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## Rokde Jewellers launches 'Together Forever', spotlighting the bonds customers value most

**PUNE**

It is part of the brand's 'Happy Customer Campaign', a marketing initiative that puts customers on billboards, turning them into faces of the brand. Rokde Jewellers reiterates that its clientele represents the brand and its values more genuinely than professional models

**(RJ Exclusive)**

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# PODCAST

Every Diamond Has a Story — So Does Every Woman



Ms. Tessa Davis  
Director, Genesis diamonds  
by DeepakTorns



Ms. Anju Kurian  
Psychologist &  
HR Professional - Niyog

22  
November

1<sup>st</sup> Floor, Bank House,  
Chittoor Rd, Ernakulam  
South, Kochi

11:00 Am - 12:00 Pm



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## Genesis Diamonds reaches out to young diamond buyers through podcast message

### KOCHI

Participating in one episode of the podcast, the brand's director noted that building credibility is important for the brand, particularly in a category where trust drives purchase decisions, and discovery is mostly online, especially among first-time diamond shoppers

**(RJ Exclusive)**

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## Kakun Fine Jewellery blends wellness with brand experience through its sound healing sessions

**LUCKNOW**

By introducing an initiative centred on the well-being of customers, the brand shifted its role from a product-driven entity to one that supports emotional connection and non-transactional interaction. Participants shared strong and positive feedback about the in-store event

***(RJ Exclusive)***

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## Khimji Jewellers appeals to fashion-conscious buyers through Times Fashion Week alliance

### BHUBANESWAR

The jeweller's idea was to transition its legacy from the showroom to the runway, in order to place the brand within contemporary fashion conversations. Interest generated by jewellery pieces showcased on the runway led to higher enquiries and store footfalls

*(RJ Exclusive)*

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# Manik Chand Jewellers supports young medical talent at AIIMS Guwahati's Eternia 2025 festival

**GUWAHATI**

This marks the jeweller's third year of partnering the flagship event, highlighting its ongoing association with the country's future healthcare professionals. The final night drew close to 800 people from across the city, giving the brand maximum mileage

*(RJ Exclusive)*

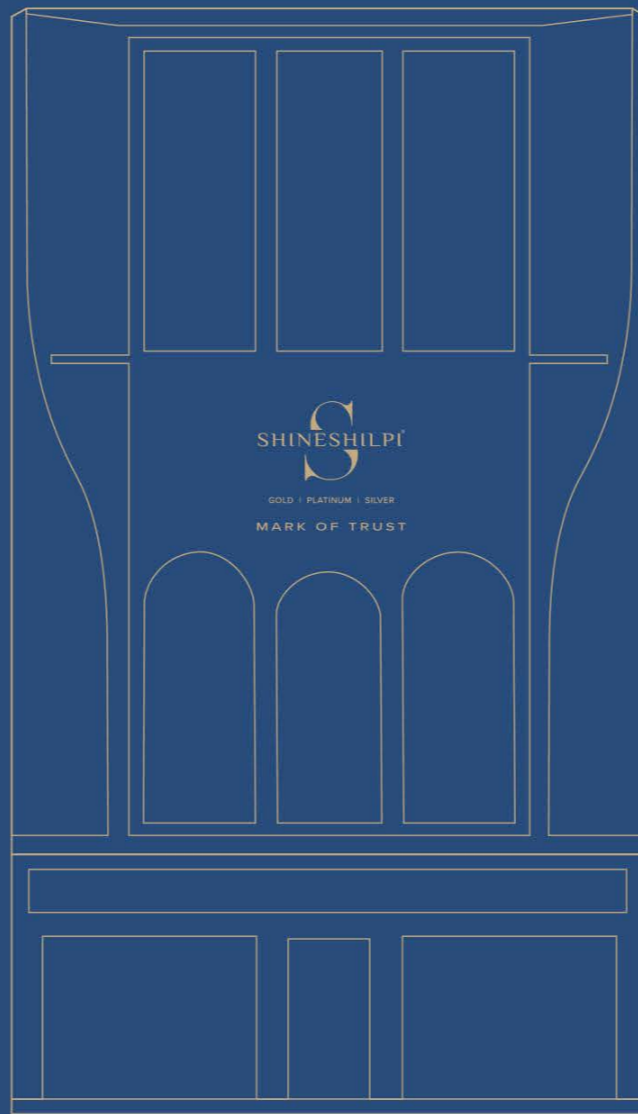
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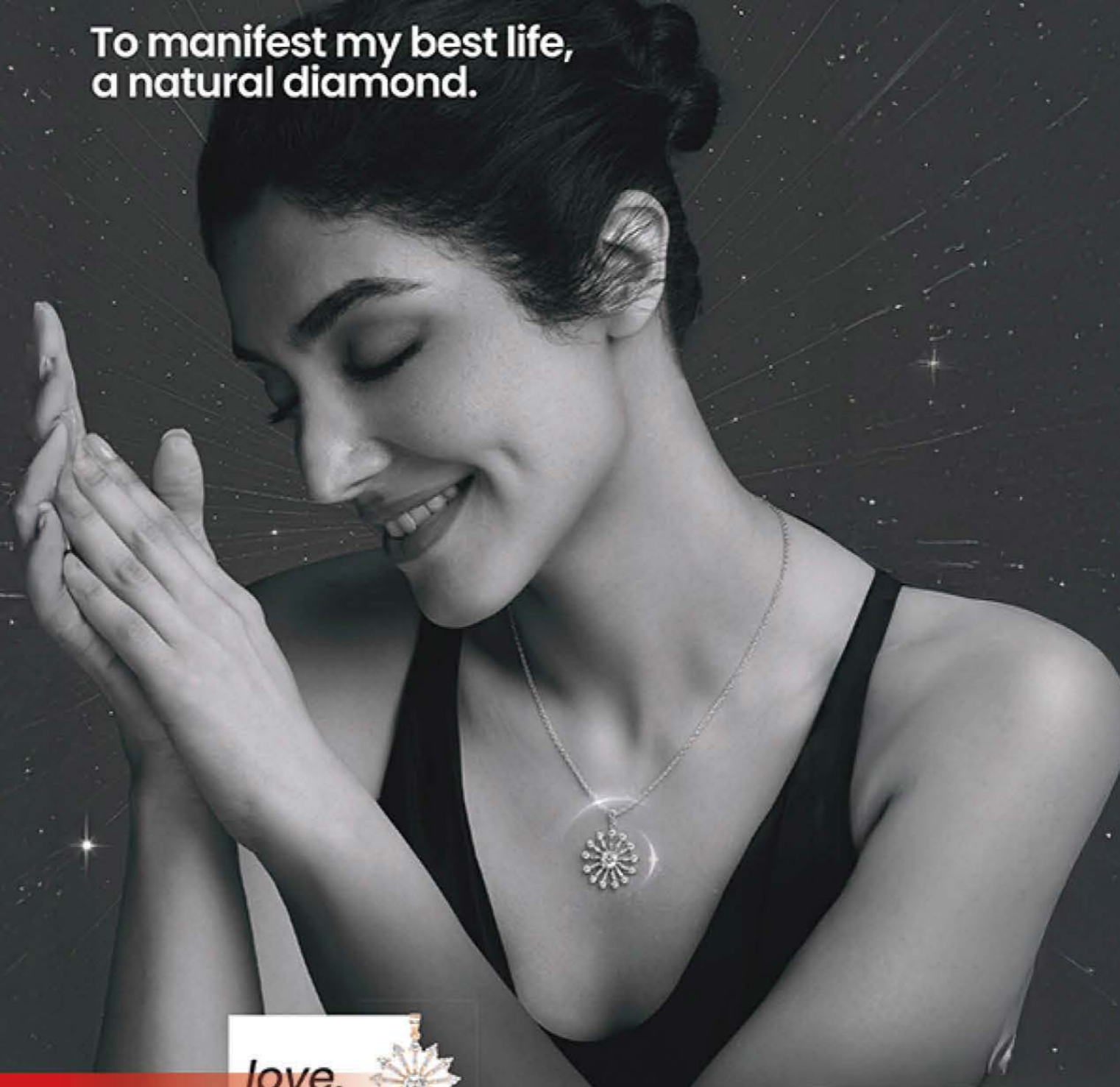
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SCAN TO MANIFEST  
#LOCATEJEWELLERS

love,  
from  
universe  
INTENTION  
PENDANTS



DE BEERS GROUP  
A DIAMOND IS FOREVER

## De Beers unveils 'Love from Universe' campaign with new natural diamond 'Intention Pendant'

**MUMBAI**

The campaign draws from the growing trend of manifestation and vision-boards. The main campaign film features actor Shreya Dhanwanthary as she builds her vision board for 2026. The other films have Tamannaah Bhatia and Sania Mirza creating their own vision boards while wearing the Intention Pendant

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## Tanishq honours Women's World Cup champs with rings made from nationwide exchanged gold

**MUMBAI**

The brand's tribute to each team member takes shape through gold coming from families across India under the brand's gold exchange programme. It connects Indian households with the women who made the country proud, a piece of India recrafted for its champions

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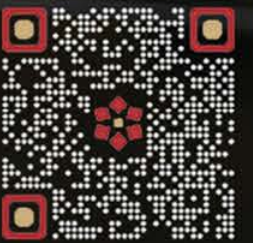
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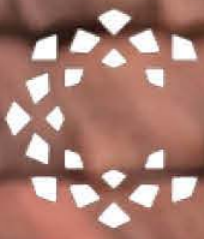
## #PehlaCheckIAGES: Campaign urges jewellery purchase only from IAGES-accredited retailers

**MUMBAI**

The first marketing campaign launched by the Indian Association for Gold Excellence and Standards (IAGES) seeks to spread awareness among India's gold buyers, telling them to 'follow the golden rule' of checking if a retailer is certified by the IAGES before they buy gold

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CARATLANE  
A TATA PRODUCT



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## CaratLane's new proposal-themed ad features regional brand ambassador actor Kayadu Lohar

**MUMBAI**

Titled 'Written in the Stars', the film presents a contemporary proposal story, showing how family endorsement and personal choices increasingly intersect in today's relationships. It concludes with the brand's message that commitment is to be sealed with a CaratLane ring

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## Senco Gold & Diamonds honours every bride's identity with campaign starring Kiara Advani

**KOLKATA**

The campaign focuses on personal choice in the purchase of bridal jewellery, highlighting the brand's designs suited to different regions and preferences. The tagline 'Har Dulhan ke Dil ki Khwaishon se Tarashi Karigari' reflects its core thought - that every bride has her own expectations

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## Mia by Tanishq debuts at Nagaland's Hornbill Festival, looks to expand in the North East

### KOHIMA

The brand is reaching out to fashion-forward people at the popular festival with the message that the brand matches their style quotient. It is collaborating with four regional women creators and has launched three silver pendants inspired by Naga symbols

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## Kamal Jewellers uses lucky draw to fuel demand in period of market fluctuation in Uttarakhand

### DEHRADUN

Customers could enter the draw by making purchases above Rs 45,000, which earned them one coupon and made them eligible for prizes worth Rs 1 crore. The activity increased enquiries, improved purchase intent and contributed to higher revenue for 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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## ‘Jewels of Legacy’ series presents generational insights from four family jewellery houses

### MUMBAI

Through interviews, archival material and access to workshops, the docu-series on Jio Hotstar examines the heritage, operations and evolution of Kishandas & Co., Mahesh Notandass Jewellers, Vummidi Bangaru Jewellers and Abaran Timeless Jewellery, outlining how each one has shaped their respective region’s market

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# QWEEN

## JEWELS

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## **Fine jewellery brand Qween secures Rs 1,000 cr investment from Rosy Blue and Kashikey Co.**

### **BENGALURU**

Originally launched as a boot-strapped venture, the capital infusion is expected to accelerate Qween's transformation into an experiential new-age luxury jewellery retail concept. It is preparing for mid-February launch of 5,000-6,000 sq. ft retail outlets in Bengaluru and New Delhi

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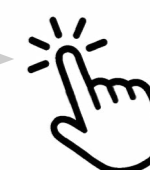


## Kalyan Jewellers enters UK market with launch of store at Leicester's iconic 'Golden Mile'

### LEICESTER

This entry into the United Kingdom marks a strategic leap in the brand's international expansion journey, following its sustained growth across the Middle East and the United States. It is one of six overseas stores as per the company's plan to open 90 new locations this year

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## Tanishq opens 5,000 sq. ft showroom at Tysons, Virginia, its largest outlet so far in the US

### VIRGINIA

With upcoming store launches in Orlando and Boston, the brand has set an ambitious goal of 30+ luxury boutiques across the country. It already has stores at Redmond, Atlanta, New Jersey, Houston, Dallas and Chicago, catering to the growing Indian diaspora

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## From bespoke rings to brooches to classic diamond earrings, stars show their panache

### MUMBAI

Be it Samantha Ruth Prabhu's rare portrait-cut diamond wedding ring from a discreet Greek jeweller or Vicky Kaushal's sleek diamond brooch by Manish Malhotra High Jewellery or Tara Sutaria's classic diamond earrings crafted by Mahesh Notandass Jewellers, this week was all about sophistication in good measure

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