



Claim your **#SiblingTax**

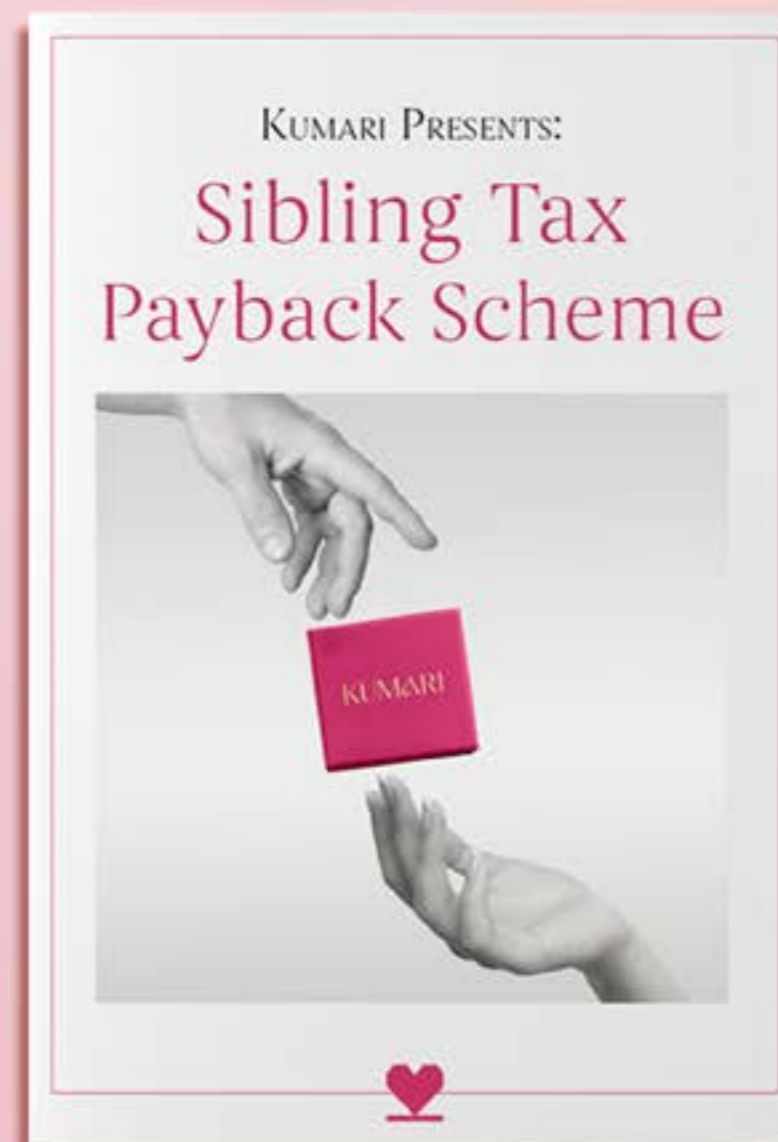
KUMARI  
FINE JEWELLERY

SMALL FIGHTS.  
BIG PAYBACKS.

You hoard the hoodies.  
I take the drip.



[retailjewellerindia.com](http://retailjewellerindia.com)



## #SiblingTax: Kumari Fine Jewellery campaign adds playful twist to Raksha Bandhan traditions

### MUMBAI

The ad flips the usual narrative of gift-giving by encouraging sisters to 'claim their dues' for everything they've put up with in the course of growing up with brothers. It promotes the brand's jewellery as a form of 'payback', and its interactive format appeals to younger audiences

**(RJ Exclusive)**

**READ MORE** →





[retailjewellerindia.com](http://retailjewellerindia.com)

## Rokde Jewellers sets out to pick customers as brand ambassadors with month-long campaign

**NAGPUR**

Season 5 of the brand's 'Happy Customers: Together Forever' initiative invites customers to register for a chance to become the face of Rokde Jewellers. It has seen high participation with more than 450 entries across stores. The jeweller will select 60 brand ambassadors

***(RJ Exclusive)***

**READ MORE** →



# Ultimate, Unique, Unmatched

## The Gold & Silver Show of India



**15** **16** **17**  
MON TUE WED  
**SEPTEMBER 2025**

Helipad Exhibition Centre,  
Gandhinagar, Gujarat

### KEY FEATURES

1000+  
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  
TECHNOLOGY

15 YEARS,  
20 SHOWS  
B2B EXHIBITION  
EXPERIENCE

--- Main Sponsor ---



--- Co-Sponsor ---



--- Badges Sponsor --- --- Directory Sponsor ---



## VISITOR REGISTRATION

Log on : [www.ggjs.co.in](http://www.ggjs.co.in)

Jointly Organized By

**GGJS**  
GUJARAT GOLD JEWELLERY SHOW



GOLD ORNAMENTS WHOLESALE  
JEWELLERS ASSOCIATION

Supported



**CLICK HERE to register**

**CLICK HERE to reach us**





## In-store styling session allows Svaraa Jewels to engage customers before Raksha Bandhan

**MUMBAI**

The event held at the brand's Borivali store featured an image consultant who provided practical fashion guidance on how to style different outfits with the brand's jewellery, enhancing customer understanding of its products, while encouraging festive shopping

*(RJ Exclusive)*

**READ MORE** →



ELEVATING  
**Jewellery**  
EXPERIENCES



**atmosphere**<sup>®</sup>  
THE STORE MAKERS

Shaping spaces that showcase  
your brand's legacy.

RETAIL DESIGN | DESIGN & BUILD | FIXTURES & FURNITURE



**CLICK HERE to view collection**

**CLICK HERE to reach us**





## N.S. Jewellers uses retro-themed fundraiser to drive engagement among female clientele

### SILIGURI

The event, organized by the Ladies Circle India, brought together 150 women to explore vintage jewellery styles and fashion at an intimate gathering. A relatable styling language was created for the brand's jewellery with local faces as brand ambassadors

*(RJ Exclusive)*

**READ MORE** →





@SKSETHJEWELLERS

   /sksethjewellers

© +91 7992799268 / 022 22402405-07



**S K SETH JEWELLERS**<sup>®</sup>  
MOHANLAL SETH  
Mumbai



**CLICK HERE to view collection**

**CLICK HERE to reach us**



TANISHQ

*Brothers,*  
written by  
sisters.

retailjewellerindia.com

## Tanishq's Raksha Bandhan film is a tribute to the role siblings play in shaping one another

MUMBAI

'Brothers Written by Sisters' is a stirring ode to siblinghood, celebrating a sister's influence that adds beauty, empathy and meaning to every relationship, and a brother's willingness to receive, reflect and reciprocate those values as they grow together

READ MORE →



<sup>TM</sup>  
**SKY**  
GOLD & DIAMONDS  
— MAKE IN BHARAT, FOR THE WORLD —

<sup>TM</sup>  
**9INE**  
EXCLUSIVE 9KT JEWELLERY  
A SKY PRODUCT

**S**UBTLE  
STYLISH  
TRIKING

OWN THE EVERYDAY  
ELEGANCE OF **9KT GOLD**



+91 90898 99000 | [sales@skygold.co.in](mailto:sales@skygold.co.in)



**CLICK HERE to view collection**

**CLICK HERE to reach us**





KALYAN  
JEWELLERS



Delivered in 10 Minutes

[retailjewellerindia.com](http://retailjewellerindia.com)

## Kalyan Jewellers collaborates with Swiggy Instamart for Raksha Bandhan gifting campaign

**THRISSUR**

To bring the campaign to life, the brand has launched a visually engaging TVC featuring actor Sreeleela. According to Ramesh Kalyanaraman of Kalyan Jewellers, the partnership aims to create new touchpoints with younger audiences who value speed, convenience and thoughtfulness

**READ MORE** →



Ve

VIJAY EXPORTS™

*By Prakash Dhanak*

Our RUCOS Diamond Jewellery  
*shined bright*

AT IJJS PREMIERE 2025

Thank you for visiting us  
and celebrating our craft

ROSECUT AND UNCUT OPEN  
SETTING DIAMOND JEWELLERY

FOR ENQUIRIES, CONTACT US AT

+91 98088 66866

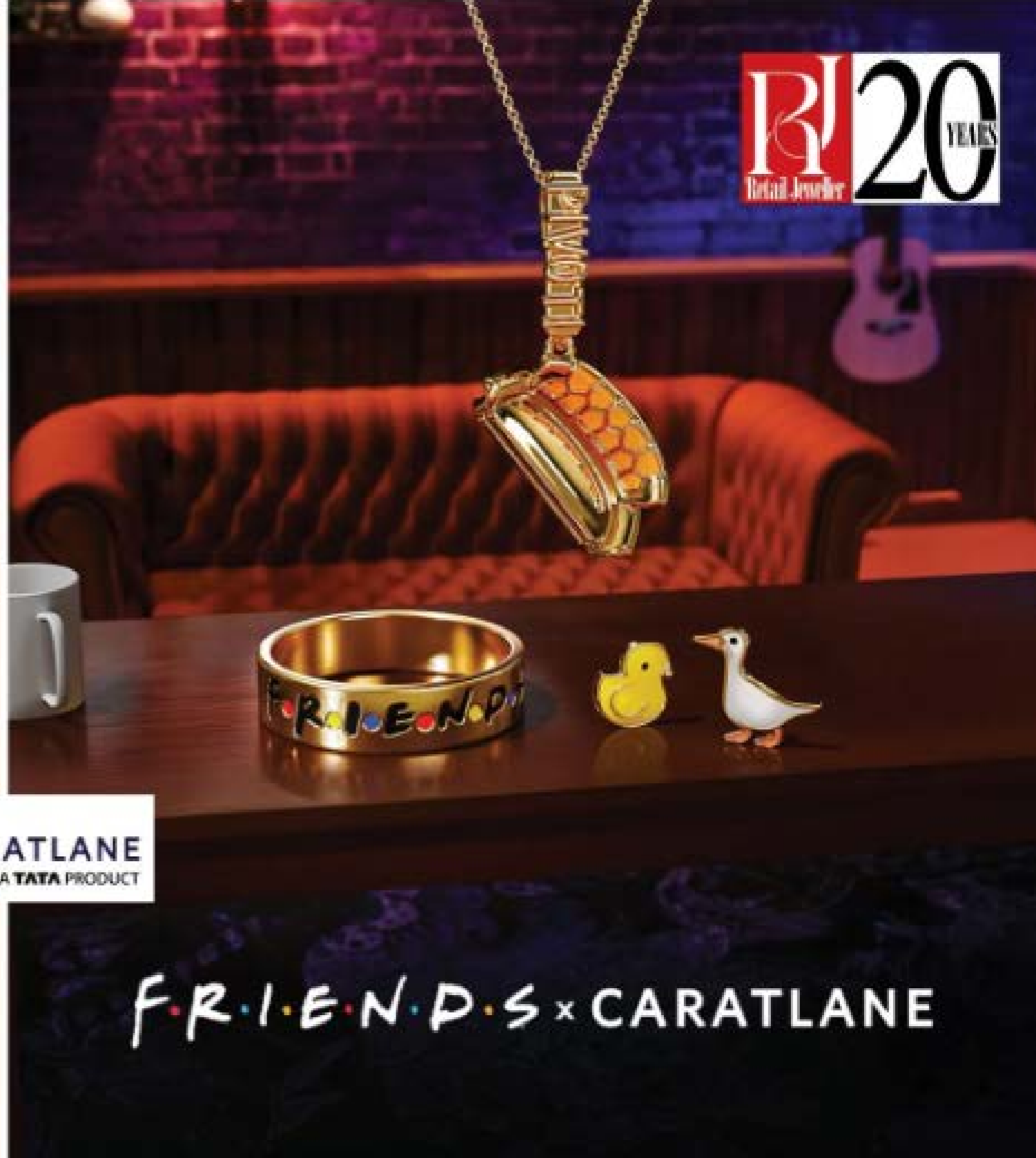
instagram vijayexports



**CLICK HERE to view collection**

**CLICK HERE to reach us**





## CaratLane launches exclusive fine jewellery line inspired by the iconic sitcom Friends

**MUMBAI**

Crafted in 9K and 14K gold, enamel and diamonds, the new line offers 30+ designs that spark a wave of nostalgia as they bring to life favourite elements of the sitcom, such as the lobster, the couch, the smelly cat, the yellow doorframe and Joey's pizzat

**READ MORE** →





Experience refined elegance and masterful artistry  
in every piece of our handcrafted jewelry.

Reach us at [sales@romiljewelry.com](mailto:sales@romiljewelry.com)



**CLICK HERE to view collection**

**CLICK HERE to reach us**





## Kishandas & Co. strengthens luxury positioning with partnership at Hyundai India Couture Week

**NEW DELHI**

The brand collaborated with designer Jayanti Reddy, complementing the tone and structure of her garments with its jewellery, for the premium event. The partnership allowed Kishandas & Co. to hold up jewellery as a central design element within a couture runway narrative

**READ MORE** →





# THE Retail Jeweller

THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

SUBSCRIBE TODAY

Subscribe India's Favourite Business Magazine for Jewellery Retailers 6 Blockbuster Editions, Readers 12,600 leading jewellers, 315 cities, 1 relevant premium business magazine.



India's Most Loved Among Retailers

A TRUSTED ADVISOR



PLEASE SCAN THIS QR CODE FOR SUBSCRIPTION

## SUBSCRIBE

THE FAVOURITE BUSINESS MAGAZINE OF JEWELLERY RETAILERS

Subscriptions	1 years	2years	3years	5years
No. of Issues	6 Issues	12 Issue	18 Issue	30 Issue
Cover Price Rate	2700	5400	8100	13500
Special Rate, you pay	<b>2000</b>	<b>3400</b>	<b>4800</b>	<b>7800</b>
You save	700	2000	3300	5700

For Subscription please call: 9167252615



CLICK HERE to subscribe now

CLICK HERE to reach us



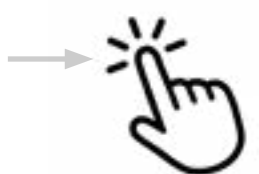


## Bluestone cuts its IPO size to Rs 820 crore, down from Rs 1,000 crore declared earlier

### BENGALURU

The company launches the IPO on August 11 and closes bids on August 13. Its existing shareholders, including venture capital firms Accel India and Kalaari Capital, will now sell 13.9 million shares in the offering, lower than the 24 million shares proposed earlier

[READ MORE](#)



*Exclusive*  
INTERNATIONAL  
**BUYER  
ACCESS**  
*Exceptional finds.*



SCAN TO EXPRESS  
INTEREST

CONTACT:

**HIMALI S SHINDE : +91 77382 32907**

**ASHISH DUBAL : +91 84337 07381**

**CHIRAG WAGHELA : +91 91672 52611**

**PINKESH KARIA : +91 93236 45457**

**GEM  
GOLD**

INDIA & MIDDLE EAST JEWELLERY COLLECTIVE

*Exclusively for* **22KT & 18KT**

**NOV 10-11  
DUBAI**

Initiative of  
**THE Retail Jeweller**



**CLICK HERE to show interest**

**CLICK HERE to reach us** →





## #GIVAlympics: GIVA leverages internal sports event to build team spirit and leadership

**BENGALURU**

The initiative shows how structured employee engagement can break silos, build leaders and boost employer branding in a competitive talent market. The brand's aim is to enhance cross-team collaboration and drive a strong workplace culture as it achieves scale

**READ MORE** →





retailjewellerindia.com

## BIS changes silver hallmarking to HUID from September 1, but it remains voluntary so far

**NEW DELHI**

As the new rule is set to take effect for silver jewellery and artefacts, the Bureau of Indian Standards (BIS) is moving to resolve technical challenges in hallmarking silver surfaces. Marking as per the old system (four marks) for silver articles will be allowed until August 31, 2025

**READ MORE** →





retailjewellerindia.com

## GJEPC urges immediate policy reforms as 50% US tariff shakes up India's jewellery industry

**MUMBAI**

Forced to rethink global strategy, the industry is actively evaluating relocation to low-tariff countries such as Dubai and Mexico, which face US duties as low as 10% or less. Even large players like Titan are reportedly considering shifting operations to the Middle East

**READ MORE** →



# Jeweller <sup>THE</sup> Retail Jeweller

The Favourite Business Magazine of Retail Jewellers

Magazine of Retail Jewellers

## FOLLOW US ON



**TheRetailJeweller**



**retailJeweller\_india**



**retailjwrindia**



**TheRetailJeweller**



**The Retail Jeweller India**

## retailjewellerindia.com

To feature your story contact

**Soma Bhatta** +91 99878 11330, [soma.bhatta@retailjewellerindia.com](mailto:soma.bhatta@retailjewellerindia.com)

To advertise with us contact

**Chirag Waghela** +91 91672 52611, [chirag.waghela@retailjewellerindia.com](mailto:chirag.waghela@retailjewellerindia.com)

**Ashish Dubal** +91 84337 07381, [ashish.dubal@retailjewellerindia.com](mailto:ashish.dubal@retailjewellerindia.com)

To know about our events contact

**Himali Shinde** +91 7738232907,

[himali.shinde@retailjewellerindia.com](mailto:himali.shinde@retailjewellerindia.com)



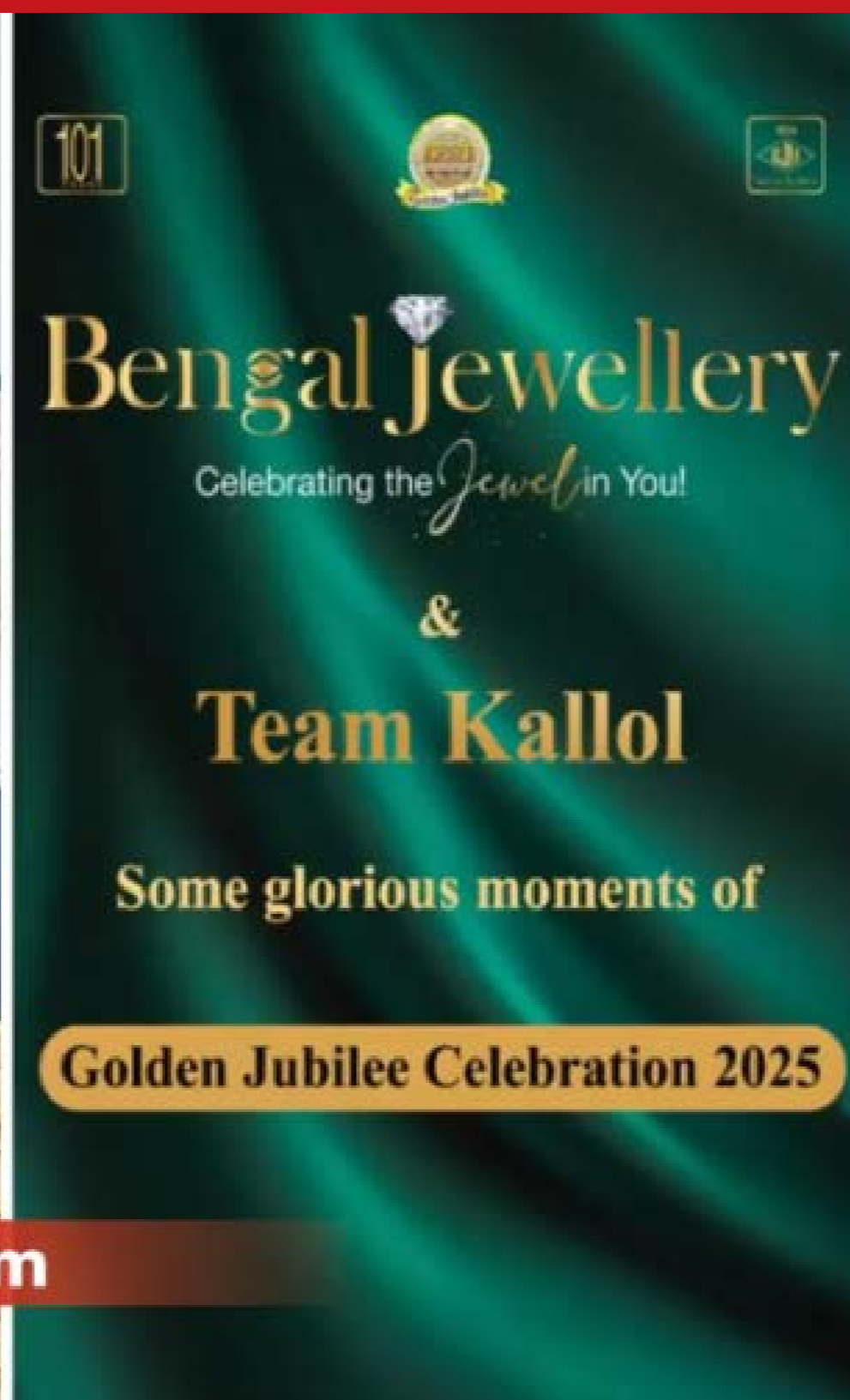
**CLICK HERE** to follow us on social media handles

**CLICK HERE** to reach The Retail Jeweller





retailjewellerindia.com



## Long-term diaspora ties help Bengal Jewellery go beyond business in the US and Canada

### TORONTO

By showing up year after year at key NRI Bengali cultural events like the North American Bengali Conference (NABC) and Kallol NJ, the heritage jewellery brand has cultivated community ties that extend beyond jewellery into shared identity and memory

READ MORE →



From **SMALL TOWN** triumphs to **INTERNATIONAL** diamond labels, **INFLUENCER** firepower to **SILVER COUTURE** - this edition captures it all.

**IIJS EDITION**

FRESH. FIERCE. FORWARD.



**READ NOW**

JULY-AUGUST  
2025:  
**DIGITAL  
ISSUE**



[CLICK HERE to read the magazine](#)

[CLICK HERE to reach us](#) →



# WHO WORE WHAT



## Star power, styled in stone: Jewellery moments make a statement as celebrities step out

### MUMBAI

From bold diamonds to intricate heirloom-inspired pieces, celebrity looks this week brought the spotlight on how jewellery elevates contemporary styling. Be it fusion layering, understated elegance or modern glamour, each ensemble was anchored by a distinct jewellery narrative

[READ MORE](#) →



---

**If you enjoyed reading Retail Dive,  
please share it with your friends, family, and colleagues.**

**If you don't receive Retail Dive [sign up here](#)  
for free subscription. For past editions of Retail Dive,  
you can check our [Weekly Newsletter page here.](#)**

And please write to me anytime at  
[\*\*samit.bhatta@retailjewellerindia.com\*\*](mailto:samit.bhatta@retailjewellerindia.com)  
with thoughts, feedback, and criticism or share your story  
if you'd like to see it featured in this space.  
I'd love to hear from you.

Thanks for reading, and see you again next **week!**

Do you want the industry to know  
about your product or service?  
**[Advertise](#) in **Retail Dive.****

---