



INDRA
INDIAN NATURAL DIAMOND RETAILERS ALLIANCE
AN INITIATIVE BY DE BEERS GROUP & GJEPC



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THE Retail Jeweller

Nagpur becomes special pilot city as Project INDRA drives unified push for natural diamonds

MUMBAI

Eight leading independent jewellers of Nagpur have signed up for Project INDRA and committed to the two-month pilot beginning on December 15. The retailers say INDRA will help build trust, streamline operations and strengthen category demand

(RJ Exclusive)

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Jewel DANGAL

EPISODE - 01
GIFTING UNDER 1 LAKH



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KK Jewels sets out to familiarize customers with the management through 'Jewel Dangal'

AHMEDABAD

The series is not only a way to engage customers but designed to help every KK Jewels family member build their own identity with clients. It seeks to support better recall for each product segment and help customers identify who to approach for specific needs at each store

(RJ Exclusive)

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Senco Gold & Diamonds unveils ‘Senco Di Wedding’, celebrating bonds before the vows

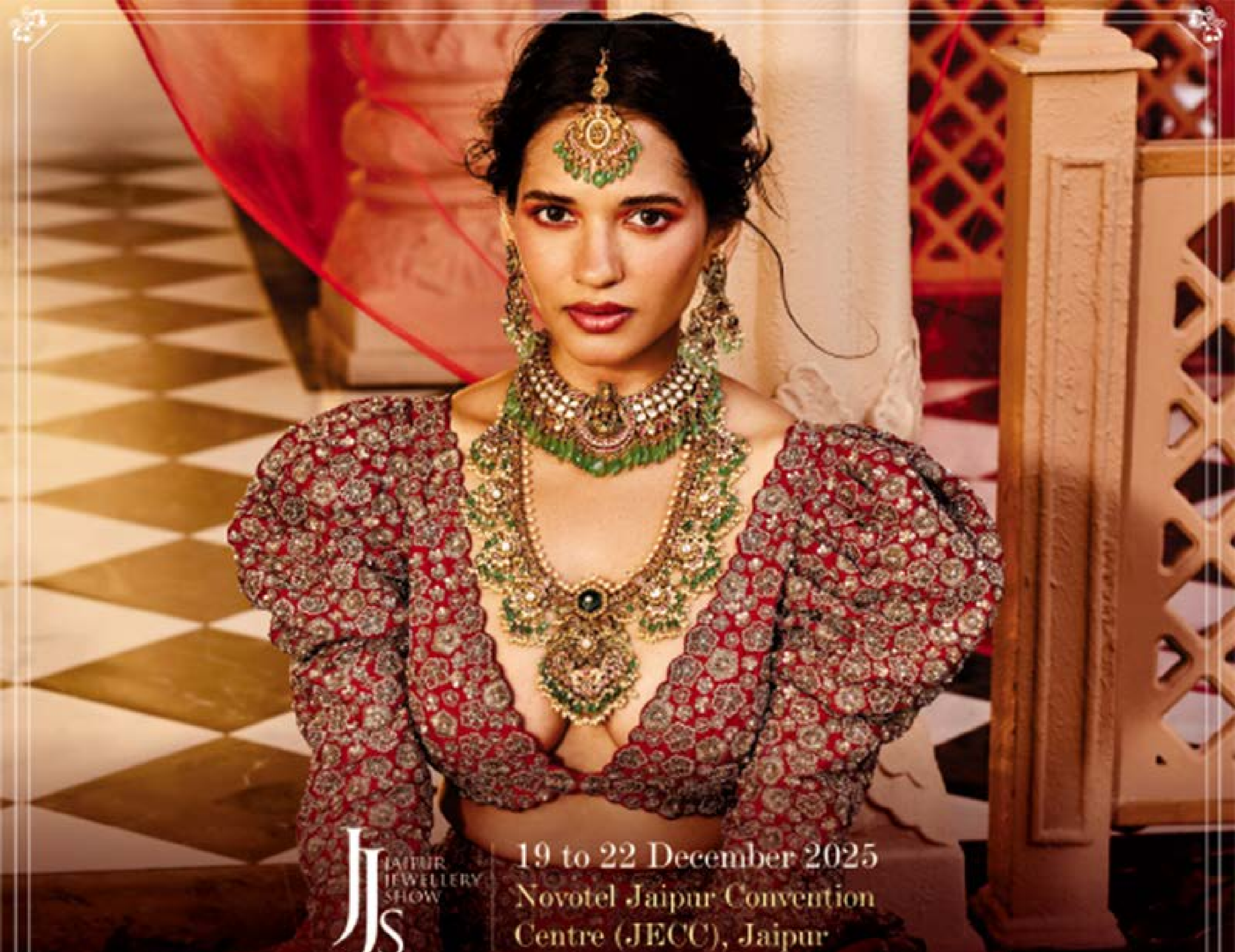
KOLKATA

One of the campaign videos features Joita Sen, Director & Head of Marketing and Designs, Senco Gold & Diamonds, talking about the initiative and wishing the couples well while comparing their bonds with the brand’s jewellery, both shaped through time and effort

(RJ Exclusive)

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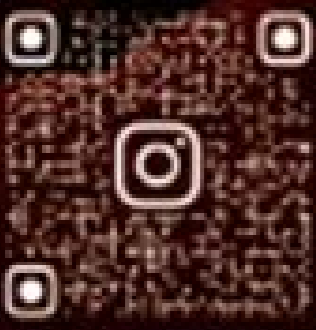




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Actor Sayali Sanjeev leads Chandukaka Saraf's three-film wedding series 'Vivah Tasmai'

BARAMATI

The actor upholds the cultural context of wedding stories while presenting them in a manner relatable to current audiences. Her connect with Marathi households and experience across Marathi and Hindi platforms help the brand connect to audiences across age groups

(RJ Exclusive)

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Dande Gold & Diamonds supports Nashik Kids Walkathon to build connect with families

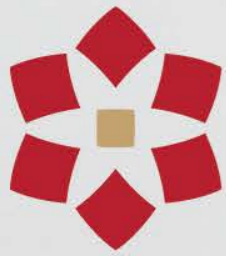
NASHIK

The brand's intent was to reach out to potential customers and contribute to a platform linked to child health. Participation of more than 1,000 children from across Nashik allowed the brand to engage directly with their parents and position itself within a community space

(RJ Exclusive)

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Bhuramal Rajmal Surana Jewellers associates with singer Kaushiki Chakraborty for concert

KOLKATA

The jeweller noted that the programme attracted a young and aware audience appreciative of quality and attuned to classical art forms, making the context appropriate for the brand's legacy craftsmanship and heritage jewellery

(RJ Exclusive)

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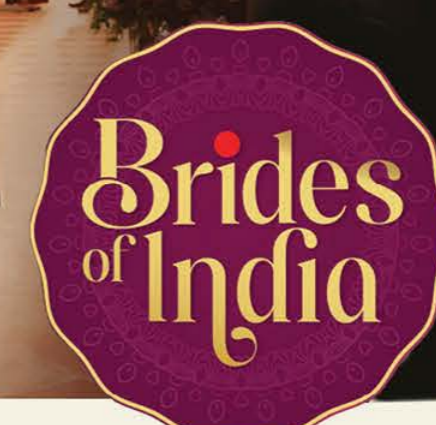
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Malabar Gold & Diamonds stands for diversity with 15th edition of 'Brides of India' campaign

KOZHIKODE

Brides of India returns this year with its largest line-up of actors and public figures. Each participant represents a different region or cultural background, reflecting the campaign's format of presenting bridal styles from across the country. The campaign saw a 360-degree launch

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KISNA announces Shahid Kapoor and Mira Rajput Kapoor as its new brand ambassadors

MUMBAI

The couple will lead KISNA's 'Khushi Ke Har Pal' campaign, highlighting jewellery that celebrates everyday moments, relationships and personal expression. The couple embodies warmth, sincerity and modernity, that truly reflect the spirit of KISNA, and will be leveraged by the brand

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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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Jewelbox's second campaign with Vaani Kapoor is about jewellery as marker of personal identity

KOLKATA

With the tagline 'Dil ki baat, heero se kaho', the film seeks to convey that individual moments and achievements can be reflected through jewellery rather than spoken words. It will run across Meta, YouTube, OTT platforms and digital channels

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LGD brand ONYA secures Rs 5.5 crore pre-seed funding to scale up offline retail operations

BENGALURU

The funding will enable the brand to roll out more stores across major Indian cities while strengthening its product portfolio. The brand aims to influence how young Indians discover diamond jewellery by bringing in science-based innovation

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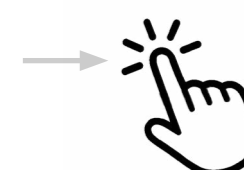

RJ 20
 Retail Jeweller YEARS

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In a first, Tiffany partners with Netflix to get its century-old jewels into 'Frankenstein'

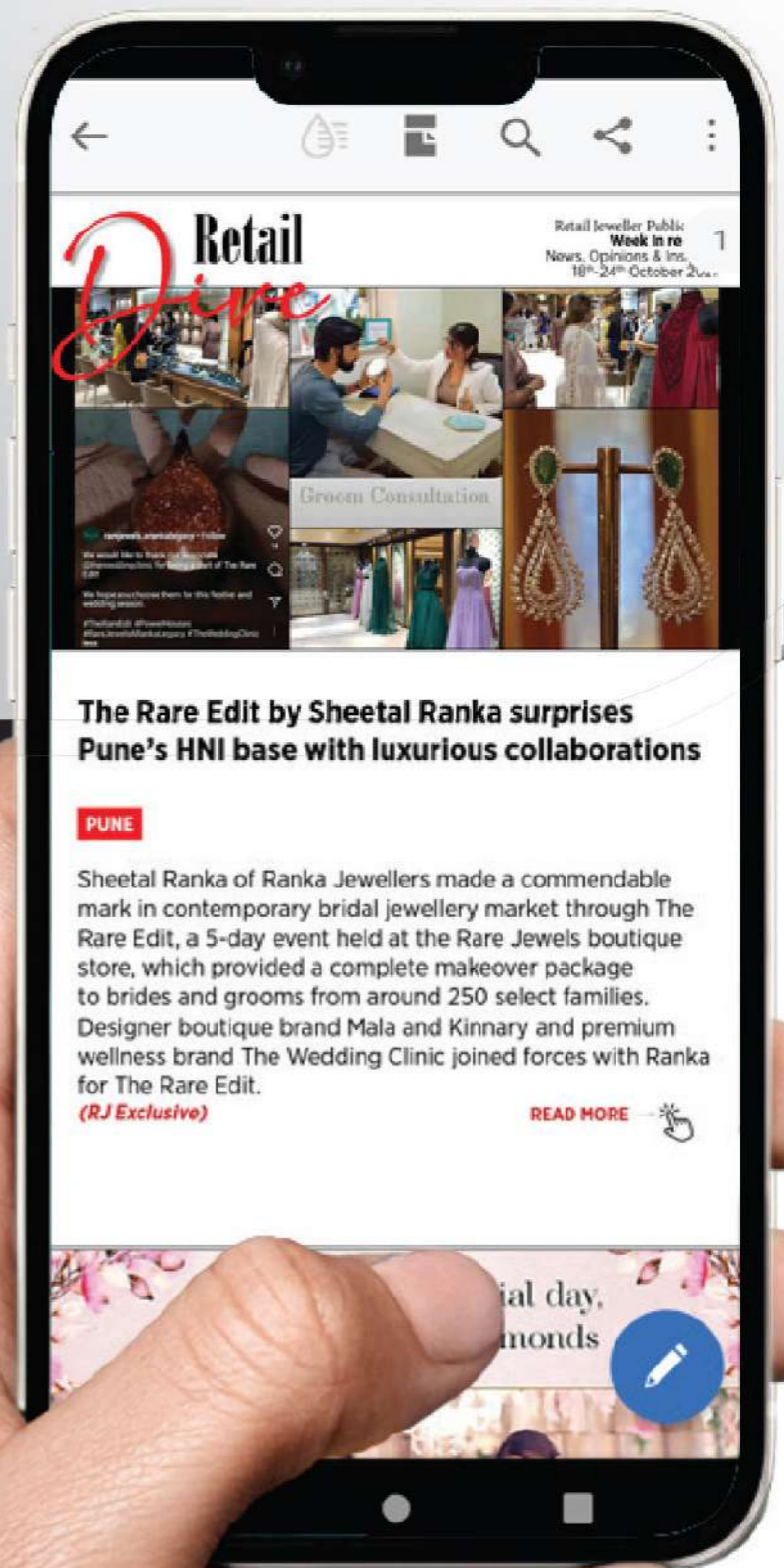
NEW YORK

This is the brand's first major film partnership, as it brings its iconic jewellery into a global story that resonates strongly with audiences in India and worldwide. From Meta Overbeck's 1914 scarab necklace to the century-old Wade Garland diamond piece, the film highlights how heritage jewellery can shape character and emotion on screen

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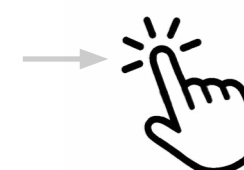
FINE JEWELRY

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Chanel's 'From Dream to Reality' campaign highlights the brand's best designs this year

LONDON

The item that most clearly captures the spirit of the campaign is the Symboles Medal from the newly released Chance de Chanel line, which unites four of the house's most recognizable icons — the camellia, the number 5, the lion and the comet

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Bollywood stars and Mrs Universe 2025 sparkle in stunning jewellery from leading brands

MUMBAI

This week saw glamour and sparkle as Bollywood actors and Mrs Universe 2025 chose jewellery that made a statement. Top brands like Shri Paramani Jewels, Khurana Jewellery House, Motifs by Surabhi Didwania, Amrapali Jewels and Golecha Jewels shared the spotlight

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