



## Rokde Jewellers' 'Get Social' initiative activates customers' need to learn more about jewellery, aids conversions

**NAGPUR**

Since the past two years, Get Social has been providing information on jewellery maintenance and awareness. Beginning with in-person visits to housing complexes, the brand is currently seeing traction as jewellery lovers from different residential complexes of Nagpur now contact the brand to organise awareness workshops, thus maximising brand visibility organically

***(RJ Exclusive)***

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## Batukbhai Jewellers' gamified treasure hunt 'Talash' succeeds in festive season conversions

**NAGPUR**

The brand partnered with the Connect group, encouraging its members, both first-time and regular buyers to explore the couture and high jewellery collections. By gamifying this activity while maintaining secrecy, 'Talash' by Batukbhai Jewellers brought focus on their Shankar Nagar showroom as well as their multi-designer line, Eclat  
*(RJ Exclusive)*

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## Manikchand & Sons Jewellers' appearance in 'Bauli Fagun' helps draw attention to their new store

**GUWAHATI**

Situated within The Times Square Mall on Zoo Road, this showroom benefited from increased public exposure and was highlighted significantly in the popular Assamese TV soap opera. Signature antique collections were promoted organically to a vast audience in this collaboration which marked the third appearance of the jewellery brand in regional language TV in 2024

***(RJ Exclusive)***

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## AVR Swarnamahal Jewellers' online campaign for its biggest jewellery festival excites followers via superlatives

### CHENNAI

Drawing inspiration from current incidents as well as South Indian culture, the jewellery brand created hype around a series of superlatives to direct its audience towards its biggest-ever shopping festival. Every week, the brand will announce winners of the shopping festival, which will continue till Diwali and capture the market for the festive season

***(RJ Exclusive)***

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## Parekh Brothers Jewellers' exclusive in-store event helps brand tap into new festive jewellery buyers

**NAGPUR**

This collaboration resulted in a special gathering hosted at the brand's store, catering to a select group of 30-35 members for social interaction and a display of the jewellery brand's offerings in a more personal setting. Beyond conversions, this activity prepared the brand about the consumer preferences ahead of the festive season

***(RJ Exclusive)***

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## Tanishq launches new TVC featuring Nayanthara to celebrate gold and tradition

**MUMBAI**

The 60-second film, conceptualised in collaboration with Lowe, showcases Nayanthara participating in various celebrations, including a child's first birthday, a baby shower, and a golden wedding anniversary. To enrich the local flavour, the montage is set to "Kummi adi," a traditional Tamil folk song that resonates with celebrations from weddings to intimate family ceremonies

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## PN Gadgil Jewellers makes stellar market debut with 74% premium

**MUMBAI**

The IPO, which includes a fresh equity issue of up to Rs. 850 crore and an offer for sale (OFS) worth Rs. 250 crores by SVG Business Trust, closed on September 12. The shares were listed on the stock exchange today. SVG Business Trust currently holds a 99.9% stake in PN Gadgil Jewellers

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## Sham Jewellers celebrates 50th anniversary with mega giveaway contest

**MUMBAI**

Customers were given the chance to win a Honda Elevate, a Honda City, and three Honda Amaze models. Additionally, there are ten iPhone 13 devices, ten iPads, ten Samsung Galaxy Watch 4, ten Mi TVs, and ten HP laptops up for grabs. The winners of the event were ceremoniously announced across the brand's social media handles

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## Joyalukkas launches AI-Powered Onam ad celebrating Kerala's festive spirit

### KERALA

Titled “A Symphony of Tradition and Joy,” the ad debuted on YouTube and racking up approximately 200,000 views within a day. The ad opens with stunning visuals of Kerala’s lush green paddy fields, a vibrant tapestry of traditional celebrations, from the intricate Pookalam (flower carpet) and local art forms to the joyful Thiruvathira dance, all rendered beautifully through artificial intelligence. Such advertisement with the aid of AI is anew as more prominent chain brands engage in crafting campaign with its use

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## Tanishq leverages AI to slash customer acquisition costs by 38%

**MUMBAI**

Tanishq has implemented AI-powered omnichannel solutions, allowing the brand to deliver a seamless shopping experience across both online and physical stores. This integration has resulted in a notable 26% impact on store sales attributed to Google AI technologies

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## Jewellery retail giants impart key insights at ET NOW Swadesh's 'Gold Mahakumbh' Masterclass

**MUMBAI**

Among the prominent participants were key representatives from leading jewellery retail brands, including Senco Gold & Diamonds and Bhima Jewellery Group. The discussions not only highlighted the demand for gold but also showcased emerging trends and investment opportunities in both gold and silver markets

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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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## 2024 sanctions will restrict Russian diamonds in G7 markets

New sanctions in place from March 2024



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## De Beers CEO Al Cook Forecasts Recovery for Natural Diamonds in 2024

**MUMBAI**

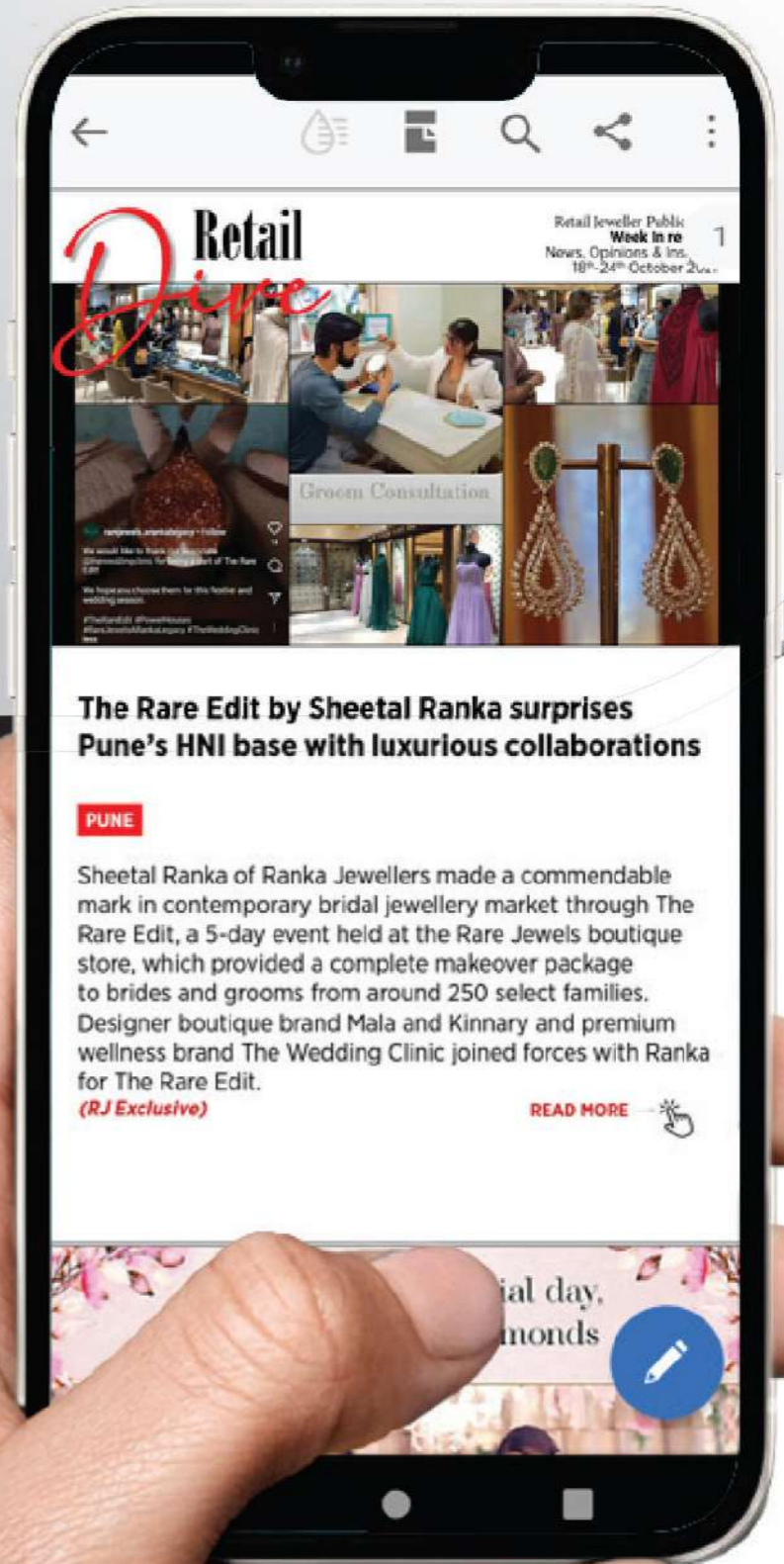
Cook pointed out a significant market shift, noting a sharp decline in the popularity of lab-grown diamonds. This downturn has led retailers to reassess their strategies, as the profit margins on natural diamonds now considerably exceed those of lab-grown options, prompting a renewed focus on natural stones

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## Rising demand for Indian gems and jewellery in the Middle East, reports GJEPC

### MUMBAI

The GJEPC has been collaborating with the Indian government on trade policies aimed at opening new markets. The Council pointed out that countries such as Saudi Arabia, Kuwait, Bahrain, and Malaysia have seen heightened exports, thanks to a growing number of buyers attending key events such as the India International Jewellery Show

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# WHO WORE WHAT



## Onam's opulence steals national spotlight, highlighted by Aditi Rao Hydari's regal wedding

### MUMBAI

The vibrant festival was celebrated across by South Indian celebrities such as Keerthy Suresh, Aishwarya Lekshmi, Mahima Nambiar, and Amala Paul, and others, who paired their sarees with handcrafted jewellery, creating looks that were both elegant and culturally significant

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