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## Navigating election season and gold price surge, IIJS Tritiya 2024 sets the course for future success

### MUMBAI

Despite facing obstacles such as fluctuating gold rates and timing conflicts with other industry shows, the second edition of IIJS Tritiya provided a comprehensive platform for manufacturers, retailers and industry professionals to understand the South Indian jewellery market. Industry experts remain optimistic about the show's trajectory, foreseeing its growth into a significant event akin to IIJS Signature within the next 3-4 years

*(RJ Exclusive)*

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## Reliance Jewels aims to foster customer loyalty, encourage repeat purchases with its 'Big Bling Carnival'

### MUMBAI

The brand publicised the carnival through digital marketing and in-store promotions and saw increased average transaction value, effectively enhancing revenue throughout the activity period. The shopping festival that assured prizes on jewellery purchases above Rs 25,000 also allowed the brand to reach a wider audience

***(RJ Exclusive)***

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## Chawla Jewellers succeeds in turning Holi into a jewellery sale opportunity with month-long contest

**NEW DELHI**

The activity started on March 1 and went on till March 31. Sales were up by almost 75% during that time, says Dhruv Chawla, Director of Chawla Jewellers, who picked a Honda Activa two-wheeler as the top prize to appeal to the middle class target audience

**(RJ Exclusive)**

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मैं भी हीरा हूँ  
लेब ग्रोन डायमंड

मैं प्रकृति की कोख से जन्मा हूँ  
मेरा मूल्य 1000 वर्षों में केवल बढ़ा ही है  
मेरी कीमत पूरे विश्व में एक सामान है  
मैं राजा महाराजाओं के मुकुट में जड़ा गया हूँ  
मुझे लोग प्यार करते हैं और निवेश मानते हैं  
मैं नैचुरली प्रमाणित हूँ और सदा रहूंगा  
मैं शाश्वत हूँ, सत्य हूँ  
मैं प्रेम हूँ, मैं सदा हूँ  
मैं हीरा हूँ

मुझे इंसानों ने लेब में बनाया है  
मेरा मूल्य घटता ही रहता है  
मेरी कीमत आज है कल नहीं  
मैं सिर्फ दिखावे के लिए पहना जाता हूँ  
मैं सिर्फ शोक के लिए खरीदा जाता हूँ  
मैं लेब ग्रोन हूँ और सदा वैसा ही रहूंगा  
मैं क्षणिक हूँ, मैं भ्रम हूँ  
मैं सिर्फ एक भेट हूँ  
हीरा तो मैं भी हूँ ?

क्या आप जानते हैं, आपका हीरा कौन सा है?

यदि नहीं, तो पंजाबी सराफ आएँ और हमारी उच्च सटीकता वाली हीरा परीक्षण मशीन द्वारा केवल 5 मिनट में जाँचें कि आपका हीरा नैचुरल है या लेब ग्रोन. और वह भी बिलकुल मुफ्त.



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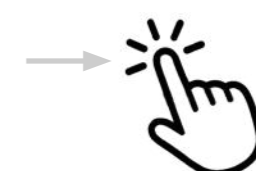
## With 'Main Heera Hoon' campaign, Punjabi Saraf Jewellers creates a buzz around natural and lab-grown diamonds

### INDORE

A diamond testing kit set up at its store has helped the brand screen certified stocks available with it and increase customer trust by instant checks of old and new jewellery sold by it or other brands. Ajay Anand, Director, Punjabi Saraf Jewellers, predicts that after a year or so, this device will be found in every retail showroom

**(RJ Exclusive)**

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## Shyam Sundar Co. Jewellers pays tribute to veteran actor Suchitra Sen with an exhibition to mark her birth anniversary

**KOLKATA**

With this activity, the brand reached out to the Bengali audience that holds Sen, an illustrious figure in the Bengali film industry, in high esteem. According to Rupak Saha, Director, Shyam Sundar Co. Jewellers, associating the company with her name is significant for brand recall  
*(RJ Exclusive)*

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## Great response from domestic as well as foreign buyers steers success of India Gem and Jewellery Show

### MUMBAI

Dubbed #HumaraApnaShow, the four-day GJS April 2024 show had 550+ stalls and 400 exhibitors who displayed their innovative products. Besides domestic buyers, it saw the participation of more than 200 international buyers including those from Dubai, Bahrain, Qatar, Bangladesh, the United States, the United Kingdom and Thailand

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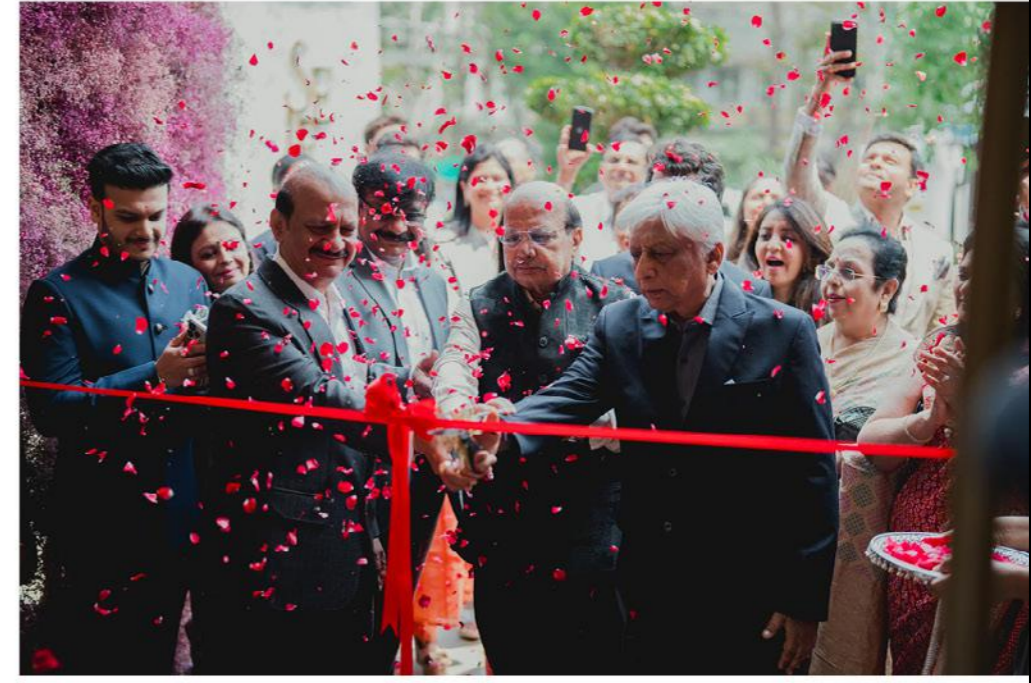


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## Batukbhai Jewellers launches flagship bridal jewellery showroom in Nagpur, formally introduces apparel label 'Eclat'

### NAGPUR

Eclat, a multi-designer clothing brand, had seen a soft launch earlier, and is part of the brand's endeavour to provide customers with designer clothes and exclusive jewellery under one roof. The new showroom is located in the vibrant Shankar Nagar area of Nagpur, and also houses a couture lounge, named 'Select by Batukbhai'

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## Malabar Gold & Diamonds' annual turnover exceeds Rs 50,000 crore, brand to further global expansion

**KOZHIKODE**

The company plans to strengthen its presence in existing markets such as the US, Canada, UK, and Australia, with a target of opening 100 new stores within the next year and aims to hire an additional 7,000 employees, increasing its workforce to 28,000

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## Kalyan Jewellers launches ad film featuring brand ambassadors Rashmika Mandanna and Kalyani Priyadarshan

**MUMBAI**

The two brand ambassadors share screen space for the first time to promote the brand's Nimah heritage jewellery collection, donned by both the actors as they enter the premises of a traditional South Indian temple. The campaign encapsulates the inspiration behind the range of jewellery designs introduced by Kalyan Jewellers as part of its Nimah collection

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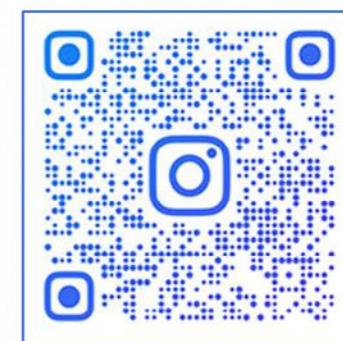
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## KISNA Diamond & Gold Jewellery launches new franchise showroom at Haldwani in Uttarakhand

### HALDWANI

By establishing a presence in this bustling city, KISNA aims to capitalize on the growing demand for exquisite diamond and gold jewellery offerings in the region with a touch of local taste, and thus strengthen its foothold in the competitive marketplace

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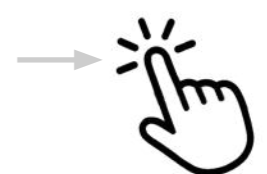


## Tribe Amrapali expands its footprint with focus on airport retail and malls

### MUMBAI

The jewellery brand, which opened stores at Mumbai Airport and Hyderabad International Airport, and major malls across Indian cities, plans to open its 20th store in Pune. It is also leveraging the growing footfalls in airports and cites data which says footfall in domestic airports in India has more than doubled to 2.62 crore passengers over the past decade

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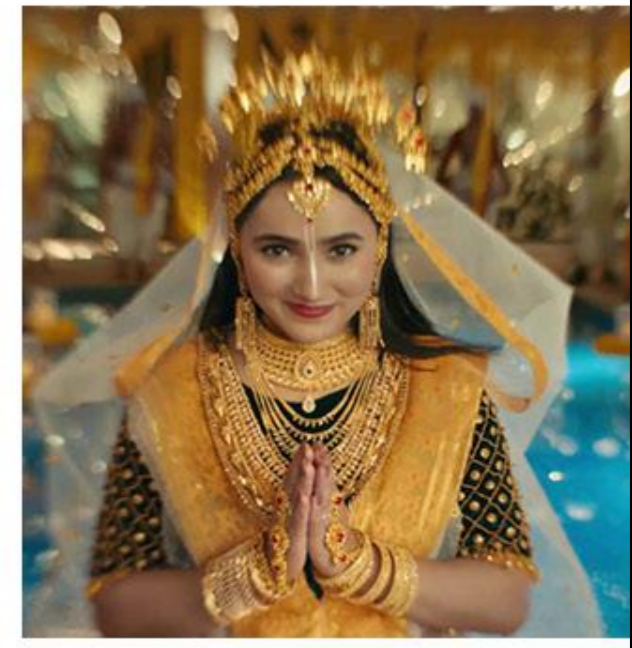


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## Second ad film in ‘One India One Emotion’ series by Jos Alukkas celebrates union of two cultures through marriage

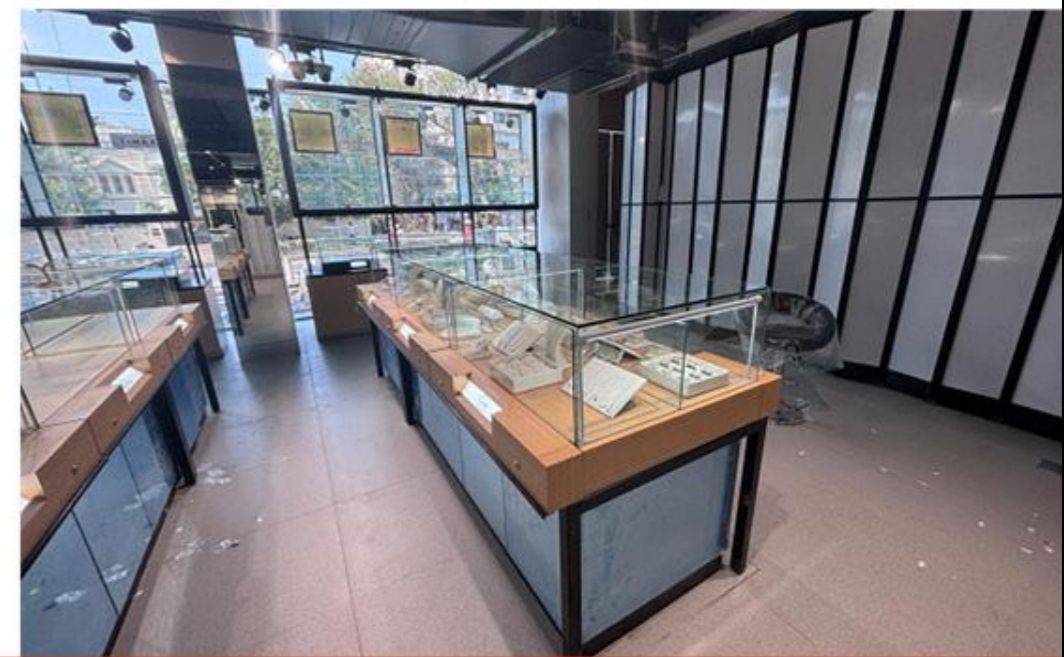
### CHENNAI

Starring actor R. Madhavan as an acquaintance from the South Indian groom’s side, the film portrays a cross-cultural wedding ceremony. As he presents ornaments from Jos Alukkas’ wedding jewellery collection to the Manipuri bride, the captivating wedding narrative intertwines two distinct cultural backgrounds into a harmonious blend

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## Gargi by PNGS launches shop-in-shop stores across Shoppers Stop outlets in Chennai, Shillong and Kanpur

### PUNE

This strategic expansion marks Gargi's entry into Tamil Nadu, Meghalaya and Uttar Pradesh, further solidifying its footprint in the Indian fashion landscape. The brand is now present in 18 locations, across 10 metro cities and six States. In FY '24, Gargi continued its trajectory, surpassing annual projections and demonstrating robust growth

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## Rokde Jewellers unveils its sixth showroom at Hingna in Nagpur on auspicious occasion of Gudi Padwa

### NAGPUR

Strategically located at the heart of an industrial hub, this new showroom promises to cater to all segments of customers. The inauguration ceremony of the showroom was attended by dignitaries and patrons, and marked a significant milestone in the journey of the brand

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## Leading European lab HRD Antwerp opens diamond and jewellery grading office in New Delhi

### NEW DELHI

The laboratory has been set up to help retail brands and end-consumers in North India to get natural diamond jewellery differentiated from lab-grown pieces. Ramakant Mitkar, Managing Director, HRD Antwerp India, maintained that lab-grown diamonds don't retain the same value despite having identical chemical composition, and that the lab detects fraud every day where lab-grown diamond jewellery is presented as natural

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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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## **GJEPC unveils the third edition of International Gem & Jewellery Show in Jaipur, sees participation of buyers from 27 countries**

**JAIPUR**

IGJS 2024 witnessed 250 international buyers from countries such as Algeria, Argentina, Australia, Brazil, Canada, Egypt, Greece, Iran, Italy, Jordan, Kazakhstan, Kenya, Lebanon, Mexico, the Russian Federation, Saudi Arabia, South Africa, Spain and more. Exhibitors showcased an array of diamonds, loose gemstones, gemstone and diamond studded jewellery and silver jewellery

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# WIDE ANGLE



## Joyalukkas offers gold price protection with 10% advance pre-book offer until May 10

**DUBAI**

As significant cultural festivities approach, investing in gold jewellery is seen as an auspicious act. This initiative safeguards buyers against potential gold price hike, while guaranteeing the benefit of decrease in gold price. The brand's customers can avail of this offer through the Joyalukkas app or by visiting any of the brand's outlets

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## American Gem Trade Association bans exhibition of lab-grown gemstones at its shows

**DALLAS**

The trade association said it was acceptable for AGTA members to sell synthetic disclosed gems elsewhere. However, going forward, they would not be permitted to do so at any AGTA shows. The organization acknowledged that the ban is a reaction to how “disruptive” lab-grown diamonds have been to the diamond market

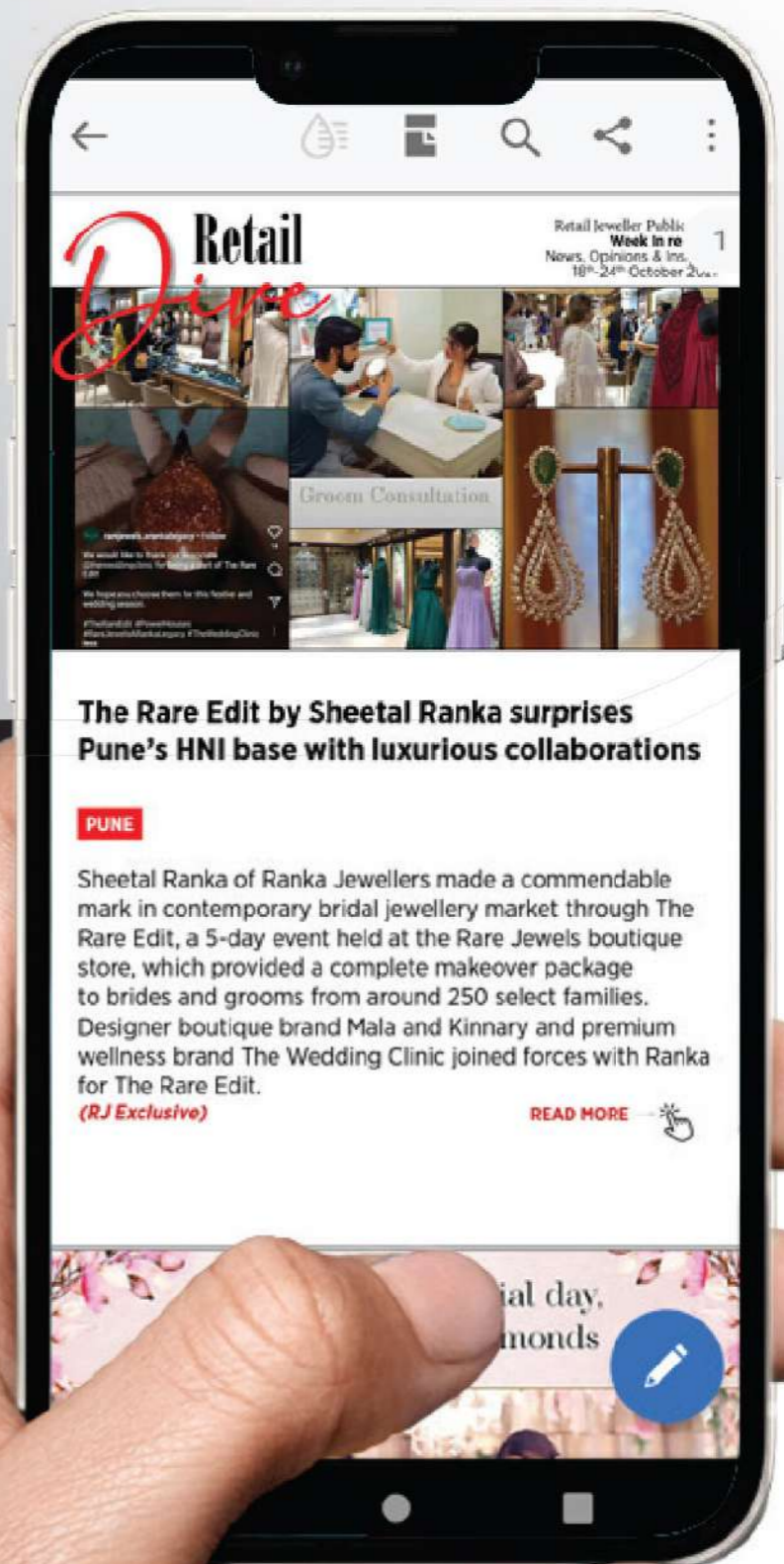
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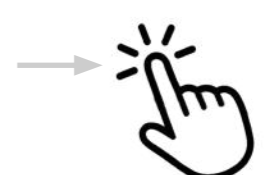
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## China's diamond market shifts as younger consumers embrace luxury for self-expression

### MUMBAI

With younger Chinese consumers leading the way, self-purchased diamond jewellery is becoming more prevalent as a form of self-reward and individual expression, rather than symbols of commitment from others. This demographic seeks out diamonds that echo their identities and values, which may often include the ethical origin of the gemstones

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# WHO WORE WHAT



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## Bollywood divas sparkle in elaborate high jewellery and intricate designs by leading jewellers

### MUMBAI

Designs from well-known jewellery brands such as Khanna Jewellers, Hazoorilal Legacy, CH Jewellers, Shri Paramani Jewels and labels like Anu Merton complement the beauty of the actors wearing them. These ornaments have been crafted with diamonds and precious gemstones such as emeralds and rubies

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