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## Prasad Jewellers sets bold example in experiential retail through its Golden Glam campaign

### ROURKELA

The campaign, timed to leverage footfalls during Odisha's popular Raja Festival, gave people the opportunity to try on real gold jewellery in a mall setting, pose for photos and post the images on Instagram. It resulted in high organic brand engagement

*(RJ Exclusive)*

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## #SadichaPadarChallenge: CS Jewels takes novel track to generate footfalls off-season

### BARAMATI

While participation was on Instagram, the contest was promoted through in-store posters and winners had to visit CS Jewels stores to collect their prizes. The brand bridged online content creation with traditional product awareness in a format that was simple and accessible

*(RJ Exclusive)*

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## Dande Gold & Diamonds strikes a chord with youth through World Music Day initiative

**NASHIK**

By tying up a digital contest with an in-store experience, the brand strengthened its presence both online and offline, subtly linking cultural engagement with brand familiarity and future sales potential. It could reach new customers and support local talent

***(RJ Exclusive)***

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## GIVA builds strong brand recall through its kids-focused mascot, the joyful Givaboo

### BENGALURU

Developed in-house, Givaboo gives the brand a consistent identity that resonates with its target audience. It features in digital content, product design and upcoming campaigns, helping the brand's engagement with younger audiences and gift buyers

*(RJ Exclusive)*

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## Solitario Diamonds showcases innovation on the global stage at Miss World 2025

### HYDERABAD

The brand created lab-grown diamond jewellery for all European contestants at the pageant, held in Hyderabad. By integrating its creations into an event rooted in cultural diversity and influence, the brand could highlight its versatile jewellery and connect with international audiences

*(RJ Exclusive)*

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## GIA set to roll out jewellery certification services at upcoming IIJS Premiere 2025

**MUMBAI**

Susan Jacques, President and Global CEO, GIA, who was in Mumbai this week, recognized India's growing influence in the global diamond value chain and discussed how GIA plans to sharpen its India strategy with consumer education and other new initiatives

***(RJ Exclusive)***

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## Senco sees 20% revenue growth in FY26 riding on diamond-studded jewellery

**KOLKATA**

Steady rise in demand for natural diamonds in Q1 is helping boost both that category and the company's overall margins, and could pave the way for similar growth for the full year, according to Suvankar Sen, MD & CEO, Senco Gold & Diamonds

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Natural Diamond Jewellery

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## Malabar Gold & Diamonds urges women to #ShineOutLoud in ad campaign for NUWA line

### KOZHIKODE

Headlined by actor and brand ambassador Kareena Kapoor Khan, the campaign highlights the new minimalist luxury natural diamond line with abstract patterns and modern forms. It encourages fearless expression, while ensuring wearability and smart design

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## Indriya's ad campaign starring Aditi Rao Hydari promotes cosmic-inspired 'Aasmaniyat'

### MUMBAI

The brand narrates a beautiful celestial story highlighting statement, diamond and gemstone pieces through the evocative campaign film, that takes viewers on a journey through the cosmos. The ad will roll out across TV, Print, OOH and digital platforms

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## After Ponniyin Selvan 2, Kishandas & Co. crafts jewellery for Mani Ratnam's Thug Life

**HYDERABAD**

Jewellery for the film involved an integrated creative process, with designers working on evolving requirements of the film's characters. Being part of a Mani Ratnam production has provided the brand continued visibility across a wide audience spectrum

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COMMUNITIES,  
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## Manubhai Jewellers supports mobility aid initiative to help differently-abled individuals

**MUMBAI**

The jeweller's aim was to restore freedom and personal dignity to those affected by accidents or health conditions. The 'Empowering Wheels, Empowering Lives' initiative showed how businesses can help solve practical, everyday challenges faced by community members

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**BLUESTONE**  
PURE JEWELLERY



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## Bluestone expands ESOP pool to an estimated Rs 678 cr ahead of its upcoming IPO

**NEW DELHI**

The newly issued 42,43,312 employee stock options are valued at approximately Rs 245 crore. Of this, Rs 92.6 crore has been allocated to the company's Chief Operating Officer, Sudeep Nagar. Valuations are based on the company's recent pre-IPO funding round

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## Kalyan Jewellers takes UAE store count to 22 with two new outlets in Sharjah and Dubai

### DUBAI

Located at Al Nahda (Sharjah) and Al Mankhool (Dubai), the stores were inaugurated by popular actor Sreeleela, in grand opening ceremonies that saw an enthusiastic turnout of fans and patrons. The jeweller has a robust expansion plan in the UAE

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# WHO WORE WHAT



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## Of precious jewellery and wearable story-telling: How India's style stars wore their sparkle

### MUMBAI

From statement cuffs to heritage polki, this week's star looks made jewellery assume personality. Whether it was Badshah redefining men's fine jewellery or Mira Kapoor walking the ramp in maximalist glory, these stars proved that sparkle is style with intent

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