



Akshaya Tritiya 2024: Demand stayed high regardless of price rise

HYDERABAD

According to GJC, an estimated delivery of 20-22 tonnes of gold was seen in just one day of Akshaya Tritiya this year, despite a price rise of Rs 600-700 per gram on May 10, a working Friday. Markets with ongoing elections faced muted demand, while other regions across India witnessed high footfall and sales during Akshaya Tritiya

(RJ Exclusive)

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Women empowerment trumps with Kalasha Fine Jewels' bike ride event

HYDERABAD

The campaign was organised to allow loyal customers to engage in organic word-of-mouth marketing. Kalasha Fine Jewels received positive response in the form of customer interest, as footfalls increased surpassing expectations

(RJ Exclusive)

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Kothari Jewellers sponsors marathon with democracy as a theme in Jabalpur

JABALPUR

The Ahinsa Run event was organised in time for the Lok Sabha elections in the city, inspiring the theme, and attracted over 15,000 participants including the brand's staff and jewellery customers. Red FM 93.5, the associate partner, helped with promotions for the Ahinsa Run with a reach of nearly 10 lakh people within a 100-kilometre radius

(RJ Exclusive)

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AP Jewellers conducts basic childcare session for mothers in-store

AHMEDABAD

The brand functions in a close-knit town and sends out invitations to families with the news of childbirth. This Mother's Day, the brand has invited young mothers, with a special assistance by a group of doctors regarding childbirth, childcare, and self-care

(RJ Exclusive)

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Saras Tees Varas: Manubhai Jewellers celebrates 30th anniversary before Akshay Tritiya

MUMBAI

The brand has released three videos featuring Thakar, each of which explores different customer preferences and how Manubhai Jewellers becomes the top choice for all three. The campaign will run from May 5 to June 5, and will also focus on Mother's Day, with a video soon to launch as a heartwarming tribute to mothers

(RJ Exclusive)

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Ratnalaya Jewellers uses CGI to create engaging Akshaya Tritiya ad on social media

PATNA

The Instagram reel shows two massive gold coins with the brand's logo engraved on them, rolling over a not-so-busy road in Patna. The objective of the CGI ad was to command attention, notably through a campaign offering same-day delivery of gold coins ordered from the brand's website **(RJ Exclusive)**

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Kalyan Jewellers launches showroom at Paschim Vihar, New Delhi

NEW DELHI

To streamline the Akshaya Tritiya shopping experience, the jewellery brand has introduced its advance booking facility, enabling customers to select and place their orders in advance, ensuring a hassle-free shopping experience by alleviating the rush and allowing buyers to lock-in the price of jewellery by paying 10% advance on their jewellery purchase

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13th Annual Legal Era - Indian Legal Awards 2024



Malabar Gold and Diamonds receives Prestigious Legal Era - Indian Legal Award

MUMBAI

In a competitive landscape, Malabar Gold and Diamonds stood out among esteemed peers including Aditya Birla Group, Hindustan Unilever Limited, Hyundai Motors India Limited, ITC Limited, Maruti Suzuki India Limited, Tata Chemicals, Tata Steel Limited, LTI Mind Tree, and others

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Mia by Tanishq inaugurates four new stores across Chennai and Tiruppur

CHENNAI

The brand officially stated that three stores were launched in Chennai's Kellys, Adyar and Velachery, while the fourth store was launched in Tiruppur district. With this expansion, Mia by Tanishq aims to provide an enhanced shopping experience for patrons while reaffirming its position as a leading destination for modern jewellery enthusiasts in Tamil Nadu

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Zoya raises a toast to its muse with designer Gauri Khan via vibrant gala

DELHI

From a business viewpoint, the event served to provide an exclusive experience to Zoya's patrons. 'Rooted', 'Banaras', 'Beyond - A Boundless Journey', and 'Her Becoming' were the four collections as highlights of the event featuring designer Gauri Khan

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PMJ Jewels launches 5th showroom in Bengaluru at Phoenix Market City

BENGALURU

The 1500 square feet store maintains a premium feel, with display units highlighting design quality rather than quantity. Unlike typical high-street jewellery stores, the brand opts for subtle displays with their visual merchandises reflecting different themes, based on the buying seasons and internal themes

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GLOW by Kirtilals launches its second brand showroom in Thrissur

THRISSUR

GLOW by Kirtilals offers exquisite diamond jewellery in a wide array of designs, with Kirtilal's legacy and experience of more than eight decades in creating premium diamond jewellery. The new brand showroom in the city offers versatile, lightweight diamond jewellery that complements the modern woman's elegance, confidence, and achievements

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Aukera highlights its Signature 161 diamond at its Big Rock Fest

BENGALURU

The festival is seen to be a response to the rising demand for grown diamonds, an increasing preference for high-quality jewellery and larger carat sizes, which the brand offers. The lab-grown diamond jewellery brand has claimed that its Aukera Signature 161 can be crafted by only two craftsmen currently in India

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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

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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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Kicky & Perky goes the ‘momfluencer’ way for Mother’s Day campaign

MUMBAI

The D2C silver jewellery brand has collaborated with influencers Linda Fernandes, Neha Jalan and Anjali Vira. This initiative includes extensive use of online advertising and social media promotions, highlighting jewellery curated for Mother’s Day throughout the week leading up to May 12

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Titan's jewellery division grows by 19% to Rs 8,998 crores in Q4 FY24

BENGALURU

Over the whole fiscal year, the company's jewellery sector, comprising Tanishq, Zoya, Mia by Tanishq, and CaratLane, witnessed a 20% rise in total revenue, aggregating to Rs 38,353 crores. Titan attributed this growth to strategic marketing endeavours across all the four brands that resonated effectively with consumers

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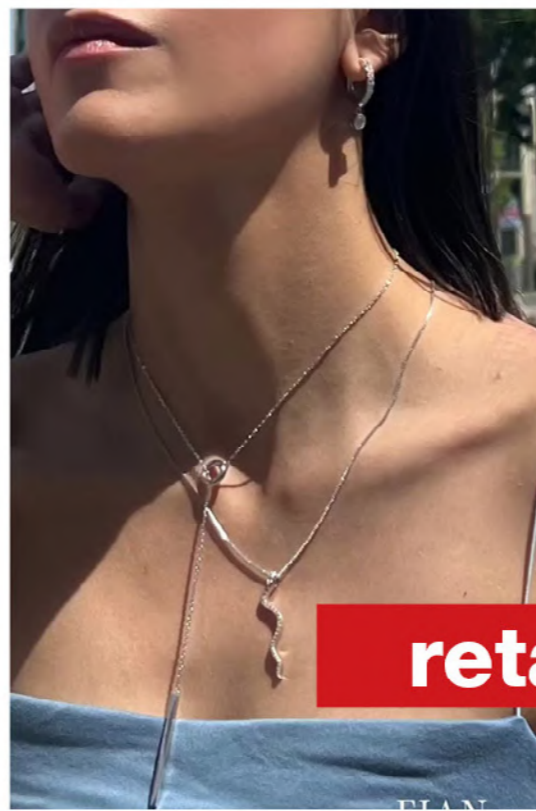
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Eternz bags pre-seed funding, seeks to attract global brands to India

BENGALURU

With this infusion of capital, Eternz plans to expand its presence in urban India and establish partnerships with international brands to introduce them to the Indian market. Additionally, the company aims to launch a retail experience center to provide customers with a hands-on jewellery shopping experience

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Consciouscarats announces launch of its LGD sub-brand Ashth

MUMBAI

The Signature Ashth Diamond is a testament to the brand's commitment to excellence. Featuring a distinctive Ashth octagon shape with a brilliant cut boasting 97 facets, the diamond showcases a hearts pattern visible from the bottom and arrows pattern from the top

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Sabyasachi becomes first Indian designer to grace Met Gala carpet

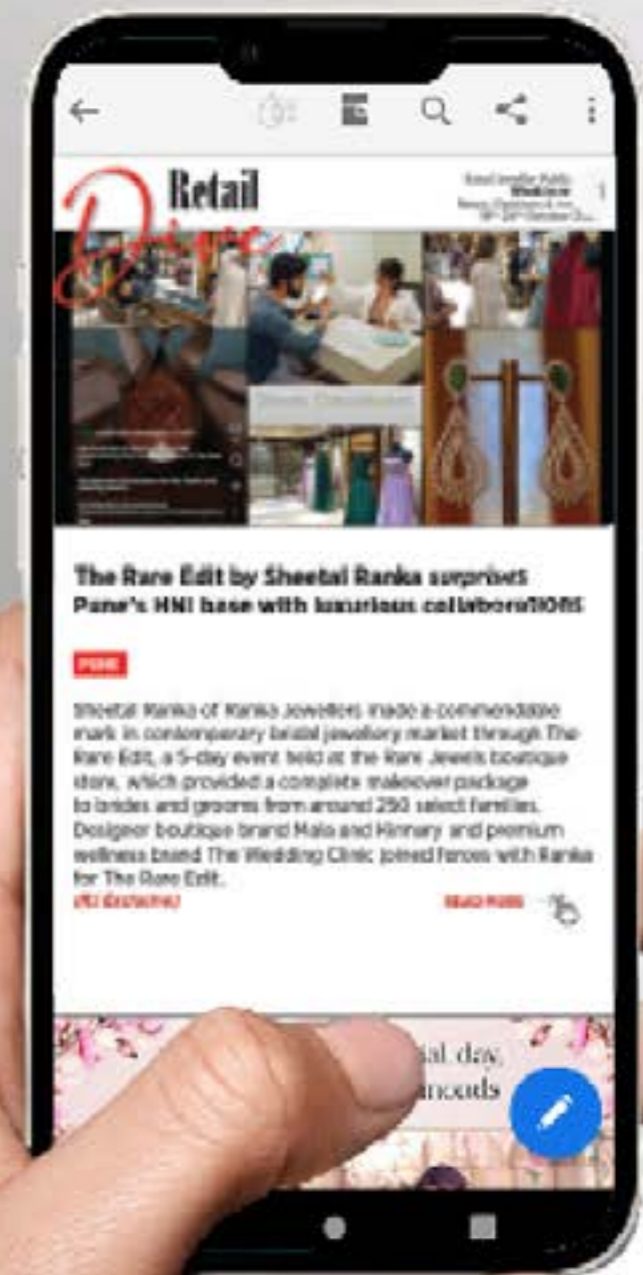
NEW YORK

On Tuesday, the jeweller took to Instagram and uploaded a series of stunning images of himself. He layered his look with tourmalines, pearls, emeralds, and diamonds from Sabyasachi High Jewellery. He sported tinted sunglasses, brown loafers footwear and an embroidered cotton duster coat

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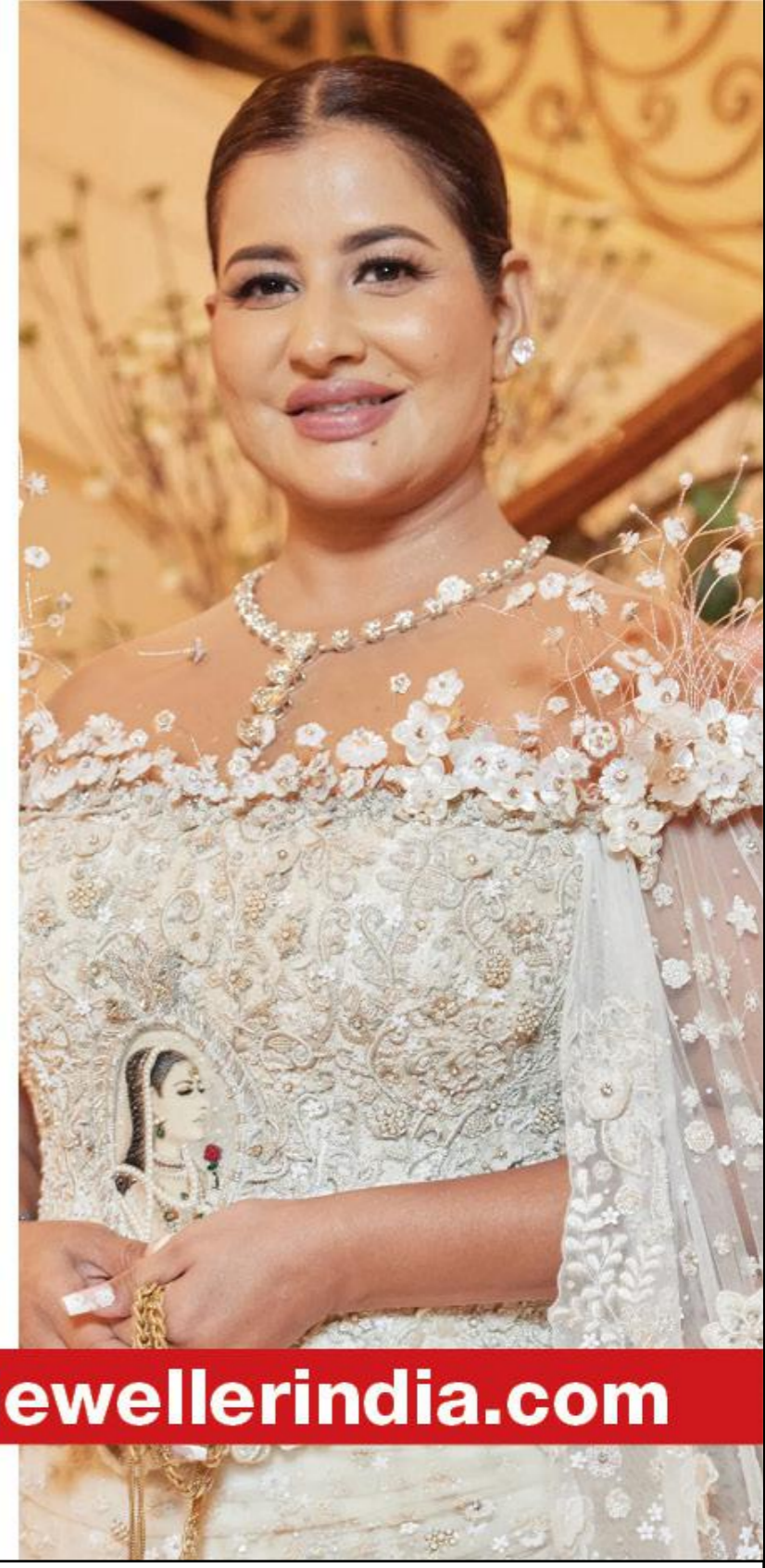


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