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## Beauty knows no gender, says Vinsmera Jewels about viral ad featuring actor Mohanlal

**KOCHI**

The campaign, which shows the actor wearing typically feminine ornaments, challenges traditional views of masculinity. According to Dinesh Kambrath, Chairman, Vinsmera Jewels, the underlying message is that the brand caters to all sections of society

***(RJ Exclusive)***

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## How a simple Rakhi activity is helping New Shrinivas Jewellers tap fresh customer segments

### NASHIK

The jeweller's campaign, running up to August 14, aims to attract first-time visitors to its stores by way of a walk-in initiative through which women can win gold and silver Rakhis with absolutely no compulsion to purchase any products

*(RJ Exclusive)*

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## Gahana Jewellers acquires team in local cricket tournament to engage with young audiences

**GWALIOR**

Rather than limiting itself to conventional sponsorship, the brand made a strategic leap by acquiring Bundelkhand Bulls, one of the competing teams in Season 2 of the MP League Scindia Cup, marking its maiden association with grass roots sports

***(RJ Exclusive)***

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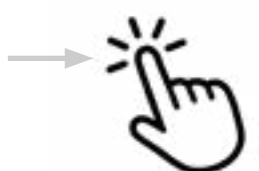
## CKC leverages alumni event to showcase lifestyle portfolio and broaden outreach

### BENGALURU

Association with the Retro Rhythms Concert, that brought together families from across Bengaluru, was rooted in the brand's long-standing relationship with the Bishop Cotton Girls' School, driven by both legacy ties and a broader strategy to engage with new audiences

*(RJ Exclusive)*

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## Glow by Kirtilals engages Erode with 'spot and win' posters, ensuring visibility for new store

### ERODE

The campaign ran from July 14 to 20, 2025, and was designed to attract attention from people across the city. The idea was to make the community curious, encourage them to participate and lead them to the brand's newly inaugurated store

*(RJ Exclusive)*

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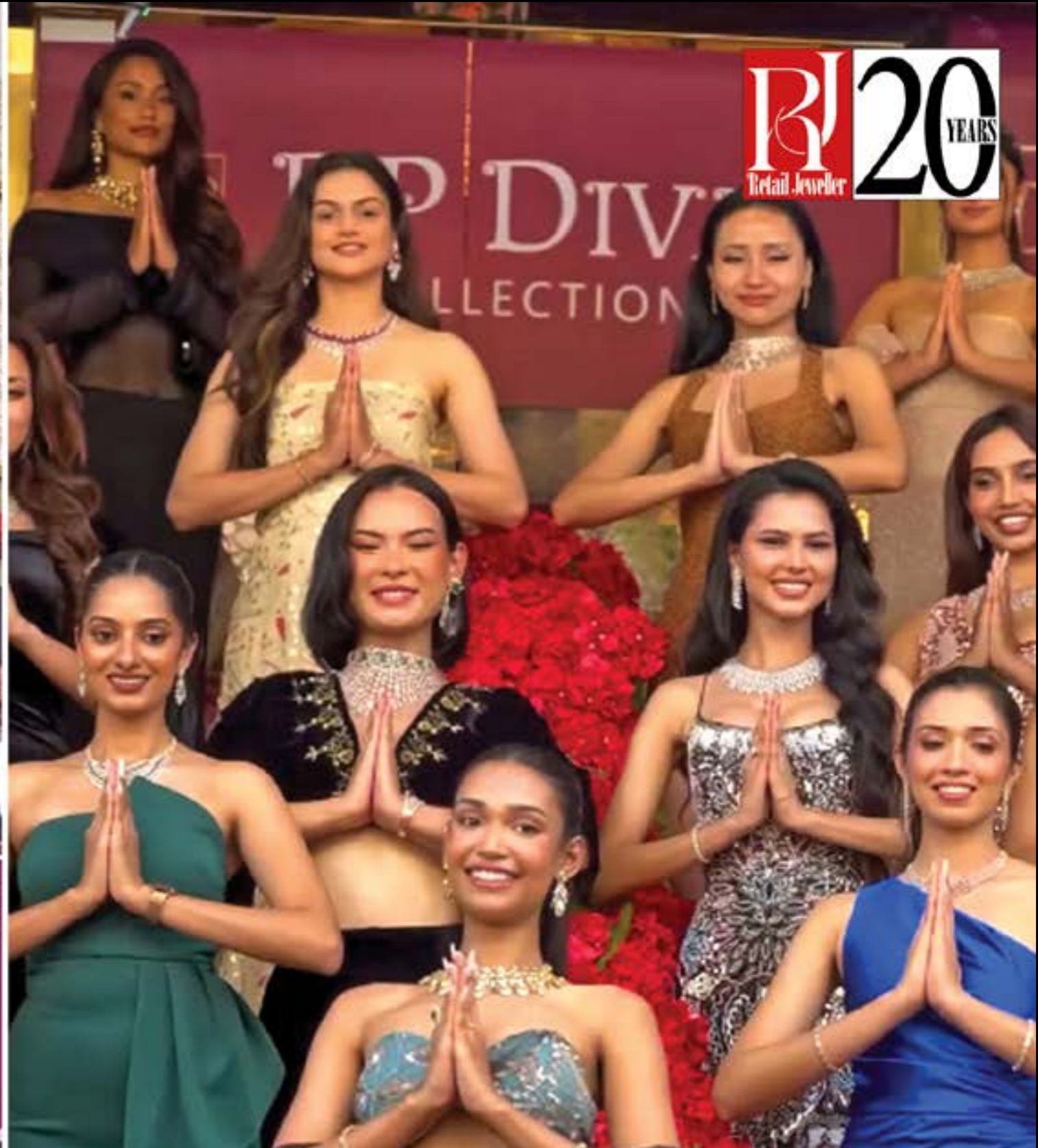
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## DP Jewellers ropes in this year's Miss Universe India contestants to debut its new line

**INDORE**

Associating with a platform that celebrates grace and poise, the high-profile launch was designed to position DP Jewellers prominently in the national jewellery market. The brand could also engage with a younger, style-conscious demographic influenced by the contestants

***(RJ Exclusive)***

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**Kinder art**

**DRAWING COMPETITION**

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 MYSORE & HUBBALLI SHOWROOMS**

<b>Category 1</b> Upto 10 Years	<b>Category 2</b> 11 - 15 Years
------------------------------------	------------------------------------

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## Sulthan Diamonds & Gold subtly ties business objective to in-store drawing competitions

### MANGALURU

The initiative has so far drawn close to 100 children to the brand’s stores, along with their parents, giving the jeweller a captive audience. Sulthan Diamonds & Gold has seen immediate results, with some of the attending parents making purchases and engaging with the brand

*(RJ Exclusive)*

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

**SEPTEMBER 2025**

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Gandhinagar, Gujarat

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STALLS

600+  
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ACROSS INDIA

200+  
PREMIUM  
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25000+  
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EXPECTED

1500+  
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## Thangamayil leaders' meet highlights people-led growth, inspires ownership of goals

**MADURAI**

The two-day meet was designed to align business objectives, strengthen leadership capabilities and encourage collaboration across the brand's retail network. It encouraged leaders to shift from execution-focused roles to a more strategic, growth-driven mindset

*(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  
**17<sup>th</sup> & 18<sup>th</sup> July 2025**

**9 GCC  
 Designers** | **Expertly  
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## SAJEX The World Gem and Jewellery Fair

 11<sup>th</sup> - 13<sup>th</sup> Sep, 2025  Jeddah Superdome

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BVLGARI

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## Bulgari takes Priyanka Chopra Jonas along on hunt for the heart of its high jewellery

**JAIPUR**

Bulgari Creative Director Lucia Silvestri recently travelled to Jaipur, accompanied by global brand ambassador Chopra Jonas, to source gemstones that will serve as the creative spark for the next chapter of the maison's high jewellery collection, Polychroma

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# INDIA COUTURE WEEK

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## Archana Aggarwal Timeless Jewellery explores narrative design at Hyundai India Couture Week

**NEW DELHI**

Working alongside established designers such as JJ Valaya, Falguni Shane Peacock, Rahul Mishra and Varun Bahl, the brand finds a strategic platform to position itself in the luxury jewellery market, before an audience deeply invested in high fashion and craftsmanship

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# Discover our diamond masterpieces

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"It's not about the sparkle of the ring,  
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LASHA  
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## Pellikuthuru

"A Bride's Smile is  
Brighter than her Jewellery,  
But together—they're Divine."

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KALASHA  
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## Sangeet

"Where there's music in  
the Air & Diamonds in her smile,  
you know it's a Sangeet night to remember."

# Kalasha Fine Jewels' bridal campaign targets multi-ritual jewellery purchase occasions

## HYDERABAD

Tapping into both emotional and cultural drivers of bridal buying decisions, the campaign positions the brand as a full-service wedding jewellery destination, engaging modern brides across rituals with story-telling and aspirational premium styling

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☆☆☆  
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PREMIERE 2025  
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## Mahabir Danwar Jewellers engages a premium audience through Wedding Saga showcase

**KOLKATA**

As the official jewellery partner, MDJ styled models across the ramp event, curating pieces from its bridal and designer collections. The event gave the brand a focused opportunity to connect with a premium audience of nearly 300 influential people

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## By offering essential services during Ratha Yatra, Khimji Jewellers makes a difference

### BHUBANESHWAR

While the initiative focused primarily on community service, brand engagement efforts allowed the jeweller to connect with consumers on an emotional and cultural level in the backdrop of one of Odisha's most popular and spiritually significant festivals

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retailjewellerindia.com Coloured Lab-Grown Diamonds

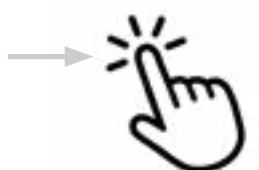
For the woman who dares to shine differently #BeyondWhite

## Gehna's 'Beyond White' campaign explores individuality of coloured lab-grown diamonds

### CHENNAI

The campaign introduces a collection of pink, yellow and blue diamonds, set in 18K gold, and opens up conversations around meaning, intention and identity of these diamonds, especially a shift from diamonds as status to diamonds as self-expression

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## Solitario joins hands with Arihant Group to fast-track retail growth across major cities

**NEW DELHI**

The alliance is expected to accelerate the availability of lab-grown diamond jewellery through physical retail in both existing and emerging markets, as Arihant Group prepares to launch 10 Solitario outlets across key metropolitan and Tier I cities

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**1st August 2025**

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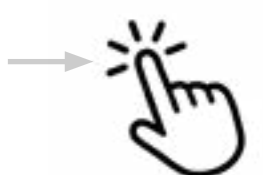
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## Mandatory 9K gold hallmarking expected to broaden India's affordable jewellery market

**NEW DELHI**

The Government recently announced that hallmarking, which verifies the purity of gold, will be extended to include 9K gold items for the first time, starting July 2025. The range of gold grades eligible for hallmarking now spans eight categories— from 9K to 24K

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## India-UK FTA opens duty-free gateway for Indian jewellers, exports set to cross \$1 billion

**LONDON**

Kirit Bhansali, Chairman of GJEPC, was present at the celebration of signing of the historic deal, which is set to transform bilateral trade between the two nations, with nearly 99% of Indian exports - including gems, diamonds and gold jewellery - gaining zero-duty access to the UK market

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2025:  
**DIGITAL  
ISSUE**



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## **Titan seals deal to acquire 67% stake in Damas, gets access to its 146 stores in the GCC**

### **DUBAI**

The legal process for the deal, valued at about Rs 2,305.88 crore, is expected to be completed by January 31, 2026, with Titan having an option to acquire the remaining 33% by 2029-end. Mannai Corp, which acquired Damas in 2012, will retain minority stake for four years

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# WHO WORE WHAT



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## Celebs step out in style, with carefully chosen statement jewellery from leading brands

### MUMBAI

From sculptural designs to timeless diamonds, these stars showcased standout looks in jewellery by brands like Kalyan Jewellers, Hanut Singh and Kothari Fine Jewels. Each appearance reflected thoughtful styling, where the jewellery led the conversation

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