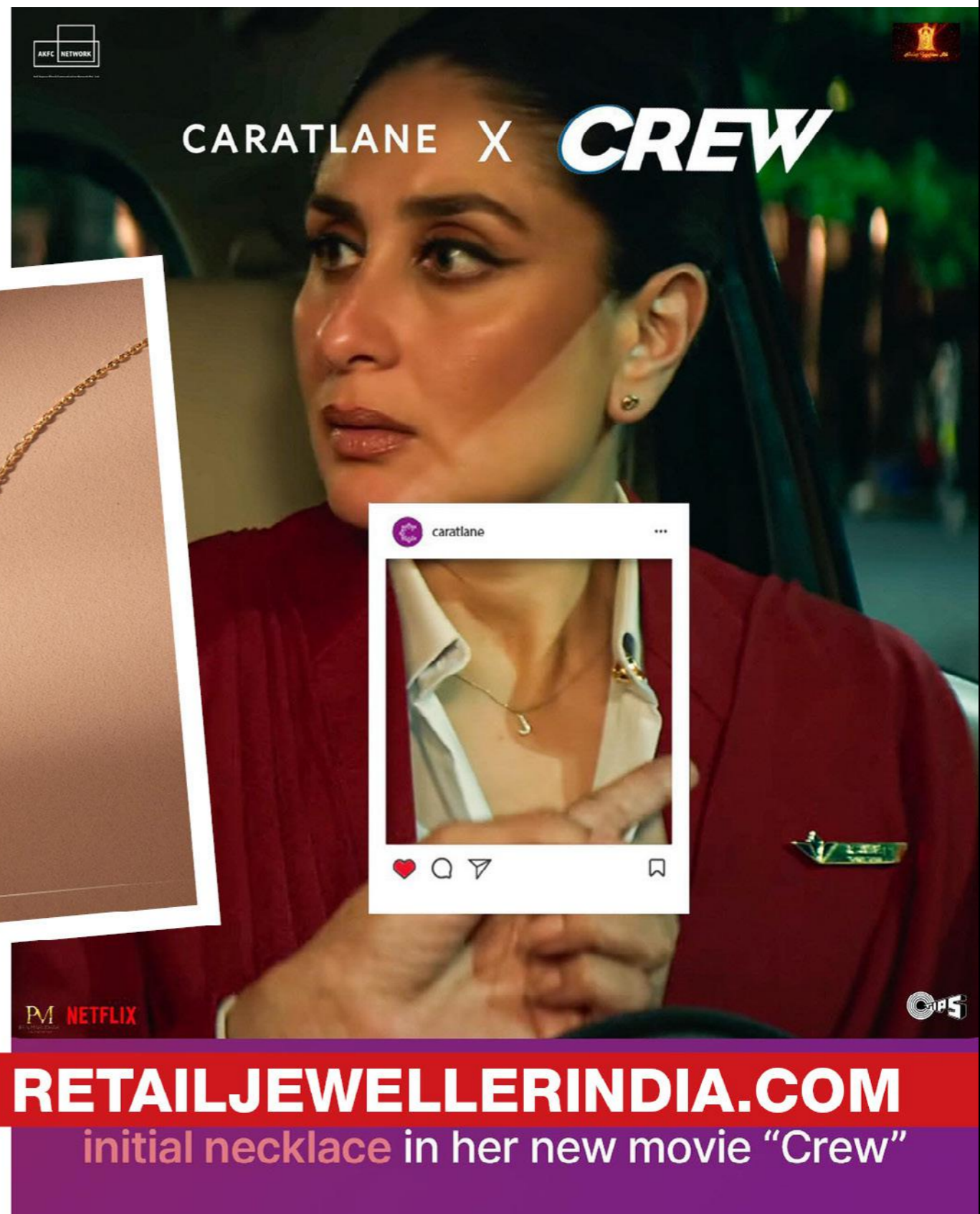
BENGALURU

From discussions on innovative retail strategies and transformative technology to redefining the role of silver in the industry, the inaugural edition of the forum offered valuable insights into the dynamics of the jewellery market in South India. It brought together 200+ participants including leading retailers from the region

(RJ Exclusive)

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CaratLane leverages association with the film 'Crew' to highlight everyday wearability of its jewellery

MUMBAI

The brand announced a contest on March 28, inviting participants to buy its jewellery, create reels and tag #CaratLanexCrew to get a chance to meet the leading cast of the film in Mumbai. Kareena Kapoor Khan's on-screen character sporting CaratLane jewellery also helped the brand up its trendy quotient

(RJ Exclusive)

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PNG Jewellers thanks its kaarigars, staff and customers through soulful brand anthem sung by Sonu Nigam

PUNE

The anthem reinforces the brand's identity as more than just a purveyor of fine jewellery, but an entity that stands for heartfelt connections and cherished moments. The brand also hosted special events to showcase the music video across all its stores

(RJ Exclusive)

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Chandukaka Saraf Jewels goes big on entertainment with its original music platform, CS Music

PUNE

The brand, which unveiled a new version of its logo recently, launched a music platform similar to Coke Studio, giving an opportunity to artistes who create original music across language genres. From Marathi to Hindi, Kannada, Punjabi and even Sanskrit, the platform showcases the sheer linguistic diversity of songs these artistes have sung

(RJ Exclusive)

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Shingavi Jewellers ensures organic walk-ins and takes along 12 other brands in engagement activity 'Thrill Hunt'

AHMEDNAGAR

The brand sends hundreds of women on a shopping spree that not only leads them to its jewellery, but sends them to showrooms of 12 different brands across categories with the help of 'clues' it plants. The winners are interviewed on air by event partner Radio City 91.1 FM, due to which the intent for participation remains high every year

(RJ Exclusive)

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At 2nd IIJS Tritiya, GJEPC unveils 'Brilliant Bharat' theme to rediscover India's traditions, culture and innovative tech

BENGALURU

GJEPC and Jewellers Association Bengaluru sign MoU to promote gem and jewellery exports from the State through initiatives such as the Karnataka Jewellery Park. The show has more than 900 exhibitors and 1,900 stalls spread across an area of 40,000 square meters. It has over 15,000 pre-registered visitors from over 500 cities in India and 60 countries

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Vummidi Bangaru Jewellers crafts 147-kg golden 'Sriramcharitmanas' ahead of Ram Navami on April 17

CHENNAI

Each meticulously crafted gold-plated page, with a thickness of 1 mm, shows great attention to detail. Creation of this masterpiece involved a number of design processes, right from CorelDraw 2D drawings to sampling the pages, and it will be placed in the sanctum sanctorum of the Ram Mandir at Ayodhya. It took VBJ around eight months to craft the entire artefact, complete with a stand to hold it

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Kalyan Jewellers' Gudi Padwa digital campaign celebrates diverse paths to parenthood

MUMBAI

The digital campaign features Kalyan Jewellers' regional brand ambassador Pooja Sawant in a distinctive avatar, portraying the role of a young mother, who embraces parenthood through child adoption. She is seen wearing exquisitely crafted lightweight jewellery from the company's Sankalp collection – which includes designs that pay tribute to the regional ethos of Maharashtra

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GRT announces 'Shop N Win' Festival winners, felicitates them at brand's showrooms across South India

CHENNAI

The shopping festival helped the brand connect with its customers on social media and in person over several weeks, and at the lucky draw and prize distribution events; prizes included 24 Mahindra XUV 300 cars and 47 diamond necklace sets

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Limelight secures US\$1 million strategic investment, sets sight on store and brand expansion plans

MUMBAI

The newly raised capital comes as a strategic alliance with industry players and takes the valuation of the company to Rs 340 crore. Earlier, the company had secured an investment from Emerald Group as part of a strategic tie-up to establish Limelight as a vertically integrated brand to jointly manufacture, sell and distribute LGD-studded jewellery in India and worldwide

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Malabar Gold & Diamonds organizes scholarship distribution ceremony for girls' college students in Indore

INDORE

Totalling Rs 1,170,000, the scholarships represent a tangible investment in the educational journey of these talented individuals. The brand's steadfast dedication to Corporate Social Responsibility (CSR) shines through this endeavour, reinforcing its pledge to enable access to education, particularly among girls

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Multani Jewellers follows up successful collaboration with Anju Modi at LFW with a new photoshoot

NEW DELHI

It combines the best looks from the thematic show, and involves all kinds of bridal jewellery designs and trends, with the elaborate fusion of temple, polki and diamond jewellery, to reinvent them in a brand-new avatar. From the brand's point of view, its visibility has increased immensely with the photoshoot

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Malabar Gold & Diamonds unveils 5,047 sq. ft store in Patiala, adds to total of 30 stores in North region

PATIALA

With numerous stores opening across different regions across the country, the brand is focused on creating its presence in Tier II and Tier III locations while also expanding in metropolitan cities and Tier I towns and cities

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Arvindbhai Jewellers benefits from collaboration with Kathak dance team, finds increased demand for its jewellery

AHMEDABAD

Professional Kathak dancer Sanjukta Sinha and her team presented a Kathak performance wearing the brand's jewellery at Tagore Memorial Hall, Ahmedabad in September last year. Months later, the exclusively curated antique collection is finding good takers in the Saurashtra and Ahmedabad markets

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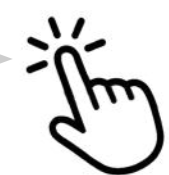


Chandukaka Saraf Jewels opens its 11th showroom at Phoenix Mall of the Millennium at Wakad

PUNE

The 1200 sq ft store capitalizes on the guaranteed high footfalls of the popular mall, situated in a prime location of a diverse, cosmopolitan area of the city. The store was inaugurated by the jewellery brand with much pomp and splendour on April 3

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Men of Platinum brings in 'Direct Hit' to engage cricket enthusiasts for IPL 2024

MUMBAI

Cricket enthusiasts can predict who will win the 'Man of Platinum' title before select matches via the brand's social media handles and win match tickets. Hosted on ESPNcricinfo across 22 select matches and promoted via ESPN and Men of Platinum handles, 'Direct Hit' challenges fans to leverage their cricket acumen for a chance to see the action live

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The Retail Jeweller Jan-Feb 2024 Digital Edition

COVER STORY

10th Retail Jeweller India Forum 2024, themed NextGen Retail, which saw 350+ retail jewellers and professionals converge to create a roadmap for the jewellery industry

SPECIAL

Third Retail Jeweller MD & CEO Awards celebrating industry achievers

FEATURED INTERVIEW

Vivek Ramabhadran, Founder and CEO, Aulerth

STYLE QUOTIENT

Rahul Luthra, Founder and CEO, Raabta by Rahul

BRAND PROFILE

Vidita Kochar, Co-Founder, Jewelbox

PERSONAL OPINION

Jayantilal Challani, Managing Director, Challani Jewellers

THE SPECIALISTS

Rajendran S., Chief Marketing Officer, ORRA Fine Jewellery

WOMAN ACHIEVER

Sheeba Prince, Director, Prince Jewellery

LAST WORD

BA. Ramesh, Managing Director, Thangamayil Jewellery Limited, Madurai

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New museum in Jaipur trains the spotlight on 2,000-year-old art of minakari enamelling

JAIPUR

The Museum of Meenakari Heritage (MOMH) in the Pink City is the brainchild of jewellery designer Sunita Shekhawat, who launched it to celebrate her 25-year journey in the jewellery business. The museum is a grandstand of what minakari work is capable of, and has reproductions of historical pieces as well as rare images of minakari work sourced from the British Museum, Victoria & Albert Museum, Sotheby's, the Al Thani collection and the Aga Khan Museum

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India's gem & jewellery industry poised to touch \$100 billion mark in next few years: Mukesh Ambani

MUMBAI

Addressing a gathering at the GJEPC's 50th India Gem & Jewellery Awards function, the leading industrialist lauded the GJEPC for championing the cause of Indian gems and jewellery on the global stage, nurturing research, facilitating skill development and generating employment in the sector

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Incredible South INNOVATORS 2024

Bhishk Prasad
CEO, Jewels, Bangalore

Bh. Chetan Kumar Mahtha
Learn Diamonds, Bangalore

Ashok Kumar Sark
Learn Jewellery Chennai Pvt Ltd



Arvind Kumar
Maharesh Gold LLP, Bangalore

Southern
Retailer
MIRK GOLD LLP, Bangalore

Aravind
Kumar
Jewellers,
Hyderabad

Srinivas Babu
Jewellers,
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Vijay Kumar
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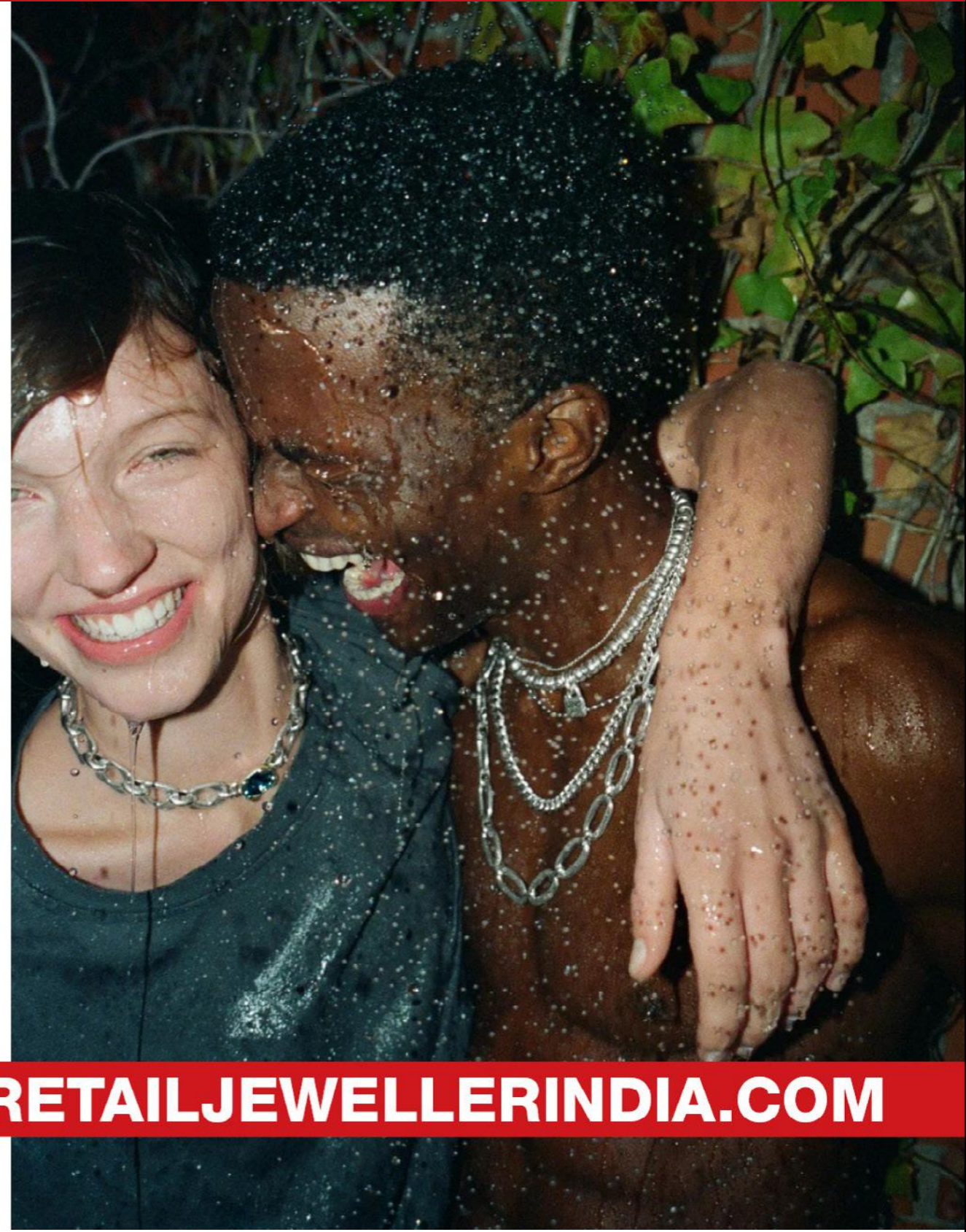
Meet the legendary jewellery manufacturing market innovators from South India

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How Madrid-based jewellery line Unode50 plans to bring in younger customers

MADRID

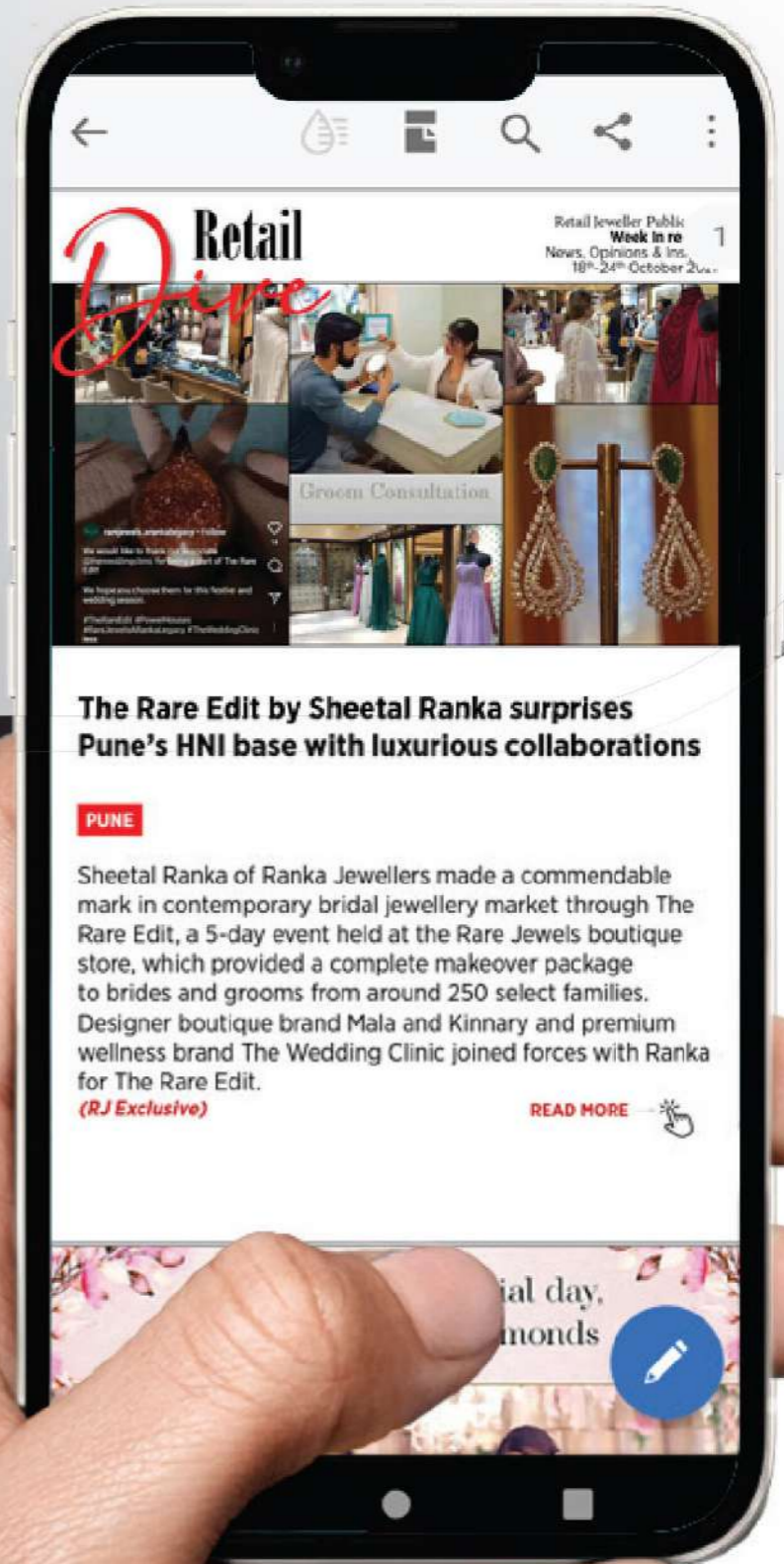
In the brand's marketing, Unode50 is leaning into its values of 'authenticity, naturality and freedom' by employing more diverse models for advertising campaigns. The campaigns will have little to no retouching and will be shot against natural landscapes, according to the brand

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WHO WORE WHAT



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B-Town actors flaunt jewellery studded with diamonds, precious stones crafted by leading brands

MUMBAI

Be it gold jewellery studded with diamonds and coloured gemstones or silver ornaments, Bollywood divas showed off jewellery from renowned national and international retail jewellers and jewellery designers

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