



GJC's Lucky Lakshmi concludes on a high note as digital push, flexible rewards drive success

MUMBAI

According to Madan Kothari, convenor of Lucky Lakshmi, collaboration with influencers and innovative engagement proved how traditional jewellery retail can thrive through modern marketing methods. The final draw for the bumper prize of 1 kg gold bar will be held on November 22

(RJ Exclusive)

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Kumari scores during ICC Women's World Cup final with 'Play Bold. Dazzle Always' campaign

MUMBAI

The campaign featured an L Band television commercial that emerged on the screen eight times during live telecast of the crucial match, giving the brand high visibility before a global audience and aligning it with a defining moment for Indian women in sports

(RJ Exclusive)

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SUNDAY OPEN | www.sunderjewellers.com

Sunder Jewellers aims to enhance North India reach, grow sales with Sabse Sunder Utsav 4.0

CHANDIGARH

The jeweller's annual campaign is designed to engage customers by way of attractive prizes linked to jewellery purchase, and is in its fourth edition this year. It began during Navratri, and will conclude with a grand draw on December 21, 2025

(RJ Exclusive)

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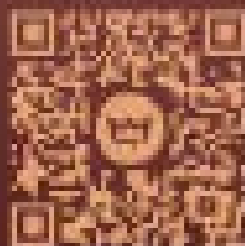
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Chawla Jewellers rebrands to Right Gold Jewels, focuses on transparency and tech

NEW DELHI

Right Gold Jewels introduced Live Gold Rate billing, enabling customers to view and purchase jewellery based on current market prices, a move that led to a major shift in the brand's customer base. Within a year, nearly 80% of its buyers were first-time customers

(RJ Exclusive)

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WITH
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D.P. Jewellers ties up with 'Aha Zindagi with Anupam Kher' story-telling series on MY FM

RATLAM

By co-creating the weekly radio show that features one inspiring and relatable real-life story narrated by the actor in each episode, D.P. Jewellers aims to strengthen its emotional connect with audiences across India in alignment with its brand values

(RJ Exclusive)

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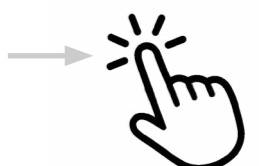
Khushiyo ka Mahotsav 3.0 boosts Gehna Gems & Jewels' revenue, strengthens market presence

GWALIOR

The jeweller has expanded the size of the campaign almost five times compared to last year, based on customer response. The initiative aims to deepen customer engagement while driving seasonal footfalls across its four showrooms in Gwalior, Jhansi, Ranchi and Guna

(RJ Exclusive)

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Legacy brand Waman Hari Pethe Jewellers is first retailer to receive IAGES accreditation

MUMBAI

IAGES certification will help the brand to further expand its market presence and establish its authenticity among younger, more informed consumers who seek complete transparency, trust and sustainability across the entire gold value chain

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RJ 20 YEARS
Retail Jeweller

Tanishq's Rivaah debuts a new retail format with its own exclusive bridal jewellery lounge

NEW DELHI

Timed with the wedding season ahead, the 10,200 sq. ft dedicated 'Rivaah Wedding Lounge' aims to provide a complete bridal experience - from personalized jewellery design and heirloom transformation to curated trousseaus and styling guidance - all under one roof

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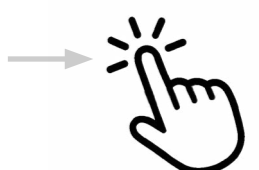
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WGC launches gold ETF campaign 'It's Aaj ka Gold', targeted at young investors in India

MUMBAI

The campaign re-imagines gold's narrative for a generation that values flexibility and instant control. It repositions gold from a symbol of tradition to a contemporary investment choice. With three films and four key visuals, it is going live across TV, digital and print media

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Senco clocks sales of Rs 1700+ cr for October, highest for the month in its 85+ year history

KOLKATA

Diwali and Dhanteras buying pushed Senco Gold & Diamonds' sales to an unprecedented high, registering 56% YoY growth over October last year, despite highest-ever gold prices and muted Q2 demand. Volume growth comprised 4% in gold, 5% in diamonds and 8% in silver

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SILVER'S STUNNING RISE, Forevermark's **BRANDED BRILLIANCE**, CaratLane's **EVERYDAY GOLD SUCCESS**, INDRA's **NATURAL DIAMOND VISION**, and more stories shaping India's jewellery landscape



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Bhima Jewels introduces new customer loyalty initiative, the 'Gold Tree Privilege Programme'

MYSURU

With greater demand for brand connect among customers, Bhima's initiative underscores a growing industry trend—where loyalty and emotional value are becoming as significant as product design and price. It has been launched across Bhima showrooms in Karnataka

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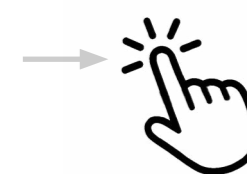


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Natural Diamond Council and Dubai Jewellery Group host 'The Diamond Dialogue' in Dubai

DUBAI

The roundtable brought together leading voices from the UAE's jewellery sector. Discussions centred around how the industry can better connect with today's well-informed yet easily distracted consumer, as well as opportunities and challenges in the evolving landscape of the natural diamond industry

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Maresh Notandass Jewellers' Louvre showcase unfolded as museum grappled with jewel heist

PARIS

The brand was part of the prestigious Sino-French Design and Art Exhibition, hosted at the iconic Louvre Museum, that brought together leading designers and artists from around the world to celebrate the fusion of heritage, technology and contemporary art

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MASTERS OF LIGHT
130 YEARS OF JOYretailjewellerindia.com

Brand ambassador Rashmika Mandanna joins global icons at Swarovski's 130-year celebration

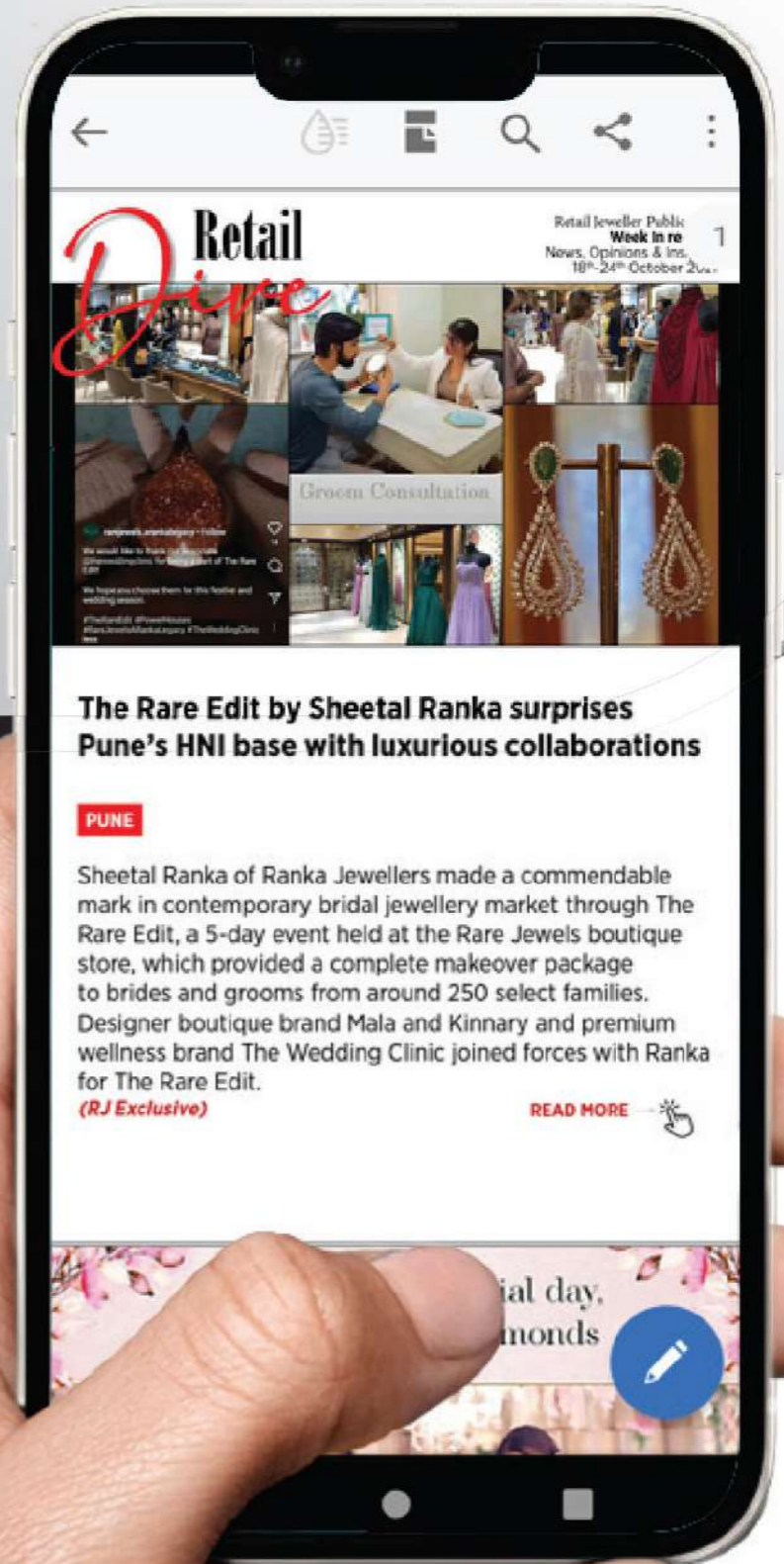
LOS ANGELES

An exclusive event in Los Angeles marked the milestone and opening of the 'Masters of Light - Hollywood' exhibition, upholding Swarovski's rich legacy and showcasing its century-long influence on the worlds of entertainment and luxury design

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Joyalukkas opens new showroom in Fujairah, renovated store on Dubai's Damascus Street

DUBAI

Launch of the Fujairah store drew strong participation from dignitaries, industry associates and loyal customers in what the brand described as a new landmark for jewellery retail in the Emirate. The brand announced an array of inaugural offers for customers

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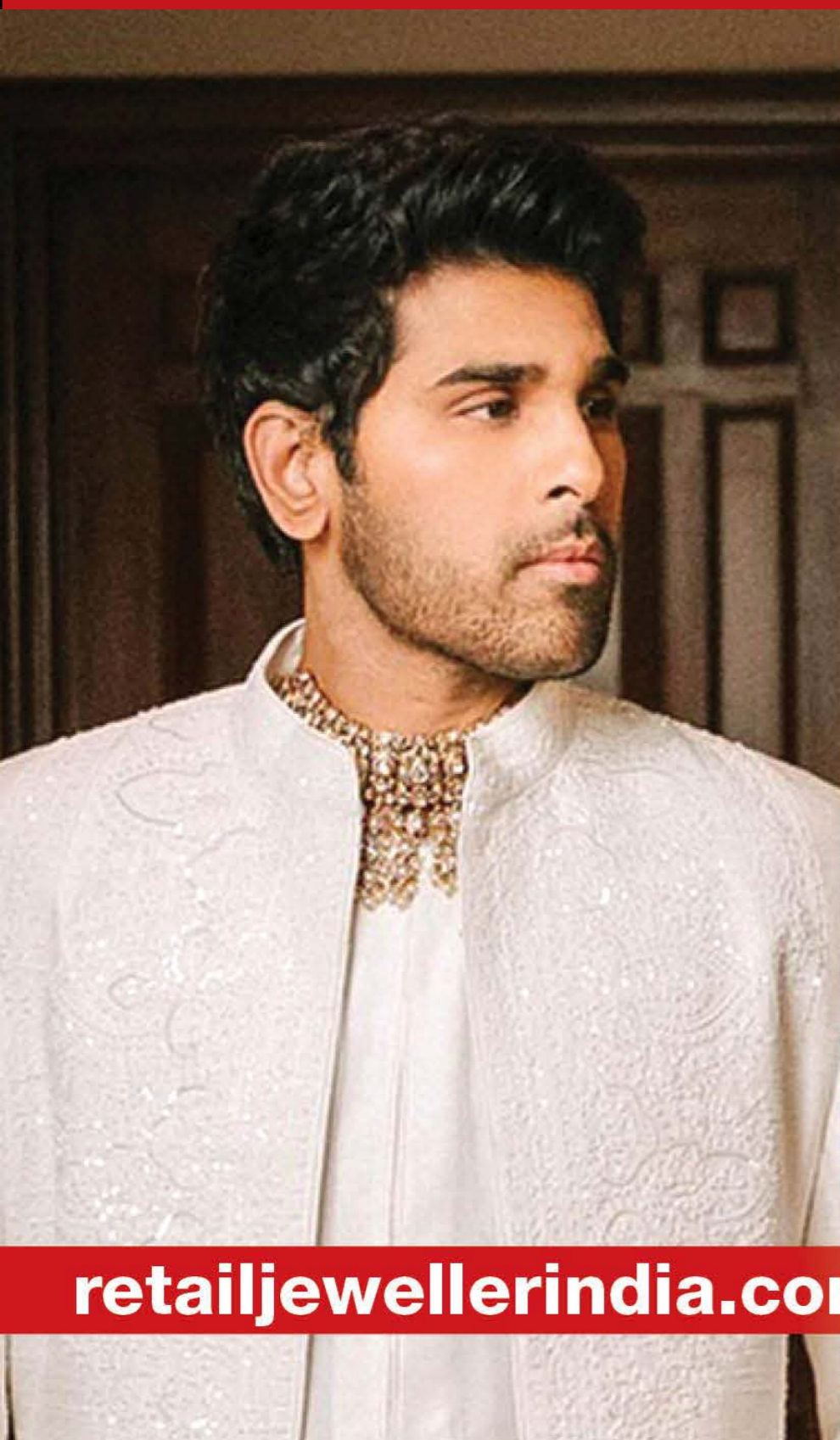
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Celebs dazzle in emeralds, rubies and polki jewels, blending tradition with couture flair

MUMBAI

From Sushmita Sen's emerald brilliance to Tara Sutaria's layered polki elegance and Bhumi Pednekar's ruby and pearl grandeur, this week's celebrity line-up celebrated Indian craftsmanship where traditional artistry met contemporary design with stunning precision and detail

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