



Senco Gold & Diamonds enters transit jewellery retail with Everlite outlet inside Andheri metro station

MUMBAI

The compact, 200-square-foot store is a thoughtfully designed space that reflects the brand's strategic move to adapt to evolving consumer habits, and aims to reach people right where they are, during their daily commute

(RJ Exclusive)

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Damodardas Jewellers terms association with acclaimed 'Phule' biopic as the brand's cultural responsibility

VADODARA

Co-produced by Pranay Choksi, Partner, Damodardas Jewellers, the film released in theatres on April 25. By supporting historically relevant cinema that has high cultural and educational value, the brand has not only engaged a broader audience but also gained perception benefit

(RJ Exclusive)

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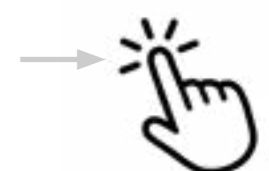
In scorching heat of Coimbatore, Sumangali Jewellers' #WaterBowlProject provides relief to birds and stray animals

COIMBATORE

Each cement bowl of drinking water distributed as part of the campaign is imprinted with the jeweller's logo, reinforcing a message of collective goodwill from all the project's partners, while acting as a subtle and effective brand visibility tool

(RJ Exclusive)

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#BYOJ: Khimji Jewellers' latest campaign is a call for women to express their individuality through jewellery

BHUBANESWAR

Featuring popular Odia actor and long-time brand ambassador Prakruti Mishra, the campaign's core objective is to connect with the modern, self-reliant woman — someone who invests in herself and celebrates her own existence

(RJ Exclusive)

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#CelebratingDaughters: Brand ambassador Sitara and her father, actor Mahesh Babu, lead PMJ Jewels campaign

HYDERABAD

The brand is using the campaign to spotlight its half-saree jewellery, a key offering for young girls entering adolescence. Sitara Ghattamaneni offers audiences a close look at her unique bond with her own father, making the campaign very authentic

(RJ Exclusive)

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Gehna
AKSHAYA
TRITIYA

#YourGoldYourWay

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Let your earrings speak for you.
Because your gold should feel like you.

Gehna's 'Gold Your Way' champions gold not just as an investment, but an extension of personal identity

CHENNAI

With the core idea that jewellery should resonate with the person who wears it, the campaign increased engagement both online and offline for Gehna, with more first-time jewellery buyers opting for wearable gold in the run-up to the Akshaya Tritiya festival

(RJ Exclusive)

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Lagu Bandhu Jewellers ups brand visibility by way of integration with Zee Marathi daily soaps

MUMBAI

With this, the brand marks its foray into regional entertainment-based marketing, using prime-time programming to showcase its jewellery, boost visibility and build a deep emotional connect with the Marathi-speaking audience

(RJ Exclusive)

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Parakh Jewellers partners with Jain Unity Cricket League, also fields its own team in the tournament

DURG

The brand's decision to be part of the tournament wasn't driven by marketing strategy alone, but by its aim to build ties with the Jain community beyond the ambit of business. Brand presence was subtly reinforced through on-ground visibility and audience interaction

(RJ Exclusive)

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Anjali Jewellers gains cultural capital by partnering with Mithun Chakraborty-starrer ‘Shreeman vs Shreemati’

KOLKATA

By aligning with a story rooted in real societal challenges—such as marital discord and shifting gender dynamics—the brand becomes part of a cinematic legacy that not only entertains but also provokes thought and reflection. The film released in theatres on May 1

(RJ Exclusive)

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Sara Gandevikar Jewellers fosters connect with its core audience through sandwich-making competition

VADODARA

Although no jewellery was displayed at the event, the competition was held at the Sara Art and Cultural Centre, located on the third floor of the jeweller's showroom, which created indirect engagement with the brand

(RJ Exclusive)

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The Universal Language of Diamonds

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Gold and silver coins



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Kalyan Jewellers partners with Instamart to deliver gold and silver coins in time for Akshaya Tritiya

THRISSUR

From impulse festive buys to thoughtful last-minute gifts or meaningful personal indulgences, Kalyan Jewellers' debut on Instamart re-imagines how India shops for gold - with purity, trust and now, unprecedented speed. The service is available in 100 cities, including top metros

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D. Khushalbhai Jewellers installs ATM that dispenses gold and silver coins round the clock in Surat

SURAT

The machine, which does not handle cash, enables customers to use UPI or credit/debit cards to make spontaneous purchases of gold and silver for gifting or investment, even in the middle of the night, without entering the store

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THE MASTERPIECES
WE BRING YOU
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Grand Awards Night
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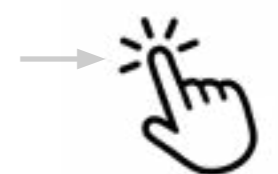
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GIVA reaches 200-store mark with launch of new showroom at Forum South Mall, Bengaluru

BENGALURU

Actor Karisma Kapoor inaugurated the store that marks a milestone in the brand's expansion journey. GIVA plans to launch more stores in major metros, Tier I and Tier II cities across India, aiming for around 300 stores in the next three years

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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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IVANA

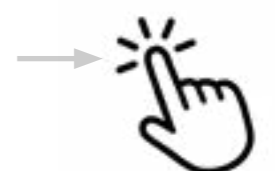
By Jindal

Elegant
Earrings Collectionretailjewellerindia.com

LGD brand IVANA Jewels raises Rs 2 crore in seed funding to expand retail network across India

SURAT

Founded by the Jindal Group in 2023, the brand has stores in Noida, Surat, Nagpur, New Delhi and Mumbai, and is now preparing to open new outlets in Chandigarh and Ahmedabad. It targets operating 10 stores before its next funding round

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Retail Jeweller MIDDLE EAST SHOW '25

AN EXCLUSIVE B2B TRADE BUYER SELLER MEET



5th to 7th MAY 2025



HOTEL CROWNE PLAZA, MANAMA, BAHRAIN

- Bahrain's First Ever B2b Jewellery Show
- Buyers from 16 Countries
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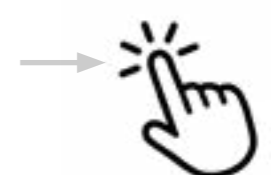


Retail Jeweller Middle East Show to debut in Manama, linking manufacturers from Bahrain, UAE, India with regional and global retailers

MANAMA

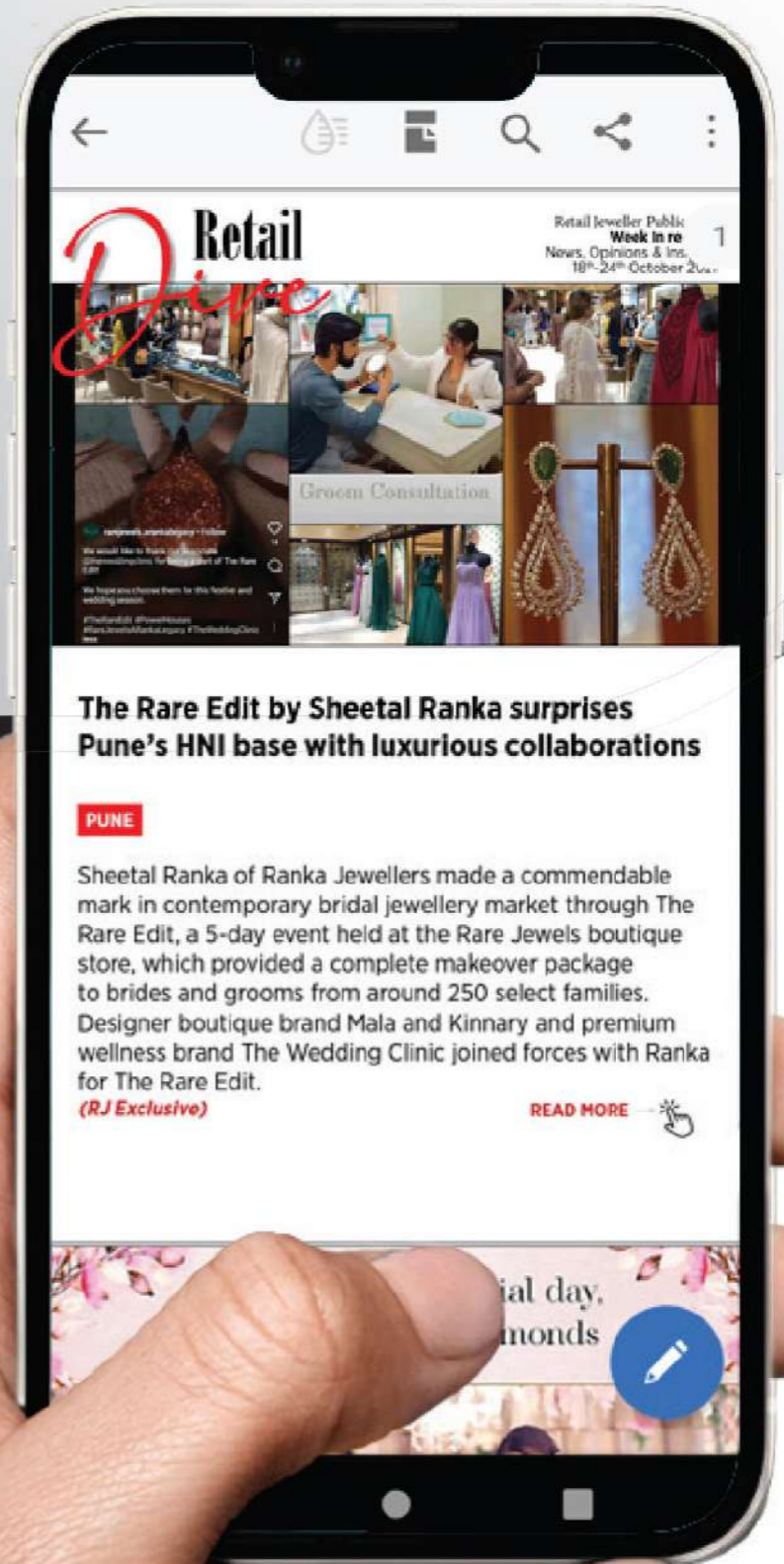
Set within a curated, invitation-only format, the show offers retailers direct access to high-quality jewellery collections across gold, diamonds, Jadau and more; along with tailored networking evenings and digital marketing support for meaningful sourcing discussions and long-term partnerships

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Exclusive Diamond Section Inauguration
Mahima Nambiar
Indian actress

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GRAND Opening

5:00 PM SUNDAY | 27 | APRIL 2025

Inauguration by
Sayyid Munavvar
Ali Shihab Thangal

Chief Guest
Dr. Abdul
Hakim Azhari

Chief Guest
Simsarul Haq
Hudavi



ARAKKAL
GOLD & DIAMONDS

GRAND Opening

5:00 PM SUNDAY | 27 | APRIL 2025



Venue:
Arakkal Gold & Diamonds,
Safari Mall, Sharjah

Chennai-based Arakkal Gold & Diamonds unveils large-format showroom at Safari Mall in Sharjah

SHARJAH

Launch of this showroom marks the beginning of a pivotal year of expansion for the brand, which plans to launch a new store in Abu Dhabi in August, and more retail outlets in Oman, Saudi Arabia and Qatar by the year-end

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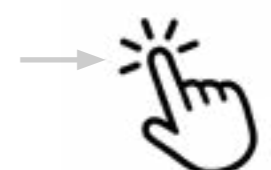
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From Chanel to Bvlgari: Bollywood's leading ladies shine in statement jewellery from global and Indian labels

MUMBAI

The luxury maisons recently found their sparkle in the Indian celebrity circuit, with Ananya Panday and Kareena Kapoor Khan bringing global glamour to high-profile events. Elsewhere, celebrity looks highlighted the evolving narrative of jewellery as both personal expression and a red-carpet statement

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