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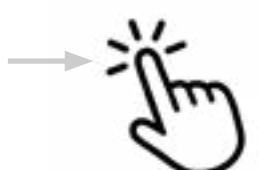
How Project INDRA will help retailers penetrate the unexplored market for natural diamonds

MUMBAI

With natural diamonds having just 10% market-share in India, INDRA has set out to take it to 15% in the next three years. With a strong training and marketing support ecosystem, it is helping retailers unlock the opportunity presented by millions of untapped consumers

(RJ Exclusive)

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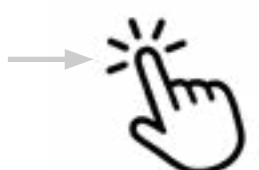
What GJC's Lucky Lakshmi 2025 brings to the table for small, mid-sized and large retailers

MUMBAI

The initiative aims to turn festive jewellery buying into a structured national campaign and shopping festival, assuring retailers equal or greater returns on investment while engaging customers with the prospect of 1 kg gold as bumper prize and other incentives

(RJ Exclusive)

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Archana Aggarwal taps luxury jewellery buyers in emerging markets through House of Aura

NEW DELHI

Collaboration with the multi-brand luxury showroom aimed to highlight versatility of the brand's jewellery through curated styling sessions in Raipur and Nagpur. Beyond sales, the brand has already generated enquiries and custom orders, signalling new opportunities for growth

(RJ Exclusive)

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RJ 20 YEARS
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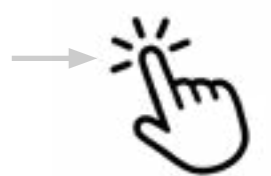
Khurana Jewellery House breaks pricing perceptions with 'The Ten and Timeless' event

LUDHIANA

A curated photoshoot featuring prominent women from Ludhiana became a key highlight of the initiative, centred around a collection of jewellery priced under Rs 10 lakh at the brand's stores. It amplified brand visibility and made it more accessible, widening customer reach

(RJ Exclusive)

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DC Jewellers launches 'Masterpieces' with vintage car showcase and city-wide outreach

INDORE

A vintage car with models styled as a bride and groom, wearing jewellery from the new line, was taken across the city, creating visibility and conversations. The campaign, supported by 360-degree marketing and a consultancy programme, generated enquiries for bridal jewellery

(RJ Exclusive)

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PREMIUM
PAVILIONS

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PAN INDIA VISITORS
EXPECTED

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HOSTED BUYERS

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LAKH+
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EXHIBITION AREA

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Guiding Young Minds: CKC links jewellery legacy with education through mentorship session

BENGALURU

The initiative, designed to encourage underprivileged students aspiring to be in the Civil Services, was led by senior IAS officers who inspired the 56 young participants to follow their ambition. It also built the jeweller's reputation in the community as well as brand recall

(RJ Exclusive)

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Abaran goes back to its roots to mark 90 years, tests Tier II markets for future growth

UDUPI

‘Back to Our Roots’ provided an opportunity to reconnect with Abaran’s earliest customers while offering them access to designs usually seen in the brand’s Bengaluru showrooms. The brand also gauged how Tier II city customers would engage with new product categories

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‘Style Like a Star’ by Baijnath Jewellers showcases jewellery through experiential engagement

KANPUR

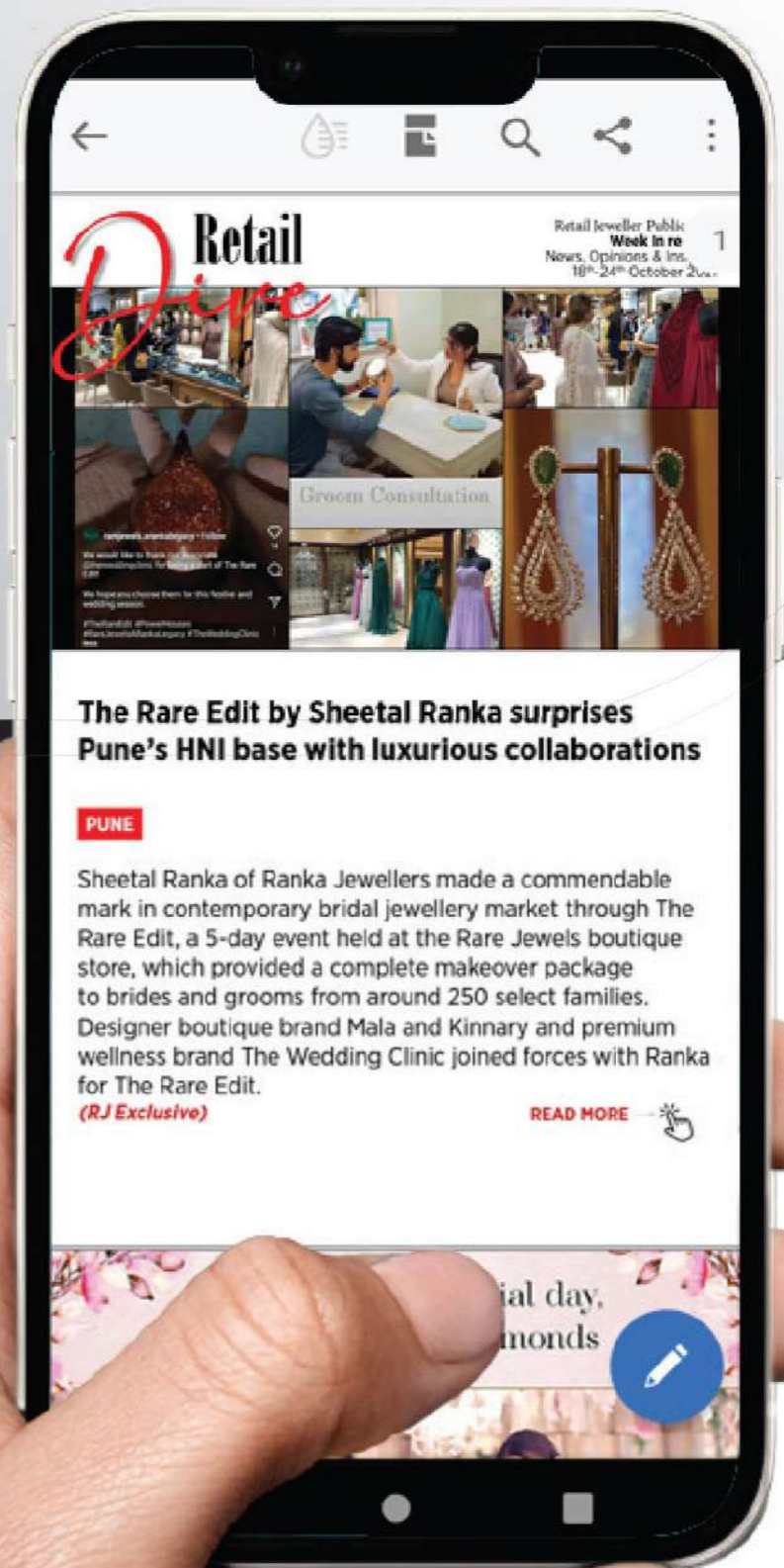
The brand’s aim was to create a platform where participants could engage with its jewellery in a unique way. By experiencing the designs themselves and sharing their photos, each of the 35 participants took the connect beyond the event and into the social media domain

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KISNA to award 200+ cars and 1,000+ scooters to customers through festive season campaign

MUMBAI

The pan-India campaign runs from August 11 to October 19, 2025 at all KISNA showrooms. Each showroom will conduct five scooter draws and one grand car draw on a fortnightly basis throughout the campaign period, with winners declared the same day

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Parisian Maison Messika celebrates India debut in the presence of founder Valerie Messika

NEW DELHI

Attendees at the event to celebrate opening of the brand's first India boutique at The Chanakya, New Delhi earlier this year explored its collections and learnt more about its bold and modern approach to diamonds, presented within the context of India's jewellery landscape

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India's gem & jewellery exports face major blow as 50% US tariff takes effect from Aug 27

MUMBAI

The US is India's single-largest market for gems and jewellery, accounting for about 30% - or nearly \$ 10 billion - of annual exports, which could fall by over 75%, fear industry experts, threatening the livelihood of lakhs of workers, particularly in Surat, Mumbai and Jaipur

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

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JULY-AUGUST
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From statement brooches to elegant emeralds, actors champion India's fine jewellery-makers

MUMBAI

This week, leading stars brought fine jewellery to the forefront, be it for campaign shoots or curated looks. From Shri Paramani Jewels' emeralds to statement brooches from Khurana Jewellery House, each showcased how Indian brands are shaping modern expressions of luxury

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