

DE BEERS GROUP



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TRADE MARKETING PARTNER  
**The Retail Jeweller**

## Project INDRA supports jewellers beyond metros to boost wearable diamond demand and sales

### MUMBAI

As rising gold prices prompt customers to explore diamonds as a versatile choice for engagements, weddings, special occasions and daily wear, INDRA has proved extremely helpful for retailers, providing the right impetus and timely aid to market and sell natural diamonds

***(RJ Exclusive)***

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## Lucky Lakshmi turns strong engagement tool, allows retailers to connect with more customers

### MUMBAI

Retailers from metro and regional markets alike are reporting increased walk-ins and enquiries, driven by the scheme's prize-linked rewards and digital visibility. Besides being a reliable sales driver, it is building trust and encouraging repeat visits to stores by customers

*(RJ Exclusive)*

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**GRAND ABHUSHAN UTSAV 2.0**  
 Yahan Har Shopper Jeetega\*  
 WIN PRIZES WORTH  
**₹1 CRORE**  
 ON EVERY ₹25,000 SPENT



**MG Hector**



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AGRA | ALIGARH | FIROZABAD

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**2 Honda Activa**

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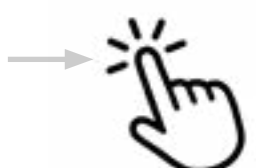
## Grand Abhushan Utsav 2.0 scores with 'double reward' for people buying diamond jewellery

### AGRA

While customers earn one coupon for every Rs 25,000 spent, if they are buying diamonds, they get two coupons for the same amount. The initiative by Abhushan Diamonds and Gold proves the efficacy of targeted promotion and clear rules to boost jewellery sales and brand trust

**(RJ Exclusive)**

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JEWELLERS  
SINCE 1879

## With '9 Colours of Navratri - 9 Iconic Faces' campaign, Ranka Jewellers mirrors diversity

### PUNE

The campaign, executed through digital, OOH and print media, ran through the nine days of Navratri, with each day's colour represented by a renowned Marathi actor or influencer styled in Ranka jewellery. Associating with such influential women strengthened brand trust and desirability

***(RJ Exclusive)***

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# INDRA

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AN INITIATIVE BY DE BEERS GROUP & GJEPC

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9 PLANETS  
9 DAYS  
MH09

MH09

WHAT'S THE  
CONNECTION?

A New Beginning is Sparkling Soon  
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MAHENDRA  
JEWELLERS  
RAJARAMPURI  
KOLHAPUR  
SINCE 1925

## Mahendra Jewellers creates intrigue around its 9kt diamond jewellery with teaser campaign

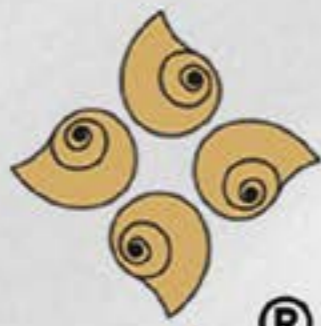
### KOLHAPUR

With Government approval for 9kt gold hallmarking, the brand saw Navratri and Kolhapur's auspicious connect with the number '9' as an opportunity to build a narrative for the collection ahead of its official launch. It generated much curiosity and led to strong in-store traction

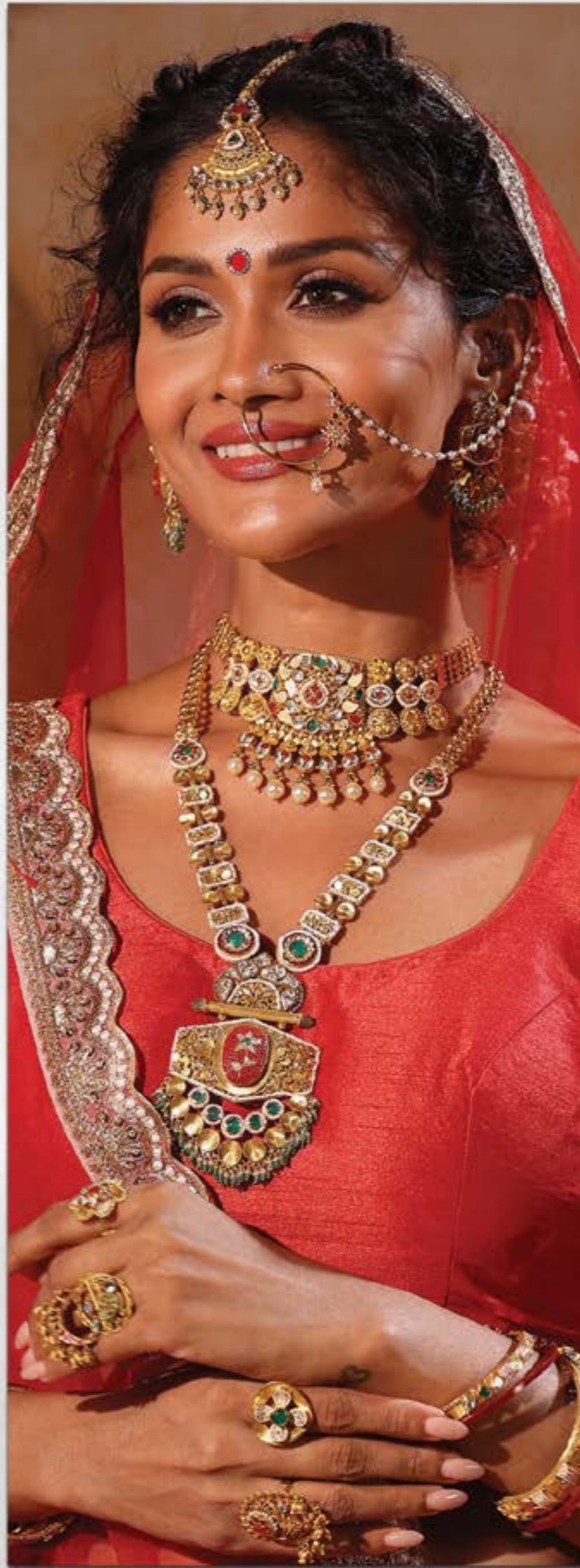
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RJ 20 YEARS  
Retail Jeweller

## Vardhman Jewellers uses lucky draw campaign to steer customers towards diamond jewellery

### JABALPUR

The brand's move, driven by rising gold prices, is to engage customers and incentivize jewellery buying to increase store visits, thus creating an opportunity to make them aware about the value and transparency of diamond jewellery. The brand has successfully attracted new buyers

*(RJ Exclusive)*

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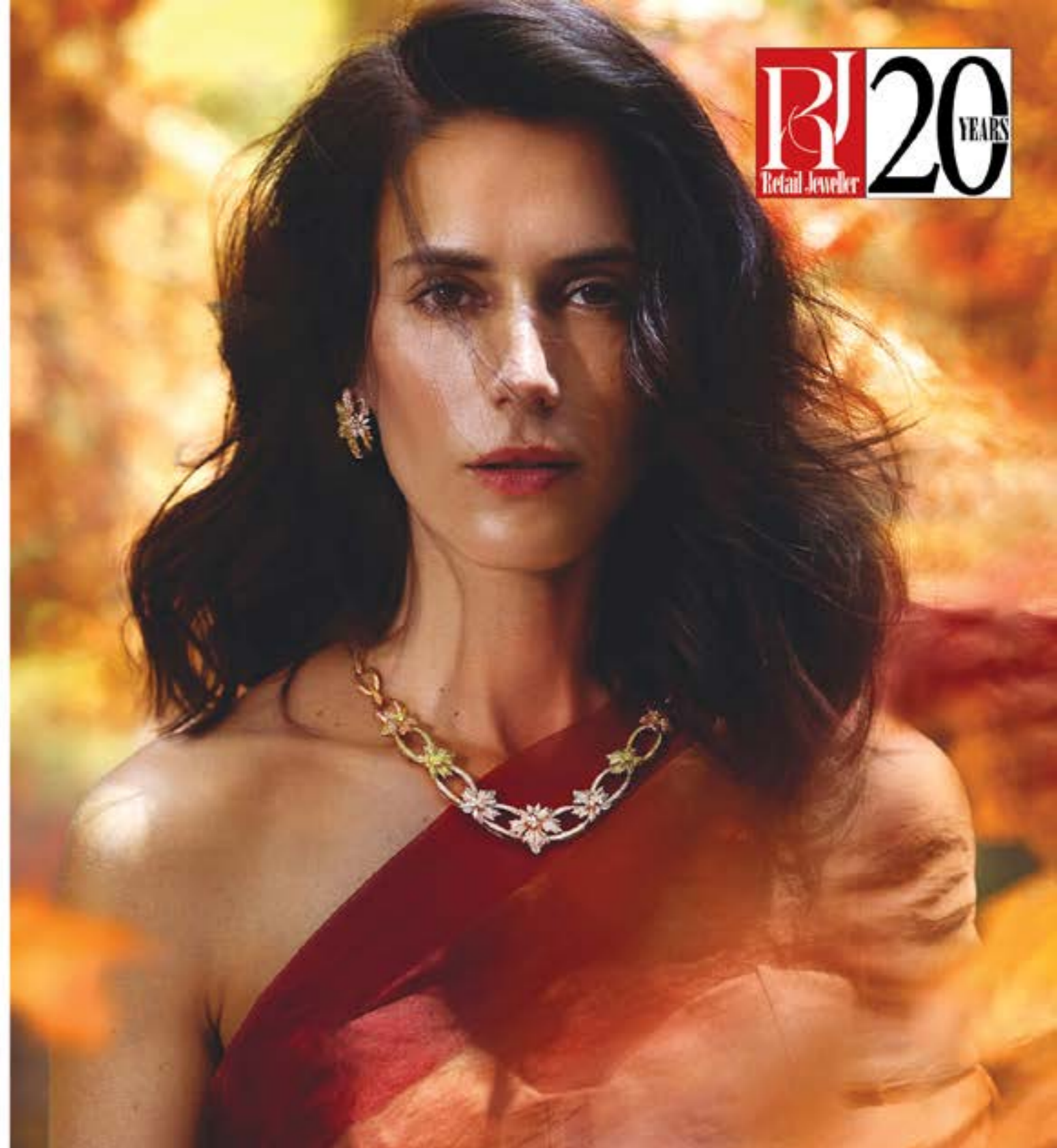
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## New campaign 'Whispers from the Valley' links Kashmir's seasonal beauty to the Zoya woman

**MUMBAI**

The campaign, centred around a collection, invites audiences to experience renewal, the poetry of changing seasons and a celebration of the Zoya woman's feminine essence. It runs across the brand's owned media, print, social platforms and ATL channels

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## Joyalukkas names Samantha Ruth Prabhu as its brand ambassador across international markets

### MUMBAI

The actor's persona resonates deeply with the brand's ethos of celebrating life's treasured moments with fine jewellery, and the brand plans to bring alive the association through an integrated global campaign, to be released soon. Actor Kajol already represents the brand

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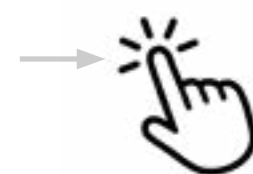


## C Krishniah Chetty's crash.club crafts no-metal ring entirely from a single lab-grown diamond

### BENGALURU

Developed over three years by the brand's design team following a customer's request, the ring combines advanced laser technology with traditional diamond polishing techniques. Such rings can be made to order, designed within the physical limits of the stone

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## Senco Gold & Diamonds launches 'Elements of Nature' campaign featuring Kiara Advani

**KOLKATA**

The campaign showcases jewellery that interprets natural elements such as earth, water, fire and air through gold, diamond and polki designs. Senco has positioned it as a brand statement, not just a product story, capturing the 85-year-old company's emotional and artistic legacy

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जगन्नाथ  
गंगाशम पेडणेकर  
JEWELLERS  
ओळख खऱ्या दागिन्याची

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## JGP Jewellers' new campaign shows equality in modern families, spotlights role of jewellery

**MUMBAI**

Instead of confining rituals to women alone, the campaign flips the narrative, with a man doing the 'aarti' for his wife who has topped her exam, and gifting her the brand's jewellery. The story depicts a progressive mindset, redefining the ambit of roles within a family

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## Jos Alukkas stands for woman power, cultural pride by associating with Miss South India '25

### BENGALURU

The grand finale held in Bengaluru brought together 21 finalists from across the South Indian States, each representing her region's unique cultural identity. The celebration of elegance, individuality and tradition aligned perfectly with the brand's core values

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GOLD MULTIPLIER  
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## Zen Diamond launches 'My Gold Multiplier Plan' to promote gold savings and jewellery sales

### MUMBAI

The plan enables customers to start saving in Zen-branded 999 fine hallmarked gold with contributions starting from 1 gram per month for nine months. At maturity, the accumulated gold can either be retained as savings or redeemed for Zen Diamond's jewellery and accessories

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## KISNA celebrates 100th store milestone at event, unveils new omnichannel platform

**MUMBAI**

The new platform seamlessly integrates online and offline retail to strengthen customer engagement and operational efficiency. The brand also launched its ‘Trend Book 2025–2026’, outlining key design and consumer directions in the Indian and global jewellery markets

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## Gargi by P N Gadgil and Sons' Diwali-Dussehra campaign celebrates modern Indian femininity

**PUNE**

Brand ambassador Mithila Palkar features in the 360° campaign, which is Gargi's biggest marketing initiative so far. It combines the contexts of Dussehra and Diwali with modern stories about empowerment and celebration. It also marks a year of Palkar's collaboration with the brand

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A photograph of Mouni Roy, a woman with long, wavy brown hair, smiling and wearing a white lace top and a necklace with blue beads and a central diamond pendant. The background is a soft, out-of-focus blue.

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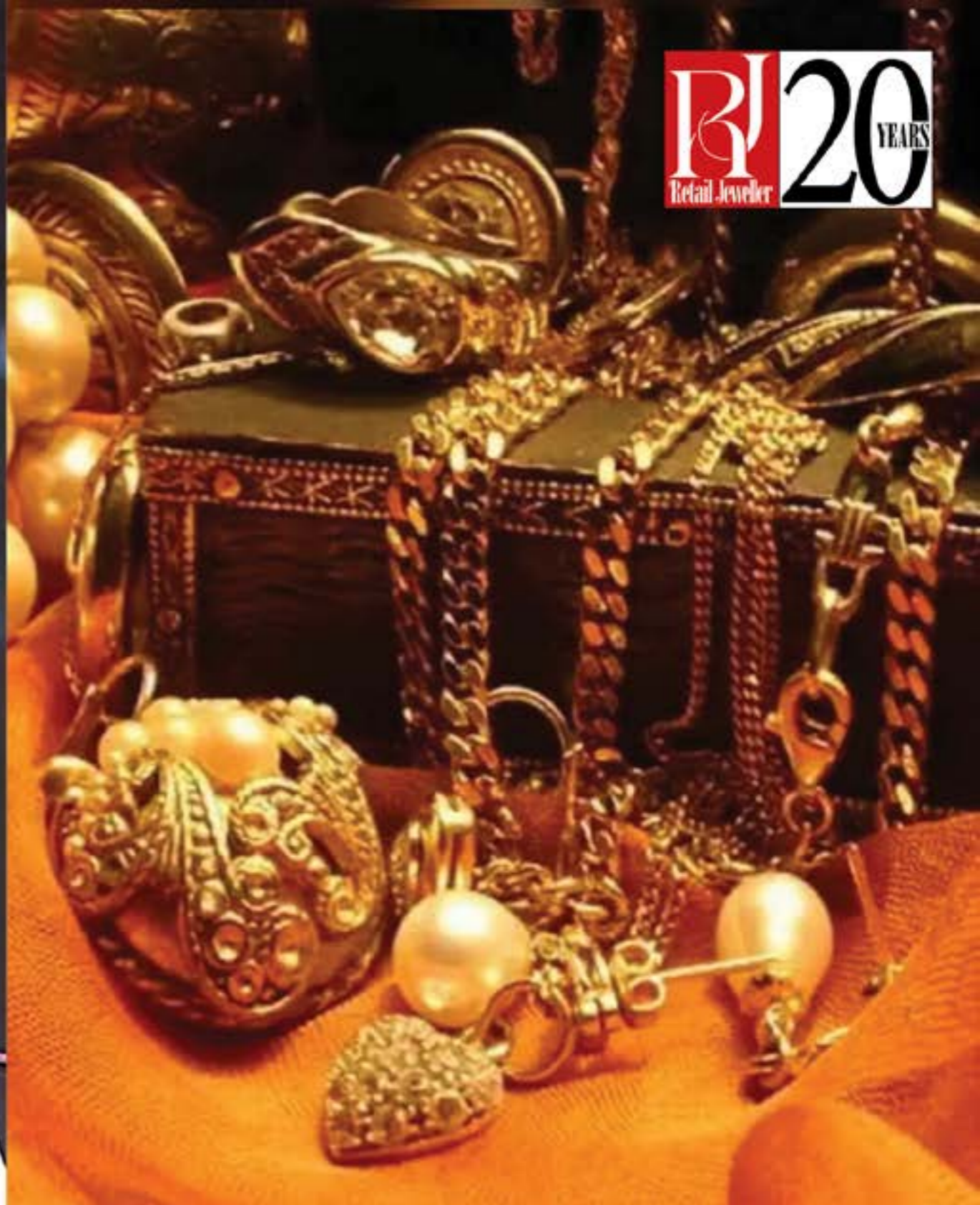
## Ivana Jewels announces Mouni Roy as brand ambassador, launches TVC ahead of expansion

**SURAT**

The lab-grown diamond jewellery brand plans 150 stores across India by 2030, extending its presence beyond North and Central India to the South. Its campaign featuring Mouni Roy carries the tagline 'See it. Wear it. Believe it', bridging glamour and authenticity

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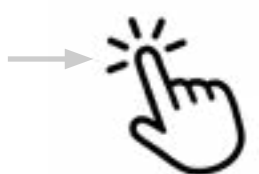


## Maharashtra Cabinet ratifies landmark gem & jewellery policy, eyes Rs 1 lakh cr investment

**MUMBAI**

GJEPC has been actively working with the Department of Industries, Government of Maharashtra for the past year-and-a-half on developing this policy framework. Maharashtra is the first State in India to introduce a dedicated policy for the gem and jewellery sector

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# 12<sup>th</sup> Retail Jeweller INDIA FORUM '26

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## De Beers unveils campaign 'Unlike Anything', with consumer launch of 'Desert Diamonds'

**LONDON**

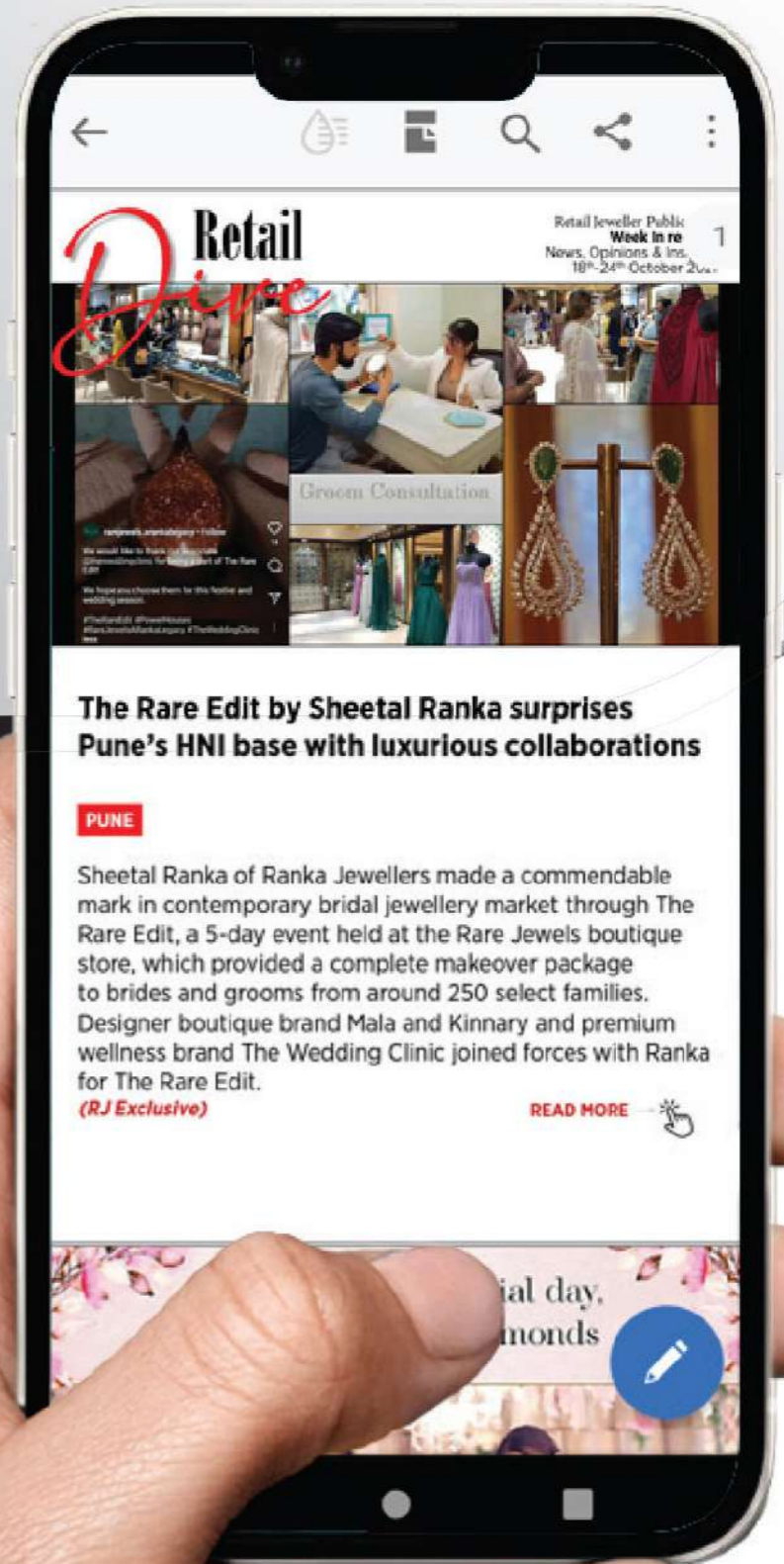
This is De Beers' biggest category marketing investment in a decade. It promotes 'Desert Diamonds', naturally coloured stones, emphasizing their uniqueness and connection to nature. It aims to differentiate natural diamonds from LGDs, by appealing to consumers seeking authenticity and distinctiveness

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## Tiara Dhody makes Paris runway debut, with a synergy of haute couture and jewellery

### PARIS

At Paris Fashion Days, the Founder of Treasures by Tiara accented her new couture line with pieces from the brand's whimsical jewellery line, 'The Garden Party', a vibrant mix of jewels featuring delicate leaves, playful insects and luminous petals

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RJ 20 YEARS  
Retail Jeweller

## High jewellery rules this week, as celebrities across the globe show off statement pieces

### MUMBAI

From Priyanka Chopra Jonas in Bvlgari to Julia Roberts in Sabyasachi High Jewellery to Smriti Irani in Kishandas & Co., stars showcased fine jewellery that added elegance and individuality to every appearance, be it a high-brow exhibition, film premiere or fashion week

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