



#BridalInsider: As modern brides seek style cues, Rivaah by Tanishq responds with video series

BENGALURU

The series offers curated styling content from an expert, integrating real-time fashion insights with Rivaah's wide bridal jewellery portfolio. Instead of simply showcasing products, it contextualizes them in real wedding settings, making the narrative personal and experiential

(RJ Exclusive)

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Why Indriya created statement pieces Rajmudra and Anantara to stand apart in the jewellery race

HYDERABAD

Abhishek Rastogi, Design Head at Indriya, decodes the brand's strategy, says the two jewellery pieces - drawing from rich traditions of the Maratha empire and South India - reflect the brand's commitment to cultural memory and regional identity, more than mass appeal

(RJ Exclusive)

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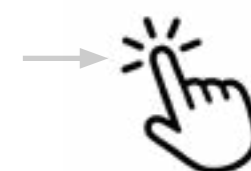
Shaya promotes self-expression through 925 silver jewellery in new advertising campaign

MUMBAI

The campaign aims to reinforce brand identity and connect with both loyal and new customers while marking the brand's expansion into new product categories and strengthening its presence in the affordable silver jewellery market. It also reaches out to young jewellery buyers

(RJ Exclusive)

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Sona Chandis aligns with luxury platform to present its jewellery to an affluent audience

KANPUR

The Luxo Show created visibility and potential customer leads for Sona Chandis. The event, attended by an estimated 4,000+ people, brought direct business impact for the jeweller, with some attendees walking into their store and asking for pieces they had seen at the show

(RJ Exclusive)

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Punjabi Saraf makes customers part of its craft through interactive Meenakari workshop

INDORE

The two-day in-store event offered customers a chance to explore the traditional craft hands-on. Artisans demonstrated the steps, after which 30-odd participants each day were guided through creating their own Meenakari designs using basic materials provided to them

(RJ Exclusive)

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CaratLane ‘hits different’ with jewellery-first content at Style Icons Summit and Awards 2025

MUMBAI

Instead of going the usual logo placement route, the brand explored more immersive formats. It created a ‘CaratLane Style Zone’, where celebrities actually experienced the brand’s jewellery and faced a rapid-fire round of questioning to share their jewellery anecdotes

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PNG Jewellers enters high-growth lightweight jewellery segment with new brand 'Lifestyle'

PUNE

Crafted in 18K and 22K gold, Lifestyle offers design-forward fine jewellery for everyday wear, tailored for the modern Indian woman in the 25 to 40 age group. PNG launches two Lifestyle stores, one each at Kharadi and Wakad in Pune, on June 22, 2025

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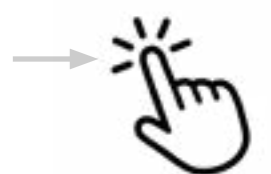


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Senco Gold targets 40% revenue inflow from non-East markets by FY30, says Suvankar Sen

KOLKATA

The company's revenue from non-East markets grew by 23% to Rs 1,230 crore in FY25. It plans to fuel further growth and deepen its national footprint by opening more company-owned and franchise-run stores. In FY26, it plans to open 18-20 new stores

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REVA
DIAMONDS

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PNGS Reva Diamond Jewellery files draft papers with SEBI to raise Rs 450 crore via IPO

PUNE

Funds to the tune of Rs 286.5 crore will be used to set up 15 new stores by FY 2028, and Rs 35.4 crore for marketing and promotional expenses related to the launch of these new stores, while some funds will be allocated for general corporate purposes to enhance Brand Reva

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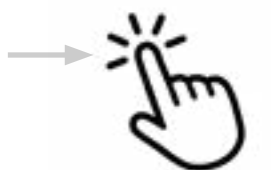


Malabar Gold & Diamonds reaches 400-store milestone with launch of new showroom in Noida

NOIDA

The new store at Noida's Wave One mall was inaugurated by M.P. Ahammed, Chairman of Malabar Group. The brand's strong retail network is spread across 13 countries including India, the Middle East, the Far East, the USA, the UK, Canada and Australia

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PGI India all set to host 8th platinum buyer-seller meet from June 26 to 27 in Kochi

MUMBAI

This year's agenda looks at how new product development, pricing trends and marketing strategies can support category demand even as it focuses on the next phase of growth through compelling design language. Around 60 retail partners from PGI's national network are slated to attend

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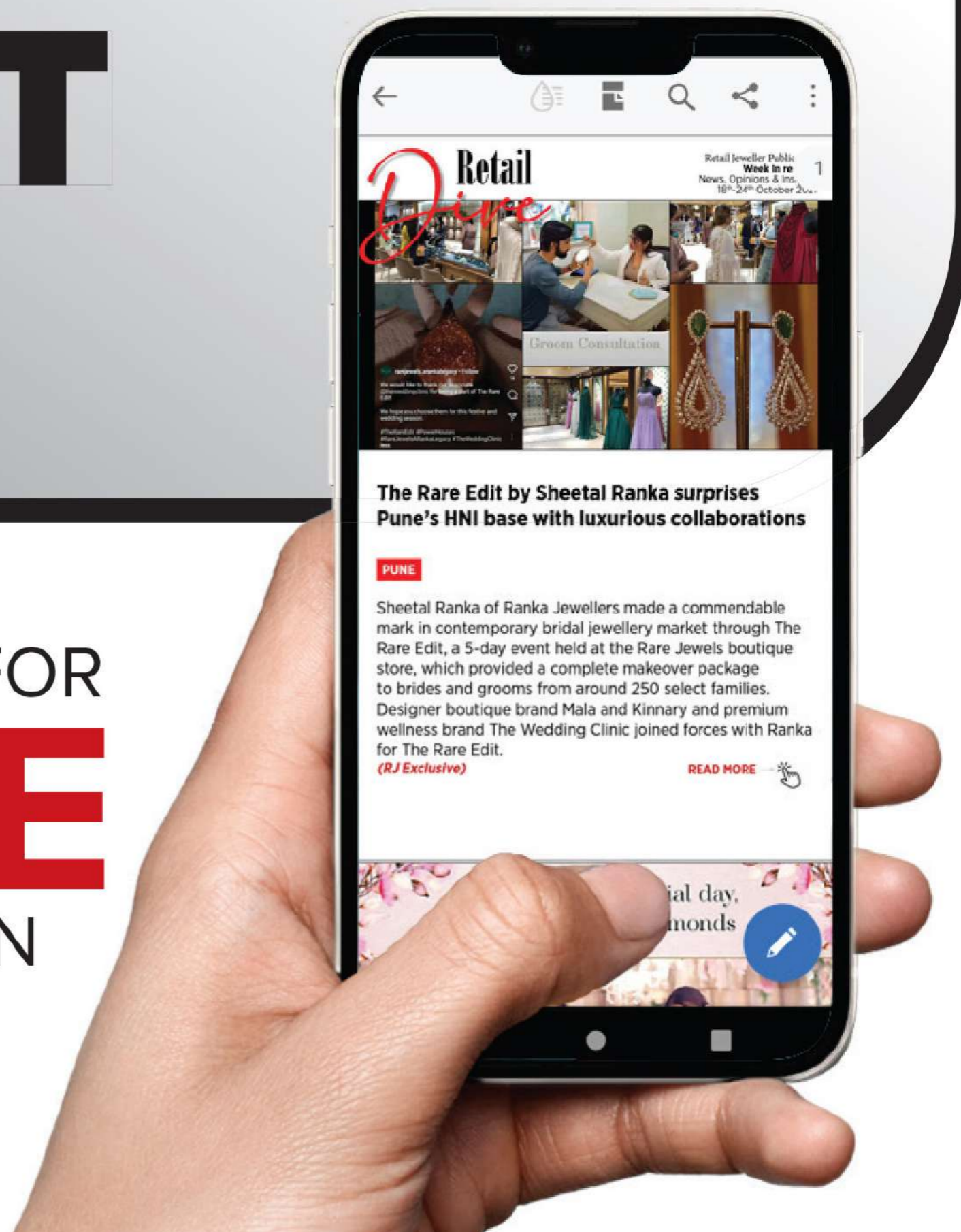


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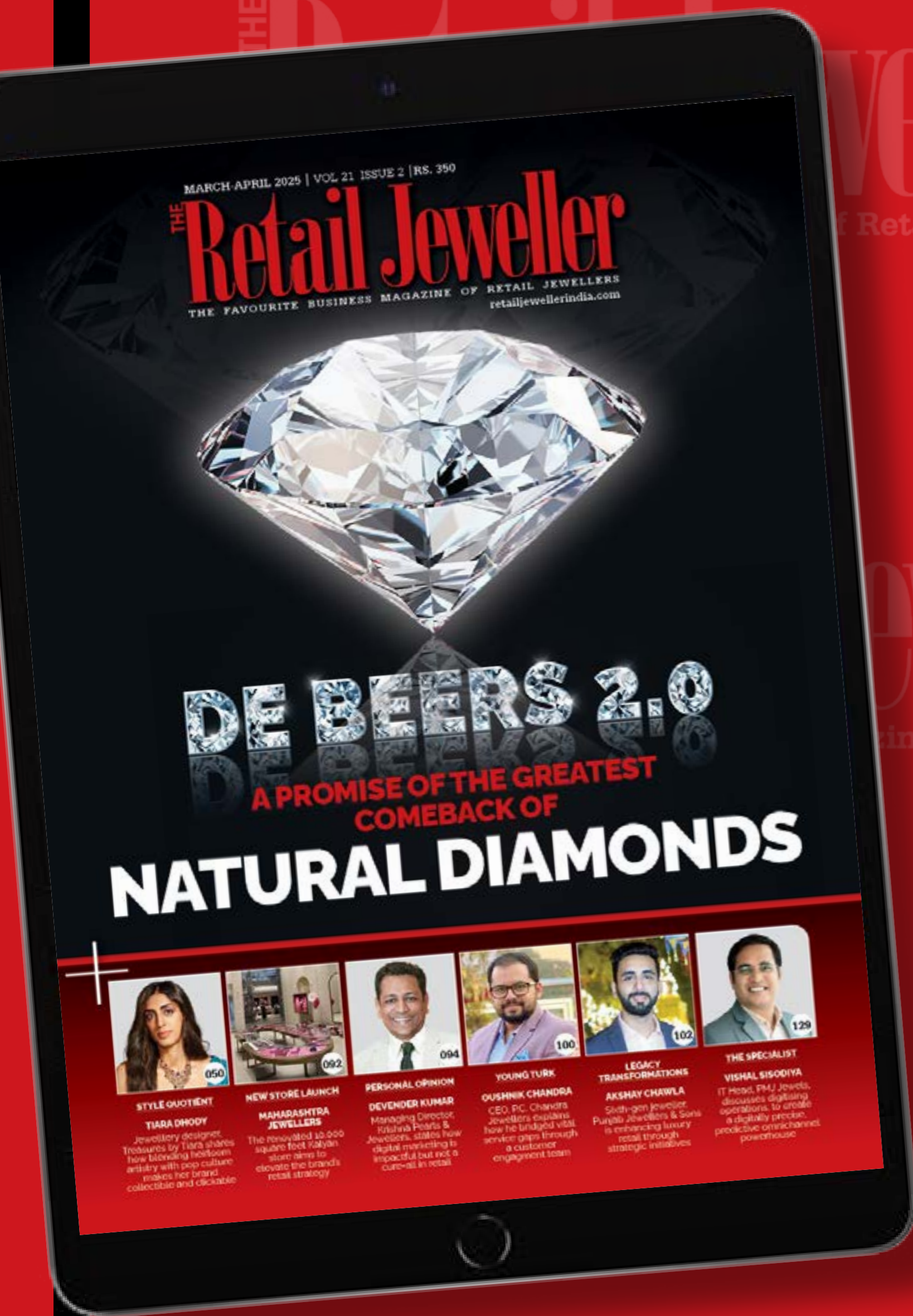
GJEPC signs historic Luanda Accord that will support global marketing of natural diamonds

LUANDA

The signatories—mining ministers of Angola, Botswana, South Africa, Namibia and DRC, besides GJEPC, AWDC, DMCC and De Beers—pledged to contribute 1% of annual rough diamond revenues to fund a worldwide marketing campaign led by the Natural Diamond Council

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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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Bhima launches ‘Super Woman Toastmasters Club’ to impart communication skills

DUBAI

The new initiative is an expansion of the brand’s long-standing women’s empowerment initiative, the Bhima Super Woman. It allows alumni from the earlier Super Woman cohorts to stay connected in an ecosystem of empowered women advocates linked to the brand

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WHO WORE WHAT



Diamonds, emeralds and the stars who made a precious statement wearing them

MUMBAI

Whether it was Kareena Kapoor's diamond minimalism for Malabar Gold & Diamonds or Malaika Arora's striking emerald from Veda Diamonds, this week's celebrity looks turned precious jewellery into powerful personal statements

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