

Let's Make LOVE
Mean More

KUMARI
FINE JEWELLERY

#LoveSquad

KALA GHODA | KUMARI.CO



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#LoveSquad: Kumari Fine Jewellery's V-Day campaign opens horizons beyond romantic love

MUMBAI

The 'Love Squad' video showcases diverse facets of love in all its forms—not just between couples but among family, friends and even pets. The brand aims to make customers rethink the Valentine's Day concept

(RJ Exclusive)

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#GoldSchoolLove

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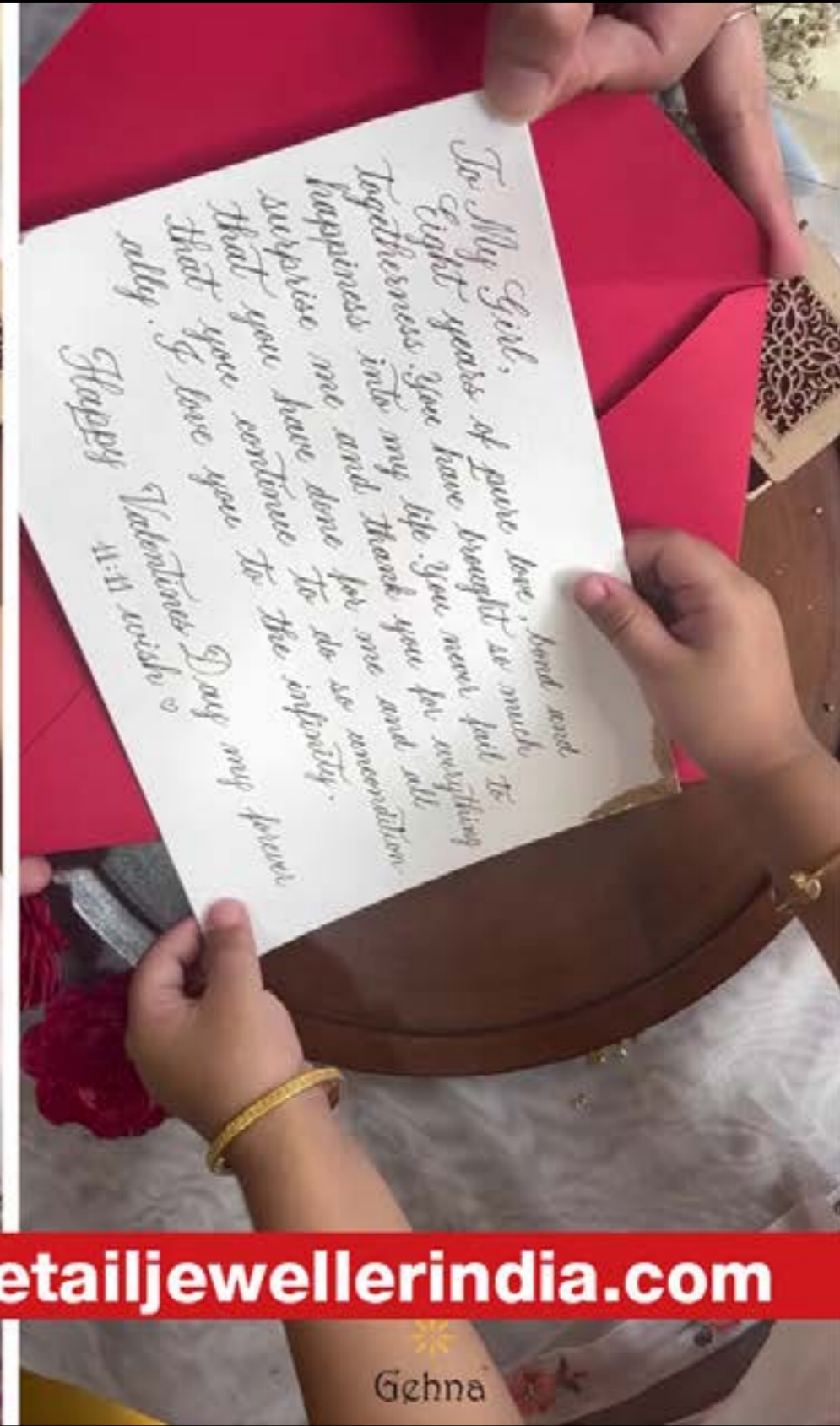
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#GoldSchoolLove: Gehna personalizes jewellery gifting with hand-written notes in the month of love

CHENNAI

The campaign, ensuring the 'old school' touch, allows online shoppers to add a personalized message to a gift. The brand transforms it into an elegant note written by a calligraphy artist before shipping it to the receiver

(RJ Exclusive)

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सम्पन्न घर सम्पन्न रिश्ते
 खरीदें, देखें उपहार जीतें और घर को सम्पन्न बनाएं।

1 ST PRIZE ALTO K10	6 TH PRIZE REFRIGERATOR
2 ND PRIZE HONDA ACTIVA	7 TH PRIZE WASHING MACHINE
3 RD PRIZE HONDA BIKE DLX	8 TH PRIZE MICROWAVE
4 TH PRIZE ELECTRIC SCOOTY	9 TH AIR COOLER
5 TH PRIZE LED TV	10 TH PRIZE WATER PURIFIER

6 100 CONSOLATION PRIZES

की ज्वैलरी खरीदें और मौका पाएं ईनाम जीतने का

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सम्पन्न घर सम्पन्न रिश्ते 2024
 ज्वैलरी खरीदें, देखें उपहार जीतें और घर को सम्पन्न बनाएं।

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With ‘Sampann Ghar Sampann Rishte’, Murlidhar Jewellers aims to nurture customer relationships, boost sales

ABOHAR

Running from November 2024 to February 2025, this initiative offers customers the opportunity to win valuable prizes, including cars and scooters, with each purchase. A lucky draw is set to take place at the month-end

(RJ Exclusive)

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#JataaoAurJeeto: Aisshpra Gems and Jewels celebrates love in its purest form through V-Day campaign

GORAKHPUR

By broadening the appeal of its Valentine's Day campaign to a wider audience, the brand is making it an inclusive and commercially viable offering. The campaign draws inspiration from love in all its hues

(RJ Exclusive)

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VENDI
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www.vendisilver.com



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Vendi Silver launches rings with 'invisible' tech-enabled messages to target Valentine's Day shoppers

CHENNAI

The laser-engraved messages, imperceptible to the naked eye or even under a microscope, become visible only when the rings catch sunlight. The brand has introduced the Extreme Precision Fluorescent Laser (EPFL) technology for the line

(RJ Exclusive)

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By sponsoring Chidiyaghar 4.0, Parekh Brothers Jewellers aids fund-raising for the underprivileged

NAGPUR

The jeweller had a strong presence at the event organized by the Nagpur Ladies' Circle on Feb 2 to support community development initiatives. A selection of lightweight jewellery was on display for the 1,500-strong crowd

(RJ Exclusive)

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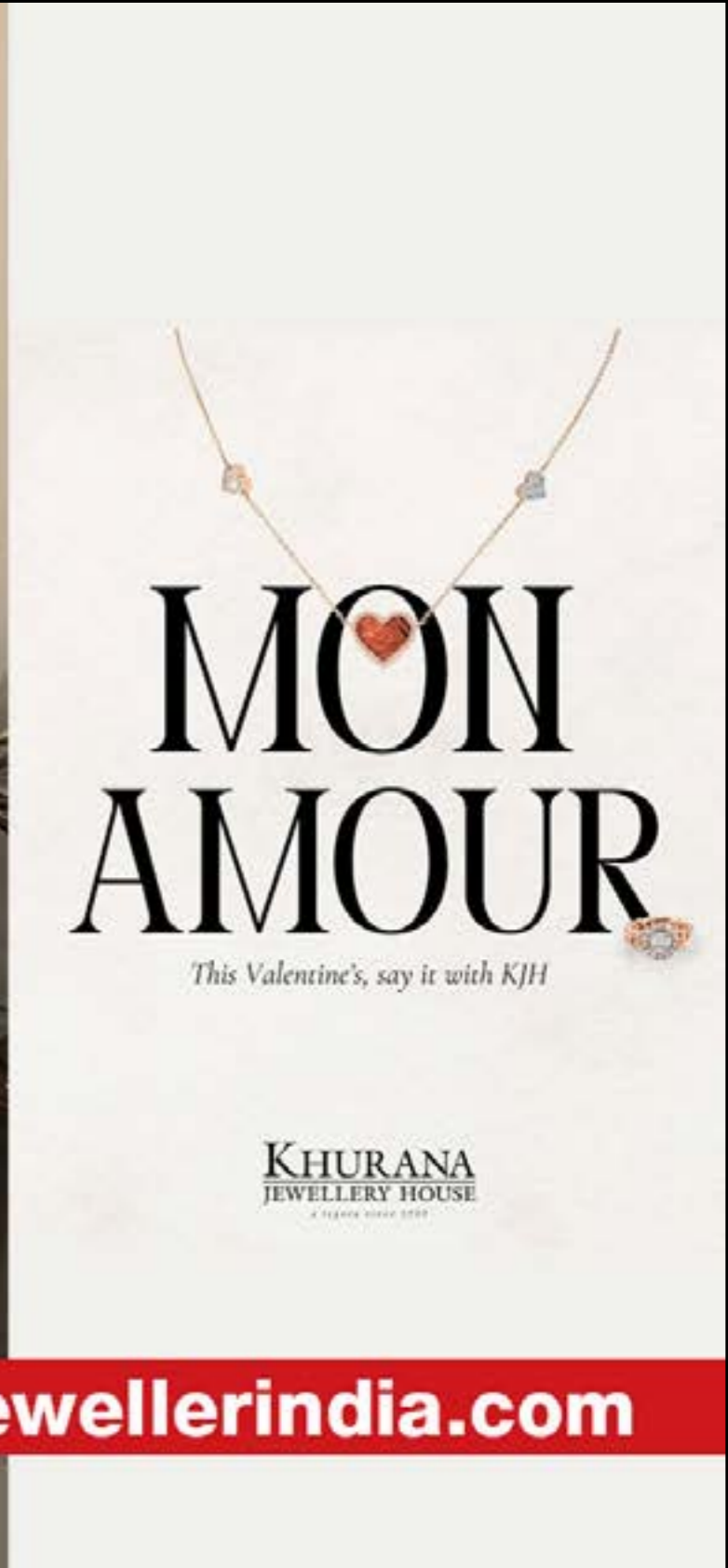
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An evil eye ring for the woman who has your heart



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Khurana Jewellery House roots for self-love and inclusivity with 'Mon Amour' ahead of V-Day

AMRITSAR

Unlike traditional Valentine's Day promotions that primarily cater to couples, this campaign embraces a broader perspective on gifting. The jeweller has added a subtle branding exercise by way of an in-store photo booth that generates keepsakes

(RJ Exclusive)

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Sponsor NK Jewellers aims to convert interest generated during Galentine's event into V-Day sales

VADODARA

The brand worked on building its image among 250 prominent women participants, and pitched to them the importance of gold as an investment. It offered incentives for attendees to visit the showroom, and saw significant results *(RJ Exclusive)*

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Z O Y A



Zoya launches multimedia campaign 'Reborn' about journey of a woman coming into her own

MUMBAI

The brand has also unveiled a refreshed logo and a new solitaire collection which introduces the innovative star-shaped 'Eterna Cut'. The film emphasizes the personal journey each woman experiences, with Zoya's jewellery reflecting this transformation

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Shyam Sundar Co. Jewellers launches diamond brand Glitteria to meet demand for affordable jewellery

KOLKATA

According to the brand's directors, Glitteria, launched with a fashion show at DKS Sports Complex in Kolkata, was initially test-marketed as an annual exhibition, the success of which led to its launch as a standalone brand

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Kalyan Jewellers launches CSR initiative 'Crafting Futures' to improve lives of jewellery artisans

THRISSUR

The jeweller has given an initial commitment of Rs 3 crore, and invited long-term partners and stakeholders to join the collective effort, aiming to create a larger impact and drive meaningful change through the project

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Malabar Group unveils scholarships for girl students in Telangana as part of CSR initiative

HYDERABAD

For 2024–2025, Malabar Group has allocated Rs 16 crore to support the education of more than 21,000 girl students across India. In Telangana alone, Rs 3.14 crore will benefit more than 3,900 students from 116 colleges

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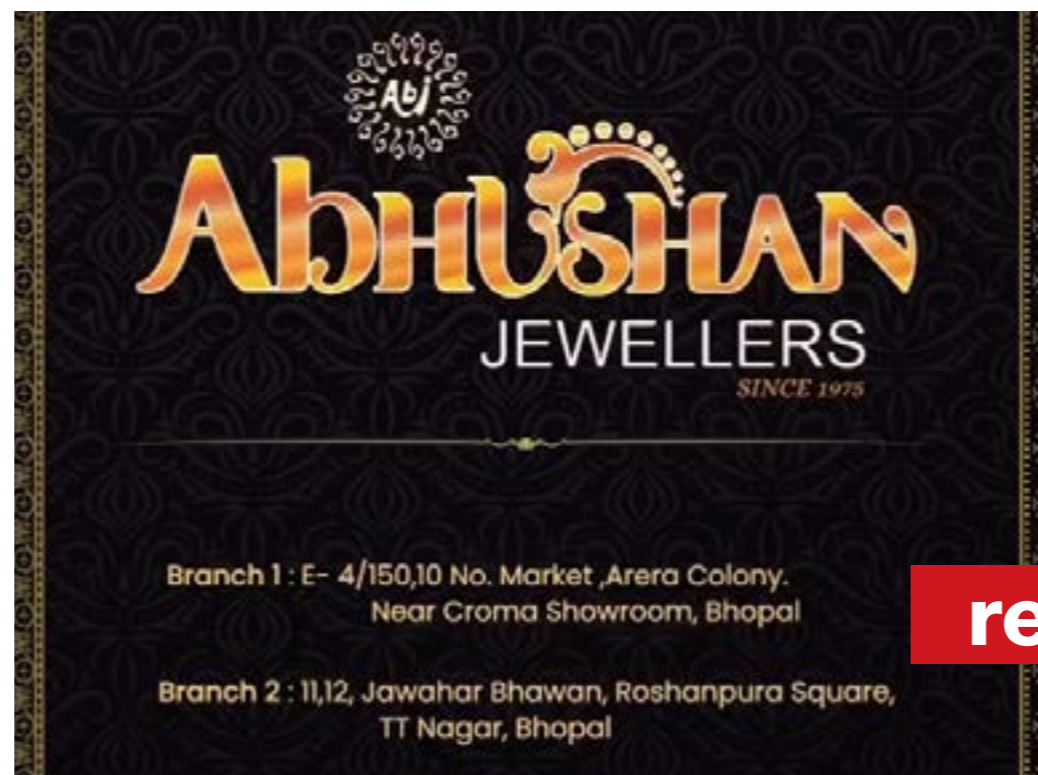
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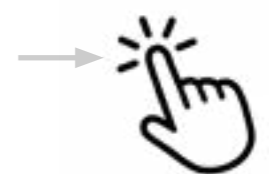
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Abhushan Jewellers' festive season initiative leads to strong performance even after campaign period

BHOPAL

While the campaign's primary aim was to engage customers during the festive period, it also played a key role in boosting wedding season sales. The brand has attributed this impact to its 360-degree marketing approach

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LIMELIGHT
LAB GROWN CVD DIAMONDS

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Limelight Lab Grown Diamonds secures \$ 11 million in funding to fuel its retail growth

MUMBAI

The fresh capital will enable Limelight to enhance its operational capabilities, expand its retail presence across India and strengthen its design portfolio. The funding comes when India's LGD sector is witnessing an annual expansion rate of 15-20%

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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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Good Glamm co-founder Priyanka Gill announces launch of lab-grown diamond brand Coluxe

NEW DELHI

Backed by early-stage funding for an undisclosed amount, the brand will take an omni-channel approach. It is slated for a digital launch in mid-2025, followed by retail expansion by July this year

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India surpasses China as largest consumer of gold jewellery in 2024: WGC report

MUMBAI

From January to December, 2024, India's gold jewellery consumption stood at 563.4 tonnes, compared to China's 479.3 tonnes (511.4 tonnes including Hong Kong SAR and Taiwan province of China) for the same period

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Jewellery industry urges Government to reduce GST on ornaments and bullion from 3% to 1.25%

MUMBAI

High taxation has been stifling growth, discouraging consumer demand and pushing a significant portion of the trade into the unregulated market, say industry leaders, and a correction will enhance India's competitiveness in the global jewellery sector

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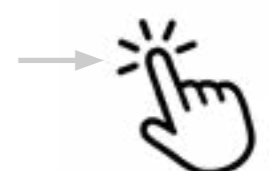


Malabar Gold & Diamonds set to enter the New Zealand market with NZD 75 million investment

MUMBAI

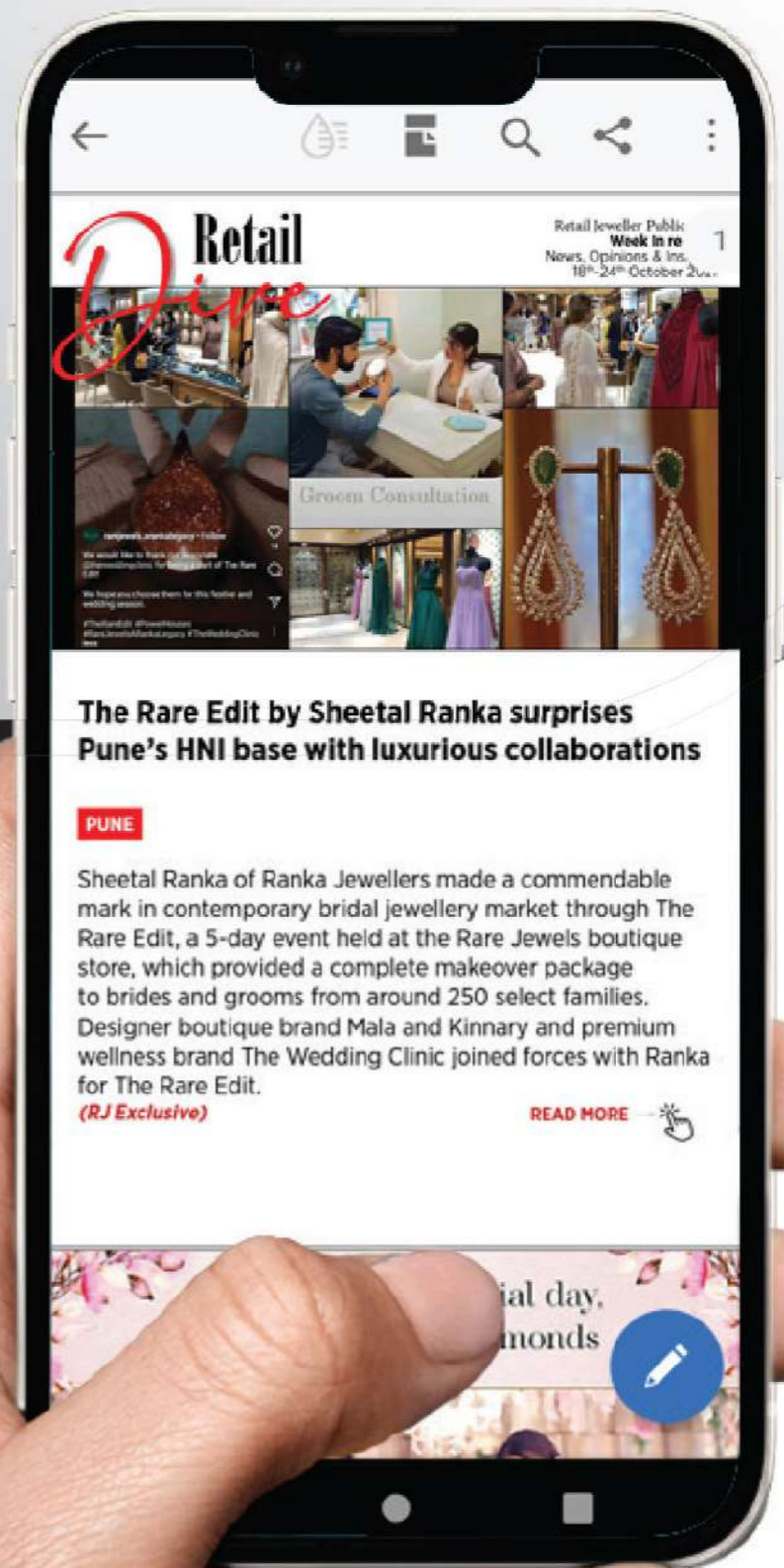
With this announcement, the brand is expanding its global presence to the 14th country of operation. Signing of the Comprehensive Economic Partnership Agreement (CEPA) between the UAE and New Zealand has catalysed this strategic move

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India has overtaken China to become world's second largest diamond market: De Beers CEO Al Cook

LONDON

According to media reports, India's cut and polished diamond exports saw a decline this year due to fall in demand in the US and China. This has boosted India's domestic market for diamonds

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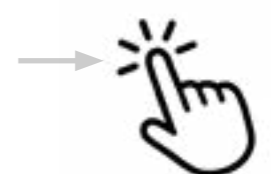
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Bollywood's best sparkle in heritage jewellery from India's leading jewellery houses

MUMBAI

From traditional Polki to Victorian elegance, Bollywood's leading ladies recently adorned themselves with some of the most stunning jewellery pieces from renowned Indian labels, including Amrapali Jewels and Kalamandir Jewellers

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