



KUMARI



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## Kumari Fine Jewellery promotes the bond between mother and daughter-in-law, a relationship often overlooked in traditional Mother's Day celebrations

**MUMBAI**

The brand takes a unique approach, highlighting the transformation in society reflected in the evolving equation of friendship and companionship that mothers share with their daughters and daughters-in-law; it strikes a chord with the modern woman's unconventional view of such relationships

***(RJ Exclusive)***

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Happy Mother's Day



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## International Women's Day: Industry marks the importance of the occasion, releases varied campaigns to stoke emotions of children to gift mothers

**MUMBAI**

The occasion is gaining prominence in the marketing calendar of jewellers as the industry starts to benefit from the growing tradition of expressing love and appreciation through jewellery on mother's day

***(RJ Exclusive)***

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## Raj Diamonds' Mother's Day unique celebration boosts the potential for employee retention

**MUMBAI**

The celebration, which included inviting the mothers of the staff members to the brand's head office, aimed to instill gratitude and respect towards their mothers besides increasing their scope of retention in the company. The brand took the occasion to engage deeply with the families of their staff by organising the ceremony of foot washing for their mothers, giving a tour of the company, and offering special employee discounts

***(RJ Exclusive)***

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## Arundhati Jewellers hosts 'Grand Lakhpatri' lucky draw event, engages 1lakh coupon holders

**BHUBANESWAR**

The 'Grand Lakhpatri' lucky draw event had 35 lucky winners, who were presented with their rewards at an event attended by loyal customers and their entourage. The event witnessed various entertainment performances, with Ollywood actress Archita Sahu in attendance

***(RJ Exclusive)***

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-Shreya Shetty

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## CKC Group's Gem- Z 2024 campaign features young, empowered, and accomplished women; influences buying decisions across age groups

### BENGALURU

The Gem Z campaign sets a new trend by featuring young women achievers cum influencers who live life on their terms, styling their life and jewellery with unconventional choices. The uber-fashionable presentation of these young women is drawing a massive response to the Gem-Z collection at the store

*(RJ Exclusive)*

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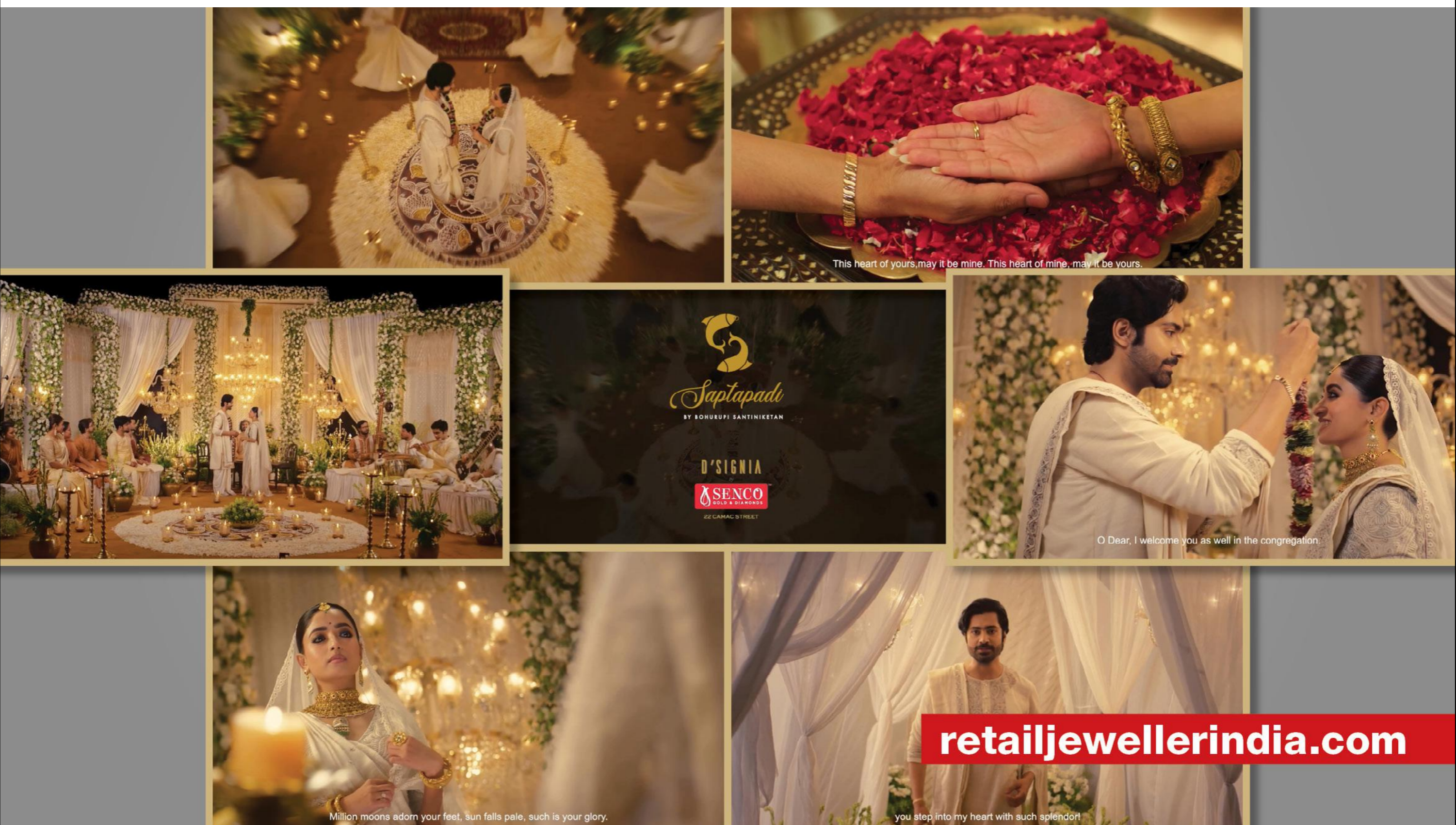
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## Senco Gold & Diamonds releases video campaign inspired by Brahma marriage rituals

**KOLKATA**

The jewellery line features Rajwada jewellery in association with Bohurupi Santiniketan, a Kolkata-based traditional clothing label. The theme focuses on Saptapadi or the seven marital vows, and reimagines Santiniketan, with the glimpses of Brahma marriage

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## IBJA proposes establishment of GIFT Trade Centre in Gandhinagar

**AHMEDABAD**

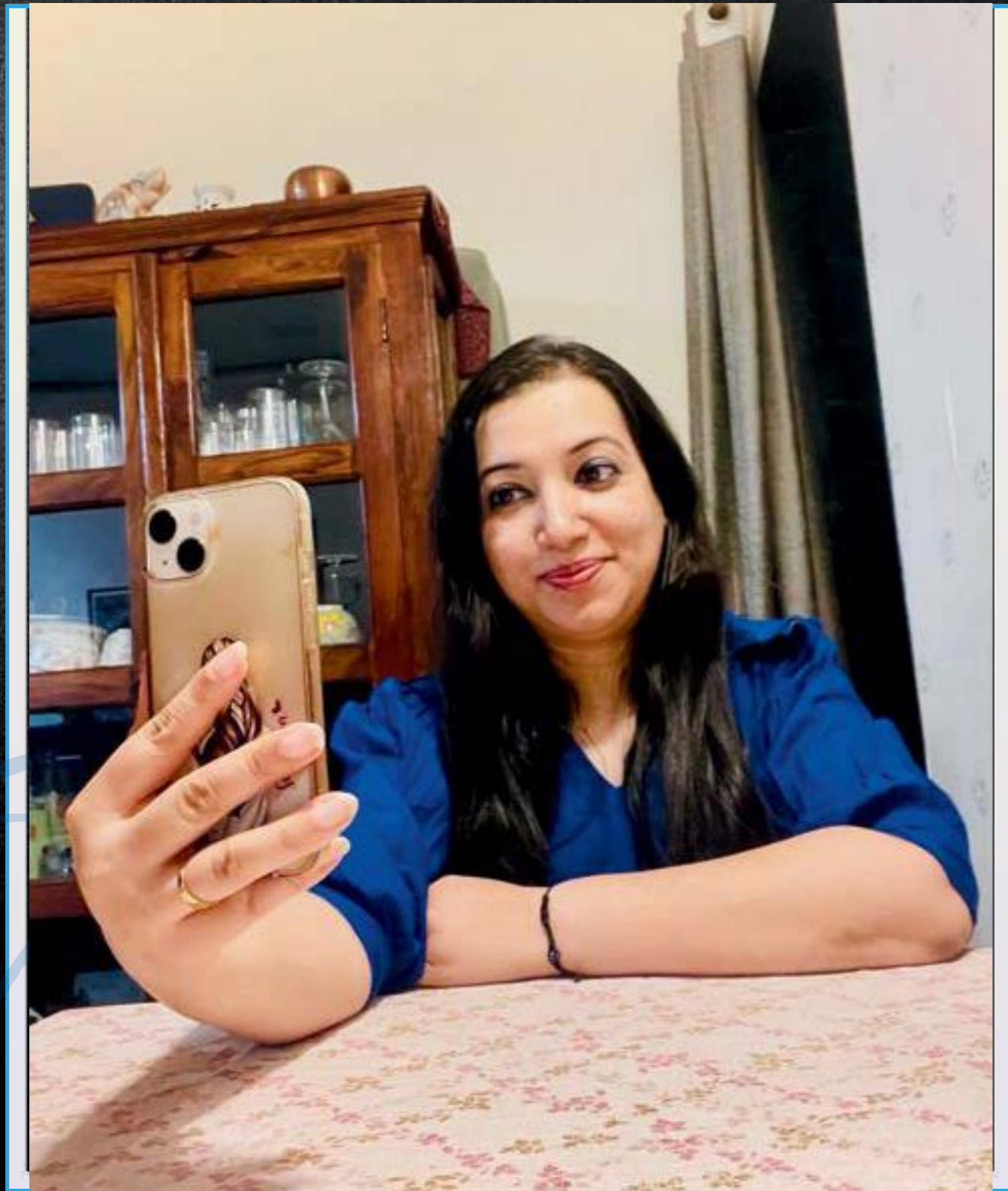
Under the proposed model, jewellers from across India would converge at the GIFT Trade Centre, with oversight of goods and valuation to be conducted by the customs department and an assaying centre appointed by the IFSCA. This initiative is anticipated to facilitate duty-free exports of gold equivalent to the sale value for Indian jewellers

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## Tanishq concludes Jewellery Fest Campaign at Palladium, Ahmedabad

**AHMEDABAD**

The event featured an offer where shoppers purchasing jewellery worth Rs 1 lakh received a 20gm silver coin. In contrast, those spending Rs 1.5 lakhs at Zoya had a chance to win an exclusive amulet pendant

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## Jos Alukkas honours Bigg Boss Season 7 winner with the brand's diamond necklace

**BEGUMPET**

John Alukka, Managing Director of Jos Alukkas, presented the diamond necklace to Bigg Boss Season 7 winner, Pallavi Prashanth. The ceremony held at the Jos Alukkas showroom at Begumpet was attended by various dignitaries of the brand

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## Gargi by PNGS launches 'Flaunt Your Finger' campaign for elections

**PUNE**

As per the campaign, customers visiting Gargi showrooms located at FC Road in Pune, Laxmi Road in Pune, Phoenix Mall, Wakad, Vashi, and Nashik can display their inked fingers, symbolizing their participation in the voting process and becoming eligible for a special discount

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I AM AN MPJ WOMAN



GEMS | GOLD | DIAMONDS

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## MPJ Jewellers announces Tollywood star Subhashree Ganguly as new brand ambassador

**KOLKATA**

Subhashree Ganguly, known for her elegance and charm, embodies the essence of MPJ Jewellers' values and aesthetic. Her association with the brand is expected to resonate strongly across different demographics, capturing the attention of consumers nationwide

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## Incredible South Innovators

Meet the legendary jewellery manufacturing market innovators from South India

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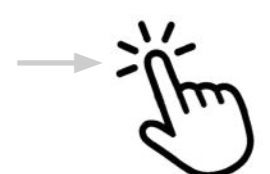
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## Lightbox lowers its lab-grown diamond retail prices by more than a third

### PORTLAND

The price reduction follows months of testing lower prices and researching the lab-grown diamond jewellery sector. The brand will now have three linear price points – \$500 per carat for IJ colour stones, \$600 per carat for GH colour stones and \$900 per carat for the highest quality stones of DEF colour, reduced from \$1,500 per carat

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## Incredible Zaveri Bazaar Innovators

Meet the top manufacturers  
from Mumbai's legendary  
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## Her Story Jewels rebrands as ANEKA, aims at global expansion

### PARIS

Derived from the Sanskrit words “anek” (many) and “ek” (one), ANEKA encapsulates the essence of individuality within a diverse world, honouring its roots while embracing a global identity. Chairman Philippe Nobile states that ANEKA represents a modern question about the individual’s role within the collective. Under the leadership of CEO Ankit Mehta, ANEKA is poised to make an impact in the luxury market

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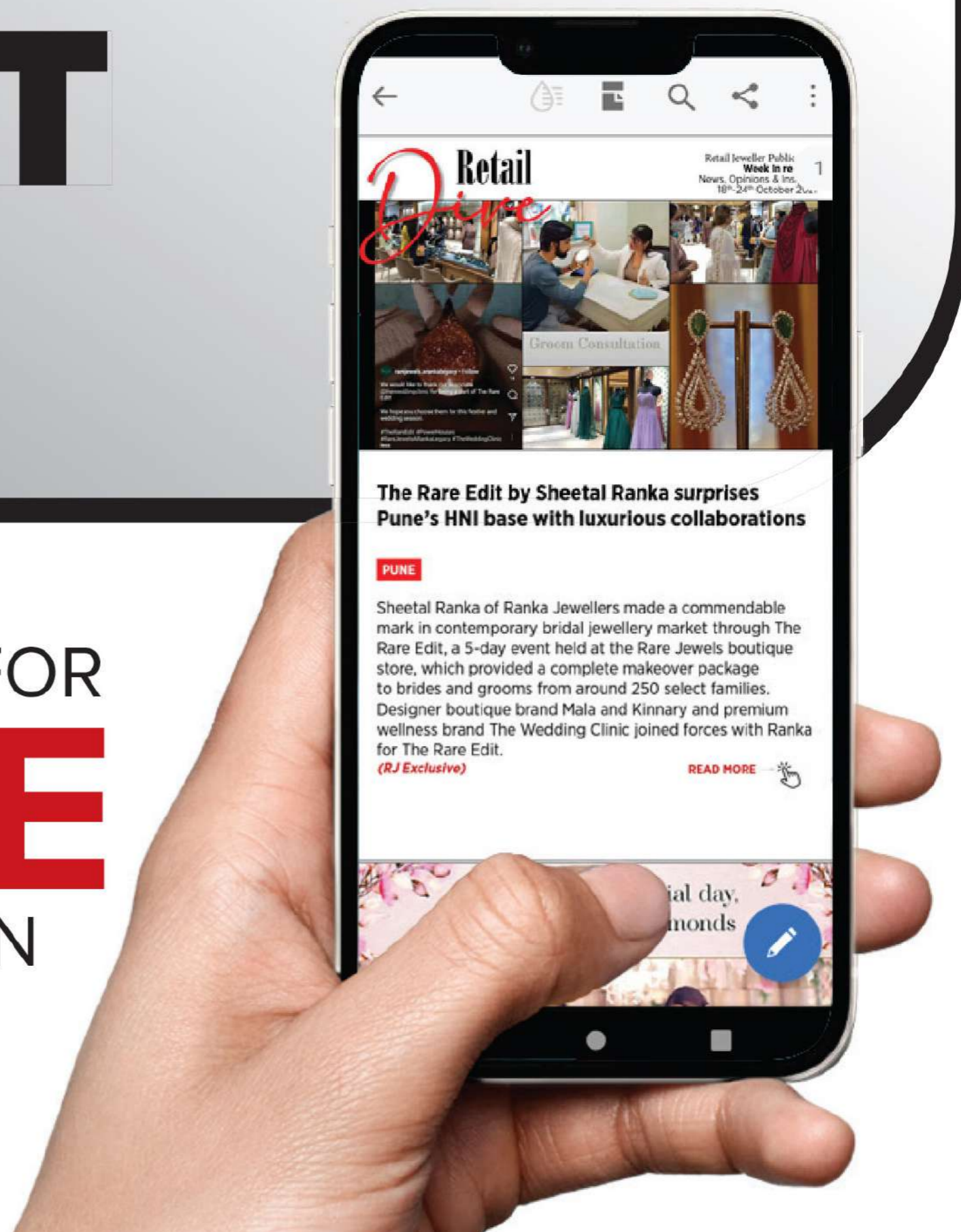


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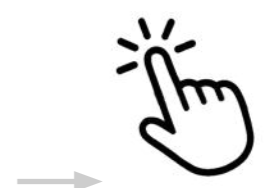
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## Bollywood celebrities showcase Indian fine jewellery brands

### MUMBAI

Celebs took to social media to post images of themselves gleaming with jewellery from Kalyan Jewellers, Chaulaz Heritage Jewellery and other brands

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