





A VENTURE BY



INDIAN JEWELLER

MAGAZINE

POWERED BY



Peace of mind, Assured.

29TH SEPTEMBER 2024  
TAJ PALACE  
NEW DELHI

THINK YOU  
HAVE THE  
COOL  
FACTOR?

IN ASSOCIATION WITH



COUTURE INDIA  
A BUSINESS BOUTIQUE SHOW

If yes then,  
sieve your opportunity  
to become one of India's  
Coolest Jewellery Stores!

India's jewellery retail landscape is vast and diverse, featuring everything from small, family-owned shops to large corporate chains. Post-pandemic, the industry has seen a surge in expansion, with 300-500 new stores opening every year. Brands are continuously innovating to stay relevant and enhance the consumer experience.

ICSA offers you the perfect platform to tell your story and showcase what sets your brand apart. Demonstrate to the industry why you are a true DIFFERENTIATOR.

Providing the best retail experience is an art, mastered by elements such as ambience, service, inventory, and merchandise. But it goes beyond that—how empathetic are you towards your employees? How does your brand contribute to the betterment of society and the country?

Join ICSA and highlight your unique approach. Show the world how your brand stands out and sets the standard in the jewellery industry. Seize this opportunity to shine and lead the way in creating an exceptional retail experience.



# WHY SHOULD YOU PARTICIPATE?

## 1. RECOGNITION AND PRESTIGE

Winning or being nominated for an award enhances your store's reputation, distinguishing you from competitors and highlighting your commitment to excellence.

## 2. INDUSTRY CREDIBILITY

Being part of ICSA boosts your credibility within the industry, showcasing your dedication to innovation, quality, and exceptional customer service.

## 3. MARKETING OPPORTUNITIES

Leverage the award in your marketing campaigns to attract more customers. Awards serve as powerful endorsements that can increase foot traffic and sales.

## 4. NETWORKING

Connect with other leading retailers, industry experts, and potential partners. ICSA offers a valuable networking platform to share insights and collaborate on new opportunities.

## 5. BENCHMARKING EXCELLENCE

Evaluate your store's performance against the best in the industry. Identify areas of improvement and implement best practices to stay ahead in the competitive market.



## 6. EMPLOYEE MOTIVATION

Boost morale and motivate your team by showcasing their hard work and dedication. Recognition through awards can lead to higher employee satisfaction and retention.

## 7. CUSTOMER TRUST

Build greater trust with your customers. Awards signal reliability and excellence, encouraging customers to choose your store over others.

## 8. INNOVATION SHOWCASE

By participating, you contribute to raising the overall standards of the industry. Share your success story and inspire other retailers to elevate their practices.



## 9. MEDIA EXPOSURE

Gain media coverage and publicity through the awards. This can lead to increased brand visibility and awareness on a larger scale.

## 10. CONTRIBUTING TO THE INDUSTRY

The judging process will be done by experts in the jewellery, business and visual merchandising fields. The application process for the awards involves submitting information about a store's design, merchandising, and customer experience, which can provide retailers with valuable feedback and insights to improve their business operations.



## STEP -1

From the entries received, which includes filling up a standard questionnaire supported by virtual tour of the store and photographs and other data requested by us, finalists in each category will be selected by Indian Jeweller's editors and a panel of jury comprising of experts.



## STEP-2

Our panel of industry-expert judges will be divided between the two categories and will rate each finalist from 0-100 in 14 categories: story, exterior appearance, interior appearance, advertising and marketing, store website, overall individuality and criteria for our special categories.



## STEP-3

Each criteria will be given the following weightage:  
0-100 IN 14 CATEGORIES

VISUAL MERCHANDISING,  
STORE LAYOUT & APPEARANCE

75%

STAFF TRAINING,  
EXPERTISE &  
EMPLOYEE POLICY

50%

100%

50%

INNOVATION  
AND CREATIVITY

INNOVATIVE USE  
OF TECHNOLOGY

100%

SOCIAL MEDIA  
PRESENCE &  
BRANDING

**JUDGING  
MODULE**

**PARTICIPATION OPEN (RETAILERS)**

**1ST  
JULY**

**PARTICIPATION CLOSES**

**20TH  
AUGUST**

**GRAND JURY MEET**

**1ST  
SEPTEMBER**



**SCAN  
TO  
REGISTER**



**NOMINATIONS ANNOUNCEMENT**

**AWARD CEREMONY**

**5TH  
SEPTEMBER**

**29TH  
SEPTEMBER**

**TIMELINE**

**1.**  
THE COOLEST  
VISUAL  
MERCHANDISING

**2.**  
THE MOST  
TECH-SAVVY  
(OFFLINE /  
ONLINE)

**3.**  
THE  
COOLEST  
STORE TO  
WORK IN

**4.**  
THE MOST  
SOCIALY  
RESPONSIBLE

**5.** THE COOLEST  
AD CAMPAIGN

**6.** THE COOLEST STAR  
PERFORMER OF THE YEAR

**7.** THE BEST  
AMBIENCE

**8.** THE COOLEST  
EMERGING  
JEWELLERY  
RETAILER

**9.** THE  
COOLEST  
DIGITAL  
ENGAGEMENT

**10.** THE  
COOLEST  
INDEPENDENT  
STORE

**11.** THE  
COOLEST  
BOUTIQUE  
STORE

**12.**  
THE  
COOLEST  
REGIONAL  
CHAIN  
STORE

**13.**  
THE  
COOLEST  
NATIONAL  
CHAIN  
STORE

**14.** THE COOLEST NEXT-  
GEN (DIRECTOR/  
OWNER TO BE  
BETWEEN THE AGE  
25YRS - 35YRS)

# CATEGORIES

REGISTER YOURSELF AT :  
[WWW.INDIASCOOLESTSTORES.COM](http://WWW.INDIASCOOLESTSTORES.COM)  
TO BECOME THE  
COOLEST STORE OF INDIA!

PARTICIPATION FEE :  
RS. 20,000/-  
+GST AS APPLICABLE

SCAN  
TO  
REGISTER





SCAN  
TO  
REGISTER

MOBILE NO.

+91 9082501002

EMAIL

events@indianjeweller.in

WEBSITE

www.indiascooleststores.com

FACEBOOK

facebook.com/indianjeweller

TWITTER

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INSTAGRAM

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Tulsi Pipe Road,  
Lower Parel (West),  
Mumbai - 400013

INDIA'S  
COOLEST  
STORE 2024 

POWERED BY



Peace of mind, Assured.

NETWORKING  
EVENING  
PARTNERS

KAAMYA JEWELS

DISTINCTLY ARTISTIC



POLKI JADAU  
JEWELLERY  
PARTNER



ACHAL  
Jewels

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