



Ranka Jewellers crafts temple jewellery for Dagdusheth Halwai Ganpati idol in Phuket

PUNE

Craftsmanship of the 400-gm 'Sundahaar', identical to the one adorning the idol in Pune, has evoked keen interest in Ranka Jewellers' design philosophy. The project has also opened up avenues for similar collaborations in future in other overseas markets

(RJ Exclusive)

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The banner features the Warud Premier League logo at the top left, with 'WARUD PREMIER LEAGUE SEASON 3' written below it. In the top right, there is a portrait of Vikram Singh Bhave, identified as the 'Organiser'. The central focus is the 'Official Partner' text in a large, stylized font, with 'Official' in white and 'Partner' in yellow. Below this, a large graphic displays the 'OFFICIAL PARTNER 2026' text, the Warud Premier League logo, and the Khandelwal Jewellers logo (KJ) with the text 'KHANDELWAL JEWELERS' and 'KEDAR CHOWK, WARUD'. At the bottom of the banner, it says 'Khandelwal Jewellers' in a yellow box. The background is a dark blue and purple gradient with vertical text 'WARUD PREMIER LEAGUE' on the left and 'SEASON 3' on the right. At the very bottom, there is a red bar with 'retailjewellerindia.com' and 'DATE 08 JAN', and a white bar with 'VENUE - WCA CRICKET GROUND, WARUD' and a 'WIZ LIVE' logo.

Khandelwal Jewellers weaves itself into the city's social fabric via Warud Premier League

WARUD

The brand leveraged the widely followed city-level cricket tournament to build familiarity and trust around its Warud showroom, anchoring the brand name within the town's shared public life. It also interacted closely with its target audience of doctors, who organized the league

(RJ Exclusive)

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Rokde Jewellers extends its 'Happy Customers: Together Forever' campaign to podcast format

PUNE

The podcast features some of the campaign's Season 5 participants, chosen for the authenticity of their association with the jeweller, rather than visibility or status. The brand sees customer experience as a continuing business narrative shaped by the people it serves

(RJ Exclusive)

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Heer by GIVA builds an emotional connection through story-telling initiative 'Alfaaz-e-Heer'

MUMBAI

Using poetry as the medium, Alfaaz-e-Heer presents short verses that explore themes such as love, companionship, self-worth, choice and personal milestones. An ongoing intellectual property, it has monthly chapters to allow continuity and build audience familiarity over time

(RJ Exclusive)

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P.C. Chandra Jewellers creates in-store cheer with cards from ‘Little Hands, Big Celebration’

KOLKATA

At the start of the year, the brand chose to spend time with children from underserved communities across six cities. The initiative extended into its stores when cards made by the children were given to customers, reiterating the brand values of empathy and inclusion

(RJ Exclusive)

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De Beers Group launches 'Heera Hai Aapke Liye' to boost natural diamond accessibility

MUMBAI

The star-studded event saw actor Sonakshi Sinha joining Shweta Harit, Global Senior Vice President of De Beers Group and CEO of Forevermark, to unveil an initiative dedicated to making natural diamonds an integral part of daily life for the modern Indian consumer

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PNG Jewellers names Ranbir Kapoor as brand ambassador, to drive modern retail narrative

PUNE

By associating with A-lister Kapoor, belonging to Gen-Next of the legendary Kapoor family of Bollywood, PNG Jewellers continues to reinforce its evolving legacy, creating a powerful connection between tradition and contemporary India, to fuel national expansion

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Senco Gold to acquire strategic 68% stake in online jewellery brand Melorra for Rs 68 cr

KOLKATA

The move aims to boost Senco Gold's online presence and outreach to younger customers, even as Melorra's e-commerce and design strength will complement Senco Gold's robust showroom operations. The deal is expected to be finalized by April 2026

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Joyalukkas names John Paul Alukkas as Chief Executive Officer, to drive its global growth

KOCHI

As CEO, John Paul Alukkas will oversee global strategy, service standards and operational alignment across regions. The transition allows the organization to streamline leadership responsibilities, strengthen governance frameworks and consistency across market

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Television serial cast visit sparks interest in CS Jewels' mobile showroom at Sangli

SANGLI

Cast members of the Star Pravah Marathi serial 'Vachan Dile Tu Mala' visited CS Jewels' Suvarna Safar mobile store after noticing it at the Sangli Festival venue recently. They went jewellery shopping in the store set up inside a customized bus, and naturally increased its visibility

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De Beers Group and Mumbai Indians champion intention and excellence in Women's T20 League

MUMBAI

Central to this initiative is the Natural Diamond Intention Pendant, which acts as a personal reminder to the wearer to visualize the best version of themselves. For Mumbai Indians Women, it helps sharpen focus and bring their best game to every moment, on and off the pitch

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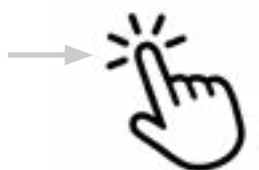


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CaratLane launches 'Treasure Chest' on PhonePe for better access to planned jewellery purchase

MUMBAI

By bringing its savings scheme to the popular payments app, CaratLane enabled more than 650 million PhonePe users to enter the jewellery buying journey through a digital touchpoint, while keeping redemption seamless across its online and physical store network

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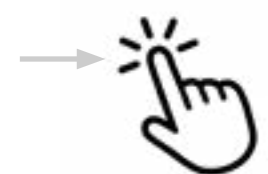
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With launch of KISNA Digital Gold, brand marks expansion of its omnichannel gold ecosystem

MUMBAI

The initiative bridges digital gold ownership with physical retail, enabling redemption against jewellery at any KISNA store. The digital gold is 24-karat gold of 995 fineness or higher purity, stored in vaults operated by internationally recognized precious metals custodians

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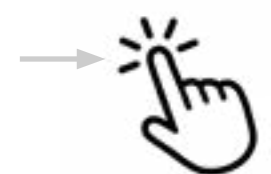


Sennes debuts officially with Kolkata launch party attended by brand muse Tara Sutaria

KOLKATA

A sub-brand from the House of Senco, Sennes' lab-grown diamond jewellery, leather products and fragrance collections were showcased in an immersive setting that positioned the brand as a modern lifestyle offering for the conscious, new-age, mindful consumer

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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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India's gem & jewellery exports to US fall 44.42%; other markets keep exports stable

MUMBAI

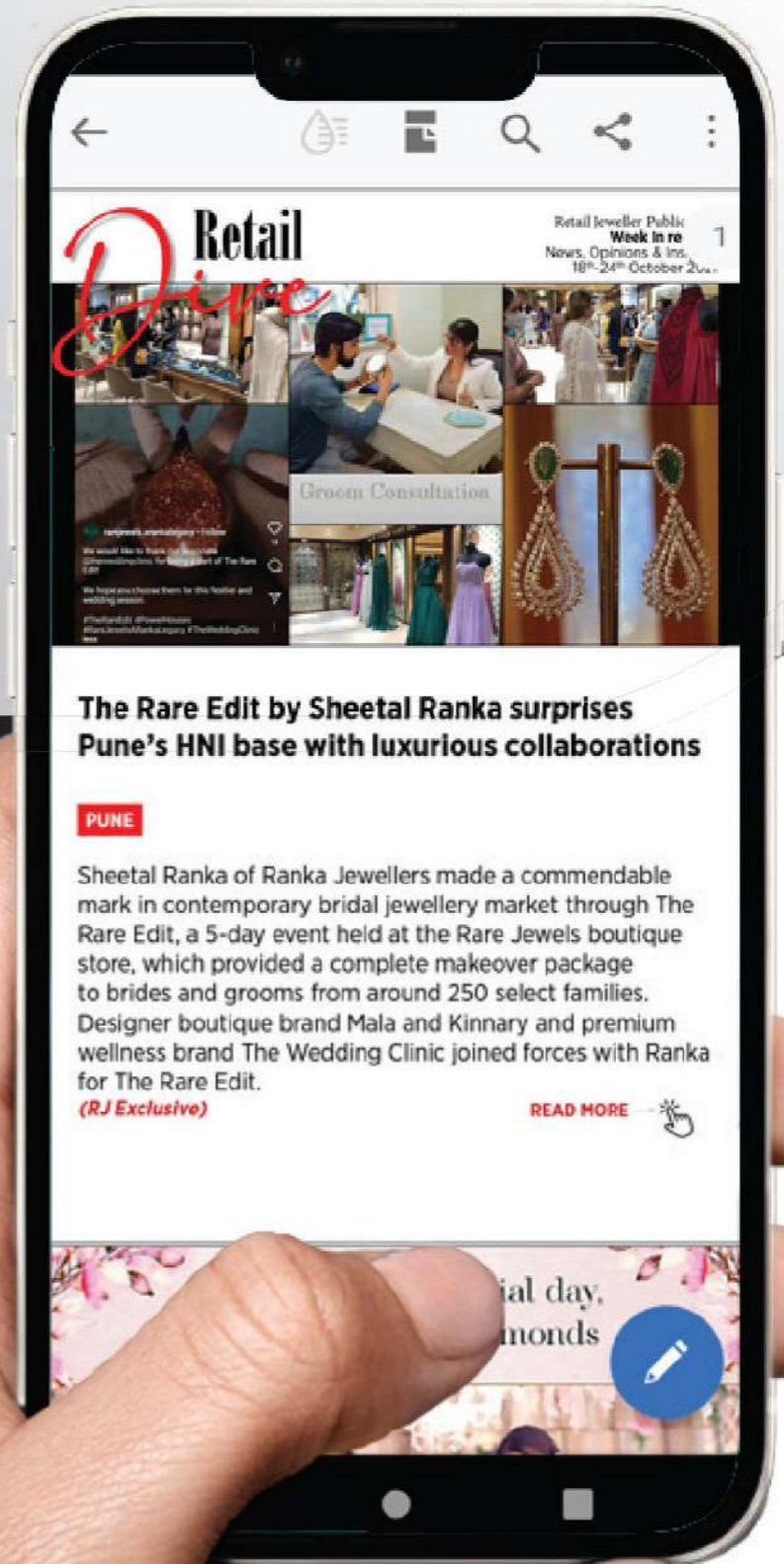
During April-December 2025, exports to the US declined to \$ 3.86 billion, compared to \$ 6.95 billion in the corresponding period last year. However, market diversification and Free Trade Agreements (FTAs) with several countries helped maintain the overall quantum of exports

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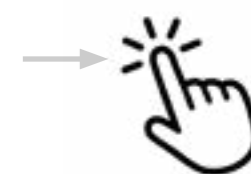


Malabar Gold & Diamonds opens flagship store in Kuala Lumpur, its ninth outlet in Malaysia

KUALA LUMPUR

According to the brand, the new store introduces a premium high-street showroom concept designed to offer an immersive jewellery shopping experience. Located in a prestigious neighbourhood, Bangsar, it caters to Malay jewellery connoisseurs and HNI Indian buyers

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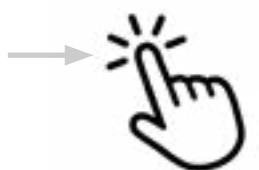


Be it film promotions, weddings or couture shoots, the stars sparkle in their jewellery

MUMBAI

From Aditi Rao Hydari in Indriya Jewels to Kriti Sanon in Khanna Jewellers, Tiger Shroff in Anmol Jewellers to Sara Arjun in Tribe by Amrapali, celebrities showcased a blend of traditional craftsmanship, modern design and personalized luxury jewellery

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