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PRESENTS

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How Abhushan Diamonds and Gold is enabling women to make jewellery-buying decisions

AGRA

The brand has positioned itself not as a product marketer, but as a supporter of individual growth while collaborating with a confidence-building platform for women in Agra, which is expected to draw close to 1,000 attendees in the 40-60 age group

(RJ Exclusive)

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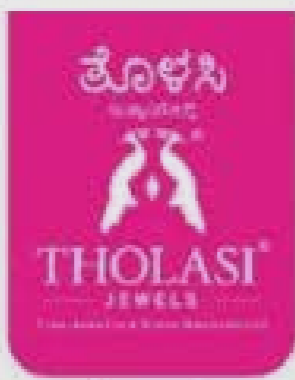
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Presents



*Style to Sparkle
With THOLASI*

From a Sparkle to a Star - Your Journey Begins Here

PRESENTING MYSORE'S BIGGEST TALENT HUNT BY THOLASI JEWELS



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Tholasi Jewels' talent hunt in Mysuru aims to find local, relatable faces to represent the brand

MYSURU

The 'Style to Sparkle' initiative, in its second season, is designed to pick young, style-conscious brand advocates, while engaging the public in the voting process and increasing footfalls. The long-term marketing activity is planned across six seasons

(RJ Exclusive)

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Kothari Jewellers builds local connect through ‘Tere Angne Me’ in partnership with Red FM

JABALPUR

The campaign, designed to reach out directly to people in residential societies through a range of community-driven activities, helped the brand foster trust and closer ties with its customers. The brand sees long-term potential for business growth through the initiative

(RJ Exclusive)

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Beyond the Finish Line: Siddharth Adeshra's book analyses powerful overlap between endurance sports and entrepreneurship

JAMSHEDPUR

Director of Keshavji Chhaganlal Jewellers and a recent Ironman 70.3 finisher, Adeshra combines the principles of endurance activities with legacy retail, showing how discipline and structured planning from marathon training now shape performance and leadership at the 100-year-old jewellery house

(RJ Exclusive)

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CARATLANE
A **TATA** PRODUCT



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CaratLane to roll out its own quick commerce initiative with jewellery delivery time of 4-6 hours

BENGALURU

According to a media report, the brand will have pilot runs in Gurugram, Hyderabad and Bengaluru, as it aims for fast delivery of its jewellery in cities. The brand had just entered a strategic partnership with Amazon.in, offering 48-hour delivery of its products

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Aeterna Reimagined: Zoya's new ad campaign blends sacred geometry and feminine symbolism

MUMBAI

With poetic visuals and personal story-telling, the campaign positions Aeterna as a quiet reflection of purpose and presence, going beyond mere adornment. It promotes the second iteration of the Aeterna collection which has deeper design intent and expanded expression

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GIVA.♦

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Omnichannel jewellery brand GIVA raises Rs 450 crore in Series C funding round, led by Creaegis

BENGALURU

The fresh capital will be utilized for operational expenditure, including talent acquisition, marketing, and other strategic initiatives outlined in GIVA's business roadmap. Series B funds were primarily used to support retail expansion and focus on lab-grown diamonds

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Chennai-based Lalithaa Jewellery Mart files draft papers with SEBI for Rs 1,700 crore IPO

CHENNAI

Proceeds from the IPO will be used to set up 12 new stores, in line with Lalithaa’s expansion strategy of scaling its large-format and medium-format stores, primarily in Tier II and Tier III cities across South India

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VADODARA

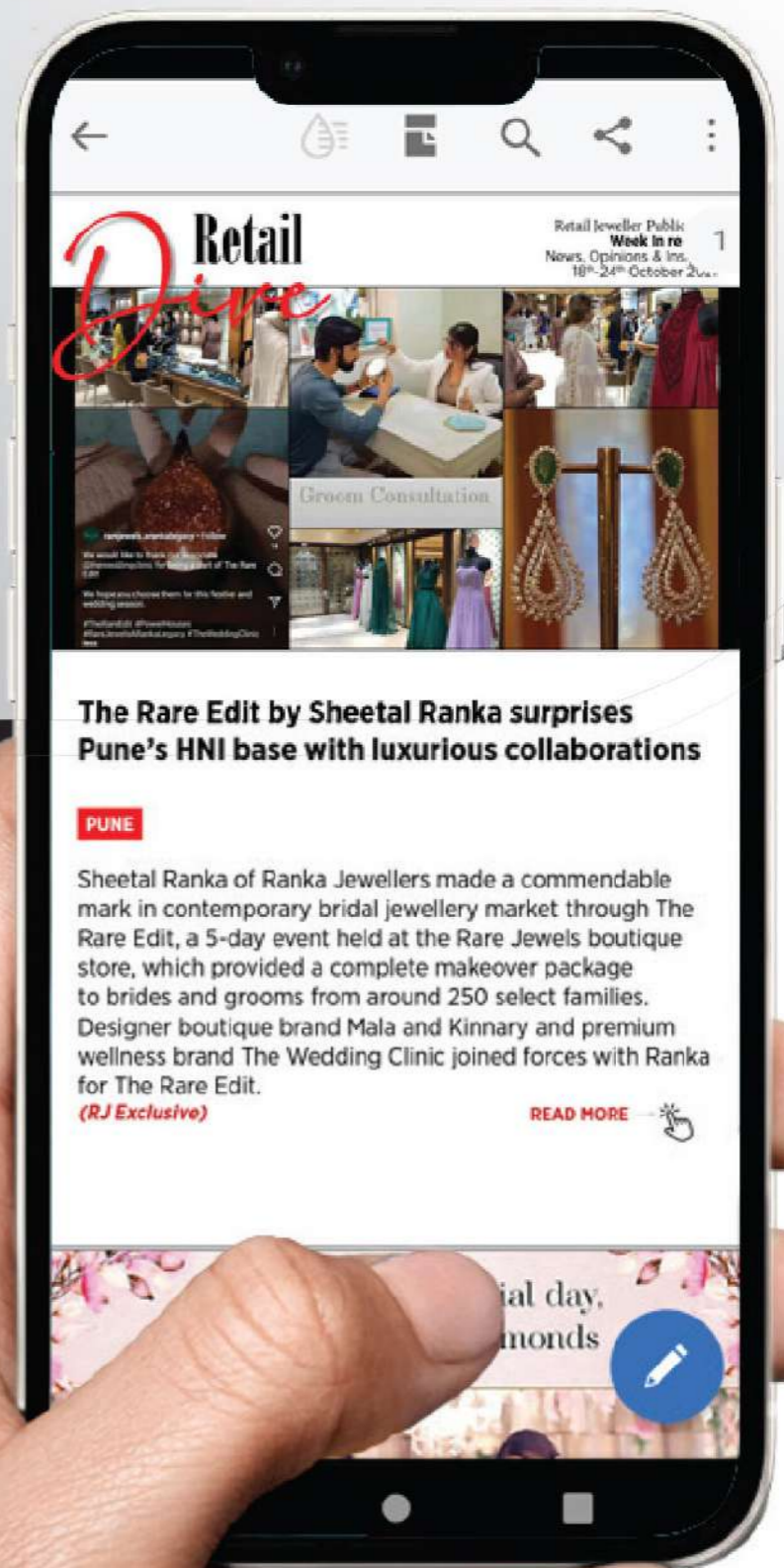
The 2025 Sara Scholarship Award, run under the Delight and Divine Charitable Trust, is designed not only to recognize academic effort but also to encourage a sense of social responsibility among students, while allowing the brand to stay rooted in the community

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Retail Dive

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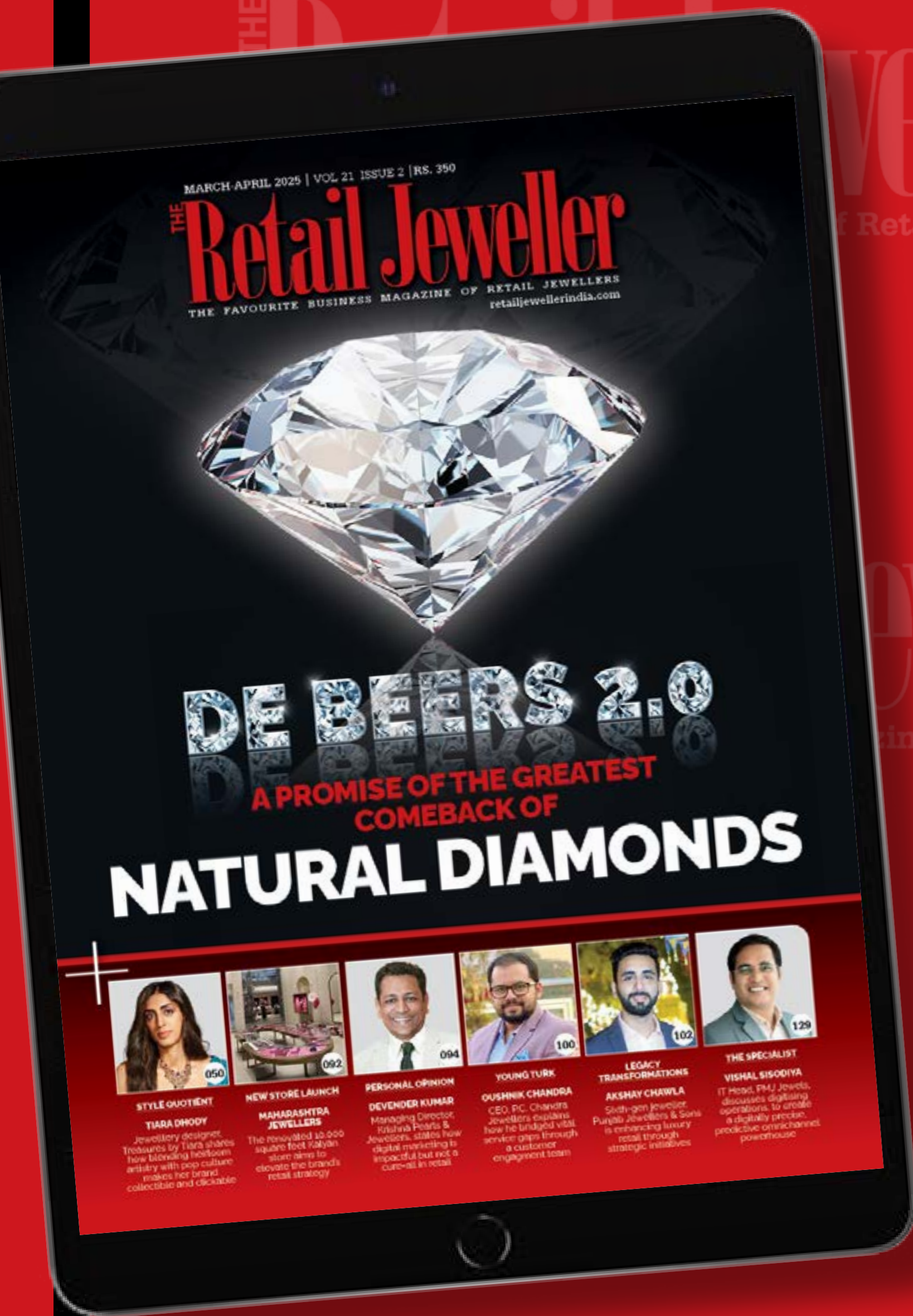
Tanishq wins 'Diamonds Do Good' award for purpose-driven leadership in natural diamonds

LAS VEGAS

Organized by the Diamonds Do Good Foundation, the awards celebrate global leaders driving meaningful change across the natural diamond industry. Tanishq & Mia by Tanishq were recognized for excellence in ethical sourcing, community upliftment and sustainability efforts

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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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Diamantaire Govind Dholakia honoured with Lifetime Achievement Award at JCK 2025

LAS VEGAS

The Founder and Chairman Emeritus of Shree Ramkrishna Exports (SRK), has been a pioneer in ethical sourcing, sustainable manufacturing and social impact through the SRK Knowledge Foundation. The recognition from Diamonds Do Good comes on the back of his distinguished six-decade journey in the diamond industry

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De Beers launches 'Ombre Desert Diamonds' jewellery beacon and 'Origin' polished diamonds

LAS VEGAS

The first 'beacon' product to be launched in more than a decade, it will support category demand for natural diamonds, just like the earlier beacons - the eternity ring and three-stone ring. Meanwhile, 'Origin' will serve to differentiate De Beers-sourced polished diamonds

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WHO WORE WHAT

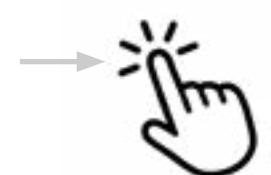


Celebrity jewellery picks prove that home-grown design leads the way in statement adornment

MUMBAI

While gracing red carpets, social gatherings or bridal celebrations, these stars have turned to labels like Amrapali, Manish Malhotra and Shoplune, choosing jewellery rooted in Indian craftsmanship and showcasing everything from oxidized silver to gemstone-laced high jewellery

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