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#MyIndriyaBrideMoment: Indriya leverages AI to allow women to 'star' in its bridal ad campaign

MUMBAI

The brand has employed advanced face swap technology through which participants can seamlessly integrate their faces into the destination wedding ad film, which originally stars brand ambassador Aditi Rao Hydari
(RJ Exclusive)

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How CaratLane gathered deep insights into the proposal experience for its V-Day campaign

MUMBAI

Atul Sinha, COO, CaratLane says the brand actually hit the streets of Mumbai to explore the emotions and real-life stories surrounding proposals, before rolling out the 360-degree campaign, encompassing digital, print, in-store and ground activations

(RJ Exclusive)

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With Rs 100 cr revenue in 9 months of FY25, Gargi by PNGS is in aggressive expansion mode

PUNE

Aditya Modak, Co-founder & Director of Gargi, attributes the brand's rapid growth to the success of its new diamond-in-silver jewellery vertical, rising silver jewellery sales, and launch of exclusive brand outlets

(RJ Exclusive)

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Craftsmanship IS A JOURNEY OF
dedication,
TURNING VISION INTO *reality.*



iijs INDIA INTERNATIONAL JEWELLERY SHOW
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BANGALORE INTERNATIONAL EXHIBITION CENTRE

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Stall No. 4B 51B

21st TO 24th
MARCH 2025

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ISSUED IN PUBLIC INTEREST



*"I called her mom 'overbearing'.
That's it. That's the whole quote.*

*The diamond bracelet?
A peace offering."*

-Karan, 48 Jaipur.

Don't make the same mistake this year.
HAPPY VALENTINE'S DAY.



ANMOL
INHERENTLY LUXE

PRESENTS

Rekindling
Love 004

For the promise made
For Life..

ISSUED IN PUBLIC INTEREST



*"She caught me saying her handmade Dal
Chawal wasn't as good as my mom's.*

It was nice knowing you all.

*The heart ring saved my last words from being
literal."*

-Rohan, 43 Kolkata.

Don't make the same mistake this year.
HAPPY VALENTINE'S DAY.



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#RekindlingLove: Anmol Jewellers induces humour in its campaign reminding men about gifting

MUMBAI

The campaign features witty quotes, real-life relationship insights and a gifting guide for simplified shopping, while encouraging men to gift thoughtfully on Valentine's Day. It also shows up a more fun, light-hearted side of the brand **(RJ Exclusive)**

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In-store photo-booths allow Kalamandir Jewellers to connect with millennials in run-up to V-Day

SURAT

The brand assigned a photographer to each customer for a 10-minute photo session, encouraging them to capture special moments. It not only gave young shoppers a fun, interactive experience but also allowed them to share these moments online

(RJ Exclusive)

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PRESENTS

SAREE WALKATHON 2.0

SUNDAY
9TH
FEBRUARY



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कोथारी
ज्वेलर्स

&



M.R. KOTHARI
SAREES | SUITS | LEHENGAS

AS TITLE SPONSORS

Time : 7 am onwards

Venue : Bhawartal Garden, Jabalpur

EVENT MANAGED BY
atrangt
ENTERTAINMENTS

EVENT PROMOTED BY
जबलपुर
सोशल
2022

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Kothari Jewellers promotes culture and tradition through its association with Saree Walkathon 2.0

JABALPUR

About 5,000 women from different backgrounds – many of them the brand's customers - came together, creating a lively atmosphere where the saree was not just an attire but a symbol of unity and shared heritage

(RJ Exclusive)

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SHOWCASE



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05th to 08th
JANUARY 2025

BOMBAY EXHIBITION CENTRE - MUMBAI



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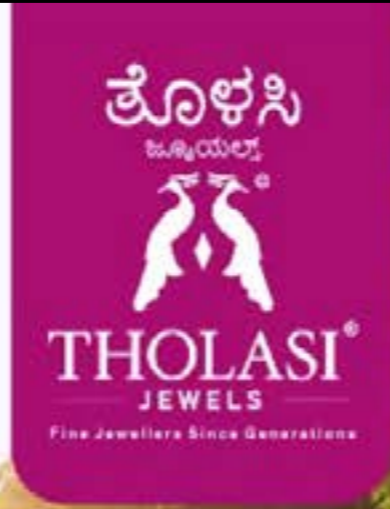
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#SpouseorSpice: Tholasi Jewels takes a swing at encouraging women's participation in golf tournaments

MYSURU

Through the 'Spouse or Spice' golf tournament at the Mysore Race Club, the brand aims to reach and engage with an often-overlooked segment in the sport—the female demographic, particularly the spouses of the players
(RJ Exclusive)

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Shobha Shringar Jewellers launches sub-brand 'Chokseys 1983' to meet demand for exclusive jewellery

MUMBAI

The core idea behind the new brand is to craft jewellery that is high-end and bespoke, allowing clients to own something that is truly theirs, and ensuring that no design will ever be replicated

(RJ Exclusive)

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RINGSUTRA



प्यार के इज़हार सी सच्ची
और पाक कारीगरी


PUNJABI SARAF
ETERNAL JEWELLERY SINCE 1942

Presenting
RINGSUTRA
2nd Edition



Newly crafted Rings for
the Newly found love.

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Punjabi Saraf's 'Ringsutra Festival' taps into the rising popularity of precious gemstones

INDORE

The festival, in its second edition now, focuses on fast-moving, gift-worthy designs tailored to modern tastes. Recognizing the evolving preferences of younger consumers, the brand is also educating shoppers on gemstone selection and quality

(RJ Exclusive)

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The Universal Language of Diamonds

Institute of Diamonds is the only laboratory focused exclusively on natural diamonds.

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INSTITUTE OF DIAMONDS



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A Soulful Letter to Sita



WIN A
GOLD
COIN

Write a heartfelt letter to Sita Mahalakshmi in the comments below, and **the best one will win a gold coin from Mrunal Thakur!**

- ◆ Anyone can participate
- ◆ Comment on this post by 14th February 2025
- ◆ Keep it within 50 words
- ◆ Follow Meralda's official Instagram page



GRAND RELAUNCH

ON 16-02-2025 | 4:30 PM
BY MRUNAL THAKUR

MAVOOR ROAD, KOZHIKODE

Mrunal Thakur

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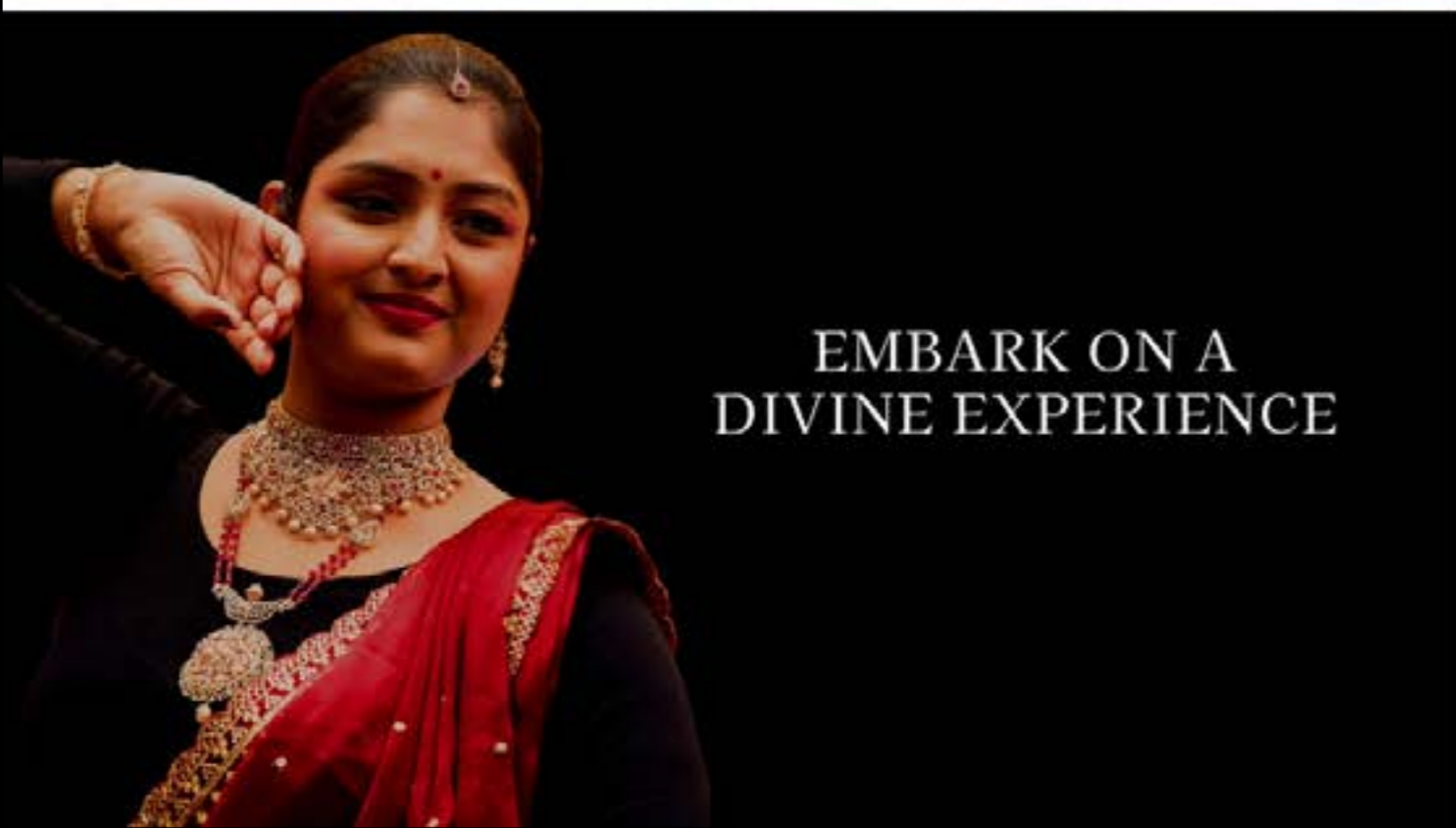
Meralda Jewels links on-screen persona of brand ambassador Mrunal Thakur to its 'Letter To Sita' contest

KOZHIKODE

Inspired by Thakur's iconic role in the film 'Sita Ramam', the brand has urged participants to write heartfelt letters to the fictional character 'Sita Mahalakshmi', in an attempt to build an emotional connect with existing and potential customers
(RJ Exclusive)

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EMBARK ON A
DIVINE EXPERIENCE



Ekam
UNIVERSAL LOVE

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By presenting dance production EKAM, CKC Jewellers stands solidly behind the artistic community

BENGALURU

The jeweller has supported the arts for more than five decades, by way of sponsorships and partnerships. Though it did not create any jewellery lines for EKAM, seven of the lead dancers from the ensemble sported the brand's jewellery *(RJ Exclusive)*

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LUXURY BRIDAL JEWELRY COLLECTION



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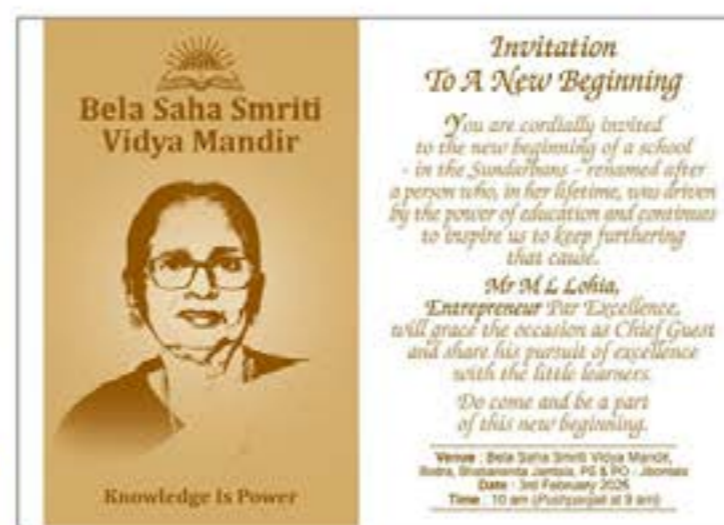
S K SETH JEWELLERS[®]
MOHANLAL SETH
Mumbai



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Shyam Sunder Co. Jewellers roots for education with the 'Bela Saha Smriti Vidya Mandir' in the Sundarbans

KOLKATA

Set up in honour of Bela Saha, mother of Rupak Saha, Director of Shyam Sunder Co. Jewellers, who devoted her life to the cause of education, the school aims to facilitate learning for children in the flood-prone Sundarbans

(RJ Exclusive)

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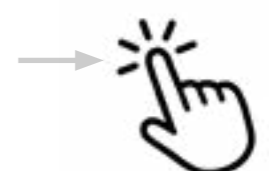


Kalyan Jewellers is official sponsor of Telugu Warriors in the Celebrity Cricket League 2025

THRISSUR

For the jewellery brand, the sponsorship means a celebration of excellence as the Telugu Warriors have been a dominant force in the CCL, besides engagement with a pan-India audience through live-streaming of the matches

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#ExpressionsOfLove: Senco Gold & Diamonds ad depicts jewellery as a powerful conveyor of unspoken emotions

KOLKATA

The campaign launched ahead of Valentine's Day takes relatable, everyday moments to link love's silent communications to the brand's products, while Senco continues to position itself as a brand that values the emotional significance of jewellery

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2025



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Mia by Tanishq partners with Swiggy Instamart to deliver silver jewellery in 10 minutes

MUMBAI

As part of its strategy to reach new customers through diverse sales channels, the brand has entered the quick commerce space in more than 35 cities, including Gurgaon, Delhi, Kolkata, Pune, Bengaluru, Chennai, Mumbai and Hyderabad

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A Knowledge and Networking Platform Where Progressive Jewellers Meet!

6TH

Retail Jeweller MIDDLE EAST FORUM '25



26th FEBRUARY DUBAI

Hyatt Regency, Deira



**Retail Jeweller
MIDDLE EAST
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REVA
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P N Gadgil & Sons launches sub-brand 'Reva' to make diamond jewellery more affordable

PUNE

With the price point starting at Rs 10,000, the brand aims to use Reva to connect with modern customers. The promotion for the line runs up to Feb 16, also targeting Valentine's Day shoppers

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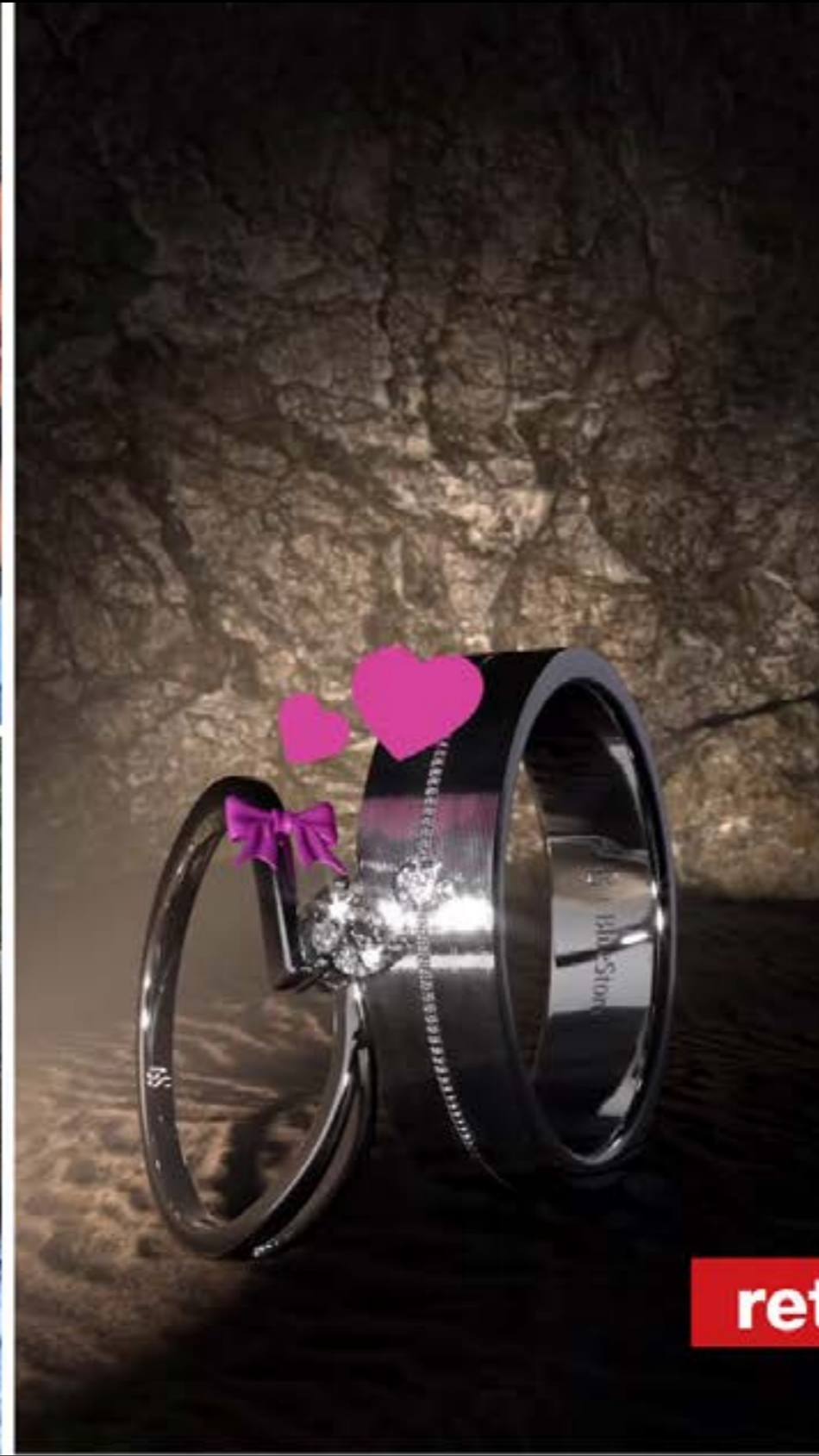
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BlueStone's 'Who's Your Platinum?' campaign speaks of unbreakable and eternal love

BENGALURU

The campaign brings out the personification of platinum's traits through the lens of the human experience. The brand has played out the campaign through four videos that invite people to reflect on the enduring presence in their lives

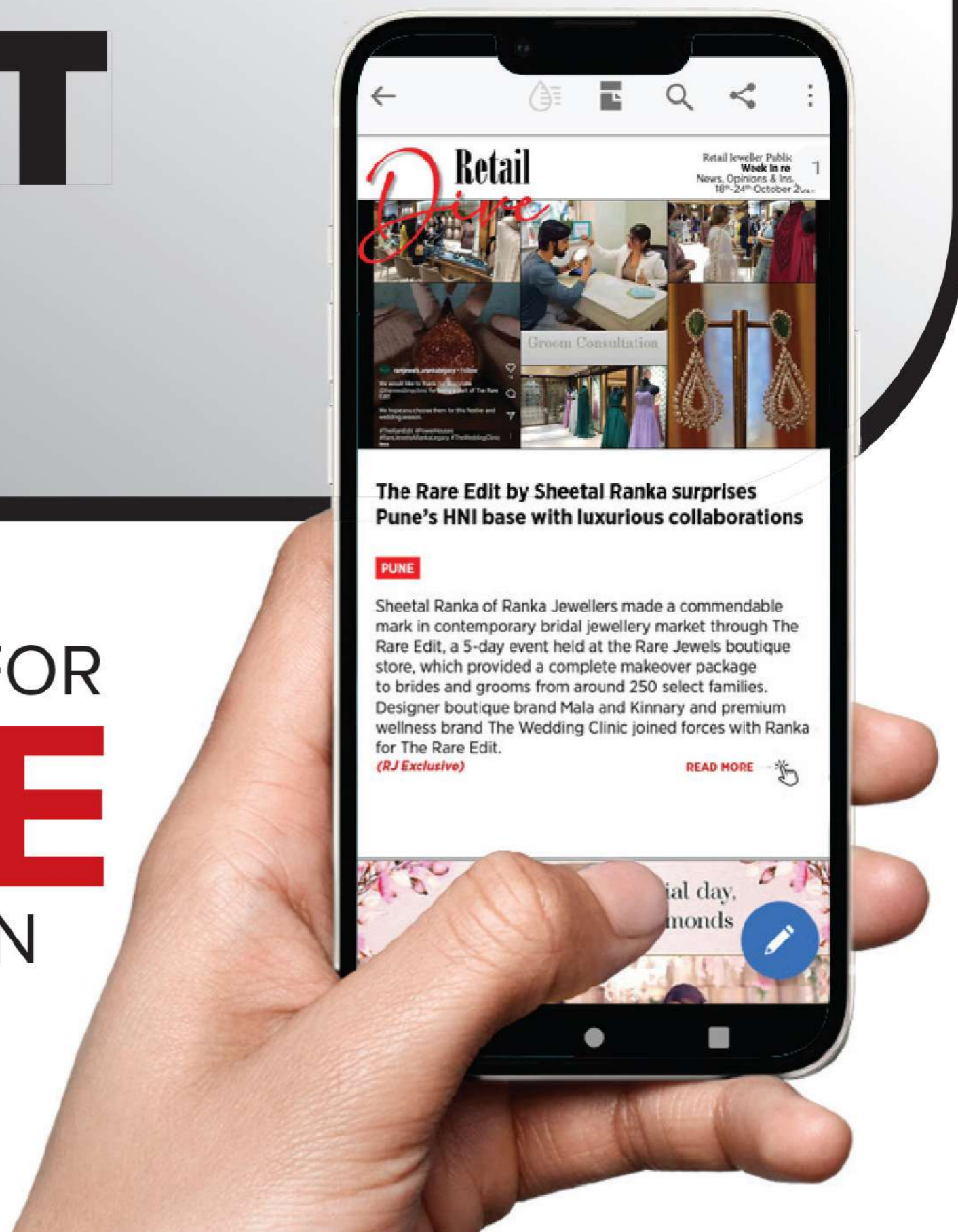
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#SealItWithPlatinum: Platinum Love Bands by PGI India launches V-Day campaign to visualize future of love

MUMBAI

Aiming to capture the essence of love that is rare, precious and everlasting - qualities characteristic of platinum - the AI-powered experience allows couples to input their personalities and preferences to generate a personalized glimpse into their love story's journey ahead

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WHO WORE WHAT



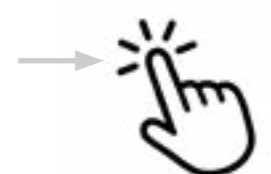
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Bollywood's finest shine in exquisite jewellery from leading international brands

MUMBAI

From Deepika Padukone's statement Cartier necklace to Priyanka Chopra Jonas' blinding 'Emerald Venus Necklace' from Bulgari's 'The Garden of Wonders' jewellery collection, each piece is a testament to fine craftsmanship and style

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