



RETAILJEWELLERINDIA.COM

Viswa & Devji Diamonds expands value proposition of diamond jewellery with 'Pink Box' curation

COIMBATORE

This is the fourth year of the 'Pink Box', which holds four carefully picked pairs of earrings, priced at Rs 1.99 lakh. With sustained product promotions, Pink Box has done remarkably well in the market during its limited-time offer. Buyers also get to exchange the earrings for new designs at no additional cost after a year of purchase

(RJ Exclusive)

READ MORE →





RETAILJEWELLERINDIA.COM

P. C. Chandra Jewellers' new showroom at Narayan Peth, Pune strikes cultural resonance with Marathi community

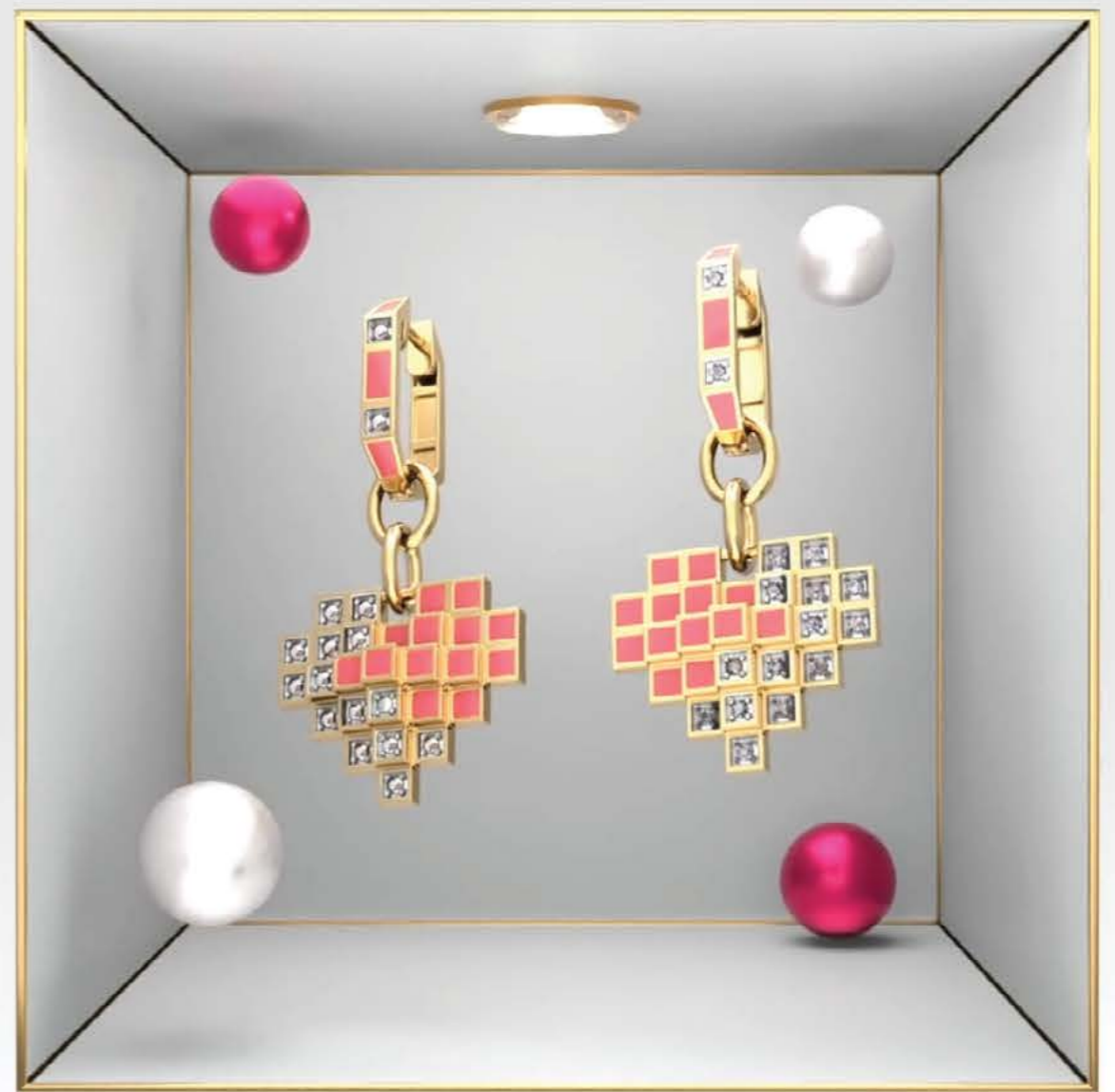
PUNE

The 2,700 sq. ft. store, the brand's 65th outlet, indicates its aim to diversify its product offerings to suit the region-specific tastes of its expanding customer base. Besides Kolkata, it has showrooms in other cities of West Bengal, as well as Agartala, Bhubaneswar, Ranchi and Patna in the east, in addition to Delhi, Bangalore and Mumbai

(RJ Exclusive)

READ MORE →





RETAILJEWELLERINDIA.COM

Kumari Fine Jewels pulls off a marketing coup with the hilarious 'Museum of Bad Gifts' campaign

MUMBAI

A cauliflower, anti-dandruff shampoo, a teddy bear and more such bad gifts hogged the limelight in Instagram reels by the brand in Valentine's week as it got into rescue gifting mode and positioned itself as the go to place for good gifts

(RJ Exclusive)

READ MORE →

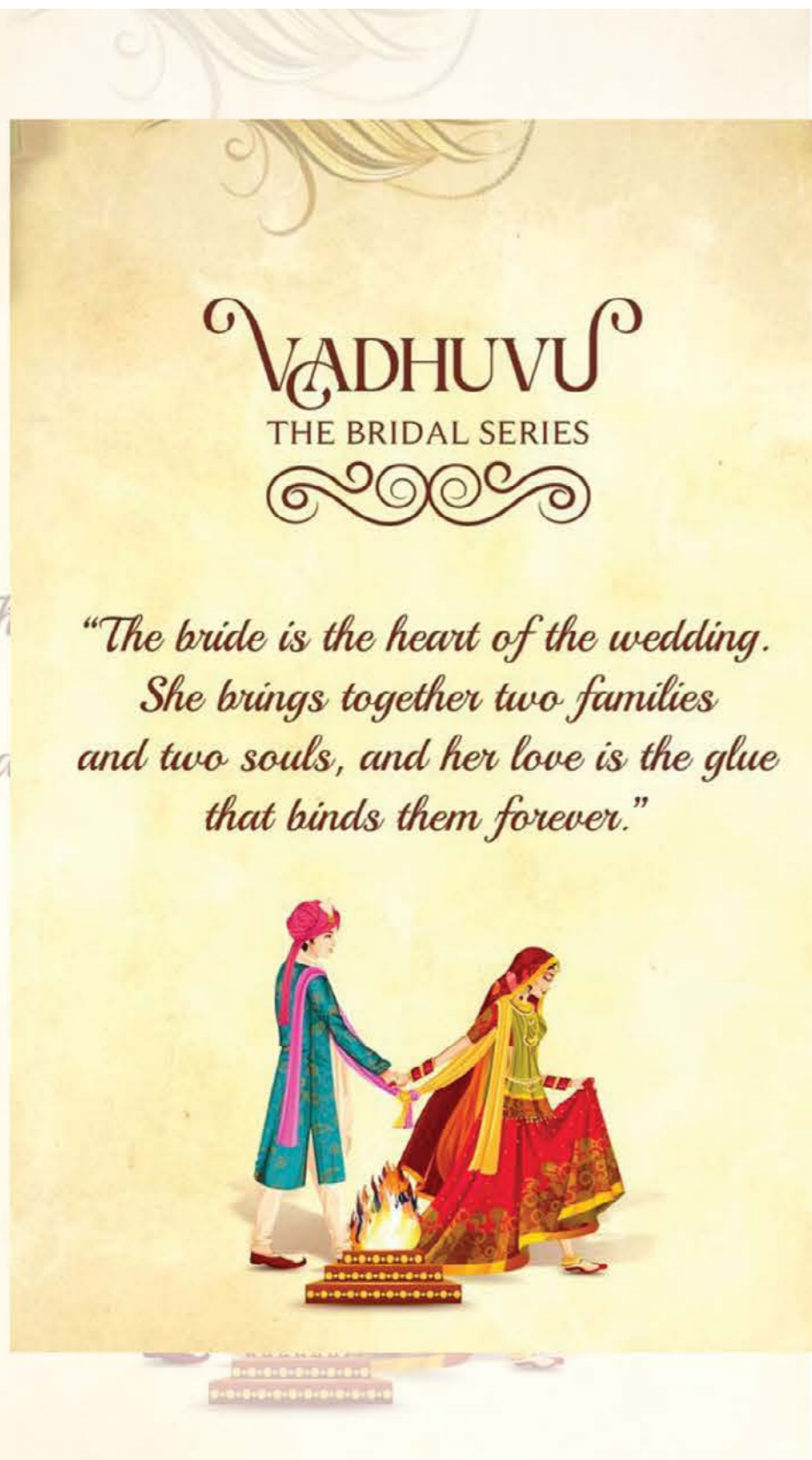


CELEBRATE LOVE WITH FURA PINK SAPPHIRE

FURA
Celebration
SAPPHIRES

CLICK HERE to register your interest →





RETAILJEWELLERINDIA.COM

With Vadhuvu Bridal Series, Suvarnam Jewels offers day-long in-store experience for bride-to-be and her family

HYDERABAD

The activity was announced in the last week of February and will continue up to the end of May, covering the entire season of weddings in South India. It starts with a pick-up facility at the doorstep of the bride to bring her to the showroom, where she is given a complete make-over to emulate her wedding day look

(RJ Exclusive)

READ MORE →





#SonePeSuhagaVivaah: Kuldipsons Jewellers sees surge in sales with reward-based activity for wedding jewellery shoppers

BISTUPUR

The brand allows customers to win a gold coin daily on purchase of jewellery worth at least Rs 10,000 at its store. Other than displaying the daily lucky draw winners on social media, the jeweller is also advertising the campaign through print media, thus reaching out to many potential customers





(RJ Exclusive)




[READ MORE](#) →





S K SETH JEWELLERS[®]
MOHANLAL SETH
Mumbai

 /sksethjewellers  /sksethjewellers  /sksethjewellers  /SethJewellers

 Mumbai  +91 93222 12220/022-22402405/07 |  sksethjewellers@gmail.com

reach above company by →





WORLD
GOLD
COUNCIL

RETAILJEWELLERINDIA.COM

World Gold Council appoints Sachin Jain as CEO, to take up role from March 2024

MUMBAI

Jain joins from De Beers where he has held several senior roles for the past 13 years. As Managing Director of DeBeers India, he has led the De Beers Forevermark business in India and the Middle East. Current WGC India CEO Somasundaram PR will retain his current role and responsibilities until Jain joins to ensure a smooth transition

READ MORE →





RETAILJEWELLERINDIA.COM

CaratLane launches first retail store at Dimapur in Nagaland, its 10th store in the North East

DIMAPUR

Through this new store, the brand aims to cater to the diverse tastes of customers in Nagaland, who are known for their sense of style. The brand also recently introduced 'Postcards' that enable users to record video messages and embed them into any CaratLane ring

READ MORE →





CRAFTED
WITH PASSION
WORN WITH PRIDE

For Any Business Enquiry Call Mr.Laxman Thakulla
+91 9380888030 / +91 9322941537

A Leading Manufacturer of closed setting Diamond jewellery

www.laxmidiamonds.com

reach above company by →





RETAILJEWELLERINDIA.COM

Kirtilals launches new campaign 'Bandhan' to bring attention to the bride and her tribe

MUMBAI

The new bridal jewellery campaign, that will shift the spotlight on the bride's tribe, is designed to grow Kirtilals' current customer base beyond South India and showcase its jewellery to a larger audience pan-India. The campaign is in the form of a film and has captivating visuals of Kirtilals' exquisite diamond jewellery collections

READ MORE →





#SheGotGame
#SheGotGame

RETAILJEWELLERINDIA.COM

Mia By Tanishq renews partnership with RCB's all-women's team for T20 Season 2024

MUMBAI

As the principal sponsor for the team, Mia is reaffirming its support for women athletes and their pursuit of excellence on the field with fresh vigour. The renewed partnership between Mia by Tanishq and RCB's all-women's team symbolizes a shared commitment to fostering inclusivity, diversity and empowerment within the sporting community

READ MORE →



INVITING FRANCHISE PARTNERS FOR **FOCM MODEL**

One Stop Destination For Fine Jewellery



- ◆ Legacy of 20+ Years
- ◆ Awarded as India's Most Preferred Jeweller 2019
- ◆ Network of 10,000+ Happy Customers

PRESENCE IN

15 Locations 

AREA: 800 Sq. Ft.

INVESTMENT:

INR 2.20 Cr. Onwards



Payback Period: 17-19 Months

+91-9821563644 | info@fionadiamonds.com |

www.FionaDiamonds.com

CLICK HERE to connect with us →





Jemimah Rodrigues
takes on some tough questions

RETAILJEWELLERINDIA.COM

Platinum EVARA embraces the spirit of the Women's Premier League with #IGotThis

MUMBAI

Platinum Evara has been associating with cricket since last year, via Jemimah who is the face of the brand. The integration with WPL takes that journey further and builds upon the foundation of Platinum Evara's "Becoming Me," which highlighted Jemimah's inspiring journey from passionate six-year-old to a cricketing icon

[READ MORE](#) →





RETAILJEWELLERINDIA.COM

Classiya Jewels launches jewellery e-boutique and flagship store at Salt Lake City Center, Kolkata

KOLKATA

Classiya Jewels' collection consists primarily of in-trend luxury silver jewellery priced between Rs 10,000 to Rs 1 lakh and is available online and offline. By launching the physical retail store, online store and presence in marketplaces at the same time, the brand aims to boost its status as an omni-channel retailer

[READ MORE](#) →

FURA Celebration SAPPHIRES



Become Fura Celebration Sapphires program Retailer?

- 1 Seize a new profit-centre opportunity for your showroom.
- 2 India Consumer Research has shown that 76% Customers are ready to buy Sapphire Jewellery.

Program Plan

- 1 Attractive Point of Sale materials for your showroom.
- 2 Focused training for your Sales team to excel in selling Fura Celebration Sapphires Natural Colour Gemstone Jewellery.
- 3 Feature in the National Fura Celebration Sapphires Jewellery Catalogue, distributed across India through top publications.
- 4 Receive digital e-certificates from FURA and SGL for all products.
- 5 Benefit from a National Digital Marketing campaign to educate and attract Indian customers to the Fura Celebration Sapphires Natural Colour Gemstone category.



How to join the National program

Stock up **100 carats of Fura Celebration Sapphires Jewellery** from any of the 8 authorised manufacturers.



To know more about the program, contact - SAMEER GOSAR, NATIONAL SALES MANAGER +91 84518 69611

CLICK HERE to register your interest





RETAILJEWELLERINDIA.COM

Gargi by P N Gadgil & Sons expands into Deccan with shop-in-shop stores at Shoppers Stop in Hyderabad

PUNE

The launch continues Gargi's aim to make its exquisite products available in more markets across India and the brand is now present in 16 Shop-in-Shop stores of Shoppers' Stop outlets. The brand has become known for its high-quality fashion jewellery in brass, 92.5 sterling silver and diamond collections

READ MORE →





Private equity firm Lighthouse invests Rs 284 crore in jewellery brand Kushal's

NEW DELHI

The funds will be used for brand building and to expand the retail footprint. The company aims to open more than 300 stores in the next three to four years. Currently, Kushal's has over 75 stores in more than 25 cities including Bengaluru, Hyderabad, Chennai, Pune, Indore and Chandigarh

READ MORE →



A Knowledge and Networking Platform Where Progressive Jewellers Meet!

DE BEERS
INSTITUTE OF DIAMONDS



Presents



THE Retail Jeweller
SOUTH FORUM' 24

4th APRIL BENGALURU

Sheraton Grand, Brigade Gateway

REGISTER NOW FOR EARLY BIRD DISCOUNT

RETAIL SOLUTIONS
EXHIBITION
TECHNOLOGY, SERVICES, PRODUCTS

Jewellery Franchising
EXHIBITION

BRIDAL
TRENDSETTERS

www.retailjewellerindiaforum.com

For delegate registration

Laxmi +91 7977381527 | Nagesh + 9167252615

Sagar +91 8976907876

For Sponsorship / Exhibition

Raghavendra +91 98202 83868

CLICK HERE to contact us





LADIA
LAB GROWN DIAMOND JEWELLERY

RETAILJEWELLERINDIA.COM

Ladia Lab-grown Diamond Jewellery opens new store at Jubilee Hills in Hyderabad

HYDERABAD

At Ladia Lab-grown Diamond Jewellery, diamonds and solitaires made with gold jewellery come with a wide choice to choose from: necklaces, bangles, pendants, bracelets, earrings, jhumkas, rings and exclusive lab-grown polkis

READ MORE →





Speak your mind.
Let your shine through
with gold.

You are gold.



RETAILJEWELLERINDIA.COM

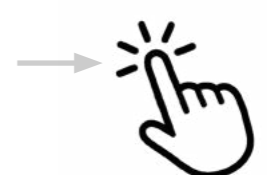


World Gold Council launches 'You are Gold' campaign to connect with young consumers

MUMBAI

The campaign introduces a film that embraces a broader audience, presenting gold as an ally for youth, both women and men. The film focuses on highlighting stories of individuals who are getting past their doubts and insecurities, showing the world what they can truly achieve

[READ MORE](#)

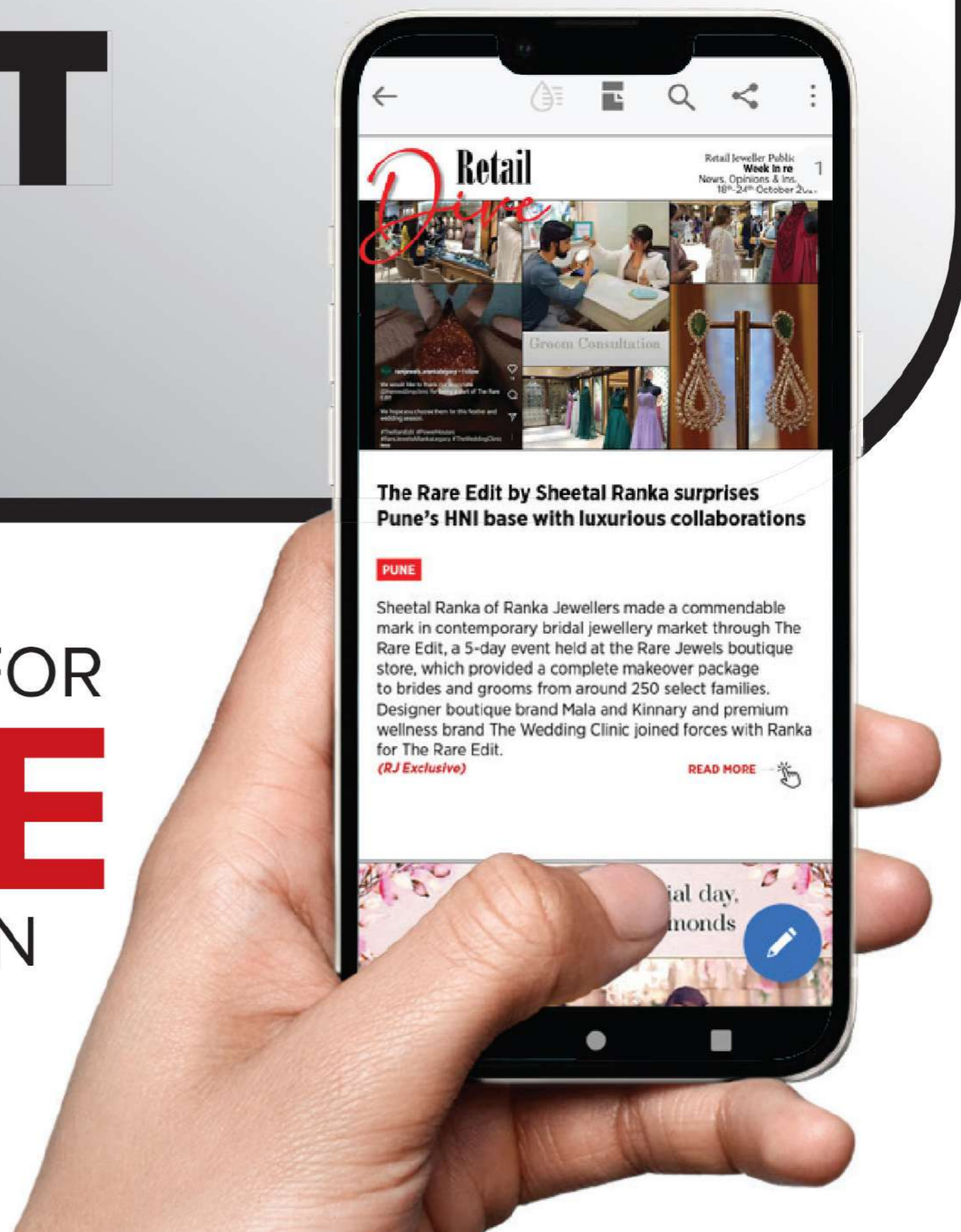


Retail Dive

KEEP UP WITH THE WEEK'S LATEST JEWELLERY MARKET NEWS



SCAN CODE FOR
FREE
SUBSCRIPTION



Click for more details →





RETAILJEWELLERINDIA.COM

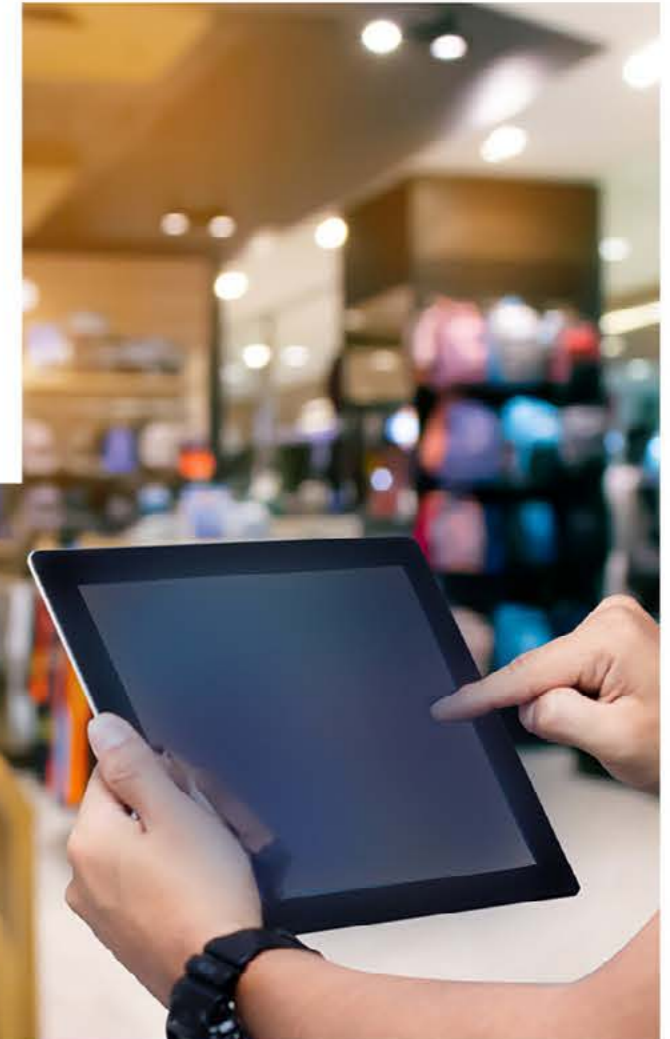
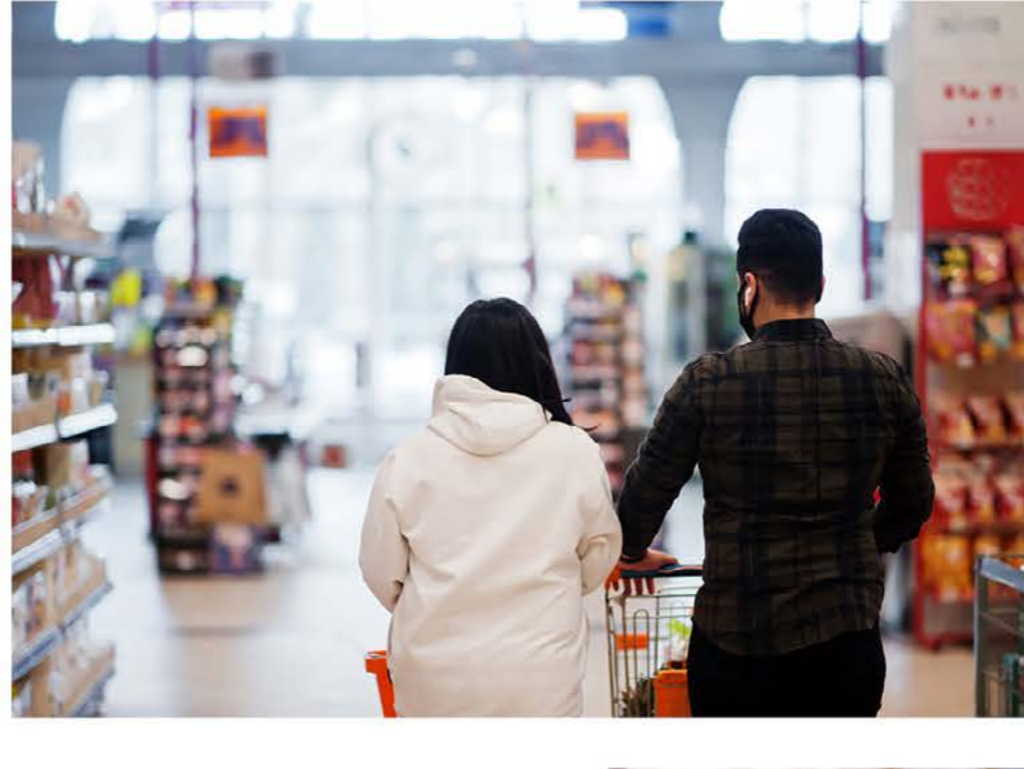
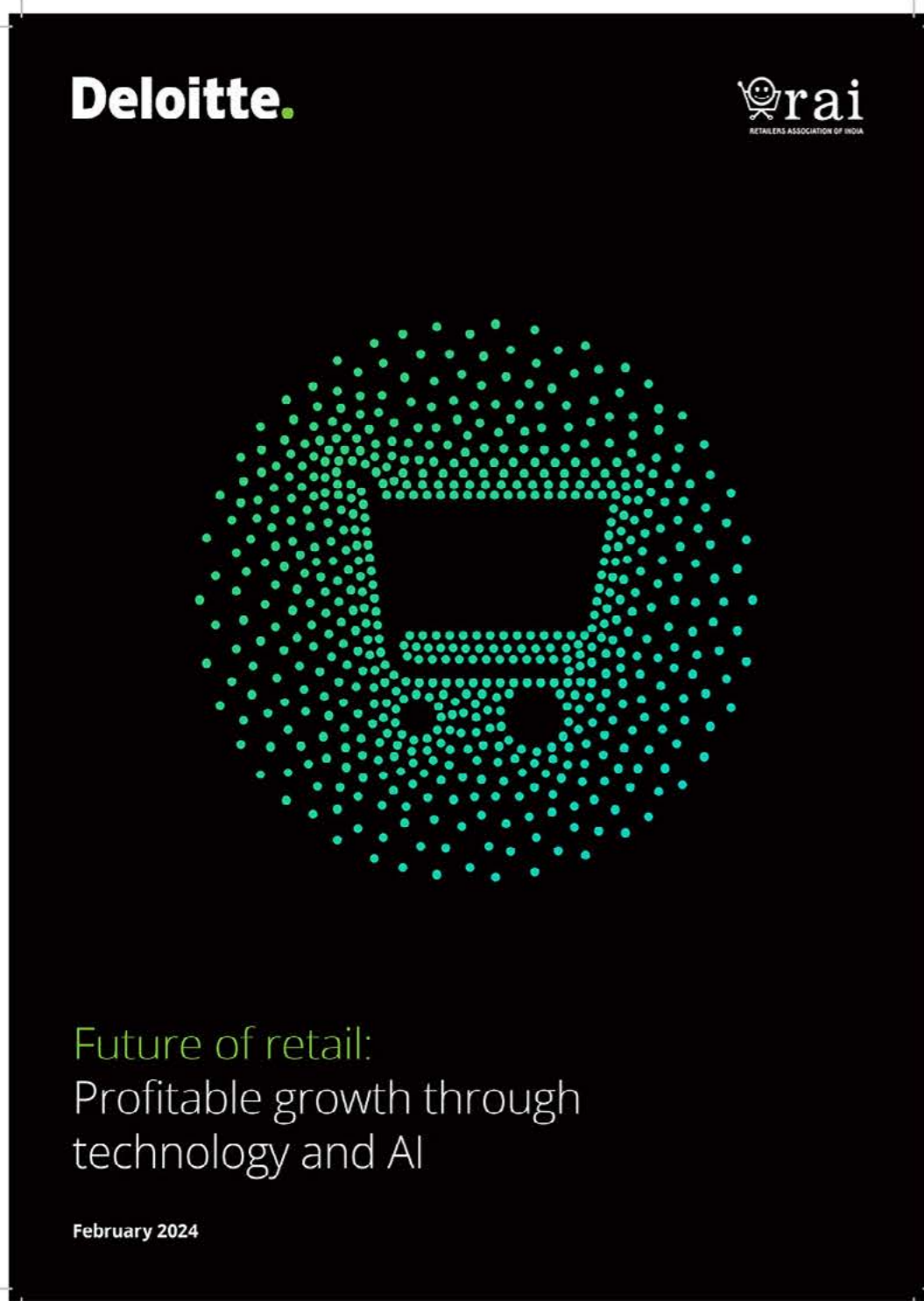
MIDC hands over IJPM plot to GJEPC, legal title to be transferred after formalities

MUMBAI

The Honorary Treasurer of IJPM received the plot from the Head Surveyor of MIDC at the Mahape Industrial Area, marking the physical possession of a portion of the 86,053 sq. m. land allocated for the IJPM project. The project is expected to attract investments of over Rs 50,000 crores and create employment opportunities for over 100,000 people

READ MORE →





RETAILJEWELLERINDIA.COM

Technology and AI to bring next wave of growth in retail: Deloitte-RAI report

MUMBAI

As per the report, by 2025, 20% top global retailers will use distributed AI systems to revolutionize sales, supply chains and operations, and around 45% marketing leaders plan to invest in Gen AI in the next 12-24 months. Another report states that India's retail market is expected to reach \$2 trillion in 10 years and this presents a large opportunity for retailers

[READ MORE](#) →



**If you enjoyed reading Retail Dive,
please share it with your friends, family, and colleagues.**

**If you don't receive Retail Dive [sign up here](#)
for free subscription. For past editions of Retail Dive,
you can check our [Weekly Newsletter page here.](#)**

And please write to me anytime at
[**samitbhatta@retailjewellerindia.com**](mailto:samitbhatta@retailjewellerindia.com)
with thoughts, feedback, and criticism or share your story
if you'd like to see it featured in this space.
I'd love to hear from you.

Thanks for reading, and see you again next **week!**

Do you want the industry to know
about your product or service?

[Advertise](#) in **Retail Dive.**

WIDE ANGLE



Phygital, tech adoption and bridging gap with Gen Z turn out to be key areas of focus at 5th Retail Jeweller Dubai Forum

DUBAI

Amidst evolving trends, leading industry players say they are intent on adapting to the growing influence of Next-Gen in the realm of leadership, technology and consumers to achieve success in business

READ MORE →





RETAILJEWELLERINDIA.COM

5th Retail Jeweller Middle East Awards recognize top jewellers for excellence in diverse realms of retail

DUBAI

This year, the awards platform saw an unrivalled show of retail excellence and achievements across design, marketing, customer experience and more from the region's premier jewellery business houses. Jewellers were recognized and awarded in 27 categories

READ MORE →



THE Retail Jeweller

The Favourite Business Magazine of Retail Jewellers

Magazine of Retail Jewellers

FOLLOW US ON



TheRetailJeweller



retailJeweller_india



retailjwlrindia



TheRetailJeweller



The Retail Jeweller India

retailjewellerindia.com

To feature your story contact

Srabana Lahiri +91 93262 86802, managingeditor@retailjewellerindia.com

To advertise with us contact

Chirag Waghela +91 91672 52611, chirag@retailjewellerindia.com

To know about our events contact

Raghvendra +91 9820283868,
raghvendra.pandey@retailjewellerindia.com

CLICK HERE to reach The Retail Jeweller →

