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## Fresh perspectives, refined design liven up jury meet for 20th Retail Jeweller India Awards

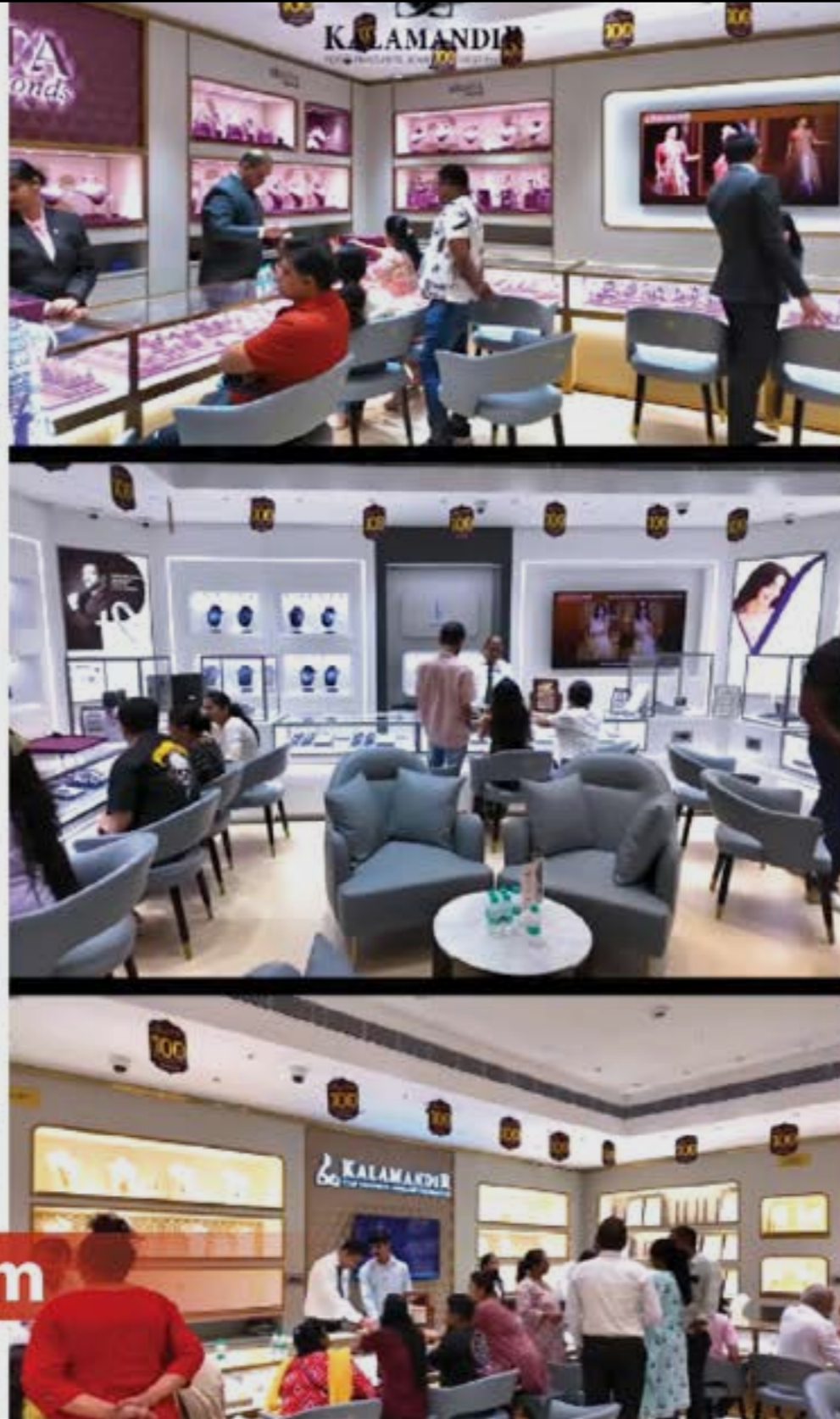
**MUMBAI**

For the awards, recognized as a landmark event in the Indian jewellery industry, the jury comprising elite jewellery connoisseurs was tasked with evaluating a plethora of exceptional designs competing for awards across 24 categories. Winners will be honoured at a grand ceremony on Aug 1 in Mumbai

***(RJ Exclusive)***

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## Suvarna Mahotsav 3.0: How Kalamandir turned flagship retail initiative into robust growth engine

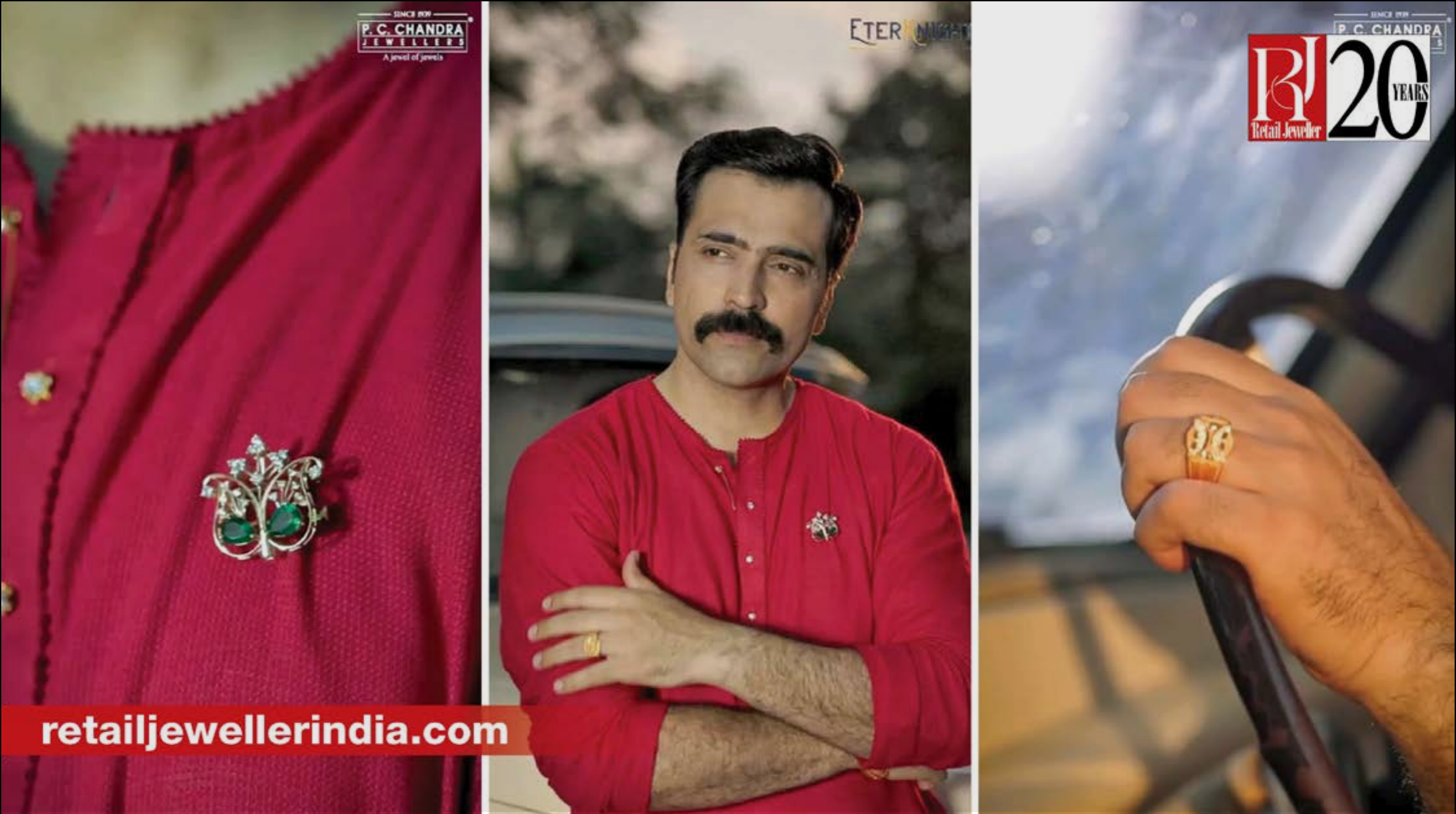
**SURAT**

Launched on July 1, 2025, this is the third edition of the initiative, with a 360-degree marketing campaign around it that is already driving footfalls, boosting sales and customer engagement across the brand's retail network. Several stores saw conversion rates higher than 70%

***(RJ Exclusive)***

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## P.C. Chandra Jewellers makes a statement for men's jewellery with new advertising campaign

**KOLKATA**

Centred around the brand's EterKnight collection, the campaign features brand ambassador Abir Chatterjee and speaks to the 'everyday man'. It runs across OOH, TV, digital platforms and airport promotions, and also involves in-store experiences

***(RJ Exclusive)***

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Smriti Jewels Pvt Ltd  
Mumbai

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PREMIERE 2025

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RJ 20 YEARS  
Retail Jeweller

RISHABH RIKHIRAM SHARMA  
X  
KHURANA  
JEWELLERY HOUSE

## Khurana Jewellery House, sitar prodigy Rishab Rikhiram Sharma unite via love for craftsmanship

AMRITSAR

Curating bespoke jewellery for a performance by the artiste, who has a global following, was in line with the brand's strategy of connecting with audiences beyond its core markets. The two entities were brought together organically by their affinity for cultural representation

*(RJ Exclusive)*

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## PC Bangles: Tradition Meets Innovation in Gold Craftsmanship

Founded in 1980 in Surat, Pitrukhaya Bangles is a trusted name in machine-cut gold bangles. Blending tradition with innovation, our handcrafted Kadas, Studded, and CNC-cut designs offer quality, purity, and style for every generation.

“ Ausmit has truly helped us to gain brand visibility, connecting us with reliable retailers across India and opening doors to new markets. What we loved most is how we could scale up while still staying true to the trust and craftsmanship that define PC Bangles. ”



**Bhautik Jitendra Soni**

Director, PC Bangles



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## Rokde Jewellers aligns brand with Marathi cultural roots by backing Abhangwari concert

### NAGPUR

While the brand gained from partnering with a devotional concert close to its customers' hearts in a relationship-driven market like Nagpur, a full-house of over 3,000 attendees gave it a meaningful way to engage with the community

*(RJ Exclusive)*

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## Tanishq, De Beers launch in-store diamond expertise centre for added transparency

**MUMBAI**

The initiative aims to make customers understand the science and origin behind their diamonds at the point of sale. It introduces a multi-tool set-up by De Beers with five advanced devices that evaluate a diamond's light performance, origin, inclusions and laser markings

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## VAJRA JEWELS AHMEDABAD

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# Mahabir Danwar Jewellers announces ‘Couple No. 1’ Season 4 with trip to Bali as grand prize

**KOLKATA**

Designed to celebrate and rekindle the romance of married couples, the contest invites them to submit their best ‘together’ photos. A curtain-raiser for the contest was held at the jeweller’s Park Street outlet in Kolkata, while the grand finale is scheduled for Sept 13, 2025

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# Ultimate, Unique, Unmatched

## The Gold & Silver Show of India



**15** MON  
**16** TUE  
**17** WED

**SEPTEMBER 2025**

Helipad Exhibition Centre,  
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### KEY FEATURES

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STALLS

600+  
EXHIBITORS FROM  
ACROSS INDIA

200+  
PREMIUM  
PAVILIONS

25000+  
PAN INDIA VISITORS  
EXPECTED

1500+  
HOSTED BUYERS

2.5  
LAKH+  
SQ. FT. SPREAD  
EXHIBITION AREA

10 LAKH+  
UNIQUE DESIGNS

KNOWLEDGE SEMINAR  
FOR GEMS &  
JEWELLERY INDUSTRY

FACE RECOGNITION  
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GOLD ORNAMENTS WHOLESALE  
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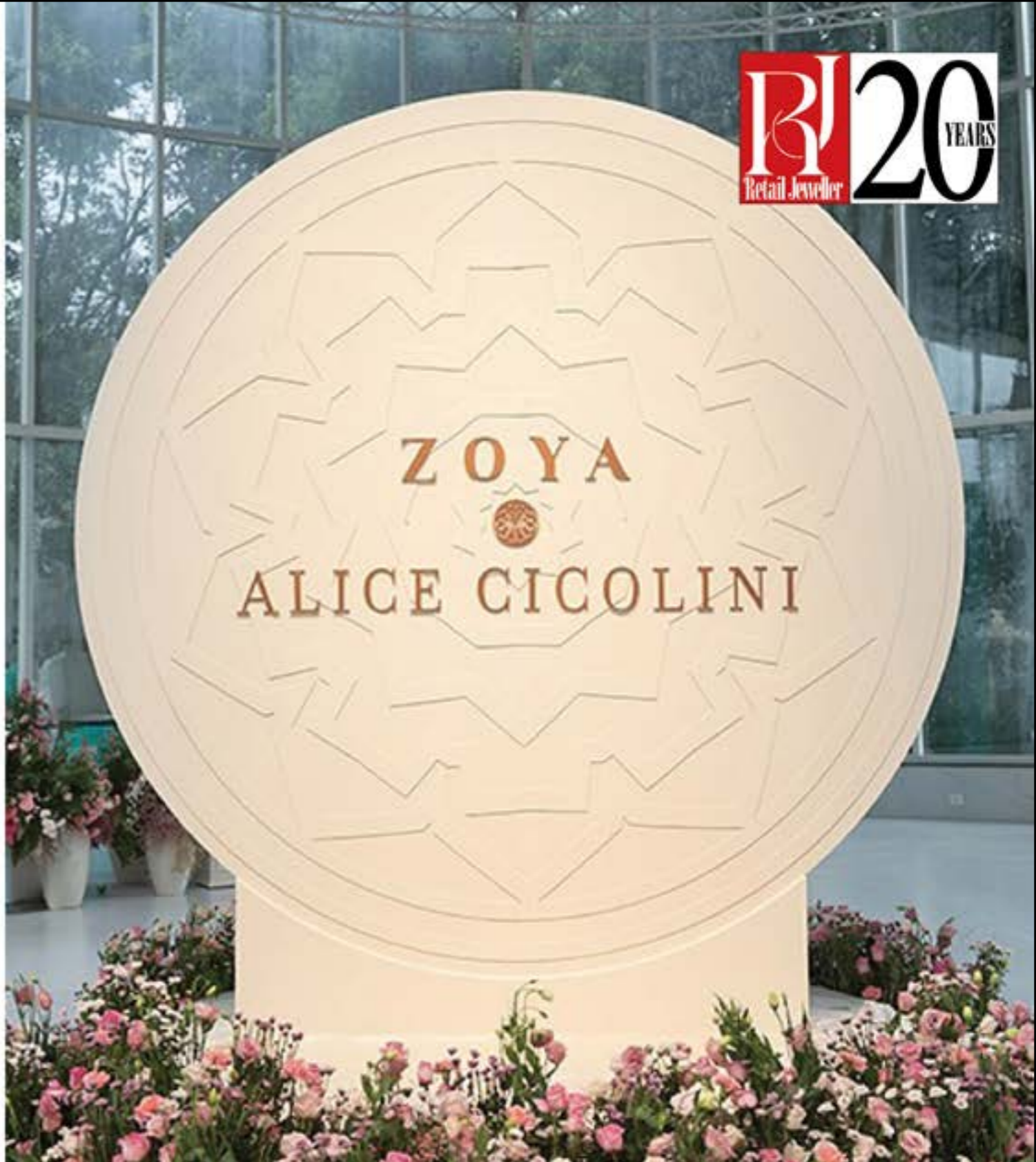
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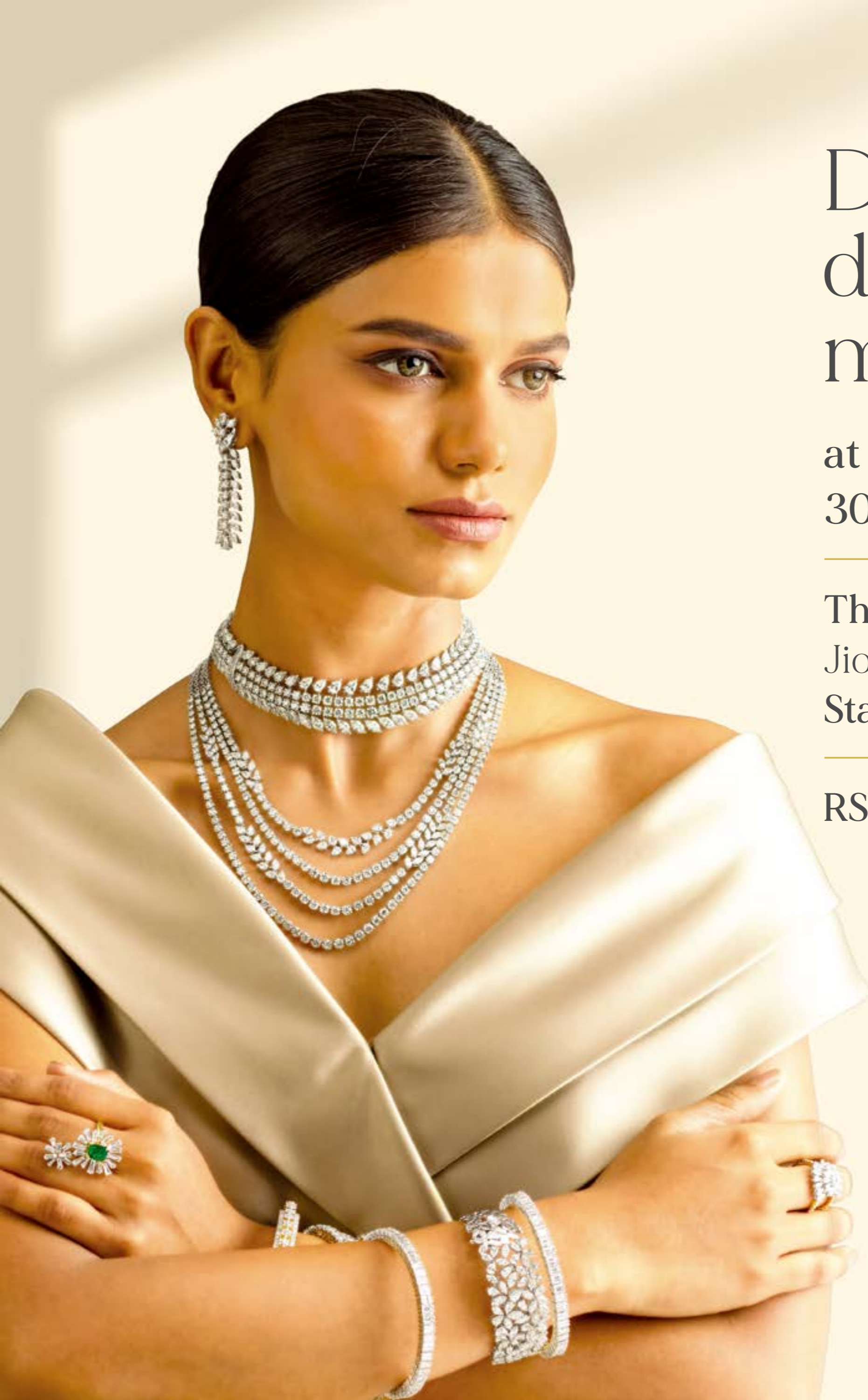
## Zoya collaborates with ace British designer Alice Cicolini to craft limited-edition capsule

**MUMBAI**

The 19-piece capsule pays homage to enamel - one of India's most poetic art forms and Cicolini's area of expertise - and reinterprets classic Indian jewellery forms like balis and jhumkis through a refined architectural lens, inspired by the landscape of Lhasa

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# Discover our diamond masterpieces

at IJS Premiere '25  
30 July - 3 August

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## Kothari Jewellers honours educators on Guru Purnima, highlighting their grass roots impact

**JABALPUR**

The event recognized three teachers from the city for their long-standing contributions to society, and reinforced the brand's commitment to education-led empowerment of the community. A positive response has prompted scaling up of the initiative next year

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## At women's summer camp, Ramesh Chandra Parekh Jewellers links with potential customers

**KOLKATA**

As an event partner, the brand could directly engage with the participants in a more personal, approachable manner, beyond the formal setting of a showroom. It also got an opportunity to listen to potential jewellery-buyers and better understand their preferences

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## CaratLane captures the essence of Teej with campaign starring real-life TV actor couple

**BENGALURU**

The brand has roped in Divyanka Tripathi Dahiya and Vivek Dahiya for the campaign that depicts the loving bond shared by married couples, and the joy of thoughtful jewellery gifting. It appeals to the brand's growing customer base in North India, where Teej holds deep cultural significance

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Retail Jeweller India  
**AWARDS**  
2025 ELITE CIRCLE OF  
EXCELLENCE

YOU BRING IN  
**THE MASTERPIECES**  
WE BRING YOU  
**THE GLORY**

Grand Awards Night  
**1st August 2025**

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## Solitario closes fresh round of funding with strategic investment, valuation hits Rs 300 crore

**MUMBAI**

Gautam Budhrani, trustee of the Budhrani Knowledge Trust and part of the Budhrani Group of Hospitals, has come on board as an investor, and the capital raised will drive Solitario's expansion in the Delhi NCR region, a key growth market for the brand

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# GIVA=GO!

## Same Day Delivery

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GIVA  
Silver | Gold | Lab-Grown Diamonds

## GIVA launches 24-hour delivery 'GIVA Go', adding speed and ease to jewellery shopping

### BENGALURU

Positioning jewellery as an on-demand purchase, GIVA Go has gone live in Mumbai, Bengaluru, Hyderabad and Delhi. It enables customers to receive their choice of jewellery pieces within 24 hours of placing an order, and is set to roll out in more cities soon

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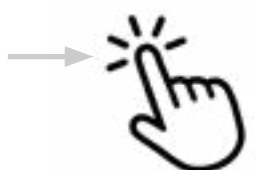


## Kushal's marks milestone of 100 stores, with launch of latest retail outlet in Bengaluru

### BENGALURU

The brand has steadily grown among the metros, Tier II and Tier III markets. With a strong foundation in the southern markets, it plans to continue its growth trajectory and is targeting 150 stores by the end of this financial year, with a deeper expansion strategy

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



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MAY-JUNE  
2025:  
**DIGITAL  
ISSUE**



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## GJEPC-initiated Jewellery Hand Carriage Facilitation Centre opens at Mumbai airport T2

**MUMBAI**

The centre is the result of GJEPC's advocacy and groundwork to strengthen export infrastructure and boost ease of doing business for exporter members, recognizing the immense potential of hand-carriage in gem and jewellery exports

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# WHO WORE WHAT



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## Star power meets signature jewels as celebs showcase creations from leading brands

### MUMBAI

From Nimrat Kaur's classic Malabar Gold & Diamonds look to Khushi Kapoor's refined Jet Gems statement, celebrities brought distinct brand stories to life, pairing signature creations from top jewellers with their personal style

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