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Kiran Sinha



1st Prize  
Krishna Biyani



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Tanushree Singh



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## Keshavji Chhaganlal Jewellers revamps lucky draw scheme to boost premium jewellery sales

### JAMSHEDPUR

Keshavji Chhaganlal Jewellers' Elite Diamond Club Lucky Draw, evolved from its pre-COVID K20 scheme, now focuses exclusively on diamond and polki jewellery with intimate groups of 30 participants. The six-month deposit scheme combines attractive rewards with social events, successfully driving interest in premium jewellery categories in Jamshedpur

***(RJ Exclusive)***

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अधिक जानकारी के लिए संपर्क करें

## Munnalal Maheshlal Arya & Sons' 'Swarn Sanchay Yojana' scheme takes off with innovative campaign

**BIHAR SHARIF**

From encouraging girls to save for their own wedding, to telling salaried individuals how to prepare for big financial requirements in future, the campaign promotes the jeweller's gold savings scheme. Going ahead, the company plans to expand the Swarn Sanchay Yojana initiative and reach a wider customer base by opening more showrooms in smaller towns

**(RJ Exclusive)**

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## JGP Jewellers' Vivaah Utsav returns with focus on customer engagement and brand loyalty

**MUMBAI**

JGP Jewellers' annual Vivaah Utsav, a wedding jewellery shopping festival across Maharashtra and Goa, maintains its significance in the brand's calendar. This year's edition followed the elaborate Shrungarachi Paribhasha campaign, introducing the specially curated Shrungar collection for the wedding season

***(RJ Exclusive)***

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## Bengal Jewellery presents 'Swara Samrat Ratna' award with diamond-studded sarod to Ustad Amjad Ali Khan

**KOLKATA**

The award, presented at the Swara Samrat Festival, bolstered Bengal Jewellery's image as a brand deeply rooted in cultural and artistic heritage, and highly elevated its visibility. The bespoke sarod motif crafted in gold and studded with diamonds, engraved on the award, reflected the brand's commitment to preserving and celebrating cultural icons

***(RJ Exclusive)***

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## Aurus Jewels' new video campaign 'Sajja' is a modern ode to Gujarat's rich jewellery tradition

**AHMEDABAD**

From the symbolic Kaliganthi amulets to the iconic Nath and Mohanmala, the campaign video features Gujarat's diverse traditional jewellery that has been passed down through the generations. The brand plans to expand 'Sajja' with a series of collaborations throughout the year, delving deeper into India's diverse jewellery styles, motifs and cultural nuances by partnering with multiple custodians of regional heritage and culture

***(RJ Exclusive)***

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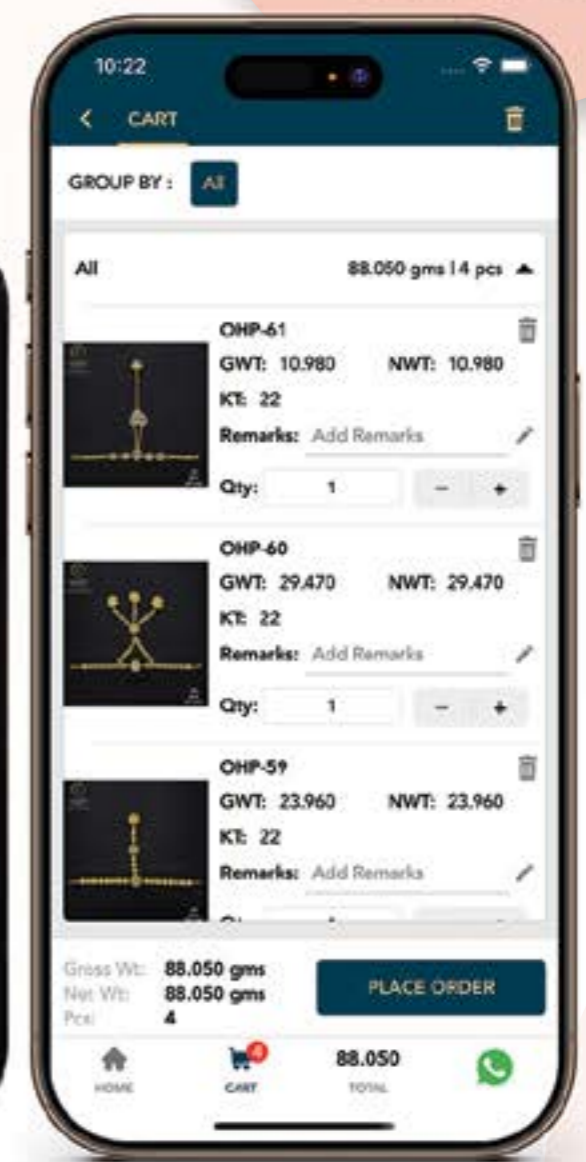
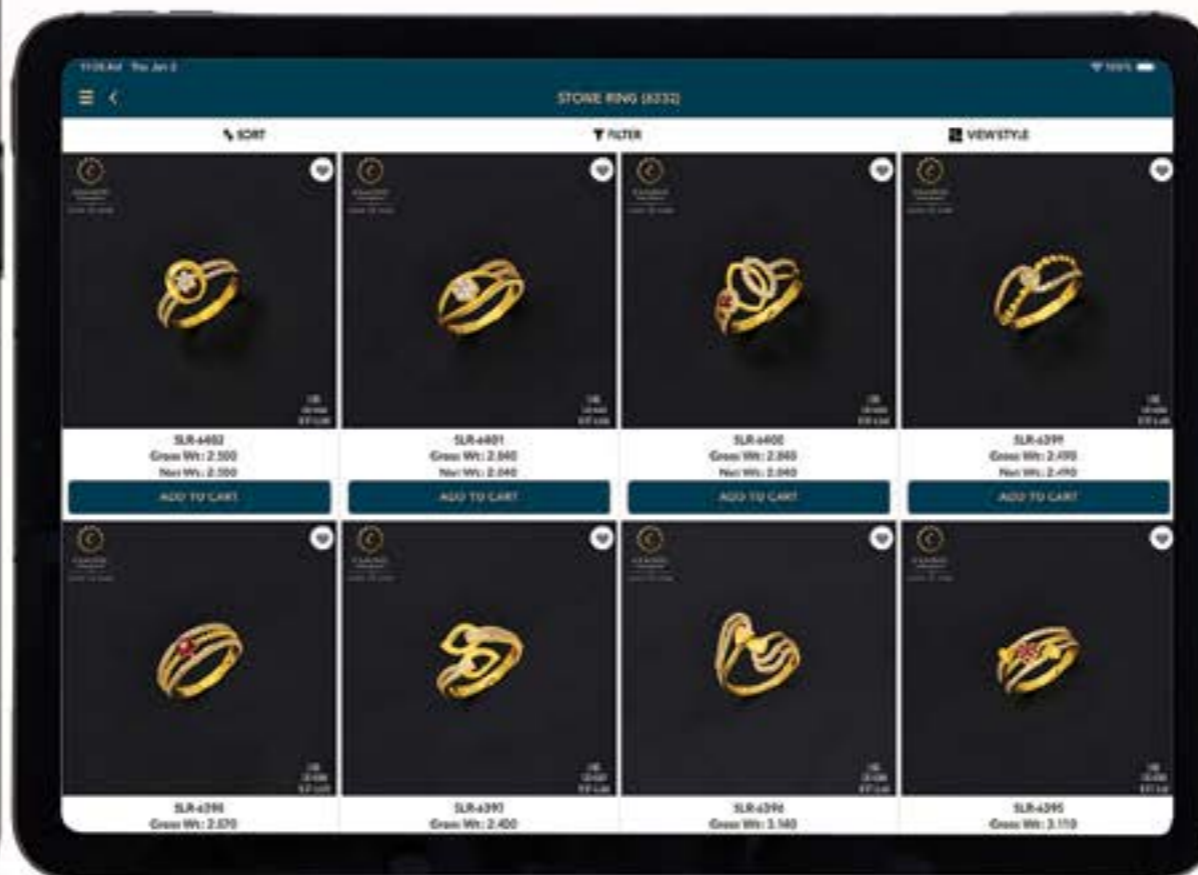
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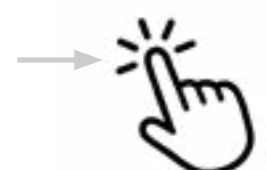
## Josco Jewellers marks Foundation Day commemoration with promotional giveaways

**KOCHI**

The brand's Foundation Day celebrations highlighted its understanding of its customers' needs during the wedding and festive season. With a well-curated selection of jewellery, meaningful rewards, and a focus on creating a welcoming experience, the event stood out as a well-planned occasion. According to the brand, this approach reinforced their reputation for customer-centricity and set a strong foundation for future milestones

**(RJ Exclusive)**

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## With exclusive 'Jewel Night' event for brides, Punjabi Saraf Jewellers sees 25% conversion

### INDORE

The event featured a curated selection of diamond, polki and gold jewellery, crafted to meet the discerning tastes of a select group of brides-to-be and other high-end clients. The soiree, which showcased bespoke bridal designs, saw a high conversion rate of 25%, with the jeweller expecting this figure to rise to 40-45% in the coming months. Tennis bracelets turned out to be unexpectedly popular among the brides

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## P.C. Chandra Jewellers announces Saiee Manjrekar as new face of the brand

**KOLKATA**

The brand revealed the name of Saiee Manjrekar after running a teaser campaign for a couple of days. With her genuine passion for jewellery and penchant for family traditions, Manjrekar brings her own perspective to endorsing P.C. Chandra Jewellers' designs, and is set to be a perfect representative of the brand

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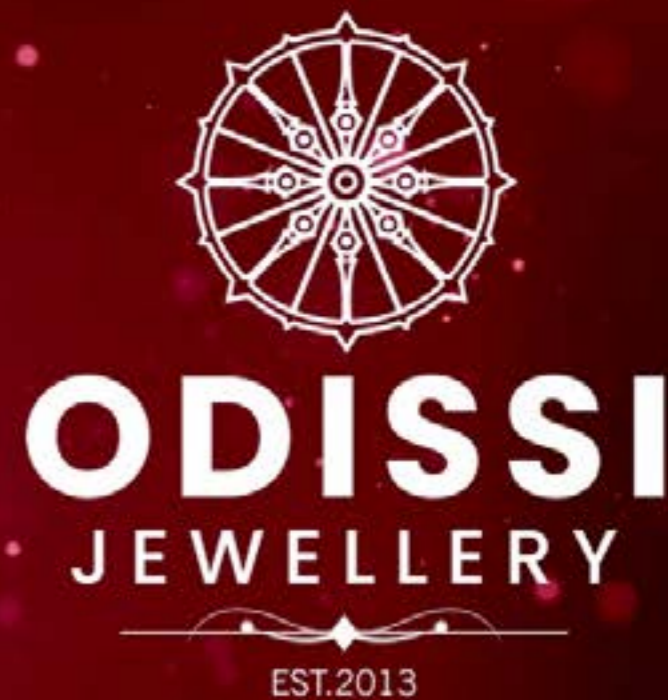
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## Odissi Jewellery hosts ramp walk by customers at new showroom in Balangir

### BALANGIR

The event allowed attendees to enjoy themselves, interact socially with other customers and engage with the brand's collections in a fun environment, while enhancing brand visibility. Now, the brand plans to hold similar events across its other showrooms located in Jharsuguda and Sundargarh, and also run campaigns supporting plastic ban and improving traffic signal visibility

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## **Bhima Jewellers has brand ambassador Sobhita Dhulipala headlining its new diamond collection launch**

### **ALAPPUZHA**

The actor, known for her poised and refined image, represents the brand's commitment to elegance and transformation, and the collection is being promoted with the hashtag #ShineBrighterAsYouEvolve. Sobhita Dhulipala's ongoing partnership with Bhima Jewellers aligns with the brand's focus on capturing the essence of personal transformation, with each diamond representing a significant moment of growth

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## **Silver brand Vendi's 'Green Monday Sale' achieves record business and rise in customer engagement**

**CHENNAI**

With the Green Monday sale, the brand aimed to achieve a 25% increase in sales compared to the same period last year and successfully met 80% of this target within the first two weeks. Reaching out to women aged 20-40, it exceeded the brand's new customer acquisition expectations, underscoring the effectiveness of the campaign's strategic planning and alignment with consumer behaviour

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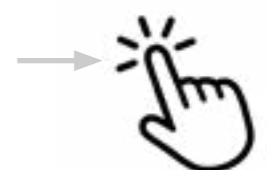


## Surat's diamond cutters diversify into gold jewellery-making as demand shifts

### SURAT

Demand for both gold and studded jewellery has picked up in India and abroad, while demand for cut and polished diamonds is still low and not expected to increase significantly in the near future as global uncertainty continues. The diamond cutters now require jewellery-making skills, so the GJEPC has launched a course tailored for them

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# WIDE ANGLE



## Joyalukkas aligns its Diamond Fest with Dubai Shopping Festival to elevate customer engagement

### DUBAI

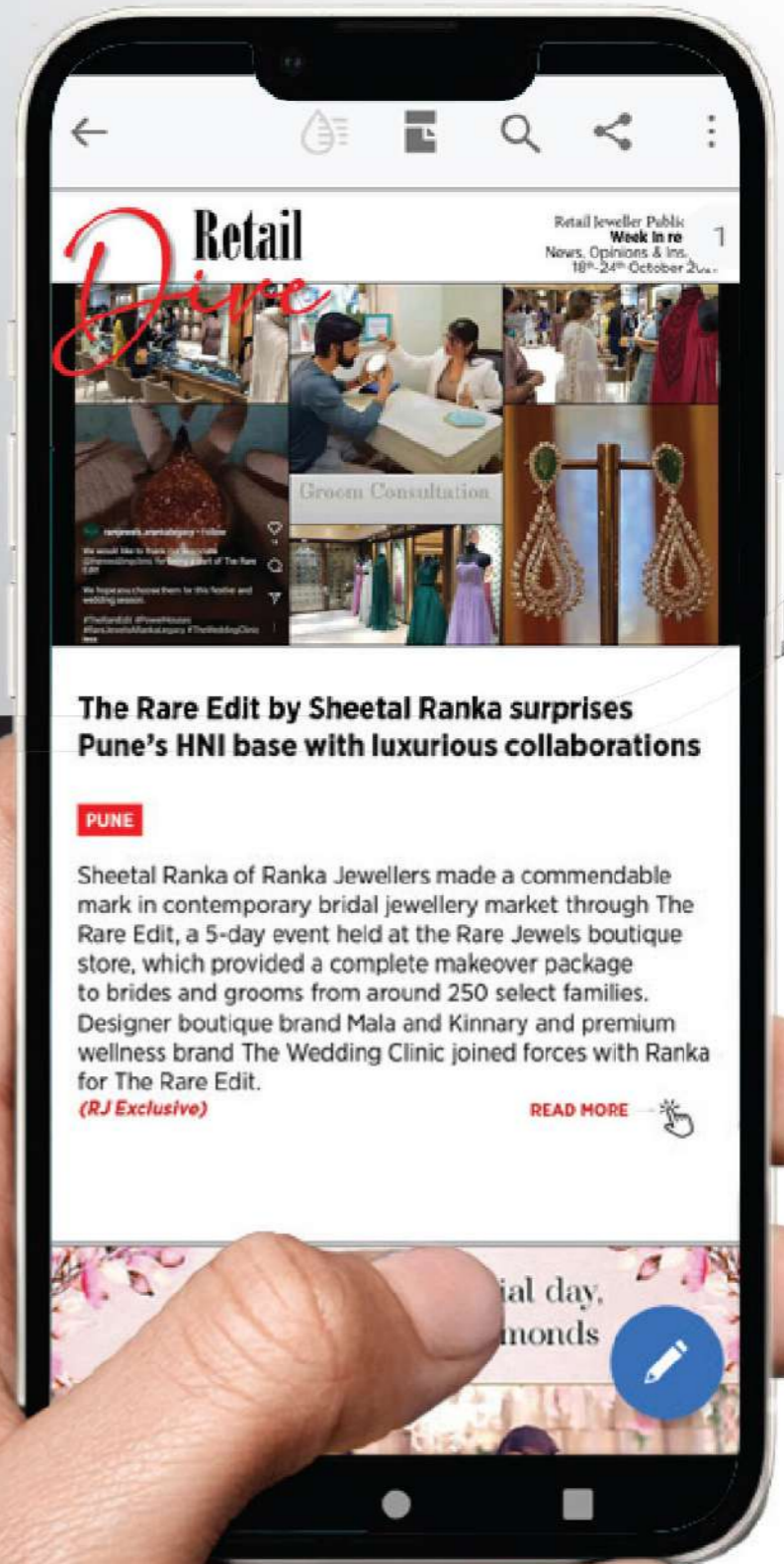
The initiative, launched across the UAE and seven other countries, presents exclusive designs from Joyalukkas' Pride Diamond collection. Strategically aligned with the 30th anniversary of the Dubai Shopping Festival, the fest also includes value-added services like 100% value on gold and diamond exchanges. With this campaign, Joyalukkas reinforces its retail strategy by way of market innovation and creating lasting customer connections

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# WHO WORE WHAT



## Bollywood stars set jewellery trends with bold and elegant pieces for holiday season soirees

### MUMBAI

Be it Janhvi Kapoor's festive diamond and emerald necklace, Aashna Shroff's modern take on bridal jewellery or Kareena Kapoor's show-stopping Tiffany diamond ring, each actor brought her unique style to the forefront. Their jewellery choices blend elegance with modern flair, reflecting both personal taste and the influence of timeless Indian craftsmanship, ensuring that they stand out at every gathering

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