



For Immediate Release

GJEPC launches short films to boost jewellery demand this festive season

Introduces exclusive short digital films on gold and diamond jewellery for IJS patrons

5th November, Mumbai: GJEPC continues to strive to strengthen the industry and boost demand for gem and jewellery. With the aim to help IJS retailers reach out to their customers during this Dhanteras, GJEPC has introduced an exclusive series of 10 short promotional films. 5 films each on Gold and Diamond Jewellery based around different day-to-day situations emphasising the importance of gold as an investment and diamonds as the ultimate gifting option, have been developed. These films originally shot in Hindi are dubbed into regional languages such as Bengali, Tamil, Telugu, Kannada, Malayalam and Gujarati for increased penetration pan India.

Commenting on this initiative **Colin Shah, Chairman, GJEPC**, said, "Covid has dramatically changed the retail experience. And as we head into the biggest jewellery-buying period of the year, consumers with sizeable discretionary income are being wooed by a dazzling array of high-end products with big promotional budgets, such as cars, electronics and appliances. It's imperative for the jewellery category to stand out in this festive melee. Through its series of commercial films, the GJEPC is driving the message of 'gold as an investment' and 'diamond jewellery as the ultimate gifting option' this Dhanteras. Retailers must pitch in and take full advantage of this opportunity to reach out to their customers to not just retain, but grow jewellery's share of the consumer's wallet."

These films are solely developed by GJEPC to offer to their partner Retailers, as value-add to promote their jewellery brand and push the jewellery category to their consumers this Dhanteras.

GJEPC is offering these promotional films with the retailer's logo incorporated in the films at a nominal processing fee of Rs.2000/- inclusive of GST per film.

The films made on different themes include:

DIAMOND PROMO FILMS

- Birthday
https://www.youtube.com/watch?v=r76lqtj_oLY
- Candle Light Dinner
<https://youtu.be/322UgIBR-FU>
- New Car
<https://www.youtube.com/watch?v=fTHM7Uaxj9s>
- Designer Dress
<https://www.youtube.com/watch?v=5GPsXPpCrLw>

GOLD PROMO FILMS

- Counselling
<https://www.youtube.com/watch?v=jkDvodkUiLA>
- Hospital
https://www.youtube.com/watch?v=CSfZaq_4Qk
- Living Room
<https://www.youtube.com/watch?v=xqupUE7T3Ks>
- Insurance
<https://youtu.be/pZjqc9MdCPo>

Retailers can log on to <https://gjepec.org/gjepec-promo.php> for details and make request for the films.

About The Gem and Jewellery Export Promotion Council (GJEPC)

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of gems & jewellery industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.