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Aisshpra Gems & Jewels motivates staff with Rewards & Recognition awards as it relaunches the brand's HR manual

GORAKHPUR

About 35-40 employees and top performers were rewarded with cash prizes and accolades in the presence of the entire organisation of nearly 600 people. The brand introduced the revised HR manual to bring the jewellery industry at par with other organised retail industries

(RJ Exclusive)

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Suniti Jewellers' fifth brand anniversary reinforces brand's strong engagement with its loyal customer base

PUNE

The jeweller hosted a fashion show, wherein the clients took to the ramp bedecked in Suniti Jewellers' creations. As part of a lucky draw campaign, customers received coupons on purchases worth Rs 10,000 or more, and assured gifts on purchases of more than Rs 25000

(RJ Exclusive)

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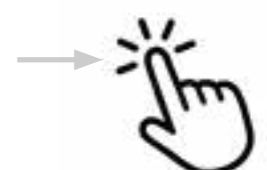
Keshavji Chhaganlal Jewellers gamifies sales in IPL format, improves overall performance

JAMSHEDPUR

Gamifying and mimicking their work with IPL cricket, the brand divided the front-end staff into three teams and structured an incentive plan for various sales activities including sale of jewellery, enrolment for monthly savings scheme, collection of customer feedback etc. It motivated the staff to perform as a team and put in additional effort required to claim an accolade

(RJ Exclusive)

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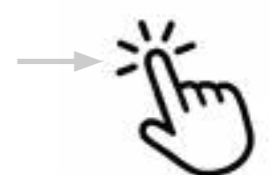
Sunder Jewellers' debut at Delhi Times Fashion Week introduces brand to new audience, boosts exposure

GURUGRAM

The two-day showcase, hosted at Hyatt Regency in Gurugram, served as a pivotal platform for the jewellery brand to immerse itself within the local community. Partnering with Verma, the brand not only established fruitful connections but also delved deep into the intricate world of fashion design to understand the value of showcasing curated collections

(RJ Exclusive)

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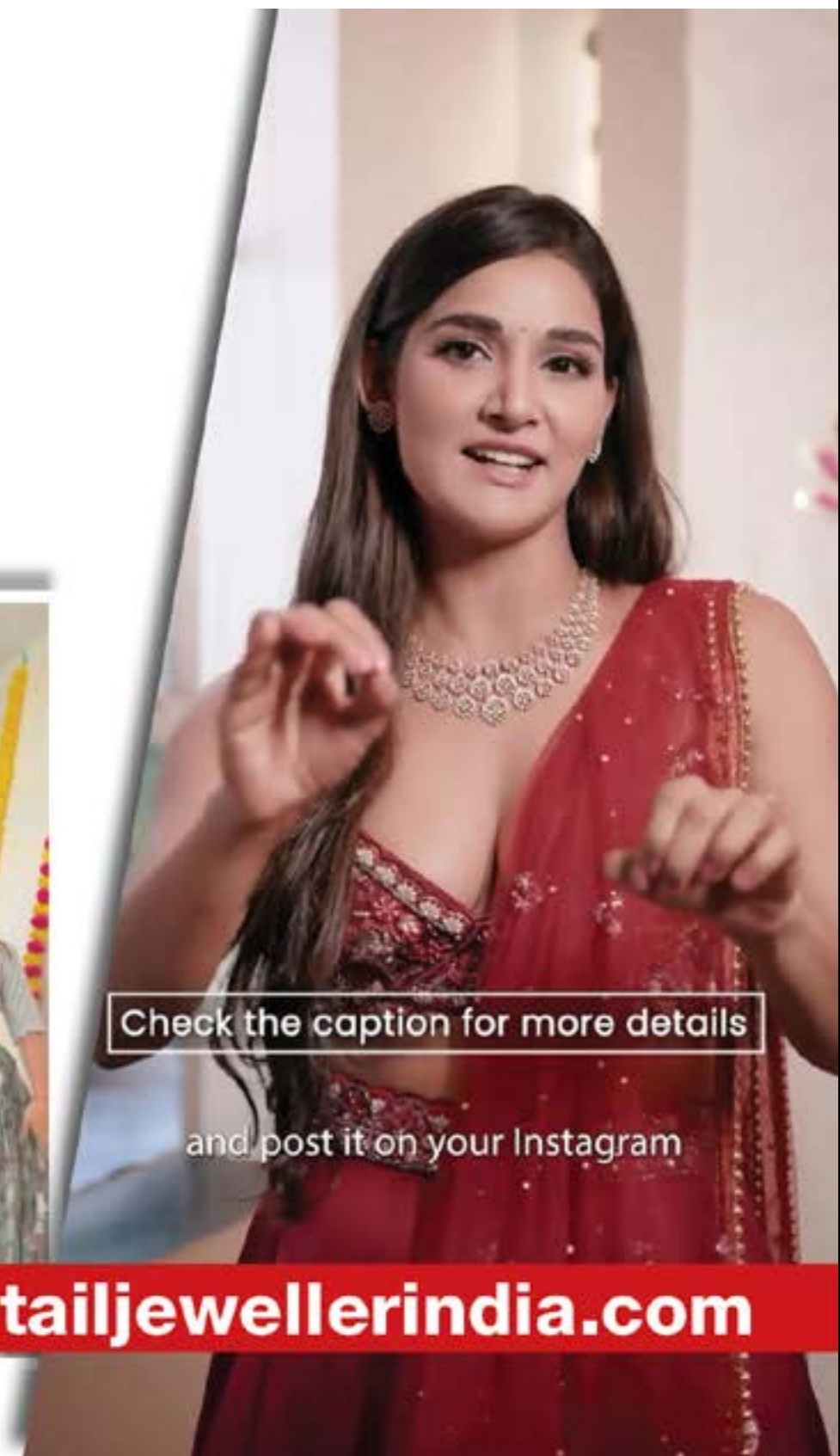
Gargi by PNGS' sponsorship of entertainment event Sukhan connects with the youth

PUNE

Through this sponsorship, Gargi by PNGS engaged with and showed its support for the youthful artist community. This approach also resonated deeply with an audience comprising millennials and Gen-Z, a common target audience for the jewellery brand
(RJ Exclusive)

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Orra Fine Jewellery captivates followers with ORRA x Mukti Mohan dance contest

MUMBAI

The contest has garnered widespread attention, offering participants the chance to win enticing gift hampers by showcasing their dance moves to the beats of ORRA's audio. Adding on, the social media buzz has translated into increased footfall across ORRA's stores, contributing positively to sales

(RJ Exclusive)

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Tanishq engages multiple influencers for impactful campaign on dailywear

MUMBAI

The digital campaign aims to highlight the everyday utility of Tanishq's gold jewellery. From casual formals to complete formals, the campaign had multiple influencers guiding the followers on the tips and hacks of styling oneself with gold jewellery, day in and out

(RJ Exclusive)

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Sustainable practices pivot of top jewellery brands' resolutions on World Environment Day

MUMBAI

Jewellery brands made strides toward sustainability, marking World Environment Day with innovative initiatives. DiAi Designs pledged to plant a tree with the sale of each unit of their jewellery piece titled 'Talwar', while Solitario Diamonds released an educational campaign titled 'Bling Better'

(RJ Exclusive)

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Anmol Jewellers spreads joy and companionship with Varista Old Age Centre members

MUMBAI

The idea of involving the elderlies emerged from the heartfelt stories shared by a loyal client of Anmol Jewellers. Motivated to create a special moment for the residents, the event comprised lively rounds of bingo, spirited games of dumb charades and soulful singing sessions

(RJ Exclusive)

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Aaloki by CH aces online engagement with heartfelt video testimonials on campaign

VADODARA

The 'Legacy of Love' campaign by Aaloki by CH included multiple testimonials of mothers and their children. The regular updates of different testimonials by the brand, even after the occasion ended last month, speaks of the brand's commitment towards driving the essence of relationships and the efficacy of their campaigns

(RJ Exclusive)

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Aneka harps on the storytelling of jewellery creation with traditional artistry

MUMBAI

Sitanshi Talati-Parikh, brand director, Aneka, spoke of compassion and empathy, which is expressed through the craft of embroidery in the Sero collection. Design director Vikram Singh spoke about the effect of breathable fabric, the endless threads in embroidery, and the process of sourcing the pearls, which altogether signify the bohemian jewellery range

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Glow by Kirtilals launches new showroom at VR Chennai Mall

CHENNAI

This expansion marks a significant milestone for the jewellery brand, extending its legacy of exquisite diamond craftsmanship to the discerning clientele of Chennai. Situated at G-468, Ground Floor, VR Chennai Mall, Anna Nagar, Chennai, the new showroom offers versatility with lightweight and high-ticket jewellery

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GIVA expands reach with four new stores in Pune, crossing 100 stores milestone nationwide

PUNE

GIVA announced the launch of four new stores in Pune, further solidifying its presence in the jewellery market. Strategically positioned on Satara Road, Chinchwad, Kharadi, and Viman Nagar High Street, Alfa Primiyo, these premium locations promise an unparalleled shopping experience for customers of the brand

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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

Sreasha 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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Kalyan Jewellers acquires remaining 15% stake in Candere

THRISSUR

Enovate Lifestyles Private Limited operates in the e-commerce sector, specializing in the retail sale of jewellery with the brand name Candere, which became a fully owned subsidiary of Kalyan Jewellers with this acquisition. This transaction solidifies Kalyan Jewellers' strategic shift from e-commerce to omnichannel commerce

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De Beers unveils five-year strategy to revitalise natural diamond market

MUMBAI

The Origins plan aims to enhance the value chain from mining to retail, focusing on high-return investments across various sectors. The initiative comes at a pivotal time as the natural diamond market shows signs of recovery amidst a backdrop of declining global production

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MARCH-APRIL 2024

"I LOOK FORWARD TO STRENGTHENING THE WORLD GOLD COUNCIL'S ENGAGEMENT WITH STAKEHOLDERS"



It is a privilege to be entrusted with leading the World Gold Council in India, given its pivotal role in shaping the gold industry. I am impressed by its commitment to sustainability, responsible practices, and positive contributions to the global gold sector. I want to foster sustainable practices and drive positive change while harnessing gold's growing appeal as an investment asset, and enhancing its role in India's economic growth.

Sachin Jain
Regional CEO India
World Gold Council

"THE LATEST EQUIPMENT AND TECHNOLOGY ARE KEY TO INDIA'S AMBITION OF BECOMING THE GLOBAL JEWELLERY HUB"



At GJEPG, we constantly strive for innovation. This edition of IJJS 'Tritiya' introduced IGJME Tritiya, the machinery show, following the success of our endeavours with IJJS Signature and IJJS Premiere. Over the years, we have diligently worked to fortify the machinery platform by connecting with top-tier manufacturers and embracing cutting-edge technologies from across the globe. Moving forward, IGJME will play a pivotal role in all IJJS editions.

Nirav Bhansali
General, National Exhibitions,
GJEPG

THE GOLDEN TRITIYA

Gold manages to shimmer amidst soaring gold rates, ongoing elections and model code of conduct; retailers see 10-20 per cent rise in volume sales

Pratyasha Kumar

Akshay Tritiya symbolizes auspicious beginnings and serves as a significant catalyst for the jewellery market's economic pulse. The annual festival presents a crucial window for retailers to comprehend, strategize, and capitalize on emerging trends. Despite the gold price hike, the festival lived up to its reputation, marking a good sales season for retail jewellers nationwide.

VOLUME SURGE

Undeterred by the soaring temperatures and gold prices, consumers continued to flock to stores, drawn by the allure of gold and the promise of prosperity. With sales values increased on average by over 10-15% and volumes seeing a notable surge of 10-20%, the festive spirit was evident as people flocked to stores to celebrate the auspicious occasion. Across the country, jewellers observed a significant uptick in footfalls as customers flocked to stores to capitalize on the price appreciation of gold.

Diamond jewellery emerged as a noteworthy contender in the festivities, enjoying robust sales and providing an alternative to traditional gold ornaments. Diamond sales were boosted as retailers offered deals to exchange old gold at lucrative rates against diamond jewellery purchases.

MARKETS ADAPT

In response to the sharp rise in the price of gold, retailers swiftly adapted their strategies to meet changing consumer preferences. Lightweight jewellery and coins emerged as the season's stars, experiencing unprecedented demand. Recognizing this trend, retailers

diversified their displays to cater to varying consumer budgets and tastes, with lightweight jewellery emerging as the season's new trend.

Millennials were at the forefront of the surge in demand for lightweight jewellery, drawn by its stylish yet affordable appeal. In contrast, more mature customers gravitated towards heavy wedding sets, underlining



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SENHOR
JEWELLERY FOR MEN

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Jewellery brands come up with ways to engage customers on Father's Day

MUMBAI

Kalyan Jewellers unveiled a curated selection of jewellery under its Senhor collection, including dual-tone pieces and minimalist patterns. Orra Fine Jewellery adopted a contrasting approach in the form of a social media contest for their #GemForYourHero campaign, while Indian Gem & Jewellery Creation launched their 'For Daddy' collection

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GIA India's course on jewellery merchandising for retailers set to transform industry dynamics

MUMBAI

Tailored to meet the evolving needs of the industry, the course is designed to provide a comprehensive understanding of essential merchandising concepts, empowering jewellers to devise strategies aligned with their business objectives and geared towards driving sales success

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Incredible South Innovators

Meet the legendary jewellery manufacturing market innovators from South India

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GJEPC presents India Pavilion at JCK Las Vegas 2024 with premier jewellery showcase

MUMBAI

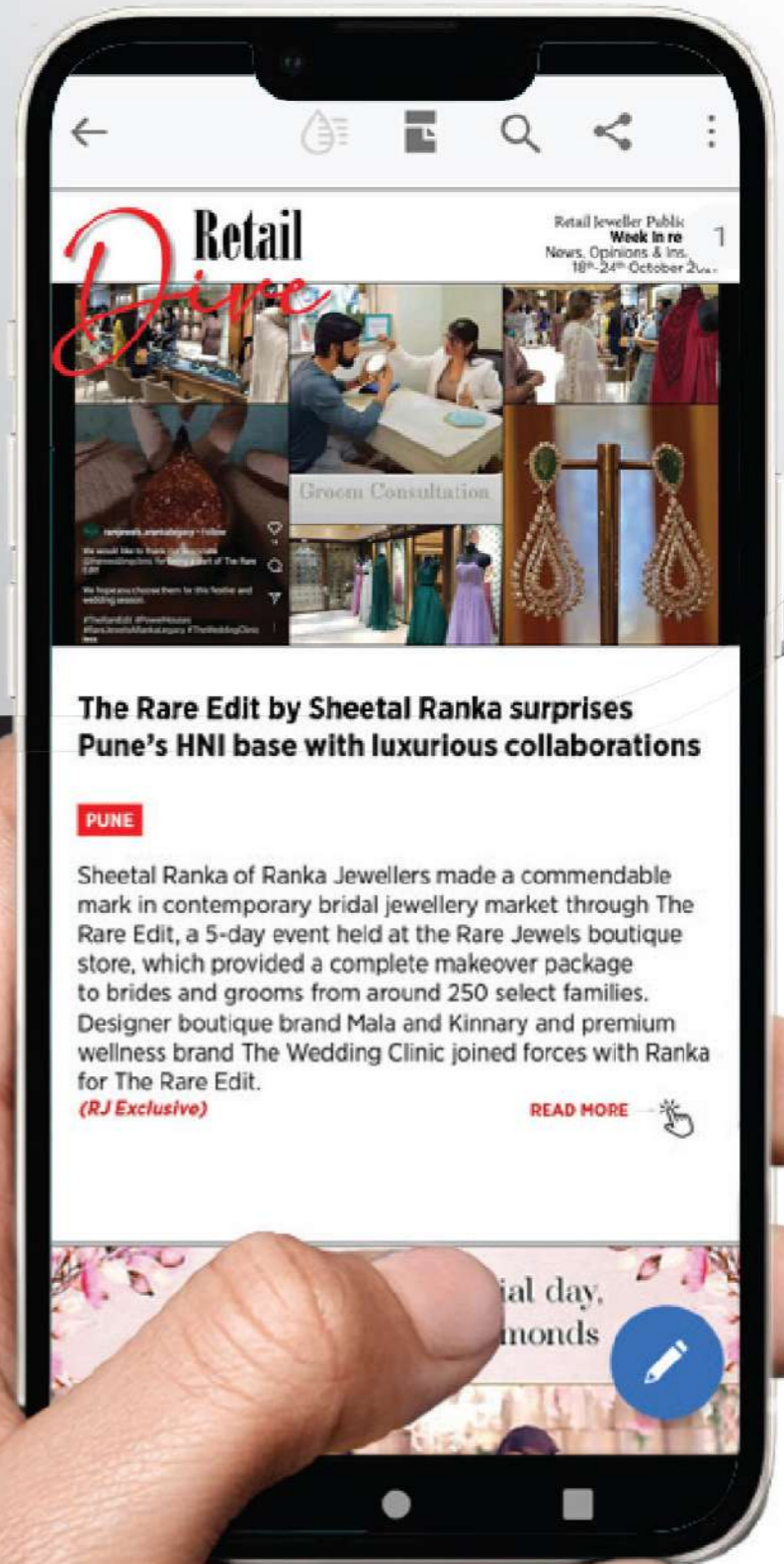
Marking its 19th consecutive year at this event, the India Pavilion showcased the pinnacle of Indian jewellery artistry. A major highlight of the exhibition was the India Design Gallery having “Objet Trouvé” and “Unusual Materials,” as its two themes which presented a fusion of tradition and innovation, captivating visitors with its unique offerings

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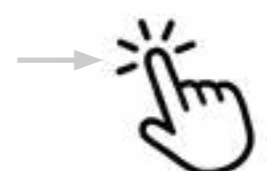


Indian delegation discusses BRICS cooperation in diamond industry at St. Petersburg forum, Russia

ST. PETERSBURG

Among the key goals discussed were ensuring freedom and openness of BRICS markets for diamond trade, considering diamond mining countries' interests; and building responsible diamond supply chains in BRICS countries. The delegates also deliberated on setting an independent agenda for fair cooperation within the global diamond industry amid significant structural changes

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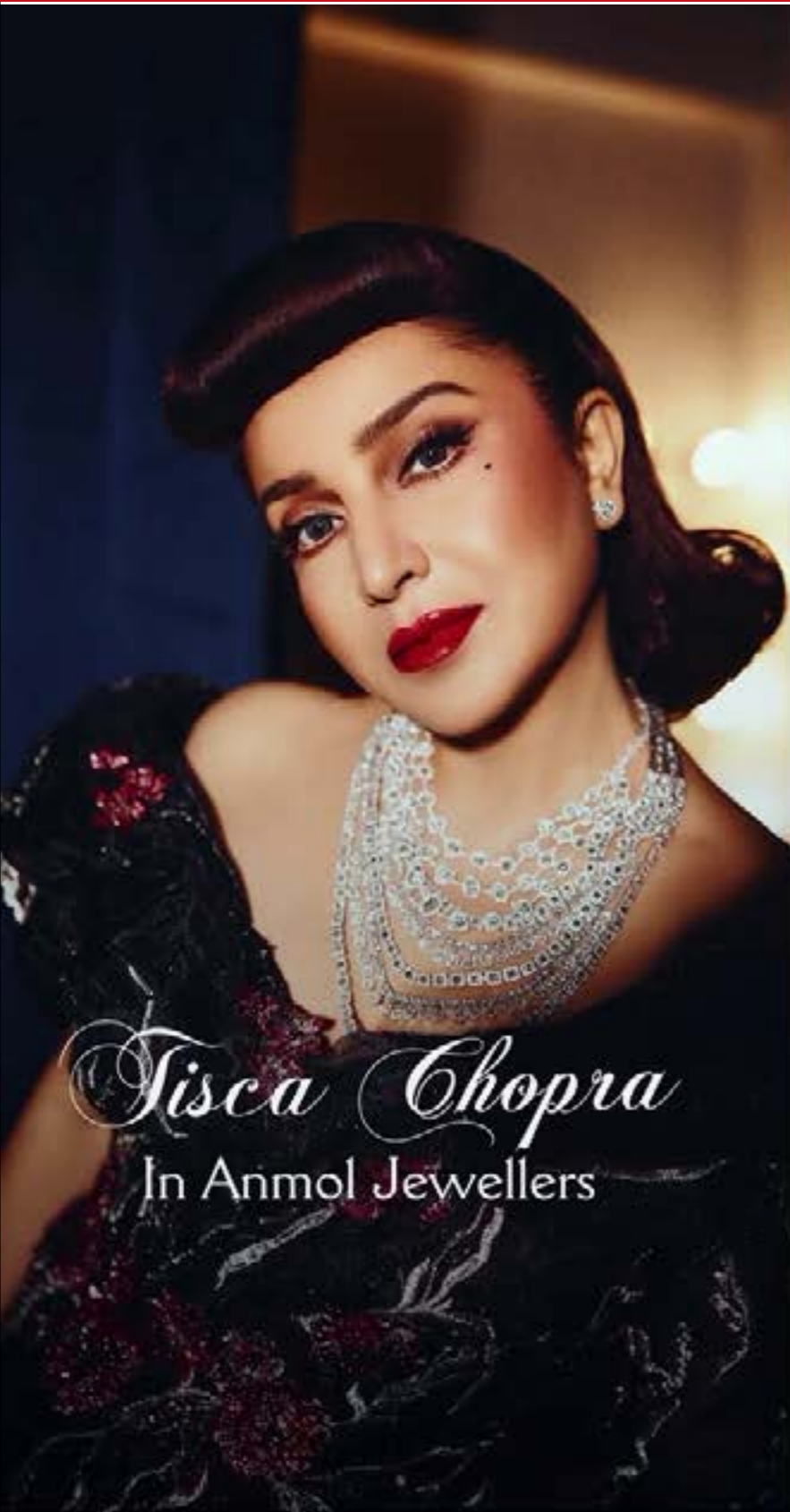
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WHO WORE WHAT



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Diamond jewellery steals the spotlight for Bollywood stars' trendy glimpses

MUMBAI

From Sonam Kapoor to Deepika Padukone, celebs donned scintillating jewellery by Malabar Gold and Diamonds, Cartier, and other popular fine jewellery brands

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