



RJIF2025: Gold becomes the new gold, and diamonds stay forever, as the industry to grow 3X by 2035

MUMBAI

The 11th Retail Jeweller India Forum 2025 featured benchmarking insights from De Beers to boost the natural diamond market and gold's transformative growth plans by the World Gold Council. Deloitte unveiled 'Sparkling Success: Renaissance in India's Gems and Jewellery Sector 2025,' a research report with valuable perspectives on the industry's growth potential. The finale event, 'The MD and CEO Leadership Awards', recognized 31 deserving retail jewellers from across India

(RJ Exclusive)

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Kavitha Gold & Diamonds' brand film draws parallel between Fahadh Faasil's versatile roles and its jewellery

PALAKKAD

Kavitha Gold & Diamonds' latest brand film, 'The Versatile Actor, The Versatile Jewellery', draws creative parallels between Fahadh Faasil's diverse acting career and its distinctive jewellery designs. The campaign has achieved significant success with 3 million views across social platforms and a 30 per cent increase in store footfalls ***(RJ Exclusive)***

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P. N. Gadgil & Sons strengthens Marathi cinema connection through historic film partnership

PUNE

P. N. Gadgil & Sons has partnered with Marathi film 'Sangeet Manapmaan', crafting authentic traditional Maharashtrian jewellery for this cinematic adaptation of Krishnaji Khadilkar's 1911 play. The collaboration, supported by in-store displays and customer engagement initiatives, reinforces the brand's commitment to regional art and culture

(RJ Exclusive)

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CKC Jewellers launches '1869 Bengaluru Parade' to foster annual civic celebration

BENGALURU

In December 2024, CKC Jewellers launched the inaugural '1869 Bengaluru Parade', a 25-kilometre cultural celebration aimed at fostering civic pride and community spirit in Bengaluru. The non-religious event, featuring live performances and community engagement, marks the beginning of what the brand envisions as an annual tradition to enhance the city's cultural identity

(RJ Exclusive)

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Prince Jewellery's 'Princess Day Out' redefines luxury with personalised styling

BENGALURU

Prince Jewellery's exclusive 'Princess Day Out' event at its Bengaluru showroom celebrated femininity through luxurious, personalised experiences for 50-60 select guests. The innovative format featured one-on-one styling sessions, bridal makeover demonstrations, a jewellery runway show, and interactive workshops on accessorising, reinforcing the brand's position as a lifestyle luxury destination

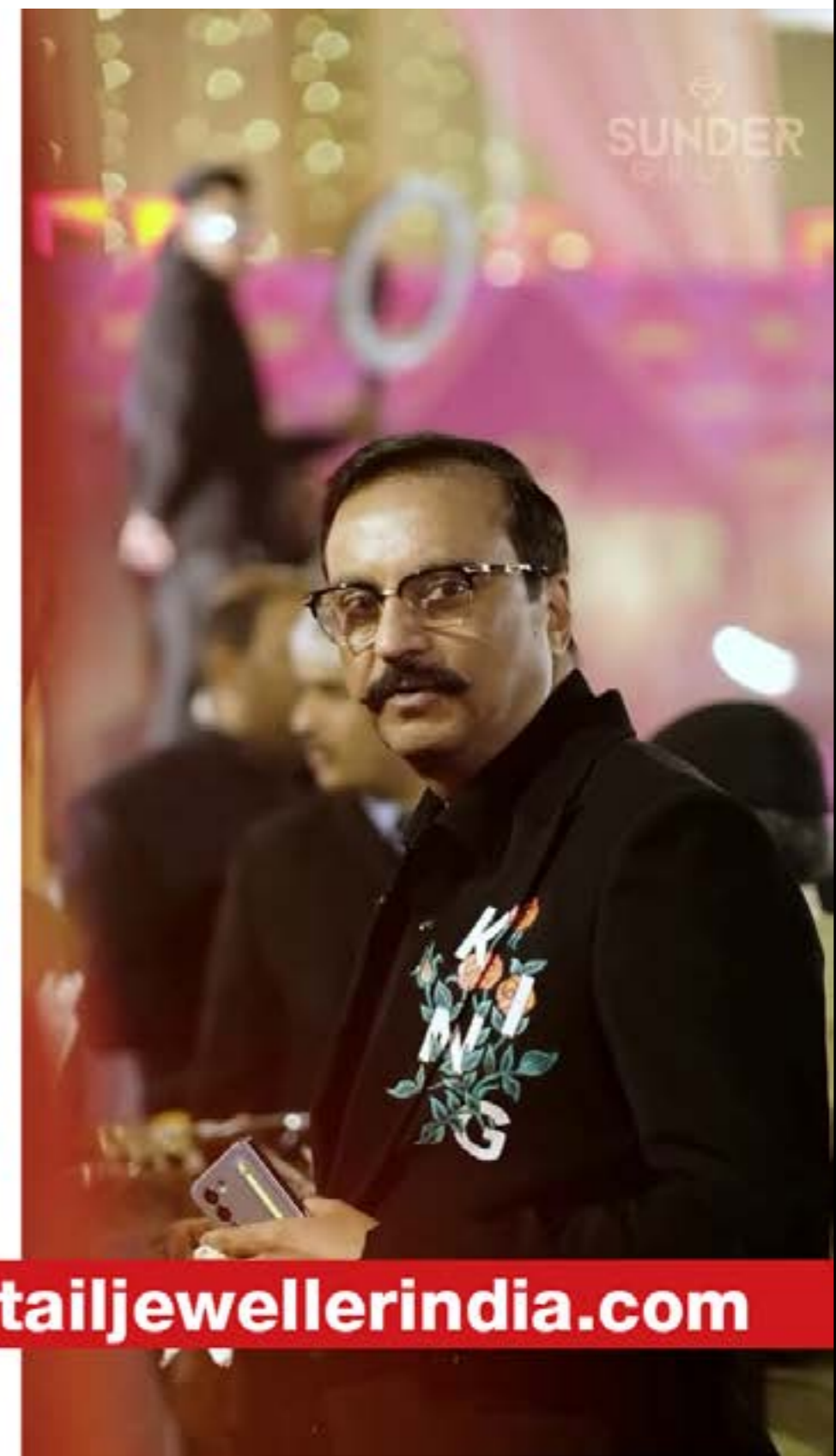
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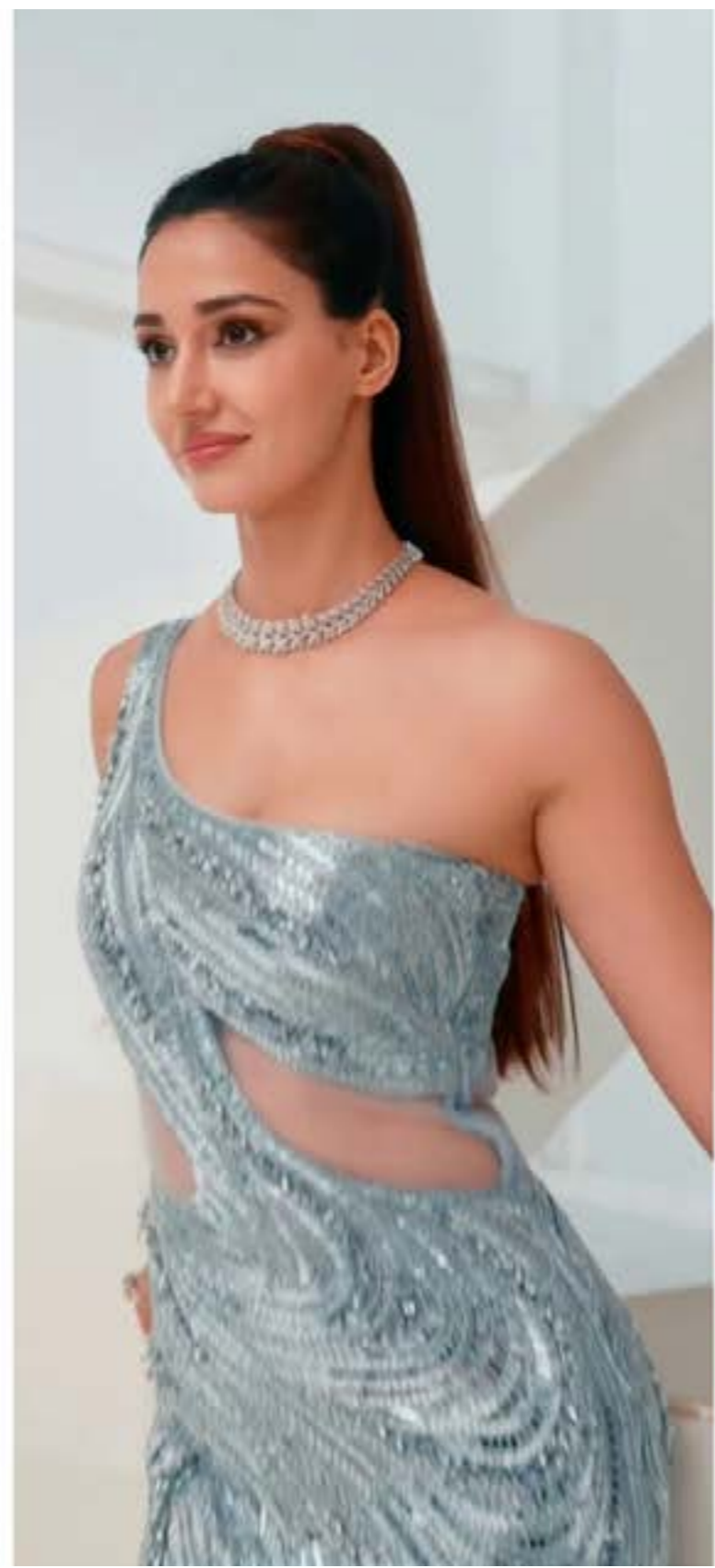
‘Sabse Sunder Utsav’ gives Sunder Jewellers 25-30% jump in sales compared to the previous year

CHANDIGARH

The jeweller concluded the three-month campaign with a grand event in Chandigarh on December 29, 2024, attended by around 500-600 customers, with about 3,000 more joining it live through social media platforms. Over 1 lakh coupons had been issued to customers based on the quantum of purchase, and 18 winners were selected through the draw. The event strengthened customer loyalty and generated positive market response

(RJ Exclusive)

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Anmol Jewellers launches 'Bride and Bougie' campaign with focus on personalised bridal experiences

MUMBAI

Anmol Jewellers' 'Bride and Bougie' campaign, running from January to March 2025, offers a premium bridal jewellery experience starting at Rs. 5.5 lakh. The initiative emphasises personalisation and exclusivity through customised pieces, bespoke services, and in-store-only designs, catering to the modern bride's desire for unique, personal expression

(RJ Exclusive)

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With Talentia 2024, Thangamayil Jewellery celebrates the diverse talents of its female employees

MADURAI

The initiative is part of the company's broader commitment to empowering women, fostering creativity and promoting work-life balance. It offered the 200+ women employees across its support offices in Madurai a platform for self-expression, encouraging them to step out of their usual work roles and embrace their creative sides, while encouraging team-building and strengthening workplace relationships

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Abhushan Diamonds and Gold launches 'Shagun' campaign with diamond rings as daily give-aways

AGRA

The 45-day campaign gives high-ticket bridal jewellery shoppers the opportunity to win 45 diamond rings - one on each day during the course of the campaign - on the basis of their purchases. Shobhit Agrawal, Director of Abhushan Diamonds and Gold, says the intention is to stand out in the market and offer something unique, beyond the usual discounts

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GRT Jewellers celebrates Pon Pongal and Swarna Sankranti with festive 'Jewellery Harvest' campaign

CHENNAI

By aligning the campaign with Pon Pongal and Swarna Sankranti, the brand taps into the cultural significance of these occasions, where buying new jewellery is a time-honoured tradition. The 30-second ad campaign has been released in Tamil, Telugu and Kannada, to appeal to the large market of South Indians who buy jewellery for the festival

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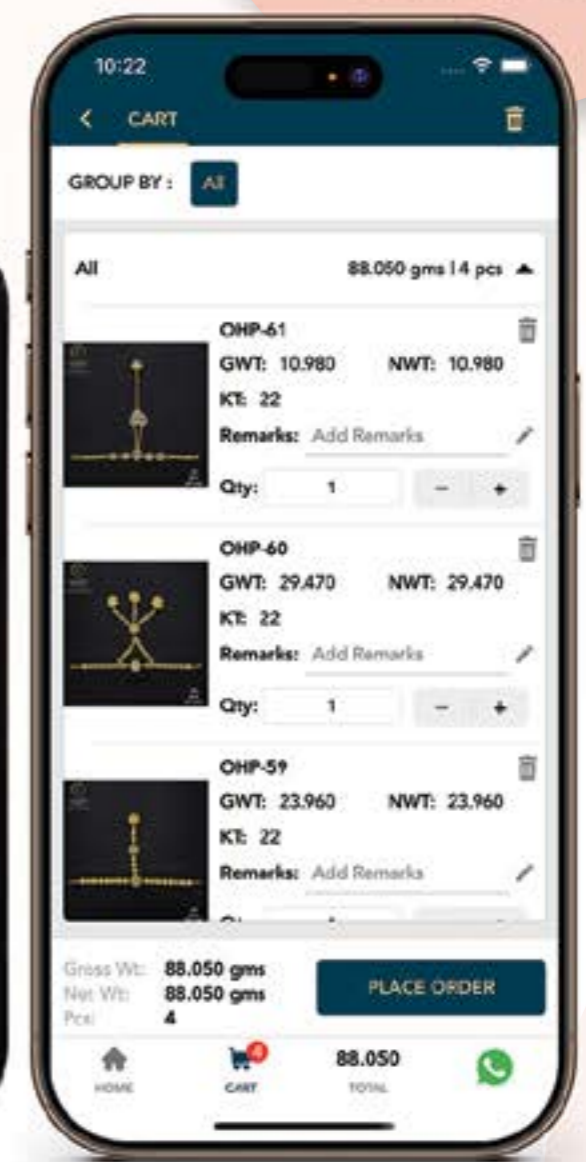
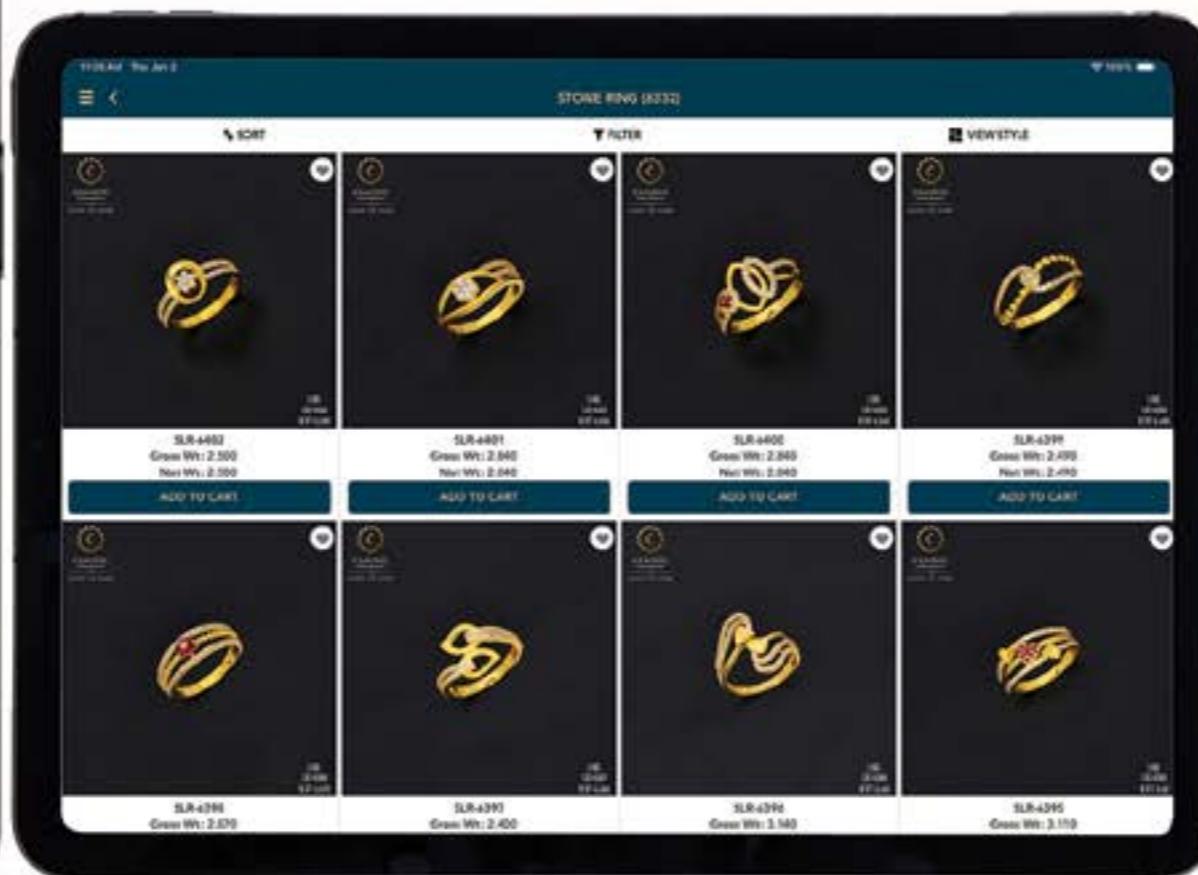
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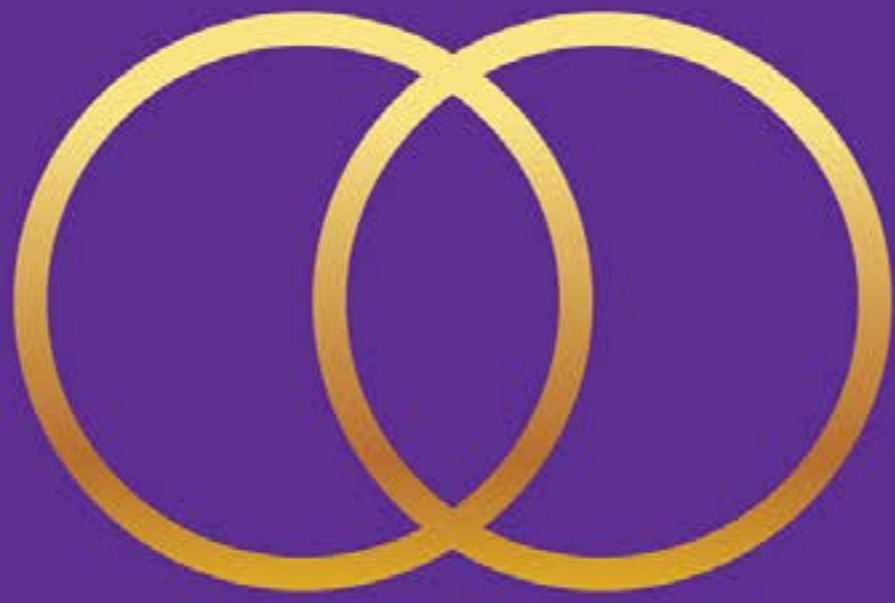
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PNG
JEWELLERS



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PNG Jewellers associates with World Pickleball League, aligns on ‘sportainment’ quotient for marketing

PUNE

The partnership allows the brand to tap into the rising popularity of pickleball, while enhancing its appeal in regions where these events are gaining traction. It represents a strategic move by PNG Jewellers to engage a broader, younger audience through the fast-growing intersection of sports and entertainment, and aligns well with the brand’s ongoing efforts to empower women

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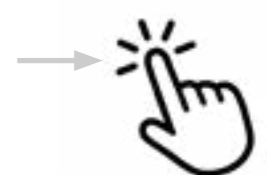
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BlueStone presents Gukesh Dommaraju with a chess-themed ring to honour his historic win

BENGALURU

The ring is part of the Checkmate Collection, a range of jewellery inspired by the game of chess, to celebrate the youngest World Chess Champion. Crafted in gold with black onyx and diamond accents, the collection embodies the precision, elegance and strategic depth of chess. Each piece reflects the sophistication of the game

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Aisshpra Gems and Jewels engages customers with nail art activity in its showrooms

GORAKHPUR

The brand's monthly initiative gave participants a fun and creative experience, while encouraging them to explore its jewellery. It involved 3-4 professional nail artists at each location, who offered personalized services to a select group of about 30 participants. While the focus was not on sales, the campaign had indirect benefits, such as increased footfalls and leads, besides deepening connections with customers

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NAC Jewellers ties up with Pathi Silks to enhance the appeal of tradition to modern-day customers

BENGALURU

The Jewels & Weaves Exhibition in Bengaluru provided a unique opportunity for NAC Jewellers to collaborate with a like-minded brand that shares the same purpose - to discover and promote traditional craftsmanship and design. Held on January 9 and 10, 2025, the event featured the brand's Navrathna Uncut Jewellery and Rewind Collections

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The Retail Jeweller November-December 2024 Digital Edition

COVER STORY: TOP RETAIL TRENDS SHAPING 2025 & BEYOND

We list 20 trends that broadly reflect the changes in Indian jewellery retailing and will impact businesses in the coming years

SHOW REVIEW: RETAIL JEWELLER WORLD SHOW '24

The debut edition of our show recognised the growing potential of the global Asian-origin jewellery community for sourcing directly from India while fostering deeper relationships with Indian manufacturers

BRAND STORY - SILVER: GEN Z JEWELLERY REVOLUTION

crash.club by CKC's Executive Director Chaitanya V Cotha delves into the brand's origins, identity, growth strategies, and its appeal to Gen Z

BRAND STORY - PRECIOUS: BEYOND URBAN BOUNDARIES

In an era of intense market competition, Khandelwal Jewellers has carved a unique niche by focusing on Tier-3 and Tier-4 cities in Maharashtra's Vidarbha region, where competition is relatively limited

DIGITAL NATIVE – SILVER

Shyle by Astha

NEW STORE LAUNCH

Kumari Fine Jewellery

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Amaltas Jewels launches innovative marketing campaign across Delhi NCR to promote diamond gifting

NEW DELHI

The campaign involved a giant ring box sporting a red bow, mounted on a moving red Audi convertible, and significantly boosted visibility of the brand. The bold display captivated passers-by, many of whom captured and shared the moment on social media, amplifying the reach of the campaign highlighting the themes of love and sustainability

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Gems, jewellery sector urges Government to decrease GST from 3% to 1% in upcoming Budget

NEW DELHI

The All India Gem and Jewellery Domestic Council (GJC) also called for a concessional GST rate for lab-grown diamonds to fully recognize their sustainable and cost-effective attributes. Currently, both natural and lab-grown diamonds are taxed at the same GST rate. The apex body also called for a dedicated ministry and appointment of a Central minister specifically for the jewellery sector

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BIS urged to implement mandatory hallmarking of silver jewellery and artefacts

NEW DELHI

Speaking at the 78th BIS Foundation Day in the capital, Union Minister Pralhad Joshi said the Bureau of Indian Standards (BIS) has already started work in this direction. Last month, media reports said that several issues in terms of implementation – such as durability of the HUID mark on a silver surface – were being worked out

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PMJ Jewels turns to Times Square again for campaign to promote natural diamonds

NEW YORK

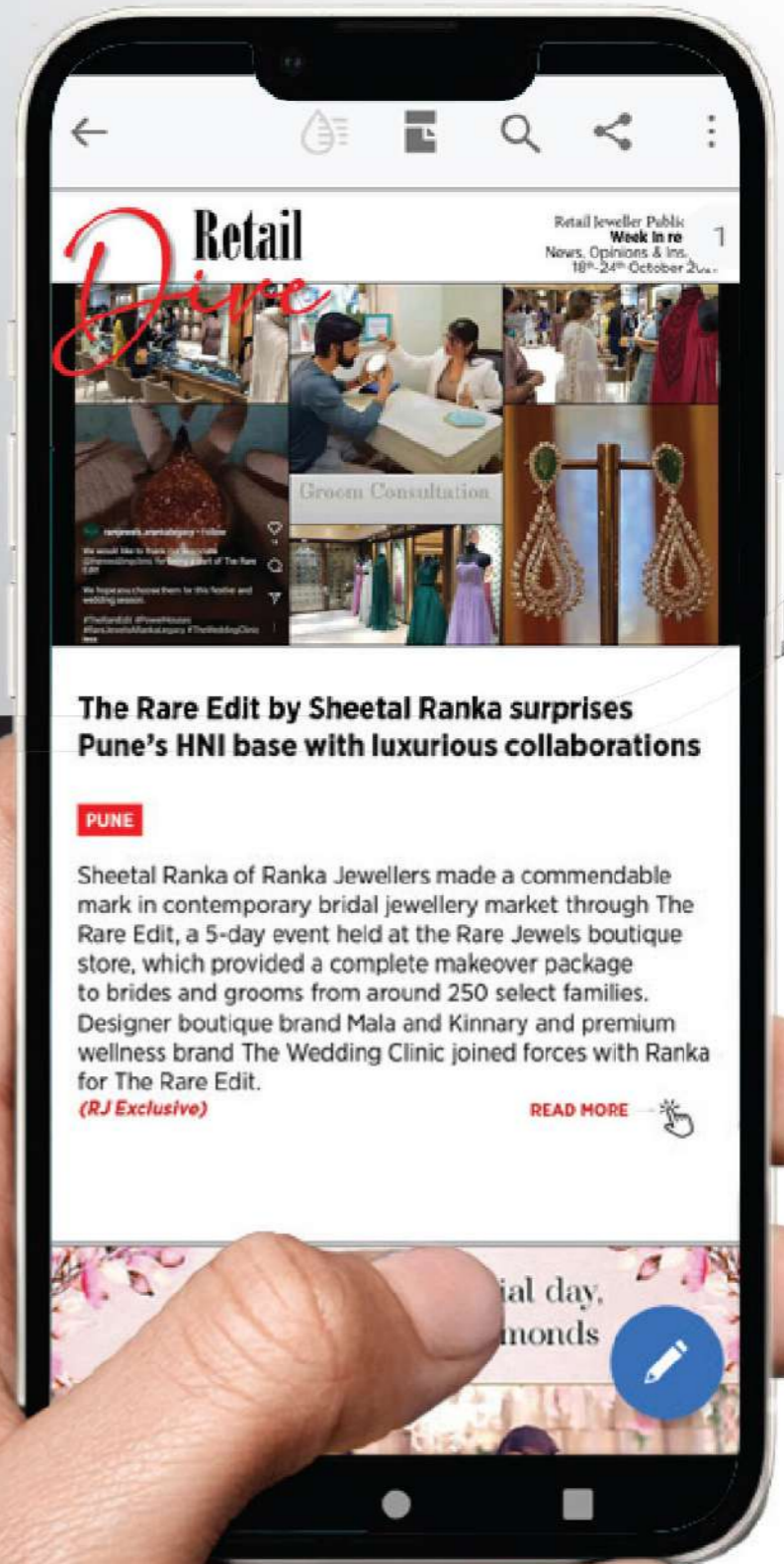
Featuring brand ambassador Sitara, the 'Natural Beauty, Natural Diamonds' campaign appealed to both Indian and global audiences. It is part of a larger effort to strengthen the brand's presence in the US market in the 'season of homecoming' for NRIs. The brand had unveiled Sitara as its brand ambassador through an ad campaign at Times Square on July 4, 2023

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Joy Alukkas inspires entrepreneurs of tomorrow at BITS Pilani Dubai Campus bootcamp

DUBAI

The Founder and Chairman of Joyalukkas spoke at the closing ceremony, recollecting personal anecdotes from his entrepreneurial journey and calling upon the participants of Young Entrepreneurs Bootcamp (YEB) 2024 to be creative and resilient as they pursue their ambition. He also gifted his book 'Spreading Joy' to the participants of the week-long programme

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WHO WORE WHAT



Bollywood celebrities turn heads in statement jewellery from iconic Indian brands

MUMBAI

From frosty diamonds to traditional jhumkis, celebrities like Janhvi Kapoor, Kareena Kapoor Khan and Mahira Khan have redefined elegance with their standout jewellery choices. Be it Janhvi Kapoor shining in Dolce & Gabbana's signature diamond creations, Hania Amir pairing her wedding attire with a stunning beaded choker or Kalki Koechlin wearing striking silver jhumkis from Tribe Amrapali, these stars know how to elevate their looks

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