



Solitario scores on cricket mania as sponsor of team Gujarat Giants in the Tata Women's Premier League

MUMBAI

The brand is rolling out a marketing campaign spanning digital promotions, out-of-home advertising and bus branding across Mumbai, Bengaluru, Lucknow and Vadodara. It is gifting each team player a tennis bracelet as a mark of its belief in empowering women

(RJ Exclusive)

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Indriya woos V-Day shoppers with interactive Gulpoosh necklace that can 'emote'

MUMBAI

The AI-powered installation of the necklace put up at the Vegas Mall in New Delhi had sound sensors that made the gems light up and move when people sang 'Abhi na jao chhod kar... ke dil abhi bhara nahi...'

(RJ Exclusive)

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Champalal Jewellers takes centre-stage as title sponsor of Vellore Fashion Week's debut edition

VELLORE

The jeweller made a mark in a Tier-II city where, unlike bigger cities, a fashion week was a new concept. A highlight of the show was Miss Universe India, Rhea Singha, walking the ramp adorned in Champalal Jewellers' signature jewellery pieces

(RJ Exclusive)

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Gehna associates with pickleball tournament to test the ground for future opportunities in sports

CHENNAI

While the brand did not focus on direct business returns, the event allowed it to connect with a relevant audience in an unconventional setting. The brand is now assessing how such initiatives fit into its broader brand strategy

(RJ Exclusive)

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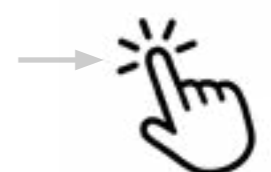
Navratan Jewellers engages customers with innovative 'Gold Bar Challenge' at its showroom

VARANASI

The 10-day initiative created excitement, engaging both loyal and new customers in the spirit of competition. It not only provided customers with a fun experience but also boosted the store's visibility and sales, with significant increase in footfalls

(RJ Exclusive)

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Isvari Jalandhar Jewellery House renews collaboration with designer Sussanne Khan's Pure Facets

NEW DELHI

Building on the success of their earlier partnership, the Isvari x Pure Facets by Sussanne Khan collection features unique gemstones and versatile pieces, catering to a younger, fashion-forward audience. It has also made Isvari gain customer confidence

(RJ Exclusive)

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Conducted by - Red Cross Society

Thousands of people worldwide depend on blood transfusions to survive each day. Blood donations are necessary for cancer patients, accident victims, surgical patients, and people with long-term medical conditions.



wednesday
19 February, 2025



Time
12:00 - 05:00PM



Location
SARA Gandevikar Jewellers Pvt.Ltd. 3rd Floor,
Sara Art & Culture Center (SACC), Pratap Road,
Dandia Bazar, Vadodara - 390001



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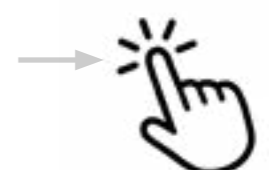
Sara Gandevikar Jewellers sets out to help thalassaemia patients with its blood donation camp

VADODARA

The camp held in Vadodara on February 19 is one of many CSR initiatives undertaken by the brand. It saw more than 200 volunteers turn up to support the cause, giving the brand a strong community connect

(RJ Exclusive)

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PC Chandra Jewellers wraps up Season 7 of PC Goldlites Diva pageant with grand finale and resolve

KOLKATA

Expanding the competition to cities beyond Kolkata in eastern India has provided the brand with a deeper understanding of regional preferences, tastes and cultural nuances, helping it cater more effectively to a diverse customer base

(RJ Exclusive)

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NAC Jewellers champions social responsibility by associating with Humanitarian Awards 2025

CHENNAI

Being part of the event enhanced the brand presence of NAC Jewellers among influential circles while reinforcing its dedication to corporate social responsibility. Accomplished women from diverse backgrounds walked the ramp adorned in the brand's jewellery
(RJ Exclusive)

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Thangamayil Jewellery aims to increase ticket size, upsell to customers with Malai and Necklace festival

MADURAI

The brand curated the festival to cater to jewellery buyers in the wedding season, with special focus on higher gold weight products. It saw significant increase in footfalls during the three festival days from February 14 to 16

(RJ Exclusive)

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By partnering the Pune Maha Marathon 2025, PNG Jewellers celebrates values that resonate with the brand

PUNE

The partnership promoted endurance, resilience and wellness - elements that align with the brand's philosophy, and are representative of its historic journey, similar to that of a marathon runner. The event also connected the brand to a pan-India audience

(RJ Exclusive)

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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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Silver brand Divas Mantra's 'Travancore' campaign is inspired by iconic paintings of Raja Ravi Varma

CHENNAI

The campaign introduces a collection by the same name that re-interprets the grandeur of traditional South Indian jewellery through a contemporary lens. It recreates the old-world charm of jewellery worn by Varma's muses by breathing new life into them

(RJ Exclusive)

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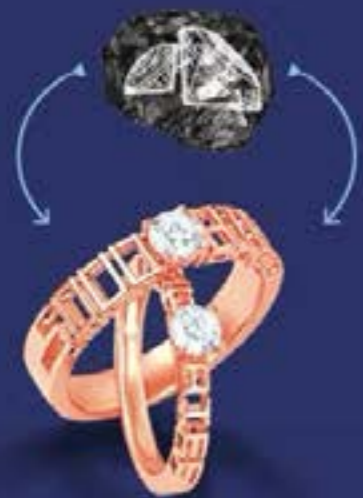


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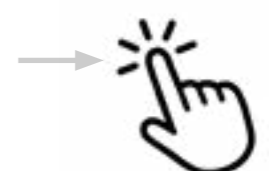
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Rajkummar Rao and Patralekhaa celebrate love with 'Soulmate' diamond pair rings in Tanishq ad

BENGALURU

The couple, known for their strong personal connection, share the story of these unique rings in the campaign. Crafted from a single natural diamond, that may be billions of years old, these pair rings symbolize a bond meant to last forever

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#NotJustAnotherDay: Mia by Tanishq's campaign sheds light on mature relationships and enduring love

CHENNAI

The campaign comprises five stories told through a series of short films, each offering a glimpse into the lives of long-term couples and the small yet meaningful gestures that strengthen their relationships over time

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Titan in talks to acquire stake in Damas Jewellery from Qatar-based Mannai Corporation, says report

DUBAI

The two firms are negotiating valuation terms, with no final agreement yet. According to sources, the valuation of Damas is estimated at Rs 4,500 crore (approximately \$518 million). This is Titan's second attempt at striking a deal

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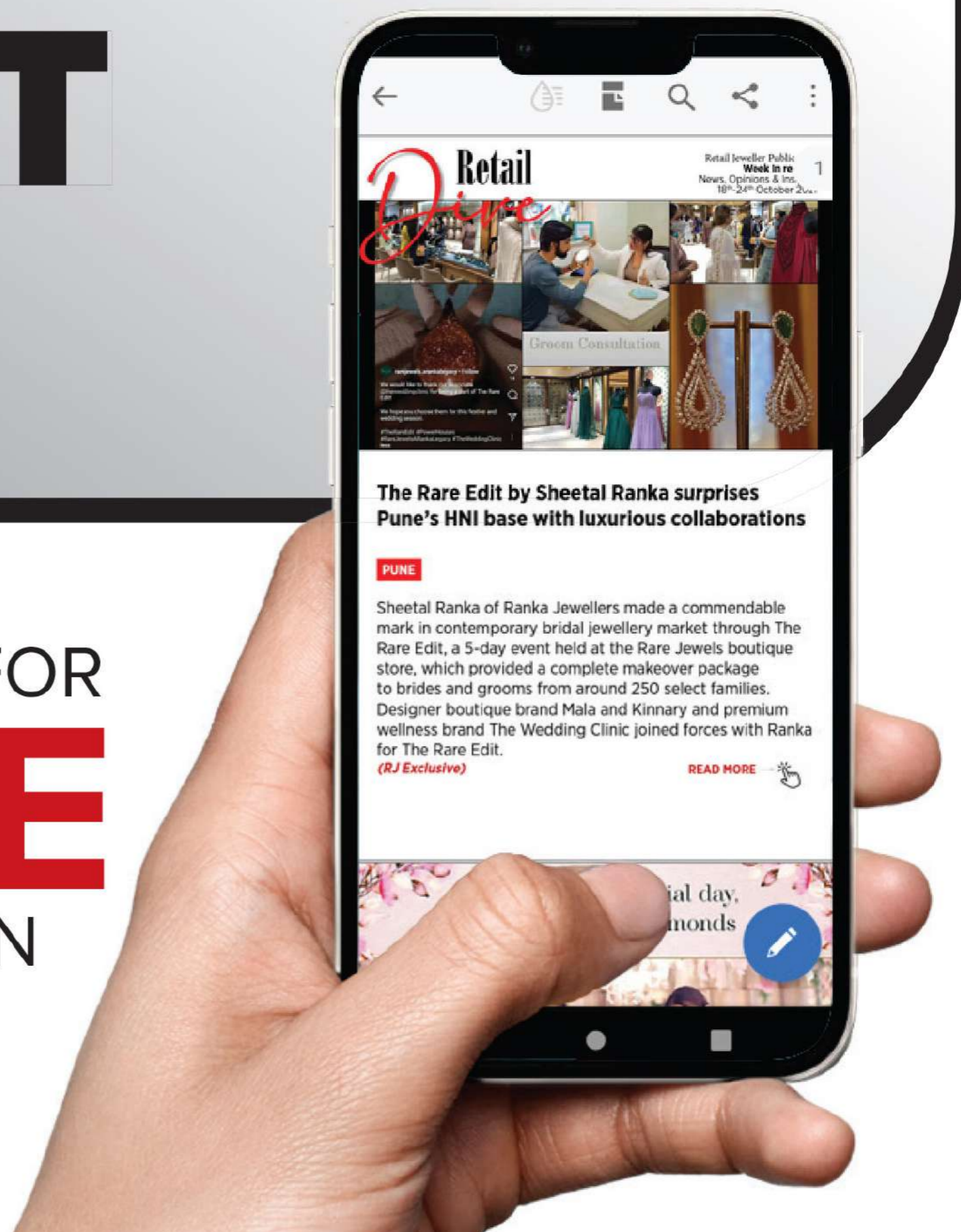


Retail Dive

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Three years of India-UAE CEPA: Gems & jewellery exports flourish as bilateral trade doubles

DUBAI

Gems and jewellery remain among the top exported products, contributing to the \$83.7 billion bilateral trade in FY 2023-24. As non-oil trade with the UAE grows, the jewellery sector is benefiting from reduced tariffs and streamlined trade processes

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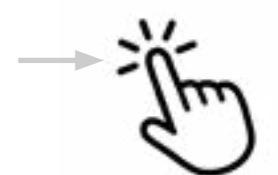
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Celebs showcase luxury jewellery from Indian and international brands at high-profile events

MUMBAI

At the 67th Annual Grammy Awards, three-time Grammy winner Ricky Kej turned heads with silver earrings from crash.club by CKC. Meanwhile, Kareena Kapoor Khan sported bold danglers with Sabyasachi's signature tiger emblem at cousin Aadar Jain's pre-wedding ceremony

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