



Senco ropes in Sourav Ganguly and Vidya Balan to amplify its old gold exchange initiative

KOLKATA

In the backdrop of rising gold prices, the campaign aims to position the two popular personalities as the bridge between tradition, personal sentiment and present-day buying behaviour, giving the brand's old gold exchange programme a clear identity in the market

(RJ Exclusive)

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Cardiologist and Physician



BREAST CANCER AWARENESS MONTH



DR. RINI NAIK
Consultant Obstetrician and Gynaecologist



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DR. JANITTA KUNDAIKAR
General and laparoscopic Surgeon



DR. KEDAR PADTE
Infertility Specialist, Obstetrician and Gynaecologist



DR. JAYESH RANE
ENT Surgeon

Ulhas Jewellers marks a decade of sustained breast cancer awareness outreach in Goa

MADGAON

This year, the brand invited top doctors from across Goa to speak on the subject and address interactive radio sessions on 92.7 FM. Over the years, it keeps changing the campaign format to ensure that it remains relevant, while encouraging women to prioritize early detection

(RJ Exclusive)

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দেবী চৌধুরানী

[BANDIT QUEEN OF BENGAL]

A FILM BY SUBHRAJIT MITRA

BASED ON THE NOVEL BY
BANKIM CHANDRA CHATTOPADHYAY



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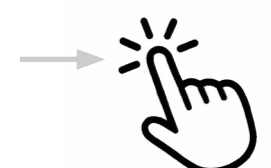
With period-accurate jewellery in film tie-up, B. Sirkar Johuree ramps up brand visibility

KOLKATA

Designing jewellery for the film 'Devi Chowdhurani: Bandit Queen of Bengal' called for extensive research on 18th century jewellery trends, including zamindari households. A collection was created for the movie, based on this research, and launched during its release

(RJ Exclusive)

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CS Jewels uses 2BHK flat as mega draw prize to push festive footfalls and buying momentum

PUNE

The campaign was structured around weekly lucky draws and a final mega draw, creating sustained engagement throughout the festive season that saw cautious buying behaviour due to high gold prices. It drove store visits, repeat interactions and higher purchase value

(RJ Exclusive)

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Vandals showcases its jewellery at Istituto Marangoni Mumbai's student fashion show

MUMBAI

The brand got the opportunity to strengthen its identity, reach new audiences and establish connections with future industry professionals. It could also align with the international fashion scenario, as the Marangoni network spans Milan, Paris, London, Shanghai and Mumbai

(RJ Exclusive)

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For Children's Day, Kalyan Jewellers brings to the fore traditional first-tooth ritual

THRISSUR

It is a ceremony where objects symbolizing life choices – including gold – are placed before an infant. The brand's video showed an infant girl crawling towards these objects and instinctively reaching for a gold bangle, capturing the moment in a completely unstaged manner

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Sawansukha marks Children's Day by planting 100 trees in the names of young customers

KOLKATA

The drive is linked to the brand's Bachpan initiative, under which underprivileged children receive educational assistance. Since its launch in 2021, Bachpan has not just been a curated jewellery line for children; its deeper mission is to dedicate its profits to supporting education

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Koushik Gold & Diamonds introduces Jaanvi Swarup Ghattamaneni as face of the brand

VIJAYAWADA

Jaanvi, niece of actor Mahesh Babu, makes her on-screen debut with the brand campaign, bringing together its established reputation in Telugu jewellery craftsmanship with her lineage rooted in a leading film industry family. She also connects the brand to young jewellery-buyers

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Launch of new jewellery brand iAMORY reflects market trend as silver becomes the new gold

MUMBAI

The brand aims to bridge the gap between fine and affordable fashion jewellery, as gold prices soar above Rs 1 lakh per 10 grams and silver steps into the spotlight as a symbol of everyday luxury. It also has a 14kt lab grown diamond line and designs inspired by Mumbai city

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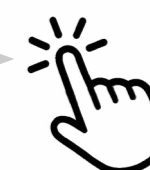


Chandi Bhandar's 'Wedding Stories' highlight place of silver jewellery in family traditions

BHUBANESWAR

The campaign uses real-life couples to show how silver jewellery moves through wedding routines and shared milestones, reflecting how pieces are used, passed on and remembered across generations. The idea is to show how silver is used in homes before, during and after a wedding

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Industry welcomes Union Cabinet's approval of the landmark Export Promotion Mission

MUMBAI

Rs 25,060 crore has been sanctioned for the Export Promotion Mission (EPM) while the Credit Guarantee Scheme for Exporters (CGSE) offers Rs 20,000 crore of collateral-free credit. These will serve as a catalyst for the Government's vision of \$ 100 bn in gem & jewellery exports by 2047

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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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Maharashtra issues government resolution to notify details of its Gems and Jewellery Policy

MUMBAI

The policy, announced earlier in October, provides financial incentives worth Rs 1,651 crore to the industry for the period 2025 to 2030. Among other details in the policy document, Nagpur's Mihan SEZ has been designated as a secure node for gems and jewellery exports

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GemGold 2025: 150+ global jewellery trade buyers from 23 countries finalize orders, forge partnerships, explore deeper collaboration

DUBAI

With trade buyers from global markets including the GCC, UK, Africa, Australia, New Zealand, Southeast Asia, the US and many others, the show reinforced its position as the industry's only strategically curated sourcing platform. The 7th edition of The Retail Jeweller Middle East Forum was held alongside the trade exhibition

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IN DOHA



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Birdhichand Ghanshyamdas holds showcase in Doha in partnership with Al Darwish Jewellery

DOHA

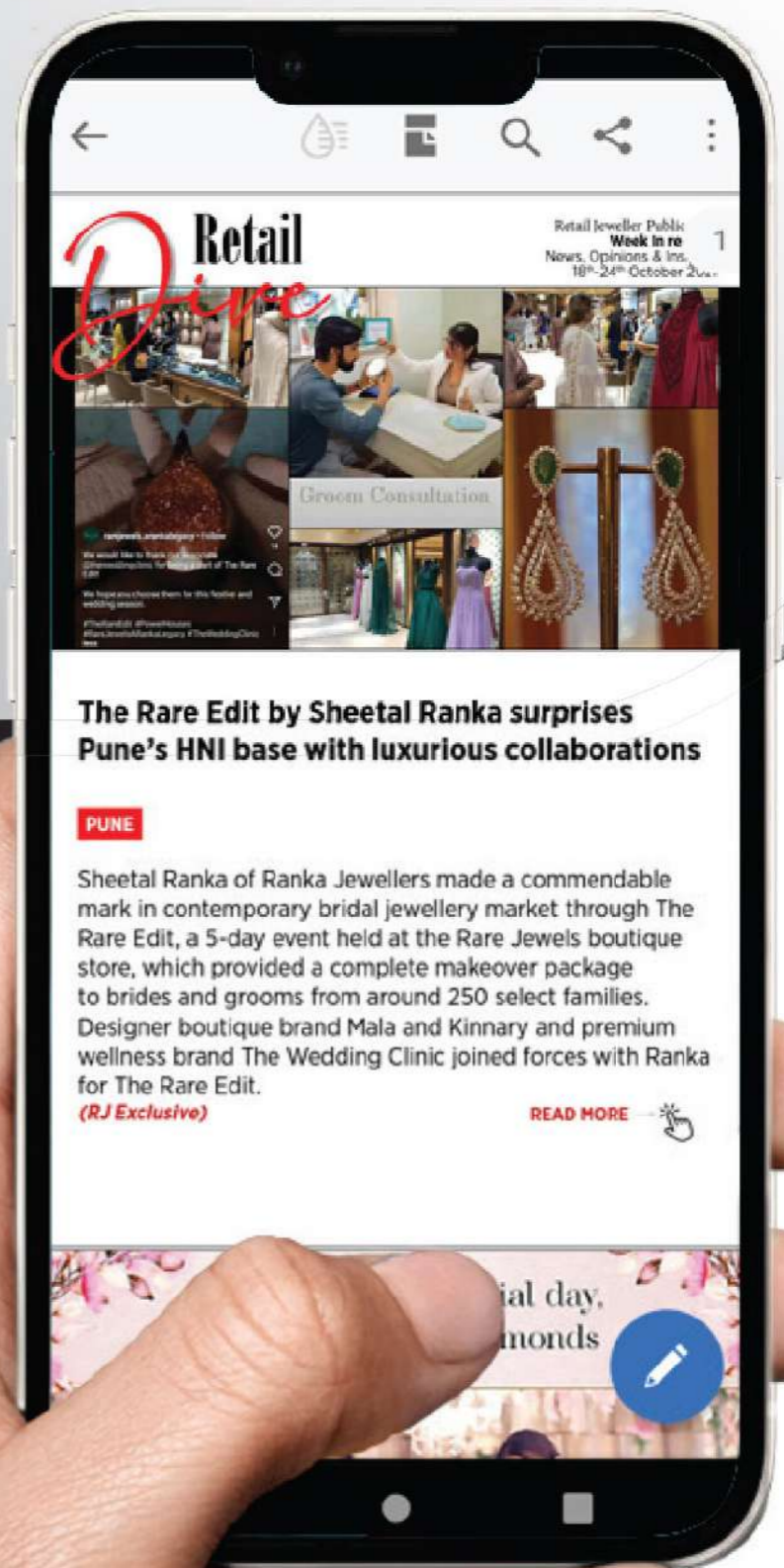
The showcase was inaugurated by former Miss Universe Sushmita Sen, adding to the buzz around the brand's entry into the Middle Eastern market in April this year. On display were Birdhichand's haute joaillerie creations, meant for buyers seeking craftsmanship with meaning

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Kuwait bans cash payments in gold trade to boost transparency, curb illegal transactions

KUWAIT CITY

The new rule applies to gold, precious metals and precious stones, enforcing digital-only transactions to curb money laundering risks, and align with GCC standards for tighter monitoring of high-value, high-risk commodity dealings

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MUMBAI

Be it Alia Bhatt in House of Yarané earrings or Bhumi Pednekar in a handcrafted Polki set from Raniwala 1881 or Samantha Ruth Prabhu in contemporary Piaget High Jewellery, stars showcased stunning ornaments across Indian and global events this week

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