



## Ganesh Chaturthi 2024: Planned festive purchase boosts conversions

**MUMBAI**

The festival, always having been an occasion for silverware, has had a lot of brands creating silver items that are part of the puja ceremony. Customers are increasingly planning purchases for the upcoming wedding and festive season, leading to heightened sales before the onset of Ganesh Chaturthi

**(RJ Exclusive)**

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## Mahabir Danwar Jewellers attracts potential customers with pan-India 'Couple No. 1' campaign

### KOLKATA

The campaign attracts potential jewellery consumers, encouraging couples from all over the country to join the contest. Its grand finale will be held on November 10, closing with the selection of the winning couple that will win a free trip to Vietnam

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## Vummidi Bangaru Jewellers' floral fashion show at Chennai Museum taps into India's love for garlands

### CHENNAI

The Raw Mango collection explored the rich symbolism of garlands, drawing inspiration from their omnipresence in Indian culture—from floral torans and braided malas to the sculpted garlands of Mauryan statues. VBJ also showcased its remarkable festive pieces, reflecting the city's rich heritage and its intrinsic love of garlands

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## Sales of hallmarked gold coins and bars surge 35-80% on e-commerce platforms

**MUMBAI**

The increase in online sales, noted across marketplaces such as Amazon, Flipkart, Ajo, and Tata Cliq, reflects a growing preference for gold products that have traditionally been purchased in-store, according to industry executives

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## Kavitha Gold and Diamonds challenges gender norms with new ad campaign

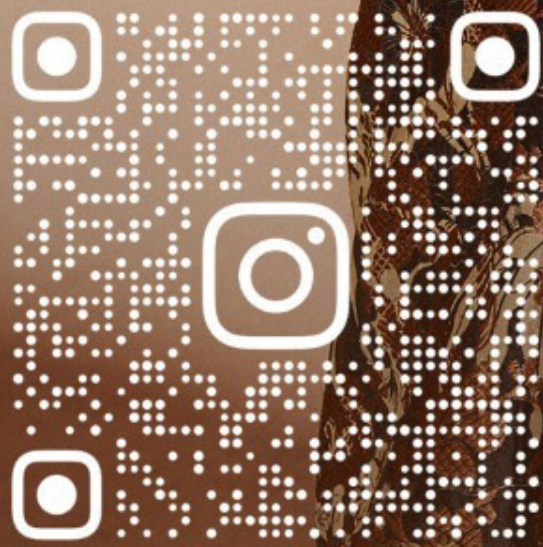
**THRISSUR**

The brand's innovative approach resonates with audiences who crave representation and relevance, marking a significant moment in the evolution of luxury advertising. By featuring Fazil in this role, Kavitha Gold and Diamonds is not only redefining traditional norms but also paving the way for a future where individual expression is celebrated without constraints



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## Swarovski India to launch exclusive Diwali campaign featuring Ananya Panday

**MUMBAI**

The campaign highlights four elegant designs from the Idyllia family, showcasing Swarovski's craftsmanship. Ananya will also don pieces from the Millenia, Matrix, Hyperbola collections, and Swarovski Created Diamonds, each piece designed to enhance her natural radiance and reflect the joy of Diwali

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## De Beers Forevermark launches exclusive jewellery line for daughter's day

**MUMBAI**

The Forevermark pendant collection is crafted from 18-carat gold and features delicate designs suitable for everyday wear, reflecting the increasing trend in the Indian market for lightweight, fine jewellery

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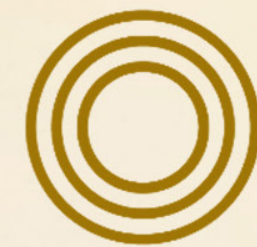


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## Bvlgari entices Indian market with its pathbreaking mangalsutra collection ahead of wedding season

**MUMBAI**

This launch follows the success of Bvlgari's first Mangalsutra introduced in 2021, which featured in a campaign led by global ambassador Priyanka Chopra Jonas. With this new design, Bvlgari aims to resonate with the Indian audience, enhancing its global vision of luxury and sophistication

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## Batukbhai Jewellers unveils exclusive collection with Sussanne Khan

**NAGPUR**

The jewellery features bold, colorful designs that reflect a fusion of historical elegance and contemporary style, showcasing Batukbhai Jewellers' legacy of excellence in gold, diamond, and precious stone craftsmanship

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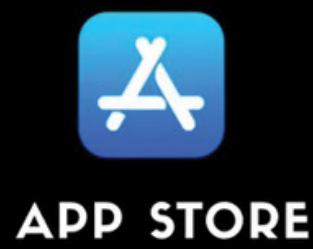
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## MK Jewels launches a new app to streamline gold rate queries and enhance customer experience

### MUMBAI

In addition to gold rate updates, the app also serves as a valuable marketing tool for MK Jewels. While the app currently focuses on gold rate information, MK Jewels has plans to explore additional features in the future. The brand is considering integrating a jewellery showcase within the app, allowing customers to browse through their latest collections depending on customer feedback

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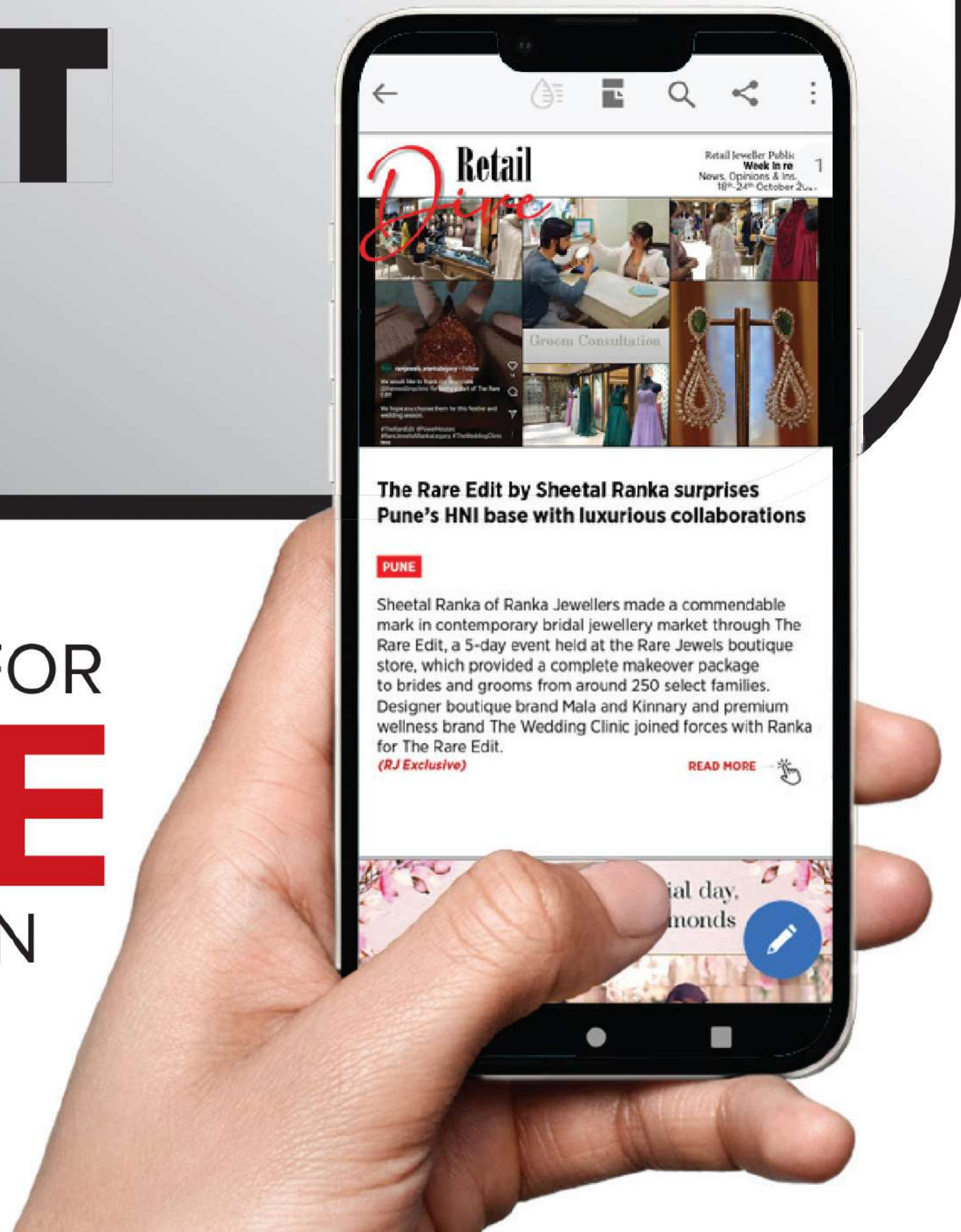


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## GJS holds B2B exhibition 'GJS Diwali Edition 2024' at Jio Convention Centre

**MUMBAI**

The exhibition featured a diverse range of jewellery styles, including gold, couture and real diamond-studded ornaments, silver, platinum, gemstones, allied and machinery, loose diamonds, pearls, lab-grown diamonds, and bespoke custom designs

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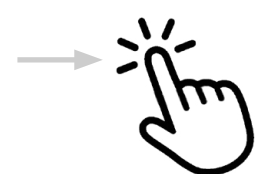
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## Alia Bhatt, Sonam Kapoor, and Shraddha Kapoor ooze glamour at int'l events flaunting trendsetting jewellery

### MUMBAI

From Alia's futuristic rings and metallic earrings to Sonam's asymmetrical, Victorian-inspired pieces from Tribe Amrapali, the events have demonstrated how jewellery continues to be a key accessory in both traditional and modern styles

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