



AWARD CATEGORIES

Diamond Jewellery of the Year

Ever since the advent of diamond jewellery brands in India, the consumer acceptance of diamond across the country has been widely due its perception value of exclusivity, modernity, fashion and class. But it is the changing design landscape of the category that has really helped surge the demand for diamond jewellery. For an intrinsically value conscious Indian consumer, diamonds glorify fashion and style.

Diamond Vivaha Jewellery of the Year

Although it may not be ritualistic, diamonds are becoming a necessary part of a brides wedding ensemble. And the modern outlook of the newage bride is often translated into the designs that exude sophistication and quiet elegance.

Gold Jewellery of the Year

Gold is ingrained in our history and culture. Gold continues to stay relevant through generations. But giving this age old metal a modern rendition requires the art of amalgamating the old techniques with the new, one that Indian's have proudly mastered.

Gold Vivaha Jewellery of the Year

In India, on the auspicious occasion of Vivaha, the seven vows are as sacred as the touch of the yellow metal; it is unceremonious not to wear gold on your wedding! And designs in gold bridal jewellery have continued to evolve in keeping with new sensibilities of a nation that holds on to its traditions yet embraces the new.

Couture Jewellery of the Year

Fashion is swaying the Indian consumers like never before. And fashion rules in jewellery no less. It is not rare to see the influences of latest trends in jewellery designs, especially those that are customized to perfection to appeal to individualists taste.



Colored Gemstone Jewellery of the Year

India's love for colors is inspiring. The heritage and tradition of celebrating festivals brings vibrancy while accentuating the dominance of bright hues in our culture. Undeniably, festivals have customarily revived jewellery sales in the country as jewellery truly enhances the joy of celebration.

Innovative Jewellery of the Year

Customers seek distinctness in style. We have to be continuously committed to taking jewellery designs to the next level of innovation and inspire the industry to think out of the box.

Heritage Jewellery of the Year

India's vast history is replete with inspiring tales of diversity and tradition. It is one of the greatest reserves of creative inspiration for Indian designers. Our jewellery reflects deep cultural influences of the past. And, in many ways, the rich heritage of India remains preserved in the intricacies of the Indian jewellery designs.

Platinum Jewellery of the Year

Platinum is eternal and carved to perfection for the very discerning Indian woman who seeks exclusivity. Minimalistic yet uber-chic, platinum is the new found friend of the modern woman.

9 to 5 Work wear Jewellery of the year

Not only are an increasing number of women stepping out to work they are also choosing unconventional careers such as photography, defense, and aviation. And they are constantly looking for the right workwear and accessories, whether it is clothes, shoes, handbags or jewellery. Extensive research has, however, shown that workwear is a mystery that often intrigues and bewilders the modern Indian woman, especially the jewellery. Working woman continues to explore designs which will be her 9 to 5 companion, and will help her celebrate every single day in her life!



Men's Jewellery of the Year

As Indian fashion evolves, men find their deserved place in the fashion world. In the context of jewellery this means they demand more than wedding rings and gold chains. Accent pieces are making a way back into the gentleman's wardrobes - the signet ring, the tie clip, the lapel pins, cuff-links and tie accents.

Modular Jewellery of the Year

Today's woman plays a multi faceted role and rightfully demands jewellery which is multi faceted in form and design. Modular form of jewellery that is interchangeable and can sort her out for more than one occasion is appealing to her more than designs have single occasion usability.

MARKETING CATEGORY

- Print Campaign of the Year
- TV Campaign of the Year
- Retail Promotion of the Year
- Social Media Marketing Campaign of the Year