



WHP Jewellers scores on employee engagement with its 25th annual team cricket championship

MUMBAI

The tournament has also become a point of interest for customers. Winning team photos and trophies displayed in the stores spark conversations with customers who appreciate the company's culture and dedication to employees

(RJ Exclusive)

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Solitario secures \$3.6 million in pre-IPO funding, plans global expansion through SIS model

PUNE

The funding success sets the stage for further expansion in India, and global growth, particularly in Spain, where Solitario has already partnered with major brands.

The brand aims to expand both its retail presence and product offerings

(RJ Exclusive)

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Kishandas & Co. leverages World Telugu Federation's 'Amogham' showcase for brand exposure, connect with overseas clients

HYDERABAD

Participation in the conference aided both short-term visibility and long-term business growth for the brand. Word-of-mouth referrals formed a key customer acquisition strategy, reinforced by in-person interactions with delegates from around the globe at the event

(RJ Exclusive)

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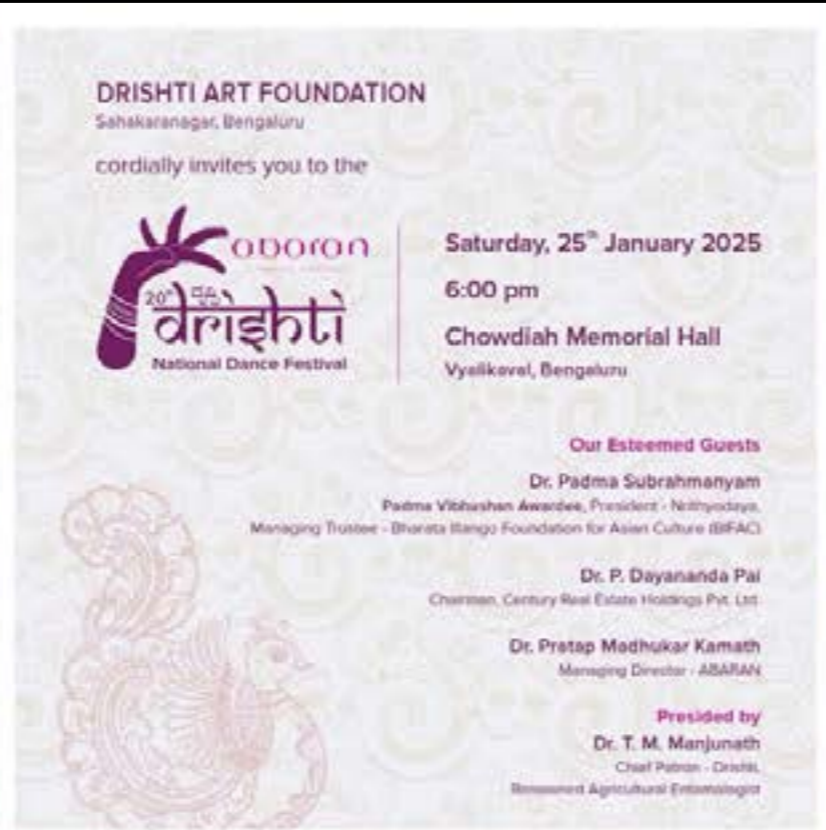
"Aditya Elegance" Shop No. 15 3rd Floor Rajshrungi Complex, Rajkot - 360001.



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Abaran celebrates 90 years, promotes legacy of temple jewellery as title sponsor of Drishti Dance Festival

BENGALURU

The brand's philosophy centres around celebrating cultural diversity and preserving heritage through impactful collaborations. It has long been committed to promoting the arts through its CSR wing, the Abaran Foundation
(RJ Exclusive)

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LGD brand Evaglow broadens its sustainability agenda with conservation project for Olive Ridley turtles

CHENNAI

The brand from the house of AVR Swarna Mahal Jewellers has roped in more than 200 employees from its Chennai branches for the long-term mass initiative, with backing from the company's total workforce of 1,600

(RJ Exclusive)

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Rare Scents by CKC becomes a gateway for customers to explore the brand's jewellery

BENGALURU

Strategic cross-marketing introduces jewellery clients to the brand's perfume line Rare Scents, and fragrance customers to its jewellery collections. The perfumes incorporate the same artistry seen in the brand's jewellery and are infused with 24-karat gold flakes

(RJ Exclusive)

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US-based private equity firm Advent International to acquire Orra Fine Jewellery, say media reports

MUMBAI

The deal with Orra is expected to be valued at Rs 1,500-1,750 crore. Orra will go public under the private equity firm which will also take over the management and voting rights as per the agreement

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Jos Alukkas partners with PFC Kerala to support India's football World Cup dream

THRISSUR

The Jos Alukkas Group Chairman has long been involved in Kerala's football scene. The partnership aims to enhance the club's efforts in grooming future football stars, and contribute to India's football success on the world stage

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BS BLUESTONE

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AI takes on the facets of love in BlueStone's unique Valentine's Day campaign

BENGALURU

By posing questions such as 'Does AI always get emotions right?' and 'Can technology truly grasp the intricacies of human romance?', the campaign video humorously delves into AI's take on love, highlighting the depth of emotion

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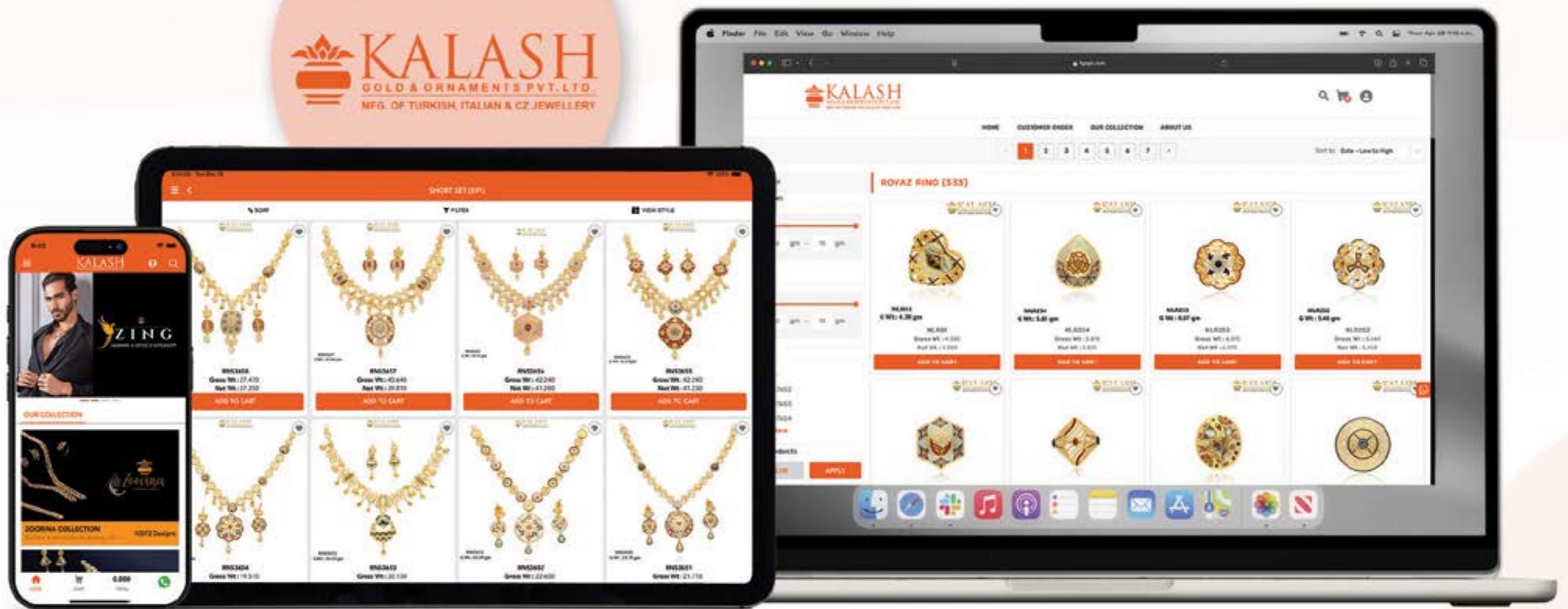


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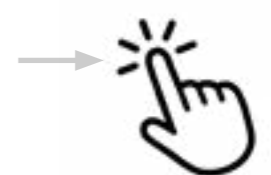


CS Jewels' sterling silver campaign and Haldi Kumkum event increase footfalls across its stores

BARAMATI

The campaign promoted purchase of silver anklets and toe rings, considered auspicious and traditionally bought during the Sankranti festival. It gave the brand increased footfalls, and engagement with a crucial section of its target audience

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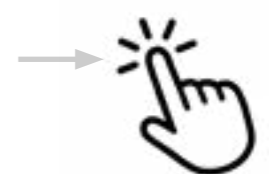


Vardhman Jewellers' mega draw campaign enters third year with big prizes for customers

JABALPUR

The initiative is designed to both appreciate loyal customers and draw in new ones, and offers jewellery-buyers a chance to win exciting prizes through coupons for every Rs 10,000 spent by them. The campaign will run up to Feb 23

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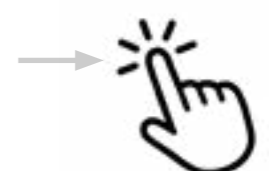
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De Beers announces plans to open 15 Forevermark brand retail stores in India this year

MUMBAI

The company aims to scale down its current business model of operating through leading chains and focus more on exclusive stores, either owned or franchisee, to expand its market-share, De Beers India MD Amit Pratihari has announced

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AUGMONT
GOLD FOR ALL

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Augmont adds LGDs to its SPOT gold-trading platform, aims to rationalize pricing model

MUMBAI

The strategic move is aimed at streamlining the procurement of LGDs for jewellers while establishing a transparent and efficient pricing mechanism for the rapidly growing LGD market in India

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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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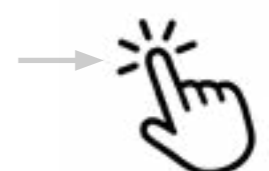
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Kalyan Jewellers launches new subsidiary named 'Kalyan Gold and Diamond Jewellery Ltd' in the UK

THRISSUR

According to an exchange filing on January 24, 2025, the company stated that the aim of setting up the subsidiary is to expand its jewellery business in the UK. It has a subscribed capital of GBP 1000 and Kalyan Jewellers has 100% stake in it

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WIDE ANGLE



Eminent jeweller Viren Bhagat sets up first global boutique in London's Mayfair

LONDON

The boutique provides exclusive, by-appointment-only access to Bhagat's handcrafted jewellery and displays jewellery at a central desk. The jeweller's approach of creating only 50-60 unique pieces each year remains unchanged despite international expansion

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WIDE ANGLE



Joyalukkas launches its second store in London, located at retail hub Southall

LONDON

With the new store, the brand has positioned itself in the heart of London's primarily South Asian neighbourhood aka 'Little India', catering to a clientele that values traditional fine jewellery. The brand's existing store is at Green Street

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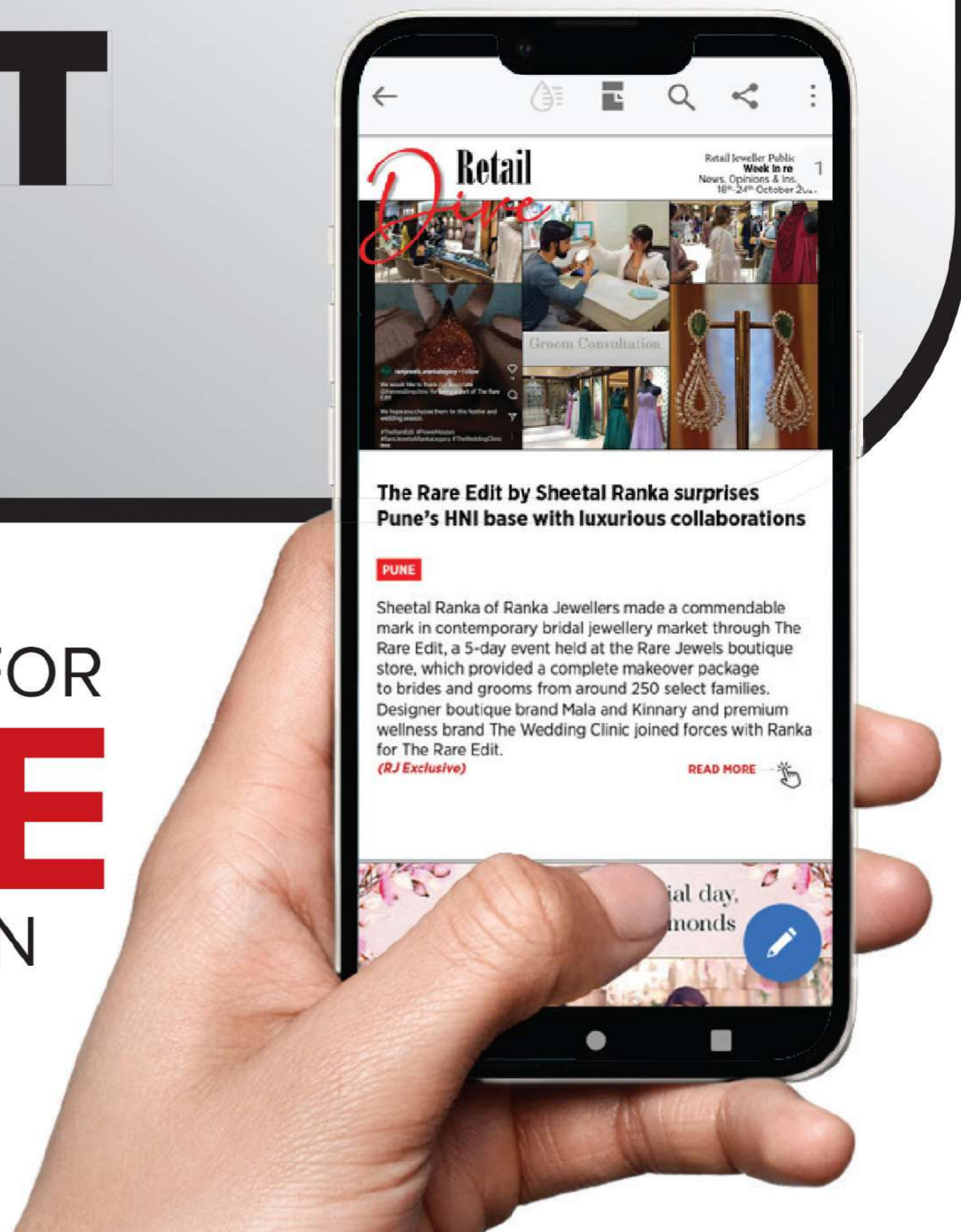


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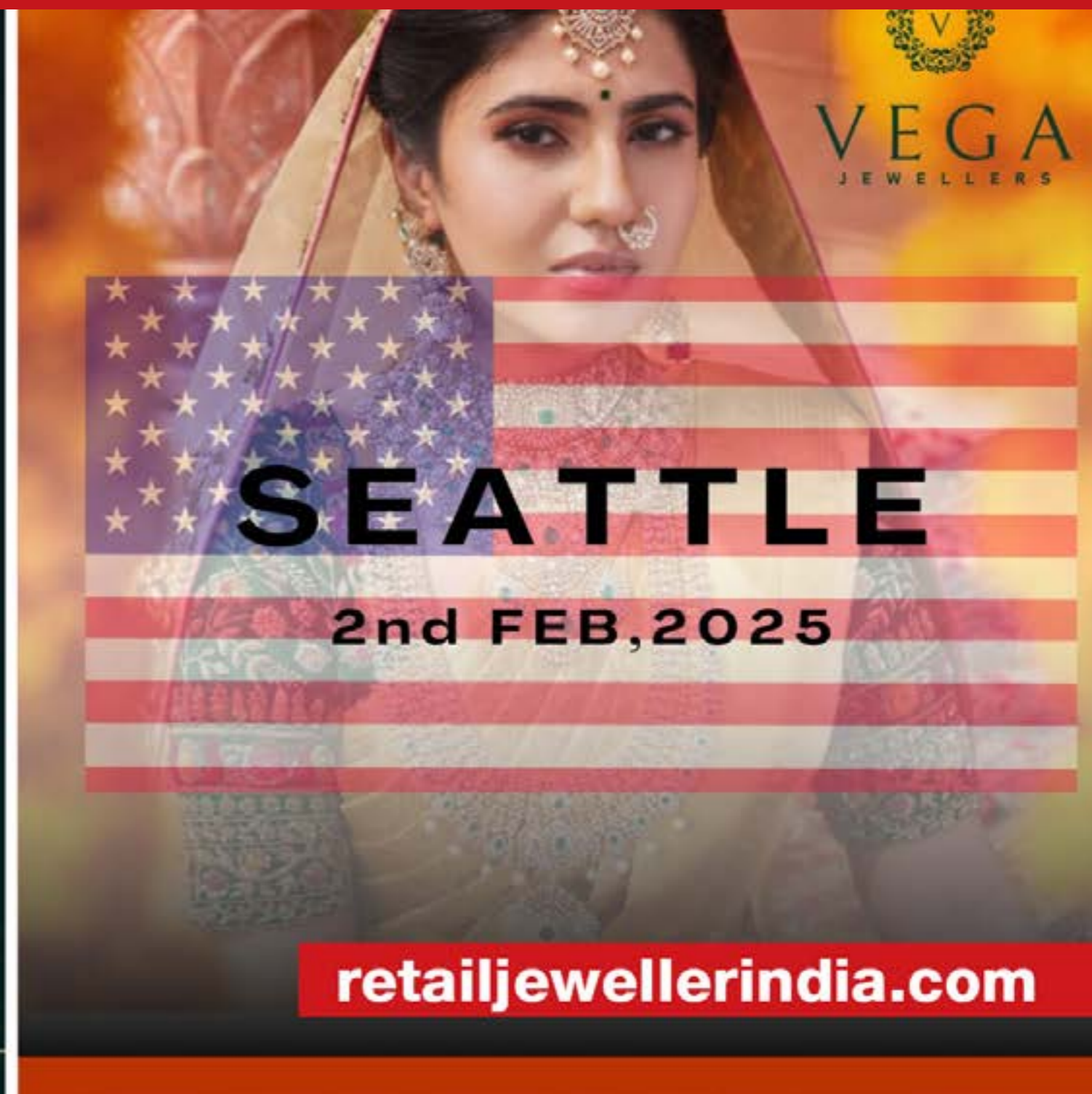
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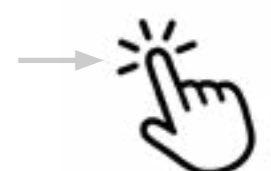


Vega Jewellers uses trunk shows in the US to build client base among Telugu-speaking diaspora

HYDERABAD

These events are structured to give NRIs a convenient shopping experience, with prices displayed in Indian rupees instead of US dollars, and transparent billing practices that resonate with the community. The latest shows are in Portland and Seattle on Feb 1 and 2

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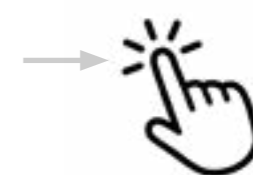
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Star-studded elegance: Celebs shine in exquisite jewels at Sabyasachi's 25th anniversary & Business of Fashion galas

MUMBAI

Both evenings showcased opulent statement jewellery from Indian brands like Sabyasachi and Amrapali Jewels, with Bollywood and fashion icons elevating their looks through vintage-inspired heirlooms and contemporary high jewellery pieces

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