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

GJEPC
INDIA

RJ 20 YEARS
Retail Jeweller



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Ahmedabad jewellers adopt Project INDRA to boost natural diamond sales, gain confidence

AHMEDABAD

Retailers who are part of Project INDRA reflect growing interest in a shared approach to strengthening natural diamond retail. They are benefiting from support on consumer awareness, category clarity and communication alignment amid pricing and market pressures

(RJ Exclusive)

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#SeasonOf Sparkle: Mia by Tanishq listens to customers via ‘Christmas Wish Tree’ in stores

MUMBAI

The campaign encourages visitors to write down what Mia represents in their lives, and hang their messages on a ‘Christmas Wish Tree’ placed inside every Mia store, to win diamond jewellery and gift vouchers. Consumer insights thus gathered will guide future brand decisions

(RJ Exclusive)

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Panna Jewellers Exclusive pitches its signature lightweight bridal jewellery in new campaign

HYDERABAD

The tagline ‘So Much For So Less’ is the core message of the campaign idea that emerged from customer feedback to encourage more visual story-telling around the brand’s value proposition. The campaign had a multi-platform rollout, extending the brand’s reach across South India

(RJ Exclusive)

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Shyam Sundar Co. offers honeymoon packages as reward for Shubho Vivaha Utsav lucky draws

KOLKATA

By spacing out lucky draws and the promise of high-value experiential prizes across the festival period, the brand is turning wedding shopping into a repeat-visit journey, sustaining footfalls, conversion momentum and customer engagement. The festival is in its 19th year now

(RJ Exclusive)

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CHANGE Begins Here


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WHP Jewellers ties up with fitness-focused initiative to build local presence in Thane

THANE

Associating with 'Happy Streets for Happy Kids' helped Waman Hari Pethe Jewellers get familiar with a group of people that fits its target audience profile for the newly opened Thane store. The brand plans to take part in more such small-scale, neighbourhood-focused initiatives

(RJ Exclusive)

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Swarna Prabha Jewellers builds in-store activity around savings scheme for customer connect

BHOPAL

Monthly draws bring customers to the store for a lively gathering, and the possibility of an additional reward. They often buy higher-value products during the events, exceeding the scheme-linked redemption amount. The initiative keeps customers connected to the brand all year

(RJ Exclusive)

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By Prakash Dhanak

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Suniti Jewellers connects to a style-conscious audience at Marathi Fashion Week showcase

CHINCHWAD

The brand's first exposure to the Marathi fashion industry prompted it to launch a Rajwadi collection and demonstrate its versatility, while leveraging the occasion to reach out to a broader set of potential customers and reinforce its presence in the region's jewellery market

(RJ Exclusive)

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Svaraa Jewels' outreach initiative thrives on cross-brand partnerships across locations

MUMBAI

The activity aims to place Svaraa before customers of other premium brands by distributing Svaraa gift vouchers to shoppers at partner outlets. Collaboration with multiple retail partners has already built visibility for Svaraa beyond its showrooms

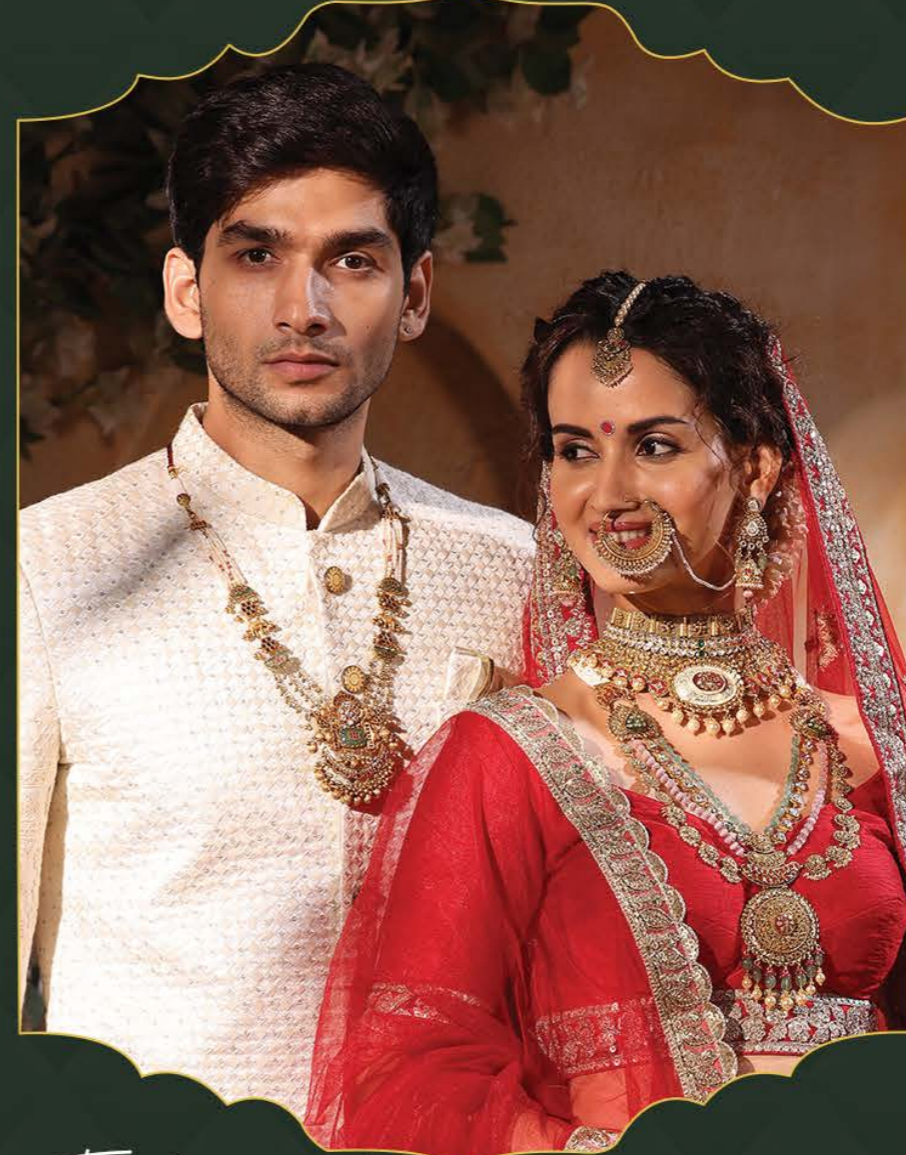
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GRT Jewellers presents new chapter of 'Born to Sparkle' podcast with cricketer R. Ashwin

CHENNAI

Featuring the cricketer in candid conversation with his wife, the episode reflects their warmth and honesty, and allows the brand to use honest story-telling to build relevance with its audience, and connect with them beyond traditional marketing communication

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Shaya Diamonds: CaratLane launches natural diamonds set in 925 silver to boost affordability

MUMBAI

The move reflects the brand's strategy to widen access to diamond jewellery, especially for entry-level and first-time buyers, and address the fallout of gold price rise in the market. It reinforces CaratLane's focus on format innovation within organized jewellery retail in India

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A woman with long brown hair, wearing a white off-the-shoulder dress and a diamond necklace, standing against a dark background.

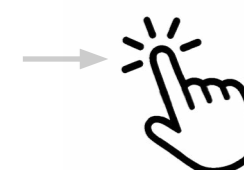
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Zen Diamond ties up with Francorp to build franchise network across Tier I, Tier II cities

MUMBAI

The brand plans to grow from five existing stores to over 20 franchise outlets across India by 2026. The strategy targets organized jewellery retail, mall and high-street locations, and responds to growing consumer demand for branded diamond jewellery in the Indian market

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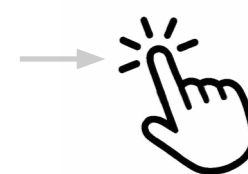
QWEEN
JEWELS

Aamir Khan, Ranbir Kapoor invest in Qween as it readies for its experiential retail debut

MUMBAI

The actors have invested an undisclosed amount in the fine jewellery brand, which will launch large format experiential retail stores in Bengaluru and New Delhi by Feb, 2026. This follows a recent investment of Rs 1,000 crore by global jewellery brands Rosy Blue and Kashikey

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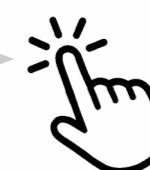
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GIVA brings in ‘Corporate Babaji’ to market its Exchange Fest with workplace humour

BENGALURU

The campaign is built around the workplace tradition of Secret Santa, and uses humour to reflect common office experiences linked to gifting during the festive season. It presents the GIVA Exchange Fest as an option for employees seeking gifting solutions within limited budgets

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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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AT BHIMA GALLERIA

Bhima Jewellery showcases designs from across the country at 'The Great Indian Antique Fest'

THIRUVANANTHAPURAM

The festival provides the brand an opportunity to engage with customers directly, build awareness about its antique collections and generate sales volume in a specialized category. Bhima aims to achieve sales of 50-60 kilos of antique jewellery during the festival

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Radhakrishna Jewellery promotes new store in Dharmanagar with 30-day daily lucky draw

DHARMANAGAR

Running from December 15, 2025 to January 15, 2026, the daily lucky draw is intended to keep the 2,000 sq. ft showroom buzzing beyond opening week. The brand is inviting visitors to participate in the activity through which an electrical appliance is being given away each day

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India-Oman CEPA set to quadruple gems and jewellery exports to Oman in three years

MUMBAI

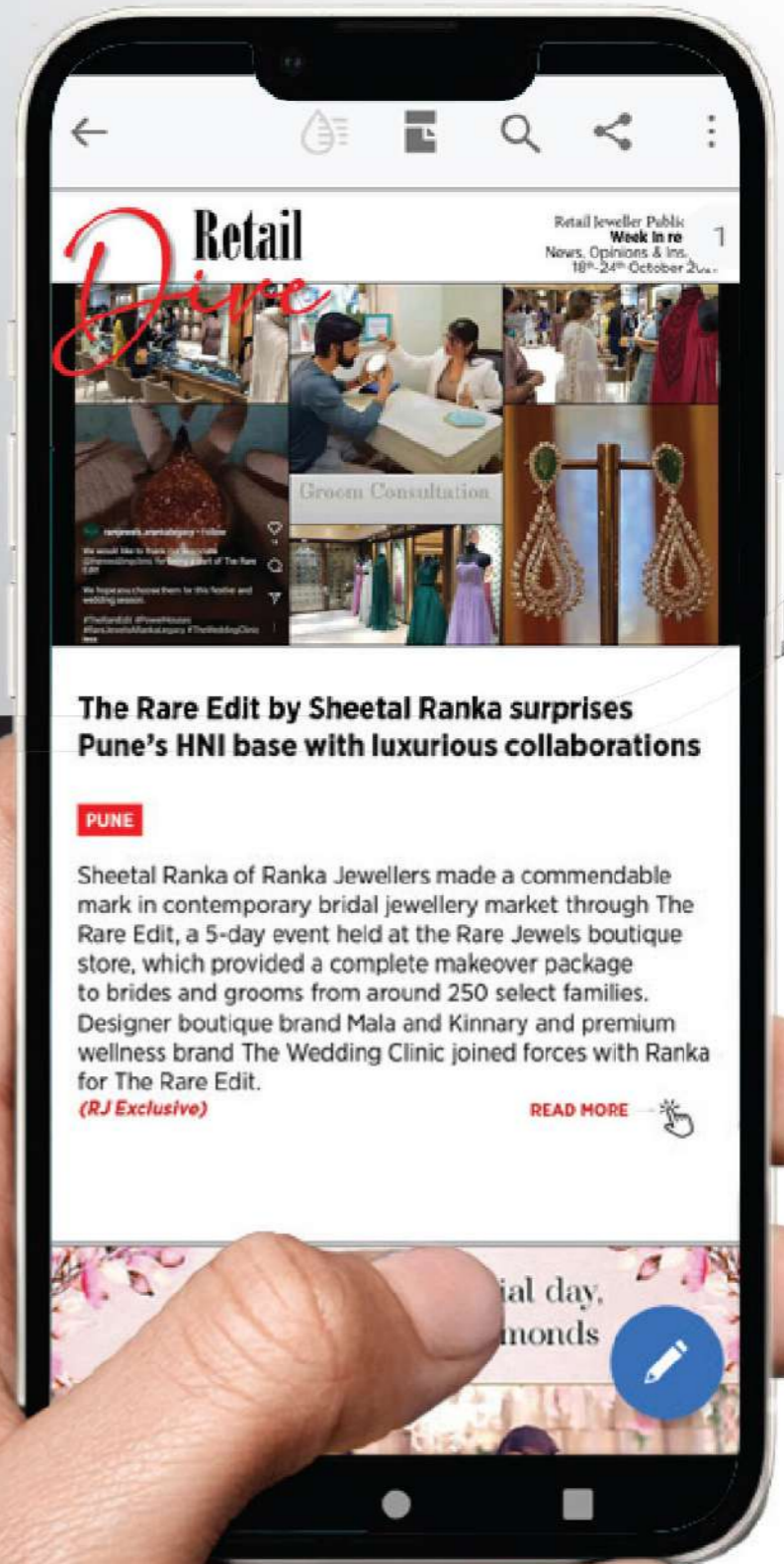
According to the Gem & Jewellery Export Promotion Council (GJEPC), with duty-free access under the newly-signed Comprehensive Economic Partnership Agreement (CEPA), exports could rise from the current \$35 million to an estimated \$150 million over the next three years

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Tanishq opens flagship store in Dubai's Meena Bazaar as Titan-Damas merger takes effect

DUBAI

The store - the brand's largest outlet in the GCC region - reflects Tanishq's expanded regional strategy, with wider jewellery choices, specialized retail zones and a Diamond Excellence Centre. The brand is aligning itself more closely with evolving regional consumer preferences

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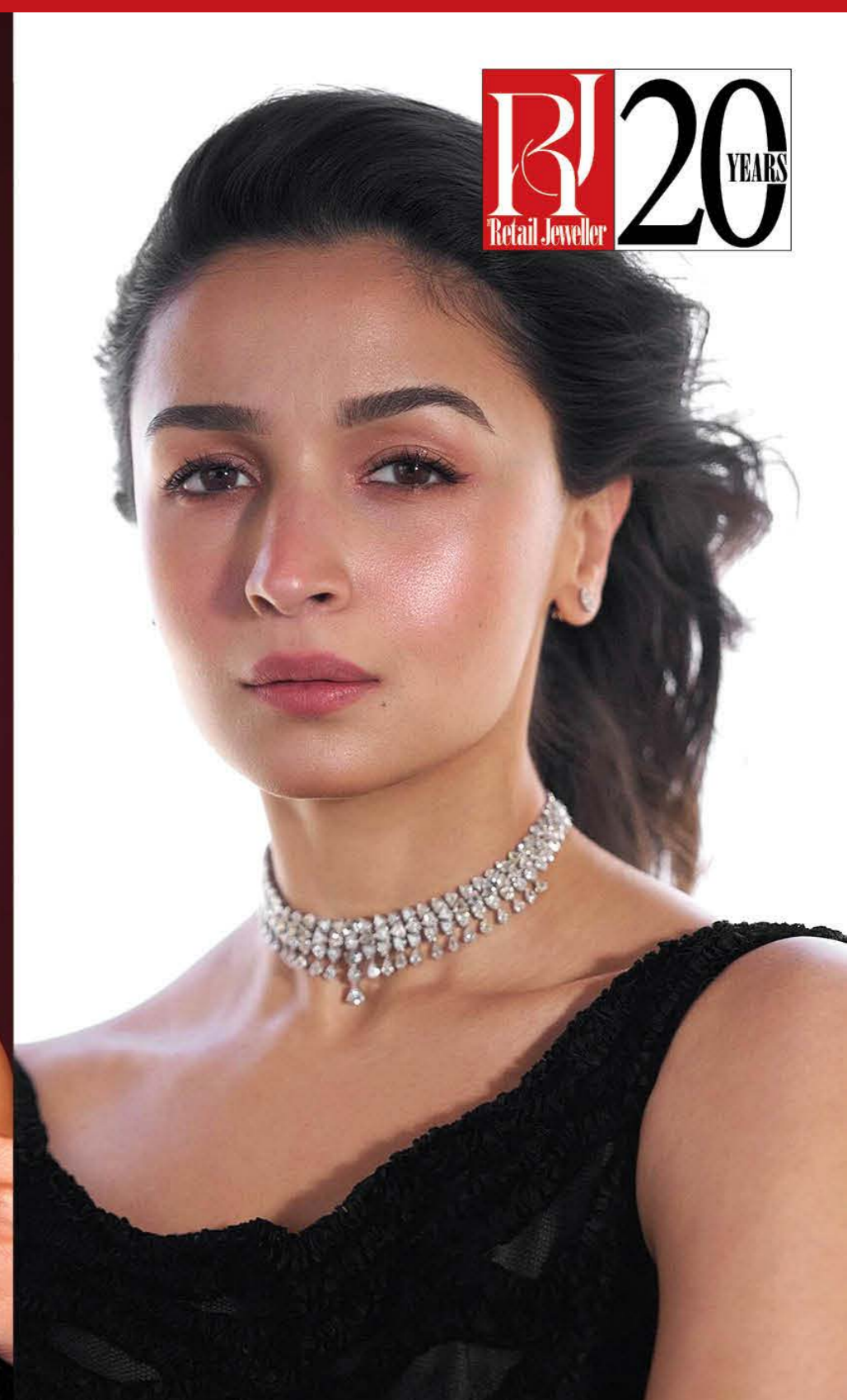
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Celebrities illuminate the week with modern designs in signature statement jewellery

MUMBAI

Be it Raashi Khanna in Forevermark by De Beers, Alia Bhatt in Sanjay Gupta by Tibarumals Jewellers or Abhay Deol in House of Shikha, this week saw celebs spotlight statement creations by leading jewellers, blending modern silhouettes, heritage influences and fine diamond craftsmanship across global events and fashion moments

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