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GJS April 2025: Silver's rise, gold's recalibration impacts demand before Akshaya Tritiya

MUMBAI

Amid rising gold prices and shifting buyer preferences, GJS April 2025 spotlighted silver jewellery's growing appeal and a strategic pivot in gold offerings. GJS April 2025 reflected demand for lightweight, fast-selling designs and re-affirmed the show as a key indicator of evolving demand trends

(RJ Exclusive)

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Abhushan Premier League: IPL-inspired campaign aims to woo customers ahead of Akshaya Tritiya

AGRA

By using IPL terms and building them into the jewellery shopping journey, Abhushan Diamonds and Gold not only made the game-themed experience fun but also drove higher participation and conversions in a volatile market *(RJ Exclusive)*

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Partnering grand Navkar Mahamantra event in Ratlam wins DC Jewellers high visibility and brand trust

RATLAM

Hosting an event culturally important to Jains who represent a significant section of the business population of Ratlam gave the brand traction, as did sharing video messages of prominent celebrities such as Ajay Devgn, Sonu Nigam, Kailash Kher and Shaan endorsing it

(RJ Exclusive)

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Mia by Tanishq reaches out to Mumbai audience through experiential platform ‘Runway Star Event’

MUMBAI

Just before Gudi Padwa, the brand launched its flagship store at Oberoi Mall in Mumbai’s Goregaon, and came up with the unique proposition of an event inviting ordinary women in everyday clothes to walk the ramp wearing

Mia jewellery

(RJ Exclusive)

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Through new contest, Glow by Kirtilals rides Ghibli AI wave to engage its Gen Z clientele

COIMBATORE

To enter, participants simply need to share their Ghibli-ed avatars—created using ChatGPT’s advanced image generation tool—on social media, tagging Glow by Kirtilals. Interestingly, the contest doesn’t mandate participants to wear Kirtilals’ jewellery—a deliberate move to widen engagement

(RJ Exclusive)

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#BreaktheBias: PC Chandra Jewellers' latest campaign challenges outdated gender norms, spotlights non-conformists

KOLKATA

Launched in March, the campaign continues to highlight women breaking stereotypes and promotes equality. It reimagines jewellery not just as a symbol of beauty, but as a statement of strength, self-assurance and social change

(RJ Exclusive)

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#RealDiamondsOfTheWeek: De Beers Group ensures India's leading TV anchors wear diamonds in IPL season

MUMBAI

Thanks to De Beers' tie-up with JioHotstar and Star Sports, 11 leading women cricket anchors from different channels will sport natural diamond jewellery while presenting matches and a segment called 'Real Diamonds of the Week' meant for cricketing highlights

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Kalyan Jewellers approaches Bengali New Year 'Poila Boishakh' with ad based on poetic banter 'Kabi Gaan'

KOLKATA

The ad film stars brand ambassador Ritabhari Chakraborty, and depicts new beginnings and enduring relationships through the lens of Bengali traditions, while showcasing the brand's jewellery. It underscores Kalyan Jewellers' penchant for weaving local narratives into its brand story-telling

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#AapkaShukriya: Senco launches new ad film celebrating kaarigars in its 'Khushiyon Ki Reet' series

KOLKATA

The campaign film gives due credit to artisans whose mastery shapes every Senco ornament. It brings forward the unseen stories of artisans, honouring their role in shaping not only exquisite jewellery but also the brand's enduring legacy of tradition and emotion

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#BangaramAnteBhima: Bhima Jewels celebrates Telugu heritage with new campaign featuring Ram Charan

HYDERABAD

Deeply rooted in the cultural richness of Andhra Pradesh and Telangana, the campaign captures the region's deep emotional and traditional connection with gold, while celebrating the women who light up every household

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Bluestone receives SEBI nod to raise Rs 1,000 crore via IPO, plans to focus on retail expansion

BENGALURU

In August 2024, BlueStone had raised Rs 900 crore in a pre-IPO funding round, valuing the company at \$970 million (approximately Rs 8,100 crore). This strategic infusion of capital set the stage for the company's forthcoming IPO

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Industry celebrates 25 years of gold jewellery hallmarking as Govt announces a ‘national hackathon’

MUMBAI

At an event held on the sidelines of GJS, Union Minister Pralhad Joshi said the hackathon will develop scalable, cost-effective and non-destructive testing for gold jewellery in collaboration with the Bureau of Indian Standards (BIS) and GJC

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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!

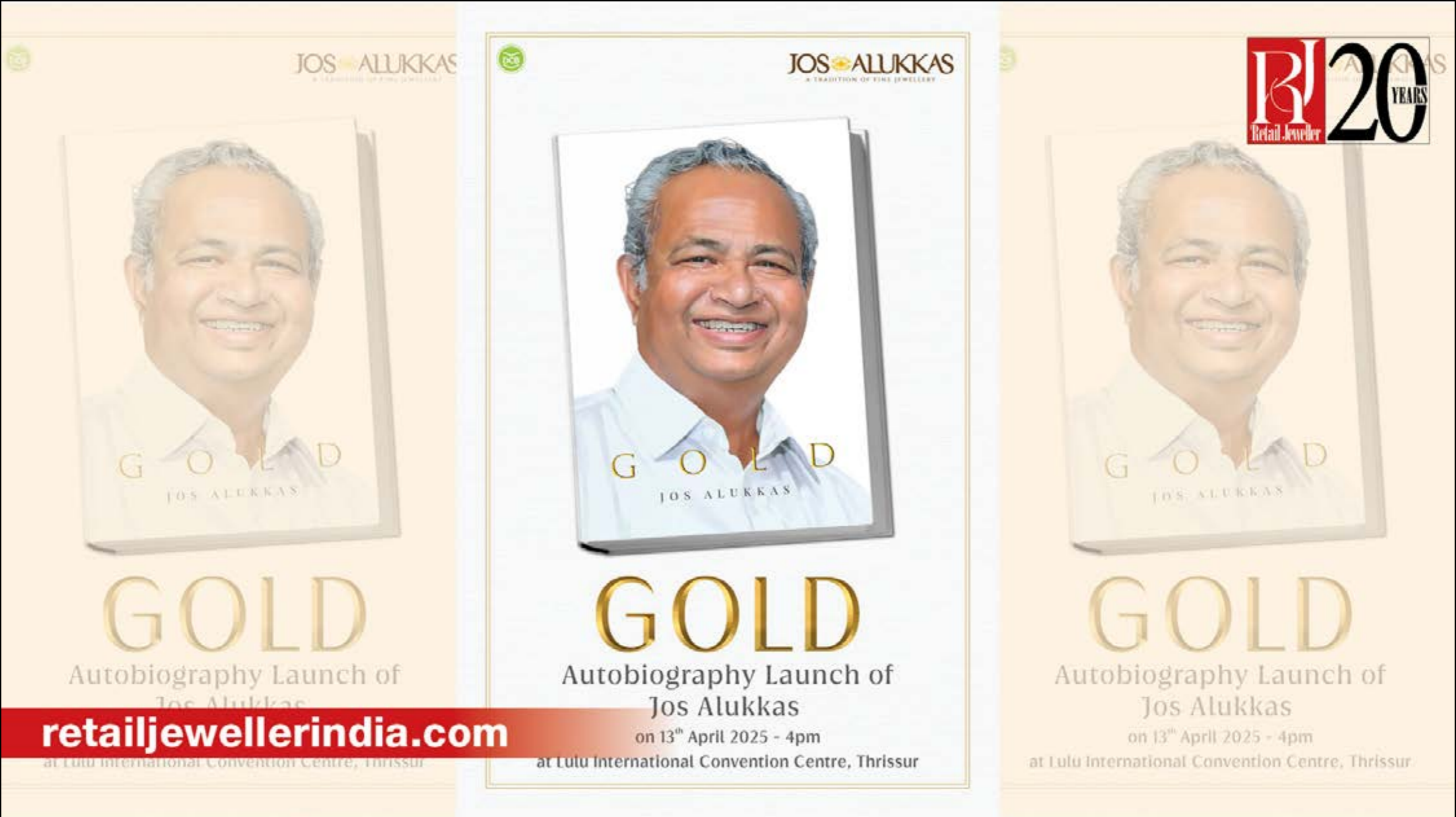
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Jos Alukkas all set to unveil his autobiography 'Gold', tracing his journey and its impact on the brand

THRISSUR

To be launched on April 13, the book recounts the journey of the brand's founder, from his early years in Thrissur to becoming a known name in the jewellery business, and aims to link the brand with a documented legacy

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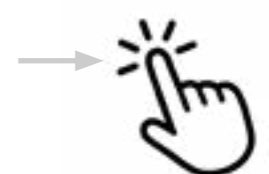


Titan unveils first international multi-brand lifestyle destination store in the UAE

SHARJAH

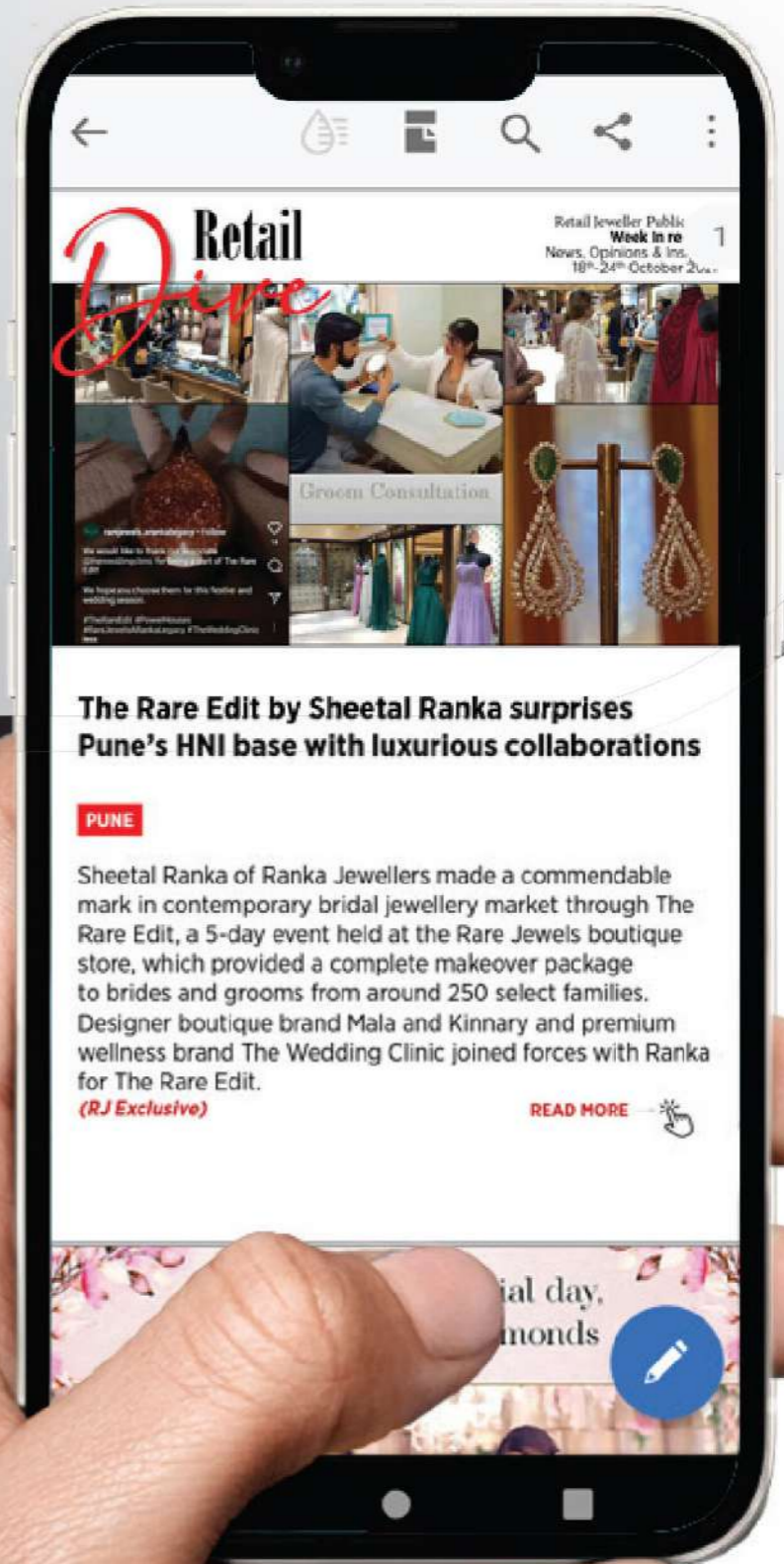
Located in Rolla, Sharjah's most sought-after shopping district, the 5,000 sq. ft., two-storey retail space offers the brand's jewellery from Tanishq, premium watches and eyewear solutions, all in one place. The new concept is part of Titan's broader growth strategy in the region

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Vummidi Bangaru Jewellers continues US Tour 2025 with focus on strategic expansion into the US market

CHENNAI

The tour began with events in the Bay Area, Virginia and Richmond. The next one is scheduled for Naperville, Chicago on April 19-20. VBJ opened its first international showroom at Dallas in 2023 and plans to expand to other US cities

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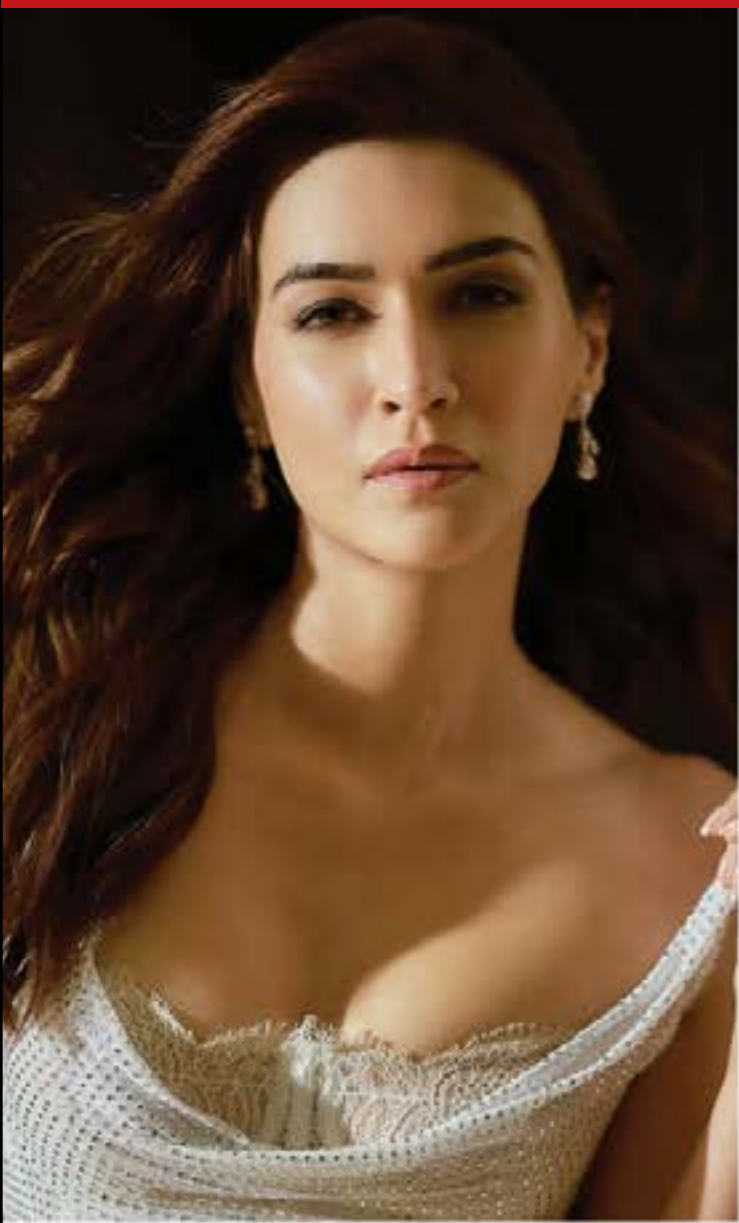
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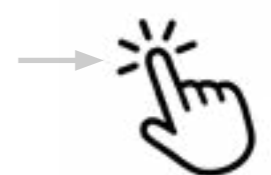
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Bollywood A-listers stand out in statement pieces from leading Indian jewellery brands

MUMBAI

Together, these fashion-forward moments reflect a growing love for home-grown craftsmanship and the art of mindful accessorizing in Bollywood style. From red carpet glam to exclusive after-parties, Bollywood's leading ladies are setting jewellery trends

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