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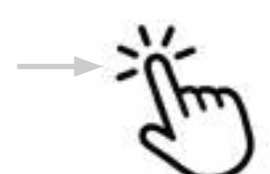
Gudi Padwa 2024: High-priced gold prompts low-ticket sales, creates affinity for diamond and silver

MUMBAI

Incentivized sale, lightweight designs, in-store activities and even digital gold apps coaxed people to buy gold, irrespective of high rates. While some jewellers in metros saw stable high-ticket purchases, customers in smaller towns cut down on spends, making moderate to low-ticket purchases, and moving towards diamond, silver and lab-grown diamond jewellery

(RJ Exclusive)

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New Light Jewellers launches the 'New Light Elite' club meant for its A-list customers

SRI GANGANAGAR

The brand's aim is to forge a special bond with its big-ticket customers who make frequent purchases, and it has started the club with 75 members. It is also planning to create another elite club for medium ticket-sized customers soon
(RJ Exclusive)

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Verma Jewellers ups staff morale while enhancing their skillsets during annual event in Solan

SOLAN

The initiative was an effective way to highlight the brand's trust in its staff, who underwent a team-building orientation activity by a professional trainer. The activity focused on fostering collaboration, communication and trust among staff members

(RJ Exclusive)

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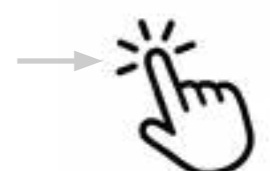
PNG & Sons wins Jamnalal Bajaj Foundation's fair business practices award, in recognition of its ethics

MUMBAI

The CFBP Jamnalal Bajaj Awards for Fair Business Practices, instituted as a tribute to the late Jamnalal Bajaj, is conferred after rigorous assessment by the Council for Fair Business Practices (CBFP), set up by leading industrialists. PNG & Sons won the award after CFBP's evaluation of its performance on key parameters

(RJ Exclusive)

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Fedha by Challani is gateway to pretwear and daily-wear for lovers of silver jewellery in Chennai's Selaiyur area

CHENNAI

The brand's 1,400 sq ft new showroom is located in Selaiyur as it sensed a market in this part of the city that it had not tapped earlier. Within just two months of its launch, the retailer saw about 40,000 people walk into the store, with word-of-mouth promotions by existing clientele serving as the most important factor

(RJ Exclusive)

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P. C. Chandra Jewellers enters men's jewellery category, launches campaign with Sonu Sood as endorser

KOLKATA

In the campaign video, the actor wears a bracelet from Eterknight, the brand's first jewellery collection for men, and deconstructs the prevalent notion that men are taught to suppress their emotions and prioritize their responsibilities over their own well-being. The collection comprises gold and diamond jewellery, and encourages wearers to embrace their authenticity without reservation

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Bhima Jewels appoints Ram Charan as brand ambassador, aims to strengthen customer base in India and UAE

ERNAKULAM

The jewellery retail chain says that the new brand ambassador's universal appeal would resonate with the brand's diverse audience, helping to strengthen its presence in the market. With 19 stores across Karnataka and Andhra Pradesh, the brand offers gold and diamond jewellery across different product categories

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Manik Chand & Sons Jewellers engages buyers on Rongali Bihu with traditional dance by staff members in the store

GUWAHATI

Staffers dressed up in traditional Assamese attire, leading customers to resonate with the State's culture. The performance was scheduled on the afternoon of April 14, before and after which the staff members catered to customers as usual

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ZORI
Amore
UNDER THE SUN



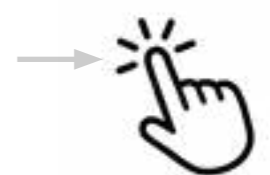
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Hazoorilal Legacy launches latest summer edit 'Amore Under the Sun' under its Zoori collection

NEW DELHI

Embracing the art of stacking, the new line of jewellery enhances the summer look with bursts of pink sapphires and diamonds. Be it earrings, rings, bracelets or necklaces, the collection offers a vibrant pop of colour that's both "luxurious and eye-catching" according to the brand

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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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Senco Gold reports strong Q4 business results, achieves 39% year-on-year revenue growth

KOLKATA

The company reported 28% year-on-year revenue growth for the full year, according to its Q4 result declaration. Despite rising gold prices, the company said it achieved 13% volume growth in gold and 19% volume growth in diamond categories in FY24

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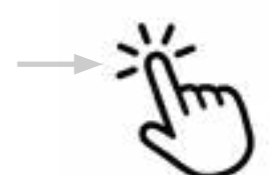


GRT Jewellers celebrates 60th anniversary with opening of 60th store in Anantapur

ANANTAPUR

The brand also extended a heartfelt invitation to its community of patrons in its Instagram post announcing the store launch. The occasion not only signifies a milestone for GRT Jewellers, but also presents an opportunity for customers to engage with the brand's legacy over the years

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Sonakshi Sinha inaugurates Kalyan Jewellers showroom at Angul, the brand's sixth outlet in Odisha

ANGUL

The brand is focusing on widening its regional presence and is expanding with new showrooms in cities across India. It is offering an expanding array of collections across verticals such as bridal jewellery, handcrafted antique jewellery, polki jewellery, daily wear diamonds and more

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Zoya's brand campaign centred on 'My Embrace' collection celebrates self-acceptance

MUMBAI

Sonam Kapoor Ahuja, Zoya's brand ambassador, features in the campaign that narrates the emotional essence of the collection. It celebrates the Zoya woman joyfully embracing all her hues, each day and each moment of her life, and translates this sentiment into meaningful and symbolic products

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Senco launches 2024 edition of its Bangle Festival with video campaign on family heirlooms

KOLKATA

The video illustrates the journey of life through its various stages, with each phase symbolized by a unique piece of jewellery from the brand's new 'Circle of Life' collection. The Bangle Festival continues to be a significant event for the brand, allowing it to connect with both young, style-conscious individuals to those with a preference for more traditional wear

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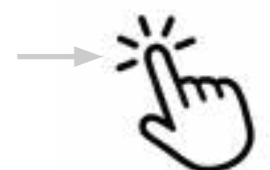


Shagun Ratna Gems & Jewellers inaugurates new store in Ahmedabad to mark its 40th anniversary

AHMEDABAD

Unlike the brand's flagship showroom at Manek Chowk which has gemstones as the sole product offering, the 400 sq. ft store at the city's Akshar Complex has diversified into diamond, Italian and gold jewellery. The brand also invited influencers to spread the chatter across social media platforms

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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

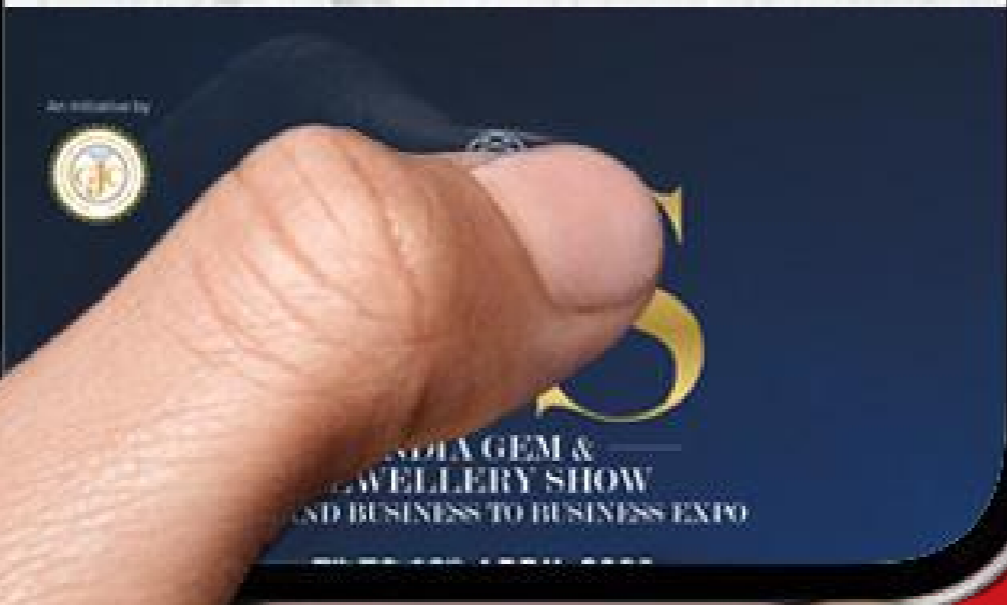
Aravind Subramanian
Jewellers, Hyderabad

Srinivas Babu
Srinivas Jewellers, Hyderabad

Vijay Kumar Surina
Vijay Kumar Jewellery, Bangalore

Aravind Chellani
Vijay Jewellers, Chennai

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Actor Adah Sharma inaugurates Limelight Lab-grown Diamonds' second store in Kolkata

KOLKATA

The 500 sq. ft. store represents another significant milestone in Limelight's journey to expand its footprint across India. Inside it, the brand illustrates a clean and minimalistic decor that radiates the beauty of its lab-grown diamond jewellery. The store also comprises a hologram display and a 3D experience for customers

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India's purchase of silver dropped 38% in 2023, but demand will go up in 2024, says Silver Institute report

MUMBAI

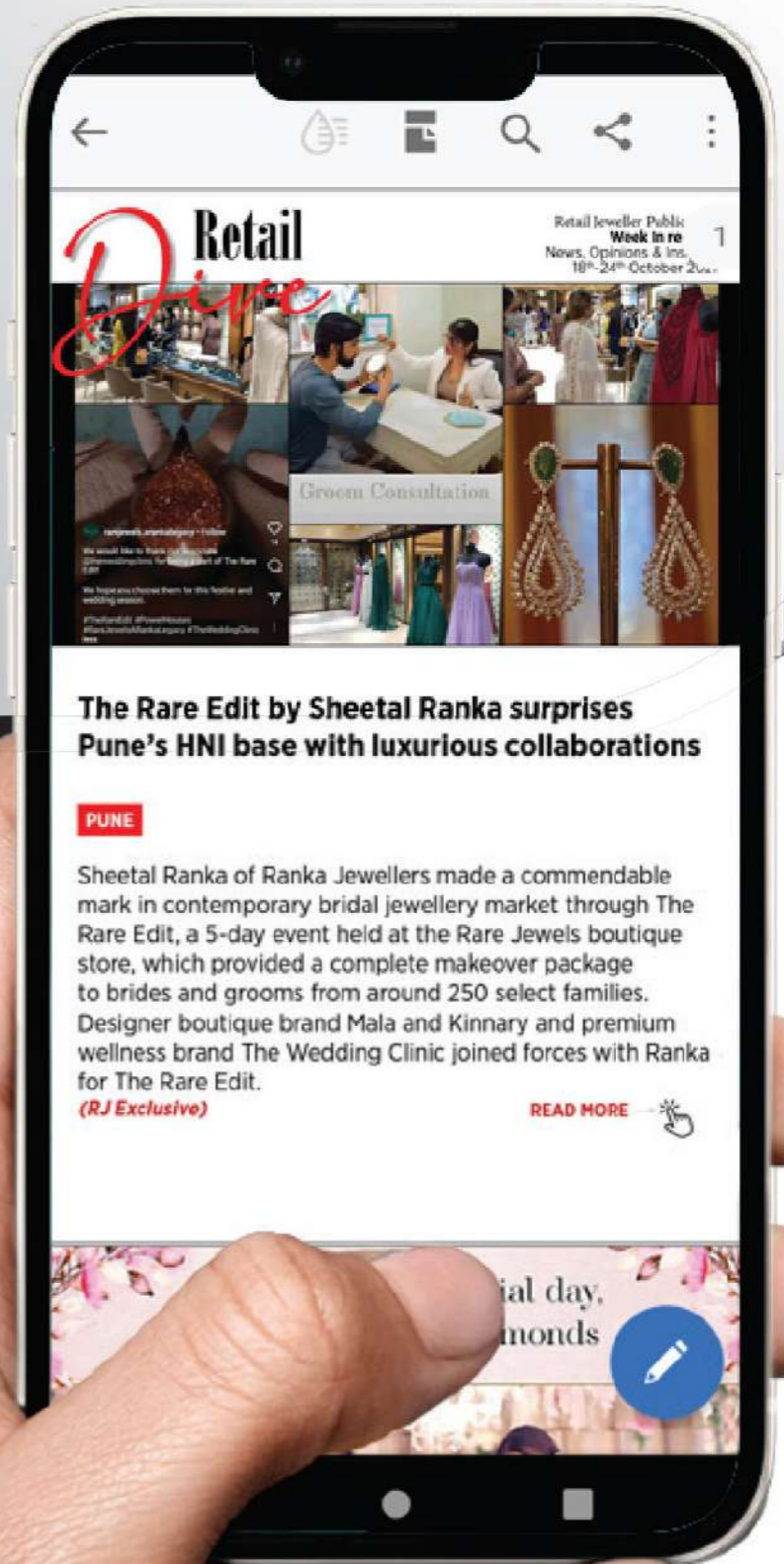
Demand for jewellery and silverware too dropped on the basis of higher domestic prices, infers the survey. While global silver prices fell 1% intra-year, the depreciation of the rupee saw domestic prices rise by 7%. However, there are bright prospects for silver demand to rise in India in 2024

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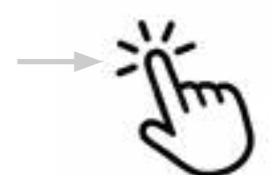
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GJEPC's LGD Buyer-Seller Meet in Surat draws attention of international stakeholders

SURAT

The GJEPC Lab-Grown Diamond Buyer-Seller Meet in Surat served as a pivotal platform for forging new partnerships and shaping the trajectory of the Indian lab-grown diamond industry. The appeal of high-quality lab-grown diamonds, positioned as an ethical and value-conscious alternative to natural diamonds, is gaining traction among discerning buyers

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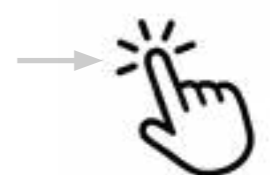
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Okavango Diamond Company becomes first non-mining diamond firm to join Natural Diamond Council

BOTSWANA

With ODC becoming the first non-mining diamond company to be admitted as a member of NDC, ODC's importance in the upstream distribution of natural diamonds and the importance that Botswana puts on inspiring consumer demand as a driver of future prosperity for the natural diamond industry, have been recognized

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WHO WORE WHAT



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Bollywood actors dazzle in masterpieces created by leading fine jewellery brands

MUMBAI

Jewellery houses such as P.P. Jewellers, Aisshpra Gems and Jewels, Kalasha Fine Jewels and many others have adorned Indian actors with their jewellery creations, ranging from emerald-studded cuffs and bridal sets to statement gold earrings

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