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## Zaveri Bros Diamonds & Gold launches 'People of Zaveri', a digital showcase of customer stories

**COIMBATORE**

Inspired by its customers' memories and stories associated with their Zaveri Bros jewellery, the brand has launched a new Instagram handle. 'People of Zaveri' aims to showcase client testimonials and heartfelt stories, emphasising the personal connections forged through jewellery

***(RJ Exclusive)***

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## Waman Hari Pethe Jewellers opens a new store at Phoenix Marketcity Mall to serve diverse consumer mix

**MUMBAI**

Waman Hari Pethe Jewellers has opened its 27th store at Phoenix Marketcity, Kurla, marking its second mall location. The 2,500 sq. ft. store, designed to reflect the brand's identity, aims to cater to evolving consumer preferences, particularly younger demographics. The brand is also amplifying its digital presence to engage with its target audience, having recently launched successful ad campaigns on YouTube

***(RJ Exclusive)***

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## MPJ Jewellers' #MPJWoman initiative blends cultural storytelling with women's empowerment

**KOLKATA**

In a notable marketing initiative, MPJ Jewellers has launched its #MPJWoman campaign, offering a fresh perspective on women's empowerment through the lens of cultural preservation. The campaign showcases Parama Ghosh's journey from lawyer to textile artist, highlighting the complexities of women's empowerment and identity. The storytelling, narrated in Ghosh's voice, also focuses on her love for Bengali tradition and culture, drawing parallels with the jewellery brand's heritage

***(RJ Exclusive)***

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## Lagu Bandhu Jewellers boosts brand recall with popular comedy show appearance

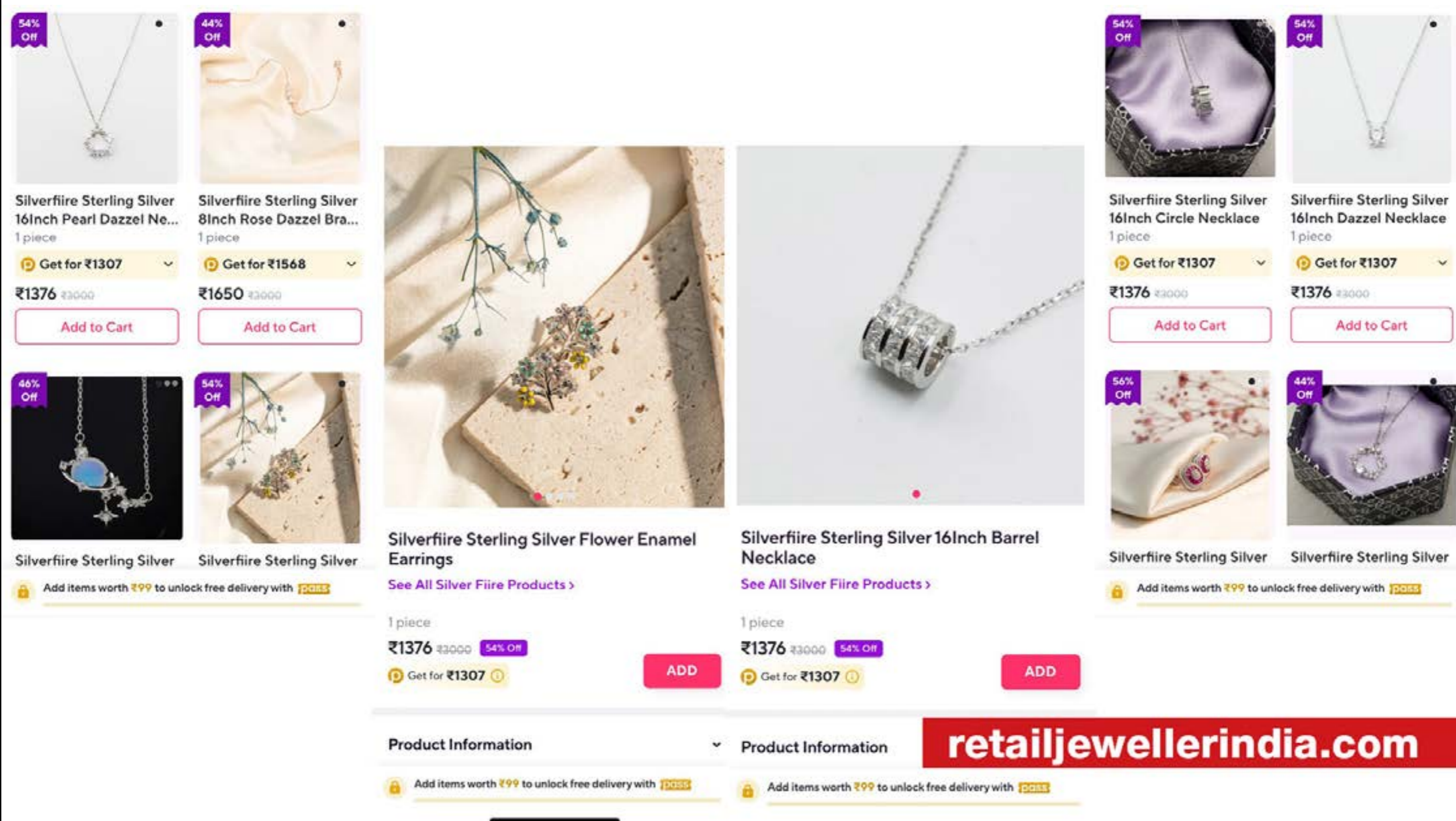
**MUMBAI**

Lagu Bandhu Jewellers, long associated with Sony Marathi, featured in an episode of the popular comedy show Maharashtrachi Hasya Jatra. The brand's director personally felicitated top performers with gift vouchers, opening pathways to a new market and consumer base. This strategic move, coupled with targeted social media promotion, aims to boost brand recall and attract younger audiences

**(RJ Exclusive)**

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## Silver Fiire launches instant 925 sterling silver jewellery delivery with Zepto

**NEW DELHI**

Silver Fiire, a year-old 925 sterling silver brand, has recently introduced a selection of lightweight jewellery designs on Zepto, the quick-commerce platform, to tap into the instant gratification market and cater to last-minute gifting needs. Within the first day of its launch on Zepto, the brand recorded over 50 instant deliveries across Delhi NCR.

**(RJ Exclusive)**

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**KHIMJI**  
JEWELLERS SINCE 1938

# Raunak hai Tumse

*Diamonds* BY KHIMJI

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## **Khimji Jewellers launches festive campaign 'Raunak Hai Tumse' with actor Prakruti Mishra**

**BHUBANESHWAR**

With the launch of its campaign, featuring Odia actress Prakruti Mishra, Khimji Jewellers emphasises a shift towards natural diamond jewellery amid fluctuating gold prices. The campaign highlights a stunning collection that balances luxury and affordability. With special promotions to honour women and make diamond jewellery accessible, Khimji Jewellers invites customers to explore this exquisite range at their locations across Odisha

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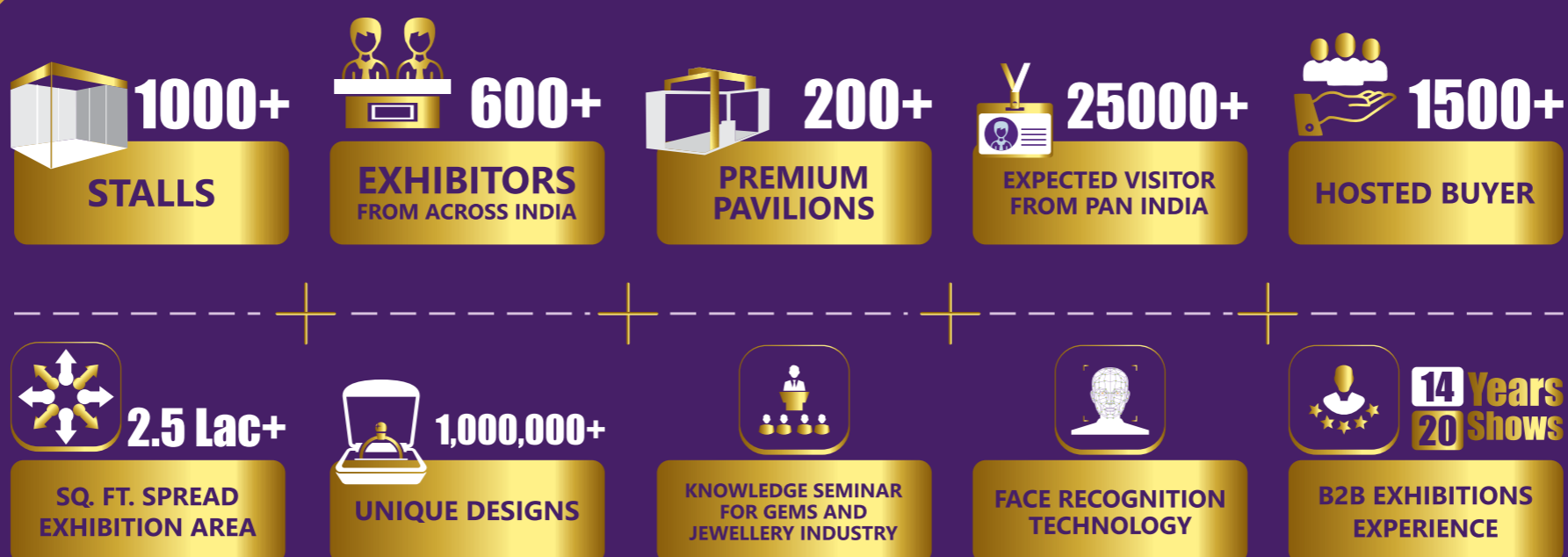


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## Tanishq's Diwali campaign 'Nav-Raani' celebrates modern-day women and their multifaceted roles

### MUMBAI

Tanishq's Nav-Raani campaign, directed by Mira Nair, honours the modern-day queen—women who lead with grace, strength, and confidence. Featuring the Nav-Raani collection, crafted 'Made by Women, for Women', the campaign celebrates, resilience, elegance and the multifaceted roles of modern women. Set on a Diwali night, it stresses Tanishq's belief that every woman deserves jewels reflecting her unique qualities

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## **Trent, a TATA subsidiary, launches lab-grown diamond brand 'Pome,' shares surge 7.67%**

**MUMBAI**

Trent has strategically launched the brand Pome in Westside stores, offering rings, earrings, necklaces, and bracelets at competitive prices. Pome aims to attract budget-conscious customers with the aim of capitalising on growing demand for sustainable, affordable diamonds. According to Trent, Pome could potentially disrupt the LGD market, similar to Trent's impact in fashion retail with Zudio

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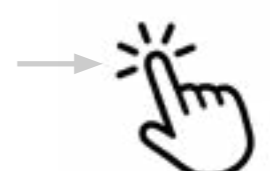
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## Indriya launches first store in Pune, marking the brand's eighth location since its inception

### PUNE

Indriya, a luxury jewellery brand from Aditya Birla Group, opened their first store in Pune marking its eighth store with other store locations including Delhi, Indore, Ahmedabad, Mumbai, and Jaipur. The pune store is equipped with features congruent with other stores like exclusive lounges, in-store stylists providing personalized assistance, and a luxurious, sensory-driven shopping environment along with digital integration with over 16,000 designs in gold, polki, and diamond

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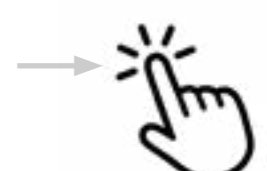


## CaratLane partners with Moneyview to bring low-cost, digital gold investments to India's festive buyers

### MUMBAI




This strategic partnership between CaratLane and Moneyview to launch a new digital gold investment service simplifies gold buying by offering a platform for secure, fractional ownership of 24k gold, ideal for first-time investors and those with modest budgets. With the festive season approaching, the initiative offers an accessible and trusted gold investment option, allowing customers to redeem their gold holdings for jewellery purchases



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## **Kalyan Jewellers global ambassador Amitabh Bachchan unveils ad-campaign #KalyanNavratri filmed at the Kalyanaraman's residence**

**THRISSUR**

#KalyanNavratri, which was filmed at the Kalyanaraman family's Thrissur residence, celebrates Goddess Durga with verses from the Devi Mahatmyam, set to a stirring musical score recited by Bachchan himself. The video showcases themes of Lord Rama and Lord Krishna and the symbolic "Bomma Kolu" doll display, with Kalyan Jewellers' designs, capturing India's rich devotional legacy and festive fervour

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## Amazon reports surge in precious jewellery festive season sales, reputed brands make huge gains

**MUMBAI**

The Amazon Great Indian Festival sale has boosted hallmarked gold jewellery sales by 84% year-on-year, with demand up five-fold in its initial days. Notably, there has been a growing preference for 14k, along with a significant increase in the Rs 18,000 jewellery category, which has grown by 75% year-on-year. This demand is for major brands such as Malabar Gold and Diamonds, PN Gadgil Jewellers, Joyalukkas, PC Chandra and Kisna among others.

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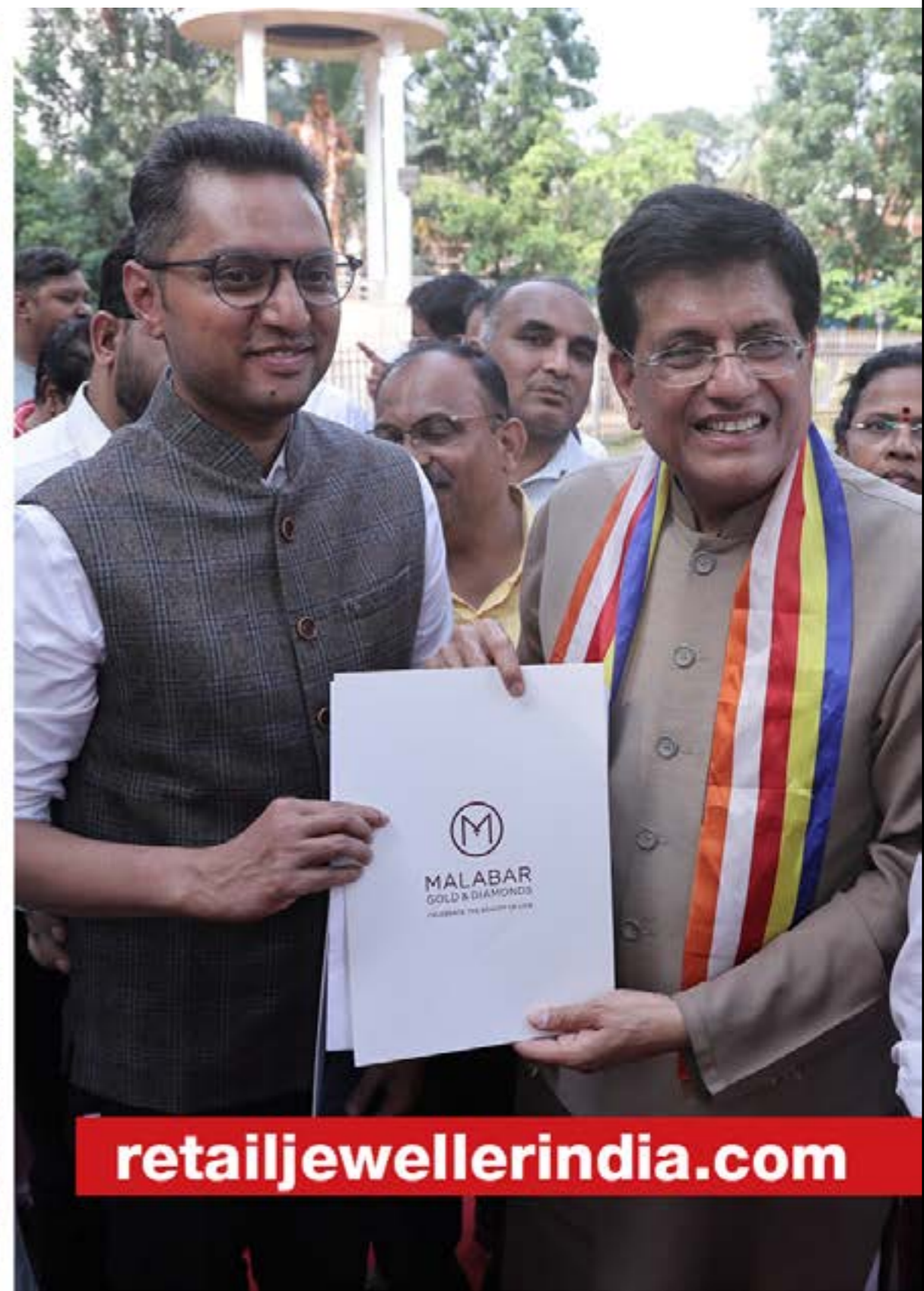
## Harit Zaveri Jewellers gears up for Navratri with new 'Ghar Na Garba' campaign

**AHEMDABAD**

The campaign celebrates the festival's essence through its heritage gold jewellery collection including pieces like Kadas, necklaces, and Maang tikkas. Emphasizing family gatherings and spiritual traditions, the campaign captures the beauty of home celebrations with high engagement on Instagram

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## Union Minister Piyush Goyal launches Malabar Group's food distribution initiative at Shatabdi Hospital

**MUMBAI**

Malabar Group's CSR-driven 'Hunger-Free World' initiative has expanded to Shatabdi Hospital, Kandivali, providing 500 meals daily to patients' families. This addition brings its Maharashtra distribution to 6,800 meals a day. Partnered with Thanal – Daya Rehabilitation Trust, Malabar also addresses broader social needs with projects for elderly care, education, and housing, dedicating 5% of its profits to these initiatives

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## **GRT Jewellers pledges Rs. 50 lakh to flood relief efforts in Telangana and Andhra Pradesh**

**HYDERABAD**

The pledged fund allocates Rs. 25 lakh to each state's Chief Minister's Relief Fund showing GRT's dedication to community welfare and aligns with its ongoing vision of social responsibility. In addition to relief support, GRT has actively contributed to educational, health, and cultural initiatives, highlighting the brand's deep-rooted involvement with its South Indian customer base

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## Mia by Tanishq engages festive buyers with 'Mia Disco' by paying homage to the 70s-inspired jewellery

### MUMBAI

The 'Mia Disco' collection, inspired by the vibrant 1970s disco era is crafted from 14k and 18k gold with diamonds offering pieces that are lightweight, fluid, and versatile. The modular designs blend retro charm with modern chic, allowing versatile styling for day-to-night transitions. With bold geometric shapes and motifs inspired by disco balls, the collection makes a statement

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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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## Vummidi Bangaru Jewellers launches 'For All Your Festive Looks' campaign to engage shoppers in India and the US

### CHENNAI

The festive campaign is aimed at engaging shoppers in India and the US, featuring captivating videos that showcase a variety of jewellery styles, the campaign offers a diverse range of gold, diamond, and solitaire collections. To mark this milestone, the brand is providing discounts on jewellery at its Dallas showroom, enhancing the festive shopping experience for the NRI community

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## Wealthtech startup Jar launches online D2C jewellery brand Nek, capitalising on its digital gold customer base

**MUMBAI**

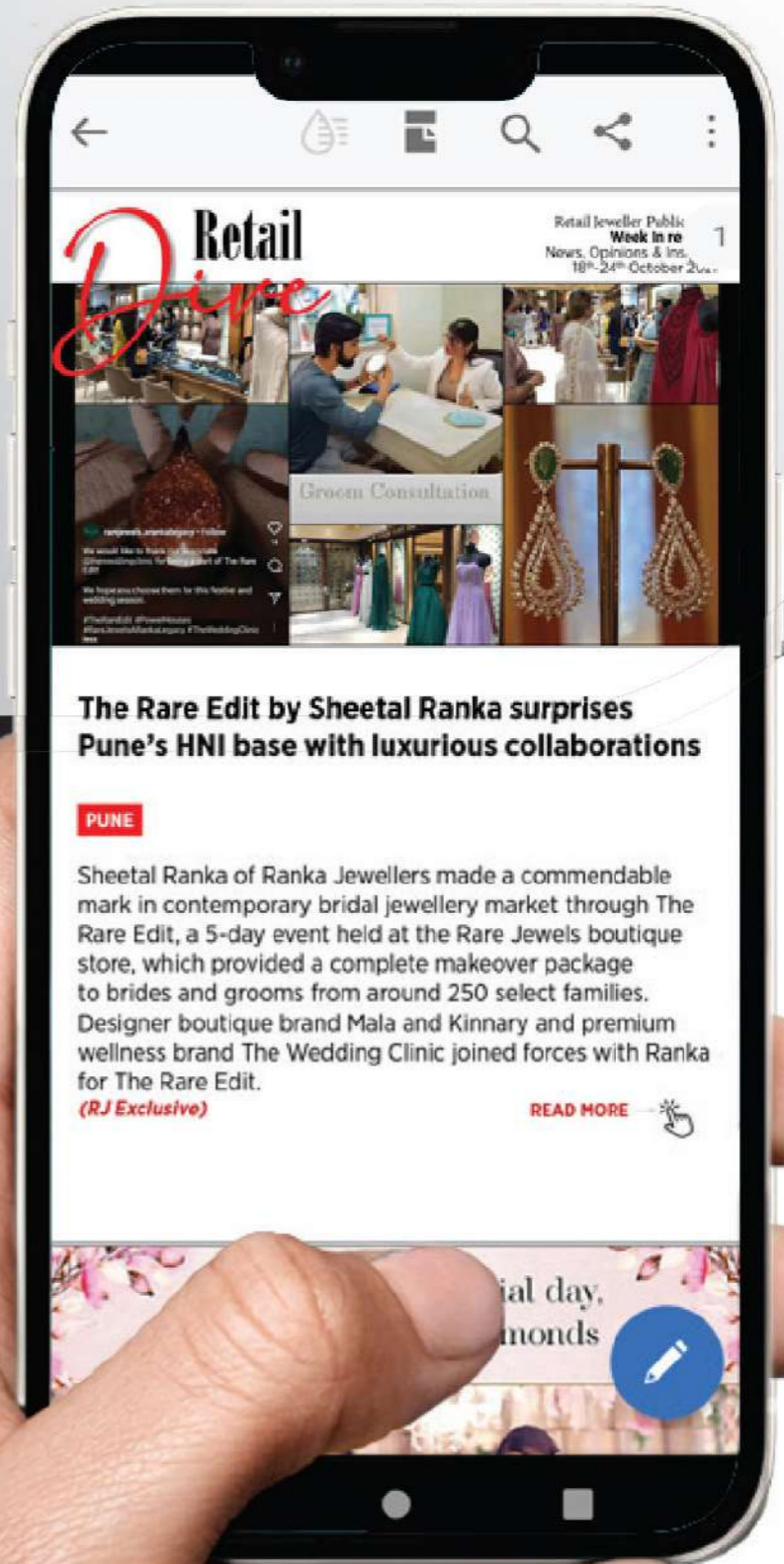
With Nek, Tiger Global backed Jar aims at diversifying product offerings and generating additional revenue. Co-founder Nishchay AG reported that Nek is projected to achieve over Rs.100 crore in annual recurring revenue by October. Despite this expansion, Jar's primary revenue will still come from its digital gold vertical. The company recently raised \$22.6 million in funding, valuing it at \$300 million

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## Senco Gold in talks to acquire online brand Melorra for Rs. 40-50 Crore

**KOLKATA**

This potential acquisition comes as prominent jewellery brands, like Titan, increasingly venture into e-commerce, highlighted by Titan's recent stake purchase in CaratLane. Despite a significant sales increase, Melorra has faced financial difficulties, including mounting losses and funding challenges, leading to delayed employee salaries and a substantial drop in its valuation

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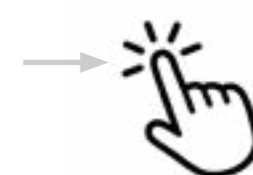
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## Bollywood stars dazzle in all-white ensembles and standout ear accessories

### MUMBAI

Bollywood celebrities showcased two major jewellery trends at recent high-profile events: all-white ensembles paired with diamonds and pearls, and unique ear accessories. Stars like Shanaya Kapoor, Khushi Kapoor, and Shilpa Shetty wore white outfits with Manish Malhotra Jewellery, while others like Kareena Kapoor Khan and Vidya Balan sported distinctive earrings from various designers, highlighting the growing popularity of statement earpieces

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