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## **EISH by Anand Jewels: An uber-luxury experiential jewellery boutique in Indore raises the bar for the industry**

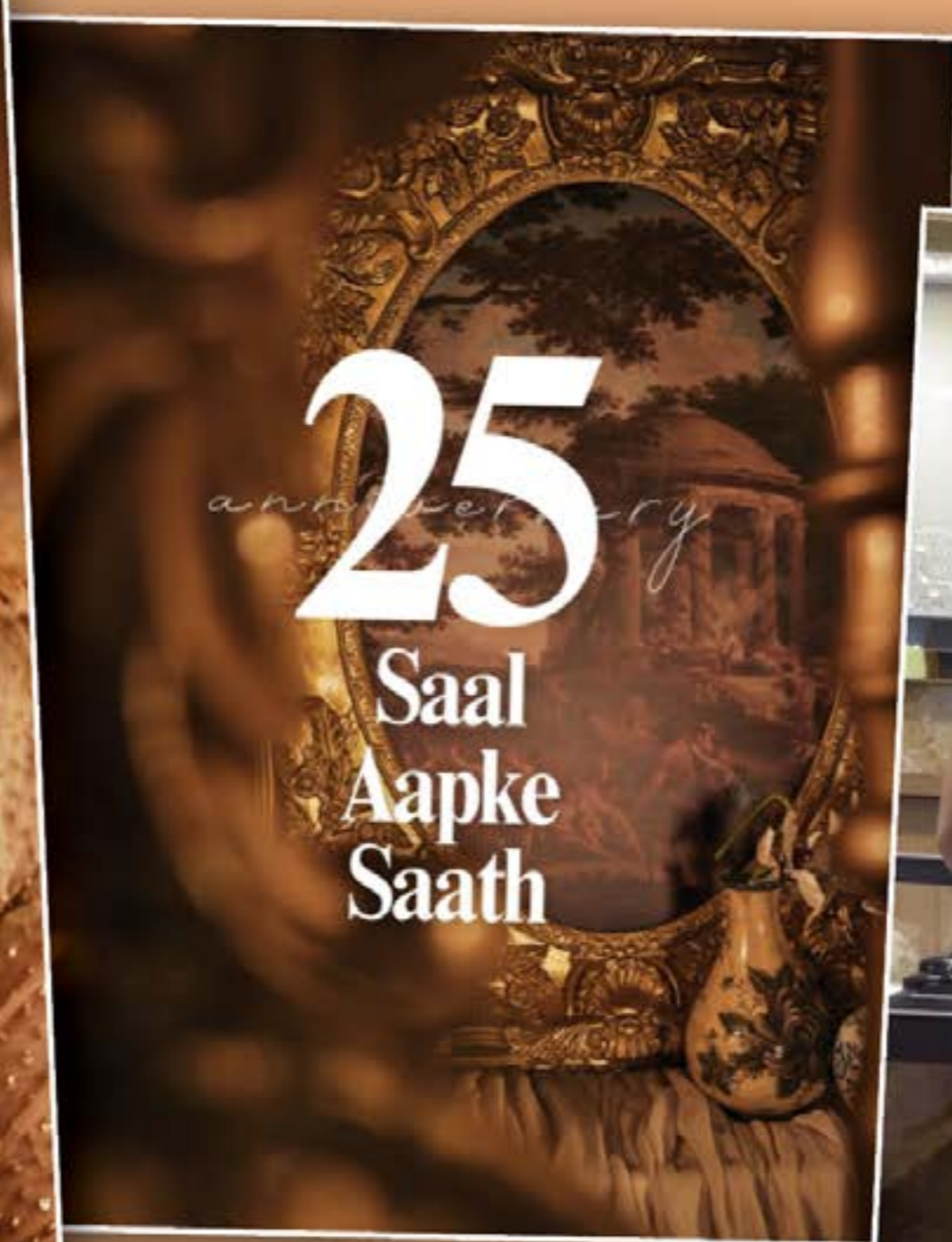
**INDORE**

Modern Indian women must enjoy the jewellery-buying experience and have fun with their jewellery. EISH presents the idea of fashion in precious jewellery, encouraging customers to buy more, more frequently

***(RJ Exclusive)***

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## MK Jewels launches brand newspaper, plans release on all significant milestones starting with its silver jubilee celebration

### MUMBAI

The launch of the brand's newspaper is a significant element of a larger anniversary campaign, marked by the hashtag #25SaalAapkeSaath. This campaign is designed to commemorate the brand's 25 years of service and connection with its customers

***(RJ Exclusive)***

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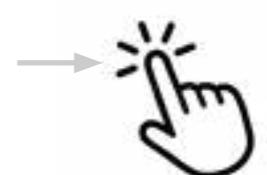
## Charu Jewels' experiential launch of the Dreamland Collection is a masterclass in storytelling

**SURAT**

Colourful projection of a fictional world with animated characters layered with 3-D jewellery images creates a new level of engagement and aspiration for the themed collection. The 3D storytelling enables the viewer to see the jewellery on screen from different angles, which is only short of touching the jewellery at the store.

***(RJ Exclusive)***

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## Plus Gold's digital gold platform leverages association with investor-brand ambassador Sonakshi Sinha

**MUMBAI**

This development took shape after the brand went live with the upgraded third version of its mobile application, which has seen 2 lakh downloads in the last three months. To mark this association, the brand also released an ad campaign with Sinha on the day of Akshaya Tritiya

***(RJ Exclusive)***

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## Antara Jewellery's 3rd edition of Diamond Diva campaign inspires every woman to feel like a diva

### MUMBAI

This campaign sends out the message that the brand's jewellery has a diverse audience, that includes women across different age groups. This collection, available at the brand's stores, features natural diamonds, gold, and lightweight polki, suitable for dailywear rather than bridal jewellery

***(RJ Exclusive)***

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## City Gold and Diamonds' 'Bride In You - Bridal Jewellery fest' invites customers to launch the bridal collection

### KASARAGOD

The multi-store event is inviting newlyweds as a gesture valuing their loyalty, in turn influencing many new brides-to-be who are still exploring bridal jewellery for their big day. The fest introduced several new bridal collections under bridal jewellery such as Elaris, Onora, Miorah, Rubi, and Diyan

***(RJ Exclusive)***

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## Waman Hari Pethe Jewellers' e-commerce wing secures \$10 million investment

**MUMBAI**

The brand recently secured \$10 million in its inaugural funding round from a prominent Singapore-based investment firm. From gold and diamond accessories to Sterling 92.5 silver jewellery and coloured gemstones, the platform showcases an extensive array of designs and options

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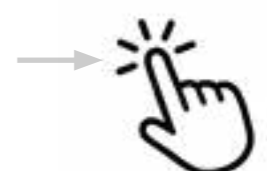


## Jalandhar Jewellery House becomes exclusive retail partner for Sussanne Khan's Bind Runes in Delhi

### NEW DELHI

The collection was launched at Jalandhar Jewellery House's flagship store named Isvari at Defence Colony, Delhi. The celeb designer was present at the day-long event which began with the launch of the collection witnessed by esteemed customers of the brand. Khan interacted with the customers and explained the purpose and aesthetics of each design of Bind Runes

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## Kohira unveils flagship lab-grown diamond jewellery showroom in Mumbai

**MUMBAI**

The brand marked this milestone with a grand event graced by actress Shivangi Joshi and Hiren Kotak, Director of V K Precious Pvt Ltd. Kohira also launched a bumper lucky draw, offering customers a chance to win a necklace worth Rs. 10,00,000

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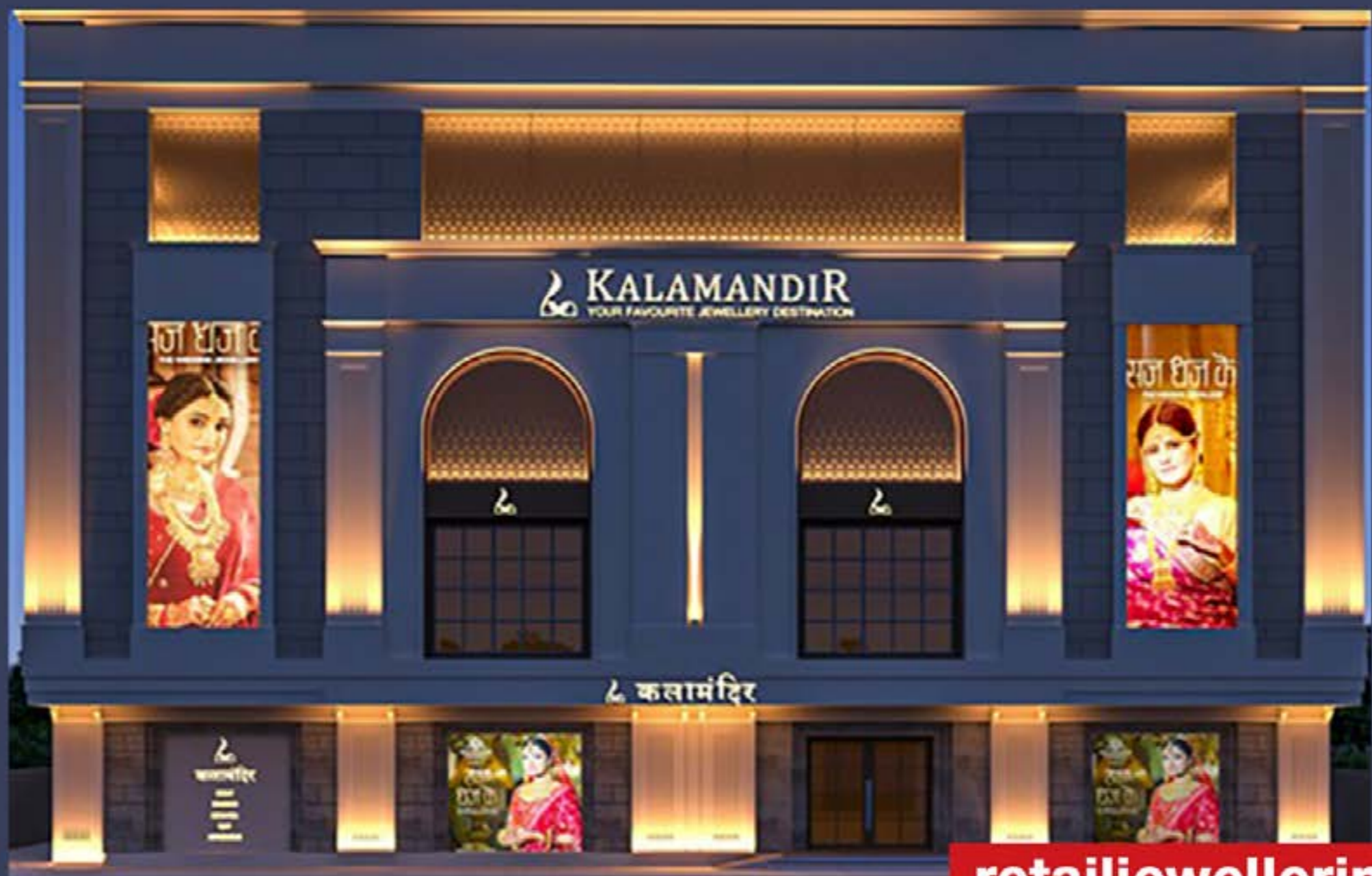
## Shri Ram Jewellers launches bridal range inspired by Heeramandi web series

**RAIPUR**

Although being a bridal collection, Sonamandi is marketed to be a festive collection as well. The reel, which has amassed over 77K views after only four days of release, showcases six models draped in heavy bridal jewellery of polki, gold, and diamonds, imbuing the personalities of the actresses on-screen

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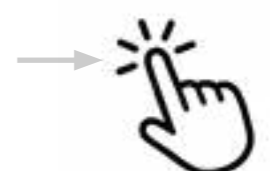


## Kalamandir Jewellers expands footprint outside Gujarat with a 30,000 sq. ft. store launch in Borivali

### MUMBAI

As part of Kalamandir's vision to establish 'big and busy' stores across their major markets, this launch represents a major milestone. The ground floor features Rishta Diamonds, 'Dazzle,' kids section, Italian and 18k gold jewellery. The first floor is devoted to yellow and antique gold jewellery, while the second floor houses an exclusive lounge for HNIs

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## Thangamayil Jewellery Ltd. surges 120% in stock value; announces dividend

**MUMBAI**

The brand made a strategic move by declaring a significant dividend payout. The announcement, made in conjunction with the release of the fourth-quarter financial report for the fiscal year 2023-24, highlights the company's resilience amidst a backdrop of challenging market dynamics

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## Gold market forecasts by experts at Kamakhya Gold Outlook 2024: Prices expected to reach USD 3,000 to USD 3,200

**MUMBAI**

The event featured a sit-down dinner where attendees freely conversed. Market leaders shared their insights, predicting a volatile year ahead for gold prices, with expectations ranging from USD 2,100 to USD 3,200 per ounce

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## PGI highlights platinum's rise in India's gold-dominated market

**MUMBAI**

PGI has unveiled revelations from its latest report, the 2024 Platinum Jewellery Business Review, shedding light on the prominence of platinum amidst India's gold-centric jewellery market. The report underscores that platinum has emerged as the metal of choice among younger jewellery consumers in India, experiencing sustained double-digit growth for the past eight years

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## Gold trade urge introduction of hallmarking for 9-Carat gold amid record prices

**MUMBAI**

The current cost of 9-carat gold stands at ₹27,740 per 10 grams, with an additional 3% GST applicable. By extending hallmarking to 9-carat gold, consumers could access a broader range of options while ensuring quality standards are maintained

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## Botswana teams visits SDA, invites diamond units to start operations

**SURAT**

Botswana officials extended an invitation to the diamond unit owners to start their units in Botswana. The delegation offered participation in auction and direct sale of rough diamonds to the units in Botswana

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## The Retail Jeweller Mar-Apr 2024 Digital Edition

### COVER STORY

Transformational Retail: The Retail Jeweller South Forum 2024 aimed to explore and address challenges, trends, and opportunities shaping the retail jewellery industry in South India

### SPECIAL

The young retailers of the South Indian jewellery industry emphasized the need for businesses to embrace innovation and adapt to unconventional strategies

### FELICITATION

The Retail Jeweller felicitates the visionary leaders of the South Indian Jewellery Industry in RJSF 2024

### SHOW REVIEW: IIJS TRITIYA 2024

Despite fluctuating gold rates and timing conflicts, IIJS Tertiya provided a comprehensive platform for the industry to understand the South Indian jewellery market

### STYLE QUOTIENT

Puja Shah, Co-founder of Aurus and MOI, Ahmedabad

### NEW STORE LAUNCH

Batukbhai Jewellers, Nagpur

### DIGITAL NATIVE – FINE

Sreesha Shetty, Founder, Shop Lune

### BRAND PROFILE - SILVER

Siddhant AVR, Director, Vendi Silver and AVR Swarna Mahal Jewellers

### WOMAN ACHIEVER

Devika Kapoor, Partner, Kashi Jewels, Kanpur

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## **CRISIL ratings forecasts robust growth for organised gold jewellery retailers amidst rising prices**

**MUMBAI**

The analysis forecasts significant growth for organised gold jewellery retailers in fiscal year 2025, driven by factors including elevated gold prices and strategic marketing initiatives. The analysis, which examined 54 gold jewellery retailers representing 32% of the organised jewellery sector revenue, predicts a remarkable 17-19% year-on-year revenue growth for the fiscal year

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Meet the legendary jewellery manufacturing market innovators from South India

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## Surat Diamonds hub expect resurgence as De Beers and Signet Jewellers boost U.S. Market

### SURAT

The joint campaign, slated for a full-scale rollout in the third quarter, will encompass a multifaceted approach incorporating online content, immersive in-store experiences, and targeted marketing endeavours

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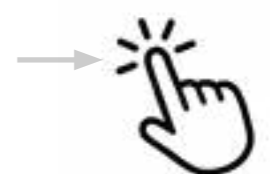


## Gold prices ease as festival demand and RBI purchases drive market activity: WGC

### MUMBAI

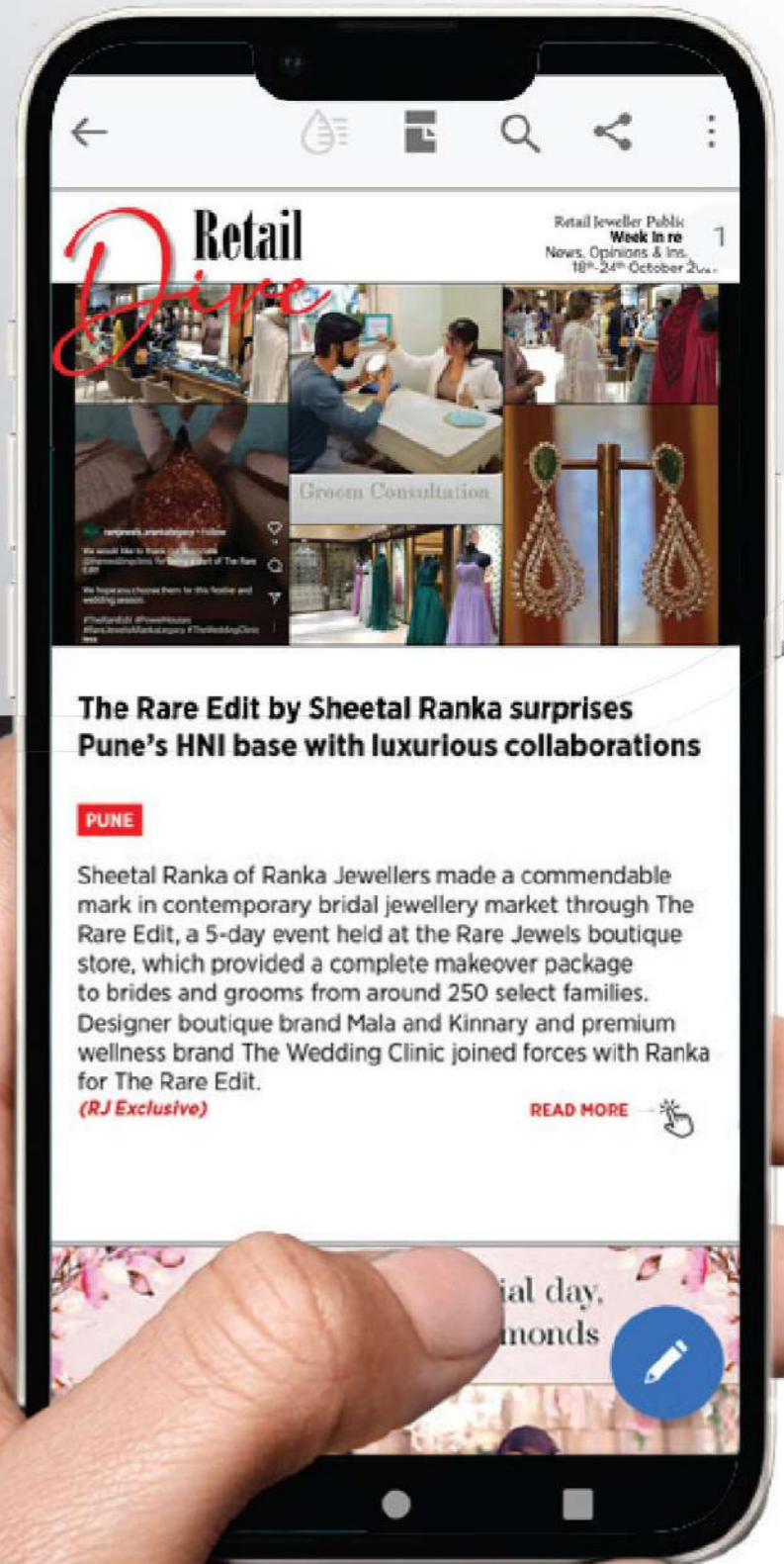
While gold prices have pulled back modestly from their April highs, the market remains robust with strong year-to-date gains. The recent festival-driven demand underscores gold's enduring appeal, especially amid economic uncertainties. As the year progresses, demand is expected to remain strong around key festivals, with continued interest in gold as a safe-haven asset

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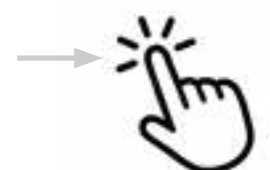
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## Celebrities sport fine jewellery creations by Indian jewellers and designers

### MUMBAI

From Jennifer Lopez to Shahana Goswami, popular actresses dazzled on recent red carpets, showcasing exquisite jewellery from renowned Indian designers

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# WIDE ANGLE



## Kalyan Jewellers returns to D/OOH advertising in UAE

**DUBAI**

The campaign commercial showcases Rashmika and Kalyani, adorned in exquisite pieces from the Nimah collection, exploring the intricate architecture and sacred spaces of the temple. The ad aims focus on a traditional setting and the exquisite craftsmanship of the Nimah jewellery

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