



Mahendra Jewellers introduces fully branded Project INDRA zone at its flagship showroom

KOLHAPUR

The leading retailer from Kolhapur is the first jeweller in the country to have such a dedicated zone, and has strategically integrated the INDRA branding across its gold, silver and antique jewellery counters as well, to ensure visibility across customer touchpoints

(RJ Exclusive)

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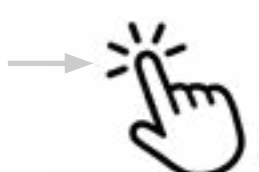
High footfalls, repeat buyers cheer retailers as Lucky Lakshmi approaches its final phase

MUMBAI

When a customer wins a prize, it builds loyalty – that customer stays with the retailer, and brings new ones in. Participating retailers say Lucky Lakshmi has been a strong enabler for sales and customer engagement, reinforcing the jewellery retail ecosystem nationwide

(RJ Exclusive)

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Mia by Tanishq partners with TVF to weave festive stories into web series 'Very Parivarik'

MUMBAI

Content integration in the popular comedy series meant seamless positioning of Mia jewellery as part of various festive and emotional scenarios, woven into the show's narrative. By connecting with TVF's wide audience base organically, Mia also expanded its digital reach

(RJ Exclusive)

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Khazanchi Jewellers launches new brand 'Vajraa Diamonds' to capture growing market demand

CHENNAI

The launch and upcoming 10,000 sq.ft showroom are key steps in the brand's strategy to strengthen its presence in the diamond category, and cater to the increasing preference for natural diamond jewellery among young and urban consumers across South India

(RJ Exclusive)

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DESHYA

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Brand Deshya makes colourful debut, targets high-end market in luxury gemstone jewellery

MUMBAI

Launch of the brand reflects a growing shift towards coloured gemstones as the new language of luxury. The brand plans to build its presence through exclusive showcases and private events, aimed at connecting with discerning buyers, rather than traditional retail

(RJ Exclusive)

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Manohar Lal Jewellers partners with content creator Sahiba Bali to build youth connect

MEERUT

In a video shoot, the brand followed a candid conversation format. Through it, Bali showcased contemporary interpretations of gold and natural diamond jewellery by the brand in a spontaneous, authentic manner relatable to younger audiences

(RJ Exclusive)

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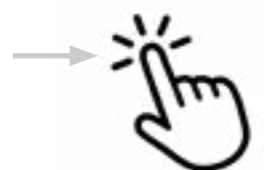
A full-page photograph of Jennifer Lopez. She is wearing a black, off-the-shoulder, textured dress and is smiling. She is wearing a necklace, earrings, and a ring. Her right hand is resting on her chest, and her left hand is on her hip. The background is a dark, textured wall.
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J Lo is new brand ambassador for Zen Diamond, appears in its latest advertising campaign

MUMBAI

Jennifer Lopez's chance encounter with the brand has grown into a creative partnership. The new Zen Diamond ad shot in Los Angeles blends Lopez's signature charisma with the radiance of Zen's diamond jewellery, capturing a powerful image of glamour and sophistication

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Kalyan Jewellers' Chhath Puja ad campaign has togetherness as the underlying theme

PATNA

Set in a household preparing for the festival, the film's narrative follows a couple as they go about their evening chores before the rituals begin. Showing how shared routine tasks turn to devotion, it ends with the husband presenting his wife with jewellery from the brand

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Sawansukha gives young jewellery designers a platform to showcase their creativity

KOLKATA

Under the aegis of Sawansukha Indian Institute of Jewellery, the brand hosted an event called 'Jewel Exposition' where five teams of budding designers presented unique heritage-inspired jewellery, crafted after an immersive visit to the Indian Museum, Kolkata

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Siddhartha Fine Jewellers names Nandamuri Tejeswini as brand ambassador, launches new ad

HYDERABAD

Tejeswini, grand-daughter of the legendary NT Rama Rao and daughter of actor Nandamuri Balakrishna, brings the legacy of one of Telugu cinema's most recognized families to the brand, as it aims to enhance its presence across the Telugu-speaking States

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How Indriya lit up Mumbai's Bandra-Worli Sea Link to celebrate this season of prosperity

MUMBAI

The brand saw the iconic structure as a representative of the financial capital of India, and the lighting activation - with moving projections of the brand's gazelle motif and festive jewellery - an appropriate way to create extra buzz about its ongoing festive campaign

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Kushals ropes in actors Sanya Malhotra and Priyanka Mohan to be faces of the brand

NEW DELHI

Sanya Malhotra will represent the brand in North India while Priyanka Mohan will endorse it in South India. Both the actors bring their unique personalities to the brand, and feature in an ad campaign - a series of fun and quirky films about women's passion for jewellery

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Gold Demand Trends

Q3 2025

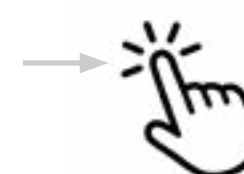
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Q3 gold jewellery demand in India dips by 31%, gold investment demand shoots up 20%: WGC

MUMBAI

The World Gold Council's latest trends report says globally, there was record demand for gold in this quarter. Sachin Jain, Regional CEO, India, WGC, remains optimistic about consumer sentiment in India and anticipates robust demand in the festive and wedding season

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Titan sets up holding company 'Signature Jewellery' for all Damas business in GCC

DUBAI

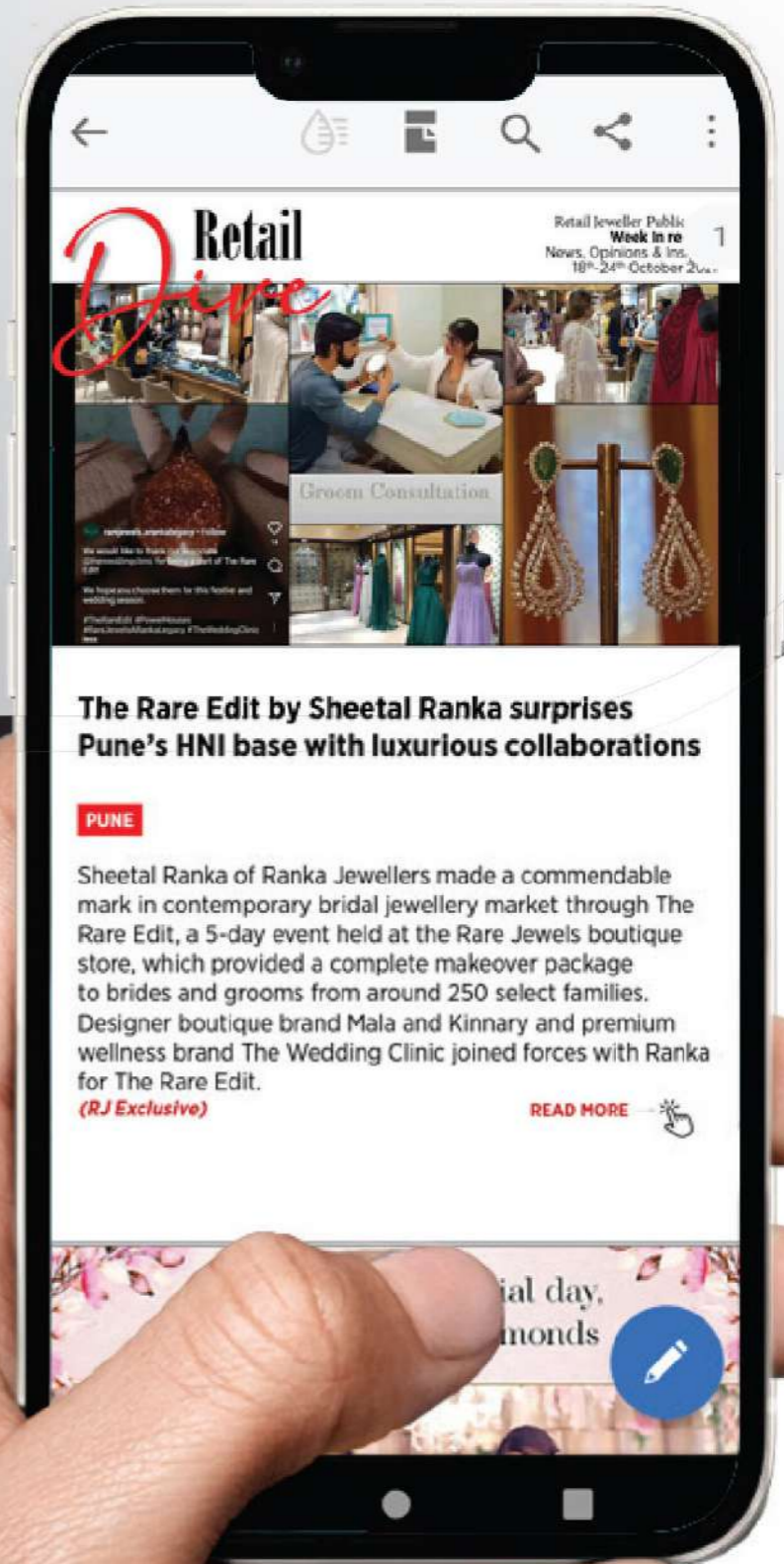
This move follows Titan's July 2025 agreement to acquire a 67% stake in Damas' jewellery business, with the remaining 33% stake to be acquired after December 31, 2029. The new step-down subsidiary will drive the acquisition, as Titan focuses on its international expansion agenda

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Kalyan Jewellers strengthens UAE presence with new showroom at Dubai's Al Nahda 2

DUBAI

With actor Kalyani Priyadarshan inaugurating it, the new store located in a busy neighbourhood is part of the brand's strategy to offer greater access to its jewellery collections to customers. It will feature a wide range of jewellery designs from Kalyan Jewellers' house brands

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From film promotions to cover shoots, celebs sparkle in statement jewellery this week

MUMBAI

Be it Sonam Bajwa in Anmol Jewellers, Harnaaz Sandhu in Mia by Tanishq or Samantha Ruth Prabhu in Sunita Shekhawat Jewellery, celebrities showcased jewellery to perfectly fuse cinematic allure and elegance in the festive atmosphere

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