

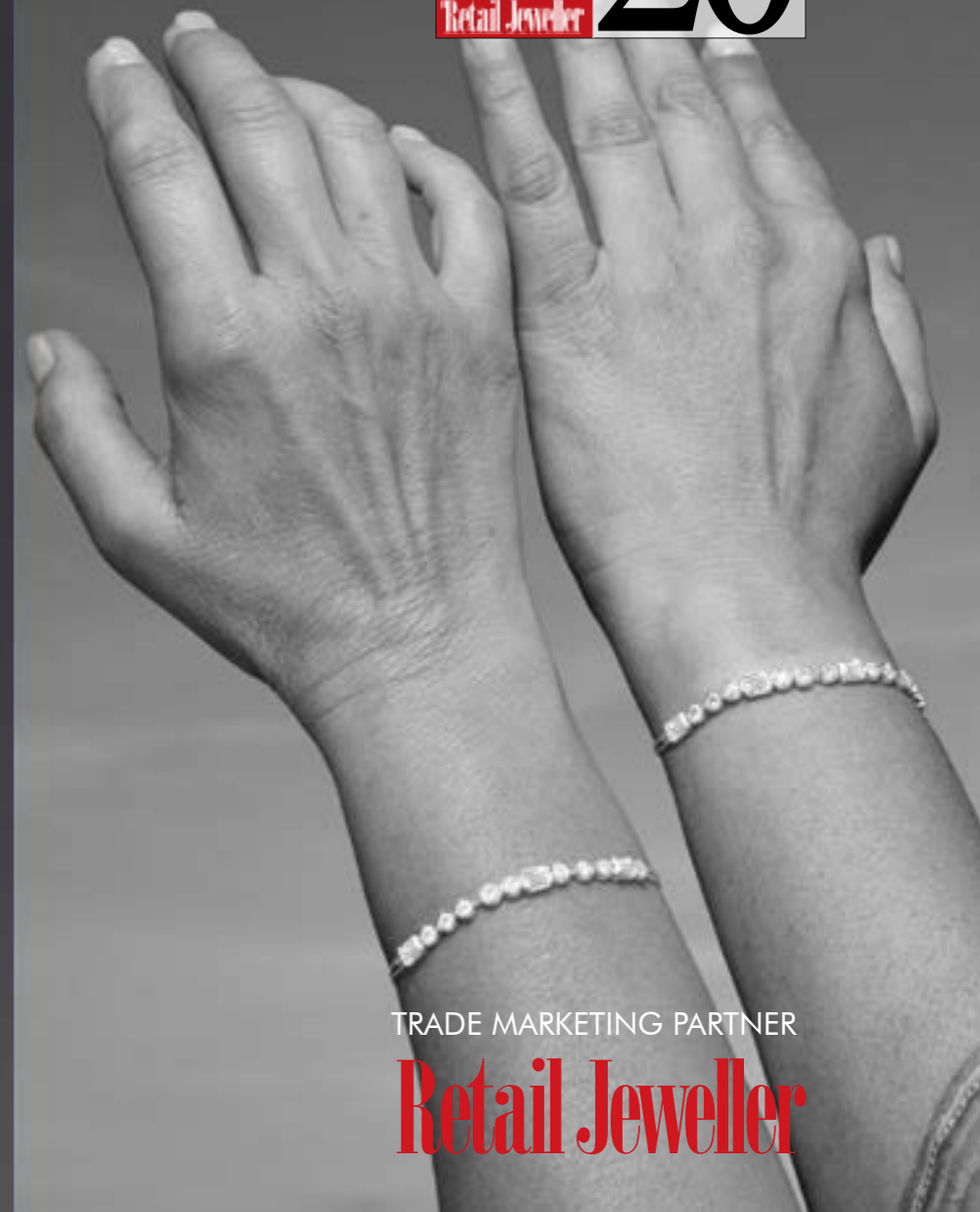
DE BEERS GROUP



INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC



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TRADE MARKETING PARTNER

Retail Jeweller

Project INDRA's training module for natural diamond retail builds confidence at the counter

MUMBAI

From product knowledge to customer communication, retailers find the educational content practical, engaging and the learning easy to apply in real-world sales situations. The content is accessible on laptops and mobile devices, allowing both independent study and group discussion

(RJ Exclusive)

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WEEKLY PRIZES

Seven Weekly Draws - 140 Prizes (20 prizes per week)



20 Prizes of 5 gm Gold Coins

BUMPER PRIZES

National Bumper Prizes (1 kg Gold)



4 ZONAL WINNERS
250 gm Gold Bars

RJ 20 YEARS

1 gm & 5 gm Gold Coin
10 gm & 50 gm Silver Coin



15,000+ Prizes

WIN PRIZES WORTH UP TO

₹10 CRORE

ASSURED PRIZES UP TO

₹20 CRORE



ASSURED PRIZES

Enjoy an assured digital gift voucher worth ₹200

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SCAN FOR RETAILER LIST

*For illustrative purposes only

www.luckylakshmi.org
Helpline No: 8750 195 195

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In Lucky Lakshmi, South Zone leads revenue generation: GJC Vice Chairman Avinash Gupta

MUMBAI

In its fourth week now, Lucky Lakshmi is buzzing with the participation of leading companies, running the campaign in a total of 382 stores. West Zone has the highest number of registered retailers, and comes second in revenue generation too

(RJ Exclusive)

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With mobile showroom 'CSJ Suvarna Safar', CS Jewels takes its jewellery closer to customers

BARAMATI

The initiative is designed to offer customers in Tier II and Tier III towns, who find it challenging to visit the brand's stores, the full CS Jewels retail experience right at their doorstep. It has generated sales in untapped regions across Maharashtra and strengthened brand visibility

(RJ Exclusive)

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RJ 20 YEARS
Retail Jeweller

Lala Jugal Kishore Jewellers' home-makers only lucky draw engages core customer base

LUCKNOW

The excitement of daily draws significantly increased store footfalls, with many participants turning up to be present at the announcements, and ending up exploring the brand's jewellery. Nine winners out of 381 participants were awarded practical and useful prizes

(RJ Exclusive)

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Join **INDRA** to scale your natural diamond business, by customising and creating campaigns, improving customer experience, and training your workforce.

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Mehta Emporium Jewellers uses podcast to connect real stories with jewellery knowledge

MUMBAI

The series reflects the brand's evolving marketing approach, connecting jewellery with lived experiences. Targeting people in the 22-45 age group, the series will bring in stylists, industry voices, potential customers and influencers in future episodes to expand reach

(RJ Exclusive)

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D2D Chennai Marathon 2025
(8th edition),
in association with Cancer Institute (WIA)

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VBJ partners with D2D Chennai Marathon 2025, makes a statement about pushing boundaries

CHENNAI

The brand has been part of the D2D journey since its inception eight years back. The marathon mirrors the brand spirit of creating meaningful change, and aligns with its ethos that endurance is not just about lasting through time, but about evolving with purpose

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Preity G Zinta

×

SWA
DIAMONDS

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Official Brand Ambassador

Swa Diamonds ropes in Preity Zinta as brand ambassador, starts campaign 'As Real As You'

MUMBAI

The brand has related the actor's trait of authenticity to its own philosophy that the evolution of every individual starts with a realization of the true self or 'Swa'. The campaign marks the actor's return to brand endorsements, and celebrates real emotions

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New Senco Gold & Diamonds campaign brings alive festivities for Dhanteras and Diwali

MUMBAI

Kiara Advani embodies the spirit of Senco as she stitches together the narrative, moving through each frame, connecting one story to another, in a poetic celebration of togetherness, where every piece of Senco jewellery becomes a keeper of memories

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Kalyan Jewellers' Diwali campaign has actors capturing emotions of gifting and connection

THRISSUR

The series of national and region-specific ad films feature Amitabh Bachchan, Nagarjuna, Prabhu Ganesan, Shiva Rajkumar, Janhvi Kapoor, Kriti Sanon, Kalyani Priyadarshan and Sreeleela. The brand's focus is on the role of jewellery in modern-day celebrations

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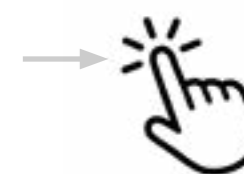


LGD brand Reia Diamonds raises Rs 2 crore in pre-seed funding, focuses on retail expansion

BENGALURU

The funding round was led by Dinesh Talera and family, founders of the iconic Mysore Saree Udyog, along with early-stage investment platform Venture Catalysts. The brand plans to scale up retail through its franchise model, to ensure growth with profitability

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Diwali

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20
YEARS



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Tanishq unveils 'India Wali Diwali' for diaspora across the Gulf, Singapore and US markets

DUBAI

In the UAE and Qatar, Tanishq is bringing the campaign to life with a multi-platform strategy encompassing out-of-home advertising, digital, radio and performance marketing. Strong visibility at Dubai and Abu Dhabi airports adds to the impact. The campaign runs for 40 days

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Malabar Gold & Diamonds makes New Zealand debut with launch of showroom in Auckland

AUCKLAND

New Zealand marks the retailer's 14th market, and the Auckland store is its 410th showroom globally. Located at Botany Town Centre, the outlet is the first of several planned for Wellington, Hamilton and Christchurch over the coming years. The inaugural saw an unprecedented turnout

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Vinsmera celebrates opening of 3 showrooms across UAE with brand ambassador Mohanlal

DUBAI

Launch of the new stores - located at Rolla (Sharjah), Karama Center, (Dubai) and Mussafah (Abu Dhabi) - not only underscores Vinsmera's rapid rise in the region, but also lays the foundation for the next phase of its international expansion

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Bollywood divas don jewellery from leading luxury houses, sparkle in festive glory

MUMBAI

From Kareena Kapoor Khan's regal Sabyasachi necklace to Suhana Khan's Manish Malhotra high jewellery at the designer's own Diwali party to Genelia Deshmukh's festive sparkle in Kakun Fine Jewellery, these celebrities turned every appearance into a jewellery styling high

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