

INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

Bring out the
sparkle in your
natural diamond
business.

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DE BEERS GROUP



TRADE MARKETING PARTNER

The Retail Jeweller

How Project INDRA is benefiting retailers with its unified voice for natural diamonds

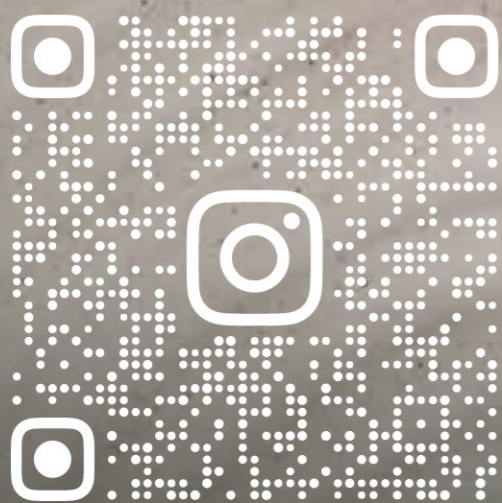
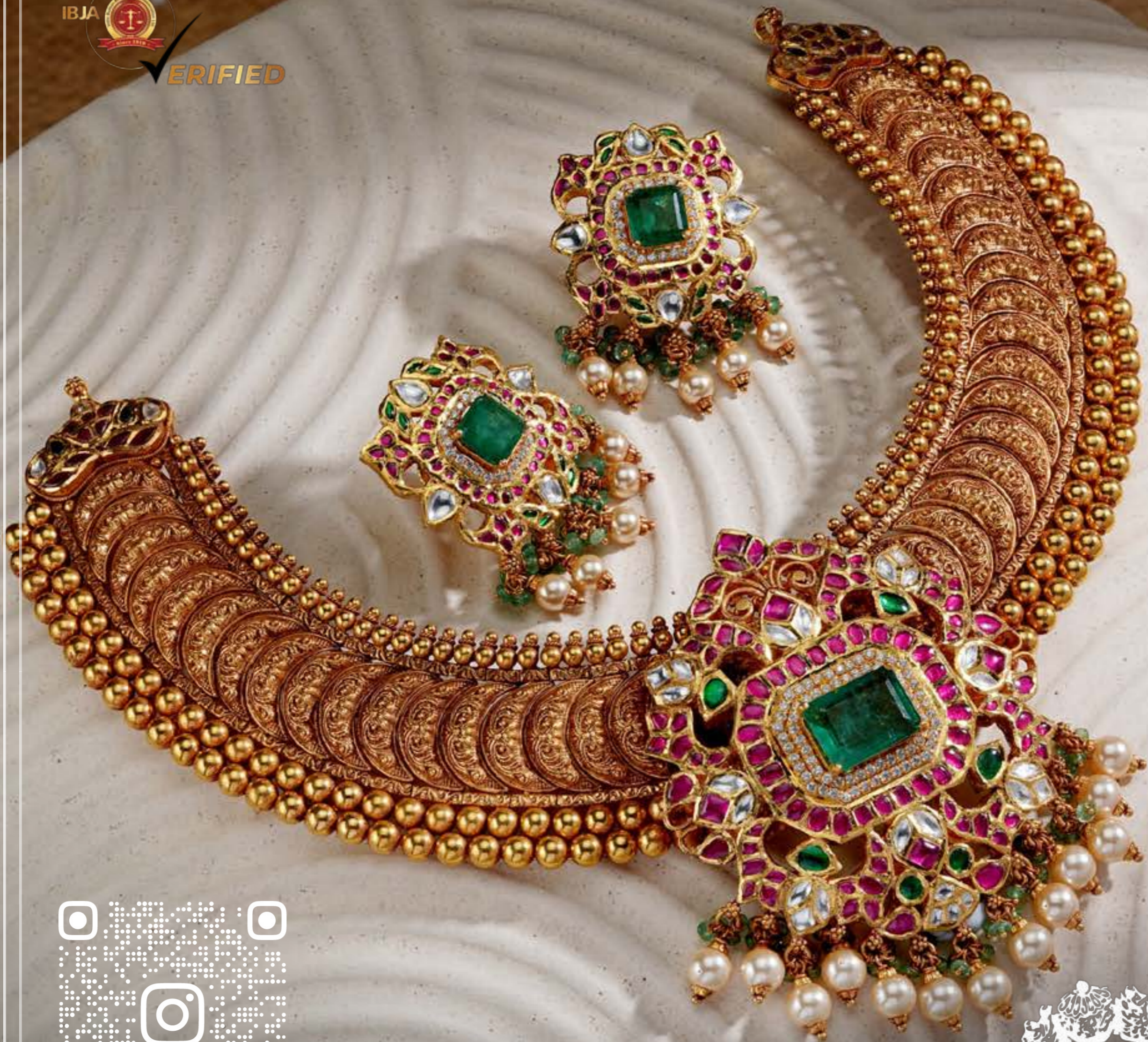
MUMBAI

The joint initiative by the De Beers Group and GJEPC is winning support for the way it allows retailers of diamond jewellery to build trust among value-conscious modern jewellery buyers, helping them stand out in a competitive market by being part of a national-level campaign

(RJ Exclusive)

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Leading retailers aim to drive maximum reach and sales with Lucky Lakshmi's Diamond Plan

MUMBAI

Senco Gold & Diamonds, Joyalukkas, C. Krishniah Chetty Group and Rokde Jewellers are subscribed to the Diamond Plan, which offers the highest return on investment, reaching nearly 150%, making it the most lucrative plan of the nationwide jewellery shopping festival

(RJ Exclusive)

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RISHAB SHETTY

KANTARA
A LEGEND

Directed by VIJAY KIRAGANDUR

Abaran's association with 'Kantara' is in line with their shared coastal Karnataka narrative

BENGALURU

Abaran has created jewellery pieces specifically for the film, integrating its designs with the storyline, characters and period setting. Following the film's release on Oct 2, Abaran plans to feature a Kantara jewellery collection, linking the brand story with the film to engage audiences

(RJ Exclusive)

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Mulkh Raj Ashok Kumar Jewellers starts Navratri celebrations by honouring women achievers

JAMMU

The nine-day event at the brand's Channi Himmat showroom in Jammu combines cultural recognition, customer engagement and influencer partnerships to position the brand as a community anchor during the festive season. A tie-up with Radio Mirchi is giving it added momentum

(RJ Exclusive)

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Waman Hari Pethe Jewellers supports young talent by partnering with Shravan Queen 2025

MUMBAI

The brand's aim was to align with a platform that provides recognition to young women of Maharashtra, while showcasing its traditional and modern jewellery collections before a diverse audience. The brand plans to engage with the top three winners, extending the association

(RJ Exclusive)

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Live performance by musician Hanan Shaah brings thousands to Meralda Jewels' showroom

KANNUR

The crowd was so large that it spilled out into the streets surrounding the showroom, and local police had to intervene. The high turnout created opportunities for the brand to engage directly with attendees, including many first-time visitors, and it immediately reflected in sales

(RJ Exclusive)

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AISSHPRA
GEMS AND JEWELS

Aisshpra Gems and Jewels uses cooking class to bring back dormant customers, boost sales

GORAKHPUR

The session was led by five chefs, and around 45 select customers were invited to it, based on their purchase patterns and past ticket size. Once it was over, participants were taken to a dedicated counter to view a new jewellery line, leading to some big-ticket sales

(RJ Exclusive)

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Forevermark embarks on a new era of branded diamond jewellery with flagship store in India

NEW DELHI

Central to this new chapter is Forevermark's campaign, 'This One's For Me', celebrating women who choose diamonds every day. After the global retail outlet in New Delhi, the brand from the De Beers Group has plans to open up to 15 stores in 2025 and 100 stores by 2030

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A magical realm

Mriganka

by

TANISHQ

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Tanishq launches ad campaign Mriganka for festive jewellery inspired by mythical worlds

MUMBAI

Set to the classic 'Khoaya Khoaya Chand', the ad film features former Miss World Manushi Chhillar, who wears pieces from the new collection, and is transported to a realm above the clouds, filled with birds and mythical forms. The jewellery links this world and personal expression

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VIVEK KARUNAKARAN

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INDIA

VBJ leverages collaboration with designer to highlight its Chettinad-inspired jewellery line

CHENNAI

By integrating jewellery with clothing on the ramp, VBJ gained exposure among fashion-conscious audiences and became part of a larger lifestyle conversation. It expects the December launch of its Chettinad collection to build on the visibility generated by this event

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#AmiHeer: Heer by GIVA launches campaign celebrating multiple roles of today's woman

BENGALURU

Inspired by the multiple forms of Devi Durga, the campaign is a tribute to the modern woman in her different roles, positioning Heer as an extension of her individuality. With an influencer-first approach, the campaign extends to in-store engagement, ATL and BTL activations

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Jewelbox's debut Diwali campaign positions jewellery as a marker of meaningful bonds

BENGALURU

Featuring actor Vaani Kapoor, the campaign positions diamonds as gifts of gratitude and memory, while reaching out to a wide audience. With this campaign, the LGD brand aims to strengthen its presence during one of India's key jewellery purchase seasons

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Mia
by TANISHQ

Precious, every day

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Mia by Tanishq launches Gen Z star Aneet Padda as brand ambassador through festive campaign

MUMBAI

With her bold, vibrant energy and authenticity, Padda perfectly embodies the spirit of self-confidence and individuality that the brand stands for. The 'Precious, Every Day' campaign urges women to celebrate themselves, with or without an occasion

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CSR INITIATIVE
by
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JEWELLERS



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COMMUNITIES,
SHARING
SMILES.

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Inauguration of the AED Machine,



Inauguration of the AED Machine,



Equipping our community with the courage to act early.

Manubhai Jewellers aims to create real value in people's lives by imparting life-saving skills

MUMBAI

The jeweller organized a session to train people in CPR techniques and the use of Automated External Defibrillator (AED) machines, empowering them to respond effectively in emergencies. By investing in people's safety and well-being, it forged a deep bond with the community

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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
2025:
**DIGITAL
ISSUE**



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Rare heritage jewellery from Nashik's Dande Gold & Diamonds shines at London Fashion Week

LONDON

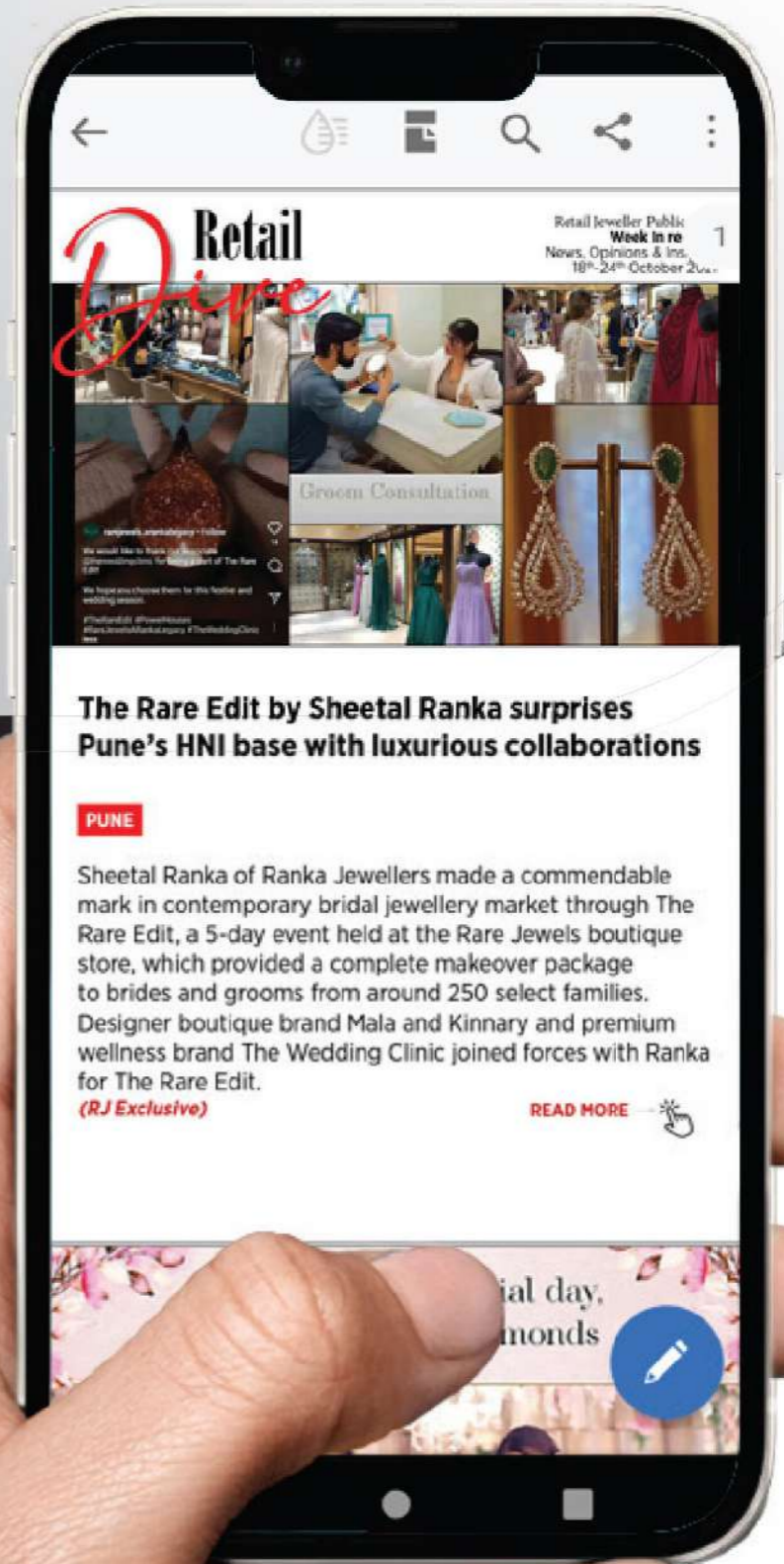
A sustainable fashion brand presented historical jewellery pieces from Dande Gold & Diamonds' Heritage Collection on the global stage. The association not only brought a moment of pride for Nashik, but aligned the jeweller with values admired by environmentally aware customers

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Retail Dive

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Bhima Jewels expands in UAE with new store at Abu Dhabi's Madinat Zayed Shopping Centre

ABU DHABI

It is the brand's second store in Abu Dhabi, and the location was selected in alignment with its strategy of expanding in prime urban hubs that cater to a diverse customer base. It continues the brand's focus on being present in key retail destinations outside India

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RJ 20 YEARS
Retail Jeweller

Elegant divas pose in statement fine jewellery pieces, steal the spotlight with glamour

MUMBAI

Be it Gauri Khan in Bvlgari Serpenti, Vidya Balan in Senco Gold & Diamonds, Sara Ali Khan in TBZ-The Original or Rashii Khanna in Kishandas & Co., celebs this week showcased ornaments that turned every look into a sparkling style moment

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