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## Bahrain's New Jumbo Jewellers debuts in India, targets Gujarat market for strategic expansion

### AHMEDABAD

The Indian-origin jewellery brand has launched its flagship retail store in Ahmedabad, bringing its legacy of handcrafted luxury jewellery to the Indian market. Banking on the immense potential of the country's economy, the brand plans to open more stores in Ahmedabad and expand pan-India. The launch event saw the attendance of 15 prominent jewellers from Bahrain, six of whom expressed keen interest in entering the Indian market

***(RJ Exclusive)***

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## Pothys Swarna Mahal launches 'Vaira Penn' festival to boost diamond jewellery sales in holiday season

### CHENNAI

The term 'Vaira Penn,' which literally translates to 'diamond girl,' reflects the brand's objective to promote diamonds as a mainstream choice for all, including middle-class families. Alongside the festival, which runs up to December 31, the brand has introduced an advertising campaign showcasing a young girl wearing diamond jewellery throughout significant milestones, from her childhood to her marriage

**(RJ Exclusive)**

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## #NRIFestival: Vaibhav Jewellers' campaign aims to take rich traditions of Indian jewellery to global NRI community

**VISHAKHAPATNAM**

The jeweller's annual campaign, now in its fifth year, offers exclusive jewellery designs for NRIs, while providing custom duty-free jewellery exports to the US, and a seamless experience for global customers. The campaign is designed around the Christmas and New Year holidays when many NRIs return to India for family gatherings. It also targets those unable to travel, ensuring participation for all

***(RJ Exclusive)***

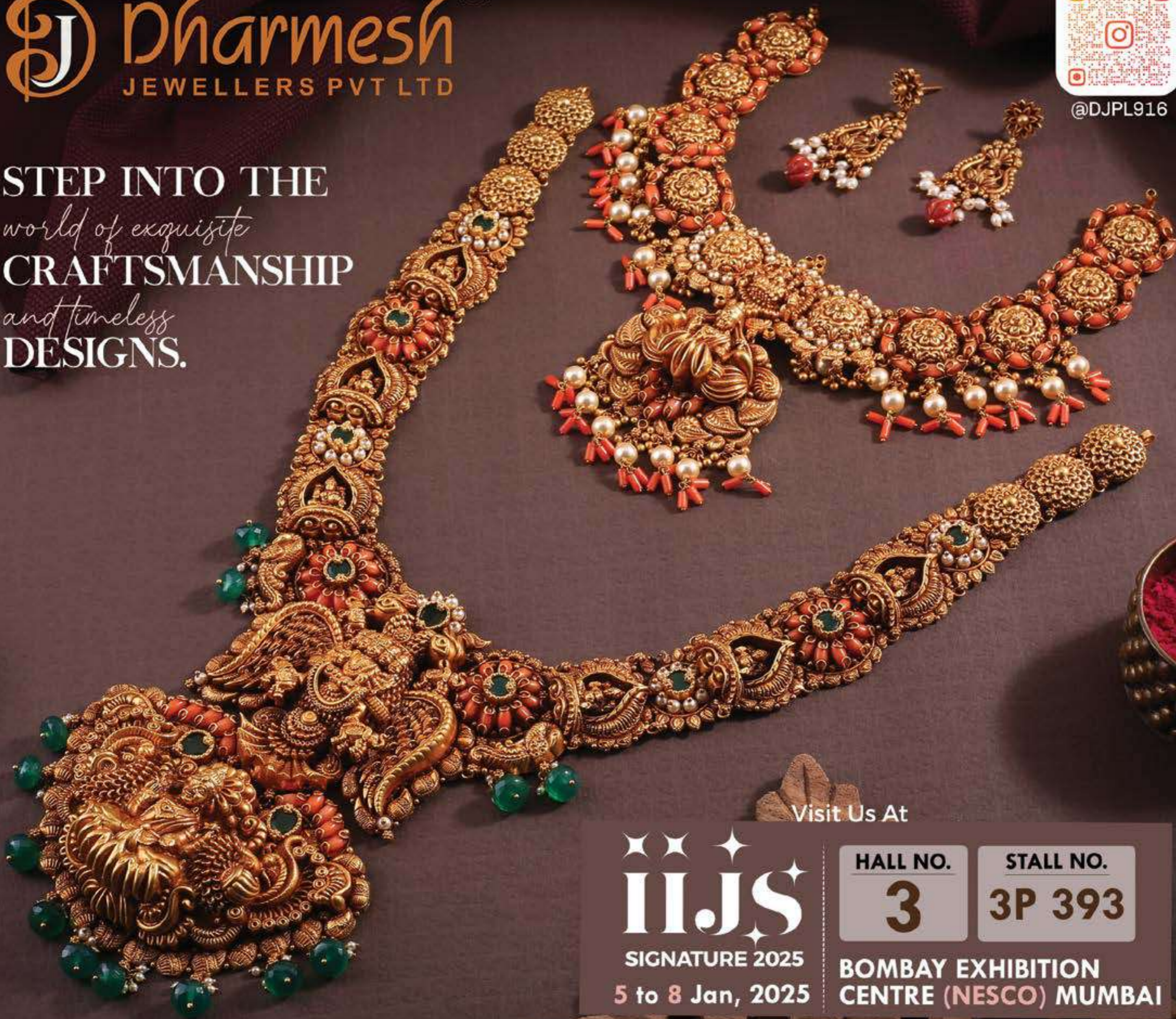
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## By presenting handcrafted silver memento to Pope Francis at the Vatican, Prince Jewellery stands up for inter-faith harmony

### CHENNAI

Princeson Jose, Chairman and MD of Prince Jewellery, along with the brand's Director Sheeba Prince, gifted the memento to the Pope during the centenary celebration of the All Religions Conference held in Vatican City, thereby enhancing the brand's appeal among a wider range of customers, irrespective of their religion or cultural background. The design of the memento is rich in symbolism, aligning with the Pope's teachings

***(RJ Exclusive)***

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## Chetmani Ornaments & Jewellers leverages association with Nana Patekar-starrer 'Vanvaas' to boost brand image

### VARANASI

The collaboration with the film, that released on December 20, is part of the jeweller's broader agenda to align with high profile projects that are connected to Varanasi. It combines city pride with strategic marketing, while expanding the brand's reach to a larger audience. The recent association follows a similar partnership with the high profile 'Kalki 2898 AD' released earlier this year **(RJ Exclusive)**

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CMD - Laxmi Diamonds

in conversation with

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Joint MD - Thangamayil Jewellery Ltd.

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## House of Aadyaa's 'Daftar' event showcases corporate styling with silver jewellery

**BENGALURU**

The intimate event saw a small gathering of about 40 customers at the brand's Indiranagar showroom. Through 'Daftar', the brand demonstrated its objective to create meaningful experiences for its customers, blending style, functionality and personalization. The event also led to a lot of immediate purchases, underlining the brand's belief that customers rely on the touch-and-feel factor before buying jewellery

***(RJ Exclusive)***

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## Masaba Gupta teams up with Maharashtra Jewellers to launch new collection that redefines traditional jewellery

### MUMBAI

The collection features intricate designs that seamlessly integrate the celebrity fashion designer's unique approach, known for its boldness and distinctiveness, with Maharashtra Jewellers' rich heritage jewellery. It includes statement necklaces and earrings. The collaboration represents a shift in how consumers are viewing jewellery not just as ornaments, but as expressions of personal style and cultural identity

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## Talla Jewellers engages with Gen Next, fosters creativity through art workshop in Jammu school

### JAMMU

The workshop, held in collaboration with 'Live For Others Being Happy' Foundation, was attended by more than a hundred students and headlined by the brand's CEO, Kashish Gupta. The event built a positive image for the brand, while connecting it to the school, parents and the wider community, and enhancing its visibility

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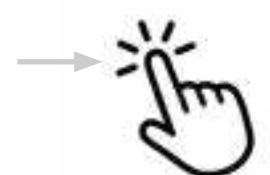


## Dande Gold & Diamonds celebrates one year of success at its Sinnar showroom with 'Sur Sandhya'

### SINNAR

On December 7, the brand marked the first anniversary of its Sinnar branch with a celebration that brought together both old and new customers. The event included a store tour and a lucky draw, which significantly boosted sales and engagement. With successful promotions and a growing customer base, the brand is preparing for its upcoming 100th anniversary celebration

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9<sup>th</sup> JANUARY MUMBAI

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## Lala Jugal Kishore Jewellers celebrates women's empowerment and heritage on National Saree Day

**LUCKNOW**

This year, the jeweller collaborated with FICCI FLO Lucknow, pairing statement pieces from its Jewels of Awadh collection with traditional sarees worn by women honoured for their contributions to society. Each piece of jewellery from Lala Jugal Kishore Jewellers, meticulously crafted in the Awadhi style, told its own story, much like the women being honoured that evening

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**Gargi**  
by P. N. Gadgil & Sons  
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## **Gargi by P N Gadgil & Sons appoints actor Mithila Palkar as brand ambassador**

**MUMBAI**

The campaign launched along with the appointment of Mithila Palkar as brand ambassador aims to connect with youthful, fashion-forward consumers while celebrating the elegance and versatility of Gargi. Palkar will represent both PN Gadgil & Sons and its sub-brand Gargi

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- Best customer loyalty programme of the year 2025
- Exemplary value creation for shareholders
- National Retail Chain of the Year 2025
- Regional chain of the year - West 2025
- Regional chain of the year - East
- Regional chain of the year - North
- 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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## CaratLane launches ‘Becoming a Habit Champion’ campaign to safeguard employee health

### MUMBAI

The 21-day ‘Becoming a Habit Champion’ campaign embodies CaratLane’s aim to build a workplace culture where health, habit and growth go hand in hand. The programme focuses on empowering CaratLaners to be the best version of themselves through personalized 1:1 coaching, community support, gamification and accountability. It aims to help employees turn their goals into lasting habits for personal growth

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- ◆ Jewellery Photographers and Photography AI Equipment's
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- ◆ PR Agencies
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## P. Satyanarayan & Sons celebrates its 75th anniversary with new showroom launch in Hyderabad

### HYDERABAD

P. Satyanarayan & Sons Pvt Ltd, a prominent jeweller in Hyderabad, operates eight stores in the city, offering BIS-certified gold and diamond jewellery. The new showroom in Kompally expands its reach, showcasing a variety of designs. Founded in 1949, the brand is celebrating its diamond anniversary

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## #LockYourLove: Aukera Grown Diamond Jewellery launches contest to celebrate love and togetherness

### BENGALURU

The strictly in-store contest is inspired by the brand's focus on proposal rings, that represent the intimate start of a couple's journey, unlike engagement rings, which often involve family opinions. It involves a 'Wall of Love' set up by the brand across all its seven outlets, on which couples need to symbolically seal their love with a lock and key

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Qualifier for Leading Marathons

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## Hari Krishna Exports gears up to host 9th edition of the Kisna Diamond Marathon in Mumbai on Jan 5

### MUMBAI

The HK Group has invited participants to take part in the fitness event that also supports the nationwide campaign for cleanliness, the 'Swachh Bharat Abhiyan'. The registration fees will contribute to the cleanliness mission. The marathon offers an excellent opportunity to start the New Year with a healthy mindset while also contributing to a cleaner and greener India

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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

## BRAND STORY – PRECIOUS

Virrayaa Jewellery

## DIGITAL NATIVE – PRECIOUS

Ressa Jewellery

## DIGITAL NATIVE – SILVER

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## Organized jewellers will expand their retail networks by 16-18% in FY2025: ICRA report

**NEW DELHI**

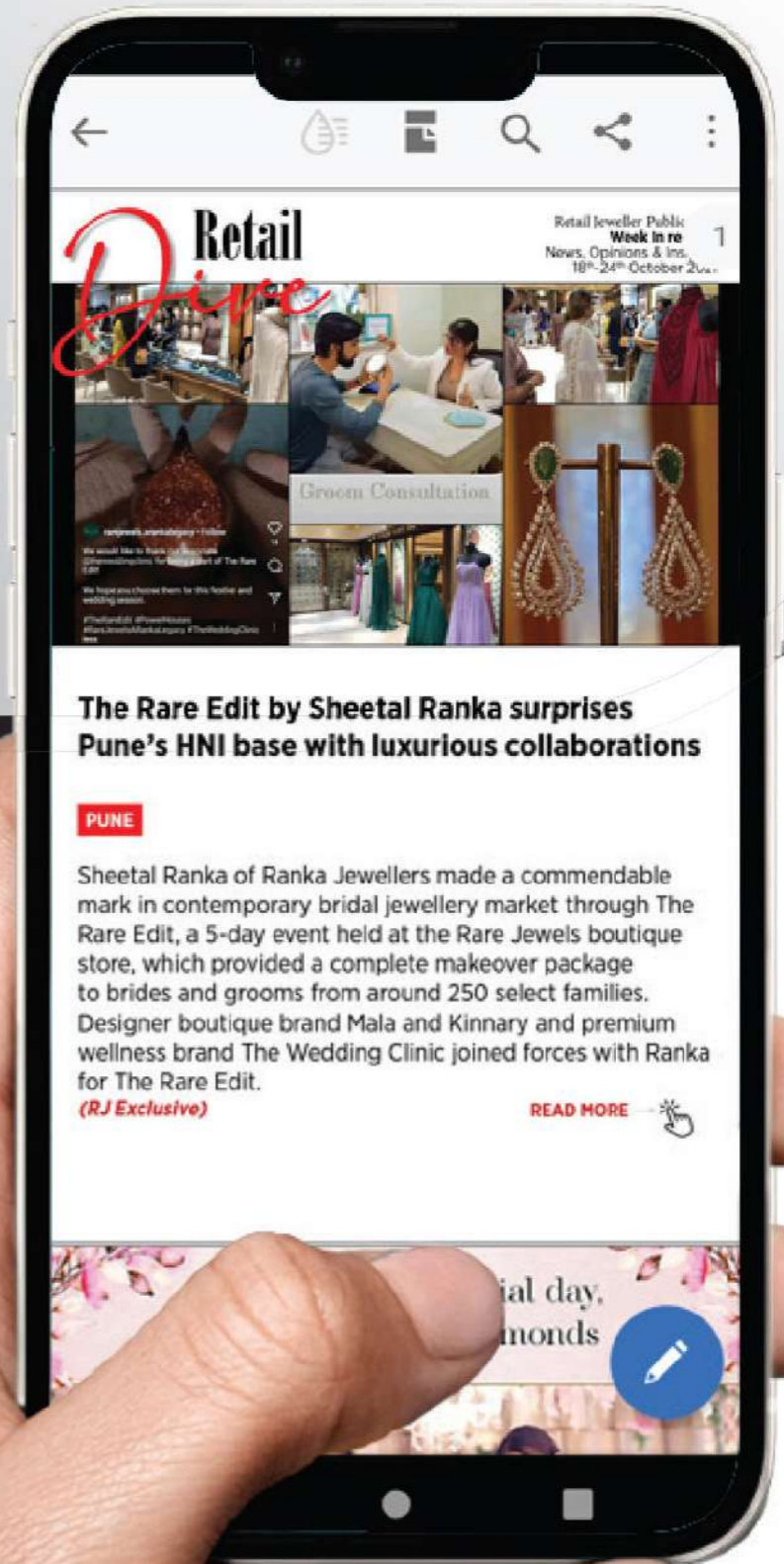
The independent credit rating agency expects strong gold jewellery demand in H2 FY2025, driven by improved sentiment and festive demand. Organized retailers saw 18% growth in FY2024, which is expected to continue with gold prices rising 25% in 2025. Growth will also be driven by planned store openings, particularly in Tier II and Tier III cities and a shift towards branded jewellery

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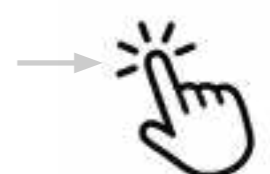


## Hazoorilal Legacy expands to UAE market with launch of new showroom in Dubai

### DUBAI

With the new store located at Dubai Hills Mall, the brand is looking to cater to both local customers and international visitors seeking unique, high-end jewellery pieces. With the expansion to Dubai, Hazoorilal Legacy strengthens its position as a global player in the luxury jewellery market, and looks set to build on its growing reputation in the UAE

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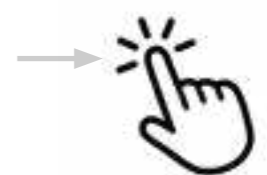


## Bollywood's leading ladies shine in traditional jewellery from Indian brands

### MUMBAI

From timeless pearls and emeralds to modern statement pieces and handcrafted designs, the stars paired their outfits with exquisite accessories that celebrated artistry and elegance. Whether honouring the legacy of Raj Kapoor or exuding boss-girl energy in contemporary ensembles, these fashion icons proved that the right jewellery can elevate any look to perfection

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