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Aisshpra Gems and Jewels deepens connect with existing HNI customers with '24 Carat Cappuccino' event

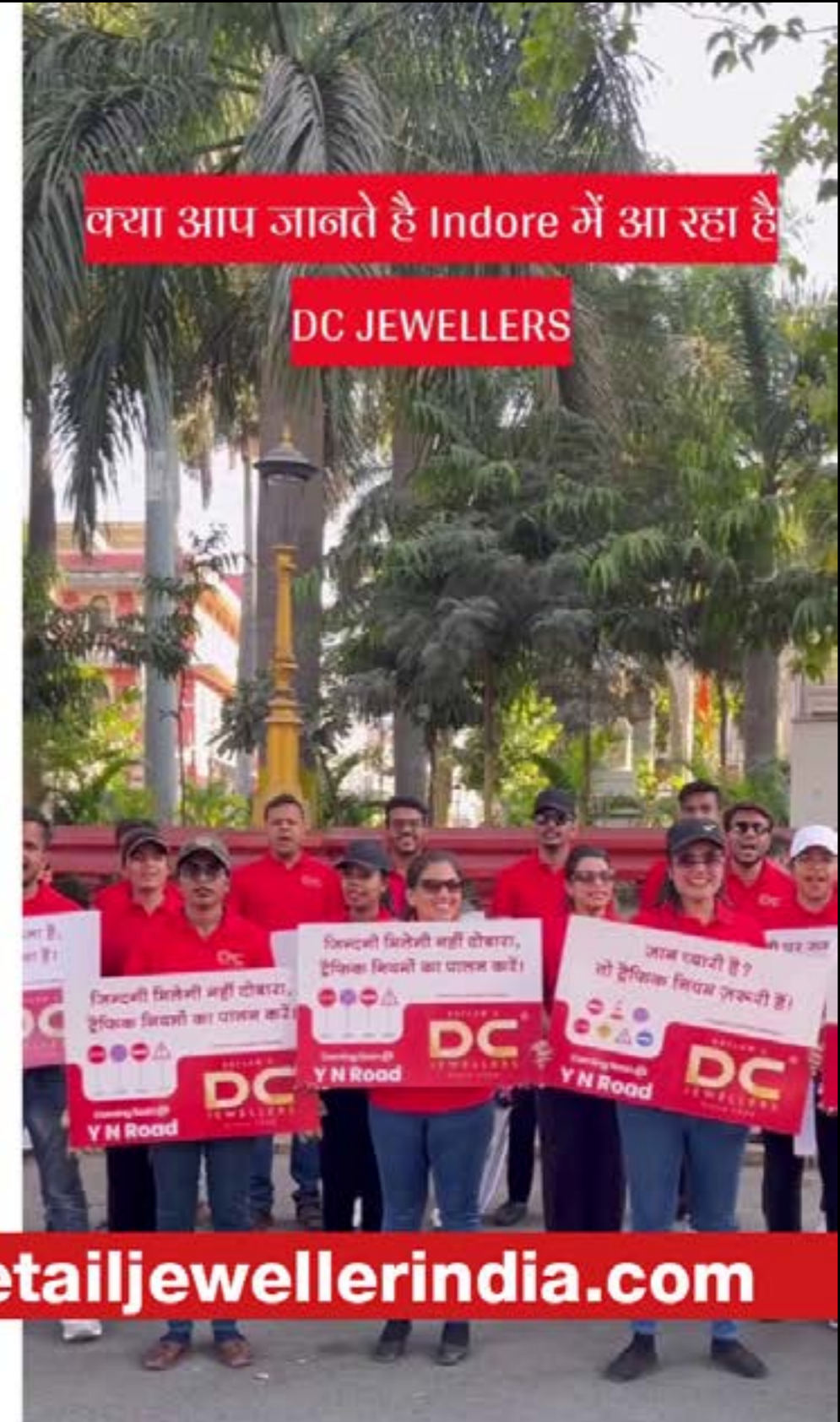
GORAKHPUR

Fifteen high-end customers were invited to an experience centred around coffee, conversation and a showcase of carefully curated premium jewellery at the brand's flagship store. It resulted in a significant big-ticket sale

(RJ Exclusive)

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DC Jewellers promotes upcoming Indore store launch with engaging traffic awareness campaign

INDORE

The jeweller has successfully generated excitement about the new store and publicized the brand name ahead of its entry into the city. The initiative also held up the brand's reputation as an entity interested in welfare of the community

(RJ Exclusive)

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गंगाराम पेडणेकर
JEWELLERS

It's an honour for us to craft
the 600 grams Mukut
for Siddhivinayak Bappa Idol



जगन्नाथ
गंगाराम पेडणेकर
JEWELLERS

Grateful to our clients for this
divine opportunity.

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Jagannath Gangaram Pednekar Jewellers crafts 600-gram golden crown for deity at Mumbai's Siddhivinayak Temple

MUMBAI

The 22kt hallmarked gold crown is one of the many projects undertaken by the brand as part of its long-standing dedication to temple adornments. The process of crafting the ornament, featuring floral and elephant motifs, took nearly three months

(RJ Exclusive)

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With Plogathon 2.0, Chetmani Ornaments & Jewellers motivates the community to clean up their environment

VARANASI

The campaign brought together 300 people including residents of Varanasi, the jeweller's employees and various stakeholders. It raised awareness about the community's role in waste management and had prizes linked to the amount of trash people collected

(RJ Exclusive)

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ābharan

your dream jewellery deserves a story



Abharan Jewellers' contest asks brides-to-be to document their in-store wedding jewellery shopping journey

UDUPI

The strategic initiative by the brand aims to tap into the lucrative wedding season market by directly engaging with brides-to-be at a crucial decision-making stage. The authentic, user-generated content is also expected to resonate with potential customers

(RJ Exclusive)

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Join us as she shares her incredible story live on Zoom! Details in the caption.

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Tuesday | 4th March, 2025 | 3:30 PM IST

Join us as she shares her incredible story live on Zoom! Details in the caption.

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With 'Uncut Conversations', Zaveri Bros Diamonds & Gold seeks to build deep, meaningful customer relationships

COIMBATORE

The campaign, launched ahead of International Women's Day, features a series of uncut, unscripted video interviews with influential women. It allows the brand to connect with existing and potential customers at a deeply personal level **(RJ Exclusive)**

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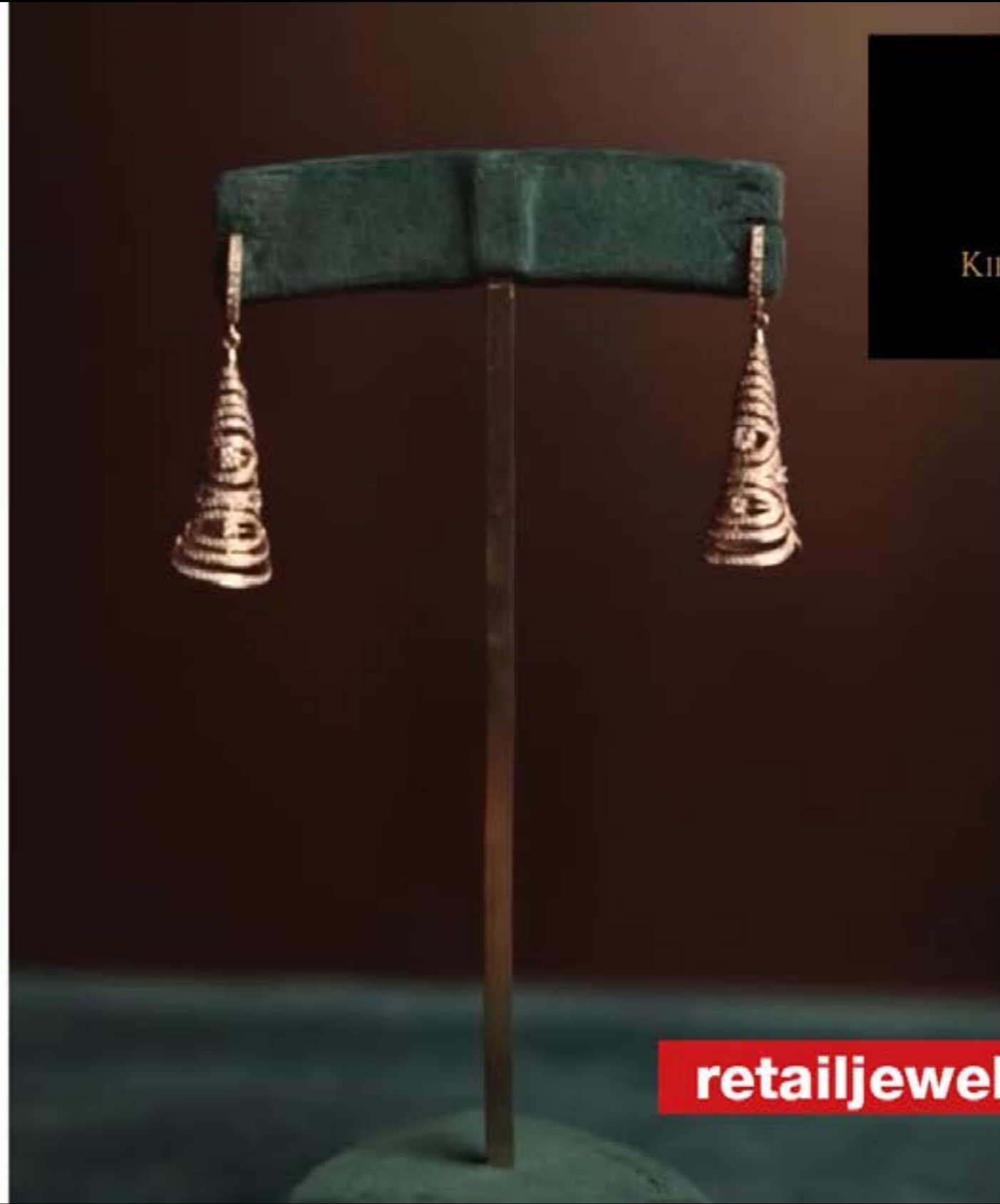
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like the way the Sorting Hat talks.



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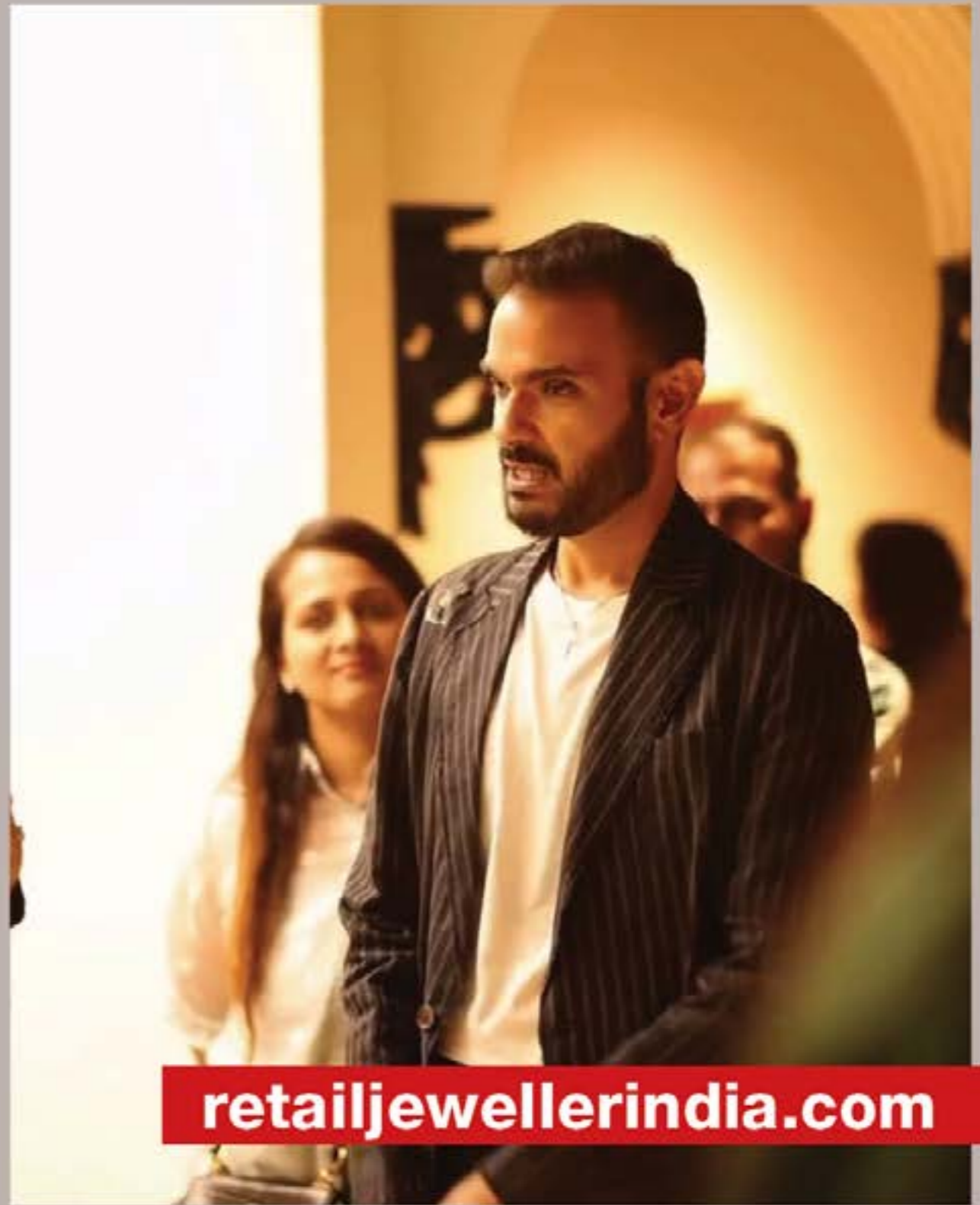
Kirthi Diamonds' new capsule collection is influenced by iconic characters and elements from Harry Potter films

KOCHI

From Chamber of Secrets to Prisoner of Azkaban references, each piece of jewellery is based on the famed fantasy series, and stands out from existing designs thanks to the quirky theme. The brand has crafted it for Harry Potter fans

(RJ Exclusive)

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Kakun Fine Jewellery boosts brand perception and customer engagement with exclusive styling event

LUCKNOW

The event, in collaboration with a celebrity Bollywood stylist, provided attendees with styling tips, especially how to accessorize with the brand's jewellery and adapt it to their personal style. It attracted a highly relevant audience, making it a strategic success for the brand

(RJ Exclusive)

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DUA GOLD, JEWELLERY MANUFACTURER, COIMBATORE



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Kavedia Jewellers pays tribute to teachers by sponsoring cultural event to felicitate them in Pune

PUNE

The brand benefited from connecting with people who see gold as a wise investment, aligning with its philosophy of treating gold jewellery as an asset. The jeweller has also started a podcast to educate listeners about the value of gold
(RJ Exclusive)

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By associating with Maha Marathon Kolhapur, Chandukaka Saraf Jewels stands out as a socially aware brand

KOLHAPUR

The brand used in-store and outdoor promotions to maximize visibility, emphasizing community involvement and social concern over commercial gain. Branding gave it exposure to potential new customers, with a large crowd gathered in one place

(RJ Exclusive)

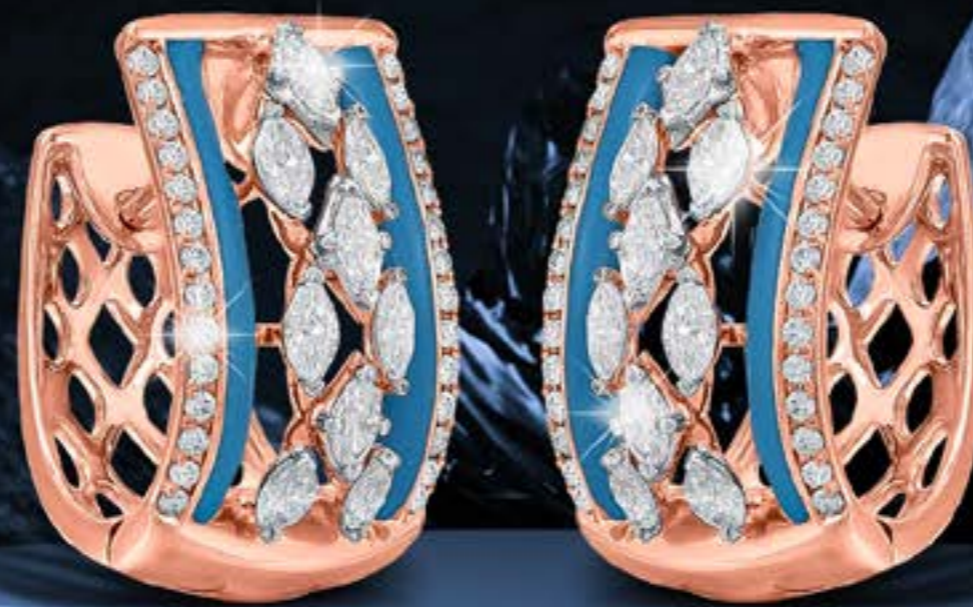
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Wins | A social
experiment by
CARATLANE

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#WearYourWins: CaratLane revives long-standing campaign, encourages women to celebrate their achievements

BENGALURU

Ahead of International Women's Day, the campaign sheds light on how women often downplay their achievements, letting their hard-earned milestones go unnoticed, and urges them to acknowledge and celebrate their personal victories—both big and small

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You can wear
beoz it's light weight



Madonna Sebastian

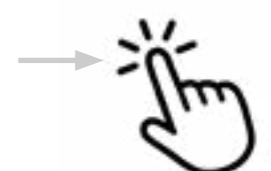
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Jewellery brand Kevabox onboards South actor-singer Madonna Sebastian as its brand ambassador

MANGALURU

According to the brand, a modernistic jewellery sub-brand of City Gold and Diamonds, the actor's association will resonate with fashion-forward audiences and fine jewellery enthusiasts alike. Sebastian recently inaugurated Kevabox's fifth retail outlet at Forum Mall in Kochi

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whether to embrace
or walk away, is a
reflection of
personal power.

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#MyChoiceMyVoice: LGD brand Aukera's nationwide campaign endorses women's freedom to make a choice

BENGALURU

Actor Taapsee Pannu and tennis world champion Sania Mirza are the official brand ambassadors for the campaign, through which the brand is celebrating the spirit of womanhood ahead of International Women's Day. Aukera is also honouring 50 women change-makers at an event

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Aulerth and designer Suneet Varma come together to launch jewellery line ‘Mehr’, inspired by the Taj Mahal

NEW DELHI

The collection aims to celebrate self-love and the essence of inner beauty that has a powerful influence on the world around us. Inspired by the Taj Mahal, it blends the grandeur of Mughal architecture with the artistry of Indian craftsmanship

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Tanishq's retail innovation brings its jewellery, watches and eyewear from Titan under one roof in Sharjah store

SHARJAH

The brand soft-launched the new store – touted to be the largest jewellery store in Sharjah - at Rolla Market, a prime destination for fine jewellery. The launch was timed to concur with the beginning of the holy month of Ramadan

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Thangals Jewellery celebrates International Women's Day by recognizing employees at its all-women showroom in Dubai

DUBAI

The company's initiative highlights the role of women in the jewellery industry and their contributions across various functions within the organization, while employees have noted feeling empowered at work in an industry dominated by men

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WHO WORE WHAT



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From Sabyasachi to Tyaani: How Indian jewellery brands stood out at the 97th Academy Awards

LOS ANGELES

The red carpet this year saw Indian jewellery brands as trendsetters in the global luxury landscape. Indian jewellers made a striking impact, with iconic pieces adorning some of the biggest names in Hollywood and beyond

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