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Excitement builds around Lucky Lakshmi as substantial weekly prizes boost buying morale

MUMBAI

With 20 customers winning 5-gram gold coins each week, the festival is inching towards the bumper draw where the winner stands to win a 1 kg gold bar. Retailers participating in the campaign have reported increased footfalls as the festival's final phase nears

(RJ Exclusive)

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P N Gadgil & Sons explores millennial views on gold through launch of its new podcast series

PUNE

Featuring stories and insights from influencers, the podcast aims to engage with younger consumers on a more personal level and understand their perspectives on gold jewellery - whether it remains a desirable purchase, and how it fits into their lifestyle choices

(RJ Exclusive)

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Manubhai Jewellers links craftsmanship with Neeta Lulla's couture to expand bridal market

MUMBAI

The brand's creative process for a new bridal jewellery collection was guided by the designer's detailing and understanding of the contemporary bride. The collaboration aims to offer brides a cohesive wedding look through coordinated jewellery and couture styling

(RJ Exclusive)

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PC Chandra Jewellers partners with web series on Girliyapa to reach out to young audiences

KOLKATA

By integrating jewellery into the storyline, the brand has ensured that it appears naturally in everyday moments, celebrations and key plot points. It targets millennials and Gen Z viewers, who engage with digital content, and value individuality and meaningful connections

(RJ Exclusive)

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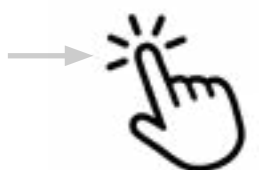
Aisshpra aims to boost presence in Tier III and Tier IV markets through Ballia lucky draw

BALLIA

The activity reflects Aisshpra's continued focus on locally relevant customer engagement strategies. The brand sought to create a more interactive and rewarding environment for its customers in the regional market, supporting both sales growth and brand visibility

(RJ Exclusive)

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A Moment To Cherish

AUGUST 27, 2025

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Superintendent of Police

Mr. Saravan Sundar
Commissioner of Police, Coimbatore

Mr. Karthikeyan
Superintendent of Police, Coimbatore

We were truly honored to be invited as Guests of Honor, standing alongside three visionary and compassionate leaders. This meaningful occasion will remain a treasured milestone in our journey.

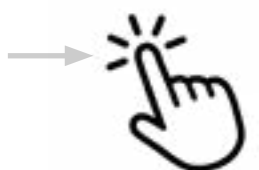
Sumangali Jewellers supports infrastructure upgrade for police personnel and families

COIMBATORE

Association with the initiative not only positioned the jeweller as an active contributor to community well-being but also created visibility among influential circles at the inaugural event. While brand promotion was not the aim, the jeweller earned the people's goodwill

(RJ Exclusive)

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Ranka Jewellers contributes to Maharashtra flood relief fund, aims to drive social impact

PUNE

The announcement was made during inauguration of the brand's 15th showroom in Chakan, Pune. By integrating CSR with brand milestones, Ranka Jewellers emerged as a responsible corporate citizen, aiming to link its growth with tangible benefits for the community it serves

(RJ Exclusive)

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Diwali-Dhanteras 2025: Jewellery sales surge, diamonds, silver shine as focus is on design

MUMBAI

The festive season saw footfalls doubling and diamonds, silver and platinum outpacing gold in growth. Retailers say consumers have accepted current prices, prioritizing design, sentiment and value as festive and wedding demand saw strong revival

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Kalyan Jewellers' Bhaidooj campaign is a heartwarming tale of love and lifelong bonds

THRISSUR

The digital campaign tells the story of a visually impaired brother expressing his gratitude and love for his sister, and surprising her with a meticulously crafted diamond bangle for Bhaidooj. The brand's message is that its jewellery resonates not just with the eyes, but with the heart

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Kolkata sees men's jewellery sales surge this Dhanteras despite soaring gold prices

KOLKATA

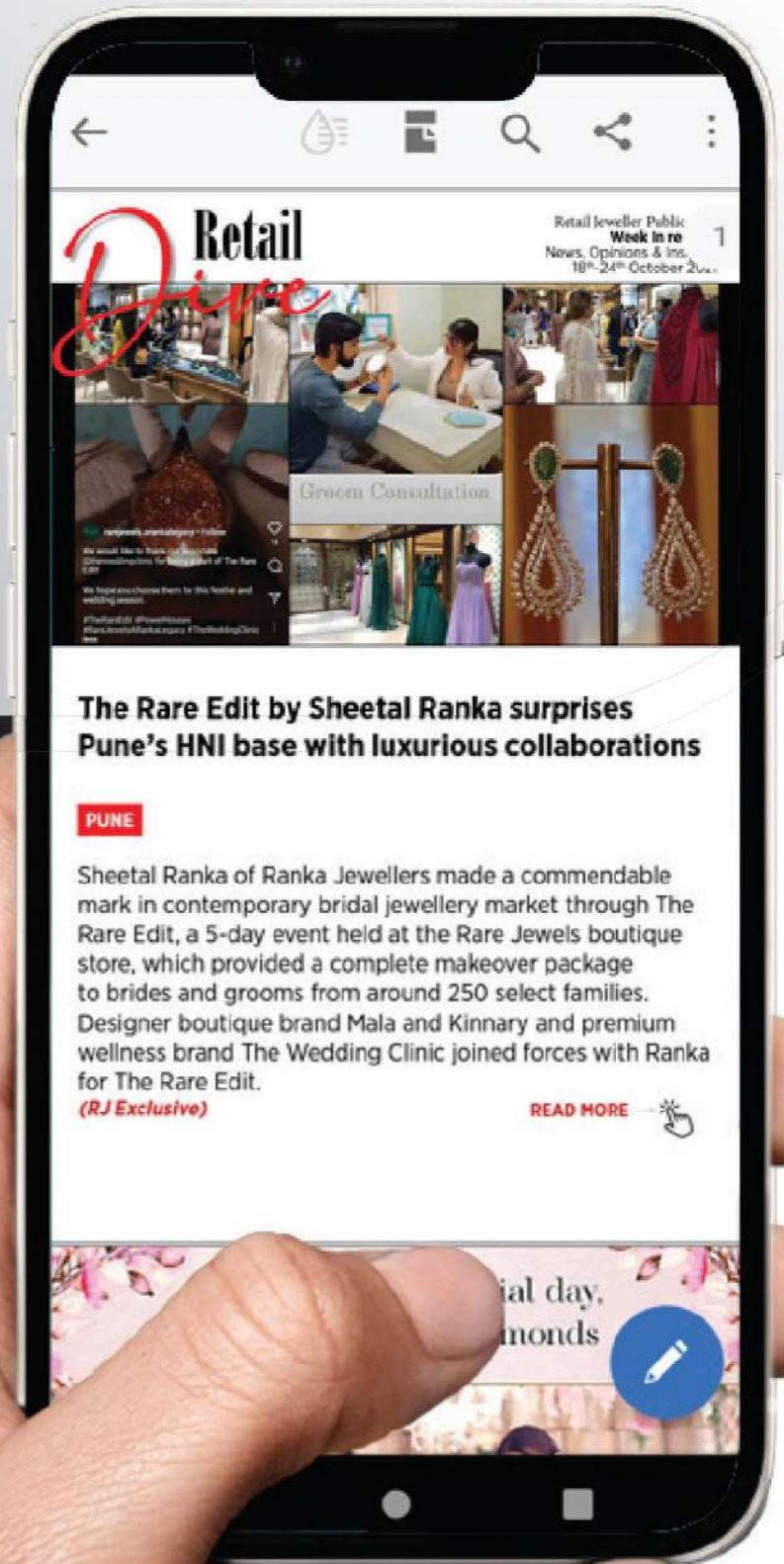
According to a media report, the men's jewellery segment almost doubled its share in total transactions during Dhanteras. Jewellers say rising self-expression and shifting notions of masculinity are driving strong demand as men flaunt their jewellery

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A photograph of a jewelry store display featuring several white mannequins wearing elaborate gold jewelry, including necklaces, earrings, and bangles. The background is a decorative lattice. A red banner at the bottom of the image contains the website address.

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Amid rising gold imports, DGFT revises export rules to tighten compliance, stop hoarding

NEW DELHI

The Directorate General of Foreign Trade (DGFT) has mandated completion of export obligations within 120 days of import of gold, aligning procedures with the Foreign Trade Policy 2023 to ensure that duty-free imports directly support genuine export production

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From pearls to gemstones, celebrities grab the festive spotlight with their jewellery

MUMBAI

Be it Alia Bhatt in B M Jewellers or Ananya Pandey in House of Sunita Shekhawat or Ankita Lokhande in Manubhai Jewellers, celebrities embraced elegance and tradition by flaunting their exquisite jewellery, adding the perfect sparkle to their ensembles over Diwali

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