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Protect clients' assets, and we'll earn their trust. **Isi Mey Faida Hai.**

Imagine a world where a business has no liabilities. Even the ones that come when we hold on to a customer's assets on their behalf. What if we could turn those liabilities, into an asset of our own? Like a swarm of bees fiercely protecting their honeycomb, what if we protect our customer's assets as our own? So, they become an asset of honour, of confidence by the customer, that their assets are safe with us.

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SPOTLIGHT



Investing in Gold is lucrative in future



It is required to look in the past. In the year 1925, the gold rates were 18.75/- per 10 grams and in 2022 it is around 50,000/- per 10 grams. This means that there is 2600 times increase than what it was in 1925. This increase in rate is because in 1925 the dollar price of per to onus of gold was US \$20.60, now in international market the rate of gold is US \$1650 and in India it is 50,000/-. This takes us to the conclusion that the rate of gold in the international market has just increased by 80 times while rates in India. Market went up by 2600 times.

The foreign exchange reserve that we have approximately 30% is for oil which is US \$170 billion is used to purchase oil. Nearly US \$88 billion is for precious metal and stone, 15%-17% reserve of foreign exchange is used for precious metal and precious stones. Thus, one can say that Rupee will continuously fall against the dollar due to import of crude oil and precious metal import. Since gold is imported item, any depreciation in rupee will also give rise to Indian gold price.

SURENDRA MEHTA
National Secretary - IBJA



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IBJA takes initiative and safeguards the industry by bringing duty on platinum in parity with gold

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EVENT COVERAGE – GJIIF



The 6th Edition of GJIIF 2022 saw a Grand Success

South India's largest B2B Jewellery Exhibition GJIIF 2022 began at Chennai Trade Centre, Chennai on 22nd September, 2022.

The Gem & Jewellery India International Fair (GJIIF) 2022 saw a grand inauguration at Chennai Trade Centre, Chennai. Chief Guests at the inauguration ceremony were Shri. RR. Gopaljee, Publisher, Dinamalar – National Tamil Daily Chennai and Shri. A.M Vikkramaraja, President, Tamil Nadu Vanigar Sangam – National Priority Leader, CAIT.

The event took place in the presence of Dr. Chetan Kumar Mehta, National Vice President – IBJA, Shri. Jayantilal Challani, President – MJDTA, Surendra Mehta, National Secretary – IBJA along with other board members and dignitaries of the jewellery industry.

A grand opening including over 350 exhibitors from all across India showcasing more than 10,00,000 jewellery designs in South Indian jewellery marked the official start of the GJIIF 2022. The exhibitors had a busy three days of business at the 6th edition of Gem and Jewellery India International Fair 2022.



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GRAND INAUGURATION



Festive
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A GRAND INAUGURATION OF GEM & JEWELLERY INDIA INTERNATIONAL FAIR 2022



The Gem & Jewellery India International Fair (GJIIF) 2022 saw a Grand Inauguration today at Chennai Trade Centre, Chennai. Chief Guests at the inauguration ceremony were Shri. RR. Gopaljee, Publisher, Dinamalar – National Tamil Daily Chennai and Shri. A.M Vikkiramarama, President, Tamil Nadu Vanigar Sangam – National Priority Leader, CAIT.

The event took place in the presence of Dr. Chetan Kumar Mehta, National Vice President – IBJA, Shri. Jayantilal Challani, President – MJDTA, Surendra Mehta, National Secretary – IBJA along with other board members and dignitaries of the jewellery industry.



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INDUSTRY OPINION



INDUSTRY IMPRESSED WITH GJIIF 2022

GEM & JEWELLERY INDIA INTERNATIONAL FAIR



GJIIF
BY THE INDUSTRY FOR THE INDUSTRY

22 23 24
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“It was the 6th edition of GJIIF organised by MJDTA and TNJF. As this is one of the premier exhibition of South India, there were about 250+ participants and around 500+ booths at the exhibition. We saw a lot of crowd coming from South India. People were seen rushing for heavy purchases there. This time the show was a bigger success and I wish the next edition to be a bigger success”.

DR. CHETAN KUMAR MEHTA
National Vice President - IBJA

“The show turned out to be great this year. The visitors were seen in great numbers at the exhibition. I think this edition made some good business. Chennai has always been conducting these shows successfully. I would like to congratulate the entire team of GJIIF and Mr. Jayantilal Challani for a great show”.



SURENDRA MEHTA
National Secretary - IBJA



“It was a wonderful show and the organisers did a great job. Mr. Jayantilal Challani and his team made sure that everything is in place, booths are beautifully made, everything is upto the mark which makes you feel like you are in one of the good shows of the country. From the design point of view, amazing designs, temple jewellery, traditional south Indian jewellery with close setting. There were about 200+ participants and about 12000+ visitors at the exhibition. A lot of educational seminars were conducted, it was overall an amazing show. It was a pleasure to be at GJIIF 2022”.

HETAL VAKIL VALIA
Chairperson - IBJA Women's Wing

“This is the first time that we participated in the GJIIF show that was held in Chennai. The show was a success for us as Tamil Nadu is a huge manufacturing hub. We came to GJIIF to target the market here and received a lot of enquiries from the manufacturers, traders and distributors. The organisers did a great job in arranging everything well and we are very thankful to them for this great opportunity”.



NITESH SANGHVI
Golay Buchel



“We have two stores in Bangalore and Chennai. I would like to thank the organisers for conducting the right exhibition at the right time. Since they have conducted the exhibition at the time of the Diwali season, we did fantastic at GJIIF. We came up with new products at the exhibition here. A big thanks to all the manufacturers, leading stores and everyone for conducting the lovely exhibition at Chennai”.

MANU
Proprietor, Anmol Palace

“We participated in the show for the very first time and it was a great experience for us. The quality of visitors was really very good and it definitely met our expectations. The show was organised very well and overall the experience at GJIIF was a sweet and a pleasant experience”.



NIKHIL MIYA BAZAZ
Director, Pichola Pvt. Ltd.



Robbery-related violence is on the rise!

Violence during robbery incidents is increasing everywhere, in stores, against sales agents on the roads and at various exhibition events. Recently, a secured courier company employee was murdered, a jeweler was murdered in Houston, and others were injured in various robbery incidents.

Violent events typically happen in two situations. One, where unskilled robbers use violence in the very early stages of the incident. And two, when robbers lose their temper and the incident ends with severe violence, due to individuals' defensive behavior in an attempt to fight over the goods and save them from being robbed.

We remind and recommend that robbers' instructions must be obeyed. No matter where an attack occurs - on the road, in the store or at offices. The merchant's role is to prevent the robbery, to detect the signs of a coming attack, to understand at an early stage that an attack is about to take place, and in general - to always follow the rules of preventive behavior.

Nevertheless, if a robbery occurs, you should not try to prevent it; you should not try to resist; you should not try to "defeat" the robbers. Behave as calmly as possible and follow the instructions given by the attackers - any attempt to fight back may make the incident more violent.

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SEMINAR



Knowledge Business Enhancement Seminar At GJIIF 2022

Seminar conducted by Surendra Mehta -
National secretary - IBJA & Tirupathi
Rajan - Goldsmith Academy Pvt Ltd



Knowledge Business Enhancement Seminar at GJIIF 2022



The seminar was conducted by
Sri. Srinivas Murthy, Eventell Global
Advisory Pvt Ltd. He educated the audience
about the Swarna Adarsh Abhiyaan and its
importance for jewellers.





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SEMINAR



Day 2 at GJIIF BEGINS WITH BRISK BUSINESS AT EARLY HOURS OF THE EXHIBITION



Knowledge Business Enhancement Seminar at GJIIF 2022



GEM & JEWELLERY INDIA INTERNATIONAL FAIR



GJIIF
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The seminar was conducted by Sri. M. Meenakshi Sundaram, Mahraja Bullion. He spoke about how one can make money through refining technology.



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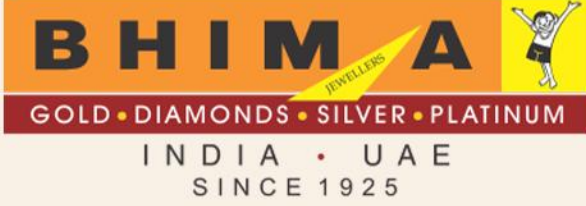


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NEW SHOWROOM



BHIMA JEWELLERY'S GRAND NEW SHOWROOM OPENS IN VIZAG



Bhima Jewellery's Grand New showroom was inaugurated by Popular Cine Actress **Nikki Galrani** in Vizag on 2nd October, 2022.

At the event, **Dr. B. Govindan**, Chairman - Bhima Jewellery was greeted by **Dr. Chetan Kumar Mehta**, CMD - Laxmi Diamonds Bengaluru, National Vice President - IBJA, **Paul J. Alukka**, Managing Director - Jos Alukkas and many other dignitaries from the jewellery industry.

The grand inauguration ceremony of Bhima's new showroom at Vizag saw the presence of many other prominent industry people.





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NEW SHOWROOM



Jos Alukkas Grand New Showroom Opens in Asilmetta, Visakhapatnam



The Grand all-new showroom of Jos Alukkas in Asilmetta, Visakhapatnam was Inaugurated on 1st October 2022 by Popular Film Actress Keerthy Suresh Industry dignitaries like Dr. B. Govindan, Chairman – Bhima Jewellery and Dr. Chetan Mehta, CMD – Laxmi Diamonds, National Vice President - IBJA along with Managing Directors of Jos Alukkas, namely, Varghese Alukka, Paul J. Alukka, and John Alukka were present at the grand inauguration.



JOS ALUKKAS
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LAUNCH



AUGMONT – GOLD FOR ALL LAUNCHES SELL OLD GOLD SERVICES ENABLING CUSTOMERS TO SELL OLD GOLD CONVENIENTLY

AUGMONT
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Augmont Gold For All is set to foray into the Sell Old Gold business to simplify the process and provide assistance in all things related to selling old gold. The brand is the first corporate mover encouraging the services in a fully transparent and digital process beneficial for the customer. Augmont's first touch point for the Sell Old Gold process will be launched in the Zaveri Bazar outlet and services will further be expanded to other locations in the upcoming months.



Ketan Kothari, Director of Augmont Gold For All, says, "Through the Sell Old Gold activity, Augmont Gold For All aims to create awareness of the Augmont Gold Buying branches in target customers and want to make the existing and new customer more aware about the new product added into Augmont Product portfolio. By foraying into Sell Old Gold Business, we intend to bring easy services when there is need for selling gold."





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LAUNCH



GRAND INAUGURATION OF DIVINE PREMIUM LOUNGE IN COLLABORATION WITH RANKA JEWELLERS

Divine Solitaires announced the Grand Opening of its Premium Lounge on 30th September, 2022 at Ranka Jewellers, Chinchwad. Well known Actress Radhika Apte appeared as a Chief Guest along with Tejpal Ranka, Partner - Ranka Jewellers, Jignesh Mehta, Founder & MD - Divine Solitaires and other prominent dignitaries of the industry.



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SPECIAL REPORT



Chain stores comprise 35% of India's retail gold jewellery market, poised to grow in the next 5 years; reveals World Gold Council report



WORLD
GOLD
COUNCIL

The World Gold Council today launched a report titled 'Jewellery market structure', as part of a series of in-depth analysis on the Indian gold market. The report highlights a notable shift in India's gold jewellery market over the past few years, catalysed by changes in consumer behaviour and government regulations. While small independent retailers still dominate the landscape, the market share of chain stores (national and regional) has increased steadily over the last decade. In contrast to the retail jewellery trade, changes at the manufacturing level have been relatively slower but as the market continues to develop, organised retail and manufacturing operations are well-poised to see their market share grow.



Somasundaram PR, Regional CEO, India, World Gold Council, commented, "The Indian retail jewellery market has seen several structural changes over the last decade, some driven by regulations and some by shift in consumer behaviour. While mandatory hallmarking, implemented in its final shape as defined, should provide a level playing field, national and regional chain stores are nevertheless set to gain market share in the current trend because of their access to credit and the large inventory they carry.

Small players need to become more transparent and adapt technology faster if they have to gain similar access to credit and protect market share. On the other hand, manufacturing sector is only at the beginning of its much-needed transformational journey. Jewellery parks, some of which have already been established, will help address concerns about ethical standards and working conditions. The same can help eliminate barriers impeding the growth of manufacturing industry, further supporting demand positively. Bottom line is - the sector has grown but the wave of change facing the industry due to tech adoption and broader tax compliance in the economy can be a boon for those who are willing to transform and a significant risk for others whose business models continue to rest on legacy practices."

Retail market structure

The retail jewellery market in India has undergone notable changes over the last decade, driven by evolving consumer preferences and government regulation that has encouraged the industry to become more organised. Over the last few years demonetisation and the introduction of the Goods and Services Tax (GST) have helped the industry to become more organised and therefore more transparent. Moreover, shifting consumer preferences have aided industry organisation as customers seek better shopping experiences, transparent pricing, buyback policies, and increasingly purchase via bills and online transactions. As a result, chain stores have grown over the last 10-15 years, gaining 35% market share as of 2021. Demand for better designs and consumer experience, a growing awareness about hallmarking, better pricing structures and competitive return policies, have all accelerated the shift towards chain stores. Chain stores, with national operations, focus on daily wear and fast-moving jewellery items (such as chains and rings) and these items account for 50-60% of their business. The report estimates that over the next five years, chain stores will continue to expand, and their market share will surpass 40%. The top five retailers alone are likely to open 800-1,000 stores during this timeframe.

While stand-alone retailers initially struggled to compete with chain stores, the adoption of better practices has allowed them to co-exist in the highly competitive landscape. As of 2021, their market share within the retail jewellery industry is at 37%. Typically, stand-alone and medium-sized retailers tend to focus on three elements: bridal jewellery, customisation, and developing personal relationships with their customers.



Millennials drive online jewellery sales

The Indian online jewellery market has also seen rapid growth over the last few years, driven by demand from millennials, growing internet penetration and a hike in smartphone sales. Most sales are driven by consumers aged between 18 and 45. Interestingly, while online jewellery purchases have risen, the average ticket size has remained between 5 and 10 grams. Online buyers tend to purchase lightweight daily wear/fashion jewellery in 18-carat gold. Looking ahead, the report projects that the market share of online jewellery in the next five years could increase to 7-10%.

Challenges in the retail gold jewellery market

While there are many promising signs of the retail market moving towards a more robust and organized eco-system, there are still numerous challenges that threaten its growth. The Indian gem and jewellery industry still struggles with securing bank credit. More than 20% of loans given to this sector have become non-performing assets (NPAs), resulting in the gem and jewellery industry gaining just 2.7% of India's total credit issuance. Financing is even more troublesome for smaller independent jewellers who tend to rely on the monthly gold scheme for funding or act as money lenders. The report surmises that national and regional chain stores will continue to gain market share because of their access to credit and the large inventory they are able to carry. Conversely, if smaller players are not able to meet accepted standards of transparency their access to credit will be limited, as banks and financial institutions remain wary of lending to the gem and jewellery sector.

Manufacturing market structure

Despite being one of the world's largest fabricators of gold jewellery, India's manufacturing industry is still highly fragmented and unorganised. The report states that only 15-20% of manufacturing units operate as organised and large-scale facilities which was less than 10% about five years ago. The report attributes this growth to three distinct factors: the expansion of organised retailing; a growth in exports; and a clampdown by authorities. The manufacturing industry is still dominated by small jewellery workshops and artisans. While there is no official estimate on the number of manufacturers in India, and many operate independently as freelancers, industry estimates suggest there are 20,000-30,000 manufacturing units across the country. While 'karigars' (artisans) form the backbone of the Indian gem and jewellery industry, many still work in extremely poor conditions and are underpaid as compared to other industries.

Increasingly the government and industry are focusing on shifting manufacturing from congested centres to jewellery parks and this will aid organisation within the trade. These integrated industrial parks will provide access to facilities for artisans under one roof, including manufacturing units, commercial areas, residences for industrial workers, commercial support services and an exhibition centre. Through the introduction of mandatory hallmarking, the government has attempted to create a level playing field in terms of purity and enable retailers to focus on differentiation. These moves are designed to eliminate some of the barriers impeding the manufacturing industry, which in turn should support demand.



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NORTH INDIA'S B2B PREMIER GEMS & JEWELLERY SHOW



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EDUCATION



GIA INDIA HOLDS GRADUATION CEREMONY FOR ITS GRADUATE DIAMONDS DIPLOMA STUDENTS IN NEW DELHI

Ashok Seth, Regional Chairman, GJEPC – North Region; Ashok Kumar Suri, General Secretary, Delhi NCR Jewellers Committee and Amit Kapoor, GIA GG, AJP, GIA Pearls Graduate and Associate Vice President – Jewelry, Saffron Art Pvt. Ltd. were the chief guests at the event

GIA India held the graduation ceremony for its Graduate Diamonds Diploma Program students in New Delhi. Ashok Seth, Regional Chairman, GJEPC – North Region; Ashok Kumar Suri, General Secretary, Delhi NCR Jewellers Committee and Amit Kapoor, GIA GG, AJP, GIA Pearls Graduate and Associate Vice President – Jewelry, Saffron Art Pvt. Ltd. were the chief guests for the ceremony and handed over the certificates to the students.



*Our distinguished chief guests addressing students at the graduation ceremony
L-to-R (seated): Amit Kapoor GIA GG, AJP, GIA Pearls Graduate and Associate Vice President – Jewelry, Saffron Art Pvt. Ltd, Ashok Seth, Regional Chairman, GJEPC – North Region, Ashok Kumar Suri, General Secretary, Delhi NCR Jewellers Committee along with GIA India representative*

Addressing the students, Ashok Seth, Chairman, GJEPC – North Region shared his years of experience in the gem and jewellery industry and said, “Each year India’s presence in the gem and jewellery sector is only becoming stronger. India is one of the most preferred destinations for gems and jewellery globally. This has led to a huge demand for skilled manpower. This is where world-class institutes like GIA play a crucial role in providing skill-based education to help India meet international demand.”

Ashok Kumar Suri, General Secretary, Delhi NCR Jewellers Committee, said, “GIA India has played a leading role in providing gem and jewellery education in the country. GIA’s education programmes are a right mix of theory and practical training, which is highly commendable. I welcome all the students to the gem and jewellery industry and wish them success.”

Amit Kapoor, GIA GG, AJP, GIA Pearls Graduate and Associate Vice President – Jewelry, Saffron Art Pvt. Ltd. added, “GIA empowers the students with knowledge and skill to succeed in the jewellery industry. The delivery of content and practical skill imparted is world-class. My hearty congratulations to all GIA Diamond Graduates.”

In his message to the students, Apoorva Deshingkar, Senior Director – Education and Market Development, congratulated the students and said, “GIA, for decades, has been the preferred institute to acquire gemmological knowledge for jewellers across generations. The gem and jewellery sector is a highly skill-based field and our programmes provide the time-tested skills and latest knowledge updated using cutting-edge research. In our sincere attempt to make the students industry-ready they also acquire a sense of professionalism and integrity. This prepares them to operate with high ethical and professional standards.”



*GIA Graduate Diamonds Diploma Program students.
(Seated): Ashok Seth, Chairman, GJEPC – North Region, Ashok Kumar Suri, General Secretary, Delhi NCR Jewellers Committee, Amit Kapoor GIA GG, AJP, GIA Pearls Graduate and Associate Vice President – Jewelry, Saffron Art Pvt. Ltd along with GIA India representatives*

The GIA Graduate Diamonds Diploma Program examines the technical expertise needed to grade, buy, and sell diamonds with the insight of a seasoned professional. This diploma programme explores the GIA diamond grading procedures to assess the 4Cs – color, clarity, cut and carat weight – and how they affect diamond value. Students use professional diamond grading equipment for the purposes of examining a diamond’s quality characteristics to grade and identify diamonds.



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SPOTLIGHT



India Pavilion Sparkles At The Jewellery & Gem WORLD (JGW) Show In Singapore



GJEPC, the apex body of gem & jewellery trade in India, organised the India Pavilion at the Jewellery & Gem WORLD (JGW) held from 27th - 30th September 2022 in Singapore. The Indian contingent had 86 companies exhibiting a range of products including Gold & Diamond Jewellery, Lab-grown Diamonds (LGDs) & LGD jewellery, Loose Diamonds, and Gemstones.

Mr. Vipul Shah, Chairman, GJEPC, welcomed Mr. P. Kumaran, the High Commissioner of India to the Republic of Singapore, and Mr. T. Prabhakar, First Secretary - Commerce, and gave them a tour of the show floor.

Vipul Shah, Chairman, GJEPC said, "The JGW Singapore is an important platform for Indian manufacturers, as Singapore and other nearby markets like Hong Kong and China, contribute to more than 24% of India's overall gem & jewellery exports. The show was an ideal for getting insights and trends required to cater to these markets in future."

Nilesh Kothari, Convener, International Exhibitions, GJEPC Said, "The promotion of India-made gems & jewellery across the world is among the primary activities of the Council. Jewellery exports enjoyed a good run after the pandemic and it is necessary to sustain our promotional activities to gain a larger share of consumer spends. The Singapore show has been a good platform, providing business and networking opportunities with buyers from across the world, especially the Far East Markets."

Dhruvin Shah from Vaibhav Gems Pvt. Ltd. Said "Singapore is the perfect venue to organise a show of this stature, and as expected we have a good footfall of buyers from across the world. Buyers were especially looking to stock up their inventory for the upcoming holiday season and as exhibitors we are happy that we have been able to offer them a wide variety of gems and jewellery at the India Pavilion."

Today, India is the preferred sourcing destination for quality gems and jewellery for the world, and is the undisputed leader in manufacturing diamonds. It is the only country that offers a truly impressive variety of gems and plain and studded jewellery set with diamonds and coloured gemstones. The country manufactures a range of polished diamonds in every shape and size and the vast product offering caters to every market in the world.

India's jewellery sector, too, has similar strengths that are hard to find at this scale and quality in a single location. Today's Indian gems blend handmade artistry with innovative, best-in-class technology to design modern jewellery. The country has gained global popularity because of its talented craftsmen, its superior practices in cutting and polishing fine diamonds, precious stones and designing jewellery.

India offers the best quality and a wide variety of gemstones, including emeralds, morganites and tanzanites, etc. LGD is a sector that has shown tremendous growth in the last few years. India clearly has an advantage as we already are the leaders in cutting and polishing diamonds. India exported LGD worth \$1.3 billion in 2021-22 and this figure is expected to cross \$2 billion in 2022-23.





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SPOTLIGHT



Orders Worth **49,407 crores** Placed at IIJS Premiere 2022 HANSA Report

IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE **2022**
4th - 8th August
Bombay Exhibition Centre (BEC) - Mumbai

GJEPC
INDIA

62.10 kg
Gold jewellery sold
per exhibitor per day

64.71 kg
Studded jewellery
per exhibitor per day

41 per day
Domestic visitor
footfall per exhibitor

92%
Exhibitors intends to
participate
in the next edition of IIJS

IIJS Premiere 2022 was highly successful in driving sales and fulfilling the expectations & objectives of 1790 exhibitors and 50,000 domestic & international visitors. IIJS Premiere contributes on average 23% of the country's annual gems and jewellery sales, the study revealed. The total estimated value of orders booked at IIJS premiere 2022 was 49407 crores, the report affirmed.



Vipul Shah, Chairman, GJEPC said, "A third party report on IIJS Premiere was essential to evaluate our efforts and figure where do we stand as an organizer. As organisers we are elated to know that as per research, IIJS Premiere is instrumental in driving 25% of Annual sales of the industry and nearly Rs. 50,000 crores worth of orders were placed at the world's second largest show. Our efforts will always be to provide the participants a much more fulfilling experience at IIJS Premiere year after year."

Nirav Bhansali, Convener - National Exhibitions, GJEPC, said, "The Council has been making consistent efforts to match the expectations of its exhibitors and visitors. We have been conducting extensive road shows in the remotest parts of the country to ensure maximum buyer participation. The results of the Hansa survey are very encouraging as 96% of the visitors have expressed their desire to re-visit the show next year. It reaffirms our strategy towards sustaining the legacy of the IIJS brand."



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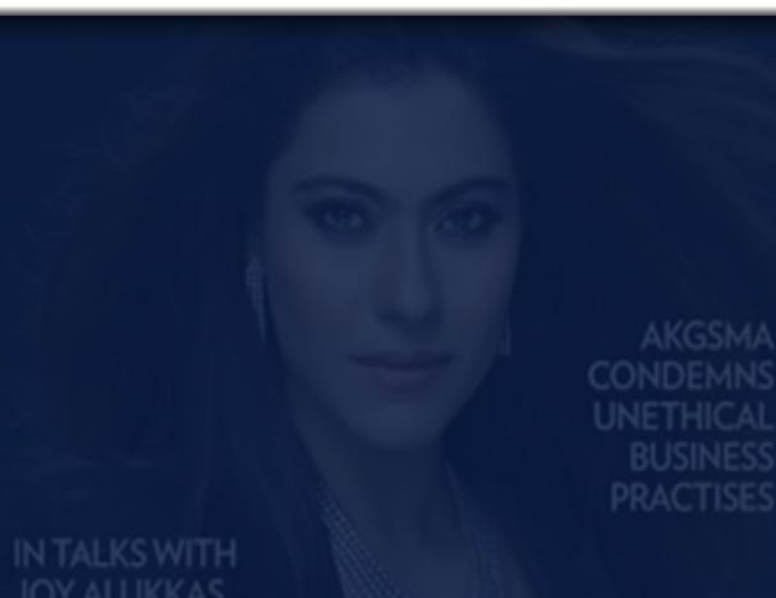
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Vivek Kabra - 9819066366





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LAUNCH



De Beers Forevermark Got Customers Back!

De Beers Forevermark reveals the vibrant new Forevermark Avaanti collection additions. A real and natural diamond is set in 18K yellow, white, or rose gold in the latest rings, pendants, and earrings. The enhanced brilliance of pavé-set diamonds is also accessible with simple, angular shapes. The new unique wrap design is a potent metaphor for both the past and the future that is yet open to change.



“Diamonds hold a deep emotional value for our clients in India and with the success of the Avaanti Collection last year, we saw the rising demand for everyday wear, classic jewellery so this season we

are introducing a bold new addition of the Forevermark Avaanti Collection in three contemporary new designs. Each diamond in the collection comes with a De Beers Forevermark’s unique inscription number that bears the assurance of each diamond being beautiful, rare, and responsibly sourced.” said, Mr. Sachin Jain, Managing Director, De Beers India.



Jos Alukkas Launches Digital Gold - Expands Portfolio



Jos Alukkas has announced a new product - Jos Alukkas DigiGold in its portfolio in collaboration with MMTC - PAMP, today.

Speaking on the launch at their Dickenson Road, Bengaluru, Varghese Alukka, MD - Jos Alukkas said, "I am pleased to announce the launch of our latest offering, Jos Alukkas DigiGold, a dynamic investment instrument, in collaboration with MMTC- PAMP for our customers. It is a 100% secure new-age tool for investment, and we believe that it will be of great value for millennial and Gen Z investors. Unlike gold jewellery, digital gold does not incur any making charges and investors can liquidate their holdings whenever they want at real time rates. MMTC-PAMP offers 24K, 999.9 purest gold, which is secured in insured bank-grade vaults on behalf of investors. I am positive that our customers will reap maximum benefits of this product."





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LAUNCH



Kalyan Jewellers celebrates the divine feminine with a Durga Pujo special campaign

Kalyan Jewellers celebrates the occasion of Durga Puja with the launch of its updated *Sankalp* collection, unveiled through a new digital ad film.

The campaign features the brand's regional ambassador for the state of West Bengal - Ritabhari Chakraborty, adorning traditional Bengali style jewellery from Kalyan Jewellers' *Sankalp* collection.



Narayan Jewellers Introduces New Ecommerce Website



With Mira Rajput Kapoor, Narayan Jewellers introduced their new online store, which has this all new "Elegance" category. One-in-a-million category will display their special wedding, cocktail, and high jewellery designs. The new Elegance line features the stackable bracelet collection "Be You" and the layered chain collection "Layered You." The online store operated by Narayan is considerably unlike from others found in the Indian market.

Mira Rajput said: "Many congratulations to Narayan Jewellers, Ketan & Jatin Chokshi for the launch of their new ecommerce website. It's amazing to see how Narayan has blended their over 80 years old legacy with newest technology with its designs and aesthetics. I loved wearing their jewellery."



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NEWS INDIA



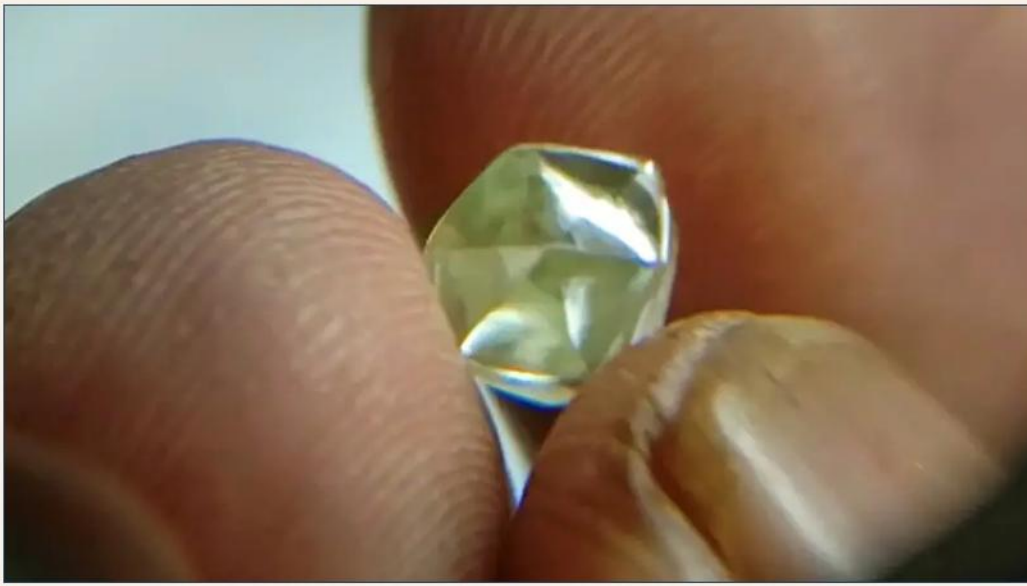
GOLD PRICES PLUMMET'S AFTER BIGGEST ONE-DAY GAIN

Gold rates jumped to ₹750 per 10 gram in the previous session. In global markets, gold prices retreated today to \$1,656.59 per ounce. A pullback in US dollar and US bond yields from recent highs helped spark a rebound in bullion. Spot silver today fell 0.4% to \$18.82 per ounce.

Bank of England's decision to unveil a bond-buying program to boost UK bonds boosted pound, leading to a slight pullback in US dollar. The BOE said it would buy unlimited amounts of longer-dated UK Gilts to prevent a systemic crisis.



RAJ DIAMONDS LAUNCHES NEW COLLECTION FOR DIWALI



South India-based Raj Diamonds has launched a new collection of diamond jewellery, Futuro for this festive season. The new collection features rings, earrings, pendants and other handcrafted jewellery pieces. This range of jewellery strikes the perfect balance between traditional charm and contemporary appeal.

SAFEGOLD PLANS METAL LEASING FOR INDIA'S JEWELLERS

The digital gold supplier SafeGold intends to allow its users to lease their metal to tiny jewellers who are short on credit. The firm currently makes it possible for Indians to purchase gold online for as little as Rs 10 (12 cents).

It intends to access the gold that is sitting dormant in Indian homes and persuade people to lease their stockpile. 65% of the second-largest jewellery industry in the world is made up of small, sometimes family-run enterprises.





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REPORT BY GSI: RARE PHOSPHORESCENCE IN CVD LAB

Modern technology now allows for the replication of a diamond's natural development in extremely controlled circumstances. Lab-grown diamonds cost around 50% less than mined diamonds yet are chemically, physically, and optically similar.

The two most popular methods for producing lab-grown diamonds are chemical vapour deposition (CVD) and high pressure and high temperature (HPHT). Each of these techniques has unique characteristics that allow gemologists and laboratories to recognise it.



“DIAMOND FACTORY” DISCOVER BY RESEARCHERS DEEP INSIDE EARTH



Scientists have demonstrated that hydrous minerals can occasionally reach the barrier between the core and the mantle and are present in the oceanic crust. Similar to rusting on the surface of the Earth, water and metal react at this barrier to produce iron oxides and iron hydroxides. Diamonds are created when carbon separates from the liquid iron-metal alloy at the core-mantle boundary.

'FORTUNE PINK' DIAMOND COULD FETCH \$35 MILLION AT CHRISTIE'S

As part of Christie's Luxury Week, the world's largest pear-shaped fancy vivid pink diamond will lead the Geneva Magnificent Jewels sale on November 8. The Fortune Pink is estimated to be worth \$25 million to \$35 million. Weighing an “auspicious” 18.18 carats, the diamond's weight literally translates to definite prosperity in Asia. Rahul Kadakia, Christie's International head of Jewellery, added that this gem “will certainly bring good fortune to its new owner.”





MEMBERSHIP FORM



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Membership Application Form

Membership No.: _____

Type: _____

Please paste
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membership
card to be issued

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and continue on a separate sheet wherever necessary.

1. Trading Name of Business:

Proprietorship Partnership Pvt. Ltd. Ltd. Company HUF Others

Company Name: _____

Company Registration Number: _____ GST Number: _____

Address: _____

City: _____ State: _____ Pincode: _____

Tel. No.: _____ Fax No.: _____

Email: _____

Website: _____

2. Full name of Person: (this will be "Name" printed on Membership Card & Certificate, refer sample on page no. 7)

Mobile No: _____ Email: _____

Date of Birth: _____ Anniversary: _____

Name of spouse: _____ No. of Children: _____

Resi. Address: _____

City: _____ State: _____ Pincode: _____

Tel. No.: _____

Following documents are required:

- 1) 2 Photos
- 2) Address Proof: GST Certificate
- 3) ID Proof: Pan Card

In case GST certificate not available following any two documents required .

- 1) BIS Registration Certificate
- 2) Udyam Aadhar
- 3) Shop and Establishment Certificate

Signature/Thumb impression
of Member (As per Point 2)

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