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**KISHANDAS  
& CO.**

AS JEWELLERY PARTNER FOR

NANDINI GUPTA'S NATIONAL  
COSTUME PRESENTATION AT  
72<sup>ND</sup> MISS WORLD FESTIVAL



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## Kishandas & Co. showcases India's rich jewellery heritage on global stage for Miss India World 2025 Nandini Gupta

**HYDERABAD**

As official jewellery partner for Gupta in the National Costume round, the heritage brand was tasked with narrating India's story through bespoke jewellery pieces that it designed and curated, embodying a vision of India that is both rooted in tradition and resonant globally

***(RJ Exclusive)***

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## Kothari Jewellers reaches out to young customers, builds emotional connect with its #DiSeMaa campaign

### JABALPUR

The campaign encouraged the brand's audiences to share memories related to their mothers, many of which were tied to jewellery or family heirlooms. It made the brand a part of its customers' cherished moments, making a deeper brand impact than immediate sales

*(RJ Exclusive)*

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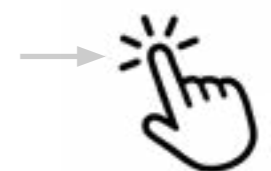


## Namami Janmabhoomi: D.P. Jewellers brings people together in Ratlam through fashion, faith and community

### RATLAM

The innovative 15-day campaign centred around the brand's store launch not only drew attention with its diverse agenda, but also strengthened the company's connect with the people of Ratlam. The new store saw an increase in sales and footfalls *(RJ Exclusive)*

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## Inauguration of Indian operations


It is our greatest joy to announce the opening of our newest jewellery manufacturing facility in Coimbatore.

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Tuesday, 20th May 2025  
10:30 am – 12:30 pm

We look forward to welcoming you!

**Ms. Pearl Chandrawansa**  
Managing Director

Contact: +94722225180 



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## **Bhima Jewellery sets out to support students with launch of Educational Scholarship 2025 in Tamil Nadu**

**MADURAI**

While being part of the brand's wider corporate-level social responsibility initiative, the scholarship is being launched specially for the Tamil Nadu region for the first time. By supporting young learners, the brand's aim is to build trust within the communities it serves

***(RJ Exclusive)***

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## Konika Jewellery enters the luxury segment, with launch of premium bridal sub-brand Kathaa set for May 28

**CHENNAI**

Unlike Konika's core offerings, which focus on traditional and mass-market jewellery, Kathaa is positioned as an exclusive haute joaillerie line. With it, the parent brand takes a strategic step to tap into an evolving high-value consumer category

***(RJ Exclusive)***

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retailjewellerindia.com Neeta Lulla X Bholasons

## Bholasons Jewellers teams up with House of Neeta Lulla to redefine the bridal narrative at Times Lifestyle Week

### GURUGRAM

Partnership with the celebrated designer resulted in a unified vision of the modern Indian bride, even as the brand gained high visibility and reach beyond the typical retail environment. It also introduced its wedding jewellery line based on the bride's evolving journey

***(RJ Exclusive)***

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## #SelfLove2025: Jewellery House by Harshitah helps clients to co-create deeply personal jewellery pieces

**GUWAHATI**

Adopting a new approach to creating bespoke jewellery, the brand hosted a three-day workshop, and invited clients to its Guwahati showroom for private one-on-one sessions with its in-house designers to fashion jewellery that begins with their own story

***(RJ Exclusive)***

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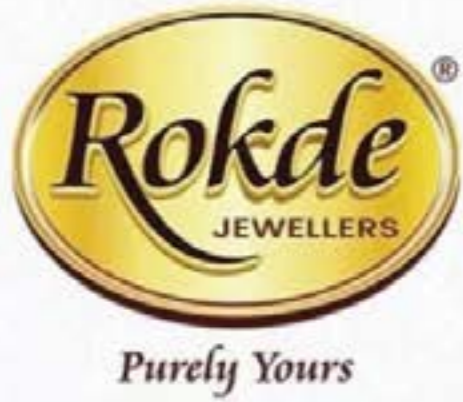
## #SricharaneshuMa: Shyam Sundar Co.Jewellers dedicates event at Adyapeath Mandir to 100 elderly mothers

**KOLKATA**

The jeweller aimed to move beyond symbolic gestures and pay a genuine tribute to the role of mothers. A bust of Bela Saha – the late matriarch of the Shyam Sundar Co. Jewellers family – was also unveiled at the Dakshineswar Ramkrishna Sangha Adyapeath

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## Rokde Jewellers hosts blood donation drive across two flagship stores and corporate office in Nagpur

**NAGPUR**

Held in association with Jeevan Jyothi Blood Bank, the initiative drew participation from the brand's management, staff and even walk-in customers, as the brand created a platform for contribution to social responsibility, in a bid to give back to the residents of Nagpur

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Born to Sparkle



Born to Sparkle



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So when she's that rhymes saying girl,  
I was like, fascinated with rhymes

And as you said,  
we learned so much from our children.

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Devadarsini Sukumaran  
Actor & Psychotherapist

children.

## #BornToSparkle: GRT Jewellers' heart-warming Mother's Day podcast features actor Devadarsini and her daughter Niyathi

CHENNAI

The special episode of the brand's podcast series celebrates mother-daughter relationships, offering viewers a heartfelt conversation laced with emotion and nostalgia. Both the guests appear adorned in elegant GRT jewellery pieces, integrating the brand's offerings into the visual narrative

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## Leander Paes conferred with the prestigious P.C. Chandra Puraskaar 2025 at grand ceremony in Kolkata

### KOLKATA

Instituted by the P.C. Chandra Group, parent company of P.C. Chandra Jewellers, the award recognizes excellence across diverse fields and honours the legacy of the Group's founder. Tennis legend Paes perfectly embodies the spirit of the award, according to the brand

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## Aza Fashions forays into the jewellery segment with launch of LGD brand Araiya by Aza

**MUMBAI**

Araiya's debut collection features IGI-certified lab-grown diamonds. The line is crafted for the discerning modern consumer who values both sustainability and sophisticated design, and marks multi-designer retailer Aza Fashions' strategic expansion in India's premium retail space

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## The Retail Jeweller March-April 2025 Digital Edition

### COVER STORY: DE BEERS 2.0

De Beers presents its bold strategy to reignite India's natural diamond demand through targeted campaigns and retail support

### COVER STORY: RETAIL JEWELLER SOUTH FORUM 2025

gathered South India's jewellers to explore digital trends, sub-brands, regional expansion, and silver's bridal appeal

### THE INTERVIEW: SHYAMALA RAMANAN BUSINESS HEAD, MIA BY TANISHQ

discusses redefining daily wear fine jewellery and building a Rs. 1,000 crore omni-channel brand with high-velocity retail growth

### BRAND PROFILE PRECIOUS: KAILASH KABRA, FOUNDER AND MD, KK JEWELS

talks about the brand's evolution into Kabra Jewels through its recent IPO, Rs 200 crore milestone, bridal positioning, and service-first culture powering retail growth

### THE SPECIALIST: VISHAL SISODIYA, IT

HEAD, PMJ JEWELS, discusses digitising operations, to create a digitally precise, predictive omnichannel national powerhouse

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**WIDE ANGLE**



**MALABAR**  
GOLD & DIAMONDS



**Grand relaunch of our 2 showrooms  
in Rolla Square, Sharjah**



## **Brand ambassador Kareena Kapoor Khan unveils two revamped showrooms of Malabar Gold & Diamonds in Sharjah**

**SHARJAH**

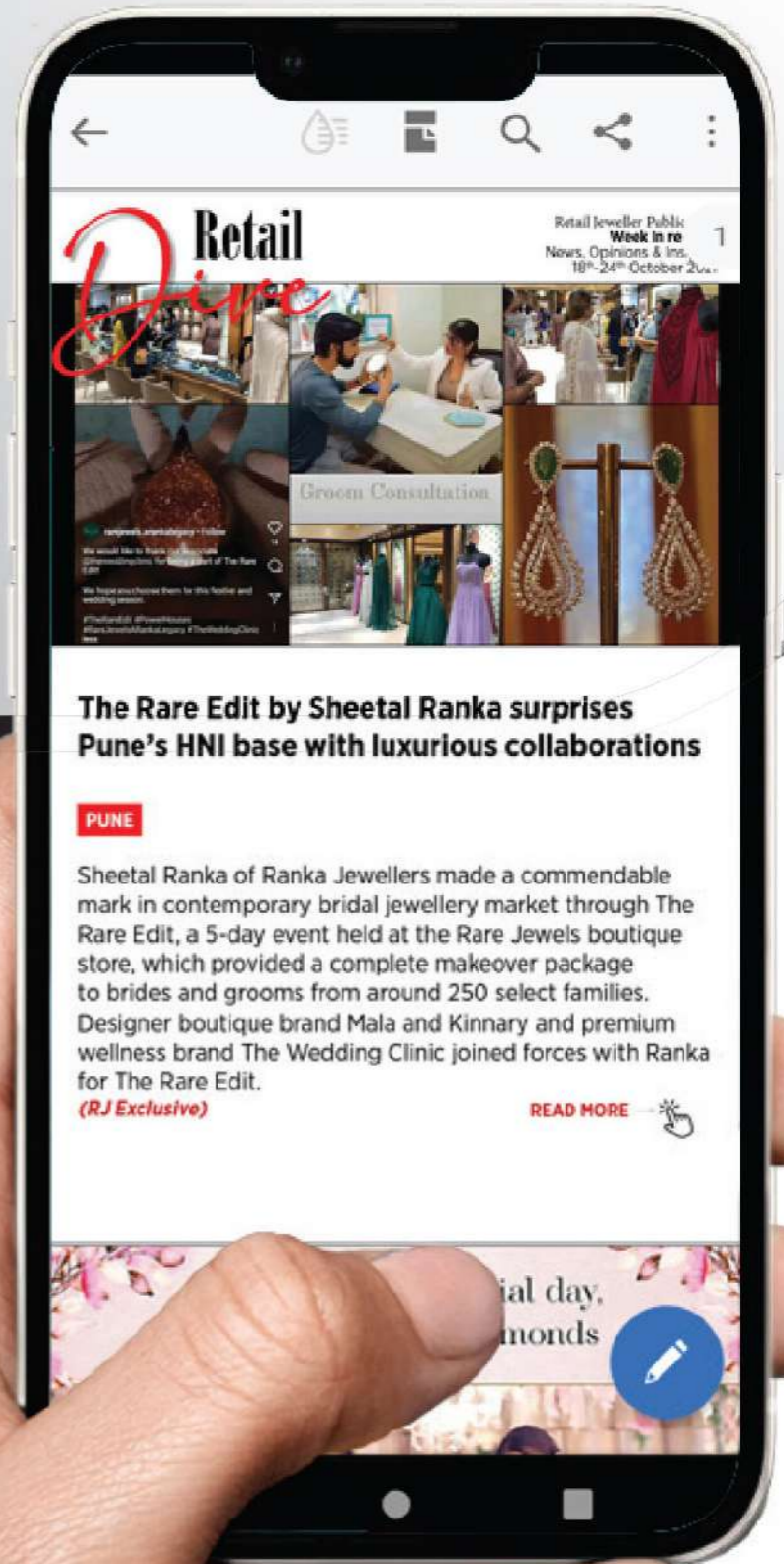
The showrooms, located in the busy shopping area Rolla Square, significantly bolster the brand's presence in Sharjah. Notably, one of the showrooms, established in 2008, marked Malabar Gold & Diamonds' first international venture outside of India

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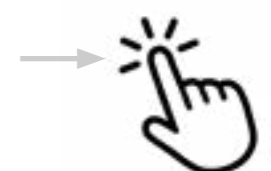


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## The Blue List: CIBJO launches draft of industry glossary to promote consistent use of jewellery terminology globally

**BERN**

The list aims to define key terms such as ‘responsible’, ‘ethical’ and ‘sustainable’ with precision, to prevent greenwashing practices within the industry. After a 4-month public consultation period, the final version will be released at the CIBJO Congress in Paris in October

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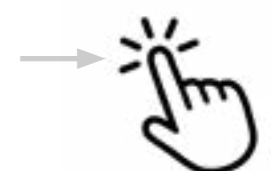


## From CaratLane to Tribe by Amrapali: Jewellery brands that made waves at the Cannes Film Festival 2025

### CANNES

Be it jaw-dropping diamond masterpieces or heritage-inspired silver, these carefully curated pieces not only elevated celebrity ensembles but also echoed stories of culture, craftsmanship and modern elegance, setting a new benchmark for Indian jewellery on the global stage

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