

## INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

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**THE** Retail Jeweller

## Project INDRA gathers momentum as retailers across India join drive to pitch natural diamonds

### MUMBAI

By providing readily customizable marketing materials, training and sales enabler tools, INDRA has reduced marketing costs and amplified brand reach, say jewellers who are part of the project. They see its clarity and reach, and a collective push for the category enhancing demand for natural diamonds

***(RJ Exclusive)***

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## GJC to spend Rs 10 crore on marketing blitz for Lucky Lakshmi, celebrating the woman of today

### MUMBAI

With strategic media planning, the campaign uses regional languages and a 360-degree marketing approach to penetrate audiences and drive jewellery buyers to stores. It is designed to evolve through the festive season, aligning with major occasions like Durga Puja, Dussehra, Diwali and the wedding season

***(RJ Exclusive)***

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## **Khimji Jewellers launches gold-to-diamond upgrade scheme offering 110% value on old gold**

### **BHUBANESWAR**

In response to market trends, the initiative not only unlocks dormant gold value for customers but also enables easier access to aspirational diamond purchase. The scheme is set to enhance diamond sales, loyalty and brand positioning, and also attract new customers

***(RJ Exclusive)***

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## Rokde Jewellers brings in Hasya Jatra to engage customers at its flagship showroom in Nagpur

### NAGPUR

By associating with the popular Sony TV comedy show, the brand connected with its core Maharashtrian audience while allowing patrons to interact with Marathi celebrities. Both customers and the stars explored the brand's antique gold jewellery collection during the event

*(RJ Exclusive)*

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## With 'Just Like Me', Malabar Gold & Diamonds says no two gemstones, no two women are alike

### KOZHIKODE

The marketing campaign featuring brand ambassador Srinidhi Shetty is centred around launch of the brand's latest line Vyana, a lightweight collection of gemstone jewellery that celebrates the unique essence of every woman - her individuality, inner strength and self-expression

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## **CaratLane launches Durga Puja campaign ‘Mayer Aashirbad’ as a proposal story in West Bengal**

**MUMBAI**

The three-minute film is structured as a visual narrative rather than a conventional advertisement. The story flows through the key days of Durga Puja, and builds towards a proposal during sindoor khela, where CaratLane’s proposal ring becomes the centrepiece

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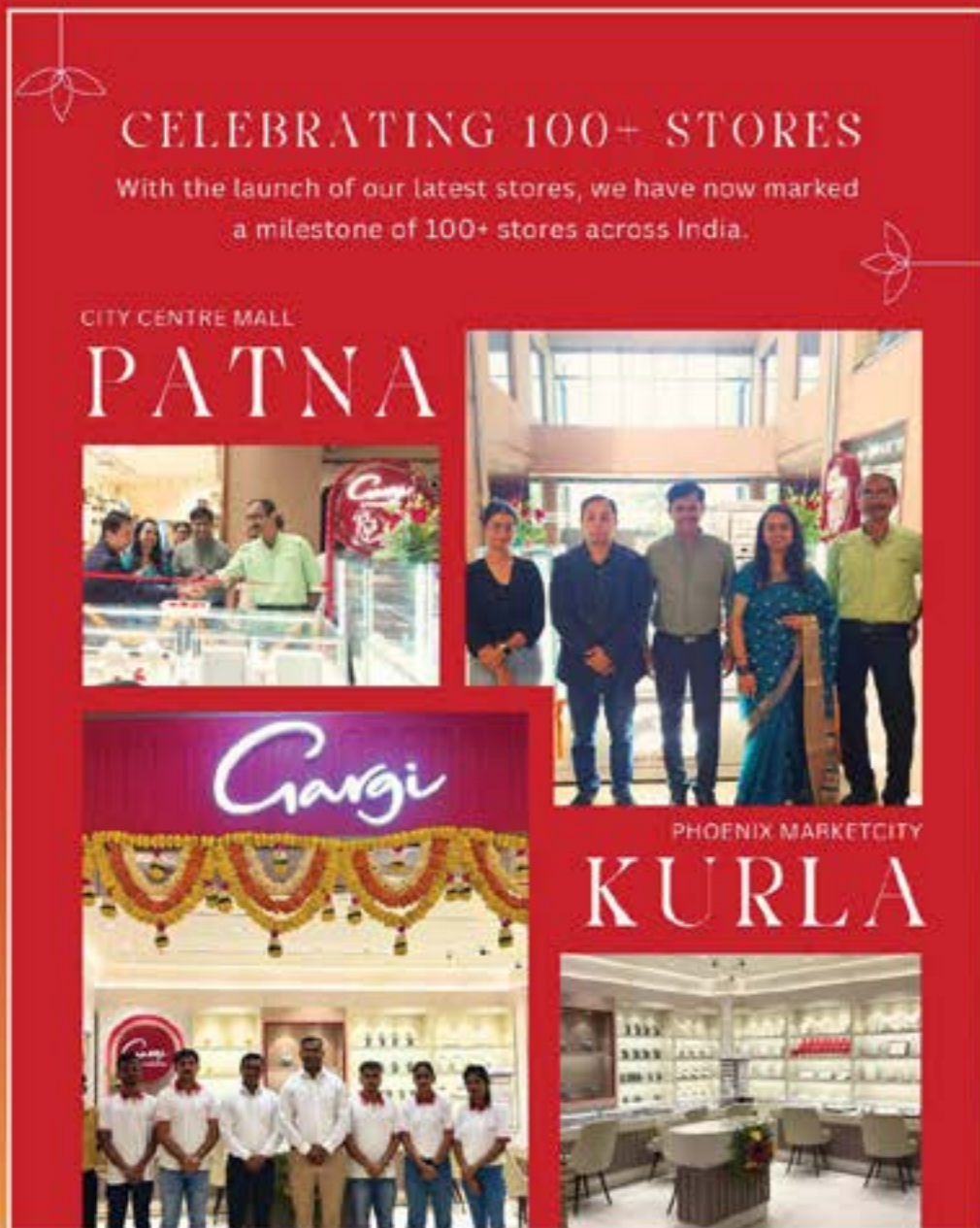
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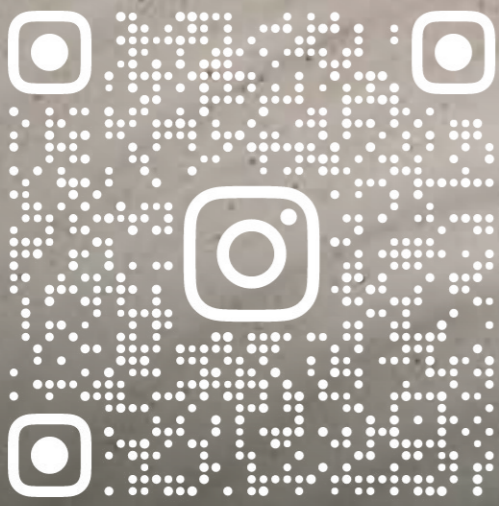
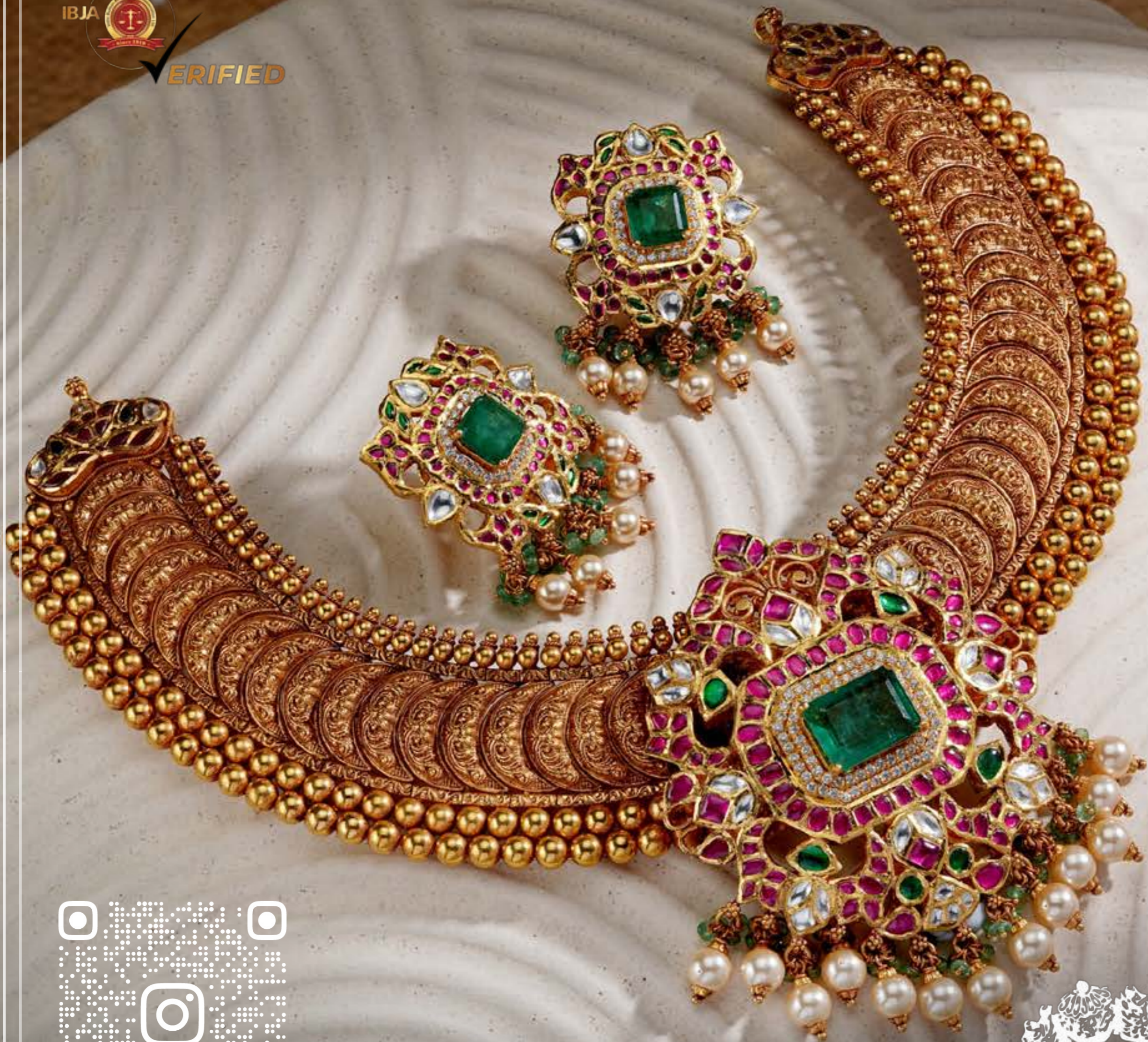
## Silver brand Gargi reaches milestone of 100 retail outlets, with opening of two new stores

**PUNE**

The company's latest stores are located in Patna and Mumbai's Kurla. Both were inaugurated by someone who is a true representation of Gargi - either a team member or their family member, such as the wife of a Gargi employee - bringing a sense of ownership and family culture

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## Kays Jewels shines spotlight on Punjabi culture with jewellery showcase in Kanpur

**KANPUR**

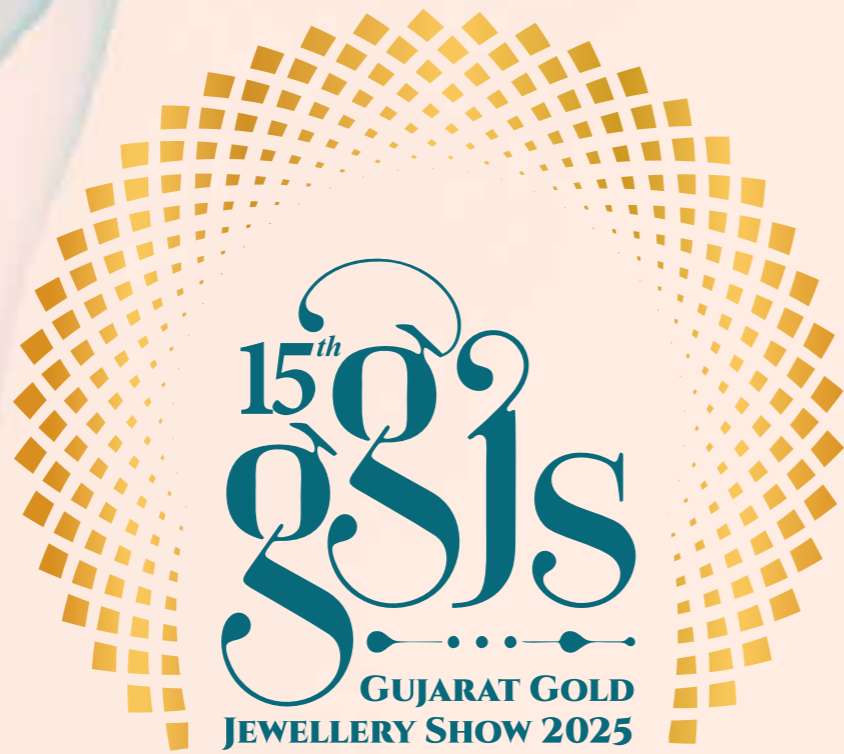
The event celebrated Punjabi traditions through performances, with models and participants wearing Kays' specially curated jewellery collection designed to reflect the richness and vibrancy of Punjab. The brand made the experience interactive, increasing brand recall

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## Shyam Sundar Co. Jewellers strengthens brand connect with event under Swarnagram project

### AGARTALA

By supporting a residential school set up by it in a remote district of Tripura, the brand continues to build trust and reinforce its image as a socially responsible organization committed to community development. This resonates with its wider customer base

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## Aukera announces actor Taapsee Pannu as its 'Partner in Purpose' embodying shared values

**BENGALURU**

The partnership represents female empowerment, individuality and self-expression, that both Aukera and Taapsee Pannu passionately stand for. It is being promoted through a nationwide campaign backed by multiple media platforms such as print, digital and radio

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## Industry bodies laud GST reforms, expected to stimulate demand, ease export chain pressures

**BENGALURU**

Effective from September 22, the revised GST regime is set to boost consumer spending ahead of the festive season, lower input costs, and indirectly support India's jewellery sector amid global headwinds, according to industry leaders

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## PureJewels pilots Hallmarking 2.0 with digital product passports in the United Kingdom

### BENGALURU

Hallmarking 2.0, developed by the Edinburgh Assay Office, specifically allows integration of hallmarking information with wider blockchain and Web 3 applications, and has been introduced in the Lotus Collection, the latest line of jewellery from PureJewels

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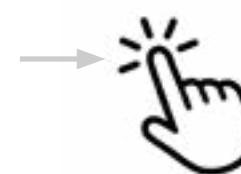
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## Kalyan Jewellers grows Middle East footprint, launches second showroom in Fahaaheel, Kuwait

### FAHAHEEL

The new showroom strengthens the company's brand presence and enhances customer reach in the Kuwaiti market, with its high per-capita income and strong affinity for gold. Kuwait has become a critical market for the retailer, and the expansion is part of its broader Gulf strategy

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**RJ** 20 YEARS  
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## From festive chandbalis to polki treasures, Indian jewellers' artistry shines on celebs

### MUMBAI

This week, the stars turned to brands like Gems & Jewels Palace, AVS Polkis, Shree Jewellers, Shri Paramani Jewels and Chaulaz Heritage Jewellery for statement looks that fused creativity, craftsmanship and charisma

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