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**Anubandh**  
An Initiative by **Lagu Bandhu**

## Lagu Bandhu Jewellers organises exclusive Mandala workshop to boost customer engagement

**MUMBAI**

By actively involving select customers in creative activities such as the workshop, the brand built lasting connections on the shared passion for fine jewellery. The recreative activity entertained the customers as well as educated them about the brand's underlying design philosophy  
*(RJ Exclusive)*

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## Prasad Jewellers' Gold Bar Challenge fulfils multi-channel engagement goals, attracts young customers

### ROURKELA

The activity was organised to increase downloads and use of their mobile application, which has garnered more than 4.5k downloads since its launch last month. Through this activity, the brand noted increased footfall at its Rourkela store and silver jewellery, as a product category, became popular

***(RJ Exclusive)***

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## Mahabir Danwar Jewellers champions holistic wellness on World Yoga Day via early morning awareness drive

### KOLKATA

Over the three days of the initiative, the team members of the jewellery brand engaged with nearly 2000 joggers and fitness enthusiasts at few leading parks in the city each morning to share the philosophy of healthy living, thus strengthening brand recall

***(RJ Exclusive)***

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# Gold Copper Bangles

F O R E V E R Y M O M E N T



HALL: 3  
STALL NO.: 3M 376A

**iijs**

PREMIERE 2024

9TH - 13TH AUG.  
BEC, MUMBAI



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## K M Choksi Jewellers launches digital contest to engage customers, improves brand visibility

**SURAT**

With the launch of a new collection, the brand studied the positive effects of offline advertising. Channeling digital buzz towards offline engagement and highlighting physical hoardings and advertisements via a reel-based contest, K M Choksi Jewellers experienced better walk-ins at both of its showrooms

***(RJ Exclusive)***

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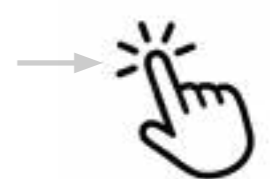


## Hari Krishna Group conducts global session of World Yoga Day across all its offices

### MUMBAI

The brand unified its workforce towards a common goal of wellbeing and productivity enhancement, as 2,000 employees from the Surat office, 1600 employees from the Mumbai office, and a few more hundred from other HK Group offices performed yoga asanas and breathing exercises

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**10th August 2024**

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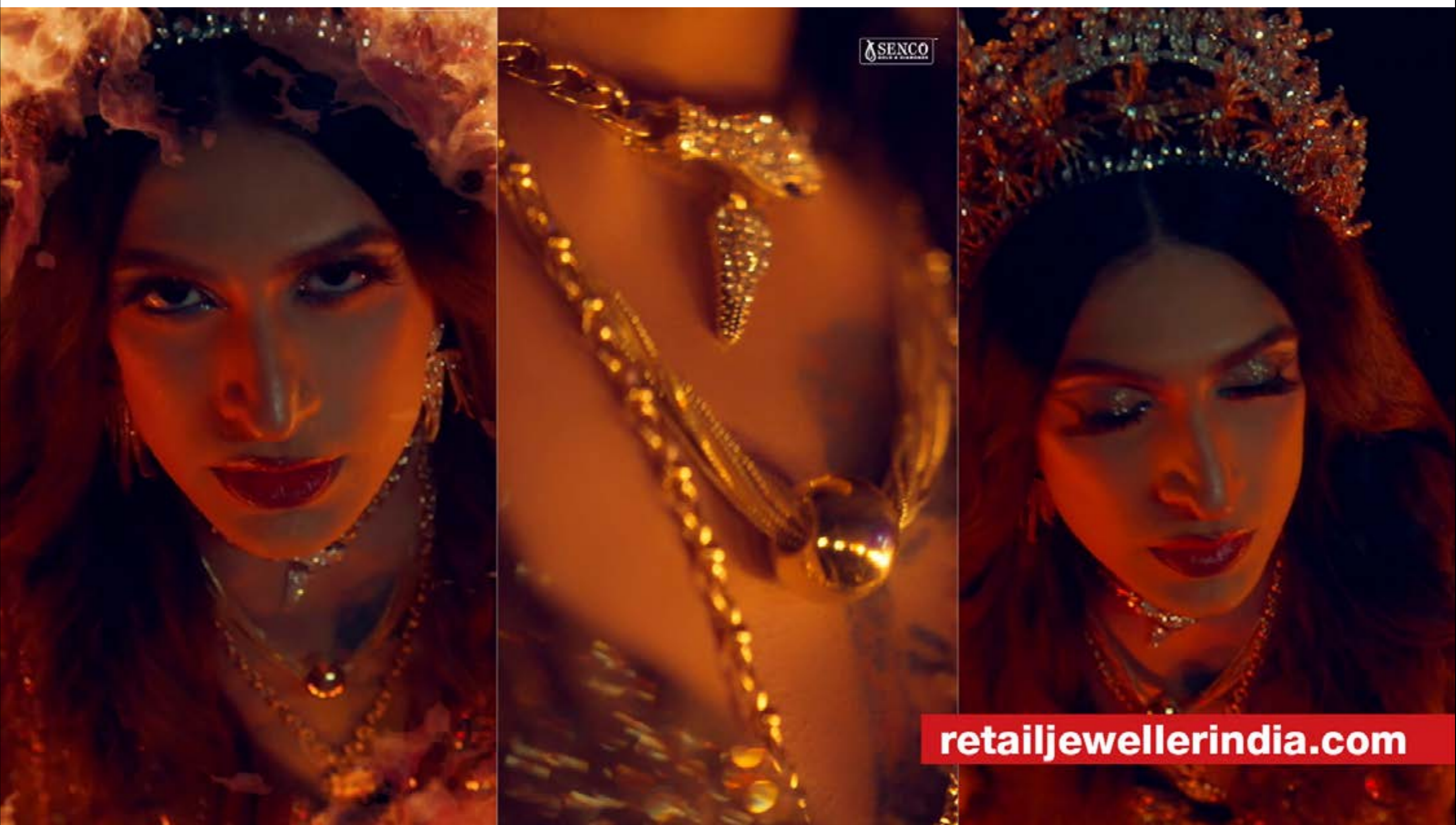
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## **SENCO Gold and Diamonds champions inclusivity with the launch of 'Pehchaan' by Sushant Divgikar**

**MUMBAI**

The actor is seen crowned like a queen, singing and dancing to the pulsating song about the trials of the LGBTQ community. The video has received over 104K views within four days of release on YouTube, and with 13.9K likes on Instagram alone. It has struck the right chord with the progressive Indian audience and supporters of the community

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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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## Inspired by iconic works of art, BlueStone launches the #StrokesofGenius Campaign

**MUMBAI**

The campaign captures the dynamic diversity of styles with dreamy forms, intricate patterns and dynamic colour treatments, making it a blend of art and elegance. Involving a range of inspirations from pop art and modern art, the campaign envisages Mondrian's iconic use of lines, squares and primary hues, creating dynamic compositions

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# THE Retail Jeweller Market

THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

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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

Get the best-curated news from our weekly newsletter 'Dive' in this **Tabloid** and stay updated about the latest happenings in the jewellery retail industry.

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## Vaibhav Jewellers conducts blood donation camp in memory of founder

**VISAKHAPATNAM**

Organised in association with AS Raja Voluntary Blood Bank, the blood donation camp saw about 75 employees of V Square contributing to the cause. The top management shared the virtues and best practices introduced by the late founder, and the health check-ups included expert advice on nutrition

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## PC Chandra Jewellers ties up with Bengali sci-fi flick 'Boomerang' to promote men's jewellery

**KOLKATA**

Intuitive selection of 'Boomerang', a sci-fi film introducing Cine-Bot technology in Tollywood, has enabled the jewellery brand to infuse trend with design, thus getting a massive exposure to an audience ranging from children to adults, unlike collaborations with films having more mature themes

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## Incredible South Innovators

Meet the legendary jewellery manufacturing market innovators from South India

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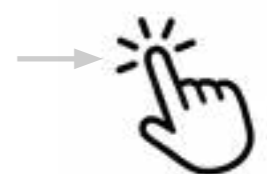


## Tanishq and designer Vaishali Shadangule dazzle the ramp at Paris Haute Couture week

### PARIS

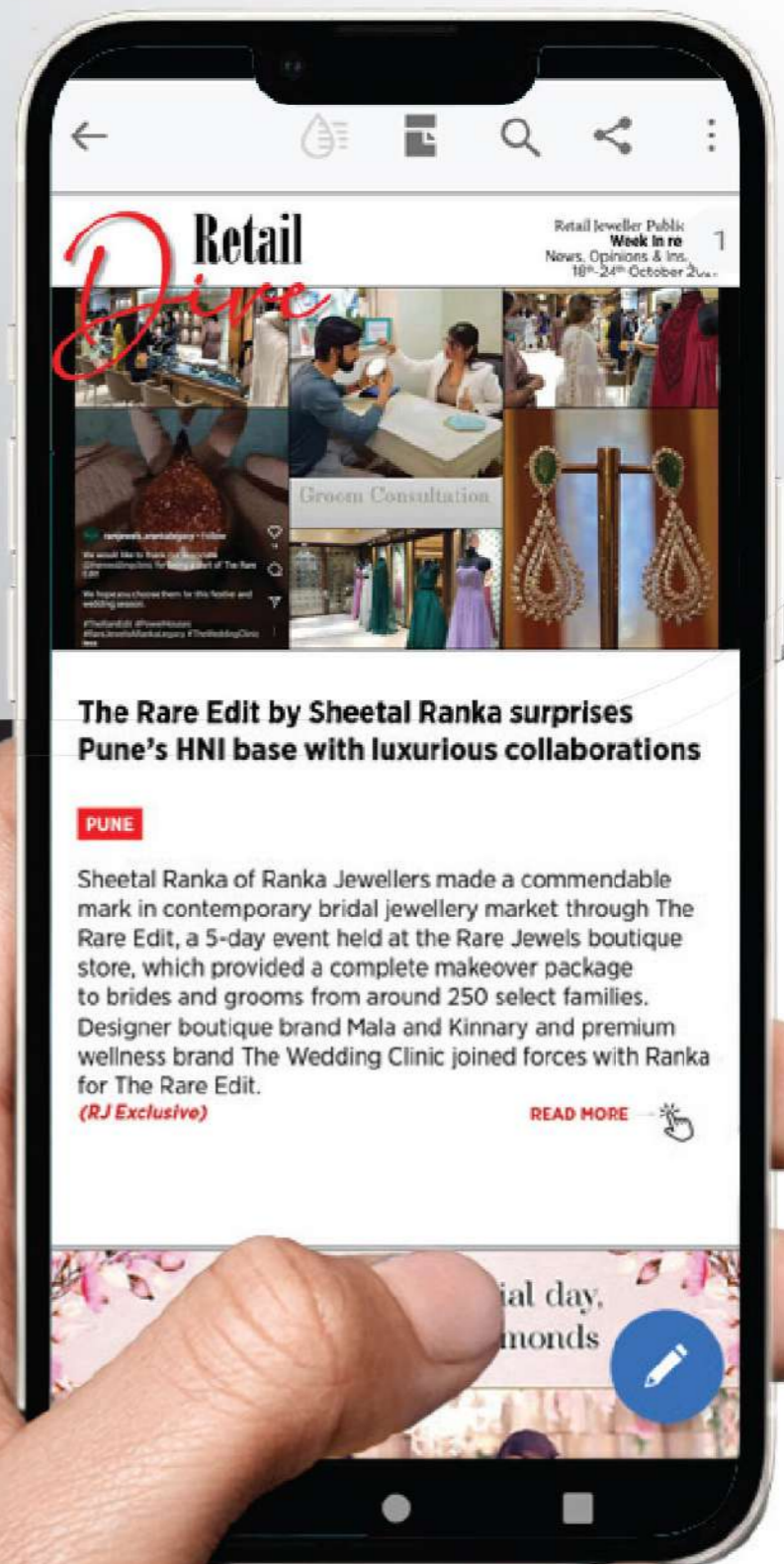
Tanishq's commitment to preserving heritage, while embracing innovation, perfectly aligned with Vaishali Shadangule's design philosophy, seamlessly blending traditional Indian techniques with contemporary aesthetics at a global fashion stage. Vaishali Shadangule's debut at the Paris Haute Couture Week marked her as the first Indian woman designer from India

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# Retail Dive

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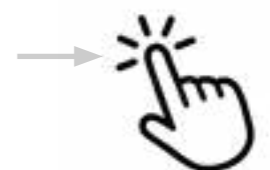


## Indian celebs exude opulence wearing jewellery from renowned brands

### MUMBAI

Radhika Merchant, Bhagyashree, Deepika Padukone, Malaika Arora, and Raveena Tandon bring out their angelic selves with fine jewellery by top brands

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with thoughts, feedback, and criticism or share your story  
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