



**MAHENDRA
JEWELLERS**
राजारा मपुरी
राजारा मपुरी ३ वी गल्ली, कोल्हापूर
फोन : (022)2521551, 2521551



पुरुषांसाठी सुवर्ण सन्मान



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Mahendra Jewellers' Puru Mahotsav piques customers' interest in personalised men's jewellery

KOLHAPUR

Anticipating a positive demand during the upcoming festive season, the brand organised this festival tailored for men's jewellery, covering multiple markets around Kolhapur such as Belgaum and Sangli, till Pune. 'Puru' offers over 500 designs in bracelets, treasured collectibles such as Wagh Nakh pendants and jewellery that suits regional preferences. The brand is expecting a 20-25% sales boost in men's jewellery during this period

(RJ Exclusive)

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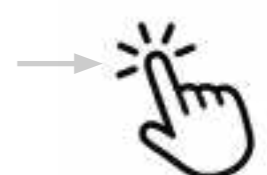
Muthoot Aurum influences gold investment, ropes in Amitabh Bachchan as face of ad campaign promoting gold coins

MUMBAI

A brand representative maintained that Muthoot Aurum is capitalising recent market conditions due to the price rise of gold, favouring investment. The price appreciation has further reduced the discount at which gold was previously traded as opposed to the US dollar. Muthoot Aurum's savings plans aid investment in gold coins, while their lightweight daily-wear ornaments influence the end-consumer to invest more in gold

(RJ Exclusive)

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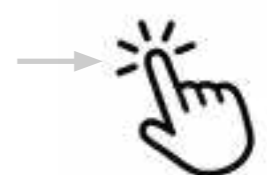
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Jewellers Madanlal Chhaganlal launches gold foil coin, expands luxury gifting choices

INDORE

Sensing the need to make luxury gifting personalised and accessible, Jewellers Madanlal Chhaganlal launched the gold foil coin, which gives the look of a 15–20-gram coin, but constitutes of gold less than 1 gram. The primary customisation of the product is as per the weight of the coin, but the value add-on for this is the branding of corporate clients for orders that exceed a minimum of 100-150 units
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Keshavji Chhaganlal Jewellers hosts a quiet celebration with team members as part of its employee engagement initiatives

JAMSHEDPUR

This activity was undertaken to allow employees to bond with each other away from work. Since the brand is operational on all days of the week, individual leaves are given on a rotational basis, which seldom leaves an opportunity for employees to interact outside work. The brand conducted this activity early on Independence Day, energising the staff and keeping morale high for rush hours during public holidays

(RJ Exclusive)

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De Beers and Tanishq's groundbreaking alliance initiates a 360-degree approach to tapping into the vast potential of a young nation's yet unfulfilled diamond dream

MUMBAI

De Beers and Tanishq have partnered to transform India's natural diamond market. This collaboration combines De Beers' global expertise with Tanishq's deep market understanding. The alliance aims to set new benchmarks in the industry and appeal to a younger, brand-conscious demographic with a specific focus on first-time buyers. With a three-phase roadmap, Tanishq is confident of growing its natural diamond business multi-fold

(RJ Exclusive)

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PNG Sons sponsors Swayam Talks to intensify visibility across Maharashtra

PUNE

Collaborating with Swayam Talks, a platform like TED Talks, gives PNG Sons access to a far broader regional audience across Maharashtra. This serves the purpose of the jewellery brand, as it can intensify its marketing plans through inspiring discussions and a strong social media support, strengthening brand recall in untapped markets

(RJ Exclusive)

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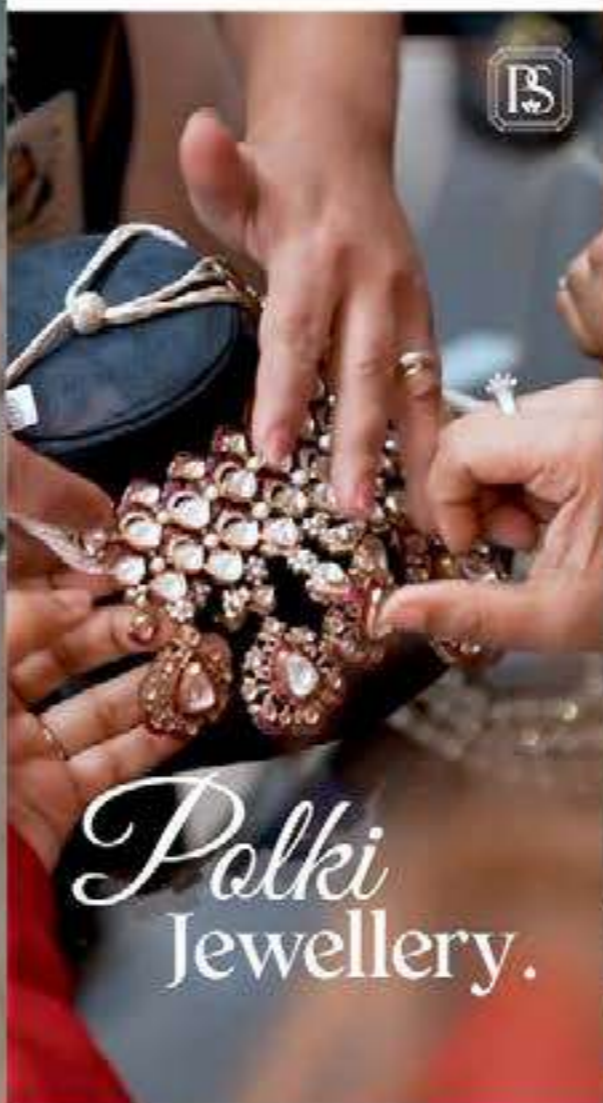
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Punjabi Saraf hosts informative workshop on polki as patron sponsor of Ficci Flo's Indore chapter

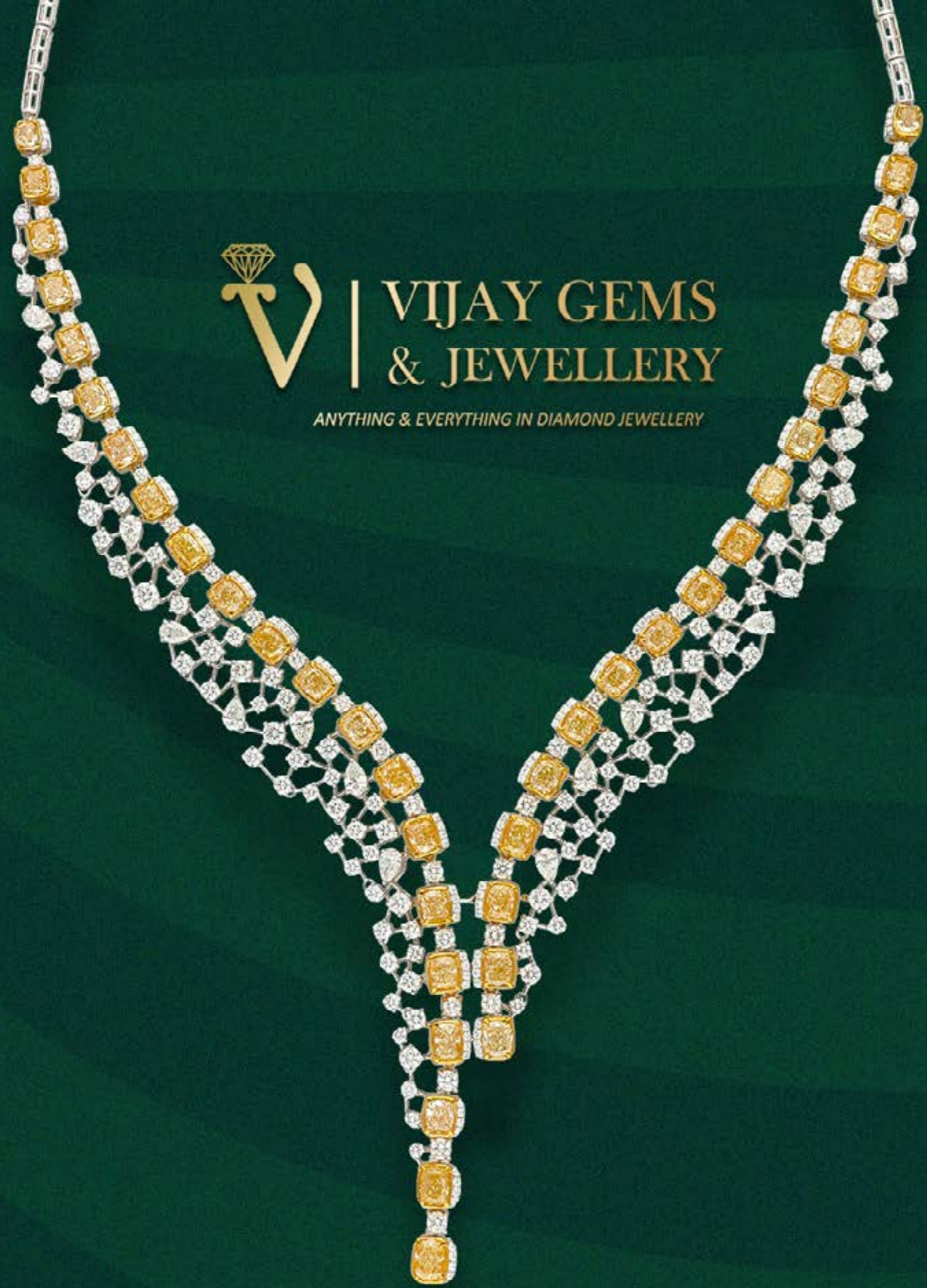
INDORE

This initiative aimed to demystify the complexities associated with polki pieces, providing valuable insights into their unique attributes, value, and design intricacies. The activity involved successful women entrepreneurs across various fields. They took part in a quiz on jewellery, toured different sections of the showroom and donned the jewellery, allowing the brand to put up their images on their social media handles, leading to organic promotions and sale

(RJ Exclusive)

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Khandelwal Jewellers completes 15 years of staff family welfare, donates uniforms to children of employees

AKOLA

Running a welfare programme for its employees and their families for the past 15 years, the jeweller invited the family members of their employees for the first time and distributed school uniforms and other items of necessity in person. This gesture reinforced faith of the staff in the jeweller's overall brand culture, as Nitin Khandelwal urged every other jeweller to take care of their employees to the best of their abilities


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Senco Gold & Diamonds' sign language rendition of the national anthem symbolises inclusivity in new campaign

KOLKATA

Parallel to the campaign, the brand is rolling out several pre-festive promotions, including discounts on chain-making charges through its 'Azadi Utsav – Senco Chain Festival

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Indian jewellery brand embellishes Lily Collins' Parisian style in Emily in Paris season 4

PARIS

Nue's jewellery has become a significant part of this season of Emily in Paris, with around 20 pieces showcased, compared to just five in Season 3. The brand first caught the attention of the web series' team through their Instagram page

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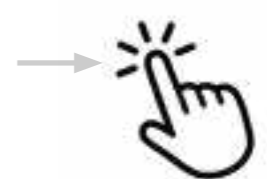


Joyalukkas to come up with pureplay digital brand by FY26

MUMBAI

The upcoming brand will offer daily wear jewellery priced between Rs. 20,000 and Rs. 40,000, with collections updated frequently to align with current trends. Joyalukkas aims to raise its revenue from diamond jewellery to 24% of total sales over the next four years, up from the current 19%. The online-only brand is expected to aid this goal

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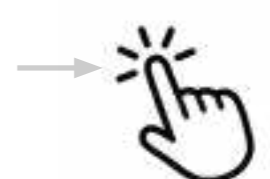


BlueStone's new campaign signifies the role of the 'Third Wheel' through multi-part ad clips

MUMBAI

The six video clips explore different instances where two people involved in a romantic relationship often find support in a third person for various reasons. The engaging series ends with the fervour of Rakshabandhan, thus resonating with a broad target audience irrespective of their affinity with the festivities of Rakhi

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Government slashes drawback rates on gold and silver jewellery exports

NEW DELHI

According to a notification from the Department of Revenue, the drawback rate for gold jewellery has been slashed from Rs 704.1 to Rs 335.5 per gram of net gold content. For silver jewellery and silver articles, the rate has been reduced to Rs 4,468 per kilogram of net silver content

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The Retail Jeweller July-August 2024 Digital Edition

SPECIAL FEATURE: MASSIFYING LUXURY JEWELLERY

The grandeur of Anant Ambani and Radhika Merchant's wedding is not just a social event but a shot in the arm for the jewellery industry ahead of the main season

SPECIAL FEATURE: GOLD MINING NEW OPPORTUNITIES

Imaginative ideas maximised Akshaya Tritiya 2024 sales, overpowering the burden of competitive markets, sky-high gold prices, and rising consumer expectations

SPECIAL INTERVIEW: KALAMANDIR JEWELLERS

The brand expands its footprint outside Gujarat with a grand 30,000 sq. ft. retail outlet in Borivali, Mumbai

SPECIAL FEATURE: UNIFIED JEWELLERY SHOPPING

Fresh from securing \$1.15 million in pre-seed funding, Eternz, founded by Arthi Ramalingam, is set to revolutionise jewellery retail with an innovative marketplace model

STYLE QUOTIENT

Mitali Nanda Vohra

YOUNG TURK

Raghav Meghraj

BRAND STORY - LGD

Harshit Soni

LAST WORD

Ajoy Chawla

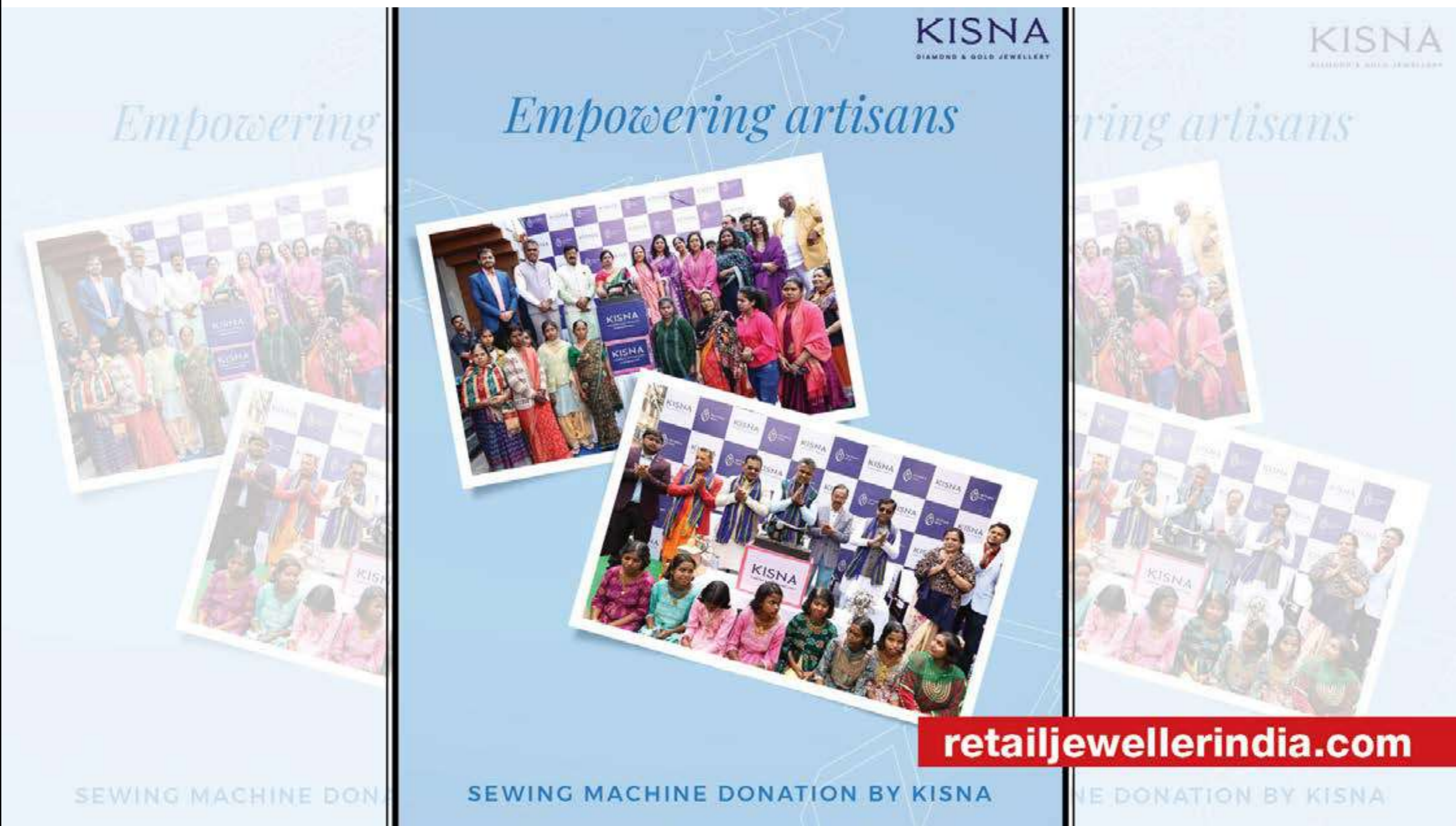
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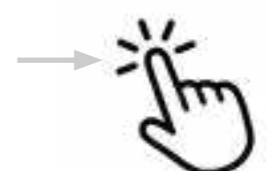


KISNA and Hari Krishna Group donate sewing machines to women, conduct blood donation drive as CSR activities

KANPUR

Initially featuring actor Nakuul Mehra as the face of the 'Teri Roshni Hun Mein' campaign, the initiative holds an important position in the group's corporate social responsibility wing. The campaigns speak to the progressive Indian woman, who often finds herself being questioned about the choices in life, and uses her own resourcefulness to overcome any doubts

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KL Rahul invests in men's jewellery brand Metaman

MUMBAI

The brand's journey began when in November 2022, Metaman launched its exclusive men's jewellery brand, which included bracelets, chains, rings, and pendants—made with brass, silver, and gold starting at Rs 1,999. The brand launched 20 exquisite debut products on its website

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WHO WORE WHAT



A deep dive into celebrity choices that are shaping the jewellery trends in India

MUMBAI

Indian celebrities such as Priyanka Chopra, Sanya Malhotra, Khushi Kapoor, Bhumi Pednekar etc, are playing a pivotal role in bringing jewellery trends such as headgear, colourful and chunky jewellery, vintage gems, dainty and couture silver jewellery to the forefront. This week also witnessed the upsurge of prominent jewellery for men

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