



## CaratLane deepens proposal focus with real 'How I Met My Person' story-telling series

**MUMBAI**

The series builds on the brand's focus on diverse relationship journeys and places proposals, relationships, values and shared decisions at the centre of its consumer communication. Rather than showcasing products, the series positions CaratLane as part of decision-making

***(RJ Exclusive)***

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## NAC Jewellers dedicates Margazhi Weekends 2025 to promoting young classical artistes

**CHENNAI**

Over two weekends, NAC Jewellers curated a series of performances featuring emerging talent from classical music and allied art forms. Though not sales-driven, the activity placed the brand within the cultural life of the community, and connected it to art lovers

***(RJ Exclusive)***

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## Genesis Diamonds debuts 'Vault of Genesis' to engage top clients via jewellery narratives

**KOCHI**

The first edition of the curated event, with 20 select guests, focused on pearls. It explained how sourcing, design and craftsmanship come together in a finished piece, while building relationships, generating enquiries and connecting guests with the stories behind each piece

***(RJ Exclusive)***

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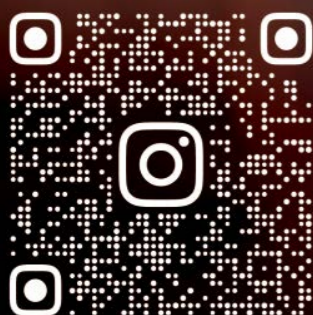


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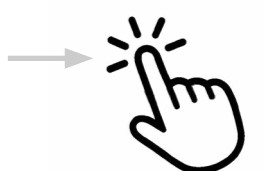
## Babulal Jewellers turns Sikh Premier League visibility into deeper customer engagement

**RAIPUR**

With more than 70% of its clientele belonging to the Sikh community, tie-up with the cricket tournament reserved for Sikhs helped the brand connect with existing and potential customers. It also got high visibility through on-ground branding, digital coverage and time on the dais

***(RJ Exclusive)***

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## KeVaBox banks on in-store painting contest to support annual 'Jewels of Kids' showcase

### MANGALURU

According to the brand, the 10-day campaign led to a significant rise in footfalls and sales, and aided customer acquisition in Kochi and Kozhikode, where stores were opened earlier this year. Around 300 children participated in the activity across all six Kevabox stores

*(RJ Exclusive)*

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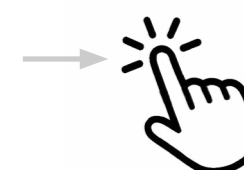
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## Titan launches Brand beYon, marking its debut in India's lab-grown diamond jewellery market

### MUMBAI

In a regulatory filing, Titan announced the launch of the new brand, 'beYon—from the House of Titan', which will focus only on lab-grown diamond jewellery. Its first standalone store will open in Mumbai on December 29, with more stores planned in Mumbai and New Delhi

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## Jos Alukkas names Dulquer Salmaan as brand ambassador to leverage his wide regional reach

### THRISSUR

The actor has built a career across Malayalam, Tamil, Telugu, Kannada and Hindi cinema, enabling him to engage with audiences across regions. The brand stated that the partnership is intended to help it reach younger customers who can identify with the actor

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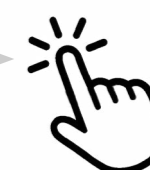
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## Sawansukha Jewellers celebrates Christmas by empowering 50 underprivileged girls

**KOLKATA**

Students and faculty of Sawansukha Institute guided the girls, giving them a first-hand introduction to jewellery craftsmanship. By hosting the workshop, the jeweller reinforced how skill-building can become a starting point for self-belief, aspiration and future opportunities

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## **VBJ crafts trophies for the SDAT Squash World Cup 2025, linking its name with global sport**

**CHENNAI**

Following India's title win at the international squash championship held in Chennai, the VBJ-created trophy ensured high visibility for the brand. VBJ has added to its heritage status by embracing purpose and celebrations linked to the finest expressions of human achievement

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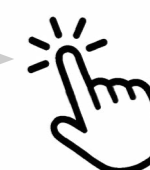
**BHIMA**

## **Bhima Gold caters to visiting NRI demand with Bhima Brilliance Diamond Jewellery Festival**

**BENGALURU**

For the seasonal retail initiative, the brand has introduced a range of diamond jewellery offerings designed to meet the requirements of non-resident Indians visiting India during the holiday season. The festival began on December 8 and runs up to January 11, 2026

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## Neha Lulla Jewellery showcases fine jewellery intended for regular use at experiential event

**MUMBAI**

Held through a tie-up with home décor brand Opulin, the event had displays to reflect real-life settings, enabling visitors to understand how both jewellery and décor fit into everyday routines. The philosophy was that design should go beyond ownership and become part of daily life

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## Lucira Jewelry partners with Franchise India to scale up offline retail across major cities

**NEW DELHI**

The lab-grown diamond jewellery brand plans to open more than 20 franchise stores across metro cities in the next 24 months. Besides Mumbai and Pune, the plan includes Bengaluru, Delhi NCR, Hyderabad, Chennai and Ahmedabad, backed by an omni-channel retail approach

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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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## Thangamayil camp for preventive eye care in Vadipatti aids community outreach efforts

**MADURAI**

The initiative helped address local healthcare needs while strengthening brand trust and fostering long-term relationships with residents of the area. It allowed the brand to interact directly with families, and reinforced its commitment to people beyond retail operations

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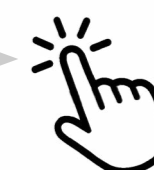


## Brands mark Retail Employees Day 2025 with outdoor activities and in-store celebrations

### MUMBAI

Beyond sales counters and store targets, the occasion offered jewellers a moment to acknowledge the everyday effort, consistency and teamwork that quietly holds retail businesses together. Retail Employees Day is observed globally on December 12 each year

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REFORMING GLOBAL DIAMOND TRADE THROUGH

- 1 Building consumer confidence in conflict-free diamonds
- 2 Strengthening transparency & accountability across supply chain
- 3 Accelerating digital certification & traceability
- 4 Advancing data-driven, rules-based compliance

India to assume Chairmanship of UN-backed **Kimberley Process** from Jan 1, 2026

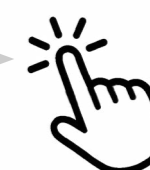
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## India set to lead Kimberley Process in 2026, promoting conflict-free diamond trade

**NEW DELHI**

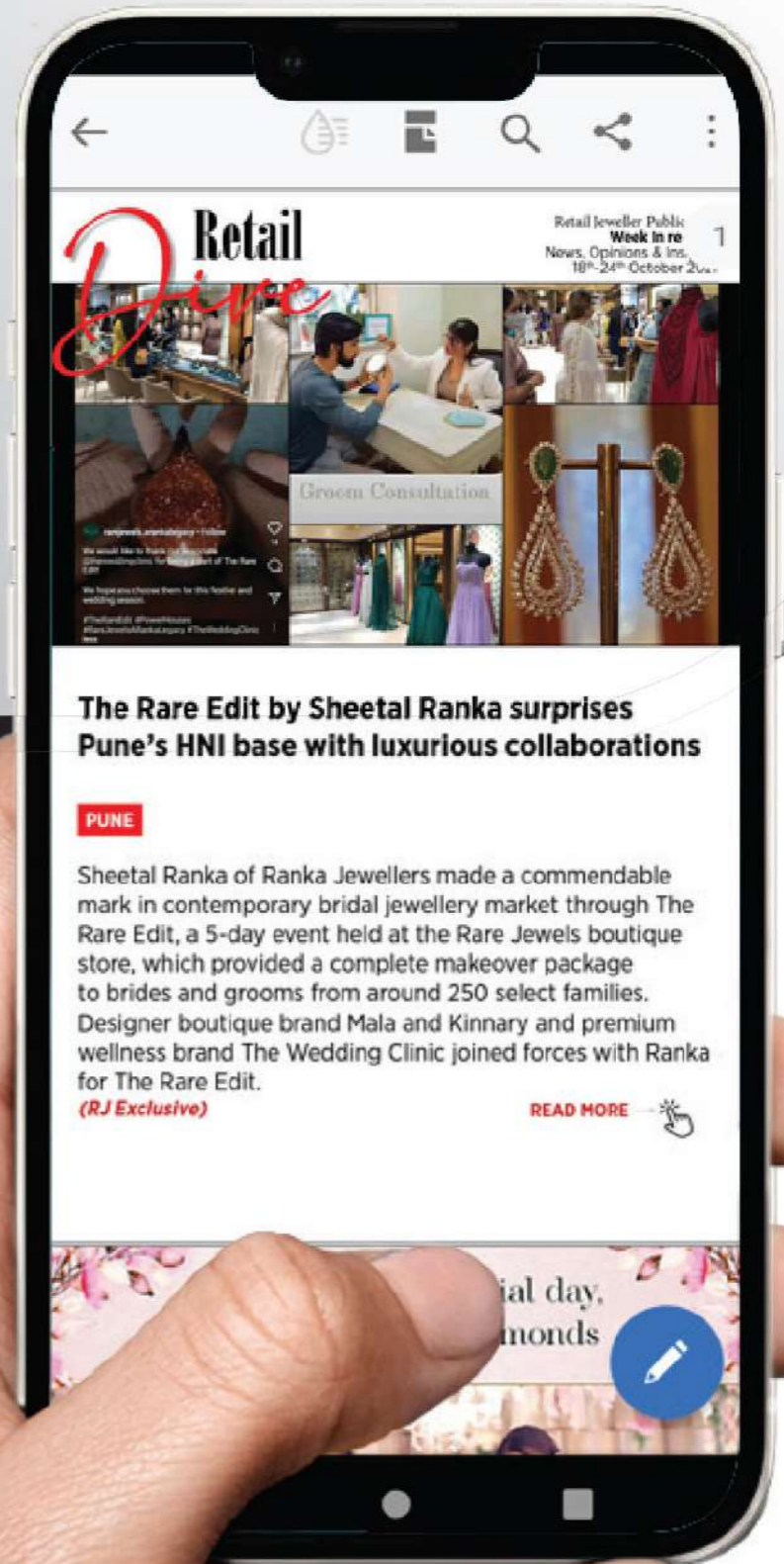
This marks the third occasion on which India has been entrusted with Chairpersonship of the Kimberley Process, an initiative to prevent trade in rough diamonds used by rebel groups or their allies to finance conflicts aimed at undermining legitimate governments

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## Vandals holds month-long jewellery showcase at London's famous Georgia Wang showroom

LONDON

Running up to January 22, 2026, it marks a step forward in connecting the brand's design philosophy with an international audience. With events held during the showcase period, the brand aims to gain visibility to create future retail opportunities in the region

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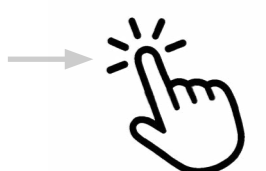


## Celebrities spotlight statement jewellery across covers, red carpets and weddings

### MUMBAI

From Kanika Kapoor in Chatila Jewellers and Malaika Arora in Golden Window to Chitrangda Singh in House of Shikha and Mithila Palkar in P.N. Gadgil & Sons, celebrities flaunted statement jewellery that balanced modern design, cultural influences and fine craftsmanship

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