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Abhushan Diamonds and Gold launches 'Bridal Mirror' podcast to present the bride's story

AGRA

The conversation-style content series, a year-round initiative, allows the brand to be present across the wedding planning journey rather than only at the point of purchase. It was conceived after the brand identified a gap in how bridal jewellery stories are communicated

(RJ Exclusive)

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Sanmarg's event-
The Glam Queen/ The
Glam princess..



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Sanmarg's event-
The Glam Queen/ The
Glam princess..

RCP Jewellers builds brand equity through immersive role in Kolkata beauty pageant

KOLKATA

According to the jeweller, the brand was not just seen but experienced at the event, using real-time interaction to create deeper brand recall than conventional advertising. All-round promotion, including in-store communication, turned the event into a sustained brand conversation

(RJ Exclusive)

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Svaraa Jewels' Valentine campaign 'Carats of Love' aims to create buzz, drive store traffic

SURAT

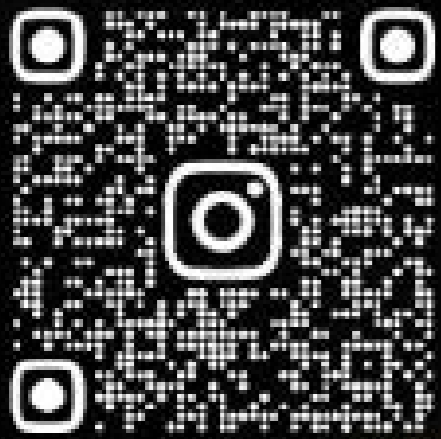
The campaign, which went live on January 1, 2026, focuses on jewellery for gifting, and is being promoted through digital and outdoor advertising as well as in-store party sessions. Early response has translated into higher enquiries, store visits and conversions

(RJ Exclusive)

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Crash.club by CKC revamps perfume line Rare Scents, moves to engage a younger audience

BENGALURU

An event hosted recently successfully positioned the perfume line as a key growth category, and highlighted how the brand is expanding its offerings beyond traditional jewellery to lifestyle-oriented segments, as it evolves to remain connected with the lives of its customers

(RJ Exclusive)

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How Challani Jewellery Mart is addressing food insecurity across Tamil Nadu and Puducherry

CHENNAI

The brand's long-standing weekly meals initiative distributes food at 13 venues every Saturday, treating it as a responsibility. It is structured to run consistently, allowing beneficiaries to depend on a regular source of meals, and has created awareness about the brand's values

(RJ Exclusive)

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INDRIYA

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ADITYA BIRLA | JEWELLERY



Indriya's new campaign turns the bride's quiet pre-wedding pause into the heart of the story

MUMBAI

Featuring brand ambassador Aditi Rao Hydari, the campaign video closes in on the moment when brides take a moment to visualize their dream wedding before the ceremony. The brand's message is that it wants to be a true partner in every bride's dream journey

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Jos Alukkas launches brand campaign 'My Best Friend's Wedding' depicting role in celebrations

THRISSUR

The film reflects how weddings are experienced today, focusing on shared moments and collective participation. Through this campaign, the brand reinforces its long-standing association with weddings and its role within celebrations across generations

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Kushals marks Makar Sankranti with sanitation workers in Bengaluru, Hyderabad and Chennai

BENGALURU

Across the brand's stores in Bengaluru, Hyderabad and Chennai, the women were welcomed for a Sankranti and Pongal-themed experience. The setting included festival decor and refreshments, followed by jewellery gifting as a gesture of appreciation for their work

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Senco takes on-ground pre-wedding campaign ‘Senco Di Wedding’ to Mumbai and New Delhi

KOLKATA

After debuting ‘Senco Di Wedding - Before The Vows’ in Kolkata, the brand has extended the campaign to two more cities, roping in real-life couples to showcase their wedding jewellery through pre-wedding photoshoots and videos. It is set to travel to more markets

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STYLING PARTNER



Kalyan Jewellers named Official Style Partner of RCB Women for Women's Premier League 2026

BENGALURU

An integrated marketing campaign featuring players Smriti Mandhana, Shreyanka Patil and Lauren Bell is being rolled out across digital and social platforms, positioning jewellery as part of personal expression, and linking high-performance sport with modern elegance

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Solitario partners with Warner Bros, unveils Tom & Jerry and DC Universe jewellery lines

MUMBAI

According to the brand, as jewellery retail becomes increasingly crowded, licensed collaborations provide differentiation, enabling it to offer products that stand apart in the market. Its network of 155 stores across 9 countries is expected to give the collections scale in multiple markets

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Talla Jewellers leads youth drug awareness initiative with community project Lokrang

JAMMU

Supported by street theatre performances that highlighted the impact of substance abuse on individuals and families, the anti-drug awareness rally saw more than 200 participants, and reinforced the brand's focus on community engagement, to build relevance beyond retail

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GJEPC launches 'JewelStart', an innovation and incubation centre for start-ups in the industry

MUMBAI

Launched at IJS Bharat Signature 2026, JewelStart aims to enable start-ups and MSMEs to transform ideas into scalable, market-ready enterprises, while fostering collaboration between industry, academia, investors and government bodies

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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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Bhima Jewellers ties up with packaged food brand, offers jewellery reward for daily buys

DUBAI

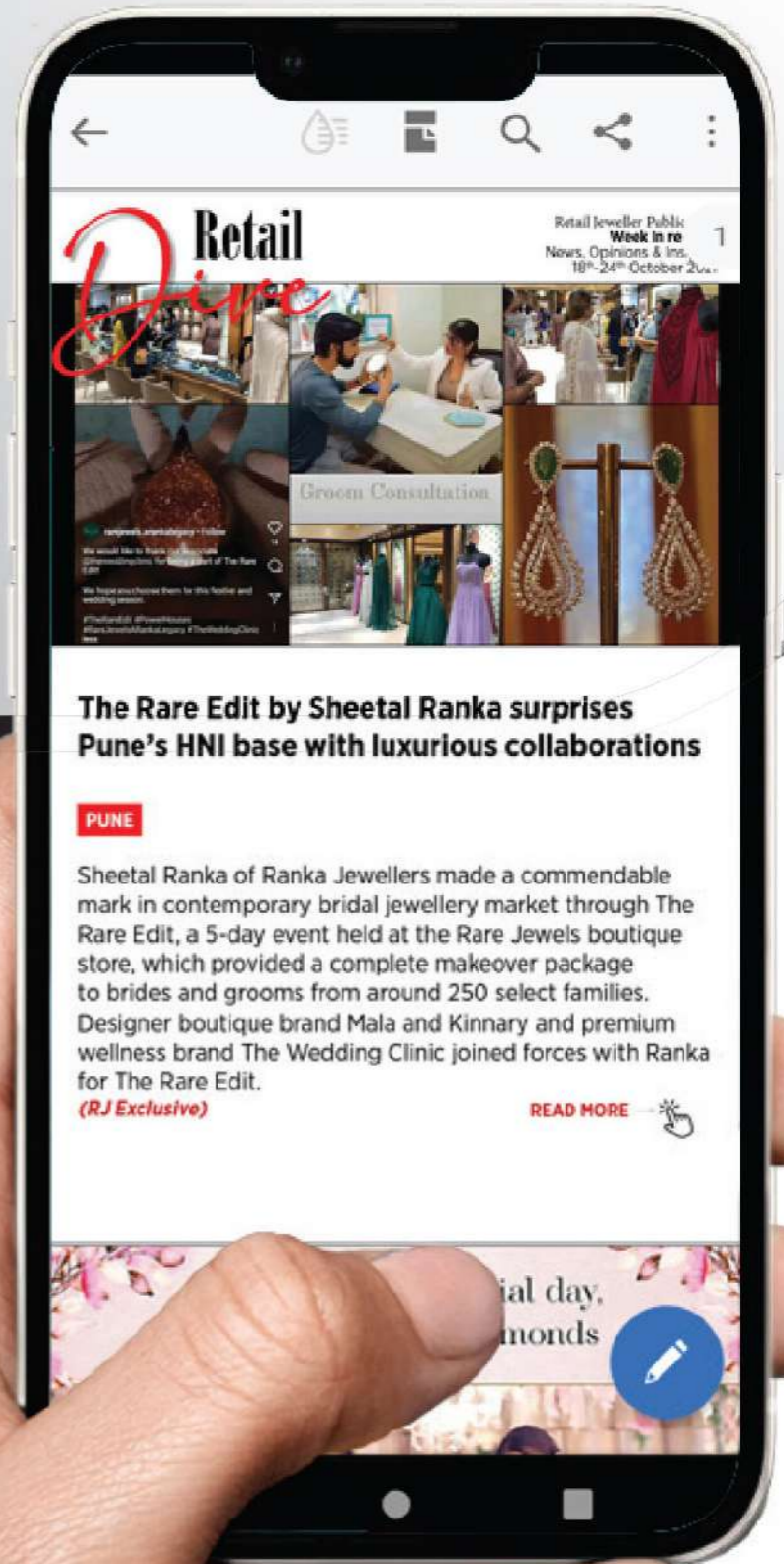
Running from January 5 to February 5, 2026 across the UAE, the initiative offers participants a chance to win a diamond necklace worth AED 30,000, along with gold coins, on buying Nellara Parota packs worth AED 5 and submitting proof of purchase

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Tribe Amrapali presents its jewellery at cultural evening hosted in Sharjah's famed Bait Elowal

SHARJAH

The curated presentation at one of Sharjah's most revered heritage spaces framed Tribe Amrapali's jewellery as living culture rather than a conventional retail launch. It was hosted by Her Highness Sheikha Bodour Al-Qasimi, daughter of the ruler of the Emirate of Sharjah

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Couture diamonds and heritage gold from top jewellers define this week's celebrity looks

MUMBAI

From J Lo in Sabyasachi High Jewellery to Priyanka Chopra in Bvlgari, Samantha Ruth Prabhu in Tribe by Amrapali and Kiara Advani in Manish Malhotra High Jewellery, celebrities this week reflected an interplay of global luxury, Indian craftsmanship and contemporary styling

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