



How Diwansons Jewellers leveraged an HNI audience to strategically push its bridal segment

KOLKATA

At ICBI's Calcutta Charms event, the brand showcased its high-value bridal sets before a curated influential audience, using members of the business consortium as models. Supported by Print and OOH advertising, the jeweller saw increased footfalls and sale of some showcased pieces in under a week

(RJ Exclusive)

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AVR Swarna Mahal's first ad with Arvind Swamy reinforces brand as everyone's 'correct' choice

SALEM

With the campaign tagline 'Absolutely Correct', the film highlights the brand's 97-year-old legacy while sending out a message that upholds tradition, brand image and commitment of purity to customers. The 360-degree campaign runs across TV, digital, print and in-store displays *(RJ Exclusive)*

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#FirstLove: D.P. Jewellers ad evokes sentiment to deliver message on diamond affordability

RATLAM

The campaign says diamonds are not out of reach, as many think, and shows how the brand enables diamond ownership. It is being promoted across digital platforms and in theatres located near D.P. Jewellers' 11 stores across Madhya Pradesh and Rajasthan

(RJ Exclusive)

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NAC Jewellers' 'Moms & Mini' creates brand love as 70 mother-daughter duos walk the ramp

CHENNAI

The event with around 300 attendees focused on celebrating the bond between mothers and their little daughters, who wore coordinated jewellery from NAC's signature and 'Young Ones' collections. The brand reported a spike in sales and enquiries post the event

(RJ Exclusive)

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Verma Jewellers drives interest in diamonds for daily wear as industry sees shifting gold trend

SOLAN

With gold prices rising and fewer bridal purchases happening, the jeweller launched 'Sparkle Utsav', a four-day in-store initiative aimed at promoting its latest range of lightweight diamond jewellery. It invited groups of professionals to try on the jewellery pieces and offer feedback

(RJ Exclusive)

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Malabar Gold is busy laying the groundwork for IPO by 2027-28, says Chairman M P Ahammed

KOZHIKODE

Legal preparations for the IPO are under way, particularly the consolidation of subsidiaries and LLPs. The company is targeting a 20% increase in revenue this fiscal, and adding 90 new showrooms to add to its retail strength in India and overseas

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HEFALI SHAH

Tyaani Jewellery by Karan Johar launches 'Forces of Tyaani' featuring actor Shefali Shah

MUMBAI

While Shah is the first brand ambassador in the series, Tyaani is set to unveil nine more brand ambassadors – with a new face introduced every week – to spearhead the 360-degree campaign, which pitches individuality and self-expression as the rarest forms of luxury

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CaratLane partners with Amazon for speedy delivery of premium jewellery across the country

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The strategic partnership brings CaratLane's collection to Amazon customers, offering them certified quality along with Amazon's trusted delivery network and secure payment options to provide a seamless, hassle-free shopping experience

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Mia by Tanishq launches 'Trees for Leopards' to support wildlife conservation in Uttarakhand

MUMBAI

Every purchase made at a Mia store between May 27 and June 8 will lead to the planting of a tree in the customer's name. By turning jewellery purchase into a step towards conservation, the brand has made customers a part of its sustainability efforts

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AVR Swarna Mahal launches high jewellery brand D.REN with glamorous fashion show

CHENNAI

The launch event was attended by HNI customers and long-standing patrons of AVR, as a new chapter unfolded for the 97-year-old legacy jewellery house. The fashion show presented select jewellery pieces from D.REN's collections, positioned as 'High Jewellery Re-imagined'

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PC Chandra Jewellers adds to its star power with actor Abir Chatterjee as brand ambassador

KOLKATA

In a video message released after his appointment, Chatterjee delivers a heartfelt message about his personal connection with jewellery and the legacy of the brand. He joins the ranks of actors Saiee Manjrekar and Nikita Dutta, who already represent the brand

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By associating with Raja Pari Season 7, Arundhati Jewellers celebrates talent and spirit of 'Raja Parba' in Odisha

BHUBANESWAR

Held during Raja, the three-day Odia festival that honours womanhood, fertility and the arrival of monsoon, Raja Pari has become a seasonal fixture for the brand. The campaign around the show has seen strong engagement, boosting visibility for Arundhati Jewellers

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Lab-grown jewellery start-up True Diamond raises Rs 26 crore in pre-Series A funding round

MUMBAI

The freshly raised capital will fuel Mumbai-based True Diamond's omni-channel strategy, particularly its offline retail expansion. The brand currently operates stores in Mumbai, Hyderabad, and Noida, with more outlets planned across major metro cities

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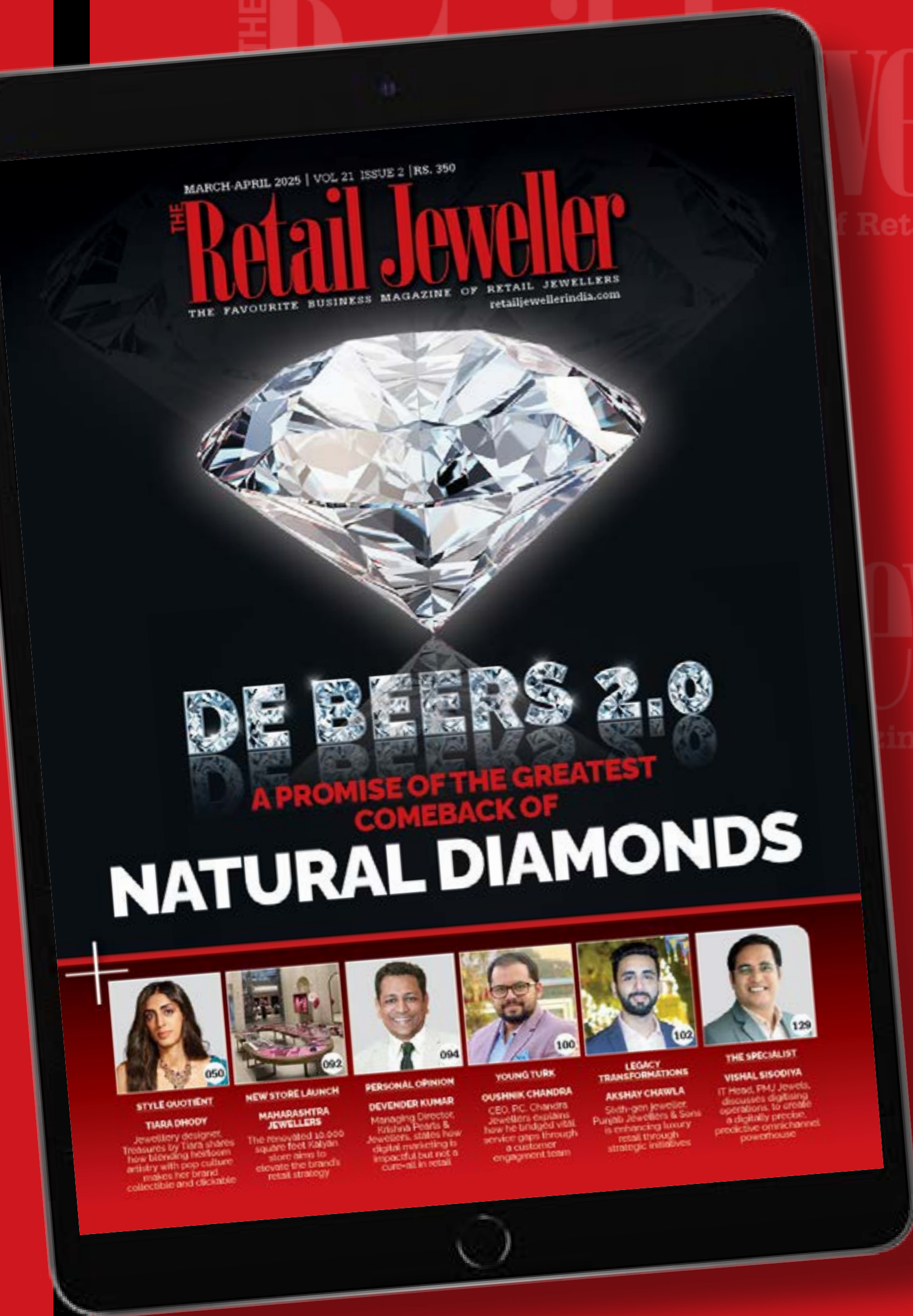
With 371 districts under mandatory hallmarking of gold jewellery now, BIS on track to add more

NEW DELHI

The Bureau of Indian Standards (BIS) may include gold bullion under the mandatory hallmarking regime, and set standardization norms for silver, said Union Food and Consumer Affairs Minister Pralhad Joshi at 9th Governing Council Meeting of BIS held recently

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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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GIA redefines grading system, decides not to apply its 4Cs framework to lab-grown diamonds

MUMBAI

The change, set to take effect later in 2025, marks a clear move to distinguish between natural and lab-grown diamonds (LGDs) in the global market. LGDs submitted to GIA will now be classified using simplified descriptors such as ‘premium’ or ‘standard’

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Malabar Gold & Diamonds inaugurates new showroom in Surrey, its second outlet in Canada

SURREY

The company had entered Canada's jewellery market with the opening of its first showroom in the country at Mississauga in 2023. Now, it is planning rapid expansion across Canada, with the next showroom opening in Ajax, followed by Calgary, Vancouver and Montreal

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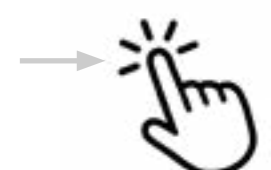


Bollywood A-listers shine in statement jewellery pieces on the red carpet and beyond

MUMBAI

From Kajol Devgan's Apala by Sumit Mughal Bahaar bangle stack, to Alia Bhatt's diamond studs and beaded choker from Tribe by Amrapali, to Rasika Duggal's jadau earrings by Motifs by Surabhi Didwania, celebrities were seen sporting minimalist jewellery from celebrated Indian jewellery brands

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