



INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

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TRADE MARKETING PARTNER

THE Retail Jeweller

INDRA scores with 360° marketing plan, puts natural diamonds at heart of retail growth

MUMBAI

By combining large-scale advertising with adaptable retailer-focused assets, INDRA has driven strong national visibility and enabled retailers to leverage it for customer engagement. The campaign shows how the alliance is expanding reach of natural diamond jewellery across India

(RJ Exclusive)

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Thrilled to see the momentum building up for Lucky Lakshmi: GJC Chairman Rajesh Rokde

MUMBAI

The nationwide jewellery shopping festival this year brings the spotlight on eco-friendly jewellery retail practices as it targets young consumers, who value sustainability. The fifth edition of Lucky Lakshmi goes live on September 22 and continues up to November 9, 2025

(RJ Exclusive)

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इंदौर आप भी शामिल हो जाइये !

सोना पकड़ रहा है अपनी रफ्तार!
इससे पहले की दिवाली तक **1.5*** लाख के पार जाये जल्द ही शुरू होने जा रहा है,
वैवाहिक गहनों की खरीदारी का सबसे शानदार अनुभव

Masterpieces by **DC**

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- वैवाहिक गहनों की खरीद पर 10% तक की छूट
- सोना के अलावा सिल्वर और 22K गहनों पर 10% तक की छूट
- सोना के अलावा सिल्वर और 22K गहनों पर 10% तक की छूट
- 100% HUID पर 10% तक की छूट
- PGI गहनों पर 10% तक की छूट
- India की चर्चा, इसे जल्द Value के साथ आना चाहिए
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- सोना की खरीद पर 10% तक की छूट

सबसे उचित मैग्निफाई 6% से शुरू

वैवाहिक गहनों का सबसे बड़ा कलेक्शन हर बजट के अनुसार प्रदर्शन के सर्वोत्तम कार्टीकरी द्वारा निर्मित उच्चतम कलाकारी के गहने प्रिजिन में सम्पूर्ण परदर्शित, 100% HUID होलप्रॉक गहने।

PGI सर्वोत्तम प्रदर्शित और 100% HUID होलप्रॉक गहने।

सोना की खरीद पर 10% तक की छूट

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की
TIJORI

विशाल प्रदर्शनी एवं सेल

Date : 15th 16th 17th August, 2025

Time : 11:00 am to 8:00 pm

Place : होटल इटि वियान पैलेस, रेलवे कॉलोनी, मंदसौर

वैवाहिक एवं अलग-अलग आयु वर्ग के लिए गहनों

DC Jewellers' campaign on gold's upward trend builds urgency for jewellery-buying decisions

RATLAM

The ads splashed across leading newspapers have roused customer sentiment with the forecast that gold could cost Rs 1.5 lakh per 10 grams by Diwali. The brand has already registered an increase in showroom walk-ins and enquiries about advance purchase for weddings

(RJ Exclusive)

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CS Jewels partners with Marathi film ‘Aarpar’ and its song ‘36 Gun’ to build brand visibility

BARAMATI

The movie, released in theatres on September 12, showcases the brand’s jewellery on lead actors in wedding and engagement sequences, positioning CS Jewels as a go-to brand for such occasions. A key scene has been shot at the brand’s Satara Road showroom

(RJ Exclusive)

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x



Banaras, it's time to sparkle again!

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P.P Jewellers collaborates with The Luxo Show to connect with consumers who value luxury

NEW DELHI

The jewellery was integrated into the show's content, becoming part of the story being told. With heritage designs adapted to modern trends, the brand appealed to young jewellery buyers. After the event, the brand saw an uptick in enquiries, footfalls and sales

(RJ Exclusive)

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#HumaraApna Show: Diwali edition of GJS sets the tone for this festive and wedding season

MUMBAI

Themed 'Tyohar Bharat Ke, Show Humara Apna', the 4-day show brought together 350+ exhibitors, with 750+ booths, 10,000+ visitors and 2,000+ hosted buyers from across India. According to Saiyam Mehra, Convenor, GJS, business turnover from the show is to the tune of Rs 32,000 crore

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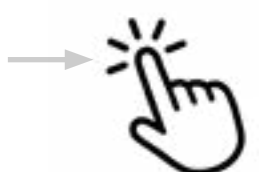
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Young jewellers' voices resonate at GGJS 2025 as Gujarat readies for Navratri, weddings ahead

GANDHINAGAR

Highlighting consistent growth, wider participation and curated knowledge-sharing, the Gujarat Gold Jewellery Show brought focus on the State's expertise in creation of lightweight jewellery and craftsmanship emerging from its smaller cities

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Kalyan Jewellers' festive campaign links Bengal's artistic 'goyna bori' with jewellery

THRISSUR

Featuring actors Ritabhari Chakraborty and Subhrajit Dutta, the campaign bridges Bengal's culinary art and jewellery craft this Sharod Utsav, which is a collective celebration of artistry, tradition and devotion during Durga Puja in West Bengal. It positions every ornament as a piece of art

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Tanishq's 'Srijonis of New Bangaliyana' is an ode to Bengali women who chart their own path

MUMBAI

The brand's Durga Puja ad campaign is set to the evocative melody of Rabindranath Tagore's 'Ekla Cholo Re', and has been conceptualized and directed by film-maker Shoojit Sircar. It features Bengali actor Mimi Chakraborty, who acts as a 'sutradhaar'

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Indriya launches video recreating Bollywood classic 'Dil Abhi Bhara Nahin' for its new line

MUMBAI

The video celebrates the real-life chemistry of actors Aditi Rao Hydari and Siddharth Suryanarayan, holding up jewellery as a powerful symbol of the bonds that truly matter. The campaign narrative shows that true luxury isn't in grand displays, but in life's small, heartfelt connections

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Bhima's Raas Leela ad recreates Vrindavan to tell an eternal love story through jewellery

ALLEPPEY

Using cinematography, lighting and music, the campaign brings to life Vrindavan in twilight - the time of day when Lord Krishna's Raas Leela is believed to have taken place. The brand's jewellery is woven into the narrative of this dreamlike setting

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Mahabir Danwar Jewellers concludes Season 4 of MDJ Couple No.1 with glamorous grand finale

KOLKATA

By focusing on celebrating married couples, MDJ aligned its brand with the values of love, longevity and commitment, all central themes in jewellery marketing. Such experience-driven engagement with customers set MDJ apart from competitors

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LGD brand Lucira raises \$5.5 million in seed funding round, largest by a jewellery start-up

MUMBAI

Founded by jewellery industry veterans Rupesh and Vandana Jain, Lucira is launching its first retail store in Mumbai this month, beginning its retail journey. Jain has proven his ability to build and scale in the jewellery industry with his earlier venture, Candere

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Sara Gandevikar Jewellers' Garba workshop helps it reach out to new audience segments

VADODARA

The jeweller's aim was to preserve and promote the traditional form of the Garba dance, popular during Navratri. As the workshop was conducted at the cultural centre located above the brand's jewellery showroom, the event introduced attendees indirectly to the brand

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An Industry Initiative

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Indian gold industry's new custodian IAGES opens registrations for Mumbai gold entities

MUMBAI

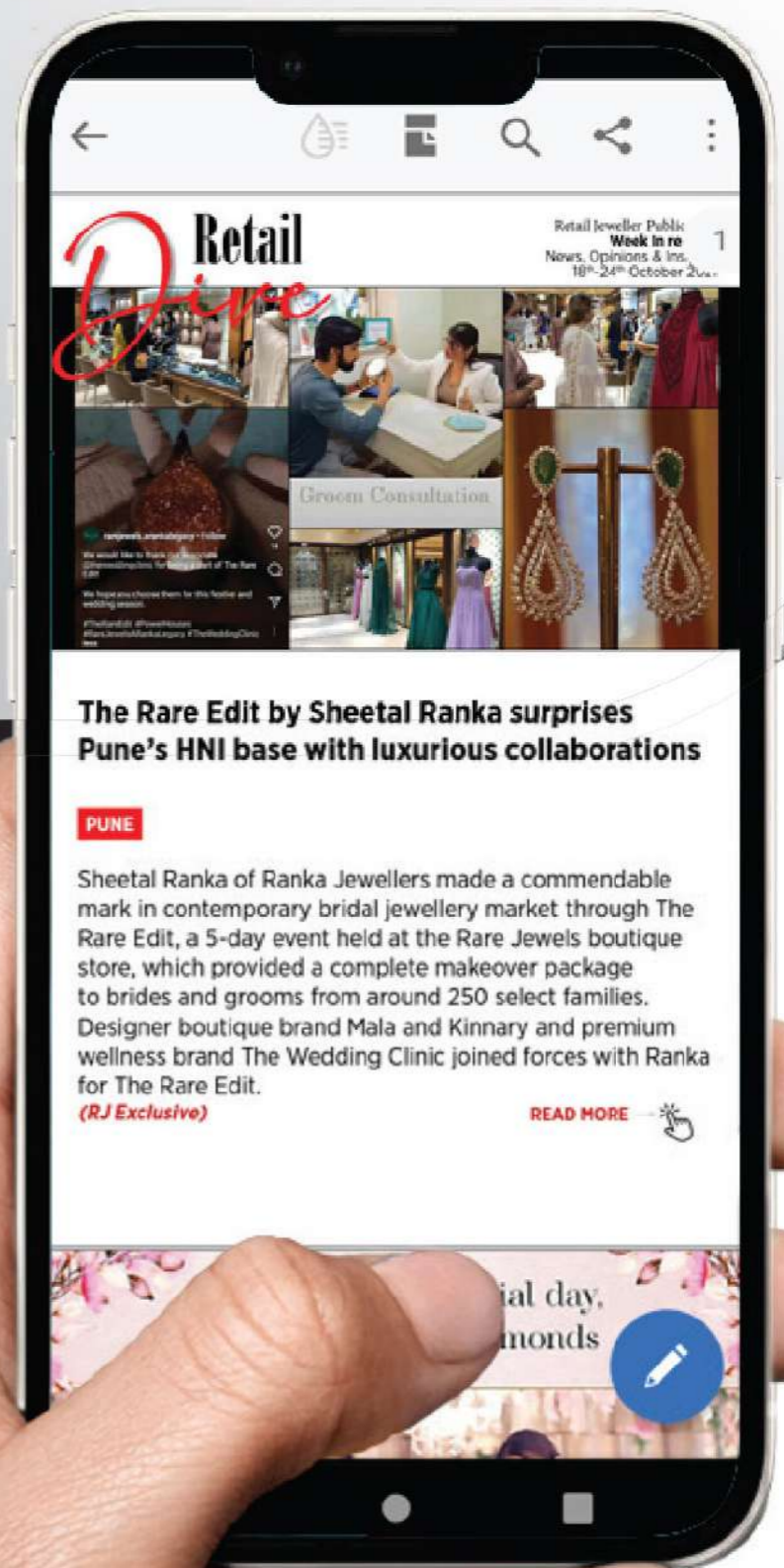
Retailers accredited by the Indian Association for Gold Excellence and Standards (IAGES) will add more value for consumers, earning their trust with the promise of fair, transparent and responsible gold buying ahead of the festive season. It is supported by the GJC and IBJA

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World Health
Organization

India



Malabar Group ties up with WHO India to launch new CSR project 'Nurturing Beginnings'

KOZHIKODE

The initiative builds on the Group's flagship 'Hunger Free World' programme, and is designed to improve the nutrition and overall well-being of mothers and children from disadvantaged urban communities. With this, the Group has once again acknowledged its responsibility in shaping a healthier society

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Aksara Jewellers' home try-on service takes the showroom experience to customers' doorsteps

DUBAI

With this initiative, the brand aims to move closer to customers rather than waiting for store footfalls to dictate sales activity. It is expected to appeal to customers who seek convenience and prefer private decision-making settings for jewellery purchase

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Designer jewellery from Indian houses and global icons shape celebs' standout moments

MUMBAI

From Parker Posey's dazzling Sabyasachi High Jewellery at the 77th Primetime Emmy Awards to Huma Qureshi shining in Chanel at the Marie Claire Korea Asia Star Awards, stars reaffirmed that artistry rules jewellery narratives across borders

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