



Project INDRA awareness session in Bandra ups the ante for natural diamond marketing

MUMBAI

The session outlined the scope of national-level messaging on authenticity and value of diamonds, decoded the sales and customer engagement approach, and led to several retailers signing up for the project. More city-level sessions are being planned in the weeks ahead

(RJ Exclusive)

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Bharasa@25: Arundhati Jewellers marks 25 years with campaign around Odia identity

BHUBANESWAR

The television campaign draws from Odisha's cultural landscape, highlighting temple architecture, regional art forms and the Odia language, even as it serves as a reminder of how the brand has grown alongside the State of Odisha over the past two-and-a-half decades

(RJ Exclusive)

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Sona Chandis
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Presents



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Sona Chandis achieves multi-generation brand connect through Ram Katha by Kumar Vishwas

KANPUR

Due to the spiritual leader's reach among audiences of all age groups, the event saw 20,000 estimated footfalls over three days. It dramatically increased brand visibility and allowed Sona Chandis to build relationships with local industry members and community leaders

(RJ Exclusive)

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Sulthan Diamonds & Gold partners with Telugu film 'Andhra King Taluka' to build brand recall

BENGALURU

The brand's objective was to connect with audiences on an emotional and cultural level, rather than through in-film product placement. The idea of fan loyalty depicted in the film aligns with the way Sulthan Diamonds & Gold was built on customer trust across generations

(RJ Exclusive)

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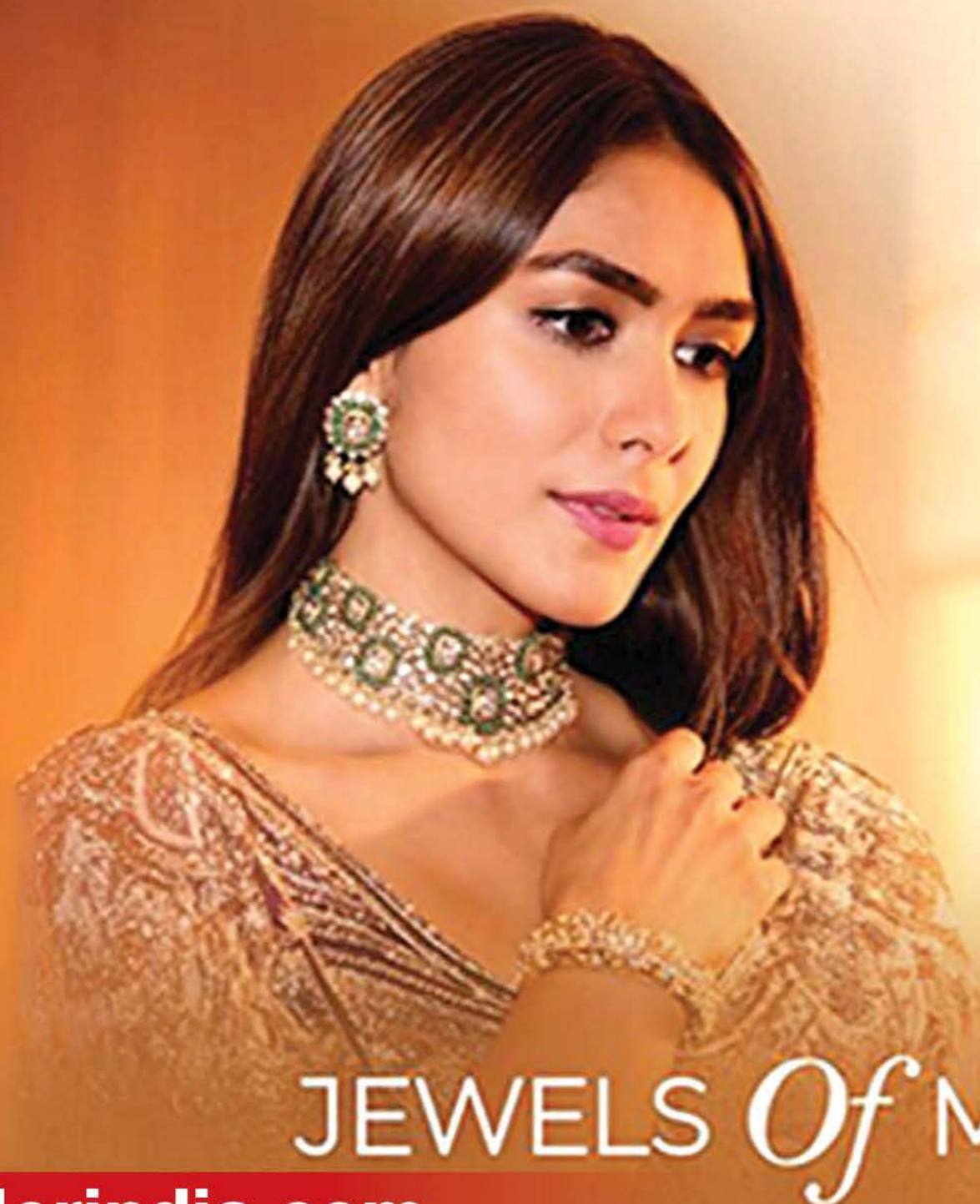
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MERALDA

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JEWELS *Of* MERALDA

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Meralda Jewels woos NRI visitors by telling jewellery stories through ‘Jewels of Meralda’

KOCHI

Running from December 1 to 31, 2025, the campaign combined curated in-store bridal displays and digital storytelling about each piece of jewellery to attract NRI buyers and strengthen customer connect. It has become a signature annual campaign with measurable sales and brand impact

(RJ Exclusive)

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Motisons Jewellers taps Doctors Corporate League to reach physicians and their families

JAIPUR

For the brand, partnership with the cricket tournament offered a way to stay visible within a well-defined professional community while extending its reach to buying decisions of their families. Beyond the matches, the brand scored with informal gatherings and interactions

(RJ Exclusive)

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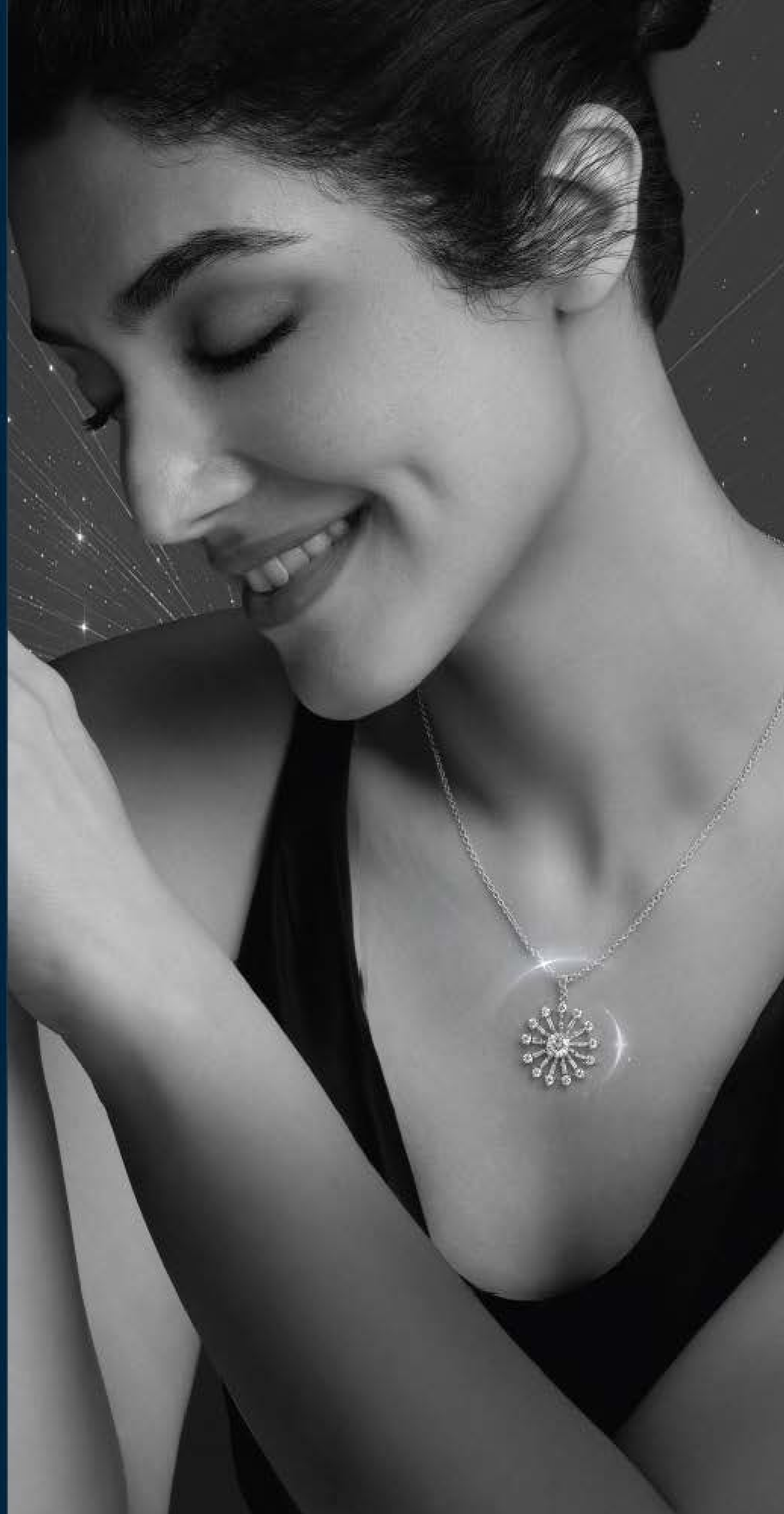
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How Mulkh Raj Ashok Kumar Jewellers used a pageant partnership for customer acquisition


JAMMU

By taking its jewellery onto the stage and into the spotlight at the grand finale of Mr and Miss India Extraordinaire, the brand leveraged the live event to convert visibility into new customer footfalls. It also benefited from the diversity of audiences the event attracts

(RJ Exclusive)

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In Tanishq ad, Shabana Azmi and Javed Akhtar endorse the brand's 'Soulmate Diamond Pair'

MUMBAI

In their first on-screen appearance together, Azmi and Akhtar draw from their personal relationship to speak of shared interests and tastes, while also acknowledging their differences. The ad pitches natural diamonds as a parallel to bonds such as theirs, that traverse different phases of life

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Lifestyle by PNG names Sara Tendulkar as brand ambassador to connect with future customers

PUNE

As the face of the brand, she will be part of various offline and online brand activities and initiatives for two years as the brand expands in Maharashtra and later into other parts of India. The brand will leverage her ability to connect organically with younger audiences

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KISNA uses retail network to hold 10th edition of its Diamond Marathon across 100 cities

MUMBAI

Marking a decade of continuity, the marathon on December 28, 2025 brought thousands together across cities. The entire participation fees from the initiative has been directed towards sanitation, cleanliness and community hygiene projects under the Swachh Bharat Abhiyan

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Senco Gold to continue strategic marketing tie-up with August Jewellery up to March 2026

KOLKATA

Extending the agreement with August Jewellery, owner of the Melorra brand, will help Senco manage its retail network and engage with customers across markets where both companies operate. It is in line with Senco's approach to working with industry partners to support its business plans

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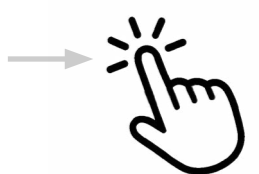


Heer by GIVA releases OOH campaign '9KT in 9 Seconds' to introduce its 9KT gold jewellery

BENGALURU

The campaign launched by the gold and lab-grown diamond brand from GIVA comprises a billboard installed near Nexus Koramangala Mall, Bengaluru, with a clock-timer set-up that lights up every nine seconds. It aims to present 9KT gold as a category aligned with present-day lifestyles

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The term 'diamond' will apply only to natural diamonds, declares BIS in new notification

NEW DELHI

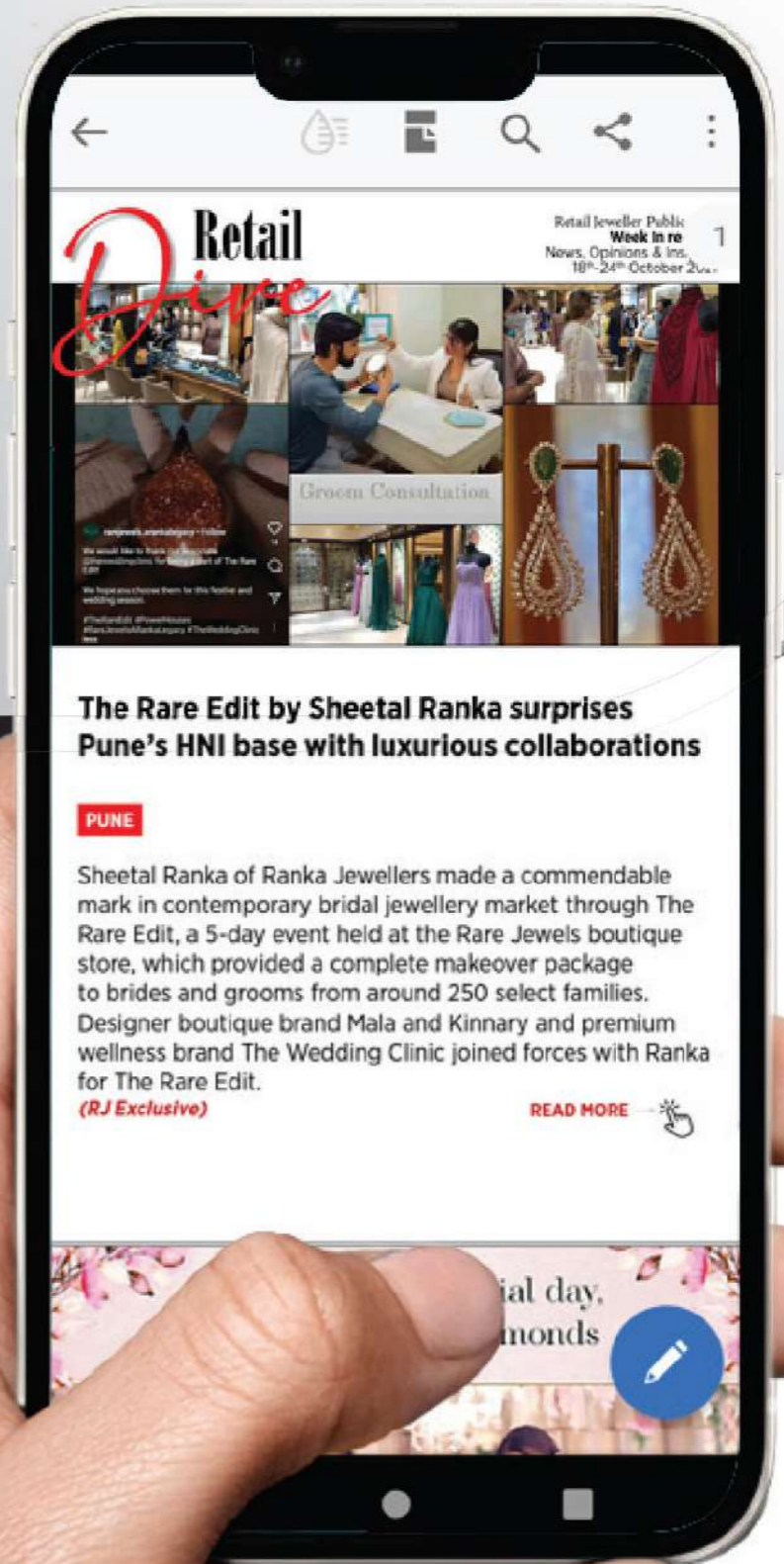
Initiated by the GJEPC, the new standards notified by the Bureau of Indian Standards (BIS) align with global consumer protection guidelines for diamonds. As diamond jewellery demand accelerates in India, it is expected to be a definitive reference point for all industry stakeholders

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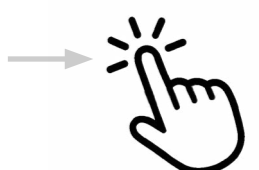


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Jaipur Gems opens second boutique in Abu Dhabi, coinciding with 50 years of the brand

ABU DHABI

The high jewellery house is expanding its retail presence in the UAE, in line with its continued focus on the Gulf region as a key international growth market. The Abu Dhabi boutique presents coloured gemstone jewellery pieces rooted in archival design

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Be it brand shoots, weddings or award nights, leading jewellers add elegance to celeb looks

MUMBAI

From red carpets to festive occasions, stars embraced statement pieces and heritage-inspired designs. Be it Alia Bhatt in Renu Oberoi or Ananya Pandey in Irasva Fine Jewellery or Sobhita Dhulipala in Amrapali Jewels, contemporary flair and visual drama became a part of each star's appearance

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