



Budget 2024: Industry relieved by customs duty reduction in gold, discusses benefits on the trade

MUMBAI

According to jewellers, the Budget has focused heavily on employment and skilling, with its customs duty cut to reduce smuggling cases and aid exports significantly. Withdrawal of the 2% equalization levy will boost performance of digital brands, while MSMEs and SMEs stand to benefit from the newly introduced credit guarantee scheme

(RJ Exclusive)

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Abharan Jewellery's exclusive 'Ladies' Day Out' cracks BTL marketing with post-event sales

MANNAGUDDA

With the theme 'Ladies Day Out with Abharan', the jeweller brought together 50 participants at its Mannagudda showroom to entertain the group with jewellery-themed games and quizzes. It also enabled the clients to promote the event, brand and its products through jewellery try-outs, followed by selfies promoted on personal WhatsApp statuses, thus improving consumer stickiness

(RJ Exclusive)

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Rokde Jewellers' 'Real Jewels of Nagpur' campaign shares life journeys of 12 women achievers

NAGPUR

The brand invited 12 women to become a part of this extensive campaign. Media exposure of the participants amplified brand awareness in Nagpur and other adjoining cities, and the campaign will be promoted in an audio-visual format on YouTube and in the form of a radio show with MyFM India

(RJ Exclusive)

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Sri Vasavi Thanga Maaligai's Women's Refreshment Programme motivates 115 staff with counselling, leadership sessions

DINDIGUL

The brand organised the initiative with the help of their own team members. The four-day programme was carefully structured to accommodate 115 employees, engaging them in three-hour intervals. The event's videos were shared and promoted among customers across the brand's database through WhatsApp to encourage direct engagement with the brand

(RJ Exclusive)

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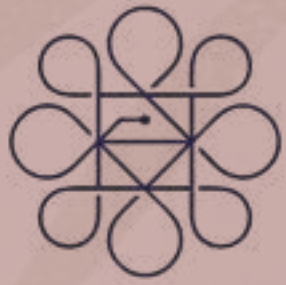
Thangamayil Jewellery to spend Rs 400 crore in FY25 on new stores

MADURAI

According to the latest reports, the company has allocated approximately Rs. 400 crore towards opening nine new stores, including eight mid- and small-size outlets along with a flagship store in Chennai

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Chandukaka Saraf Jewels hosts Guru Purnima with educators across all stores

SATARA

As a part of Guru Dakshina, the brand provided certificates to educators and mentors, symbolizing appreciation. The certificates stated that Chandu Kaka Sarah Jewels would donate the daily food requirements of cows at the Dayoday Goshala in Baramati

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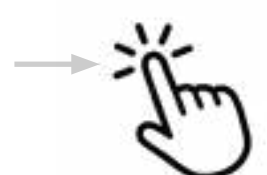


Mia by Tanishq enhances digital customer engagement with new omnichannel strategy

MUMBAI

The new approach has already shown promising results, with the recent Akshaya Tritiya campaign marking a significant success. Mia by Tanishq reported a fivefold increase in revenue on the day of the festival, alongside notable improvements in email open rates and click-through rates, surpassing industry benchmarks

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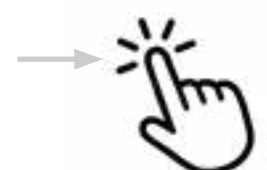


Actor Vicky Kaushal inaugurates Kalyan Jewellers' new showroom in Pune

PUNE

In celebration of the launch, Kalyan Jewellers is offering specific promotional deals, alongside the 'Kalyan Special Gold Board Rate' standardized across all company showrooms. Customers can also benefit from Kalyan Jewellers' 4-Level Assurance Certificate, which guarantees purity, free lifetime maintenance of ornaments, detailed product information, and transparent exchange and buy-back policies

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Karan Johar's Tyaani enters Pune with its first showroom in Kalyan Nagar

PUNE

The launch event included jewellery styling sessions which allowed guests to explore pieces that suited their own. Attendees also had a chance to meet Maheep Kapoor and learn about the inspiration behind Tyaani's designs

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KCCI and GJEPC forge new partnerships to boost gem and jewellery sector

SRINAGAR

GJEPC offered free exhibition space for Kashmiri jewellers at their events, an offer warmly received by KCCI and announced plans to formulate a comprehensive action plan in consultation with jewellers to maximize the benefits of this cooperation

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GTRI finds India's gold, silver trade with UAE unsustainable, expresses concern over FTA between the two nations

MUMBAI

The research body said CEPA allows unlimited imports of gold, silver, platinum, and diamonds from the UAE into India with zero tariffs in the coming years. This will lead to significant annual revenue losses, move import business from banks to a few private traders, and replace top suppliers with Dubai-based firms

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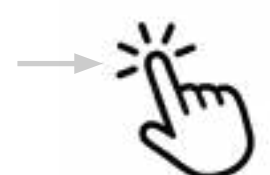


Shift from jewellery to gold bars and coins driven by soaring prices: WGC

MUMBAI

High gold prices and seasonal factors have dampened demand for gold jewellery, while demand for bars and coins remains strong. The mid-May to July period is typically slow for jewellery purchases. However, a revival is expected with the upcoming festival season in Q3. Positive economic momentum and good monsoon progress are anticipated to boost demand in both rural and urban areas

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Muthoot Exim expands in India with the opening of its 25th centre in Tamil Nadu

SALEM

With the addition of the Salem branch, Muthoot Exim now operates 25 gold point centres across India, including two mobile units in Mumbai and Bengaluru that offer door-to-door gold collection. These centres purchase old and used gold items directly from customers, which are then reprocessed, refined, and made available for domestic use

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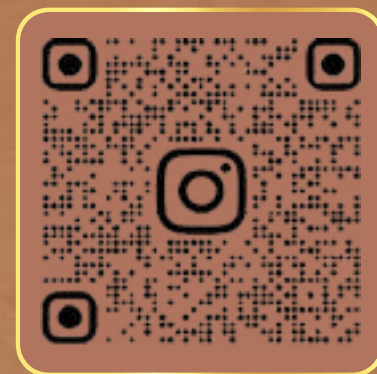
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WHO WORE WHAT



Wedding or not, these celebs uphold Indian fine jewellery scene to a new level

MUMBAI

From Kusha Kapila to Norah Fatehi, Bollywood and South Indian stars pose with ravishing jewellery by Tanishq, Parina International, Tanusha Jewels, Vummidi Bangaru Jewellers, and TDF Diamonds and Gold

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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

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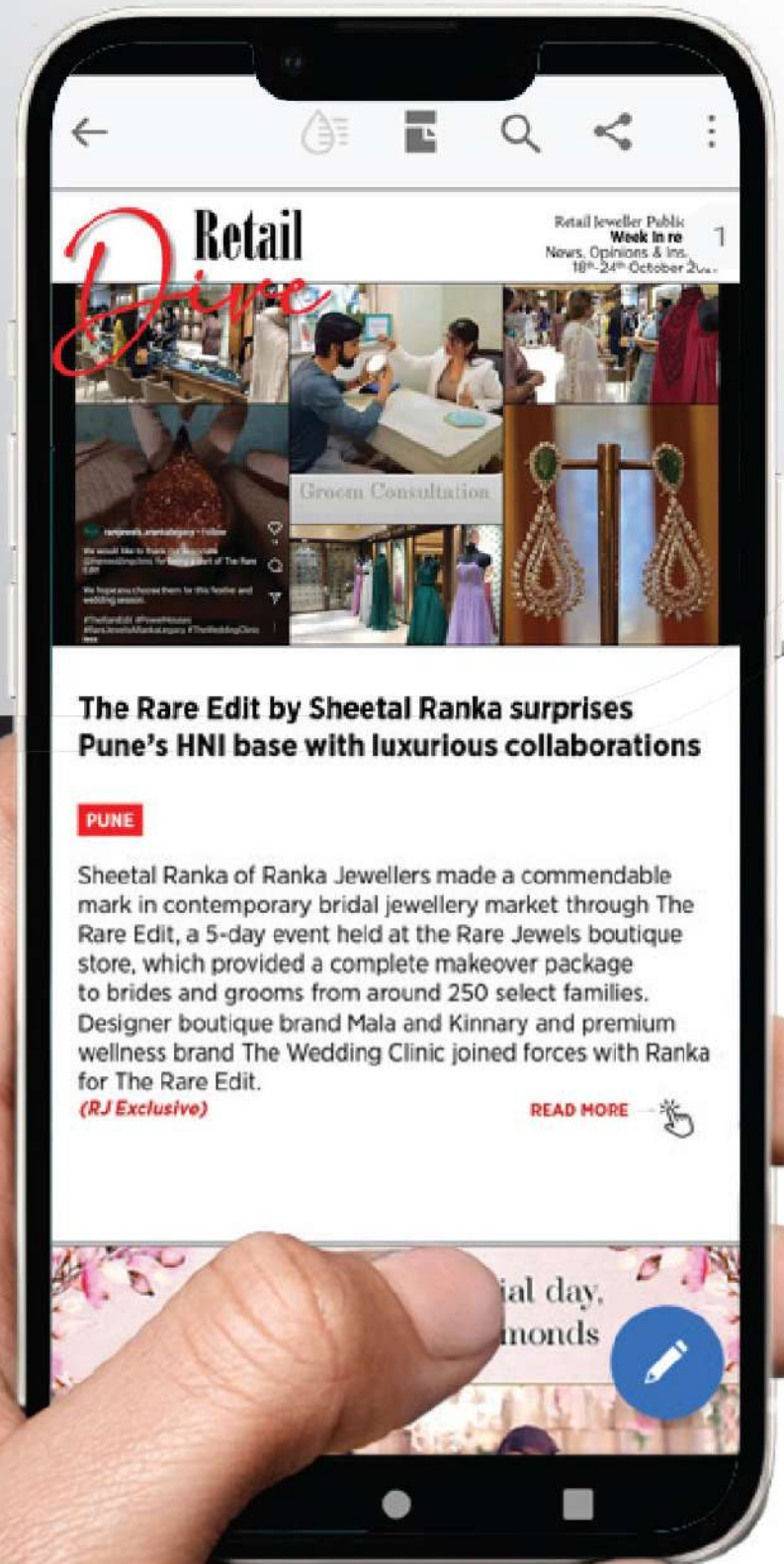
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