

## Jewellery brands across India redefine V-Day with self-love, shared moments and new rituals

### MUMBAI

Going beyond romantic clichés and grand gestures, Valentine's Day campaigns this year focus on personal choice, everyday emotions and meaningful connections, with jewellery positioned as a reminder that love is defined by moments people create for themselves

***(RJ Exclusive)***

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## N.S. Jewellers uses pre-Valentine knowledge session to build trust around natural diamonds

### SILIGURI

Part of the brand's Valentine campaign 'Fall in Love with Diamonds', the in-store session built brand loyalty and transparency, according to the jeweller, who stated that customers tend to trust those who openly share product information that is often kept confidential in the trade

*(RJ Exclusive)*

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## Devi Pavitra ties up with Radio City cooking contest to reach out to its core audience

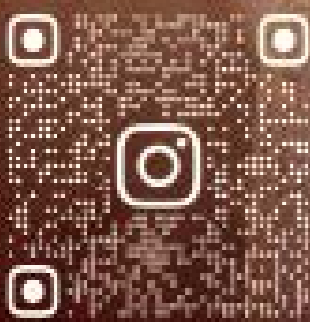
### HYDERABAD

By partnering with the culinary platform, the jeweller leveraged on-ground engagement, targeted radio promotions and brand visibility to showcase its jewellery and gold savings schemes, and connect directly with potential customers at the closed-door event

*(RJ Exclusive)*

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## Thangamayil Jewellery taps Celebrity Cricket League to support Chennai expansion plan

### MADURAI

The brand partnered with Team Vel's Chennai Kings in the popular cricket tournament, in a strategic move that connected it with audiences across cinema and sports. The association is expected to build brand recall as the company expands its retail network in Chennai

*(RJ Exclusive)*

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Anhad Naad: Divine Resonance  
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## BK Saraf Jewellers builds social and cultural connect through Kasturi Music Festival 3.0

### LUCKNOW

By supporting the festival presented by Ehsaas, a non-profit organization working with children and families, the brand aligned with both music and social responsibility. The collaboration also sparked enquiries and consumer conversations beyond immediate retail intent

*(RJ Exclusive)*

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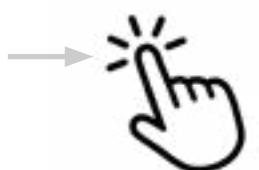
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## **PNG Jewellers' first campaign with Ranbir Kapoor spotlights its legacy and future vision**

**PUNE**

The film highlights the brand's roots and its nationwide growth roadmap. The narrative draws attention to growth through its sister brands, PNG Jewellers Lifestyle and Silvostyle, reinforcing the idea that legacy is built through progress rather than inheritance alone

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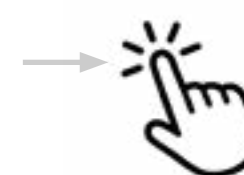
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## Kataria Jewellers initiates vertical integration by investing in manufacturing unit at Ratlam

### RATLAM

The strategic move positions Kataria Jewellers as a full-stack jewellery house, with the entire jewellery-making ecosystem under one roof. Without third party dependency, it is expected to help the brand gain full control over timelines, quality and creative outcomes

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## Kumari Fine Jewellery enters franchise sports with eponymous cricket team ‘Kumari Jets’

**MUMBAI**

The brand’s participation in the entertainment-led cricket tournament All Stars Tennis Ball Cricket League (ASTCL) reflects its strategic focus on building deeper engagement with younger, urban audiences through platforms that appeal to them, more than traditional retail touchpoint

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## Digital-first silver jewellery brand TrueSilver debuts with ‘Stay True to Yourself’ campaign

**NEW DELHI**

The new direct-to-consumer (D2C) brand launched by manufacturing and export company ACPL Exports, is positioned as a contemporary, everyday silver brand for millennials and Gen Z, re-imagining 925 silver jewellery as a daily style expression rather than occasional indulgence

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# ETHERA



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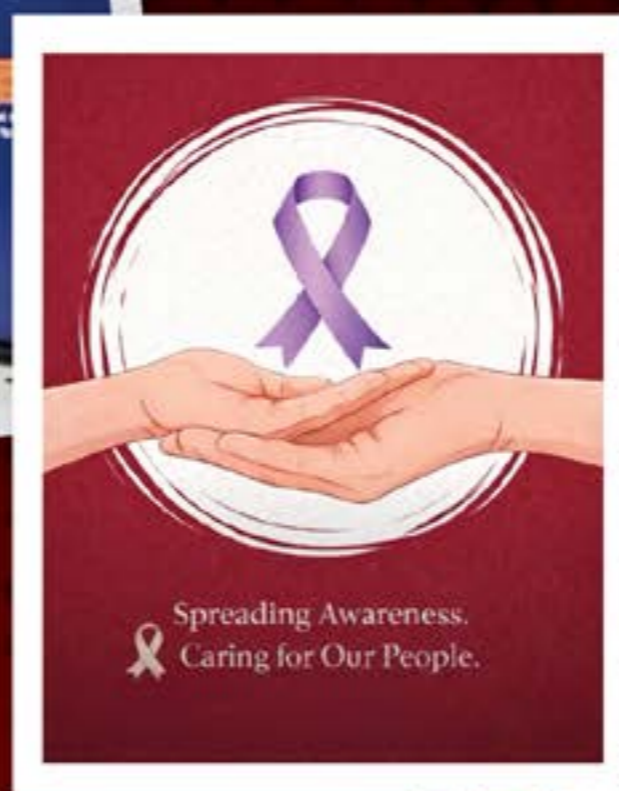
## BlueStone invests Rs 25 cr in lab-grown diamond jewellery brand Ethera, supporting its growth

**BENGALURU**

Ethera plans to deploy the fresh capital primarily towards expanding its physical retail footprint. The brand also plans to continue upgrading in-house design capabilities, its technology stack and brand awareness to support omnichannel growth

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## CS Jewels drives cancer awareness session, extending its role beyond jewellery retail

**PUNE**

The initiative focused on providing information about early detection, myth-busting and access to support for the disease. Open participation helped the brand build trust, strengthen community ties and generate extended conversations with customers

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## Sawansukha Institute pushes sustainable design with student competition ‘Scrap to Treasure’

**KOLKATA**

Participants were required to rethink waste and transform discarded materials such as scrap collected from streets and households, metal remnants, packaging waste, etc., into jewellery designs. They were encouraged to see waste not as an endpoint, but as the start of a new design journey

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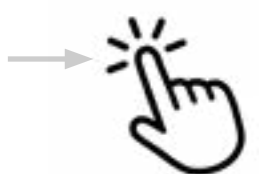


## Titan Company completes 67% stake acquisition in Damas Jewellery business in GCC countries

### MUMBAI

The move builds Titan's controlling presence in the GCC jewellery market through the known Damas brand. It leverages Titan's international subsidiary framework to facilitate overseas expansion while maintaining operational efficiency in the regional market

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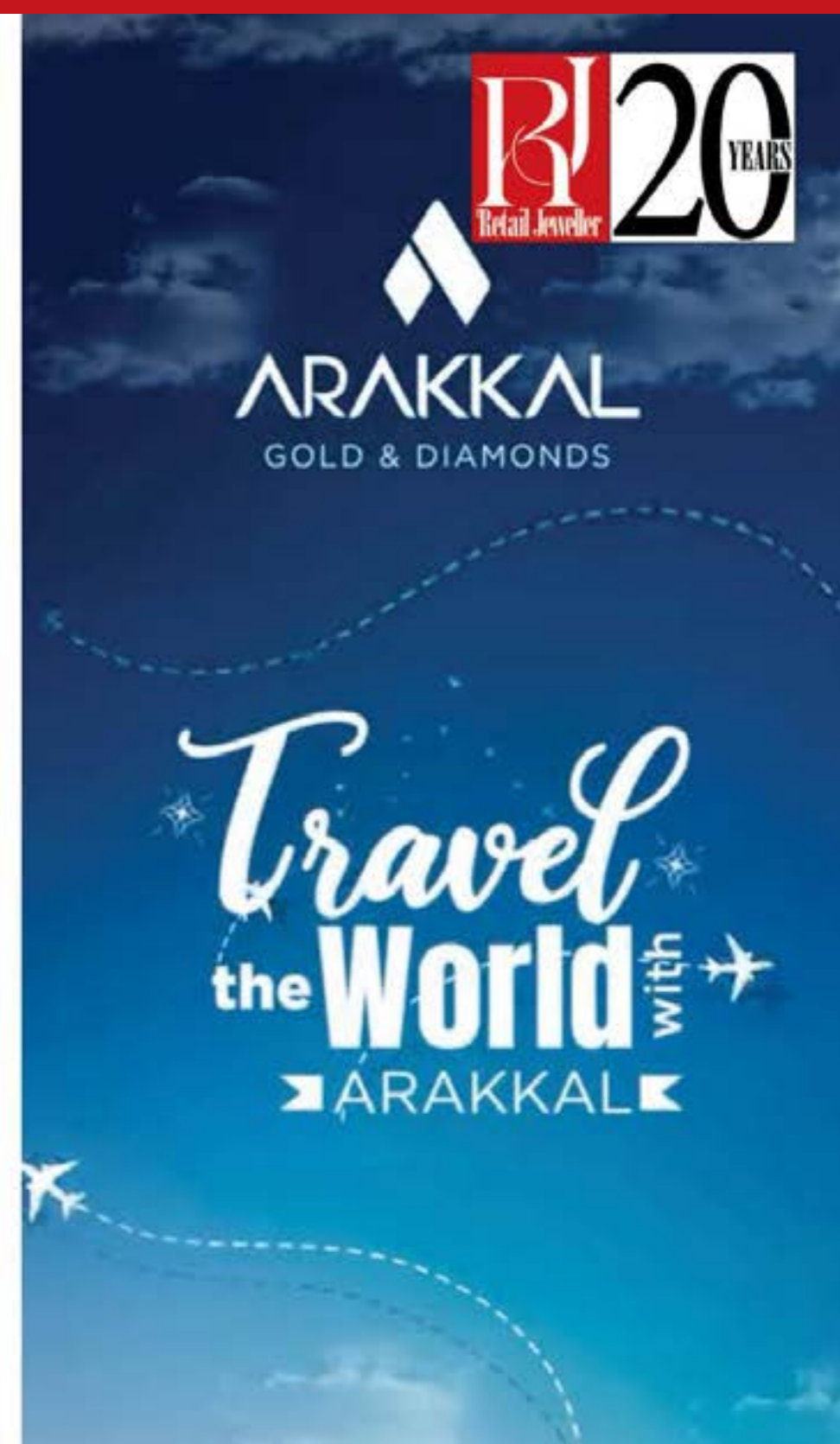


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# WIDE ANGLE



## Arakkal Gold & Diamonds campaign rewards jewellery buyers with global travel experience

### DUBAI

With 'Travel the World with Arakkal', the brand reinforced its experiential retail strategy, focusing on emotional engagement rather than transactional promotions. The brand sought to reward customer loyalty and create experiences that resonate long after the purchase

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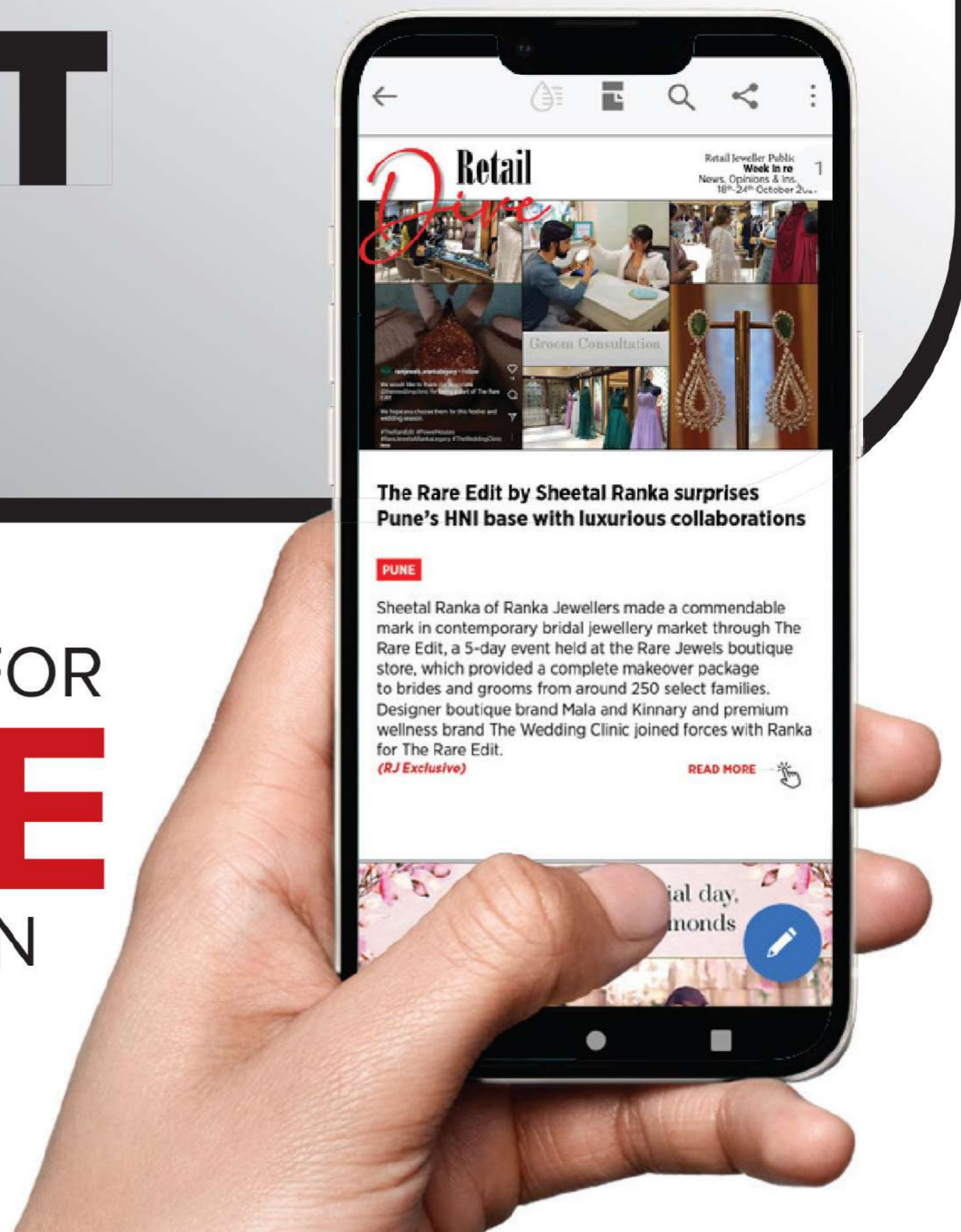


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## Namibia signs Luanda Accord as GJEPC and DMCC prepare to join Natural Diamond Council

### CAPE TOWN

The Gem and Jewellery Export Promotion Council (GJEPC) of India and the NDC signed a Memorandum of Understanding that sets out a pathway for GJEPC to become an NDC member by May 1, 2026. This step builds on GJEPC's signature of the Luanda Accord in June, 2025

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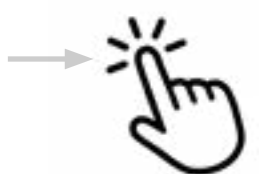
**RJ** 20 YEARS  
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## High-profile global celebrity appearances bring fine jewellery brands into the spotlight

### MUMBAI

Be it Deepika Padukone at Cartier's high jewellery gala in Dubai, Kriti Sanon in Manish Malhotra Fine Jewellery at Dubai Fashion Week or Vijay Verma sporting rings from Tribe by Amrapali, the week belonged to actors flaunting their luxury jewellery

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