

FAQ:

Q: Why should I enter my product /campaign for Retail Jeweller India Award (RJIA)?

A: The Retail Jeweller India Award characterizes excellence and prestige. Its strongly establishes your brands superiority in design and creativity propelling your product/brand to benefit in a competitive market place. The Retail Jeweller India Award brings a unique distinction to your design by recognizing the artistic and creative inputs that has gone into making the product exemplary.

Q: Who may enter the Retail Jeweller India Award?

A: Any individual jewellery designer, retail jeweller, retailer cum manufacturer or brand, may make an entry for any category of the Retail Jeweller India Award. Marketing professionals and agencies may make the entries on behalf of their clients in the retail and marketing categories.

Q: What is the criterion for evaluating the entries for The Retail Jeweller India Award?

A: The entries for The Retail Jeweller India Award will be judged for their excellence in originality, creativity and commerciality.

Q: What do I have to do in order to make an entry?

A: Once entries are opened (1st March 2016), complete the registration form and submit it. You will receive an acknowledgement when we receive the form. Subsequently, you will be informed about its acceptance. The acceptance notification will provide you the link for proceeding with the award entry.

Q: Are there any fees involved?

A: Yes, there is a one-time entry fee, which will be used to defray the expenses of the judging and administrative processes involved in awarding the Retail Jeweller India Award.

Q: What is the judging process, and who is involved?

A: The Retail Jeweller India Award Jury panel under the supervision of IMRB will review the entries online and announce the first list of all finalists in jewellery design categories and the nominees in the Retail and Marketing Categories. The finalists (in jewellery categories) will be asked to submit the jewellery piece for the final physical evaluation to the jury panel who will then rate the pieces. IMRB will tabulate the ratings to arrive at the nominations and winners.

Q: Who is in the Jury Panel for 2016?

A: The Jury Panel of The Retail Jeweller India Award is an eclectic mix of individuals with long standing professional experience across fields of Gems and jewellery, fashion, media, business and entertainment. The diverse background of the panellists brings in an unbiased and balanced judgement on the designs. The Jury Panel for 2016 will be disclosed after the Grand Jury Meet.

Q: When are the winners announced?

A: The winners of the Retail Jeweller India Award are kept strictly confidential and will be announced at the Retail Jeweller India Award Gala on 6th August, 2016. All nominees, finalists and other industry stakeholders are invited to attend the award ceremony.

Q: What happens if our nomination is a winner?

A: If you win the Retail Jeweller India Award you have the freedom to publicize the great

honour. We will provide a template press release or you can write your own. Winners may leverage the Retail Jeweller India Award winning seal and participate in our customized marketing plan that includes product sampling, social media, product review and national media outreach.