

## FAQ

**Q: What are the Retail Jeweller India Awards, and what makes them unique?**

A: Retail Jeweller India Awards is India's most prestigious and pioneering recognition platform dedicated exclusively to the retail jewellery industry. Established in 2005, it celebrates excellence in design. What makes it truly unique is that it is widely regarded for initiating the first recognition platform for retail jewellers in the Indian subcontinent.

It is also acclaimed for creating an extensive, transparent judging process that involves discerning jury members with exposure to luxury and fine jewellery.

Most importantly, the awards have earned a reputation for valuing and recognising design creativity and uniqueness, regardless of a participant's business scale, creating a level playing field for retailers across metros and tier cities.

**Q: Do consumers know about the Retail Jeweller India Awards?**

A: Yes. These are the oldest awards in the country. The widespread promotion and word-of-mouth from winners, nominees, and jury members, along with a comprehensive digital archive of content created over the years, build a strong reputation among consumers. Those who are still unfamiliar are always impressed by the legacy when they discover the awards with a simple click.

**Q. How does participation in the Retail Jeweller India Awards help strengthen our brand?**

A: The reason most leading brands participate with us year after year is simple—It's not just about winning, it's about what the platform does for your brand. Winning or getting nominated on a national platform has multiple benefits:

- Strengthens position as a serious design player in the market
- Creates a strong sense of pride amongst existing customers
- The Jewellery Diaries ([instagram.com/thejewellerydiaries/](https://www.instagram.com/thejewellerydiaries/)) is a recent initiative to promote the participants, not just the winners and nominees, on a consumer platform exclusively.
  - ✓ The promotions run year-round, with special focus on nominated and winning designs.
  - ✓ The blog stories promote all other design entries through topical subjects based on festive trends, occasions, red carpet events, etc.
  - ✓ It features new collections of all participants year-round, with increased promotion during the season.
  - ✓ Features celebs spotted in the jewellery of the participants.
- Build your position, gain high visibility and recognition within the industry. As a reputed b2b media company, we promote the awards across digital and print channels.
- Network with industry leaders as 500 top jewellers gather for this elite event.
- Boost team morale internally and motivate them to push creative boundaries.
- Create a compelling narrative for front-end sales staff.

**Q: Is the promotional support restricted to b2b platforms, or extended to consumers?**

A: As a B2B media company, the primary channels are B2B platforms, including both digital and print. However, The Retail Jeweller has an exclusive consumer digital platform [jewellerydariesblog](#) reserved for award participants, where designs from the awards gallery and brand collections are promoted year-round. The consumer platform features blog posts that recommend designs to consumers and provide direct links to participant pages.

**Q: Who may enter the Retail Jeweller India Awards?**

A: Any Retail Jeweller, Jewellery designer operating a boutique (open for walk-in customers), or brand with a shop-in-shop or/ and separate retail outlet may make an entry for any category of the Retail Jeweller India Awards.

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

A: The Retail Jeweller India Awards characterise excellence and prestige. It strongly establishes your brand's superiority in design and creativity, propelling your product/brand to gain an edge in a competitive marketplace. The Retail Jeweller India Awards brings a unique distinction to your design by recognising the artistic and creative inputs that have gone into making the product exemplary.

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

A: The Retail Jeweller India Awards Jury, supervised by a process auditor, will review online entries and select the initial list of finalists in the jewellery design categories. The finalists will then be asked to submit their jewellery pieces for the final physical evaluation—The Grand Jury Meet (held in Mumbai)—where the jury will physically evaluate and rate the pieces.

**Q: Who is in the Jury Panel?**

A: The Jury Panel of The Retail Jeweller India Award is a diverse group of HNI individuals from luxury, fashion, media, art, business, and entertainment. Their varied backgrounds ensure unbiased and balanced judgments of the designs. The panel for this year will be announced at the Grand Jury Meet. Some of our past juries include Avarna Jain, Avni Patel, Devita Rajkumar Saraf, Firodia Motwani, Sudha Reddy, Kanika Tekriwal, Michelle Poonawalla, Namrata Shroff, Pria Kataaria Puri, Schauna Chauhan, Supriya Motwani Tanaz Doshi and many others.

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

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

**Q: What do I have to do to participate?**

A: Once entries are opened, complete the registration form and submit it. You will receive an acknowledgement containing the link to proceed with the awards 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 Awards.

**Q: What happens if our nomination is a winner?**

A: If you win the Retail Jeweller India Awards, you can publicise this great honour. We will provide a template press release, or you can create your own. Winners will receive a plaque to display at the store and be part of a customised marketing plan that includes social media, product reviews, and national media outreach.

**Q: When are the winners announced?**

A: The winners of the Retail Jeweller India Awards are kept strictly confidential and will be announced at the Retail Jeweller India Awards on the MEGA AWARDS NIGHT. All nominees, finalists and other industry stakeholders are invited to attend the awards ceremony.