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Date 02<sup>nd</sup> to 31<sup>st</sup> December

MARUTI FARM,  
ANKODIYA, SEVASI, VADODARA

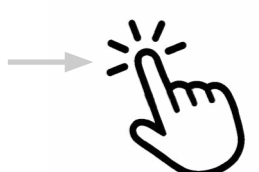
## Damodardas Jewellers woos future customers with Vadodara Family Fest 2025 association

### VADODARA

The brand is using this partnership and consistent exposure at the gathering of 5,000-6,000 visitors daily at the month-long event to strengthen long-term visibility among younger audiences who now play a significant role in shaping the city's jewellery-buying decisions

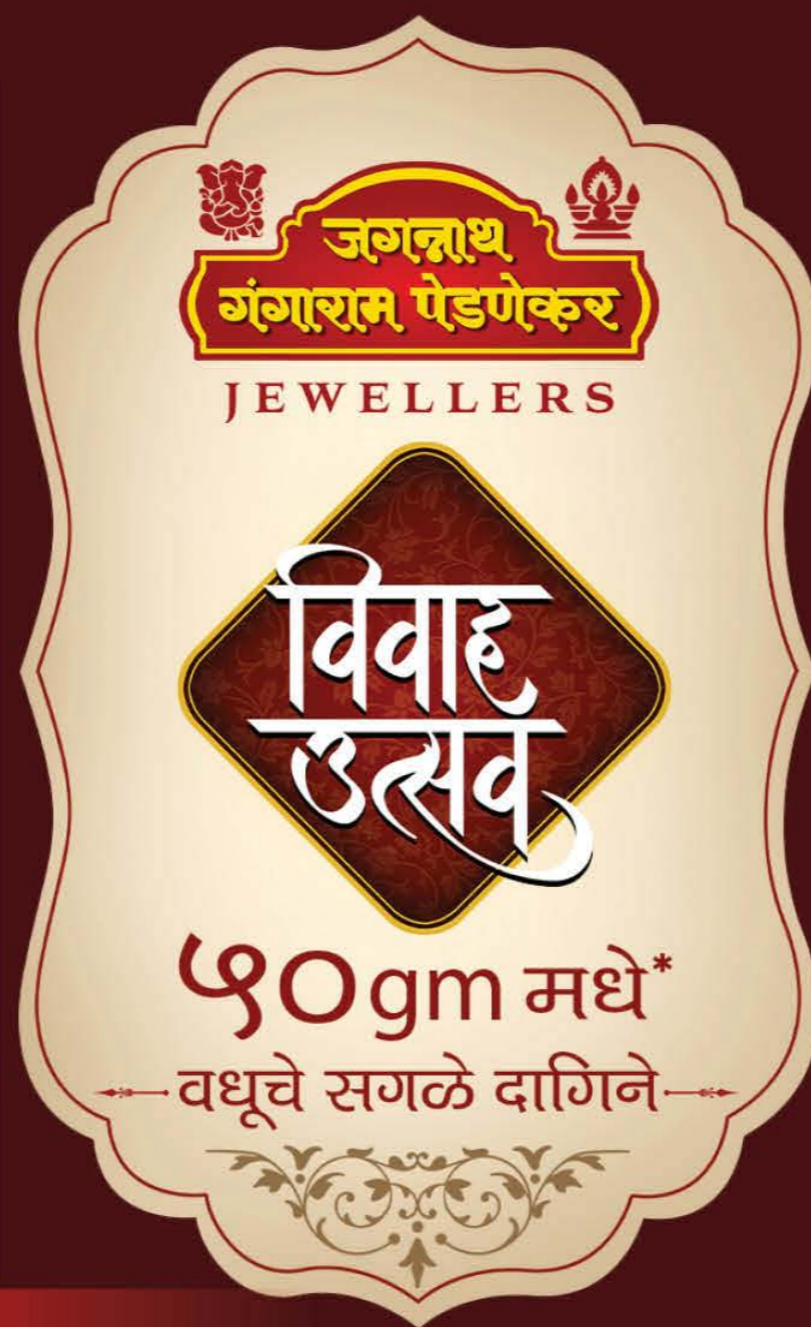
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## JGP Jewellers scores with new 50-gram bridal set offering as Vivaah Utsav 2025 continues

**MUMBAI**

The brand has included two bangles, earrings, a ring, a chain, a small necklace and a mangalsutra in the weight-defined combination. It has made budgeting and jewellery purchase easy for families while retaining the completeness expected from a traditional bridal set

**(RJ Exclusive)**

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## Francis Alukkas turns Kalpetta store relaunch into campaign to draw in its target audience

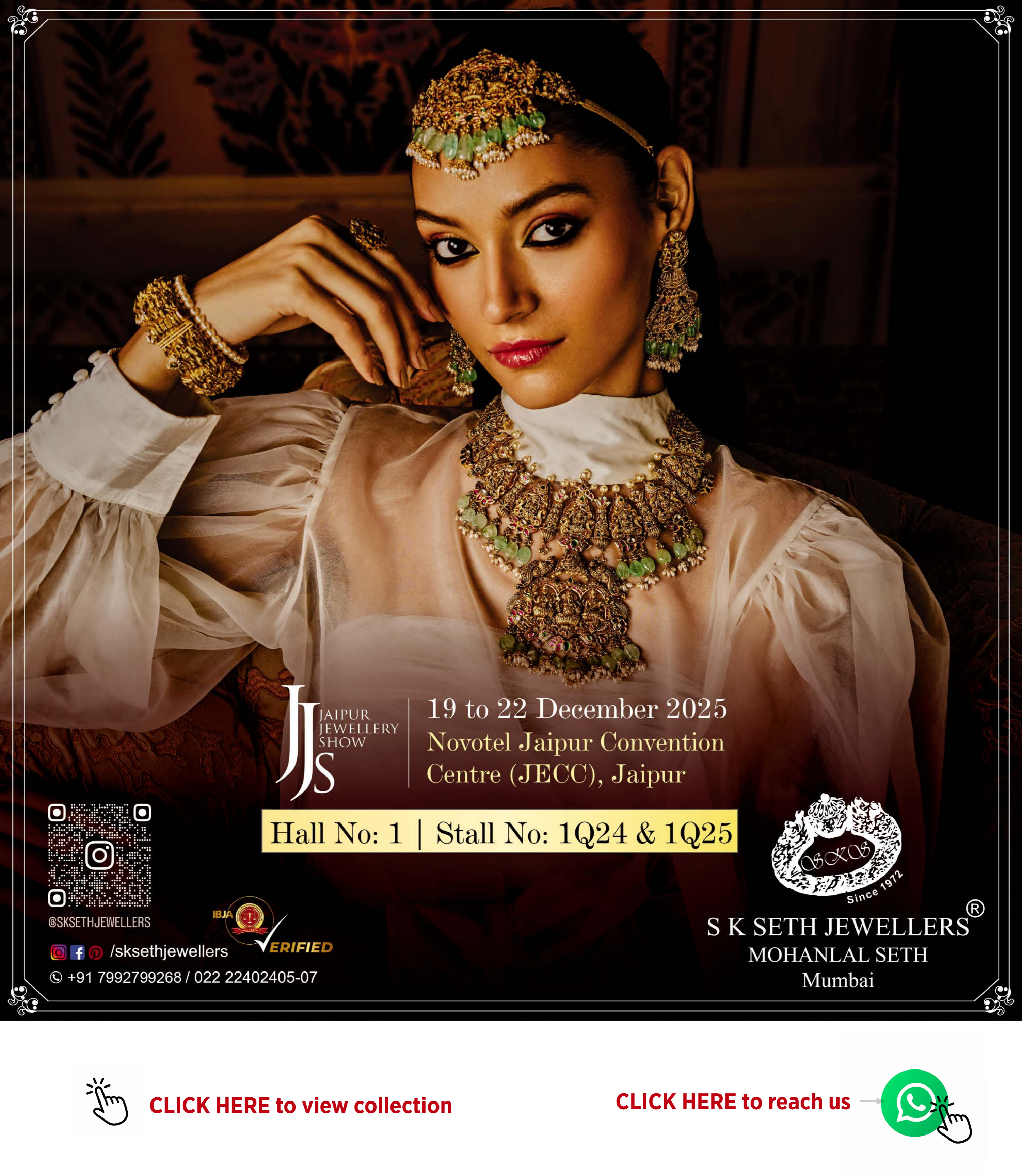
### KALPETTA

The brand targeted the 18-26 age group that has a preference for lightweight jewellery, by running a contest for local students and having the winner light the ceremonial lamp to inaugurate the store. It succeeded in generating conversations and building brand relevance

*(RJ Exclusive)*

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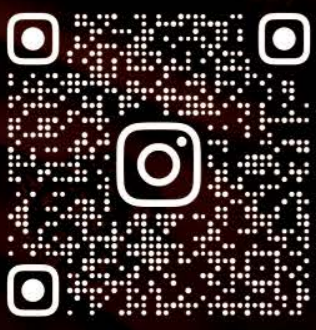




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## KJH builds wedding-season momentum with heritage jewellery and authentic engagement

### AMRITSAR

Around 200 prominent families, including long-standing clients of Khurana Jewellery House and those with upcoming weddings, were invited to 'The Punjab Heritage Show' in Amritsar. Women from the city, not models, showcased the collections, bringing the brand closer to its audience

*(RJ Exclusive)*

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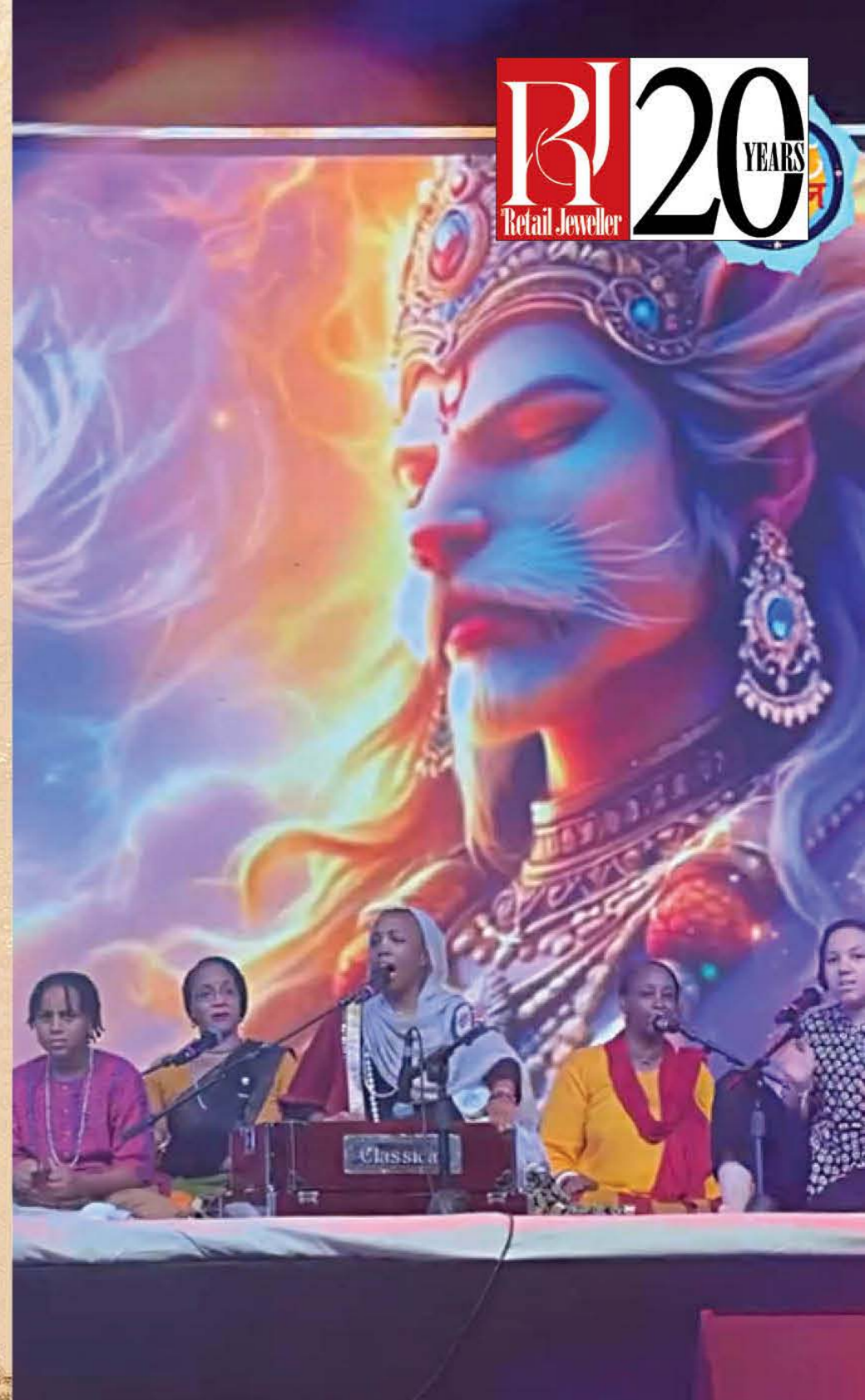
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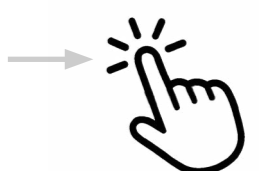
## Kataria Jewellers leverages spiritual concert for deeper connect with Indore audience

### INDORE

By linking the brand with a meaningful experience, the jeweller earned customer trust and achieved engagement beyond transactions. The event drew a diverse audience of around 1,500, ranging from young professionals to senior citizens, and also increased enquiries and sales

*(RJ Exclusive)*

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# DE BEERS GROUP

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## #LoveFromUniverse: De Beers' Manifestival 2026 buzzes with intention-led experiences

**MUMBAI**

The immersive evening amplified the campaign idea as celebrities, influencers and creators focused on the Intention Pendant, translating the theme of manifestation into popular affirmations and connecting natural diamonds to emotional clarity, new beginnings and self-expression for a new generation of buyers

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## Poonam Soni and Nawaz Modi Singhanian hold launch event for the Brace-Watch collectible

**MUMBAI**

Trademarked as a ‘cult bracelet’, the innovative creation blends Soni’s expertise in jewellery design with Singhanian’s fine art. Transcending the traditional concept of jewellery, it becomes a wearable work of art. The inaugural turned out to be an intimate evening in Mumbai on Dec 11

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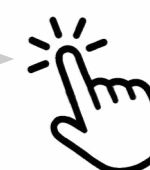


## Kalyan Jewellers is upbeat about co-presenting talk show ‘Two Much with Kajol and Twinkle’

### MUMBAI

Partnership with the show on Prime Video, that brings together well-known film personalities for informal conversations, sits within the brand’s wider strategy of associating with high-visibility entertainment formats that offer consistent engagement with a diverse viewership

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## #KisKisKoPyaarKaroon2: Kapil Sharma shops for diamond ring at DP Abhushan in upcoming film

**BHOPAL**

For a key scene in the film, lead actor Sharma personally visits the brand's Bhopal store to pick a ring for his girlfriend. By being part of a mainstream film and hosting a celebrity in-store, the brand stood out as a trusted jeweller while gaining organic exposure to a mass audience

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December 5 - 7, 2025 | Indian Institute of Management Ahmedabad  
» Conference Theme «  
**The Future of the Economy: People, Organizations, and Policy**



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## Joyalukkas Group details strategic growth, role of tech and talent development at IIM-A meet

**AHMEDABAD**

Dr Joy Alukkas, Chairman, Joyalukkas Group and Thomas Mathew, Executive Director of the Group, participated in a discussion moderated by Sachin Jain, Regional Head, World Gold Council India, at a forum that brought focus on the economy, people, organizations and policy

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PC Jeweller



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## PC Jeweller to support 1,000 goldsmiths in UP to transition into jewellery entrepreneurs

**NEW DELHI**

The brand will aid a Government initiative that aims to strengthen market linkages, skill development and business continuity for traditional goldsmith families in Uttar Pradesh. The first phase will cover certified goldsmiths across rural and semi-urban regions of the State

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A woman with dark curly hair, wearing a red dress and a red jacket, stands in front of a window with a grid pattern. She is smiling and looking upwards. The background is a warm, golden light from the window.

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## **Gargi continues alliance with Mithila Palkar, names her as brand ambassador for 2026**

**PUNE**

The company says the association has strengthened brand visibility, especially among younger audiences, while maintaining relevance for traditional jewellery buyers. Gargi is entering an expansion phase, and planning more stores and shop-in-shop presence across India

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## Anmol Accents partners with NGO to fund women's upskilling through jewellery purchase

**MUMBAI**

By rooting the collaboration in the product itself, the brand has created a model where each purchase contributes to tangible progress. For customers, it adds a deeper layer of value to their purchase, connecting personal expression with measurable social benefit

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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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## SEEPZ SEZ strengthens export infrastructure with NEST-2 and upgraded Customs facility

**MUMBAI**

Piyush Goyal, Union Minister for Commerce & Industry, Government of India, inaugurated the New Enterprises & Service Tower (NEST-2) at the Santacruz Electronics Export Processing Zone (SEEPZ) Special Economic Zone in Mumbai on December 11, 2025. It is a key step in enhancing infrastructure for India's jewellery export ecosystem

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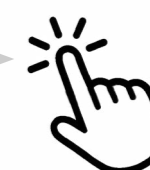
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## Tanishq launches store in Orlando, giving its diverse community access to Indian jewellery

### ORLANDO

The store showcases jewellery including collections curated for the Orlando market, and aims to capitalize on a major growth market, home to a large South Asian community. In a format specially chosen for this launch, all women guests participated in the ribbon-cutting

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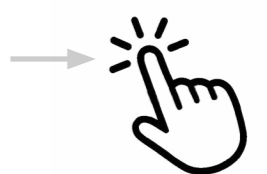
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## Senco Gold & Diamonds' second store at UW Mall, Dubai builds stronger UAE presence for the brand

### DUBAI

According to the brand, it is looking at Dubai as not just a retail market, but a strategic gateway to global customers. Its presence in the UAE enables it to stay closely connected to international trends, enhance export capabilities, and foster a richer design exchange

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# Retail Dive

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## Hello UK, Blu Diamonds London is Live!

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## With flagship store in London, Blu Diamonds embarks on its two-market expansion plan

### LONDON

The brand's new Pinner Road store is its first international boutique and serves as the central point for its global retail expansion agenda. It plans to build international visibility while stepping up retail growth in India, aiming to connect global stature with domestic scale

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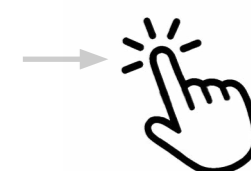


## Celebrities favour statement jewellery by top brands in display of contemporary glamour

### MUMBAI

From Dia Mirza's uncut Polki necklace by Golecha Jewels to Janhvi Kapoor's vivid turquoise, sapphire and opal set from Amrapali, to Rishab Sharma's layered diamond necklace from P.P. Jewellers by Pawan Gupta, the accent was on unique pieces crafted by leading jewellers

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