



Tanishq hosts 'Pride of Tanishq' event to celebrate timeless bonds with customers

MUMBAI

Tanishq's 'Pride of Tanishq' event celebrated decades of trust, highlighting its journey with over 8 lakh families. The evening featured the Mine to Marvel Diamond Zone, showcasing the natural diamond's transformation, and unveiled the Rivaah X Tarun Tahiliani wedding collection. With emotional storytelling, immersive experiences, and timeless jewellery, the event strengthened bonds with loyal customers

(RJ Exclusive)

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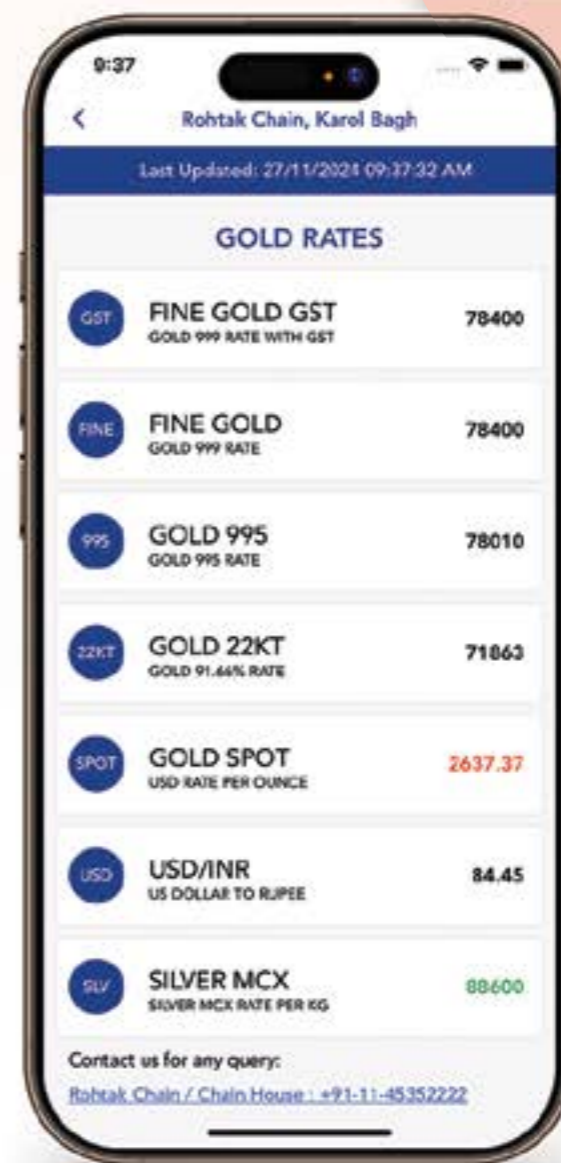
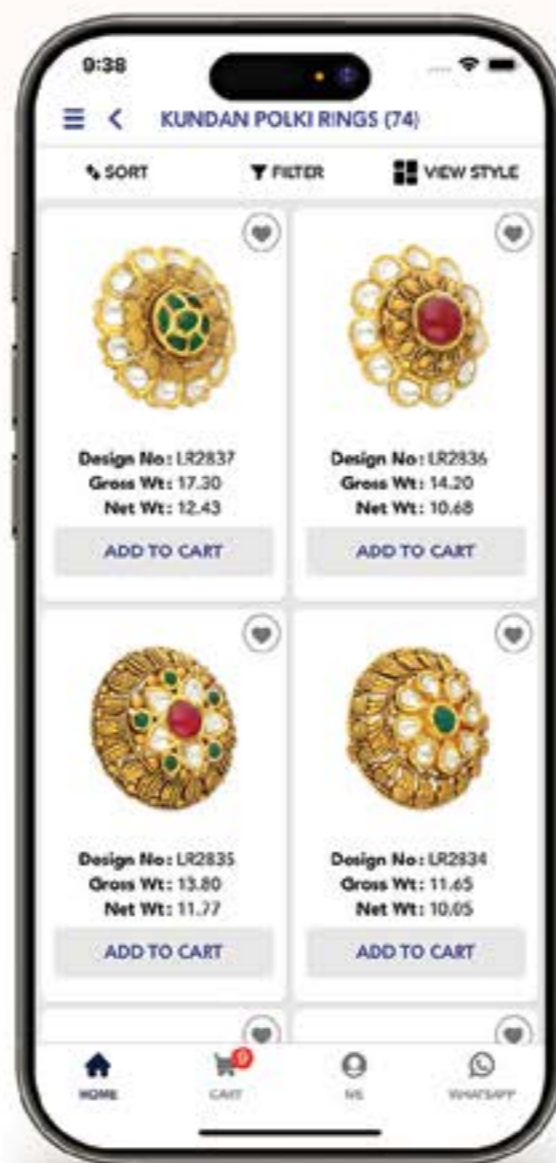


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CKC Jewellers and Crash.Club collaborates with Mount Carmel College Fest targeting the youth market

CHENNAI

CKC Jewellers along with Crash.Club, collaborated with Mount Carmel College's fest to showcase an exclusive range of diamond and lab-grown jewellery, celebrating women's empowerment and elegance. With over 115,000 Facebook followers and a robust Instagram presence, CKC Jewellers used its social media leverage to reach a younger demographic. This initiative aligns with the brand's efforts to target youth through affordable jewellery collections

(RJ Exclusive)

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GLOW by Kirtilals launches gold-to-diamond exchange to attract new diamond buyers

COIMBATORE

GLOW by Kirtilals' gold-to-diamond exchange programme aims to attract first-time diamond buyers by offering gold customers an easy and transparent way to explore diamonds. Customers can exchange their gold jewellery at current market rates for diamond pieces, helping reshape perceptions of diamonds as a valuable addition to jewellery portfolios

(RJ Exclusive)

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MK Jewels' Pink Tag Offer sparks 20 per cent sales growth across stores

MUMBAI

MK Jewels' Pink Tag Offer, launched to mark its 25th anniversary, has transformed customer engagement with an element of surprise and curated discounts. The campaign has driven a 20 per cent sales boost and inspired spontaneous purchases. Recognising its success, the jeweller plans to continue the offer indefinitely to sustain customer interest and brand growth

(RJ Exclusive)

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Kashi Jewellers shines at Jaipuria School's conclave, showcasing careers in the jewellery industry

KANPUR

Kashi Jewellers showcased the scope of opportunities in the jewellery industry at a business conclave held by Jaipuria School, Kanpur, in association with Zee News. Representing the sector, the brand's Vice President Shreyansh Kapoor shared insights on the industry's evolution, career prospects, and Kanpur's potential as a jewellery hub




(RJ Exclusive)

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Gautam Adani urges Indian gem and jewellery industry to embrace innovation and sustainability at the IGJA

NEW DELHI

Organised by the GJEPC, the the 51st India Gem & Jewellery Awards (IGJA) honoured top exporters with 24 awards, including the Lifetime Achievement Award to Pramod Agrawal. Adani emphasised leveraging digital tools to empower artisans and adopting advanced manufacturing technologies to remain globally competitive. GJEPC Chairman Vipul Shah highlighted transformative initiatives like India Jewellery Park and the Jaipur Gem Bourse

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Mia by Tanishq recalibrate focus on omnichannel and quick commerce as sales indicate positive signs

MUMBAI

The brand is seamlessly integrating online and offline shopping, with e-commerce accounting for 5% of revenue and standalone stores expanding sevenfold in the past three years. Innovations like 'endless aisles' and curated SKUs for quick commerce are driving this growth

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EPISODE - 12

Dr. Chetan Kumar Mehta

CMD - Laxmi Diamonds

in conversation with

Ba. Ramesh

Joint MD - Thangamayil Jewellery Ltd.

27th December 2024 @ 4:00 pm



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LIVE on YouTube

@JewelBuzz - Spread The Buzz



Dr. Chetan Kumar Mehta
CMD - Laxmi Diamonds



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Joint MD - Thangamayil Jewellery Ltd.



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Kalyan Jewellers unveils limited edition 'Pushpa' collection ahead of Pushpa 2 release

MUMBAI

The Pushpa collection, inspired by the movie, features bold designs with uncut diamonds, semi-precious stones, and floral motifs, showcased by Rashmika Mandanna to target movie fans and reach a wider audience

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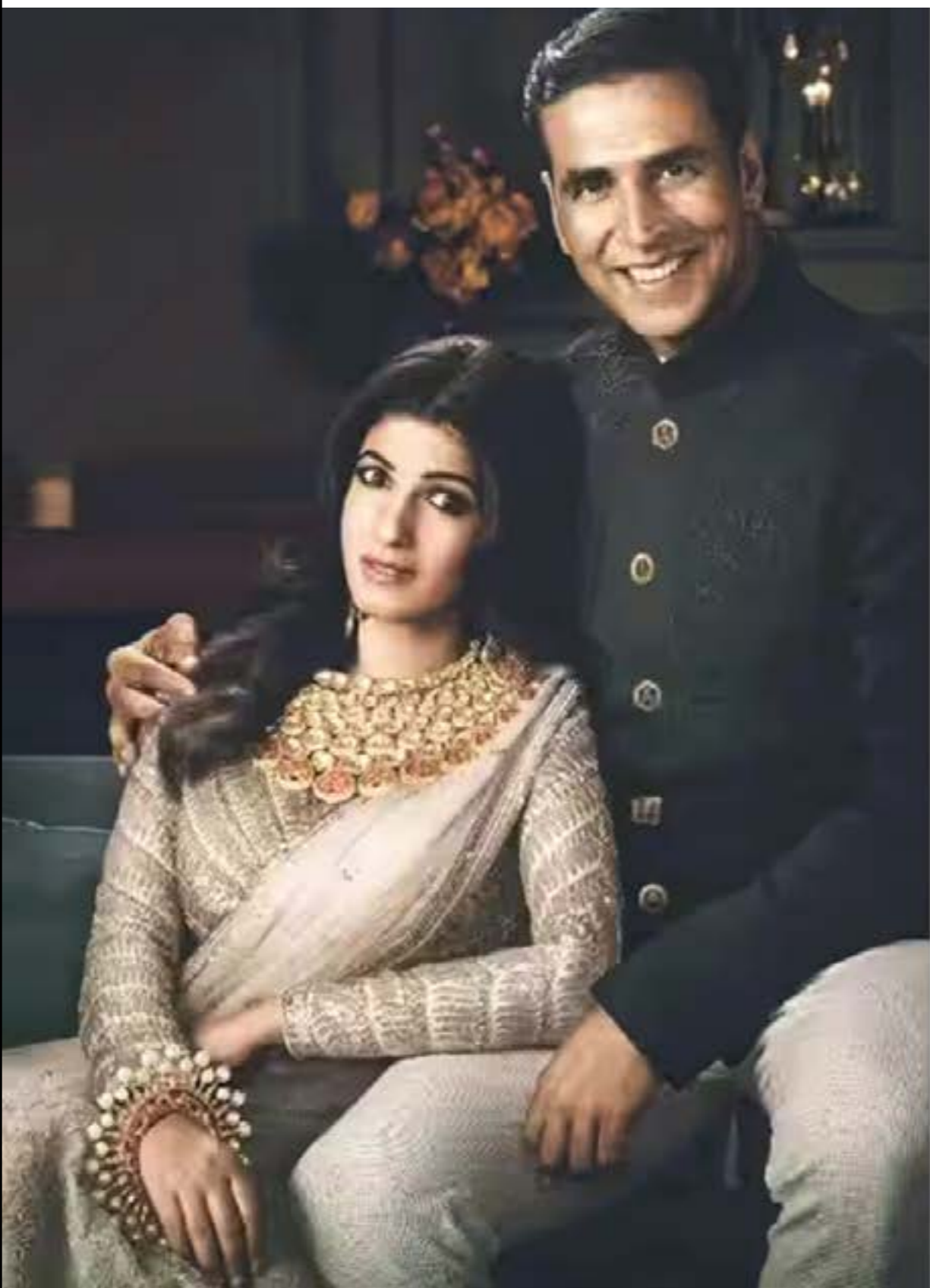
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PC Jeweller to subdivide shares with 1:10 stock split amid record-breaking growth

HYDERABAD

This announcement follows impressive financial results, including a 1,430% revenue surge in Q2 FY25, with revenue hitting Rs. 505 crore. The company also resolved banking issues through an Offer for Settlement (OTS), securing its financial position. With continued expansion and a focus on quality, PC Jeweller is poised for further growth and investor confidence

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Bulgari eyes 10% market share in India's gold jewellery segment amid China's luxury slowdowns

MUMBAI

Bulgari's CEO Jean-Christophe Babin highlighted the brand's plans to expand in India, targeting the burgeoning luxury market and India's dominance in gold jewelry while adapting its products to local tastes. Babin emphasized maintaining brand identity while meeting local preferences, making India a key part of their global strategy

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Punjabi Saraf Jewellers collaborates with jewellery influencer Renu Choudhry to market showcase at Jewellery Arabia Bahrain

MANAMA

Renu Choudhary highlighted Punjabi Saraf's artistry and designs on her platform 'Renu Recommends' as it directs followers to explore the brand's uncut diamond and polki collections at Jewellery Arabia Bahrain

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- Regional Chain of the Year (Central) of the year 2025
- Regional Chain of the Year (North East)
- Independent Retail Jeweller of the Year (North)
- Independent Retail Jeweller of the Year (East)
- Independent Retail Jeweller of the Year (West)
- Independent Retail Jeweller of the Year (South)
- Independent Retail Jeweller of the Year (Central)
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- Woman leader of the year
- Debutant innovator of the year
- Visionary Leader of the Year
- Lifetime achievement in Retail
- Special contribution to the Indian retail jewelry industry
- Best Strategic and Integrated Marketing of the year 2025
- Best Digital /Social Media Marketing of the year 2025
- Best Omni Channel Brand of the year 2025
- Best CSR impact of the year
- Best Customer experience of the year
- Best Workplace and people welfare and development
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- Emerging E-Retail Start-up of the year
- Best family-managed business
- Emerging online Commerce of the year
- Best Technology transformation of the year

To know more, contact Sameer Gosar : +91845 1869611 Ankita Srivastava: +91 79 7738 1527



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Tanishq joins hands with De Beers to pilot diamond verification in stores

MUMBAI

Tanishq is piloting De Beers' diamond verification equipment, including SynthDetect XL Plus and DiamondProof, in select stores to empower buyers and boost transparency. This initiative aims to enhance consumer trust and drive growth in the Indian diamond market, projected to nearly triple in value within the next decade

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Bluestone secures board nod for Rs. 1,000 crore IPO to drive retail expansion

MUMBAI

Aiming to fund the expansion of its offline retail network to 400 stores, Bluestone reported revenues of Rs. 1,265.8 crore in FY24 and recently converted into a public company to facilitate this move. The IPO will see a 15% equity divestment, following a Rs. 900 crore funding round earlier this year. Regulatory filings confirm Bluestone's readiness to file its draft prospectus

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Parashmani Jewellers celebrates 50,000 Facebook followers with community engagement

KOLKATA

To commemorate the achievement of 50,000 Facebook followers, the brand launched a campaign encouraging followers to engage with a special celebration post, showcasing their favourite jewellery and using #Parashmani50k. This initiative not only celebrates the milestone but also deepens the connection with customers

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Abhushan Jewellers strengthens customer engagement with lucky draw prize event

BHOPAL

The live event in Bhopal rewarded lucky draw winners, engaging customers with memorable prizes. Customers who shopped between October 3rd and November 18th stood a chance to win prizes, including an Activa scooter and a car. The event reinforced the brand's commitment to creating memorable customer experiences.

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The Retail Jeweller September-October 2024 Digital Edition

COVER STORY: INDRIYA

In July this year, the Aditya Birla Group ventured into branded jewellery retail with its new brand, Indriya, opening eight stores in eight weeks

SPECIAL FEATURE: THE 19TH FURA RETAIL JEWELLER INDIA AWARDS

Often hailed as the gold standard for the industry, the Awards took place in Mumbai on 10th August

FEATURE INTERVIEW: DR. SAURABH GADGIL

After the IPO listing, Dr. Saurabh Gadgil of PNG Jewellers explains how the company had an impressive performance in the stock market

FEATURE INTERVIEW: DAVID KELLIE

David Kellie, CEO, Natural Diamond Council, speaks about the hard lessons LGD retailers are learning in the US and what China is doing right

TECH TALK: GURUKEERTHI GURUNATHAN

Gurukeerthi Gurunathan, Co-Founder and CTO, CaratLane, charts the brand's tech evolution from start-up to omnichannel powerhouse

BRAND STORY – LGD

Limelight Diamonds

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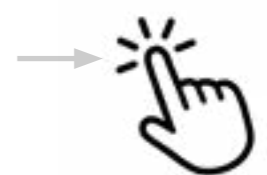
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Bollywood's leading ladies redefine glamour with iconic jewellery and timeless style

MUMBAI

Bollywood icons like Ananya Panday, Sonam Kapoor, and Rashmika Mandanna turned heads at high-profile events with their exquisite jewellery choices. From dazzling diamond chokers to emerald-studded necklaces, their looks epitomised the transformative charm of fine jewellery, seamlessly combining traditional elegance with contemporary sophistication

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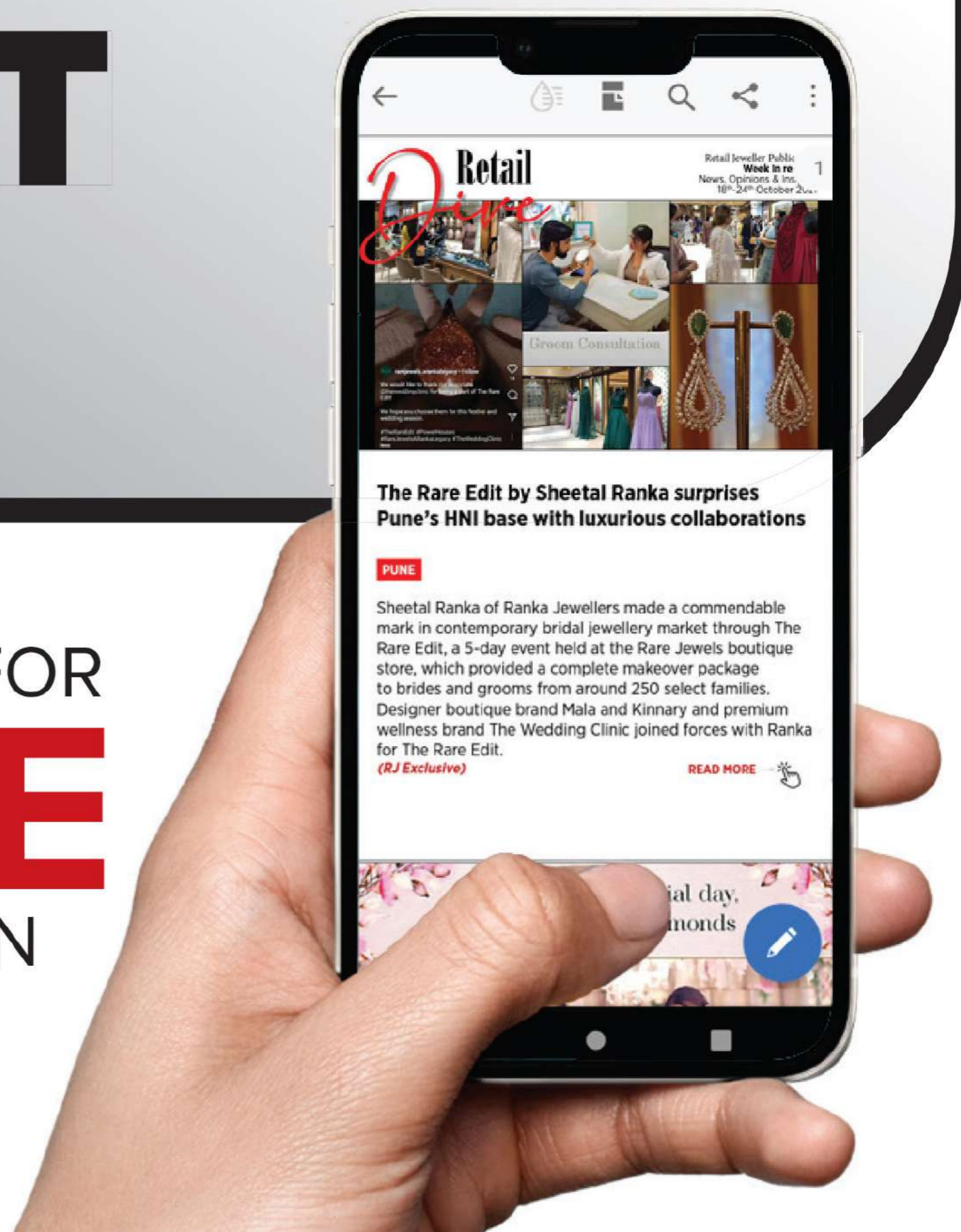


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