

INDRA
INDIAN NATURAL DIAMOND RETAILERS ALLIANCE
AN INITIATIVE BY DE BEERS GROUP & GJEPC

retailjewellerindia.com

Top retailers welcome Project INDRA for push to revive consumer demand for natural diamonds

MUMBAI

INDRA, launched by the De Beers Group in partnership with the GJEPC, has associated with the country's leading jewellery retailers. Jewellers are already seeing the platform's strategic value in promoting natural diamonds in a changing market, through branding, merchandising, training and marketing support to draw customers

(RJ Exclusive)

READ MORE →



LUCKY LAKSHMI
WORLD'S LARGEST JEWELLERY FESTIVAL

#CelebrateYou

RJ 20 YEARS
Retail Jeweller

Celebrate you.

CELEBRATE THE MYSTERY

retailjewellerindia.com

WIN PRIZES WORTH UP TO
₹10 Crore.

Visit your nearest Lucky Lakshmi jewellery store and shine with rewards.

With digital-first strategy, GJC's Lucky Lakshmi aims to make jewellery attractive for Gen Z

MUMBAI

By focusing on modern, aspirational messaging and social-first engagement, the nationwide festival is positioning jewellery as relevant, desirable and culturally meaningful for younger buyers, signalling a strategic shift in how the industry can engage future consumers

(RJ Exclusive)

READ MORE →





Lala Purshottam Das Jewellers draws customers to natural diamonds through Diamond Darbar

KANPUR

The brand recently concluded the 23rd edition of the campaign, launched at a time when customers in the city were hesitant about buying diamonds. Consistency over two decades has turned the campaign into a benchmark, and this year, sales increased by nearly 30% compared to the previous year

(RJ Exclusive)

READ MORE →



INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

Bring out the sparkle in your natural diamond business.

Join **INDRA** to scale your natural diamond business, by customising and creating campaigns, improving customer experience, and training your workforce.

Visit:
INDRAONLINE.IN

SCAN TO KNOW MORE



DE BEERS GROUP

X



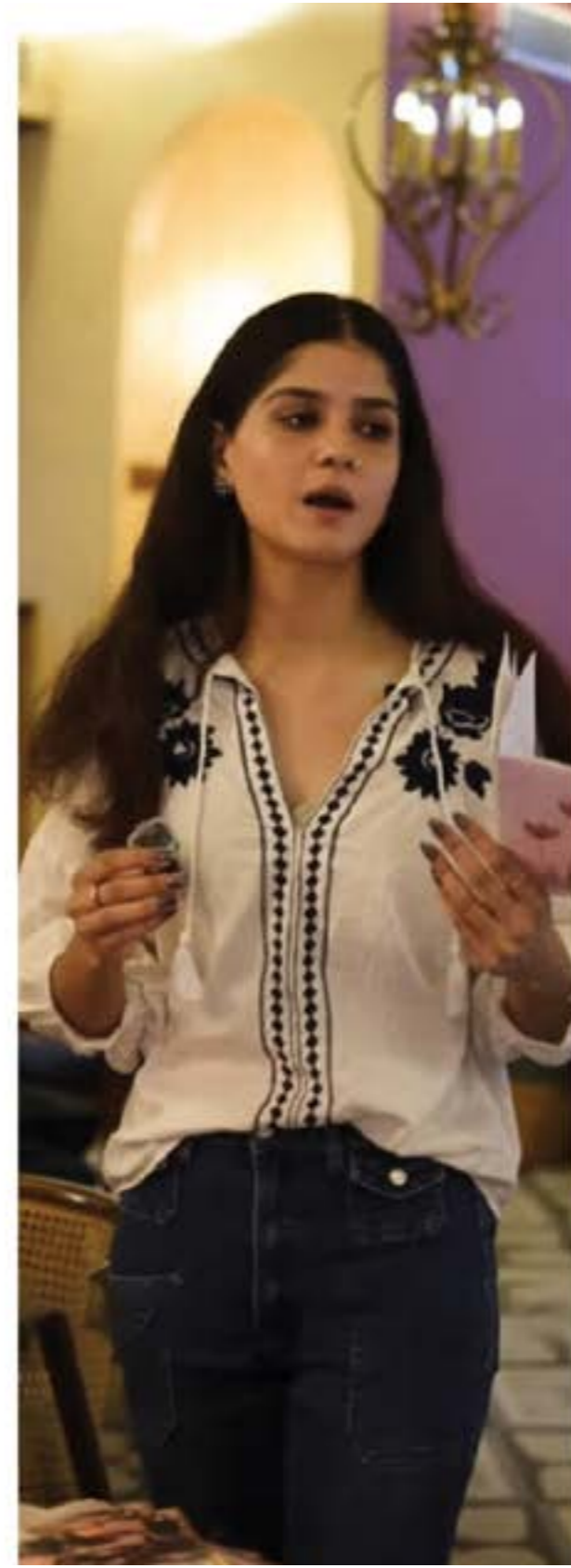
CLICK HERE to sign up

CLICK HERE to reach us →





MALIRAM VOWS
12th & 13th August
11:30 a.m to 8 p.m
Venue: Maliram Jewellers



retailjewellerindia.com

Maliram Jewellers drives new patronage with intimate gatherings under ‘Maliram Vows’

AMRITSAR

Curating lifestyle experiences such as book club meet-ups and sip-and-paint evenings in Amritsar and Jalandhar, the brand enabled guests to interact with it in a more personal setting, while integrating its bridal and festive jewellery collections into the events

(RJ Exclusive)

READ MORE → 

atmosphere®
THE STORE MAKERS

ELEVATING
Jewellery
EXPERIENCES

The art of transforming spaces into elegance.

RETAIL DESIGN | DESIGN & BUILD | FIXTURES & FURNITURE



CLICK HERE to view collection

CLICK HERE to reach us





94.3 MY FM
CHOUHAN GROUP
PRESENTS
KISMAT KI CHABI
Lifestyle Partner
JOIN THE GRAND CELEBRATION
• Bollywood Bindas • Bust The Balloon
• Ice Break - Chit • Exciting Gifts and much more
Date : 2nd August 2025, Time : 7 PM
Venue : Vitthal Puram, Bhilai-3
BUMPER PRIZE
To more details Call - 9827271153, 9826081141



retailjewellerindia.com

#KismatKiChabi: Saheli Jewellers leverages MY FM Raipur's reach to engage customers

DURG

The idea behind the activity was to align the brand with a trusted and mass-reach platform that already holds strong emotional connect with audiences in the region. The campaign generated a buzz about the brand across Raipur and nearby towns

(RJ Exclusive)

READ MORE →





SKY
GOLD & DIAMONDS
— MAKE IN BHARAT , FOR THE WORLD —



BEYOND LUXURY.
BEYOND BORDERS.



+91 90898 99000 | sales@skygold.co.in

RoséTM
The world of Rose Gold Jewellery
A SKY PRODUCT



CLICK HERE to view collection

CLICK HERE to reach us





Sawan Mahotsav engagement translates to sales growth for Sri Alankar Jewellers & Sons

RANCHI

By linking festive celebration and direct interaction with customers, the retailer converted seasonal goodwill into measurable business outcome across all seven of its stores in Jharkhand. The initiative blended in-store engagement with a strategic external tie-up

(RJ Exclusive)

READ MORE →





Jewellery craftsmanship blends precision, elegance, artistry, heritage, and innovation to create timeless masterpieces.

Reach us at: sales@romiljewelry.com



CLICK HERE to view collection

CLICK HERE to reach us





From jewellery to fragrance: Mr. MD leverages brand identity to enter thriving perfume market

BENGALURU

The brand aims to reach customers online, through shop-in-shop formats in India, and through planned launches in London and Dubai. It aims to offer a 'complete platform for self-expression' with jewellery, accessories, apparel and fragrances under one umbrella

(RJ Exclusive)

READ MORE →



Ve

VIJAY EXPORTS™

By Prakash Dhanak




Renowned for our fine
craftsmanship in

RUCOS

*Rosecut and Uncut open
setting diamond jewellery*

 [vijayexports](#)

 +91 98088 66866



CLICK HERE to view collection

CLICK HERE to reach us





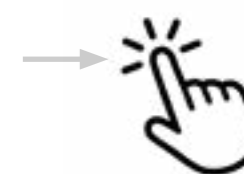
retailjewellerindia.com

CaratLane continues proposal story-telling with ‘Bappancha Ashirwaad’ film for Maharashtra

MUMBAI

The new short film follows the brand’s earlier regional campaign for Teej in Uttar Pradesh and continues its focus on engagement narratives rooted in local culture. It weaves the joy of a proposal with the spirit of Ganesh Chaturthi celebrations

[READ MORE](#)





retailjewellerindia.com

Swarovski announces actor Rashmika Mandanna as its new brand ambassador for India

MUMBAI

A relatable style icon, Mandanna resonates strongly with Swarovski's design ethos of joyful extravagance and contemporary glamour. She brings to the table her pan-India appeal, youthful charm and influential presence across cinema and digital platforms

READ MORE





Goldiam raises Rs 202 crore to expand Origem, its lab-grown diamond jewellery retail brand

MUMBAI

The company launched six Origem retail outlets in the past 10 months, after opening the first Origem store in Borivali, Mumbai in October, 2024. It has plans to scale up and open 70-90 Origem stores across India in the next two years

READ MORE →





Verma Jewellers honours Army families with Independence Day celebration at Solan

SOLAN

The celebration included a cake-cutting ceremony, games, and distribution of Hastkala Kits for children. The initiative reflects the brand's focus on community engagement and strengthening relationships beyond business

READ MORE →





Charu Jewels launches 2nd edition of Vivaahrambh campaign titled 'The Bold & Beautiful Bride'

SURAT

The campaign focuses on understanding the needs of brides and grooms, offering personalized interactions and showcasing versatile diamond jewellery suitable for multiple wedding occasions. Charu Jewels has differentiated itself by creating these direct connections

READ MORE →

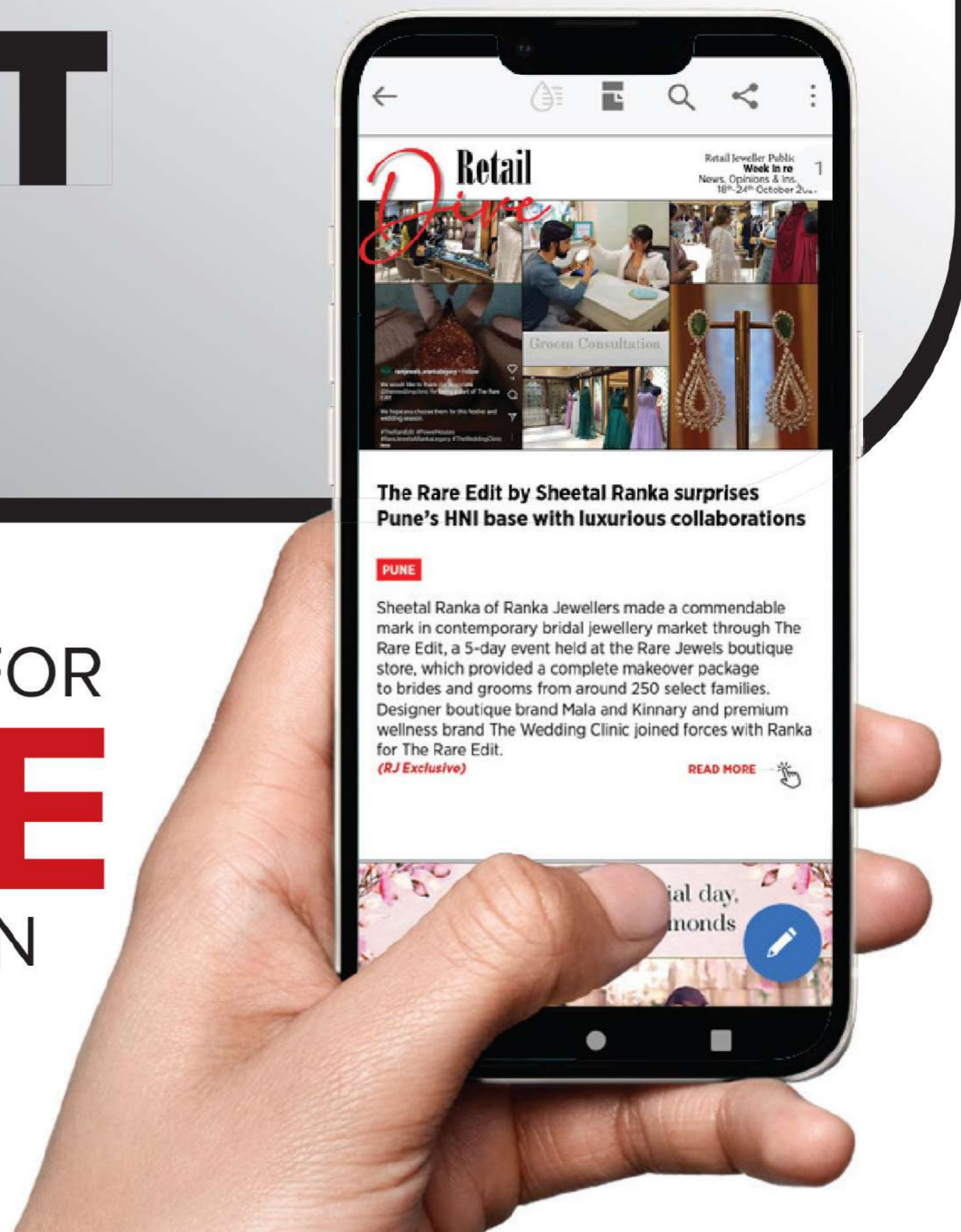


Retail Dive

KEEP UP WITH THE WEEK'S LATEST JEWELLERY MARKET NEWS



SCAN CODE FOR
FREE
SUBSCRIPTION



Click for more details →



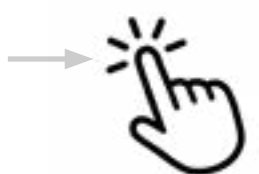


Digital-native Varniya from the Vummidi family ventures into offline retail in Bengaluru

BENGALURU

Launch of the physical boutique marks a significant step for diamond jewellery brand Varniya, which until now operated exclusively online. It is expanding into offline retail to engage more directly with customers, and come close to a young, aspirational customer base

[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 →





SRI KRISHNA JANMASHTAMI

THANGAMAYIL TFM'S COMPETITION

retailjewellerindia.com

Thangamayil links Sri Krishna Janmashtami to employee engagement through TFM competition

CHENNAI

The initiative was designed to bring cultural and spiritual values into the workplace, while also contributing to stronger team engagement, which in turn helps in achievement of business goals. The significance of the festival was brought out through meaningful activities

READ MORE →



A Tribute



*To A Man
Who Swore
By Football
And A Name
That Continues
To Support
The Game*

*Gour Chandra Saha
Former Vice President*

retailjewellerindia.com

Shyam Sundar Co.
Jewellers

Chandra Memorial Football League 2025

Organised by



Tripura Football Association



Shyam Sundar Co. Jewellers champions football league to nurture youth, fight drug abuse

AGARTALA

For over 50 years, the Chandra Memorial League has been a sporting tradition in Tripura. Now, with the brand as title sponsor, the tournament is gaining new momentum as it promotes football, inspires youngsters and builds brand awareness among youth

READ MORE →





THE Retail Jeweller

THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

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

SUBSCRIBE TODAY

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	2000	3400	4800	7800
You save	700	2000	3300	5700

For Subscription please call: Nagesh: 9167252615 Mohan Babu: 91671 62442



CLICK HERE to subscribe now

CLICK HERE to reach us →





Ratnalaya Jewellers goes beyond business, encourages change through education

PATNA

The jeweller's post about their book distribution drive went viral across social media platforms, crossing more than one million views within a single day. The brand reinforced its belief that consistent small efforts can create meaningful, long-lasting community impact

READ MORE → 

Jeweller ^{THE} Retail Jeweller

The Favourite Business Magazine of Retail Jewellers

Magazine of Retail Jewellers

FOLLOW US ON



TheRetailJeweller



retailJeweller_india



retailjwlrindia



TheRetailJeweller



The Retail Jeweller India

retailjewellerindia.com

To feature your story contact

Soma Bhatta +91 99878 11330, soma.bhatta@retailjewellerindia.com

To advertise with us contact

Chirag Waghela +91 91672 52611, chirag.waghela@retailjewellerindia.com

Ashish Dubal +91 84337 07381, ashish.dubal@retailjewellerindia.com

To know about our events contact

Himali Shinde +91 7738232907,

himali.shinde@retailjewellerindia.com



CLICK HERE to follow us on social media handles

CLICK HERE to reach The Retail Jeweller





GIA®



retailjewellerindia.com

Sriram Natarajan, MD of GIA India, takes on global role overseeing operations at Carlsbad

CARLSBAD

In this new role, Natarajan will lead and establish the vision and direction for GIA laboratory operations, including diamond grading and jewellery services, worldwide. He took up his new responsibility in early August, and reports to GIA President and CEO, Pritesh Patel

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 →





retailjewellerindia.com

Celebs turn heads in silver, gold and statement jewellery from some of India's best names

MUMBAI

From delicate silver polki earrings to bold gold chokers and statement studs, these carefully curated pieces reflect the artistry and creativity of India's top jewellery brands. Each celebrity's choice highlights how tradition and modern elegance come together to elevate every look

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.**
