



MARKET UPDATES

- After having due consultations with all stakeholders and based on the views received it has been decided that after 31st March 2023, gold jewellery or gold artefacts cannot be sold unless hallmarked with a 6-digit Hallmark Unique Identification (HUID) number, which is in accordance with the Indian Standards specified in IS 1417: 2016 as amended.
- On March 23, India celebrated the festivals of Gudi Padwa, Ugadi, Cheti chand among others. Gold prices touched a record of Rs. 60,800. Consumers took this opportunity to exchange their old gold with new. They also bought digital gold. Outlook remains positive as gold prices are expected to remain firm and even increase.
- The step has been taken to safeguard and protect the consumers and enhance their confidence in the purchase of hallmarked gold jewellery with traceability and assurance of quality.
- Before implementation of the 6-digit HUID, hallmarking of gold jewellery consisted of 4 logos viz, BIS logo, purity of the article as well as logo of jeweller and Assaying and Hallmarking Centre. After introduction of HUID, the hallmark consisted of 3 marks viz, BIS logo, purity of the article, and six-digit alphanumeric HUID. Each hallmarked article has unique HUID number which is traceable.
- The industry is geared up for the GJC's #Humara Apna Show scheduled in Mumbai from 7th to 10th April

FROM THE FOUNDER'S DESK

Dear friends,

Let me begin by wishing you another very successful financial year as we dawn 2023-24.

2022-23 was a special year as it saw no major disturbances throughout the year, after 3 years of unprecedented global challenges.

I am proud to announce that the brand grew by 65% in the last financial year. So as Divine family let's celebrate this moment and congratulate all our partners because of whom we could reach this new peak.

2023-24 comes with its own excitement. There are a lot of exciting initiatives in pipeline. New product development, campaigns, and ideas that promise an unmatched consumer experience and huge business opportunities for us. It also comes with more clutter and challenges. Technology is not just changing the rules of the game, it's actually changing the game itself.



Diamond Coin : An innovative product offering from Divine Solitaires



A unique, revolutionary, and exclusive product launched for the discerning customers, the diamond coin is an elite gift and a prized asset. Divine Solitaires Diamond Coin is a 22kt gold coin studded with Divine Solitaires diamond, the most beautiful, finely crafted diamond in the world which exhibits Hearts & Arrows pattern. Backed by an unmatched Quality Guarantee Certificate[®] this diamond coin will not only steal your heart but also give you complete assurance and peace of mind.

An Elite Gift & A Prized Asset

Divine Solitaires Diamond Coin makes the perfect Akshaya Tritiya gifting choice for your elders, siblings, children, friends, business associates and customers.

It comes in a beautiful seal packed, tamper proof box and is available in 3 sizes to fit every budget.

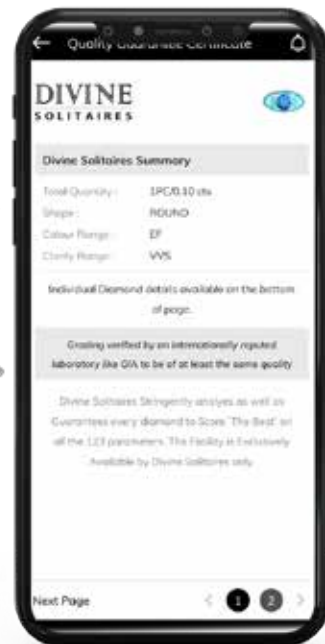
As an asset that grows in value, we have made it very simple for you to track its price through the 'Verify and Track' feature on its free mobile app. The coin's current price and details can be viewed by entering the product code or by scanning the QR code.

Divine Solitaires offers 100% of its current prevailing price when you exchange it for other jewellery or upgrade at 95% buyback at any of its 200+ partner jewellers in 100+ cities in India.

Accessorise your diamond coin with Specially designed jackets in 10kt yellow gold, simple brass and enamel brass that turn your coin into a wearable pendant.



Divine Solitaires offers diamond traceability at your fingertips



The new generation consumers comprising of millennials and Gen Z are a lot more willing to pay higher prices and invest themselves in brands that put the people's interest ahead of their own. That means they expect those brands to be honest, authentic, and transparent. Alternatively, it is also no surprise that they are willing to boycott companies they see as unethical or that falsely advertise products.

The diamond industry must therefore move from secrecy to transparency and give consumers access to the complete history of the diamond. They want more than a simple declaration; they want verifiable assurance that the diamond is ethically sourced and that their craftsmanship processes have not exploited people or the environment. They want a guarantee of full traceability, and the trade is obligated to provide it if they want to make the sale.

Divine Solitaires, India's proudly homegrown brand offers complete transparency and traceability through its mobile app. Its Verify & Track digital experience feature provides the consumer the quality and price of the solitaire. The consumer can know the journey of the diamond from the mine to the finished product by entering the diamond's UNIQUE ID.

Divine Solitaires Mobile App is available for free download on Android and iOS platforms.

DIVINE SOLITAIRES IS SHOWCASING EXQUISITE DIAMOND JEWELLERY COLLECTIONS AT GJS



Daily Wear Diamond jewellery: This collection features light, unique and stylish solitaire jewellery for you. The lightweight, intricate and trendy designs make a woman comfortable in her own skin.



Dancing Diamond Jewellery Collection : Inspired from the slender grace, fluidity and agility of a ballerina, this exquisite collection of diamond jewellery is an ultimate indulgence for free spirited women.



This collection is inspired by magnificent and awe inspiring bridges of the world. Setu or a bridge symbolizes a journey of unity, trust, love and continuity. This exquisite diamond jewellery collection is for achievers who want to progress in life, reach their destination by establishing new connections.



A collection of exquisite solitaire diamond jewellery featuring enameled colours in beautiful motifs to mirror your feelings and emotions.

**DIVINE[®]
SOLITAIRES**

**DISCOVER
AMAZING SOLITAIRE
COLLECTIONS**

VISIT US AT

HALL 3 3F13-3G13

GJS
INDIA GEM & JEWELLERY SHOW
A GRAND BUSINESS TO BUSINESS EXPO
APRIL 7 - 10, 2023
BOMBAY EXHIBITION CENTRE

DIAMONDS DAZZLE AT THE OSCARS RED CARPET 2023



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Florence Pugh



Deepika Padukone



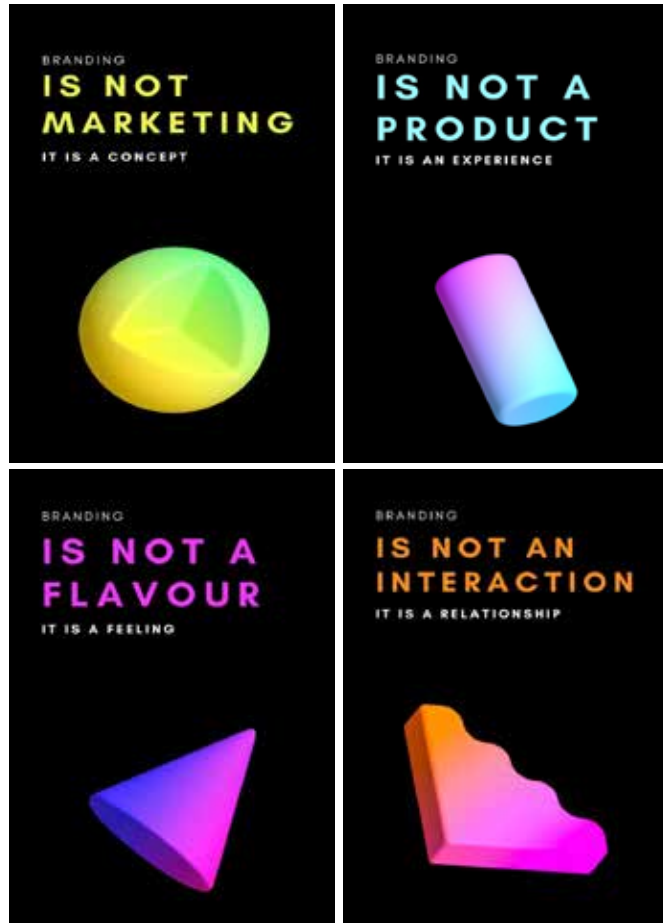
Cara Delevingne

Divine Solitaires Exhibitions, BTL & Consumer Engagement Initiatives

We at Divine Solitaires are proud to be the first and only home-grown Indian diamond jewellery brand. All our partner jewellers are brand themselves. They are store brands built on the foundation of trust generated over long periods of time.

Our product brand must resonate with the values of the participating store brand. We organize exhibitions at jewellery stores after careful thought and due deliberations. We believe in the following branding tenets:

1. Branding is not Marketing. It is a concept.
2. Branding is an Experience.
3. Branding is a Feeling.
4. Branding is a relationship.



Images courtesy : Stefan Maritz

Every exhibition that we organize has a concept, a theme. Indian diamond market is underserved. We aim to educate the consumer on the product features, benefits and the credibility or the assurance that only a product brand can provide.

We provide a holistic consumer experience that appeal to the feeling of the consumer. Our relationship is twofold, first with our jeweller partner and with the end user. It has been our experience, that once a consumer visits our exhibition, he comes again and yet again. We believe that a sale is not just a transaction, it is a steppingstone for building a relationship.

Following are some of the pictures of recent Divine Solitaires exhibitions at D P Jewellers stores in Bhilwara and Udaipur. The theme at both the places was Never Before Never After. Before the exhibition begins, the frontline sales associates receive inputs and tips on objection handling from the Divine Solitaires trainers.



Training at D P Jewellers, Bhilwara.



D P Jewellers, Bhilwara.



D P Jewellers, Udaipur.



Dheeraj Soni - D P Jewellers, Udaipur

Outstanding Performer

Divine Solitaires is the only Indian Solitaire diamond Brand to have presence in India's B & C towns. Our marketing team has laid a strong foundation to unlock the value from these mofussil areas. This month, our outstanding performer is Dheeraj Soni. He is based in Udaipur at D P Jewellers store. He has been recognized and felicitated for his hard work, dedication, target achievement and relentless pursuit towards customer satisfaction.