



## INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC



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## Retailer uptake grows as Project INDRA hits 196 stores, De Beers outlines next phase

**MUMBAI**

While training films have crossed 1,700 views, retailers are using customisable marketing assets to link national campaigns with local markets. The next phases will expand regional language training and introduce cultural, ritual-based campaigns

***(RJ Exclusive)***

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## Lucky Lakshmi 2025 drives jewellery sales amid rising gold prices through tech-enabled retail

### MUMBAI

Retailers are reporting good traction even as gold prices rise, with technology enabling seamless consumer reach through hyper-local marketing and digital campaigns. With transparent coupon-based lucky draws managed by E&Y, the festival is designed to boost jewellery sales, attract new buyers, and strengthen consumer trust

***(RJ Exclusive)***

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## Krishna Rajaram Ashtekar Jewellers gains festive momentum with wedding campaign ‘Shubhtithi’

**PUNE**

Actor Shriya Pilgaonkar headlines the ad film as the jeweller couples a social message centred around independent brides with festive incentives to drive wedding jewellery sales. The campaign increased footfalls by 40-45% across the brand’s stores within three days of launch

***(RJ Exclusive)***

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## NAC Jewellers builds youth connect via concert partnership, 50,000-strong audience reach

**CHENNAI**

The concert by popular singer Anirudh Ravichander provided the brand exposure through on-ground visibility, placing it right in the middle of a sizeable target audience. The brand stood out before young consumers who increasingly associate jewellery with identity and cultural context

***(RJ Exclusive)***

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सुरज जोशी सखी गोखले

## During lean period Pitrupaksha, P.N. Gadgil & Sons connects to audiences through theatre

**PUNE**

The brand organized shows of the Marathi play 'Groom Bride Groom' in cities across Maharashtra during a time considered quiet for jewellery retail. With free shows, the brand could attract young people hooked to digital platforms to live theatre, and woo them as potential customers

***(RJ Exclusive)***

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## Sunder Jewellers organizes stand-up comedy event to introduce the brand to a new market

### MOHALI

The two-day event was held to mark the launch of a new showroom in Mohali, and featured shows by well-known comedians. The comedy festival audience matched the brand's target demographic for its jewellery collections, and enabled direct engagement with them

*(RJ Exclusive)*

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## Sulthan Gold and Diamonds co-sponsors The Jamie Lever Show to support cervical cancer awareness

### HUBBALLI

The initiative allowed the brand to engage with local communities, support an important cause, and strengthen its presence among audiences. Participation in cultural and community events aligns with the brand's strategy of connecting with younger customers while building goodwill and positive recall

*(RJ Exclusive)*

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gemgold.show



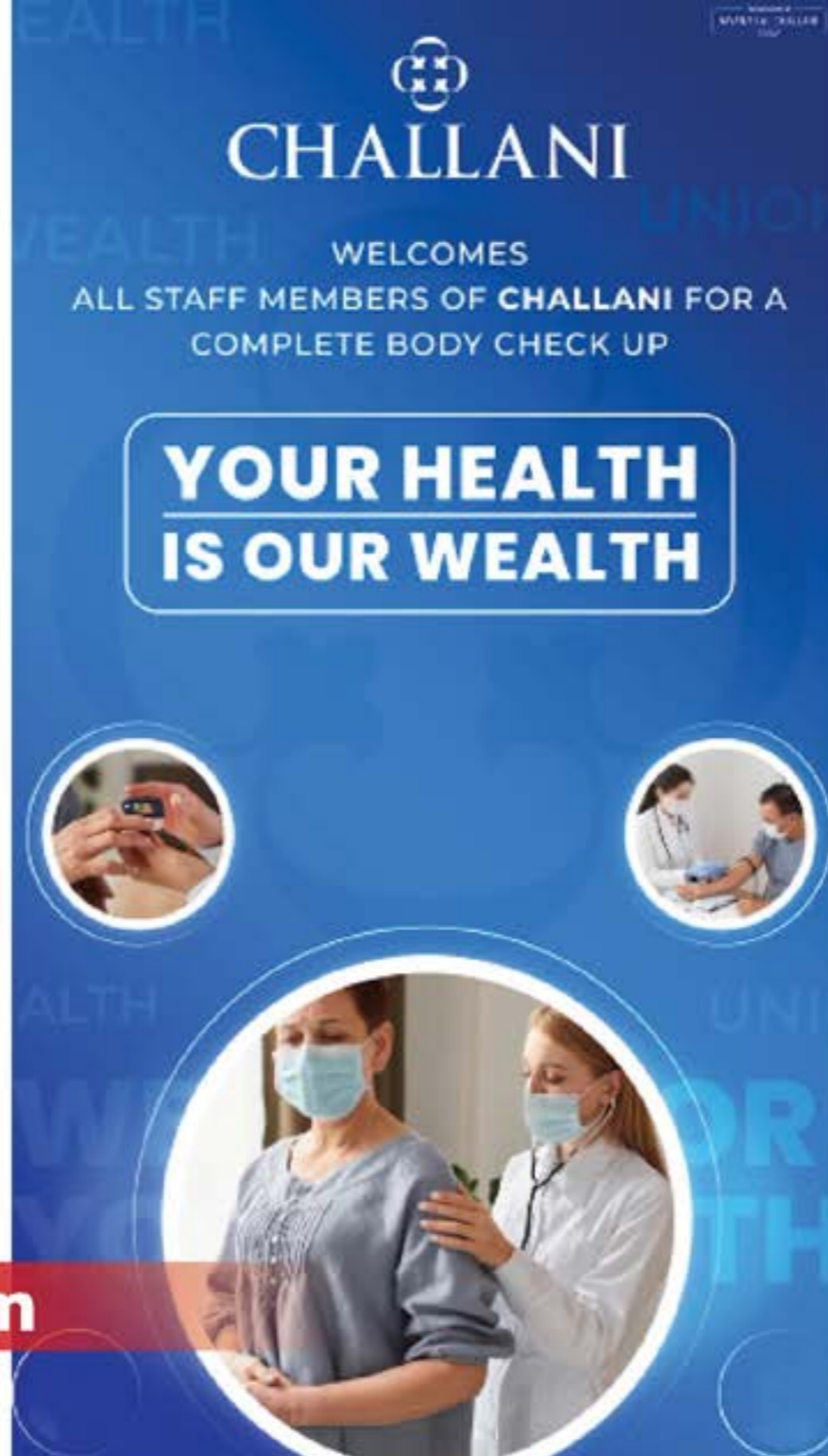
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## Challani Jewellery Mart organises a two-day medical camp focusing on staff well-being

**CHENNAI**

Over 500 employees participated in health check-ups, consultations, and preventive care sessions. The initiative aimed to prioritise staff health, recognising its impact on customer service and operational standards. Feedback from employees indicated improved preparedness to deliver consistent service

***(RJ Exclusive)***

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## Parekh Brothers collaborates with six local brands in Nagpur for a musical event

### NAGPUR

The musical evening, attended by over 350 guests, blended entertainment, interactive games and product stalls. Each brand invited its own clientele, allowing Parekh Brothers to display its jewellery to a wider audience socially, rather than a showroom

*(RJ Exclusive)*

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**RJ** 20 YEARS  
Retail Jeweller

## Reliance Jewels launches festive campaign with Raveena Tandon and Rasha Thadani

**MUMBAI**

The collection mixes traditional Indian motifs with contemporary designs, including earrings, chokers, necklaces, bangles, and rings crafted in gold and diamonds aiming to resonate with modern families seeking to refresh their jewellery collection

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## Tanishq ropes in Sachin Tendulkar to push its first-ever zero deduction gold exchange campaign

MUMBAI

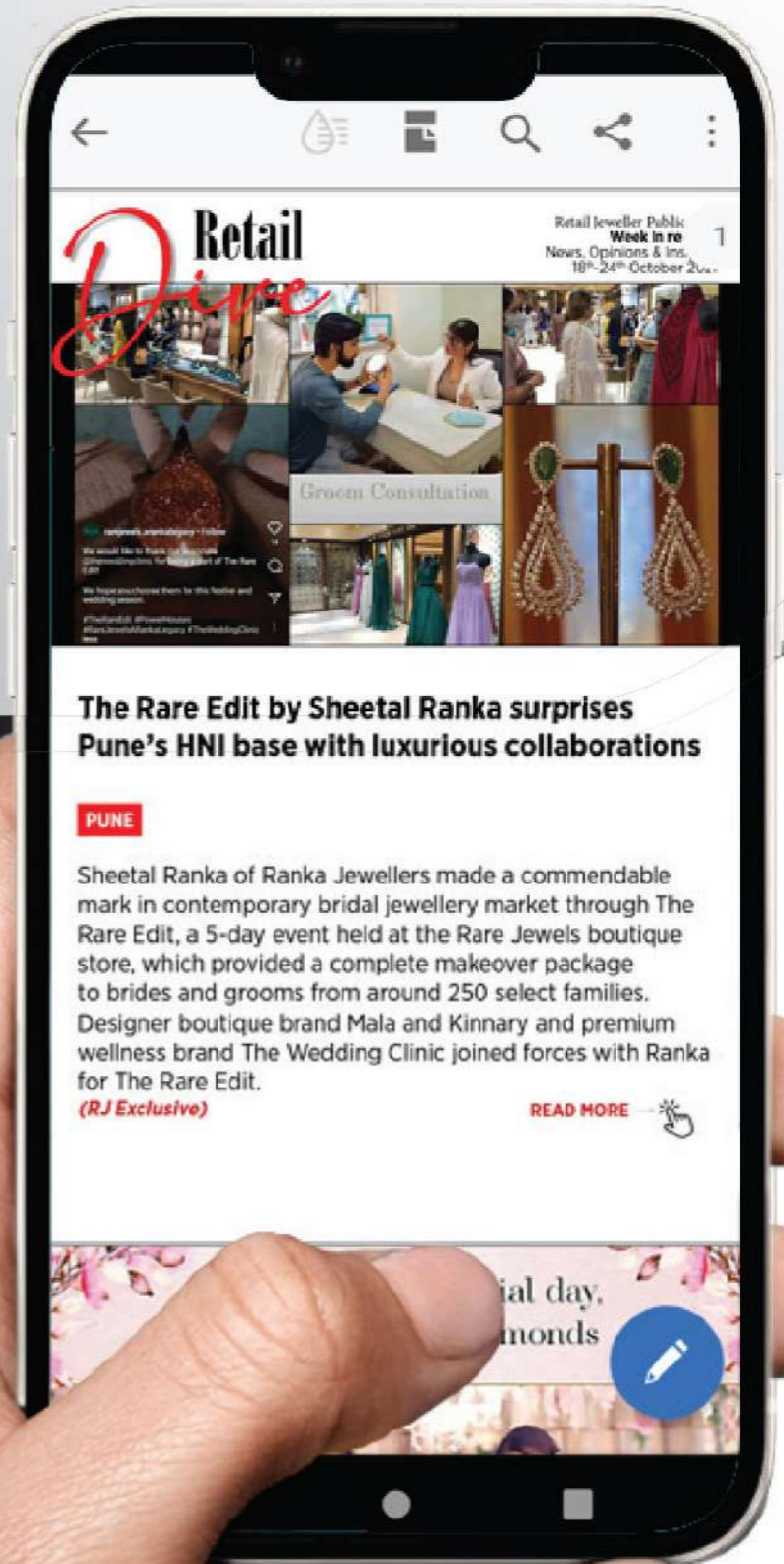
The campaign encourages households to recycle jewellery and reduce India's dependence on imported gold. With 30 lakh participants already part of its exchange programme, the brand is recycling nearly 1.7 lakh kilos of gold

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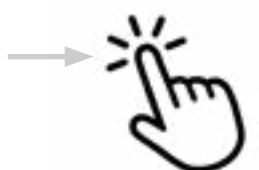
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## Bvlgari opens its Serpenti Infinito exhibition at NMACC Mumbai with Priyanka Chopra

**MUMBAI**

The exhibition explores the brand's iconic serpent motif through high jewellery collections, archival sketches, and contemporary art. Curated by Nature Morte and envisioned by Artistic Director Sean Anderson, it includes unreleased high jewellery inspired by India, presented alongside rare 15th-century Tantric manuscripts

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## From Navratri to couture red carpets, Indian jewellers put their designs in the spotlight

### MUMBAI

This season, Indian celebrities took centre stage in jewellery campaigns and couture showcases, wearing pieces from established and emerging brands. From Bvlgari's Serpenti Exhibition in Mumbai to Navratri celebrations, these appearances underline the growing impact of celebrity associations on brand visibility and market trends

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