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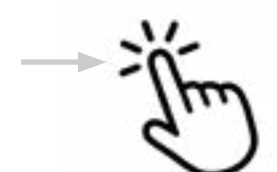
RJIF 2026 resonates with new ideas, new growth playbooks for India's jewellery retail industry

MUMBAI

Conversations at the 12th Retail Jeweller India Forum veered around the industry outlook for gold in the current scenario, silver's new relevance, premium consumption patterns led by natural diamonds and innovations by young leaders that are redefining retail growth

(RJ Exclusive)

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5th Retail Jeweller MD & CEO Awards honour transformational leadership in the industry

MUMBAI

The awards celebrated leaders whose business strategies, capital discipline and brand stewardship have translated vision into scalable growth and sustainable competitive advantage in India's organized jewellery sector, while recognizing upcoming young leaders

(RJ Exclusive)

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Radha Krishna Jewellery partners with Tripura Medical College fest to build local brand recall

AGARTALA

According to the jeweller, campus events with consistent footfalls and sustained attention over several days offer the brand a way to reach younger audiences early, helping build recognition and a sense of comfort before their buying preferences even begin to take shape

(RJ Exclusive)

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Kakkad Jewellers supports new Nagpur outlet launch with 6-month lucky draw campaign

NAGPUR

The recurring lucky draw has been launched exclusively at the brand's newly launched showroom at Kamal Chowk, to build customer movement at the new location and strengthen early-stage engagement with both existing and new customers. It will run up to April, 2026

(RJ Exclusive)

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Ratnalaya Jewellers marks year-end with entire team cooking litti chokha together

PATNA

With both December 31, 2025 and January 1, 2026 being working days, the brand turned a peak retail day into a team engagement exercise, bringing its 120 employees together to prepare and eat Bihar's traditional littis while bonding through collective effort

(RJ Exclusive)

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De Beers Group CEO Al Cook highlights India's stellar role in global natural diamond growth

MUMBAI

Addressing a media roundtable, Cook outlined how India has moved from being a priority market to a strategic anchor for De Beers. Meanwhile, Forevermark has opened a new store in Mumbai, which is the largest De Beers-owned retail outlet anywhere in the world

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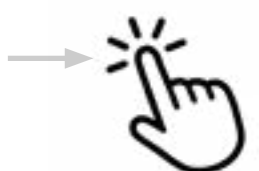
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Forevermark launches 'My Guiding Light' ad campaign along with Mumbai store opening

MUMBAI

Olympic medallist Manu Bhaker, actor Diana Penty, designer Masaba Gupta and social entrepreneur Princess Gauravi Kumari of Jaipur front the campaign, which is being rolled out through digital stories on Instagram focused on individuality, purpose, and inner confidence

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#TogetherPurever: Bhima Gold marks 100 years with film honouring its legacy and circle of life

BENGALURU

The film is a cultural tribute that reflects Bhima's enduring values across generations, relationships and shared journeys with its customers. At the heart of the film is a symbolic tribute to the divine feminine, reflecting the evolving roles of women across generations

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Tanishq brings in actor Ananya Panday as face of the brand, features her in latest campaign

MUMBAI

The actor embodies the brand's evolving muse: confident, authentic and expressive. In the new 'Festival of Diamonds' TVC, with the tagline 'Give wings to the girl within', she reinforces the belief that modern natural diamond jewellery must connect with real lives and emotions

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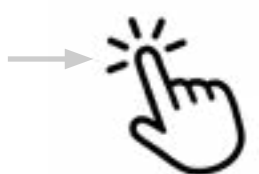


KISNA creates Guinness World Record with simultaneous marathon run across 55 cities

MUMBAI

Run in aid of the Swachh Bharat Abhiyaan as a social initiative, the KISNA Diamond Marathon, now in its 10th year, was officially presented with a certificate recognizing the record achievement during a felicitation ceremony held on January 7, 2026

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Ranka Jewellers hosts in-store fashion shows weekly, inviting customers to walk the ramp

PUNE

Around 50 customers took part in each of the initial shows, presenting the brand's jewellery on stage even as they experienced the designs first hand and understood their value. Weekly diamond prizes added excitement and buzz, with winners spreading the word

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GIVA

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GIVA rolls out multi-platform campaign for new jewellery line with actor Barkha Singh

MUMBAI

The campaign supports GIVA's new 'Glow in Motion' silver jewellery line, which uses movement and light as its core design idea. With the campaign's heist-style narrative, the brand aims to reach younger urban consumers across television, digital, outdoor and in-store platforms

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20 TRENDS DEFINING JEWELLERY RETAIL 2025,

From Vasundhra Raj's designs speaking through vibrant campaigns to Rihaan Jewels' **ATELIER—FIRST RETAIL MODEL**, Thangamayil's **SCALE STRATEGY**, and an **EXCLUSIVE CONVERSATION** with David Tait, CEO, World Gold Council.



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A portrait of Mallikarjuna Reddy Yarabolu, a man with glasses and a watch, resting his chin on his hand. The background is a dark purple gradient.

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De Beers Group appoints veteran Mallikarjuna Reddy Yarabolu as MD of Forevermark India

MUMBAI

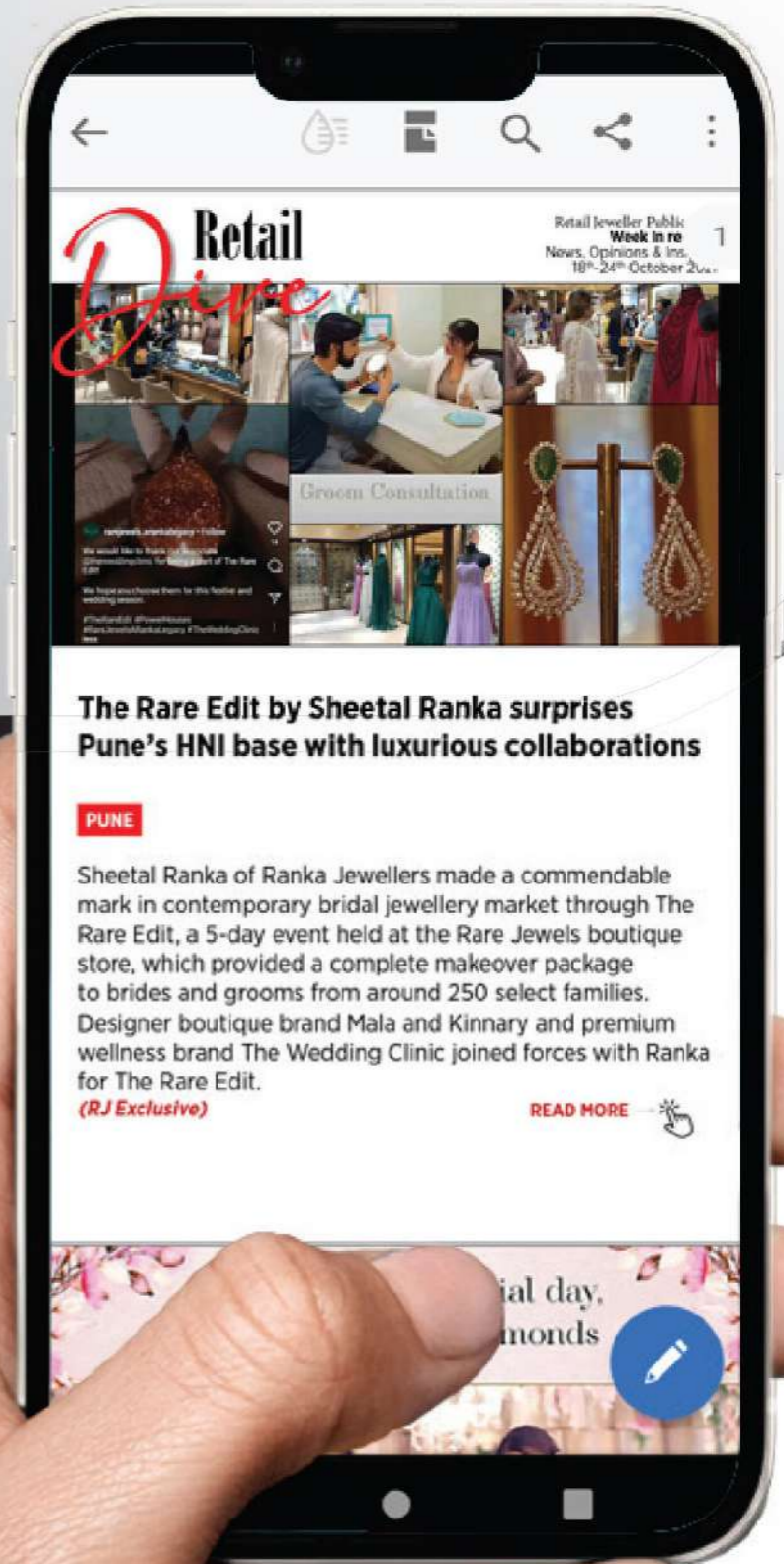
With more than 20 years of cross-sector experience, Yarabolu has built a strong track record in channel development and retail expansion. This depth of experience positions him to meaningfully support the brand as it enters its next phase of growth in the Indian market.

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Chanel names singer Gracie Abrams as face of Coco Crush fine jewellery collection globally

MUMBAI

Abrams will feature in Chanel's upcoming global campaign scheduled for release on January 13. A music-led brand ambassador highlights how global luxury houses are drawing from popular culture to engage younger buyers without altering core design identities

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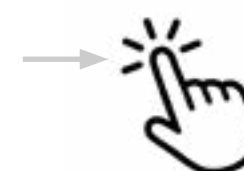
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Celebs spotlight fine jewellery across fashion weeks, mag covers and public appearances

MUMBAI

Be it Khushi Kapoor in Golecha Jewels, Huma Qureshi in Anmol Jewellers, Shraddha Kapoor in Manish Malhotra High Jewellery or Nimrat Kaur in Pandit Jewellers, the accent this week was on a wide spectrum of jewellery expressions, balancing heritage-rich design and modern styling

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