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## US tariff storm hits India's gem & jewellery industry, it faces major disruption threat and 1 million jobs at risk

**MUMBAI**

Gem & jewellery exports bear the brunt of the new 26% reciprocal US tariffs. With jobs at risk and margins squeezed, manufacturers scramble to diversify while urging government intervention as global trade dynamics shift. The accent is also on expanding into other markets, especially the Middle East, to reduce reliance on the US


**(RJ Exclusive)**

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## DC Jewellers introduces jewellery upgrade policy, giving customers higher value for their purchases

**INDORE**

Going beyond the usual buy-back or exchange policies, up to 95% of the original purchase value for gold jewellery (and 105% for diamond jewellery) bought from the brand after April 1, 2025 is applicable towards an upgrade for new purchases

**(RJ Exclusive)**

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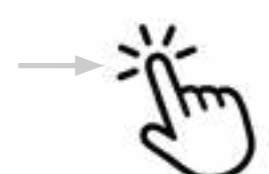
# #MagnificentWeddings: C Krishniah Chetty Group offers all-inclusive Rs 15 lakh wedding package for couples

## BENGALURU

The initiative, designed to simplify the wedding planning process, is gaining traction for its innovative approach of offering both jewellery and a premium wedding experience at a modest price. The brand's aim is to help couples struggling to manage wedding expenses

**(RJ Exclusive)**

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## Shree Jee Jewellers explores new horizons in men's jewellery, moving away from traditional gendered designs

**JAIPUR**

At the Fashion Design Council of India's Men's Weekend, the brand presented unisex jewellery, bringing forth a new perspective of men's jewellery that is both inclusive and forward-thinking. The brand's aim is to redefine the concept of jewellery in menswear

***(RJ Exclusive)***

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## As jewellery partner, Anjali Jewellers integrates brand into Srijit Mukherjee's upcoming thriller 'Kill Bill Society'

**KOLKATA**

A pivotal scene features the main protagonist visiting a jewellery store (Anjali Jewellers' Golpark showroom) to explore bridal jewellery. The jeweller's association with the film is a strategic blend of marketing and story-telling  
*(RJ Exclusive)*

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first  
Silent Disco

## By partnering WENderland 2025, Genesis Diamonds by Deepak Toms advocates safety for women in Kochi

### KOCHI

Through this event, the brand aims to align itself with a platform that celebrates entrepreneurship, fosters community connections and promotes inclusive nightlife in Kochi. By not displaying its jewellery there, it intends to shift the spotlight from products to purpose

*(RJ Exclusive)*

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## Vendi launches 'Break the Ice' challenge to promote opening of its seventh store in Bengaluru

### BENGALURU

A block of ice was installed on a bustling street in Koramangala, and passers-by were invited to break it within a limited time to win the silver jewellery frozen inside it. More than 100 people gathered to witness the spectacle

***(RJ Exclusive)***

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## #HumaraApnaShow: GJS April 2025 gets off to a grand start, expects Rs 35,000 crore in business

**MUMBAI**

With 350 exhibitors across 700 booths, GJS April 2025 will cater to the Akshaya Tritiya and wedding season demand, and its highlight is the introduction of a dedicated silver pavilion. GJC has announced Miss India 2024 Nikita Porwal as its brand ambassador

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Retail Jeweller India  
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Grand Awards Night  
**2nd August 2025**



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# Malabar Gold & Diamonds accelerates AI-driven business reinvention to ramp up global operations

**KOZHIKODE**

The brand is building a scalable tech platform, to elevate the customer and employee experience, enhance business agility and create new value and growth, while ensuring regulatory compliance with local trade laws in all 13 markets in which it operates

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## OUR 20TH ANNIVERSARY EDITION, THE FIRST OF 2025, IS HERE!

For **two decades**, our relentless pursuit of the latest trends reshaping the industry, **new ideas** that provide a competitive edge, and best practices that establish new standards of excellence have kept us at the forefront of reflecting the **industry transformations** while empowering retailers to keep pace with its changing dynamics. Clearly, introducing several **new sections** is the most fitting way to commemorate this milestone edition.

**ENJOY THE READ!**

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## Assam's millennia-old traditional jewellery receives prestigious Geographical Indication (GI) tag

**GUWAHATI**

The recognition highlights the cultural significance and craftsmanship of these ornaments, made by artisans using high-purity gold and silver, which have been part of the Assamese identity for centuries. The craft and its makers are now expected to get more visibility

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2025**



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## Chetmani Ornaments & Jewellers contributes to cancer care in continued effort to give back to society

### VARANASI

The vehicle donated by the brand will assist in transporting patients, help with delivery of meals and other services, supporting the authorities at Mahamana Pandit Madan Mohan Malviya Cancer Center and Homi Bhabha Cancer Hospital

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# Retail Dive

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## Vega Jewellers expands NRI outreach with showcases scheduled at Boston and Nashua in April

### HYDERABAD

The brand, which listed on the Bombay Stock Exchange in February this year, has been curating these exhibitions in cities in the United States, as it moves to expand its presence within India and across international markets

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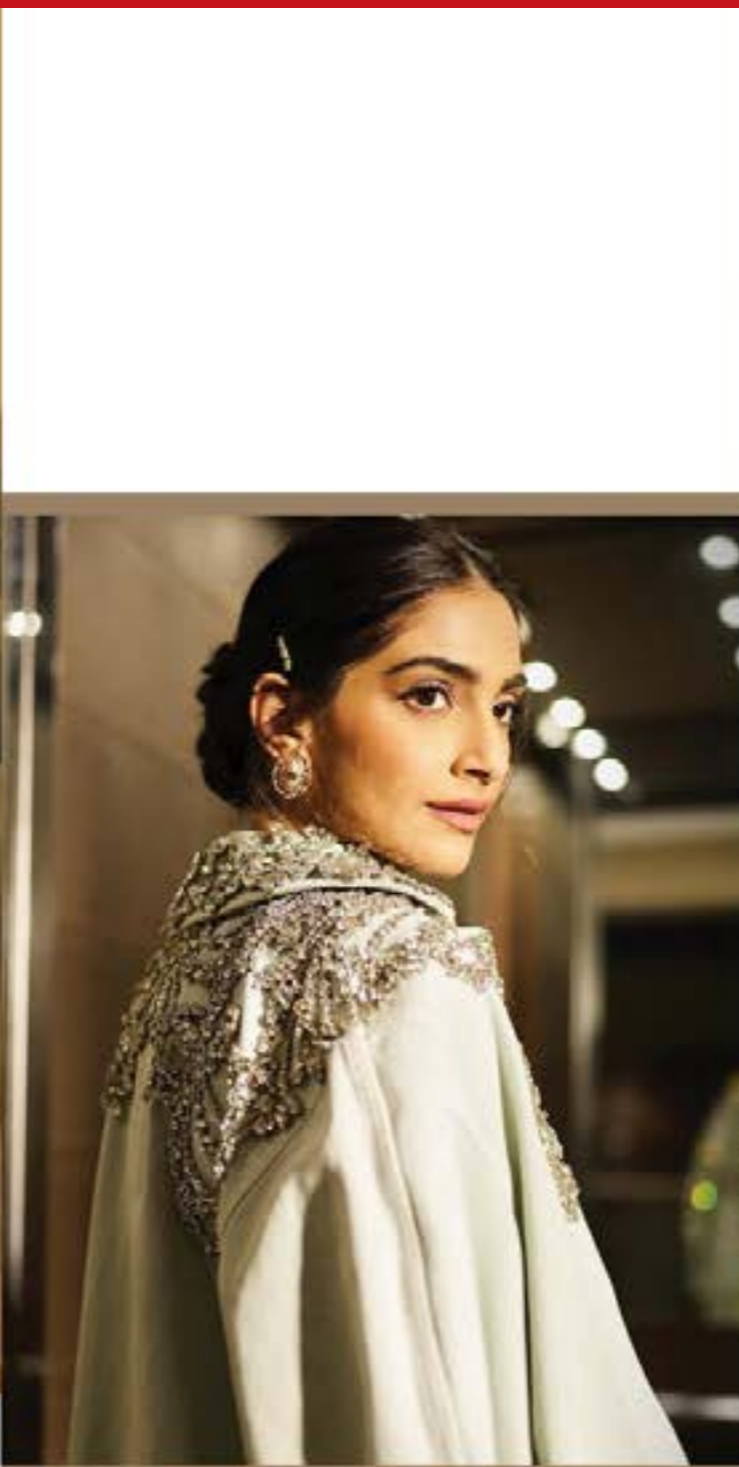
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## From Amrapali to Shachee: Stunning jewellery moments from LFW 2025 and Vivienne Westwood's India debut showcase

### MUMBAI

From Radhika Ambani's fine jewellery pieces to Kareena Kapoor Khan's curated selection of diamond jewellery, each celebrity showcased a unique take on styling luxury jewels. Their accessories featured diamonds, bold statement pieces and intricately designed heirlooms from Indian brands

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