



FARAH KHAN ALI'S

Exclusively at BK Saraf Jewellers



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BK Saraf Jewellers partners with Farah Khan Atelier to enhance appeal to modern jewellery buyers

LUCKNOW

The collaboration brings a differentiated jewellery experience to customers in Lucknow, especially targeting a younger audience that seeks modern, versatile pieces and values a designer label. It also positions the store as one that balances tradition with new-age design

(RJ Exclusive)

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AVR Swarna Mahal blends culture, commerce in bridal jewellery ad and 'mandapam' ramp show

SALEM

The campaign featuring brand ambassador Arvind Swamy aims to boost pre-season bridal sales across South India. The fashion show held at a wedding venue had 250+ high-value clients as guests, who were served authentic wedding meals to the accompaniment of live classical music

(RJ Exclusive)

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RJ 20 YEARS
Retail Jeweller

Why Tyaani chose to have 10 different faces for its ongoing 'Forces of Tyaani' campaign

MUMBAI

According to the brand, the idea behind the campaign is not to highlight a singular representation of beauty or success, but present a 'constellation of stories', to reflect Tyaani's approach to self-expression, through the journeys of these individuals who stand for authenticity and high achievement

(RJ Exclusive)

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Batukbhai Jewellers drives footfalls with classical dance workshop at its Shankar Nagar store

NAGPUR

Integrating a cultural event into its outreach strategy, the brand drew over 300 women to its store through the activity, and saw foot traffic convert into customer acquisition. The overwhelming response compelled the jeweller to organize a second workshop

(RJ Exclusive)

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YOU UPGRADE TO NEW
GOLD JEWELLERY

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Valid till **30th June, 2025**

Bajinath Jewellers offers extra value on old gold, sees more conversions in a slow market

KANPUR

The jeweller enhanced purchase intent among customers by launching the 'Exchange Mela', offering not only 100% exchange value for old gold, but an added bonus of 5% on new gold jewellery and 10% on new diamond jewellery purchases

(RJ Exclusive)

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16 TUE
17 WED

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600+
EXHIBITORS FROM
ACROSS INDIA

200+
PREMIUM
PAVILIONS

25000+
PAN INDIA VISITORS
EXPECTED

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HOSTED BUYERS

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SQ. FT. SPREAD
EXHIBITION AREA

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FOR GEMS &
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but also your spirit.

We thank you for your unwavering strength
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Verma Jewellers builds goodwill with medical community through Doctor's Day outreach

SOLAN

The initiative sought to recognize the commitment of doctors, through visits to 10 hospitals and interactions with 150+ doctors, accompanied by simple gestures of appreciation. The jeweller's focus is on connecting with different professional communities and humanizing the brand

(RJ Exclusive)

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GJEPC X WORLD ACADEMY OF DESIGN

A Strategic Alliance To Boost Indian Jewellery Export in Saudi Arabia

A Roadmap

- ◆ 9 handpicked GCC-based designers to collaborate with Indian jewellery manufacturers
- ◆ Minimum of 15 design pieces per exhibitor-designer pairing to be designed
- ◆ Final showcase at SAJEX in September 2025

Join a 2-day Exhibitor Designer Workshop on
17th & 18th July 2025

9 GCC Designers | **Expertly Curated Program**

Knowledge Partner



SAJEX The World Gem and Jewellery Fair

 11th - 13th Sep, 2025  Jeddah Superdome

For Enquiry Contact: **Barjinder Kohli**  8652634499 | **Poonam Ghare**  9987753828
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Svaraa Jewels links its sustainability mission to in-store children's painting competition

MUMBAI

The contest was designed to introduce children to the concept of a sustainable future, tying in with Svaraa's focus on lab-grown diamonds as an environmentally responsible choice. The brand also got an opportunity to engage with the families of the participants

(RJ Exclusive)

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INDRIYA

ADITYA BIRLA | JEWELLERY

SMART GOLD EXCHANGE

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With 'Smart Gold Exchange', Indriya offers full value on old gold, 14 karat onwards

MUMBAI

Customers can now bring in their pre-owned gold, whether 14kt or 22kt, and receive its prevailing market value, with no hidden charges or deductions. The brand banks on trust and transparency, empowering customers to seamlessly upgrade their old gold

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Thangamayil gives employees a break in effort to ensure consistent retail performance

CHENNAI

The 'TFM Refreshment' programme is aimed at creating a more collaborative and engaged workforce across departments. It reflects the brand's belief that strong internal bonds directly impact customer service and business outcomes

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JEWELLERY SHOW
PREMIERE 2025

31st July - 4th August 2025
Bombay Exhibition Centre - Mumbai

HALL- 1(1A 34A) NESCO (BEC)



Smriti Jewels Pvt Ltd
Mumbai

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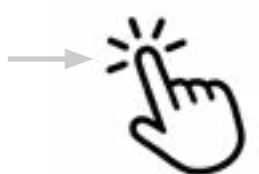


Khurana Jewellery House leverages experience centre at FICCI FLO event for wider connect

LUDHIANA

Co-hosting an event featuring a woman entrepreneur and influencer gave the brand high visibility before a relevant audience, while allowing it to connect its jewellery to attendees in an experiential format. It saw new client registrations and increased showroom visits post-event

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MOHANLAL SETH
Mumbai



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ORIGEM
DIAMONDS MADE SPECIAL

RJ 20 YEARS
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When It Comes To Diamonds,
SIZE MATTERS
Lab Grown Sparkle

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Origem's 'Size Matters' campaign promotes larger lab-grown diamonds minus high price tag

MUMBAI

The campaign challenges traditional diamond jewellery norms and highlights the brand's focus on offering larger, more striking lab-grown solitaires at more accessible price points. It has been rolled out with a phased OOH plan across Mumbai

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at IJJS Premiere '25
30 July - 3 August

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Wholesale & Export
by Sawansukha



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Kushal's targets everyday consumer with new ad campaign aimed at modern women

BENGALURU

The campaign is part of a larger effort by Kushal's to strengthen its presence in Tier I and Tier II urban markets, where daily-wear jewellery is emerging as a key growth area, with more women in the workforce and rising disposable incomes

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Jewellery
EXPERIENCES

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and fixture is crafted to
enhance the sparkle.



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LGD jewellery brand Aukera raises Rs 15 million in Series B funding to expand retail network

BENGALURU

The brand plans to expand into additional cities and has set a target of reaching Rs 1,000 crore in revenue in the next 5-7 years. The funding will support retail expansion and product development, and strengthen the brand's market position

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Retail Jeweller India
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EXCELLENCE

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THE MASTERPIECES
WE BRING YOU
THE GLORY

Grand Awards Night
1st August 2025

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A New Identity, The Same Legacy

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MOJAWHRATY

BY MALABAR من ملبار

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مرحباً بك في

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من ملبار للذهب والألماس



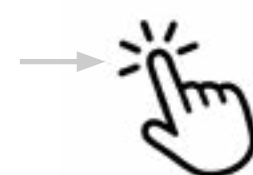
مجوهراتي
MOJAWHRATY

‘Mojawhraty by Malabar’ creates a new identity for the brand’s Middle Eastern audience

DUBAI

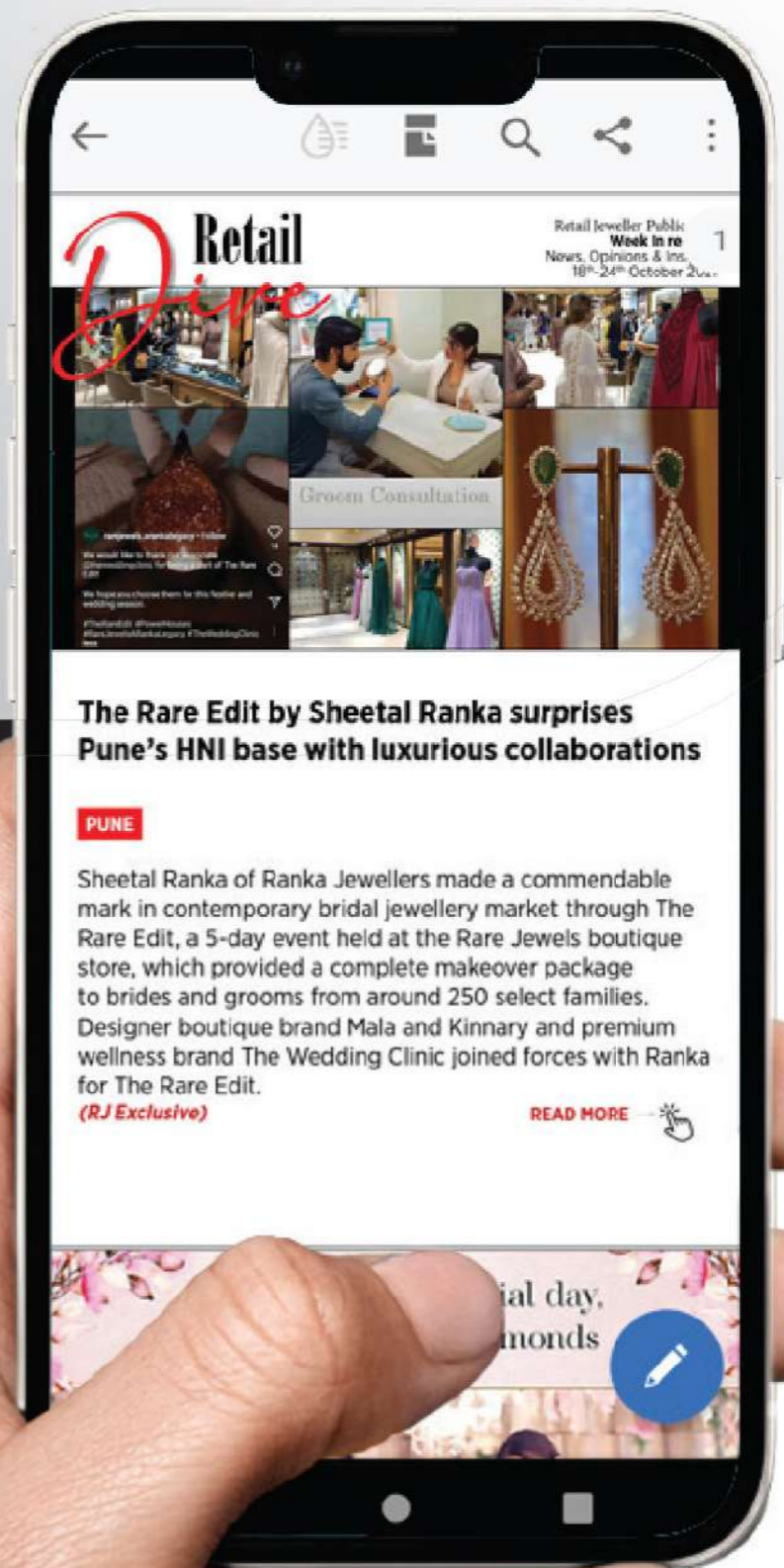
Malabar Gold & Diamonds’ region-specific brand is crafted for the Arab woman. Blending legacy motifs with contemporary sensibilities, the new identity will speak directly to the Arab consumer, with an aim to deepen regional resonance and enhance market segmentation

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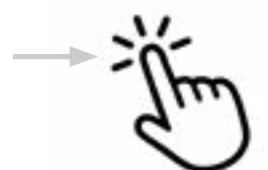


Tanishq plans major expansion across North America, Canada over next 12-18 months

NEW JERSEY

Getting into a strategic growth phase, the brand intends to open more than 15 new stores in the United States, targeting Indian diaspora and the broader market, according to Amrit Pal Singh, Business Head - North America, Titan Company Limited

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Explore how jewellers are **RESHAPING GOLD's** future scaling **AIRPORT RETAIL** mastering **QUICK COMMERCE** and more.



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BIRDHICHAND GHANSHYAMDAS



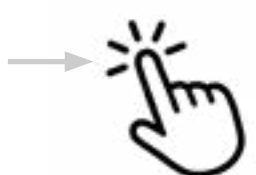
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Birdhichand Ghanshyamdass Jewellers showcases couture jewels at exclusive events in London

LONDON

By creating immersive, one-on-one experiences in an intimate setting, the jeweller not only built personal and meaningful relationships with patrons, but also gained valuable feedback and insights to refine its design process, enabling continual innovation

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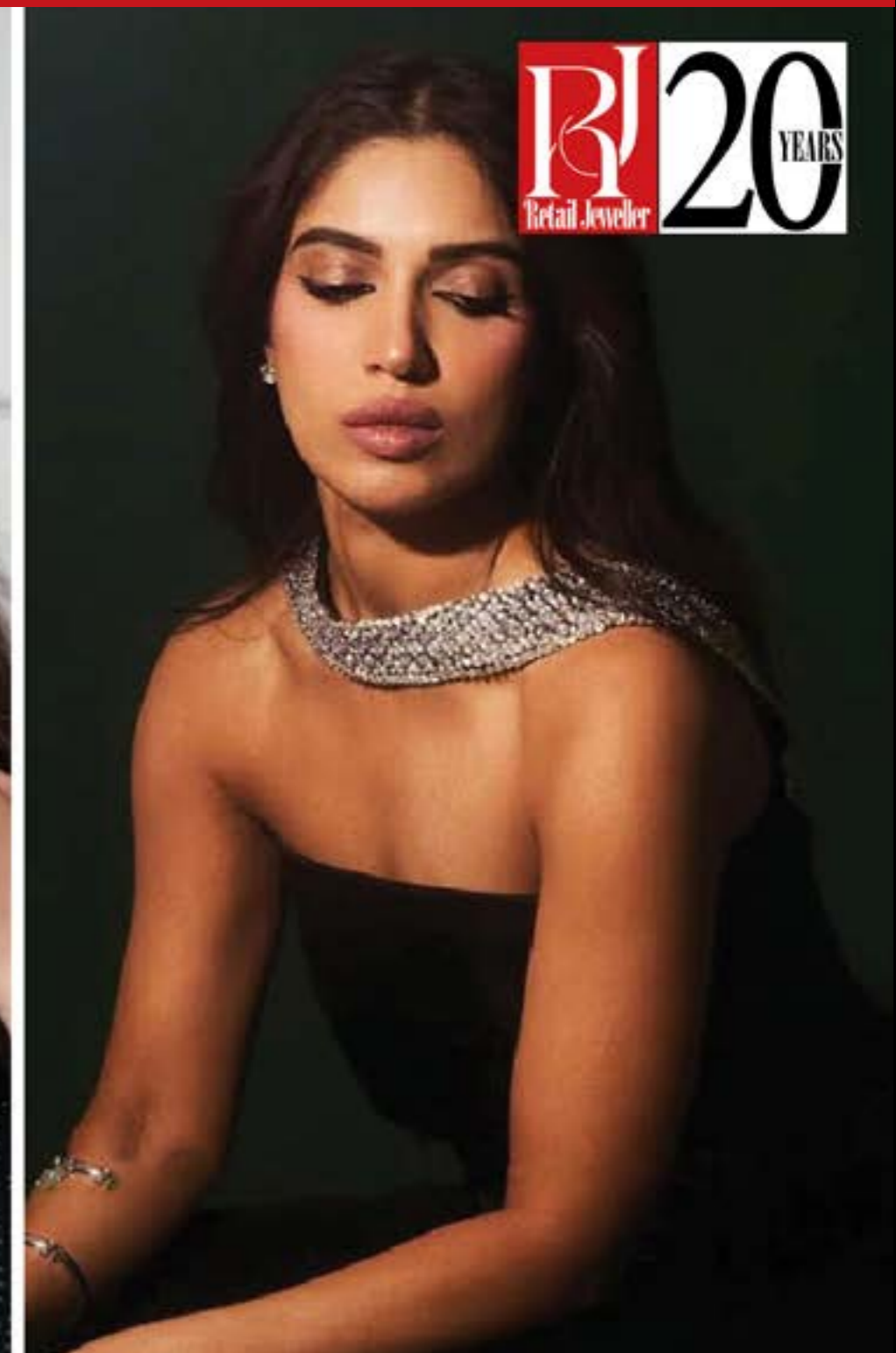


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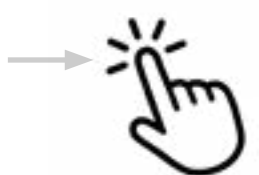
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How celebrities made the most of functional luxury on the jewellery scene this week

MUMBAI

From streamlined diamond accents to mixed-brand statement pairings, celebrity sightings offered a sharp view into how jewellery is adorning red carpets and campaign frames as the trend moves towards functional luxury

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