



Tanishq empowers women through versatile jewellery expression

MUMBAI

Tanishq's 'Styling One on One' campaign celebrates women's individuality through strategic jewellery styling. Featuring actor Kalki Koechlin, the initiative highlights contemporary trends like layering and versatility, offering a comprehensive range of pieces that cater to diverse personal styles and occasions. By emphasizing personal expression and providing flexible design options, Tanishq continues to redefine jewellery as a medium of self-representation

(RJ Exclusive)

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GRT Jewellers celebrates South Indian art and heritage through Marvellous Margazhi event

CHENNAI

GRT Jewellers sponsored the Marvellous Margazhi event in Chennai, transforming a corporate showcase into a cultural celebration. Featuring renowned artists like Aruna Sairam and Anita Ratnam, the evening highlighted the brand's jewellery as more than adornments. By connecting music, dance and craftsmanship, GRT Jewellers demonstrated its deep commitment to preserving and promoting South India's rich artistic traditions

(RJ Exclusive)

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27 **28** **29**

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Dreams Bangles

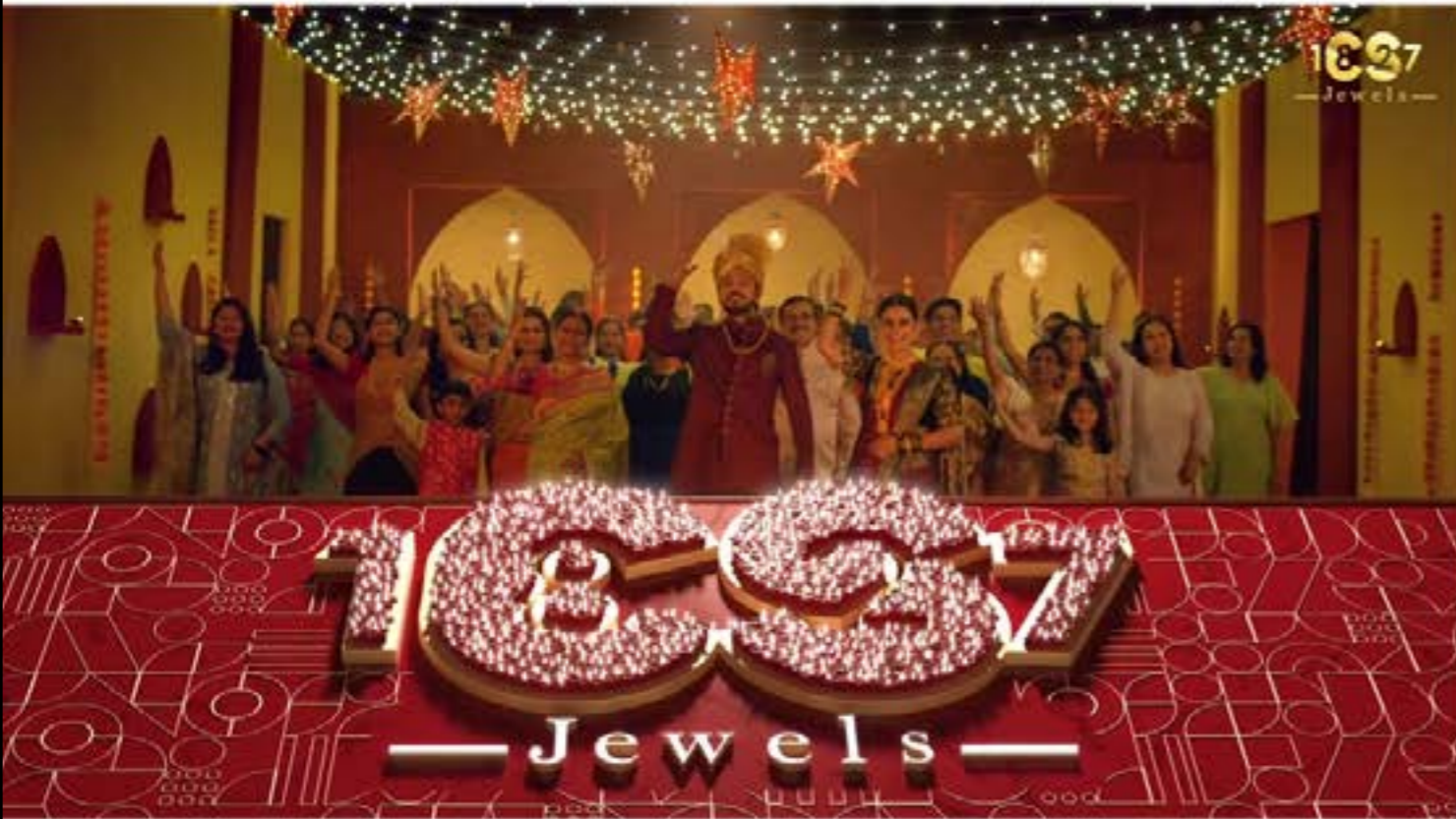
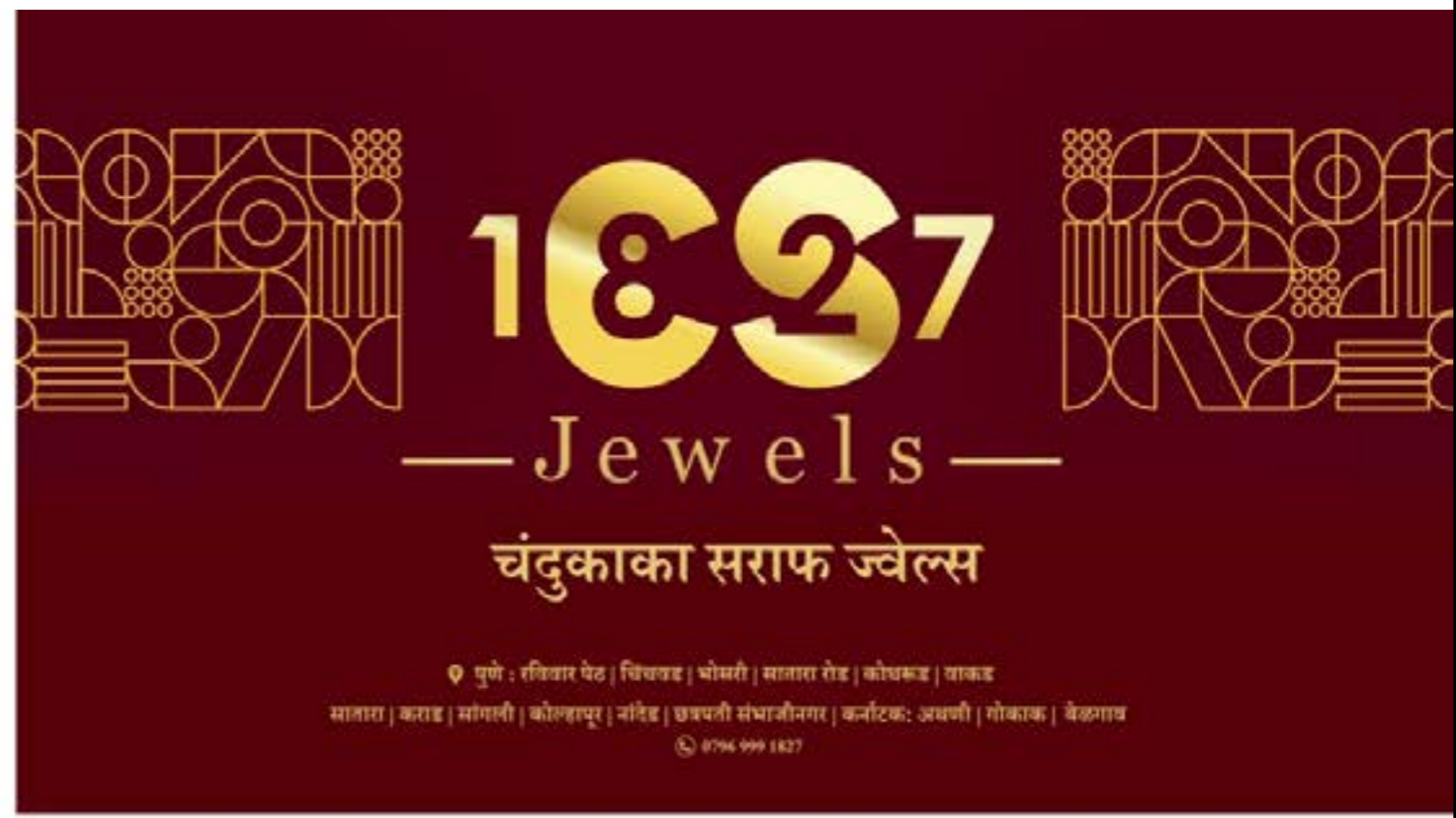
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CS Jewels marks 200 years with powerful brand anthem launch

BARAMATI

The anthem, filmed in a single take and featuring Marathi actors, was distributed across multiple platforms. Celebrating CS Jewels' legacy of trust and design excellence, it is strategically crafted to resonate across generations, reflecting the brand's commitment to honouring its rich heritage while embracing future growth

(RJ Exclusive)

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BK Saraf Jewellers revives wedding nostalgia through 'Atkheliyan' campaign

LUCKNOW

The campaign reimagines wedding celebrations through the lens of childhood nostalgia. Leveraging social media and traditional advertising, the initiative captured audiences with relatable storytelling, showcasing Indian wedding traditions while highlighting the brand's bridal jewellery collection. The campaign's creative approach resulted in significant engagement and increased customer interest during the wedding season
(RJ Exclusive)

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Bhima Jewellery sets Guinness World Record with Rs 200 cr single-day sales on centenary celebration

TRIVANDRUM

The brand's exceptional success came from the sale of over 250 kilograms of gold and 400 carats of diamonds across three showrooms in Trivandrum, with the flagship store on MG Road alone contributing approximately 160 kilograms of gold and 320 carats of diamonds. Notably, the record-breaking sales were accomplished without any marketing expenditure, during the celebration of Bhima's centenary

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P N Gadgil & Sons ranks 280 on Fortune 500 India list for 2024, up from rank 471 earlier

PUNE

The brand termed the achievement as a high point for Marathi entrepreneurship. It has attributed a significant share of this success to teamwork, as well as the loyalty and trust of its customers, built over the decades. Notably, PN Gadgil & Sons Ltd achieved a billion-dollar turnover in FY2022-23, touching the \$1.33 billion mark. In rupee terms, the company had crossed Rs 10,000 crore turnover

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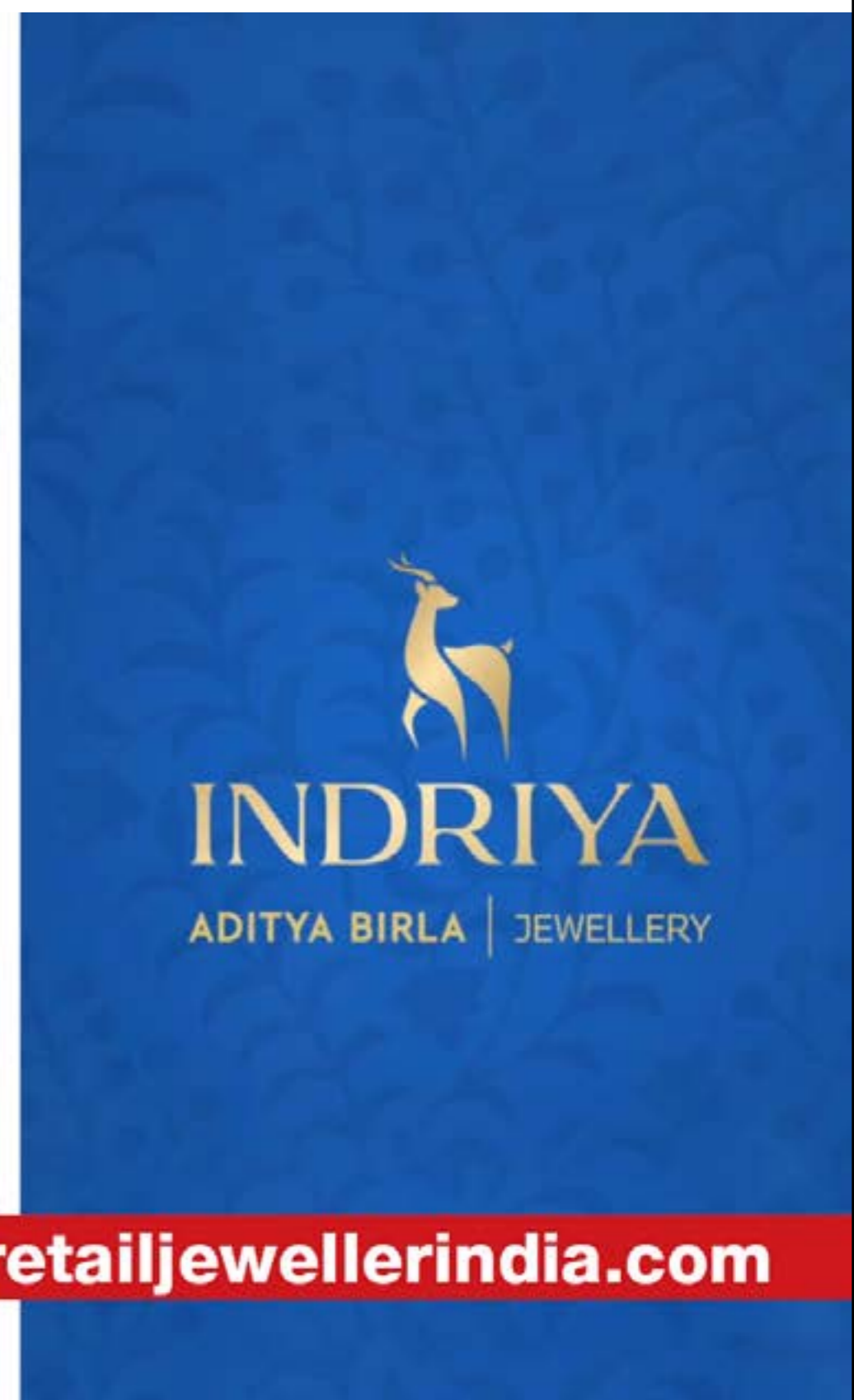
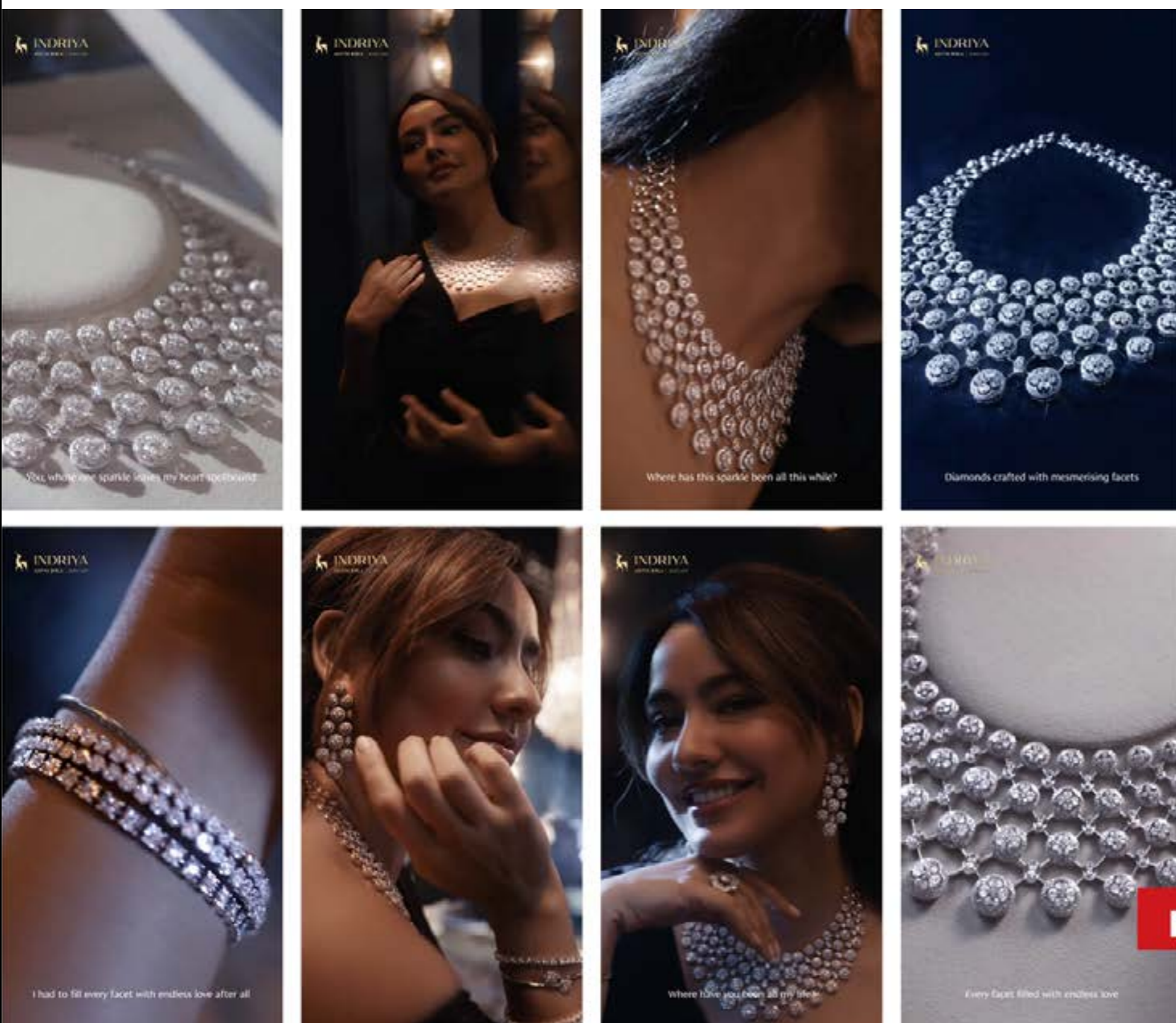
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Indriya's new diamond campaign celebrates timeless love with Neha Sharma

MUMBAI

The campaign film, starring Bollywood actor Neha Sharma, captures an intimate conversation between a woman, her diamonds, and the artisan behind their creation. Featuring necklaces, earrings, bracelets and rings, the collection embodies exceptional craftsmanship and radiant beauty. The campaign, designed by Ogilvy, reflects Indriya's positioning as a premium player, emphasizing emotional story-telling and unparalleled artistry

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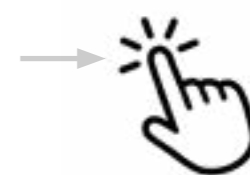


Zoya lays out expansion plan targeting 20 luxury jewellery stores in the next 3-4 years

MUMBAI

Ajoy Chawla, CEO of Titan's jewellery division, said Zoya plans to expand cautiously, aiming to add 2-3 stores annually. The brand has also set ambitious revenue goals, aiming to close this year at Rs 400 crore, and reach Rs 800-900 crore in four years. Meanwhile, the brand recently opened its first store in East India, located in a heritage bungalow on Shakespeare Sarani in Kolkata

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Studio Renn's art-inspired jewellery showcase expands its consumer appeal in Chennai

CHENNAI

Known for art-inspired, unconventional jewellery, Studio Renn's collections, including the award-winning [An] otherness, have resonated with Chennai's quality-conscious buyers. Co-founder Roshni Jhaveri shared insights into the brand's creative approach, which involves years of research and a focus on individualistic design. With pieces crafted in 18k gold and adorned with gemstones, the showcase further strengthens Studio Renn's foothold in Chennai market

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Khimji Jewellers celebrates staff members at its stores on Retail Employee Day

BHUBANESHWAR

The brand honoured its retail employees for their dedication and hard work with a gift distribution ceremony. It shared this appreciation on social media to build goodwill and engage its large online following. With nine retail locations in Odisha and a strong online presence, the brand saw considerable growth in FY24, driven by new showroom launches and rising gold prices

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BlueStone files DRHP with SEBI to raise Rs 1,000 crore through IPO

MUMBAI

Omnichannel jewellery brand BlueStone Jewellery and Lifestyle has filed its Draft Red Herring Prospectus (DRHP) with the Securities and Exchange Board of India (SEBI) for an Initial Public Offering (IPO) aimed at raising Rs 1,000 crore. The company plans to use Rs 750 crore of the raised funds from the fresh issue to meet its working capital needs and for general corporate purposes

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- Exemplary value creation for shareholders
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- Regional chain of the year - South 2025
- 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)
- Young leader of the year
- 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
- Emerging Retail Start-up of the year of the year 2025
- 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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Shyam Sundar Co. Jewellers set to present 'Shubho Vivaha Utsav' from December 16 to 28

KOLKATA

The event celebrates the Indian wedding season with special deals and a preview of this year's exclusive gold and diamond bridal collection. It will be available at Shyam Sundar Co. Jewellers' showrooms across Tripura (Agartala, Dharmanagar and Udaipur) and Kolkata (Gariahat, Behala and Barasat)

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Government considers gold bullion hallmarking amid rising jewellery market prospects

MUMBAI

This move follows the success of hallmarking for gold jewellery, introduced in 2021, which has improved purity and transparency in the industry. Consumer Affairs Secretary Nidhi Khare highlighted upcoming regulations for lab-grown diamonds to maintain balance in the diamond sector. With the gems and jewellery market expected to reach \$134 billion by 2030, hallmarking aims to strengthen trust and ensure consistency across the supply chain

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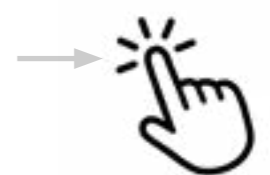


India and China will remain key drivers of gold demand in 2025: WGC report

MUMBAI

The World Gold Council's latest report titled 'Gold Outlook 2025' indicates that gold is poised to have its best annual performance in more than a decade – reaching 40 new historical highs and growing 28% year-to-date. Gold's performance will be influenced by US President-elect Donald Trump's second term, inflation concerns, economic growth, geopolitical risks, and monetary policy changes

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Ace designer Sabyasachi unveils exclusive jewellery pop-up at Printemps in Doha

DOHA

With the pop-up, Sabyasachi aims to engage both non-resident Indians and local high-net-worth individuals in Doha, a region known for its luxury market. This move comes as part of the designer's ongoing global expansion agenda, which recently saw a collaboration with luxury department store Bergdorf Goodman in New York, where he launched a designer residency running until February 2025

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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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Virrayaa Jewellery

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De Beers Jewellers appoints Henry Jun Liu as new chief marketing officer

LONDON

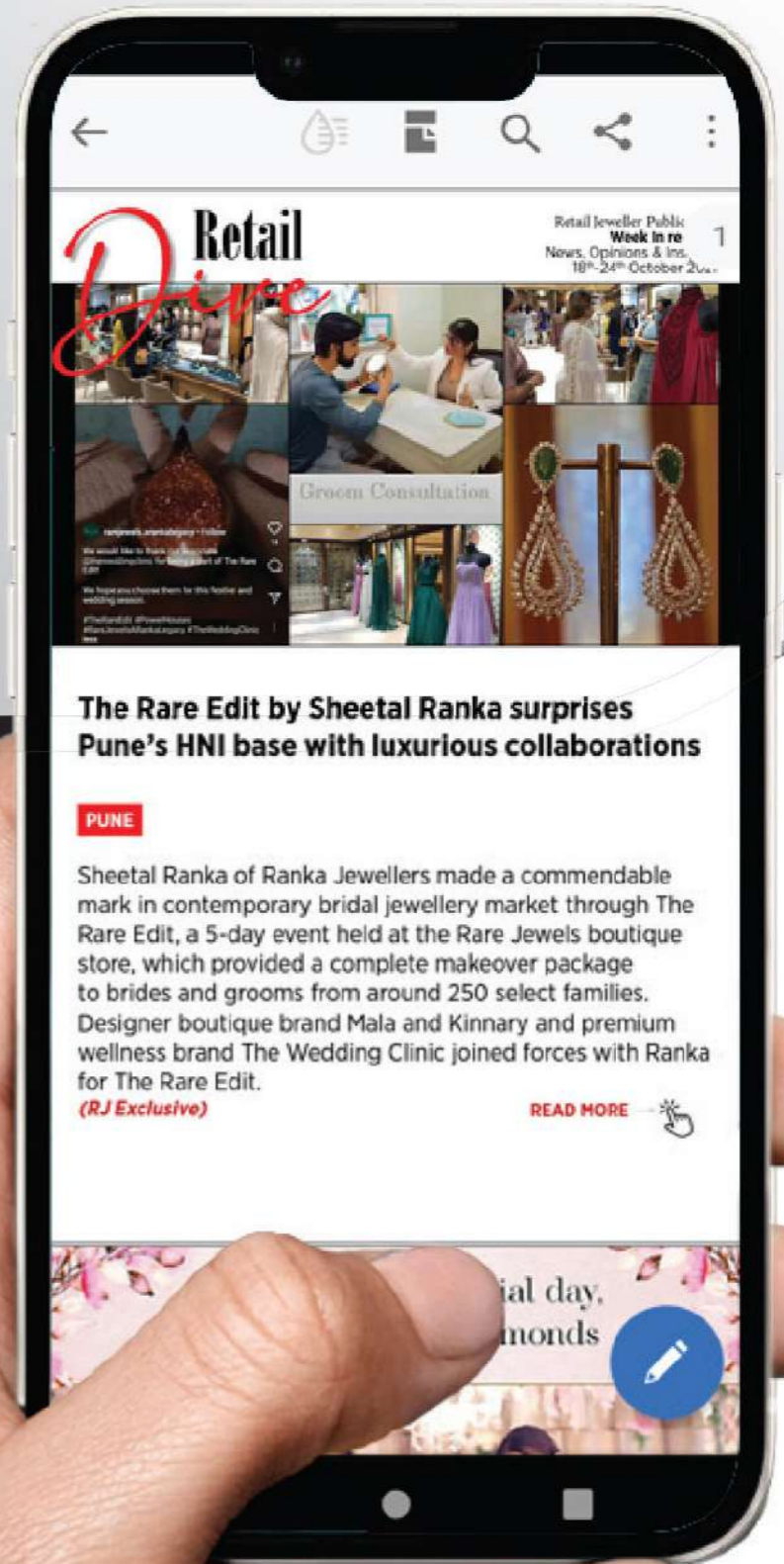
Liu joined De Beers after serving as Senior Director of Global Marketing at Tiffany & Co. in New York, where he was instrumental in creating signature experiential events, major exhibitions, and innovative concept stores. He also led the historic opening of Tiffany's The Landmark store on Fifth Avenue

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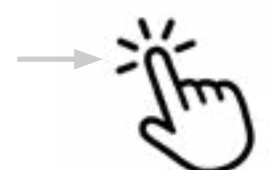


Solitario enters Malaysia with flagship lab-grown diamond store at Kuala Lumpur

KUALA LUMPUR

Operated by Shreya Gems, the store reflects the growing demand for ethically sourced, sustainable luxury jewellery in Southeast Asia. CEO Ricky Vasandani anticipates 100% growth as the brand targets eco-conscious consumers with its curated collections of lab-grown diamond pieces. With a luxurious, immersive design, the store aims to redefine modern jewellery retail by blending contemporary trends with sustainability

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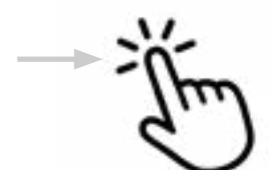


Bollywood A-listers dazzle in exquisite jewellery at global events

MUMBAI

Bollywood's finest redefined luxury at the Red Sea International Film Festival and other high-profile events. Kareena Kapoor Khan dazzled in Bulgari's 'Aeterna' jewellery, while Priyanka Chopra Jonas sparkled in Bulgari diamonds. Madhuri Dixit, Rashmika Mandanna, and Khushi Kapoor added their unique charm with statement pieces that showcased a blend of traditional and contemporary elegance

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