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Batukbhai Jewellers' Eid party witnesses cross-selling between jewellery and couture clientele

NAGPUR

The end-of-season sale facilitated cross-selling between the sub-brand Eclat and Batukbhai Jewellers, which attracted new customers at the brand's Dharampeth showroom, making up 30-40% of the total number of customers. The brand noted an increase in sales from this group, both during and after the celebration

(RJ Exclusive)

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PNG Sons' Marathi influencer campaign nudges on currency of gold purchase

PUNE

With over 2 lakh views across channels, 10,000 likes and counting, the hilarious reel links the Marathi phrase meaning 'we will see' to the auspicious muhurta of purchasing gold. Harping on the currency factor, the reel engaged the audience with a timely and simple mention of the brand

(RJ Exclusive)

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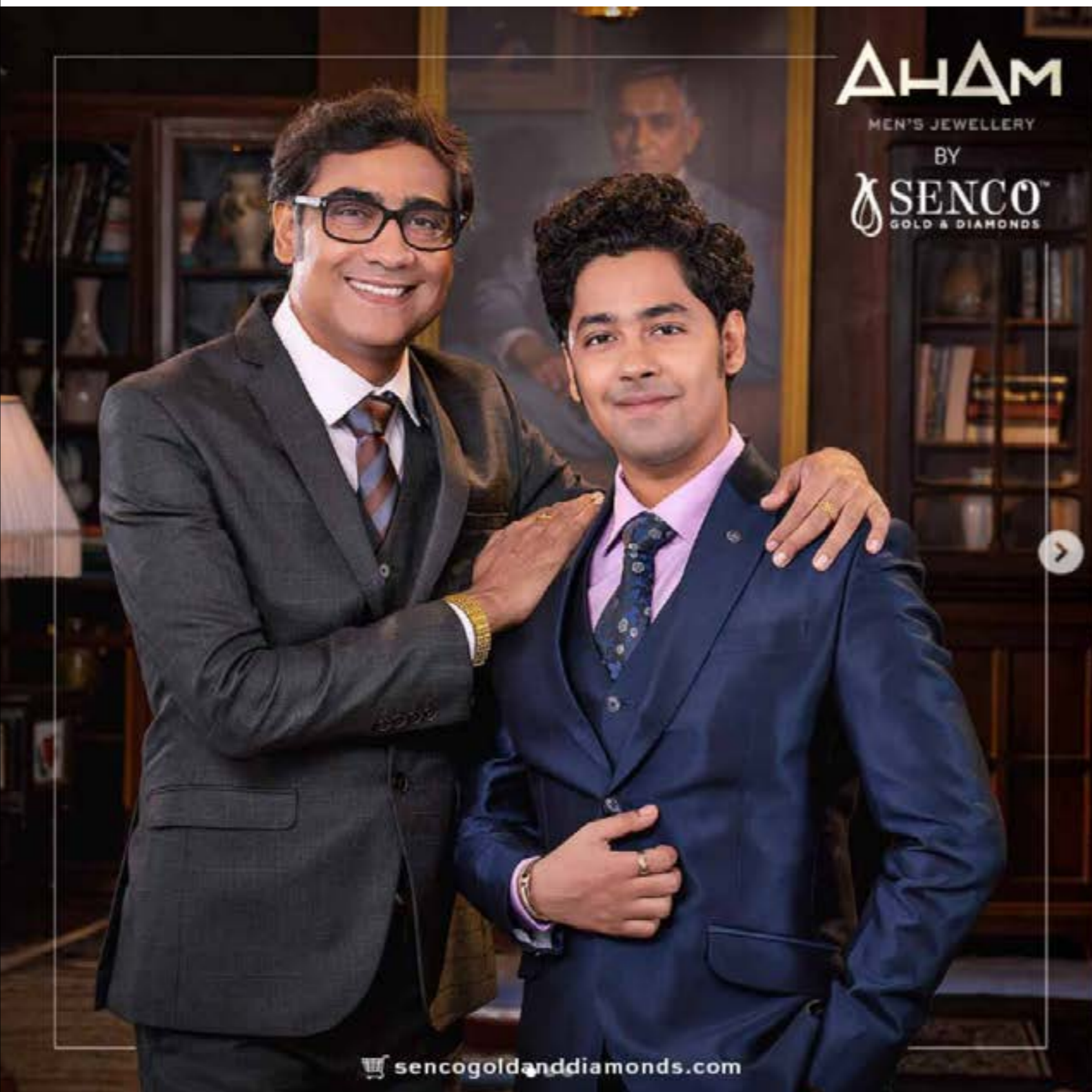
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Jewellery brands see Father's Day as a growing occasion for gifting and men's jewellery purchase

MUMBAI

With rising interest in valuable gifts for men, jewellery has become a desirable option for Father's Day gifting. Platinum jewellery saw a spike in demand particularly in southern markets. All in all, customers planned their purchases a week in advance, as jewellers succeeded in getting impressive conversions via video campaigns and exhibitions

(RJ Exclusive)

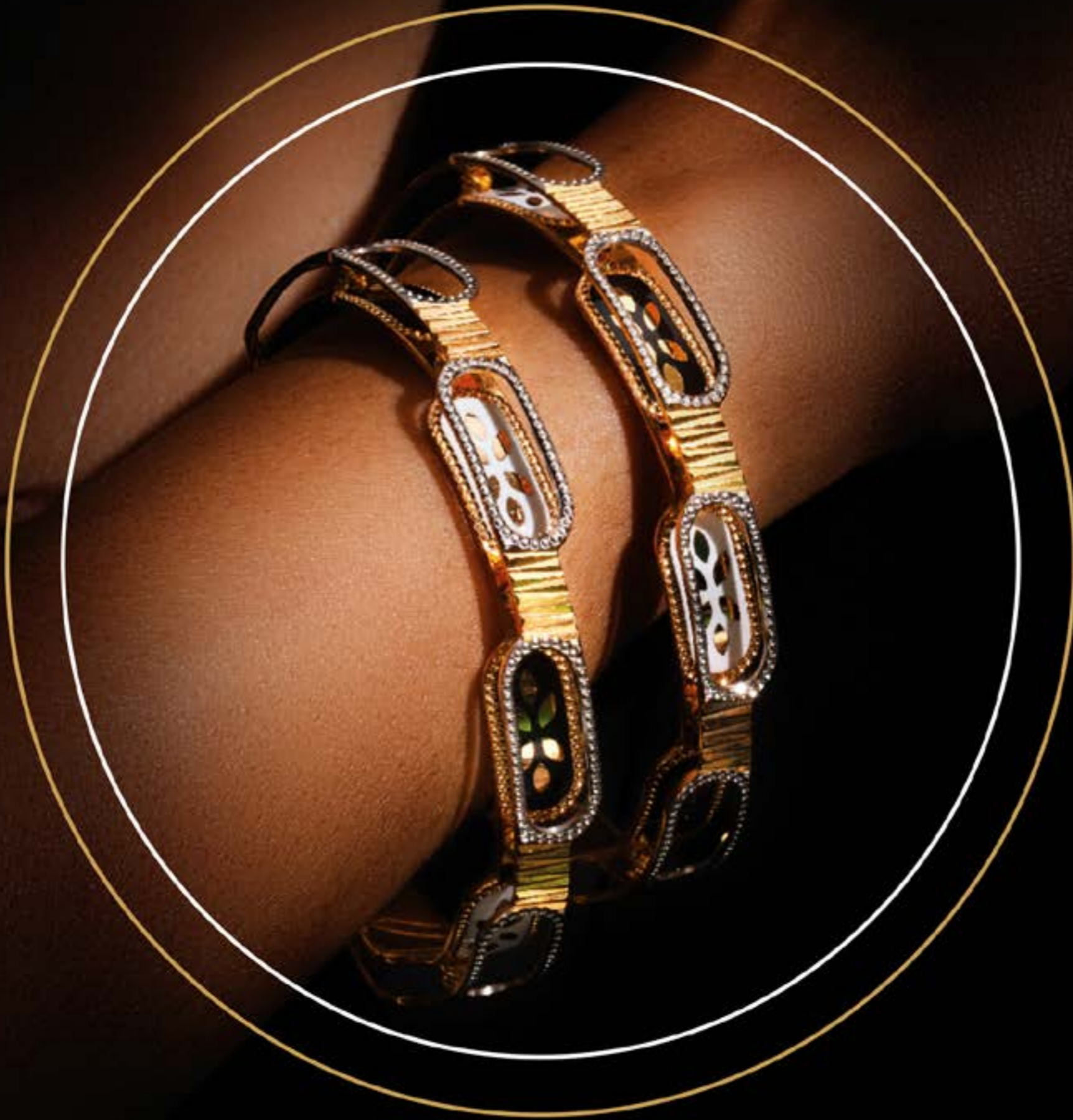
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New Shriniwas Jewellers initiates green drive for its rural customers, aims to plant 3000 trees by July 2024

NASHIK

The brand is raising awareness and supporting the green cause by distributing saplings of mango tree across all its three stores in its rural belt, primarily to customers from the farming community, to ensure that the saplings are nurtured until they mature into trees.

(RJ Exclusive)

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SAIF Partners reduces stake in Senco Gold with Rs 432.72 crore deal

MUMBAI

Hong Kong-based SAIF Partners has divested a 5.8% stake in the jewellery retailer Senco Gold, amounting to Rs 432.72 crore. Following the transaction, shares of Senco Gold experienced a 1.30% increase, closing at Rs 964.35 per share on the BSE. The listed jewellery firm clocked a 23.6% rise in net profit in Q4 of FY24 as per reports published last month

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Silvostyle launches music video campaign starring Rasha Thadani

PUNE

Prior to the launch, the brand released a teaser on Instagram, YouTube and Facebook, in English and Hindi catering to the Tier 1 and Tier 2 demographic. The campaign aims to reach out to and resonate with the younger generation, known as the zillennials through the fashionable appeal of the jewellery and the catchy beats of the song

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BlueStone celebrates major milestone with grand launch of 200th store in Surat

SURAT

This store, the brand's first in the city, is centrally located at LP Savani and spans 2,500 square feet. In January 2023, the omnichannel brand celebrated the launch of its 150th store in Dimapur, Nagaland, and has since opened an additional 50 stores nationwide

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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

Sreeshya 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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PGI-India launches 7th edition of Platinum Buyer-Seller Meet to catapult innovation

MUMBAI

This year's edition focuses on fostering sustained demand for platinum jewellery while fortifying both new and existing partnerships. It will highlight PGI's flagship branded categories such as Platinum Love Bands, Platinum Evara, and Men of Platinum

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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 GJEPC, 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,
GJEPC

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 10-50% 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



Retail Jeweller Market

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Union Bank of India approves one-time settlement offer from PC Jeweller

MUMBAI

The approved settlement terms include a combination of cash and equity payments, alongside the release of securities and mortgaged properties as outlined in the agreement. The company's accounts have been classified as non-performing assets (NPA) with its lenders since June 2021

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Gargi by P N Gadgil & Sons celebrates milestone with 25th Shoppers Stop SIS launch in Mohali

PUNE

The inauguration of the Mohali SIS is part of Gargi's strategic growth plan to make its exquisite jewellery collections more accessible across India. Now present in 25 locations, Gargi continues to extend its footprint, bringing elegance and quality to a broader audience. In FY'24, the brand continues its growth trajectory, surpassing annual projections

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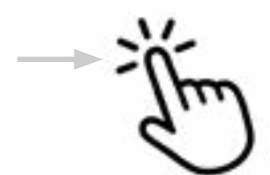
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Zoya launches new boutique in Kalaghoda, is poised for 25-30% annual growth: Ajoy Chawla

MUMBAI

Situated in Brady House, the new boutique features traditional karigari fused with modern design. With a growth rate of 40% over the past 4-5 years, the brand achieved revenues just under Rs 300 crore in the last fiscal year

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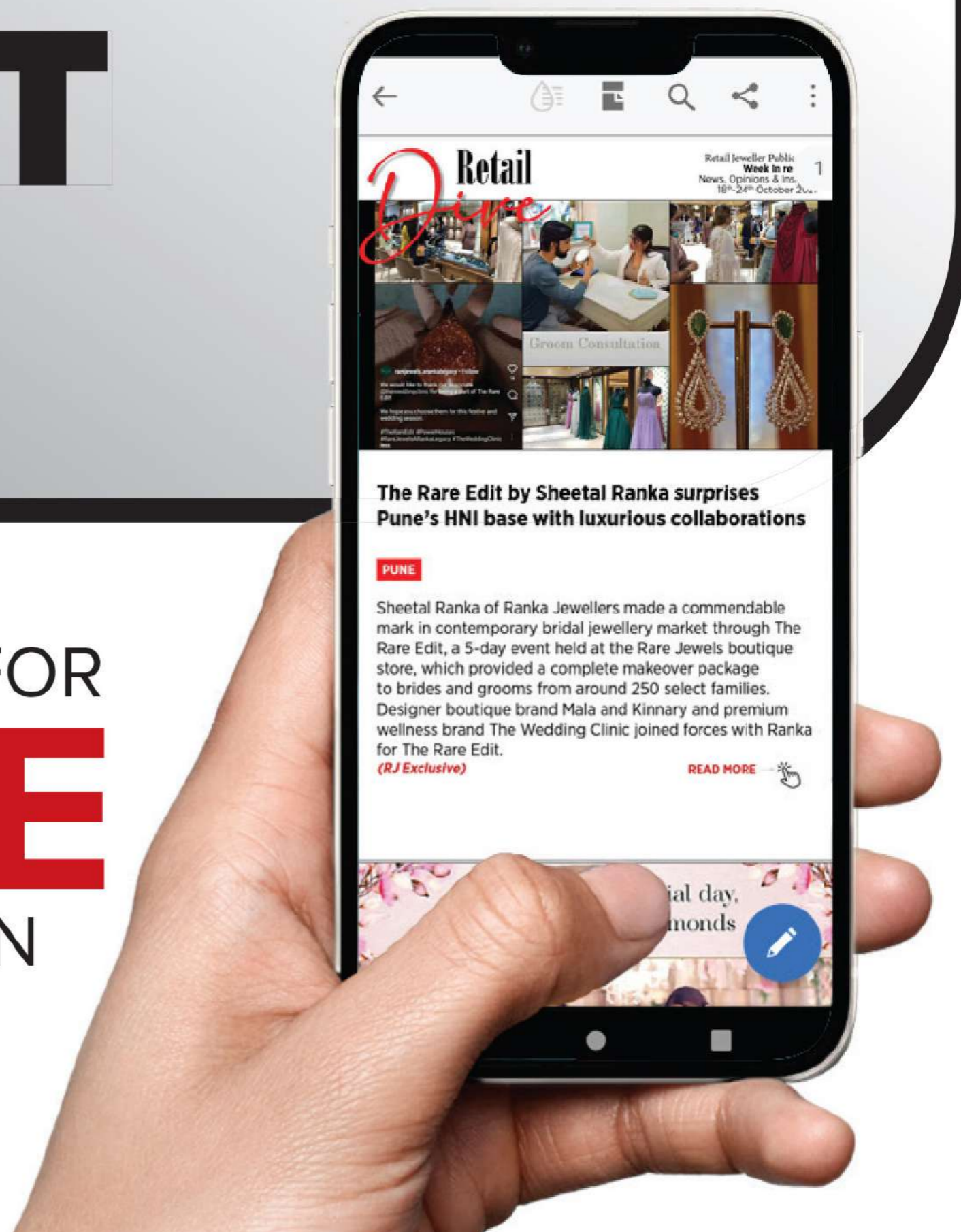


Retail Dive

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Tanishq releases heartfelt Father's Day campaign

MUMBAI

The film poignantly captures the journey of a daughter's life from childhood to adulthood, highlighting the emotional connection and unspoken understanding that deepens their relationship over time, creating a beautiful life journey together

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WHO WORE WHAT



Bollywood stars go all bling, sport ravishing jewellery pieces by Indian brands

MUMBAI

From Mrunal Thakur to Shanaya Kapoor, Bollywood divas put their best bejewelled looks to the fore with jewellery from reputed Indian brands.

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