

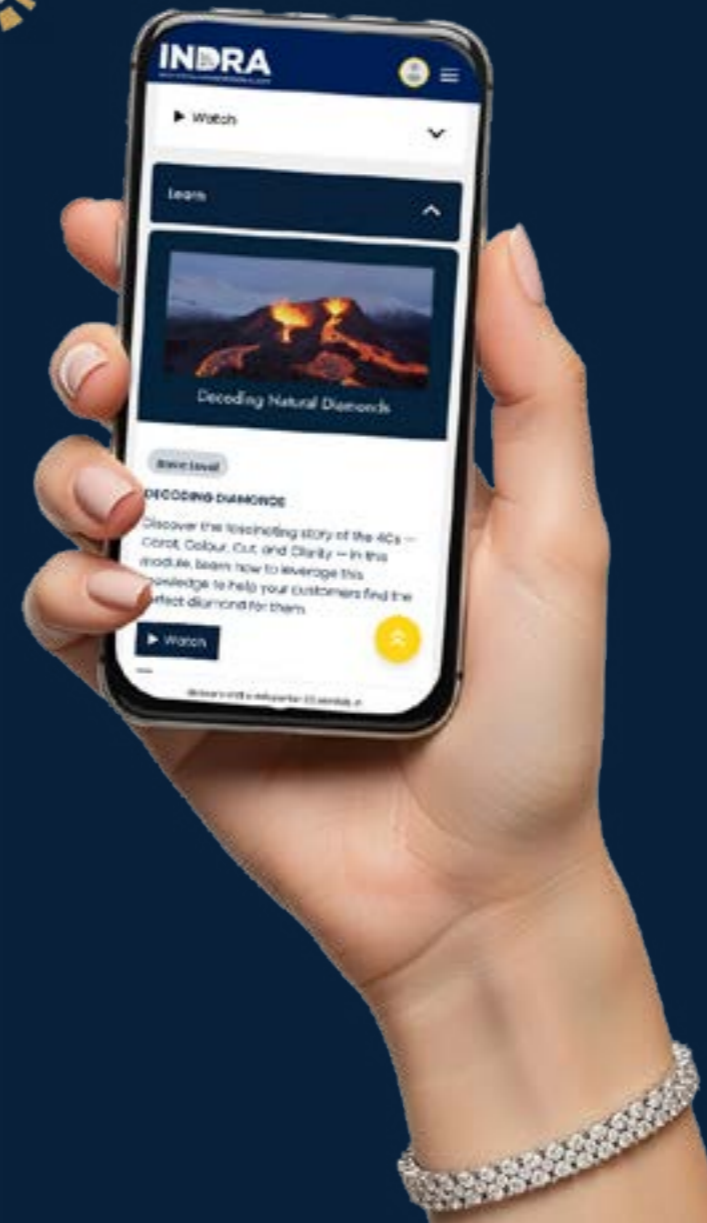
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INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

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TRADE MARKETING PARTNER

THE Retail Jeweller

Retailers see INDRA as a massive opportunity to grow the natural diamond category in India

MUMBAI

Jewellers who have signed up for the Indian Natural Diamond Retailers Alliance (INDRA) are positive that it will help educate customers, counter misleading lab-grown diamond claims, grow trust and significantly boost market demand for natural diamonds

(RJ Exclusive)

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LUCKY LAKSHMI FESTIVAL 2025

Bumper prizes

A. Bumper prize -

National

✦ 1 Kg Gold



B. Bumper prize -

Regional

✦ 4 prizes of 250 gm Gold



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GJC's Lucky Lakshmi 2025 set to draw festive jewellery shoppers with 1 kg gold bumper prize

MUMBAI

The All India Gem and Jewellery Domestic Council (GJC) launches Lucky Lakshmi 2025 on September 22, offering 15,000 prizes, including national and regional bumpers in addition to weekly prizes, to boost festive-season jewellery sales and create nationwide buzz for participating retailers

(RJ Exclusive)

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Punjabi Saraf strengthens customer connect through in-store bridal jewellery styling meet

INDORE

The interactive ‘Style and Sparkle’ sessions for the city’s prominent women included peer styling, real-time evaluation by an expert and knowledge aspects such as learning to identify certification marks on solitaires, directly linking the exercises to jewellery-buying decisions

(RJ Exclusive)

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KK Jewels hosts women's wellness retreat to nurture client relations beyond transactions

AHMEDABAD

The initiative is part of the brand's structured effort to connect with a select group of clients on a regular basis. By offering consistent value outside of the showroom, the retailer is positioning itself as a brand invested in the lives of its customers

(RJ Exclusive)

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A photograph of a fashion show runway. Models are wearing elegant, light-colored gowns. The runway is illuminated by several large, ornate chandeliers hanging from the ceiling. The background is dark, making the models and lights stand out.

AMRIN KHAN x CH JEWELLERS

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CH Jewellers explores new design ideas by pairing its jewellery with designer's couture

VADODARA

At an event, the brand focused on expressing individuality through design and offered customers a chance to see how jewellery can complement fashion. It saw a rise in enquiries and interest from an audience that valued design and originality

(RJ Exclusive)

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PC Jeweller's Teacher's Day drive boosts sales, builds trust with educators nationwide

NEW DELHI

The initiative saw the participation of around 2,000 teachers, who were welcomed at showrooms with games, quizzes and interactive sessions. Its success reflects the company's efforts to create experiences that align with cultural occasions while encouraging customer interaction

(RJ Exclusive)

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When family finds a new way
to strengthen bonds.

The moment is



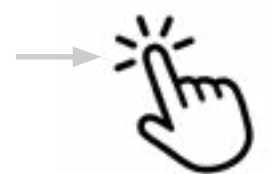
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WGC's new campaign 'The Moment is Gold' aims to make gold jewellery aspirational for Gen Z

MUMBAI

Extending the appeal of gold jewellery beyond key life events such as weddings and festivals, the campaign encourages individuals to celebrate everyday moments and occasions that enrich their lives with gold, while fostering a deeper emotional connect with gold

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Senco Gold and Diamonds returns with festive campaign Aparupa 2.0 to usher in Durga Puja

KOLKATA

The campaign's second edition features brand ambassadors Isha Saha, Madhumita Sarcar, Sauraseni Maitra and Swastika Dutta. They are seen pairing jewellery from the Aparupa collection with modern outfits and also dancing to the traditional 'Dashabhuja Maa, Aparupa Maa' song

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TANISHQ
A TATA PRODUCTretailjewellerindia.com

Tanishq celebrates Aadi Perukku with campaign honouring Tamil women's dual role in society

CHENNAI

The video's message is that women are both guardians of heritage and agents of progress, and aims to appeal to women who see themselves as both keepers of tradition and pioneers of the future. The campaign highlights jewellery from the Agalyam collection that honours women

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Radhakrishna Jewellery brings to life Tripura's heritage with designs inspired by Unakoti

AGARTALA

Depicting the historic Unakoti stone carvings through a jewellery line, the brand has attempted to position Tripura's culture on a wider platform, combining tradition, story-telling and jewellery design. The initiative has received support from the State Government

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Bvlgari set to bring iconic Serpenti Infinito exhibition to Mumbai from October 1 to 17

MUMBAI

To be attended by global brand ambassador Priyanka Chopra Jonas, the immersive exhibition will explore the creative influence and cultural significance of Bvlgari's most prominent symbol, the Serpenti, showcasing the Maison's historic jewellery alongside works of art

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Vaibhav Jewellers presents GAMA Awards 2025 in Dubai, celebrating stars of Telugu cinema

DUBAI

The 5th edition of the Gulf Academy Movie Awards (GAMA) was held on August 30, 2025, and being associated with it gave the brand international visibility linked to glamour, creativity and artistic excellence—attributes that align with its ethos

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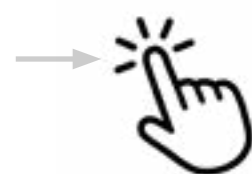


Brand ambassador Kareena Kapoor Khan opens Malabar Gold and Diamonds store in Birmingham

BIRMINGHAM

The store is the company's fourth outlet in the UK, joining locations on Green Street in East London, Belgrave Road in Leicester and The Broadway in Southall. Ahead of the opening ceremony, the brand called it 'Europe's largest 22-carat gold outlet'

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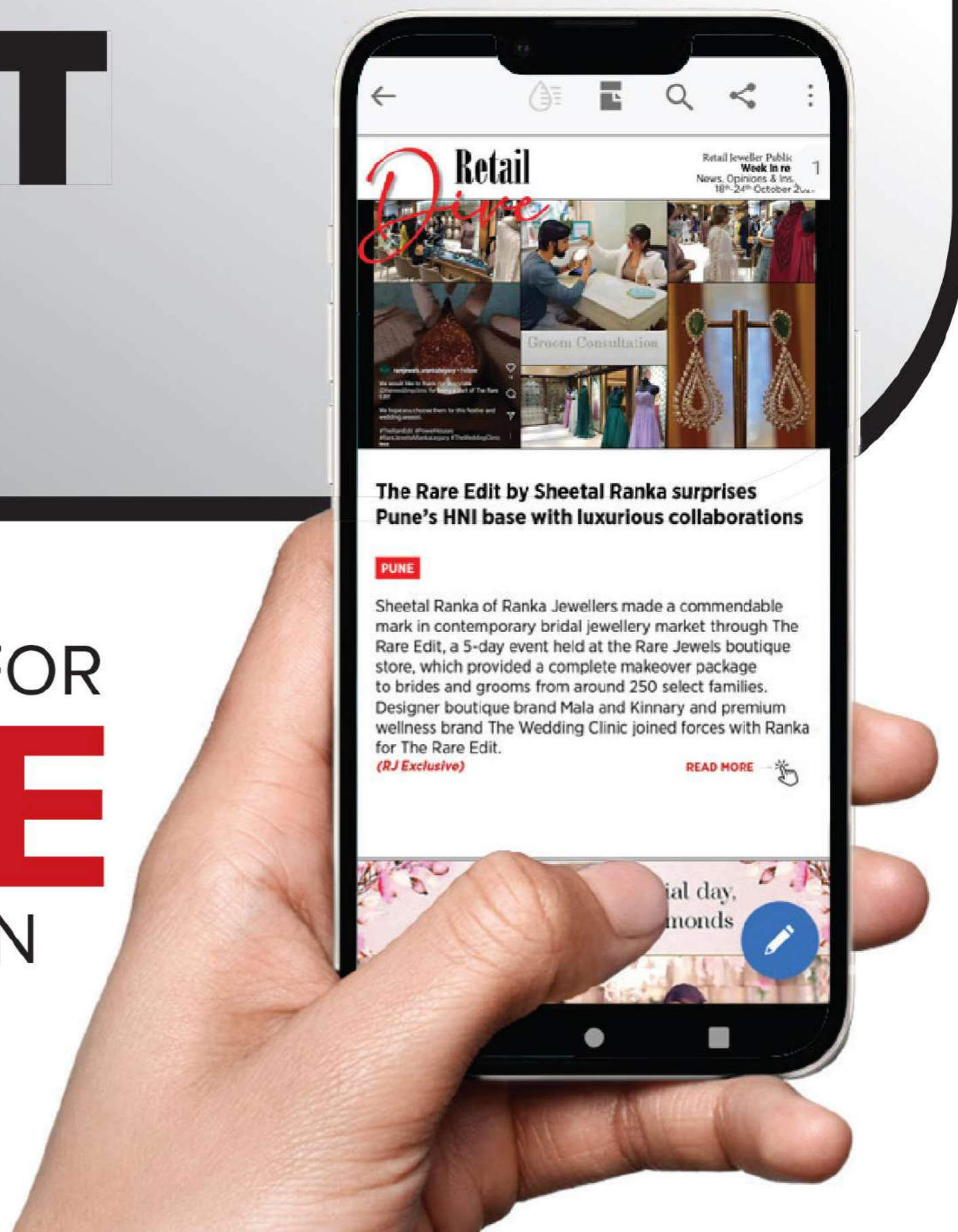


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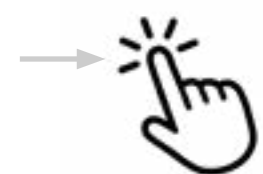
11th-13th
SEPTEMBER 2025

GJEPC champions India-Saudi gem & jewellery trade alliance through SAJEX 2025 in Jeddah

JEDDAH

Held from September 11 to 13, 2025, the event brought together 200+ exhibitors across 250 booths from India, Saudi Arabia, the UAE, Hong Kong and Lebanon, besides 2000+ international buyers. The World Jewellery Investment Forum was held concurrently with it

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From couture showcases to movie premieres, Indian and global jewellery brands set the tone

MUMBAI

Be it Sonam Kapoor in Zoya Jewels, Malaika Arora in Jagdish Jewellers, Jacqueline Fernandez in Gazdar Jewellers, Huma Qureshi in Amrapali Jewels or Rashmika Mandanna in Swarovski, this week was all about tradition and glamour remaining deeply connected

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