

PNG Jewellers' new TVC builds on success of past campaigns, sets goals for future initiatives

PUNE

The brand launched a new TVC for its Pratha Collection as part of its 2025 marketing strategy, with a goal to strengthen its presence in the bridal jewellery market. The campaign highlights the collection's versatility and signals the brand's plans to expand it into new categories like polki jewellery, targeting a wider audience with diverse preferences

(RJ Exclusive)

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Sulthan Diamonds & Gold seeks to strengthen teams through its 'HR in Action' activities

KASARAGOD

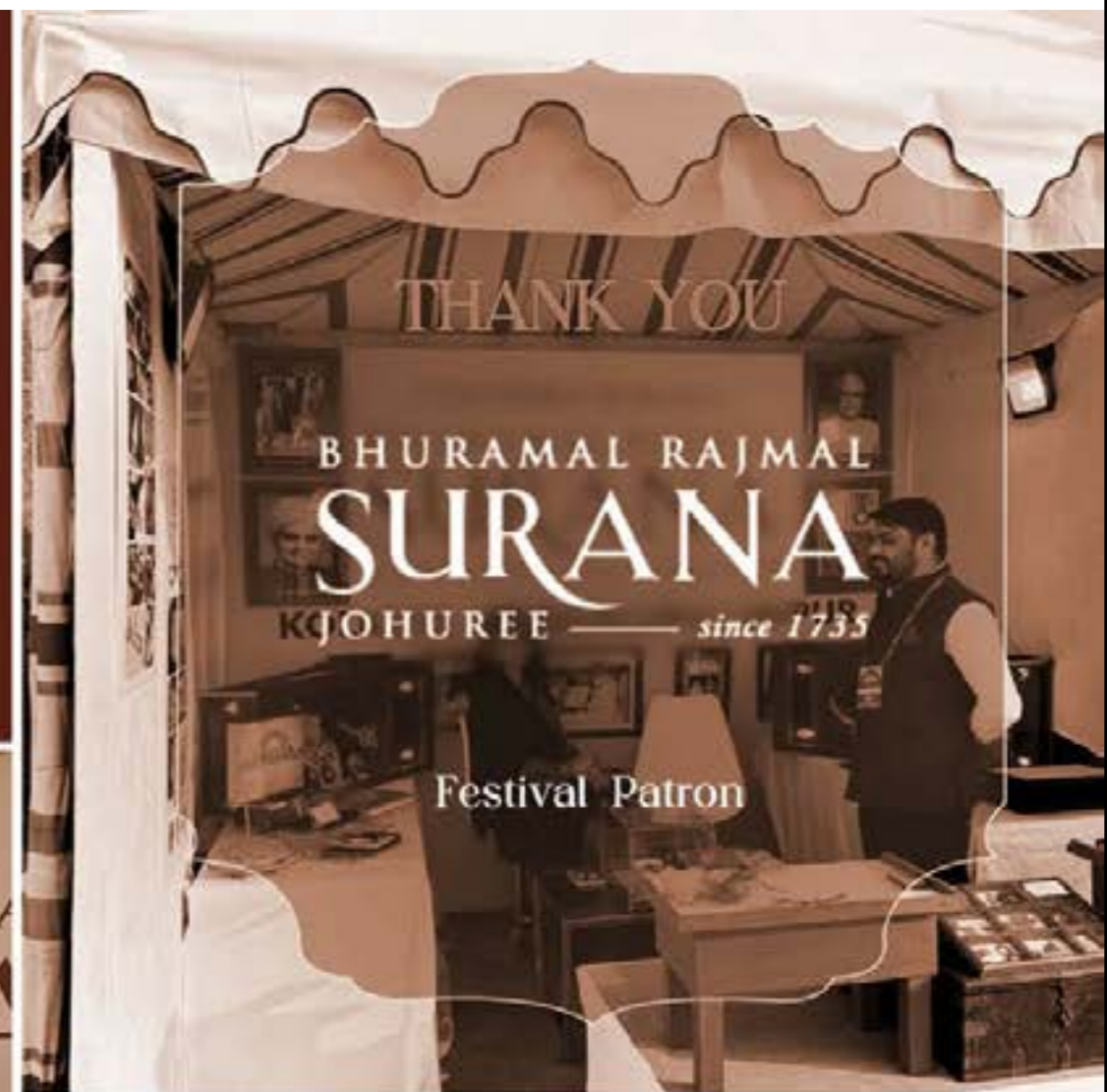
Started by Managing Director Abdul Rahim, the regular sessions focus on improving communication, collaboration and energy levels across the sales and support teams. By fostering a sense of unity and engagement, the company hopes to empower its employees, driving both personal and professional growth which in turn aids the overall business performance

(RJ Exclusive)

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HERITAGE FESTIVAL



At Jaigarh Heritage Festival, Bhuramal Rajmal Surana Johuree roots for preserving traditional jewellery-making techniques

JAIPUR

The legacy brand amplified the art of making Jadau, Kundan and Meenakari jewellery, educating visitors, highlighting traditional craftsmanship and depicting its evolution into contemporary light designs. By associating with the event, the brand not only reinforced its heritage credentials but also strengthened its appeal to an elite audience that values quality and tradition

(RJ Exclusive)

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With 'Mandiraa Mahotsava' campaign, Neelkanth Gold and Diamonds offers modern interpretations of temple jewellery

BENGALURU

The month-long campaign launched on January 14 focuses on presenting temple jewellery with a modern twist. According to the brand, temple jewellery has seen increased interest from younger consumers in recent years as elements of it are being incorporated into fashion accessories and fusion designs. The rise of celebrity and influencer endorsements has also played a role in its popularity

(RJ Exclusive)

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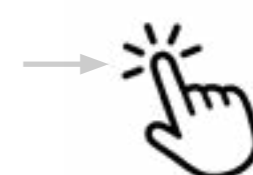
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Kalyan Jewellers upholds individuality with 'Kalyan Muhurat Bride: Celebrating Her' ad campaign

THRISSUR

Featuring brand ambassador Katrina Kaif, the campaign highlights every bride's individuality and the cherished relationships she shares with those closest to her. Through Katrina's portrayal of a supportive friend, the campaign underscores the significance of embracing one's true self on the wedding day, while showcasing jewellery that reflects each bride's unique story

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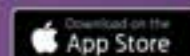


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A TATA PRODUCT

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by TANISHQ



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Mia by Tanishq releases Valentine's Day ad film featuring sports icons Dinesh Karthik and Dipika Pallikal

MUMBAI

The campaign highlights the essence of modern love and thoughtful gifting. Through a playful yet heartfelt narrative featuring the real-life couple, the film showcases their dynamic relationship and shared moments, and pitches every Mia piece as a heartfelt symbol of love. Earlier, Mia introduced the Cupid Edit 3.0 collection, offering versatile jewellery pieces tailored for the season of love

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Pothys Swarna Mahal sees strong customer engagement with launch of its DigiGold app

CHENNAI

The app allows users to save in small amounts, track gold prices and invest when prices dip, maximizing their savings potential. This flexibility empowers a wide range of customers, including those with variable incomes. The brand offers the option to redeem savings at any of its showrooms or online, expanding the convenience for users beyond physical stores

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Indriya unveils ad around its first bridal collection, starring actors Aditi Rao Hydari and Shaheer Sheikh

MUMBAI

The video campaign, shot at the Shiv Niwas Palace, Udaipur, showcases the brand's bridal line. Hydari wears a mint-green Russian emerald and pink tourmaline necklace, magenta-hued polki jewellery, bridal accessories such as haathphool and a fusion sheeshphool-mathapatti, while Sheikh complements her look with scarlet-hued and Victorian-style layered polki necklaces, along with ornate accessories like the sarpech and bajuband

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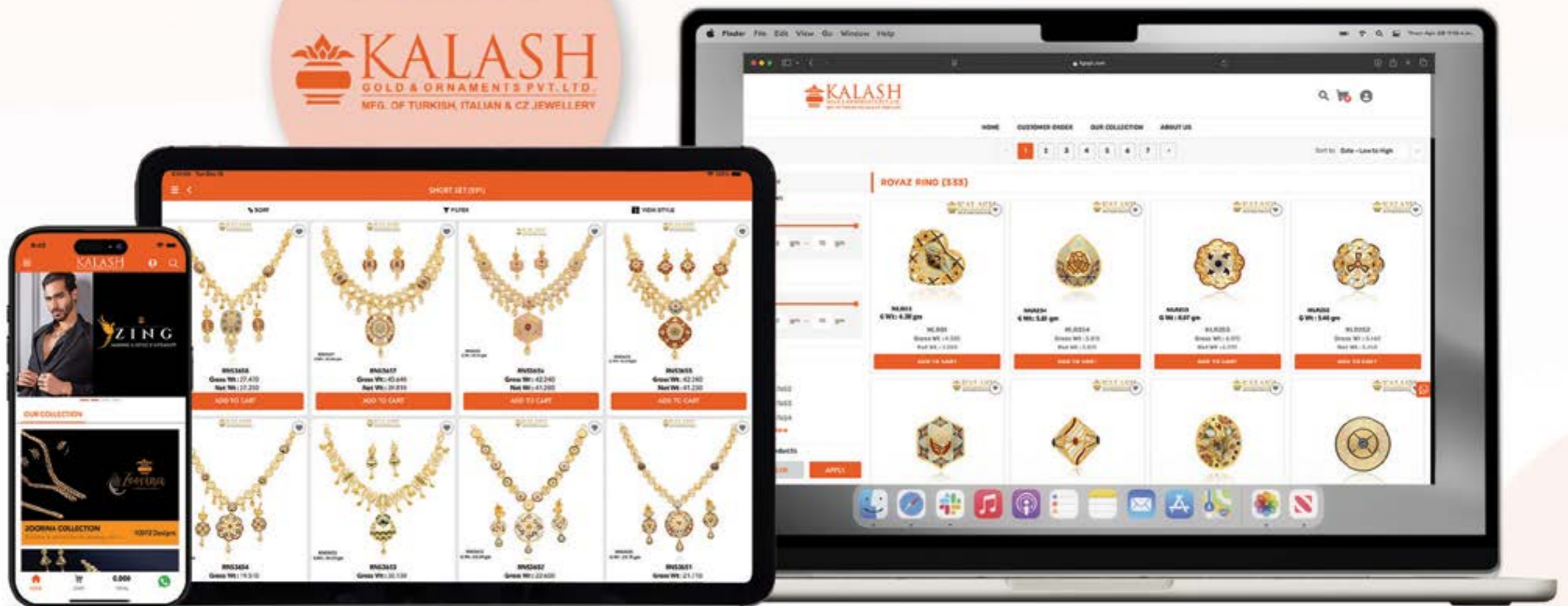


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KISNA Diamond & Gold Jewellery concludes nationwide campaign with 100 car give-aways

BENGALURU

At the end of the #Abki_Baar_Aapke_Liye campaign, the brand gifted 100 Maruti Suzuki Celerio cars to loyal customers. With over 51,000 participants across 28 States, the campaign rewarded jewellery buyers who purchased diamond or gold pieces valued at Rs 20,000 or more. More than 100 winners celebrated their lucky draw victories in 11 cities across India

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House of Masaba collaborates with Amrapali Jewels for the brand's fine jewellery debut

NEW DELHI

House of Masaba's debut fine jewellery collection, created in collaboration with Amrapali Jewels, showcases 46 pieces in 18k gold. The collection features standout pieces including the gem-studded 'Trinket Hoarder' neckpiece and the mantra-inspired 'Nirbhau Nirvair Nimrata' necklace, combining contemporary design with traditional craftsmanship

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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

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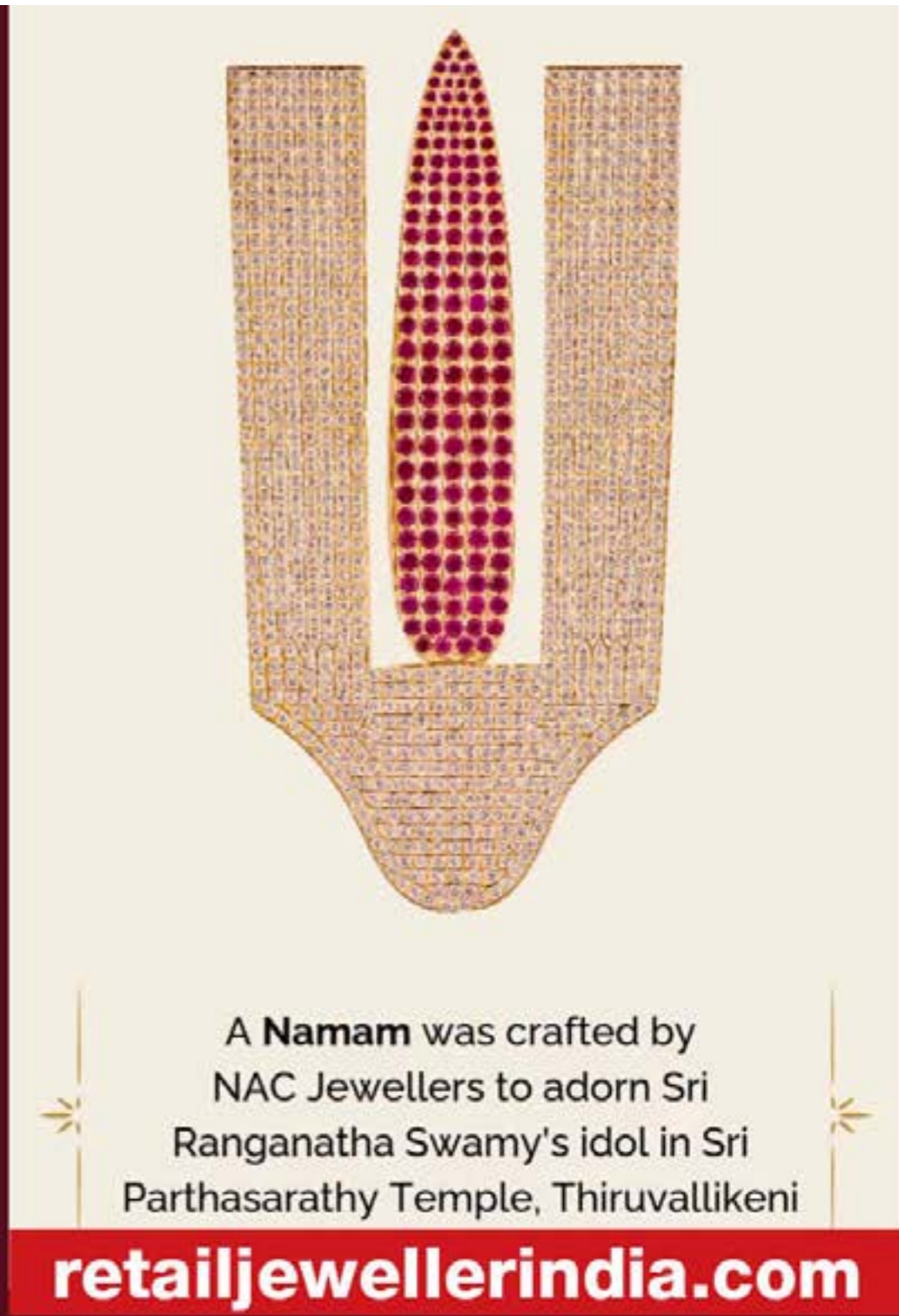
Made by our artisans in 33 man hours, the Namam features over 310 grams of gold, zircon stones, and red stones



Crafted by NAC Jewellers, the Namam will adorn Sri Ranganatha Swamy's idol in Sri Parthasarathy Temple, Thiruvallikeni



Made by our artisans in 33 man hours, the Namam features over 310 grams of gold, zircon stones, and red stones



A Namam was crafted by NAC Jewellers to adorn Sri Ranganatha Swamy's idol in Sri Parthasarathy Temple, Thiruvallikeni

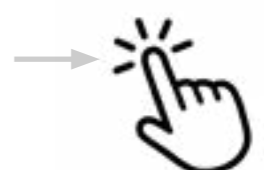
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NAC Jewellers creates sacred Namam for idol at Sri Parthasarathy temple in Chennai

CHENNAI

The creation process of the Namam (Lord Vishnu's legendary tilak mark) began with meticulous planning to capture the temple's sacred symbolism. The 310-gram ornament, crafted over 33 man-hours, demonstrates the brand's commitment to preserving spiritual and artistic traditions, while showcasing its artisans' exceptional craftsmanship. The brand now plans to create miniature replicas of the Namam for devotees

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Talla Jewellers partners with LFO-BHF for blood donation drive in Jammu

JAMMU

Through the blood donation camp held at SMGS Hospital, Jammu, 16 units of blood were collected from 40 volunteers, to support children with thalassemia. The initiative, which included toy distribution and patient engagement activities, demonstrated the jeweller's commitment to community welfare

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Kabra Jewels makes stellar debut on the NSE Emerge platform, shares list at a premium of 90%

AHMEDABAD

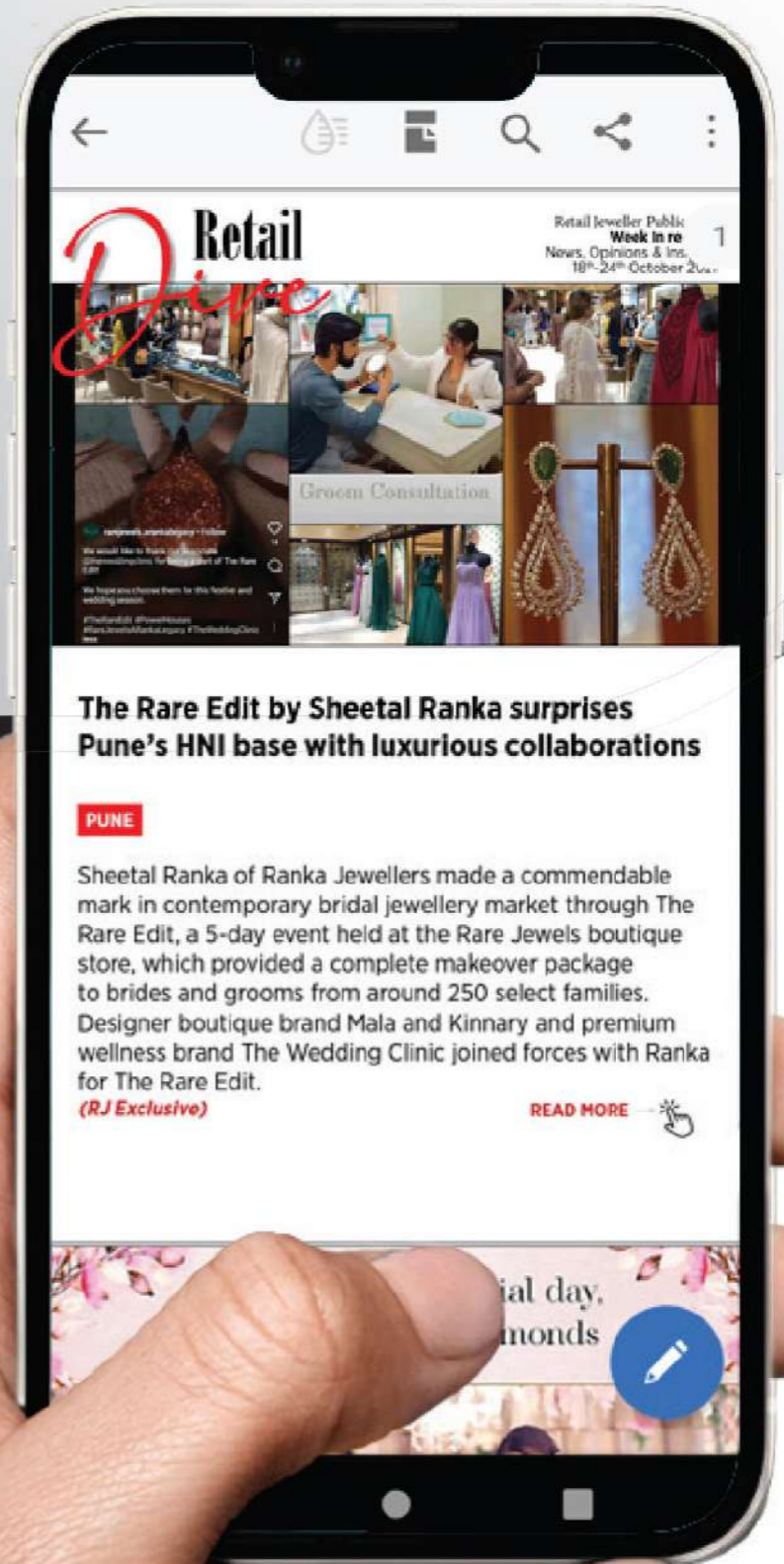
Driven by strong demand from non-institutional and retail investors, the initial public offering (IPO) was booked more than 356 times. The Ahmedabad-based jeweller raised Rs 40 crore through its IPO of 31.25 lakh shares. The IPO funds will be used to repay certain borrowings, meet working capital requirements, and support general corporate purposes

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LGD retailer Ayanika announces actor-author Samaira Sandhu as its brand ambassador

MUMBAI

The brand said Sandhu's persona aligns with its vision of creating elegant and innovative jewellery for customers. Sandhu recently inaugurated Ayanika's flagship store at Laxmi Industrial Estate, Andheri, where the brand aims to offer customers an immersive jewellery shopping experience. She was crowned the Iconic Glamorous Diva 2024 by Mid-day, and has acted in five successful feature films

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WHO WORE WHAT



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From heirlooms to modern glam: A-list celebrities don statement pieces from Indian jewellery brands

MUMBAI

Celebrities were spotted flaunting jewellery from brands including Manish Malhotra World and Amrapali Jewels. From Malaika Arora's bold Versace pieces to Aditi Rao Hydari's frosty diamonds from Sunita Shekhawat Jaipur, these stars showcased a mix of timeless and contemporary designs

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