



## Vummidi Bangaru Jewellers' US exhibition to introduce Soulful Solitaires, offer prompt customisation facilities

**CHENNAI**

The exhibition will introduce the Soulful Solitaires collection, allowing buyers to send a screenshot of the product for customisation to the brand, which will modify the chosen diamond as per the client's preferences in cut, clarity, colour and carat, thus aiding informed purchases

**(RJ Exclusive)**

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## JGP Jewellers holds Men's Jewellery Festival armed with intuitive influencer engagement and in-store branding

### MUMBAI

Catering to a notable gap in the demand for men's jewellery in the market, the brand organised the festival coinciding with Father's Day, influencing sales. The brand roped in regional influencers to approach various markets, while in-store branding helped in getting decent walk-ins and sales for this maiden initiative

***(RJ Exclusive)***

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## PNG Sons becomes official jewellery partner for Marathi movie 'Gharat Ganpati'

**PUNE**

The Marathi-language film, set to release next week, features the jewellery created by the brand for the movie's star cast. The actors were invited for a meet-and-greet event at the brand's Kothrud showroom, which has increased the hype regarding the association

***(RJ Exclusive)***

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Ishita Ranka

Aashna Ranka

Co-founders



## Ranka Jewellers extends silverware offering under sub-brand 'Aahi' by Ishita and Aashna Ranka

**PUNE**

The brand is leveraging the loyal customer base of Ranka Jewellers, who were invited to the brand's launch preview. Using AI chatbots and tools for micro data points of buyers, Aahi's promotion involves strategic digital marketing, in-store engagement events, and offers, thus helping the brand gain adequate traction fast

**(RJ Exclusive)**

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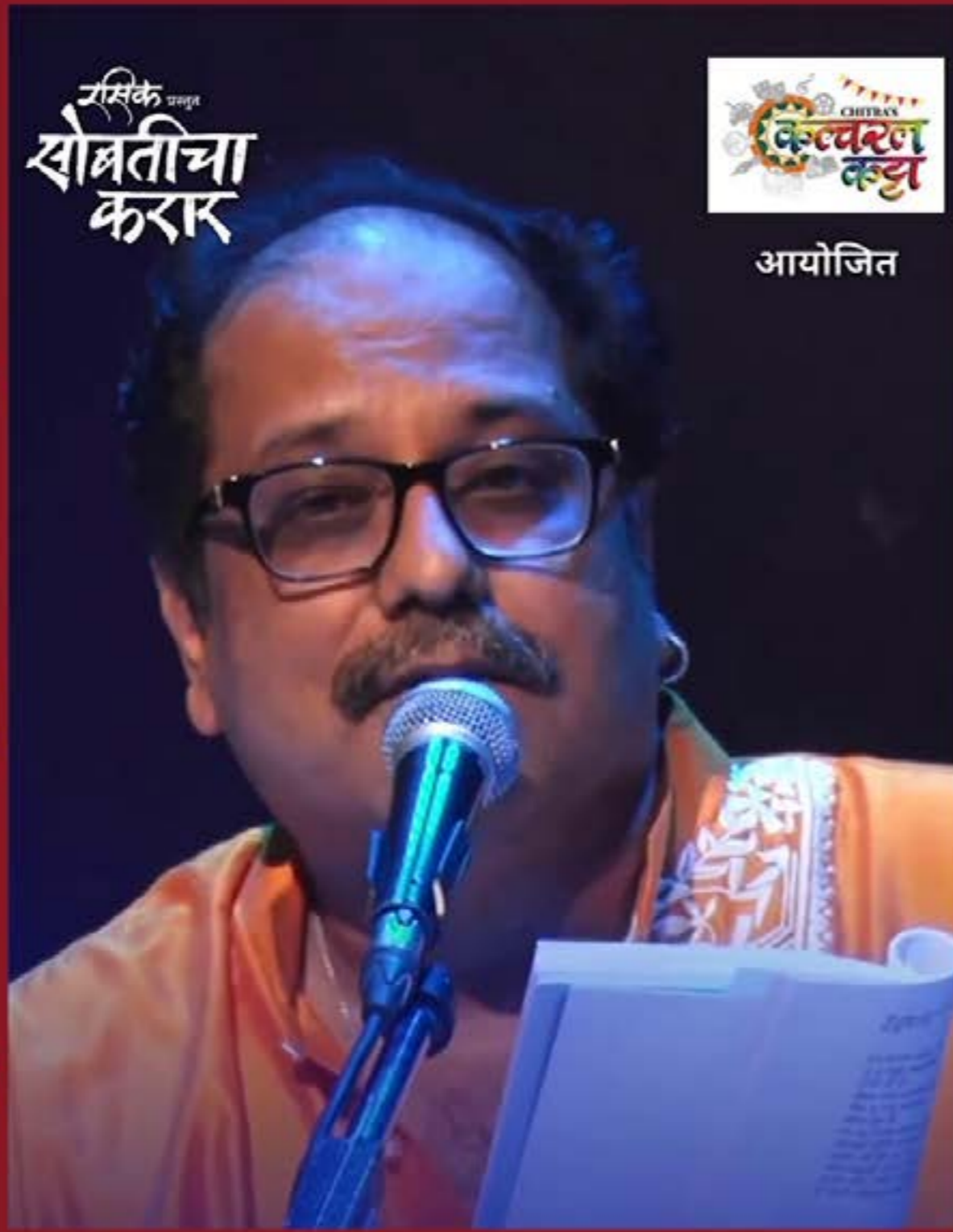
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## Chandukaka Saraf Jewels sponsors Marathi cultural show 'Sobatica Karar', witnesses increased brand presence

**SATARA**

The sponsorship of the event is part of the brand's larger strategy to engage with the Maharashtra community. The event featured performances by renowned poets and musicians. The brand also cited the uniqueness of the content, criteria and the inspiring format of this Marathi-language show as reasons behind the initiative  
**(RJ Exclusive)**

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## Candere by Kalyan Jewellers celebrates 12 years with 'The Biggest Bling Sale'

**MUMBAI**

The sale promises easy EMI plans and is running until July 31 across Candere's India showrooms, featuring a flat 20% discount on diamond prices, along with an additional 5% instant bank discount. Certain jewellery pieces will also have no making charges for the duration of the event

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## Baggit eyes jewellery market entry, plans massive retail expansion

### BENGALURU

In addition to diversifying its product line, Baggit aims to significantly grow its retail presence, targeting the opening of over 500 stores in the next five years. The company plans to inaugurate an average of five new stores each month, with 60 additional franchise-based locations expected by the end of fiscal year 2025

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## Mia by Tanishq launches 'Never Before Sale' campaign

### MUMBAI

The strategic sale is launched in a season that highlights themed collections such as the cosmic inspired 'Starburst' and 'Nature's Finest', which celebrates the beauty of vertical gardens and urban parks. The sale is a perfect opportunity to stock up on meaningful gifts for Rakhi, weddings, and festive occasions such as Vara Mahalakshmi and Onam

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## PGI India launches new alloy named 'Inoveo Platinum' at the 2024 buyer-seller meet

**KOCHI**

In addition to introducing Inoveo Platinum, PGI India showcased a range of new jewellery designs and shared best practices with attendees. Retailers reported a growing demand for platinum across PGI's brands, including 'Platinum Evara', 'Men of Platinum', and 'Platinum Love Bands'

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## Aditya Birla Group ventures into jewellery sector with launch of Novel Jewels

**MUMBAI**

The decision to venture into jewellery comes almost a year after the Group first announced its intention to diversify into this lucrative sector. Backed by a substantial investment of Rs. 5,000 crores, Novel Jewels aims to establish a prominent presence with large, exclusive jewellery stores featuring in-house brands across India

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## WGC urges finance ministry, RBI to draft guidelines for digital gold biz in India

**NEW DELHI**

The WGC emphasized the need for robust checks and balances to safeguard digital gold purchases made by consumers. The council underscored the importance of transparency in transactions and secure mechanisms for holding digital gold assets

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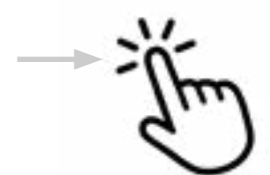
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## Abharan Jewellers promotes dengue and malaria awareness through sand art at Kapu Beach

### MANGALORE

The focus of the event was primarily on below-the-line (BTL) strategies, including social media and local engagement, rather than seeking widespread media coverage. This approach aimed to engage directly with the community and create meaningful impact

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# The Retail Jeweller May-June 2024 Digital Edition

## COVER STORY: CAPITAL INJECTION

As the industry catapults from \$70 billion in 2022 to \$145 billion by 2030, should the cost of capital be measured by the interest cost, equity dilution, or the potential for missed growth opportunities? India's epic journey from a developing to a developed nation presents businesses with a once-in-a-lifetime opportunity

## FEATURE INTERVIEW: AIMING FOR CHANGE

Sachin Jain, Regional CEO India, World Gold Council, talks about contemporising gold, and shaping the gold industry's Self-Regulatory Organisation (SRO) as the 'mark of trust' for consumers

## SPECIAL FEATURE: SHINING PARTNERSHIPS

From boosting brand credibility to driving consumer adoption, celebrity partnerships transform India's jewellery landscape as Bollywood stars invest in and co-create jewellery brands that resonate with modern sensibilities and disrupt traditional norms

## DIGITAL NATIVE – DEMI

Pallavi Mohadikar, Founder, Palmonas

## DIGITAL NATIVE – LGD

Varun Vummidi, Co-founder, Varniya

## BRAND STORY – PRECIOUS

Varda Goenka, Director, Dia Gold Jewels

## BRAND STORY – SILVER

Sangeeta Boochra, Founder and Head Designer, Sangeeta Boochra



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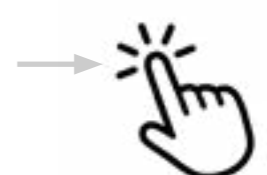


## Divine Solitaires unveils The Solitaire Festival of India 2024 across 200+ stores

### MUMBAI

Divine Solitaires has designed a nationwide marketing blitz across 100 cities, featuring targeted campaigns in regional newspapers, impactful radio spots, and cinema advertisements for a week-long duration. These initiatives aim to bring the essence of the festival to life and engage audiences nationwide

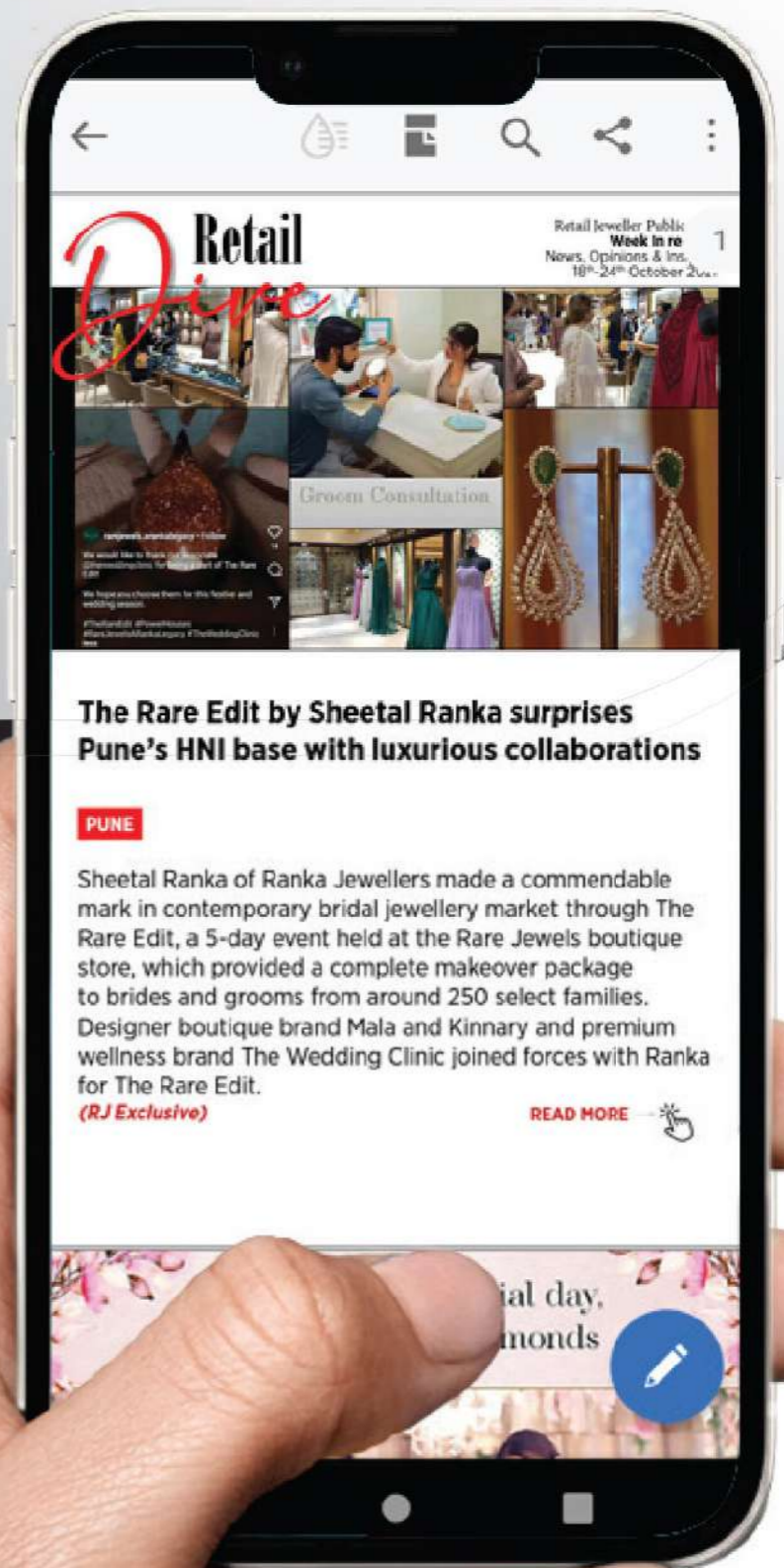
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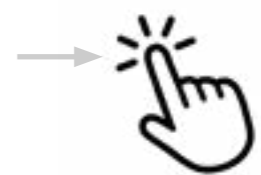
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## Maresh Notandass Jewellers steals spotlight at the Ambani wedding with celebrity endorsements

### MUMBAI

Among the notable personalities spotted wearing Maresh Notandass pieces were Janhvi Kapoor, Suhana Khan, Tania Shroff, Manushi Chhillar, Shanaya Kapoor, King, Hardik Pandya, Prabal Gurung, Ramcharan, Shreyas Iyer, and Karan Aujla

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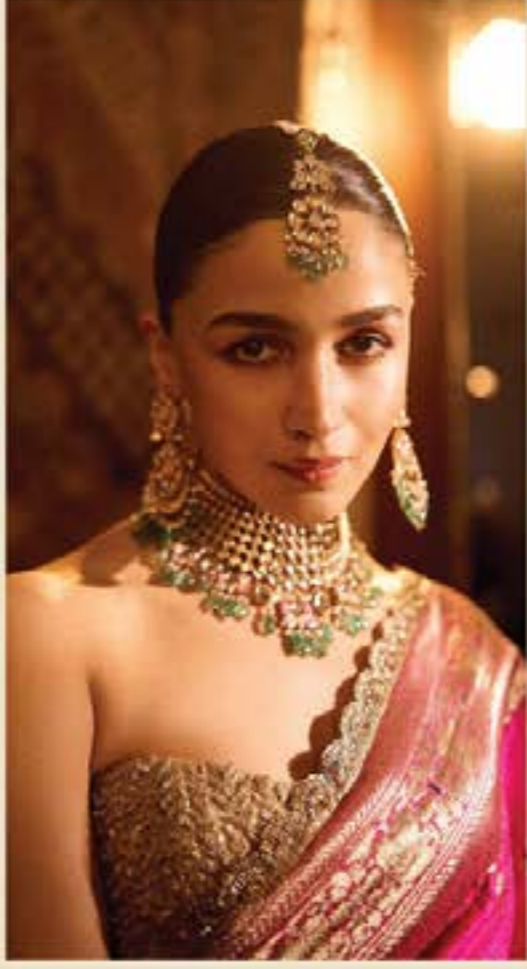
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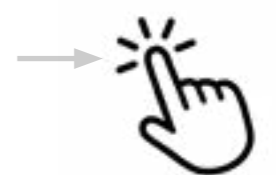
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## Global stars take paps by storm draped in jewellery by prominent brands at the Ambani Gala

### MUMBAI

From Janhvi Kapoor to Kim Kardashian, the biggest Indian wedding bash of the year became an oyster of celebs of global fame, donning great jewellery ranges

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