

FEEDBACK
STORY TIP-OFFS

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Senco Gold and Diamonds Announces Partnership With Kartik Aaryan & Kiara Advani Starring Movie "SatyaPrem ki Katha"



Senco Gold and Diamonds, the leading jewellery retail chain from Eastern India, is thrilled to announce its association with the highly anticipated film "Satya Prem ki Katha," starring Kartik Aryan and Kiara Advani. As an in-film branding partner, Senco Gold and Diamonds will showcase their exquisite jewellery in the movie and unveil an exclusive limited edition bridal collection



inspired by the film's captivating designs. "Satya Prem ki Katha" revolves around the enchanting love story of Satya Prem and Katha, boasting mesmerizing visuals and a musical wedding theme. This seamless association with the film perfectly aligns with Senco Gold and Diamonds' commitment to offering exceptional artisanship and elegance. Kiara Advani, the renowned Bollywood actor who portrays the character of Katha, also serves as the national brand ambassador for Senco Gold and Diamonds. This partnership highlights a natural extension of the collaboration, creating a synergy between the film's narrative and the brand's values. Ms. Joita Sen, Director of Senco Gold and Diamonds, expressed her enthusiasm about the partnership, saying, "We are thrilled to collaborate with the film 'Satya Prem ki Katha' and unveil an exclusive jewellery collection that captures the essence of the movie's love story. At Senco Gold and Diamonds, we are dedicated to create designs that reflect classic trends that resonate with our customers' aspirations and desires."

HUID FOR GOLD MANDATORY FROM JULY 1 AFTER EXPIRY OF GRACE PERIOD

Mandatory hallmarking of gold with six-digit alphanumeric HUID (Hallmark Unique Identification) will be applicable to all jewellers in the country from July 1. This means the sale of old hallmarked jewellery with four logos without HUID number will not be allowed from July 1. The grace period of three months given to 16,243 jewellers who disclosed old stock will end on June 30. Although HUID was notified as mandatory from April 1, the rule was not strictly enforced due to the exemption granted to a section of jewellers. Hallmark with 6-digit code must for gold jewellery, artefacts from April 1. It is indicated that the Bureau of Indian Standards (BIS) may start the inspection after June 30. In Kerala, HUID is mandatory in all districts except Idukki. Prior to the implementation of the six-digit HUID number, hallmarking of gold jewellery consisted of four marks -- BIS logo, purity of the article as well as the logo of the jeweller and Assaying and Hallmarking Centre. The six-digit HUID number was introduced from July 1, 2021. After the introduction of HUID, the hallmark consisted of three marks -- BIS logo, purity of the article and six-digit alphanumeric HUID. Each hallmarked article has a unique HUID number which is traceable. The hallmarked jewellery lying with consumers as per old schemes will remain valid.

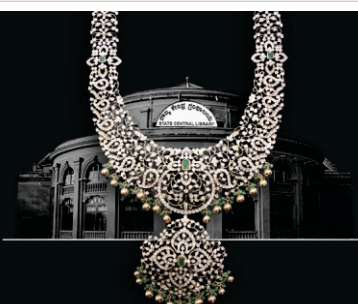


Bollywood star Vaani Kapoor Unveils Kalyan Jewellers' New Showrooms at Bhilai and Bilaspur in Chhattisgarh

The cities of Bilaspur and Bhilai came to a standstill as crowds jostled to catch a glimpse of the Bollywood star Vaani Kapoor at the inauguration of the brand's showrooms in the respective markets. With these launches, Kalyan Jewellers marks its presence across three locations in the state of Chhattisgarh. The newly-launched showrooms are



located Nehru Nagar East in Bhilai, whereas the showroom in Bilaspur is located at Agrasen Chowk. These showrooms, inaugurated by actor Vaani Kapoor, will offer a luxurious shopping experience to customers, with a wide array of jewellery designs. The company has been consistently expanding its brand footprint and operations in the region, to supplement its growth and make the brand more accessible to patrons in Chhattisgarh. Addressing the enthralled crowd, **Bollywood star Vaani Kapoor** said, "I am delighted to be part of the celebrations here in Chhattisgarh, where we are launching two new showrooms at Bhilai and Bilaspur. I am grateful for such a warm welcome from fans and patrons of brand Kalyan Jewellers. The array of collections presented by the brand embodies sheer elegance, and among them, my personal favourite is the wedding jewellery line – 'Muhurat,' which celebrates brides from different parts of the country. I am immensely proud to represent this esteemed brand that places utmost importance on values such as trust, transparency, and customer satisfaction. I am confident that Kalyan Jewellers will be wholeheartedly supported by patrons in the region."



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IJSF

INDIA JEWELLERY SHOPPING FESTIVAL

India Jewellery Shopping Festival (IJSF), is a unique B2C Direct Marketing initiative by GJC, to completely disrupt the retail jewellery trade and to revive the positive ecosystem for the Gem and Jewellery Industry and its value chain, across India. The B2C festival aims at providing gratification to consumers on purchase of jewellery, based on a threshold value spent at the retailer store. It is the only scheme in India which will penetrate the masses to influence their interest in jewellery, thereby creating 'Inclusivity for all'. Domestic and foreign visitors will be involved on a massive scale in this B2C activity that will lead to government support. Only GJC members can participate in the IJSF program. IJSF will be a digital event involving over 5 million consumers, expecting 30-35% growth in sales in jewellery business. Cost of the scheme for retailers would be reduced upto 30%. Approximately 5000 distributors, retailers & corporates across the country, except state of Tamil Nadu, will be allowed to participate. Expecting 12000 crores of business to be generated during this scheme, which is 20% of the total jewellery business for that period.

Consumers will be eligible to get an assured gift with every coupon. Post validating the coupon by the consumer, they will be entitled to participate in a periodical (on set of coupons as decided) and a bumper. Every distributor, retailer and consumer will have a login facility on the app to transfer, track and validate the coupons awarded to them. Coupons shall be transferred digitally at every stage. Data privacy is GJC's priority, the process advisor EY and app developer shall ensure the privacy and confidentiality of the data. Coupon shall be issued to consumer for FREE on purchase of every Rs.25000 worth of Jewellery. Participant need to ensure that they should not issue short or additional coupons except one for rounded off. End consumers' information is not required to be uploaded on the app by the retailer.



Emerald Jewel Industry India Ltd.

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Mr. Saiyam Meha
Chairman - GJC



Mr. Rajesh Roke
Vice Chairman - GJC



Mr. Dinesh Jain
Director - GJC / IJSF Convener



Mr. Manoj Jha
IJSF Joint Convener

PRIZES

38 percent of revenue received shall be utilized for the prize money.

The prizes are mentioned below :

- Limited edition Silver coin to be issued as an assured gift with every coupon
- 25 gms Gold coin on every set of 5000 coupons, as per the periodical draw. Bumper prize-
 - o 5 prizes of 1 kg Gold each (1 prize for national and 4 zonal prizes i.e 1 prize for every zone).
 - o 5 prizes of Jadau Jewellery worth Rs. 10 Lakhs each.
 - o 5 prizes of Temple Jewellery worth Rs. 10 Lakhs each.
 - o 10 prizes of Diamond and Precious Stone Studded Jewellery worth Rs. 5 Lakhs each.
 - o 10 prizes of Gold Jewellery worth Rs. 2.5 Lakhs each.
 - o 100 Prizes of Diamond studded Gold Coin of Divine Solitaires
- Bumper prizes to be distributed in a ceremonial function in every zone.
- Periodical prizes will be distributed from the retailers' store.

PROCESS OF PRIZE SELECTION

- Periodical prize shall be selected in following manner :
 - o Retailer who subscribed for more than 5000 coupons.
 - o Participants of respective cities subscribed for more than 5000 coupons.
 - o Participants from respective states subscribed for more than 5000 coupons.
 - o Remaining shall be selected nationally.
- Bumper prize shall be selected in following manner :
 - o 100 Prizes of Diamond studded Gold Coin of Divine Solitaires
 - o 20 prizes of gold jewellery worth Rs. 2.5 lakhs each.
 - o 10 prizes of diamond and precious stone studded jewellery worth Rs. 5 lakhs each.
 - o 5 prizes of temple jewellery worth Rs. 10 lakhs each.
 - o 5 prizes of jadau jewellery worth Rs. 10 lakhs each.
 - o 5 prizes of 1kg gold each (1 prize for national and 4 zonal prizes i.e 1 prize for every zone).

Kindly contact the following for further details:

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Kiran Gems becomes a Certified Member of the Responsible Jewellery Council

Kiran Gems becomes a Certified Member of the Responsible Jewellery Council. Kiran Gems, proudly announces its recent achievement as a Certified Member of the Responsible Jewellery Council (RJC). This milestone signifies Kiran Gems' unwavering commitment to upholding the highest standards of quality, compliance, and ethical practices in every facet of its operations. In an industry where transparency and accountability are paramount, Kiran Gems' certification as an RJC member serves as a testament to its ongoing dedication to excellence, integrity, and sustainability. In August 2022, we proudly joined as a member of the Responsible



Jewellery Council (RJC) as a member, marking a significant milestone in our commitment to responsible practices within the diamond and jewelry industry. Following a thorough and rigorous audit process, we were conferred with the esteemed title of Certified Member of the Responsible Jewellery Council. Kiran Gems' dedication to maintaining ethical standards extends beyond the sourcing of diamonds. The company places great emphasis on the well-being and fair treatment of its employees, ensuring a safe and inclusive work environment that promotes the personal and professional growth of its workforce. By prioritizing responsible labor practices and fair wages, Kiran Gems fosters a culture of respect, equality, and social responsibility.

Hari Krishna Exports engages in the global movement of the International Day of Yoga

Hari Krishna Exports, an esteemed diamond manufacturer in India, recently celebrated the 9th International Day of Yoga, uniting more than 8,700+ individuals. This magnificent vent took place with great enthusiasm and vibrant participation in Surat and Jio Garden in BKC Mumbai. Surat set a world record on the International Day of Yoga with



the active participation of more than 1,50,000 individuals. The Surat Municipal Corporation skillfully coordinated and supervised the entire event with the active participation of esteemed personalities, including Chief Minister Shri Bhupendra Patel, Home Minister Shri Harsh Sanghvi, President BJP Gujarat and Member of Parliament Shri C.R. Paatil, and other esteemed ministers. In Mumbai, the event took place at Jio Garden, with active participation from both the Seepz unit and the Head Office. The event saw the enthusiastic involvement of 1,400 individuals from the Seepz unit and 350 individuals from the Head Office in Mumbai.

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Impact of PMLA Amendments on Precious Metals Industry

Bullion analyst **Sanjiv Arole** explores the shifting dynamics in the gold trade, highlighting the concerns of industry stakeholders and examining potential paths forward in a landscape marked by increasing compliance requirements. Greek philosopher Heraclitus is credited to have said that “The only constant in life is change”. However, it is universally true that change is always opposed tooth and nail by all. In cricket for instance, the Decision Review System DRS was opposed by most countries, including India. It was opposed on the grounds that it was not a 100% fool-proof system. India was the last country to accept the DRS system for review of umpiring decisions. Now, the DRS changed the way cricket was played in a big way. Prior to DRS, for LBW decisions umpires invariably gave the benefit of doubt to the batsman. But the DRS changed all that. Cricket became more attractive as pad-play a ploy to thwart bowlers went out of vogue. Even line decisions, no-balls and wide-balls can now be reviewed in some tournaments. As a result, gamesmanship (a term to camouflage cheating) by players to put pressure on umpires has reduced. The way the game is being played too has drastically changed and in spite of some lacunae in the system and some controversies, the game has become a bit fool-proof.



CIBJO & IGDA Collaborate to Safeguard Consumer Confidence In Jewellery

The World Jewellery Confederation (CIBJO) and the International Grown Diamond Association (IGDA) have signed a Memorandum of Understanding (MOU) to work together in developing transparent standards, operating principles, and terminology for the industry. The MOU was signed on 25th June, 2023, during the National Association of Jewellers’ (NAJ) Summit in Birmingham. Gaetano Cavaliere, President of CIBJO, and Joanna Park-Tonks, President of IGDA, formalised the agreement, marking a crucial step in fostering consumer trust in jewellery. Under the agreement, IGDA will become a member of CIBJO’s Laboratory Grown Diamond Committee, with representation from Park-Tonks. The committee, led by Wesley Hunt of De Beers, has already developed a Laboratory Grown Diamond Guidance document. This document aims to establish universal trading and handling practices for laboratory-grown diamonds, ensuring their authenticity and enabling informed purchasing decisions by consumers.



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Hon'ble Minister Of State For External Affairs And Parliamentary Affairs , Visited Dr. B. Govindan , Chairman Of Bhima Jewellery , at his residence On 26th June 2023

As Part Of The 'Maha Jan Sampark' Program To Commemorate the 9th Anniversary Of the Modi Government , Shri V Muraleedharan Hon'ble Minister Of State For External Affairs And Parliamentary Affairs , Visited Dr. B. Govindan , Chairman Of Bhima Jewellery , at his residence On 26th June 2023 . It was a pleasure to host the minister and honor him by presenting a memento along with a “Ponnada” to express their gratitude. Dr .B. Govindan and his family conveyed love and respect for his visit.



SATINDER JAIN
JAIN JEWELLERS LEGACY BATHINDA

My heartiest wishes to the entire team GJC for initiating B2C Digital marketing to encourage the retail jewellery

trade, It is indeed a festival true to its name,INDIA JEWELLERY SHOPPING FESTIVAL, (IJSF) aiming to gratify consumers of jewellery, This festival would create an increase in interests in jewellery not only in domestic markets rather foreign buyers too. There are high hopes of upto 40 percent hike in sales in jewellery business. An expectation of 12000 crores business would be a no wonder.

So i wish success to GJC team..

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Divine Solitaires

Partners with GJC to Bring Double Dhamaka

Divine Solitaires, India's preeminent brand of solitaire jewellery, has partnered with GJC to bring double dhamaka of festivals this year with two exciting jewellery shopping mega promotions – first, Divine Solitaires' annual month-long The Solitaire Festival of India (TSFI) that will be held in August – September, and then just only a month after TSFI concludes, the grand event of GJC, India Jewellery Shopping Festival (IJSF) will happen in October-November. Divine Solitaires is the Powered by Sponsor of India Jewellery Shopping Festival. Mr Saiyam Mehra, Chairman, GJC says – "We are honoured to have Divine Solitaires as our Powered By Partner for



IJSF. Their reputation for unmatched quality, craftsmanship, and innovation in the world of solitaire jewellery brings a touch of elegance and luxury to this ground-breaking event. Together, we are set to make a significant impact on the jewellery industry, generating substantial revenue, and promoting the industry to new heights." Mr Dinesh Jain, GJC Director & IJSF Convenor says – "We are honoured to have Divine Solitaires as an esteemed partner. The Quality Guarantee and Price Transparency of Divine Solitaires have given confidence to the consumers in buying diamond jewellery." Mr Jignesh Mehta, Founder & MD, Divine Solitaires said, "A lot of hard work has gone into designing and executing IJSF event. I must congratulate GJC to bring this entire event to us and help the industry grow."

Divine Solitaires', 'The Solitaires Festival of India' had a phenomenal success last year. This unprecedented promotional campaign brought overwhelming response from retail jewellers and solitaire jewellery lovers. TSFI is coming back again this August - September which promises to be even bigger, grander, and a mega solitaire extravaganza. Its robust marketing and advertising campaigns will be across media – social, digital, print, OOH, and radio. There would be even more assured gifts and more prizes to be won in lucky draws. With many more jewellers expected to join the festivals, including well-known chain stores, the footprint and reach would be even wider and available to more diamond lovers across the country. Both TSFI and IJSF are great opportunities to boost sales and delight customers. Both these mega events bring double bonanza for the customers. Both are mega promotions with pan India reach, both will offer assured gifts, lucky draws, and bumper draws. Divine's double dhamaka could especially be a boon for new jewellers who tie up with Divine Solitaires and take benefits from both the mega promotions. For the jewellery lovers across the country, they bring incredible opportunities to experience exquisite collections of jewellery and rejoice in jaw-dropping bonanzas on their shopping.



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