



JGP Jewellers elevates brand experience with innovative 3D bus stop installation to promote new collection

MUMBAI

Featuring oversized 3D models of intricate bridal pieces from the brand's Shrungar Collection of wedding jewellery, the eye-catching display at Dadar in Mumbai has been successful in capturing the attention of passers-by and making the brand highly visible

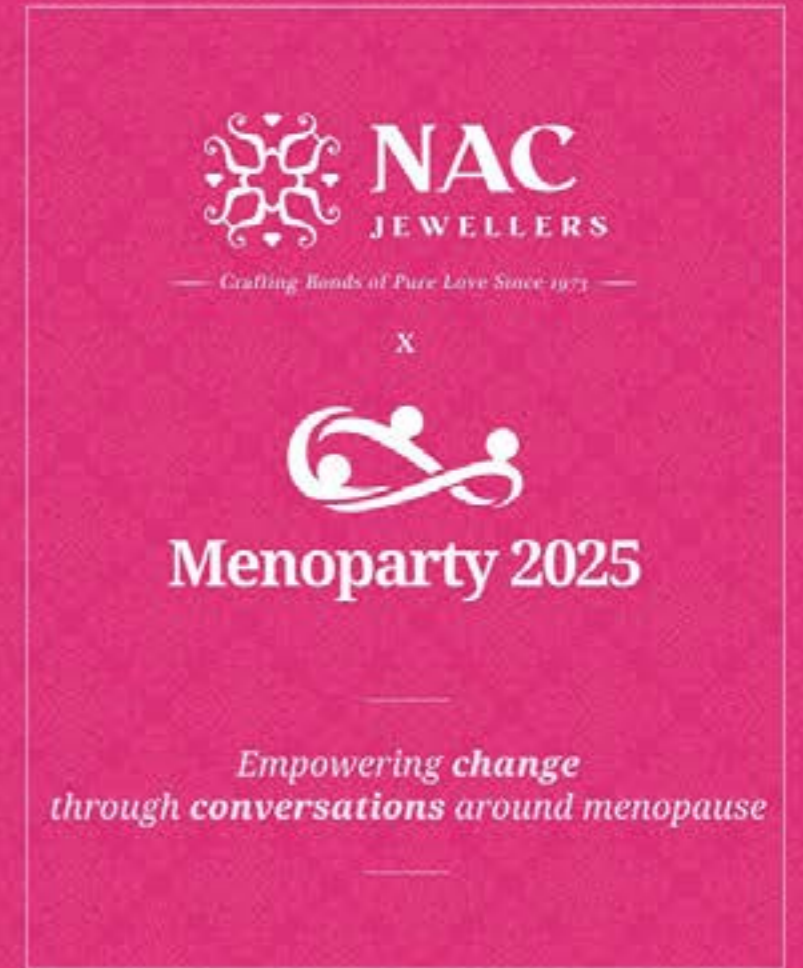
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Through #MenoParty2025, NAC Jewellers strives to destigmatize menopause and forge a bond with female clientele

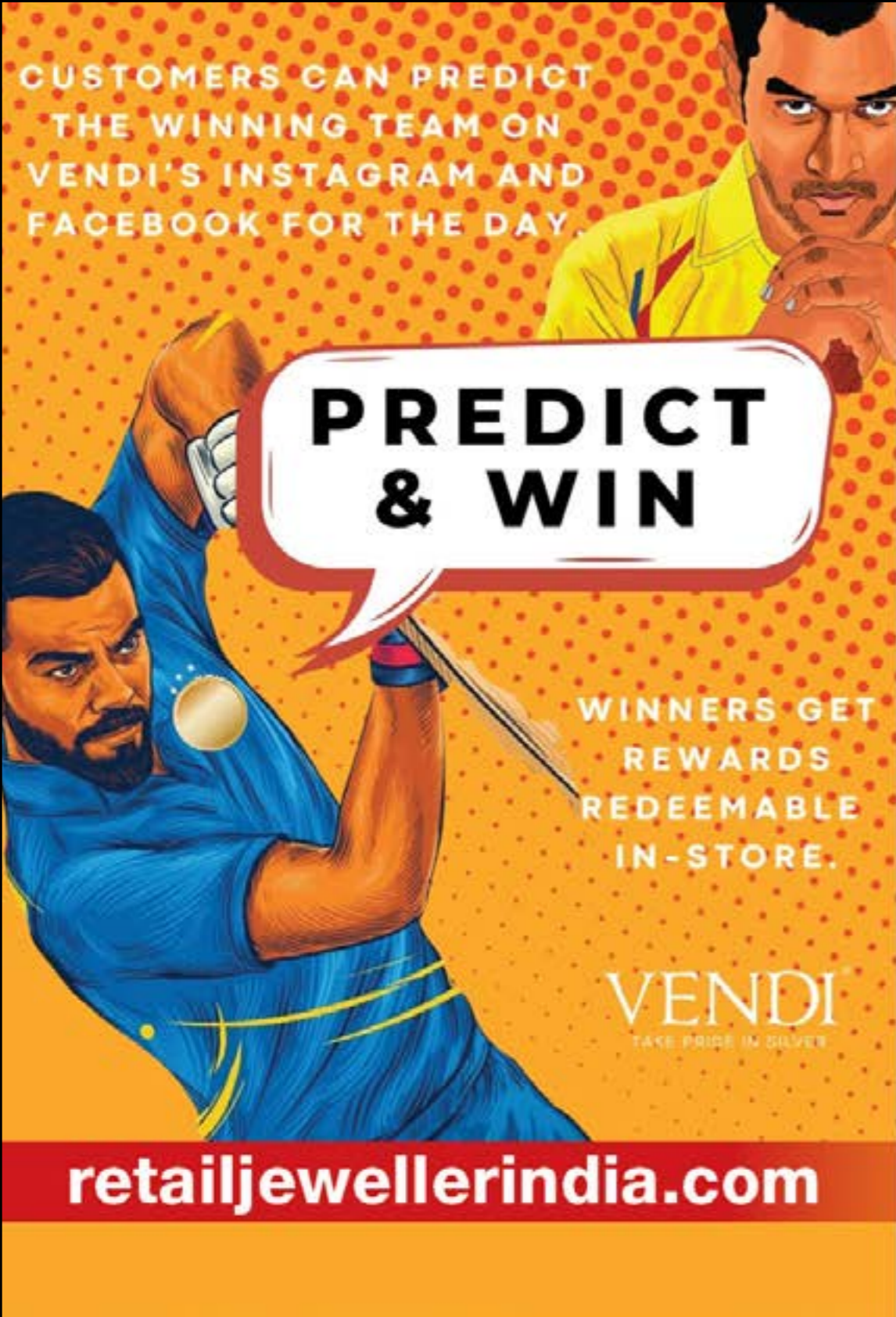
CHENNAI

Partnership with the event, which sought to break the silence around menopause, served as a strategic move to reinforce brand recall among 170 participants present there, while fostering a sense of trust and deep connection with the brand's customers

(RJ Exclusive)

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With #VendiPremierLeague, Vendi leverages gamification of the IPL to engage female cricket fans

CHENNAI

The brand sought to differentiate itself by going beyond the usual seasonal discounts, and made IPL a key driver of its marketing effort. The campaign runs through IPL season, from March 15 to May 25, and has already seen strong engagement
(RJ Exclusive)

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SVARAA
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Svaraa Jewels designs cricket-inspired lab-grown diamond, plans to hand it over to IPL 2025 champions

AHMEDABAD

The unique piece, created over 350 hours and through 12 trials, is a tribute to the sport of cricket and its passionate fans and players. According to the brand, it is perhaps the smallest existing IPL logo using lab-grown diamonds

(RJ Exclusive)

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KJH

KHURANA
JEWELLERY HOUSE

a legacy since 1950

AMRITSAR-LUDHIANA

Khurana Jewellery House brings luxury to support philanthropy in fund-raising event for thalassemia patients

LUDHIANA

The two-part event included a jewellery showcase at the brand's showroom followed by a fund-raiser gala. Collaborating with a charitable organization not only brought in new clientele for the brand, but also allowed it to contribute to a noble cause

(RJ Exclusive)

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+ THE JEWELLER +

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CHANDIGARH • MANIMAJRA

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Sunaar The Jeweller relies on fun factor of musical chairs, tongue-twisters, ramp walk to target clients

CHANDIGARH

The in-store event aimed to engage old and new customers through a day of interactive activities, while encouraging them to explore the brand's latest diamond jewellery collection 'Eternal Spark' in a lively and fun environment
(RJ Exclusive)

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RHYTHMS OF TRADITION



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IIJS Tiritiya 2025: Natural diamonds, coloured gemstones and silver dominate at South India's biggest B2B jewellery show

BENGALURU

The diamond segment emerged as a beacon of optimism, as marginal pricing differences between gold and diamonds enabled retailers to effectively promote natural diamond jewellery, signalling a strong comeback with increased demand and massive investment potential

(RJ Exclusive)

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#LoveFrom Dad: De Beers unveils second ear-piercing drive to spur natural diamond demand among young consumers

MUMBAI

The campaign following launch of the 'Love, From Dad' collection not only strengthens consumer connections to natural diamonds, but also provides retailers with a strategic platform to enhance their offerings during the festive season and beyond

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DANTARA JEWELLERS

Manufacturer of Gold & Diamond Jewellery



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4 - 5 - 6 - 7
APRIL, 2025

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Stall : 1D02 , 1D04
1E01 , 1E03

Location :
Jio World Convention
Centre, Mumbai

HEAD OFFICE : MUMBAI BRANCH OFFICE : CHENNAI - KERALA



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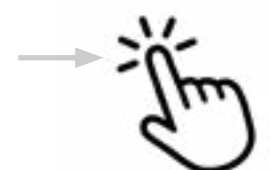
PL
— MEN OF —
PLATINUM

Men of Platinum's #HonourThe7 campaign is a collective tribute to MS Dhoni's legacy from his fans

MUMBAI

The campaign invites fans to share seven-word tributes to their hero, which are transformed into AI-generated video anthems, creating a digital keepsake and giving them a chance to win tickets to select CSK games

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गुढीपाडव्याच्या हार्दिक शुभेच्छा!



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Kalyan Jewellers' Gudi Padwa campaign with brand ambassador Pooja Sawant celebrates new beginnings

THRISSUR

The campaign highlights the enduring bonds that connect people across time and distance, in keeping with the brand's global approach. By narrating the story of a mother and daughter, it highlights the importance of home, love and meaningful rituals

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Vinsmera Group to invest Rs 2,000 crore to establish gold jewellery retail chain in India

KOCHI

The brand will set up 20 jewellery showrooms and production units across India and the Gulf region, with the first retail store set to open in Kozhikode by the end of April. Actor Mohanlal will be the brand ambassador for Vinsmera

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101
Years of Legacy



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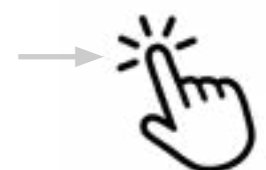


Bengal Jewellery hosts grand kick-off in Kolkata for Kallol of NJ's 50th anniversary celebrations

KOLKATA

The brand views its association with one of the largest Bengali socio-cultural organizations in North America as a long-term investment in its US expansion plans, anticipating future business opportunities and aiming to further strengthen its bond with the Bengali diaspora

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LGD start-up Firefly Diamonds secures \$3 million in seed funding led by investment firm WestBridge Capital: Report

MUMBAI

The company plans to use the funds to expand its retail footprint and advance R&D for new jewellery collections, according to an official announcement. Launched in December 2023, Firefly Diamonds has stores in Mumbai, Pune, Bengaluru and Hyderabad

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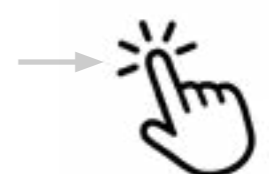


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Aksara Jewellers starts expansion plan in the UAE with new corporate office inauguration in Dubai

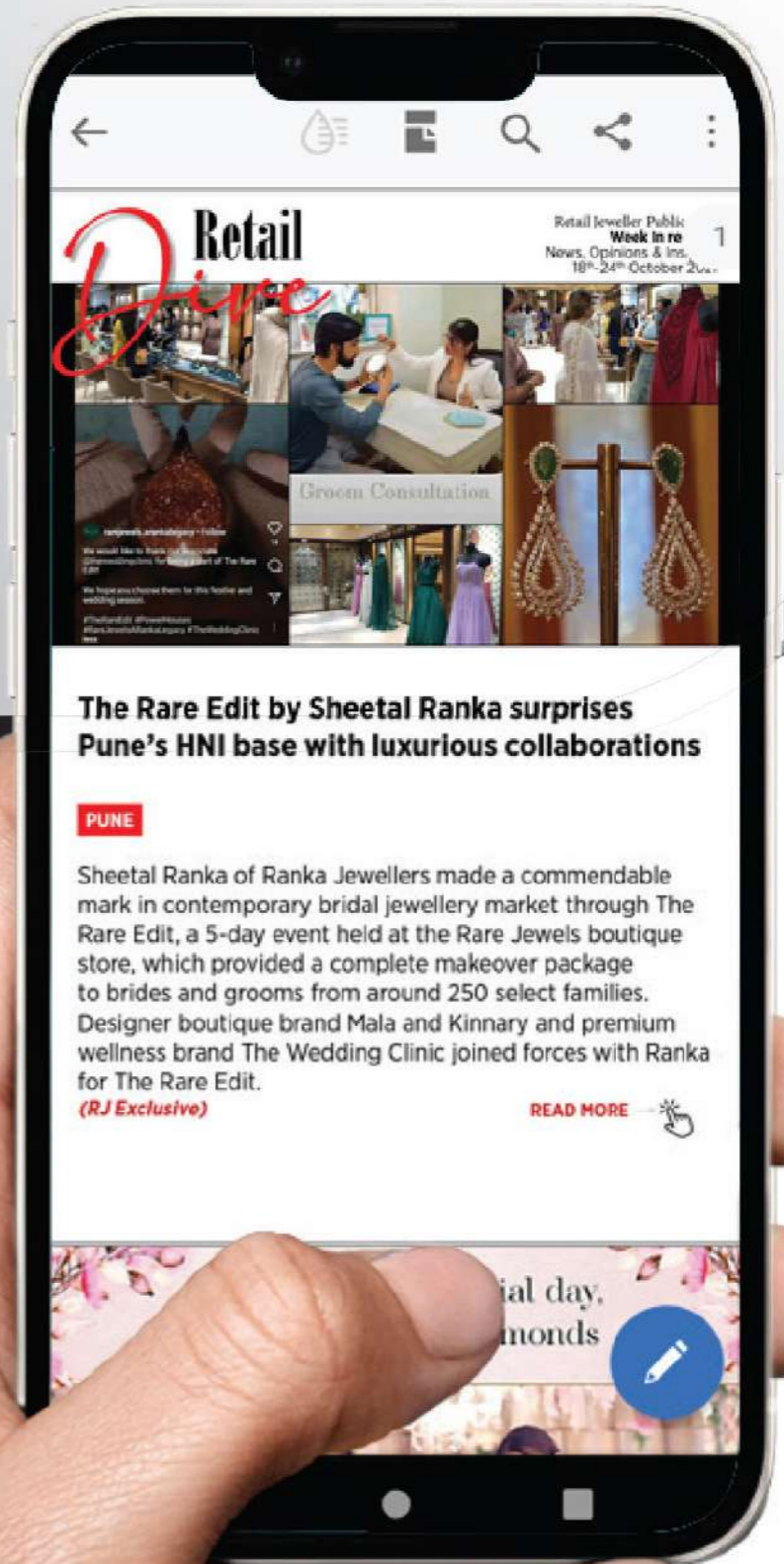
DUBAI

The Kerala-based brand is on a global expansion agenda, with store launches in Kuala Lumpur, Dubai and Kerala planned for the first half of the year. The corporate office at Gold Souq, Deira, Dubai strengthens the brand's operational framework, enhances creativity and supports future growth

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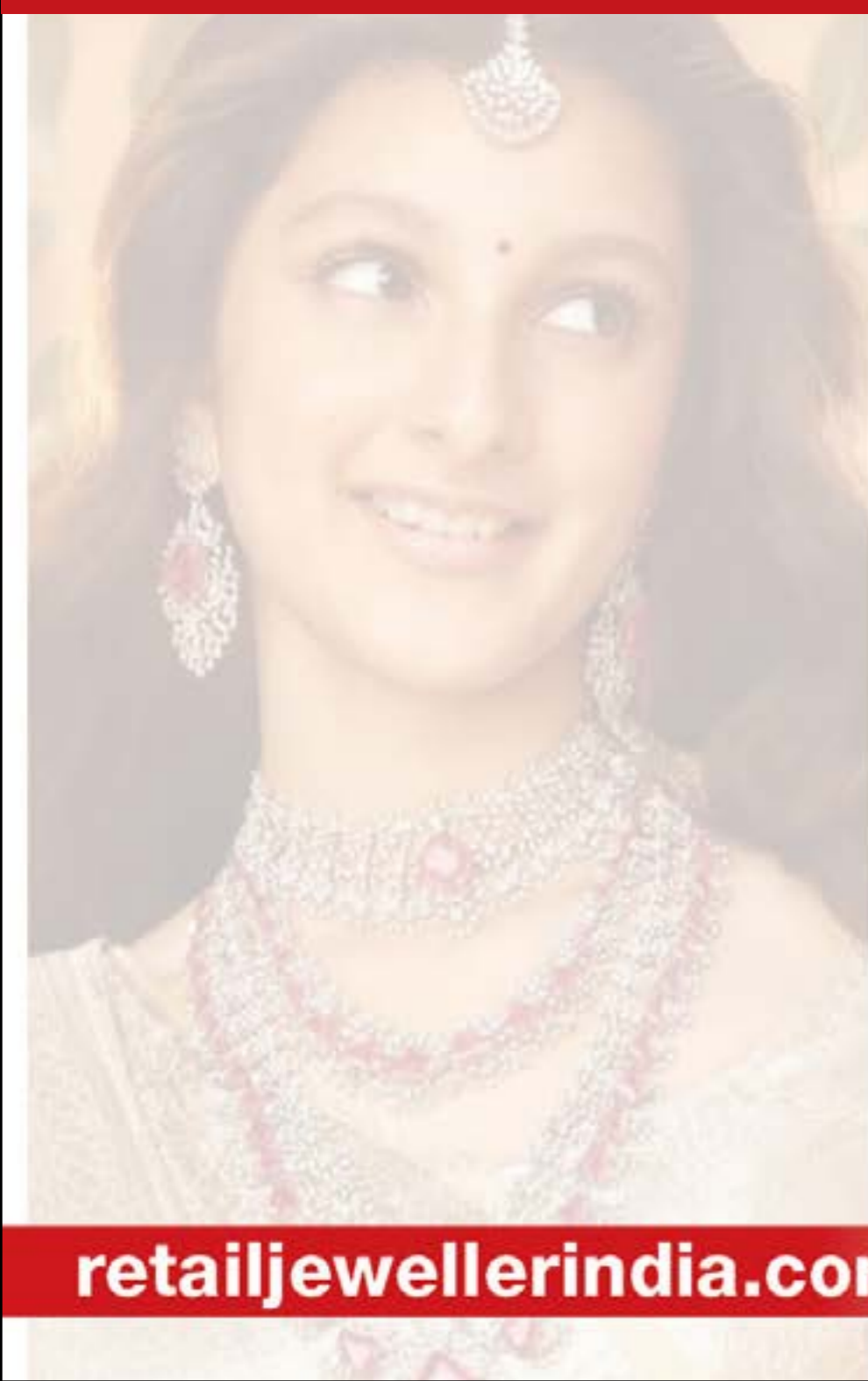
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A promotional poster for PMJ Jewels. At the top, it says 'PMJ JEWELS CELEBRATE FOR EVER'. Below that, a woman in a white saree is shown wearing a diamond necklace and earrings. The text on the poster reads: 'USA Tour 2025', 'Exclusive Diamond and Gold Jewellery Exhibition', 'For all your Occasions and Celebrations', 'MAR | 29-30 | 2025', '11:00 AM TO 06:00 PM', 'SAN DIEGO - CA', 'Hilton Garden INN San Diego Rancho Bernardo, 17210, Bernardo Center Dr, San Diego CA', 'FOR MORE DETAILS CALL US ON: +1 857-891-8942', 'WHATSAPP US ON: +91 80085 54230', and 'Visit us and enter our LUCKY DRAW to win a pendant!'. The PMJ Jewels logo is in the top right corner of the poster.



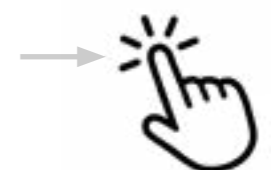
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PMJ Jewels gears up for USA Tour 2025, with first stop at San Diego on March 29 and 30

SAN DIEGO

The brand will showcase its array of diamond and gold jewellery, targeted at buyers for weddings, anniversaries and other special occasions. It aims for high visibility in the US market, and recently launched its 'Natural Beauty, Natural Diamonds' campaign at Times Square, New York

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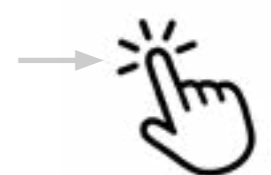


From Bvlgari to Amrapali: Bollywood A-listers shine in statement pieces from top jewellery maisons

MUMBAI

From traditional Kundan to statement chokers studded with emeralds, these celebrities were seen flaunting beautiful ornaments at high society occasions. They made a statement with their jewellery choices, right from minimalist to contemporary designs

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