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PMJ Jewels gets customers' children to walk the ramp to spotlight half-saree jewellery segment

HYDERABAD

The brand tied up with a renowned designer to present 30 customized jewellery looks for the traditional half-saree ceremony, a segment it is actively developing across select stores. Children and grandchildren of the brand's long-standing patrons participated in the show

(RJ Exclusive)

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Her Heirloom Stories
Women's Day Special



Her Heirloom Stories
Women's Day Special



Her Heirloom Stories
Women's Day Special

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Karan Kothari Jewellers lets women talk about their journeys through 'Her Heirloom Stories'

NAGPUR

The brand invited women to share personal experiences with regard to jewellery purchase, and shared these stories across all its platforms, generating conversations around them. A number of videos were put out over eight days leading up to International Women's Day

(RJ Exclusive)

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Ulhas Jewellers leverages Goa Carnival to drive engagement ahead of its upcoming centenary

MADGAON

The festive parade across five Goan cities helped the brand connect with both local customers and visiting tourists during one of the State's most widely attended public celebrations. It was positioned as an exploratory step ahead of the brand's larger plans for next year

(RJ Exclusive)

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Chetmani Jewellers associates with ‘Bhabhi Ji Ghar Par Hain’ cast to boost brand positioning

VARANASI

The campaign featured cast members of the Zee5 sitcom, and aligned the brand with a show that has strong viewership in North India. Running across social media, print and outdoor platforms, it generated high customer engagement ahead of the brand’s new store launch

(RJ Exclusive)

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PP Jewellers by Pawan Gupta again partners Shakti Marathon to drive brand engagement

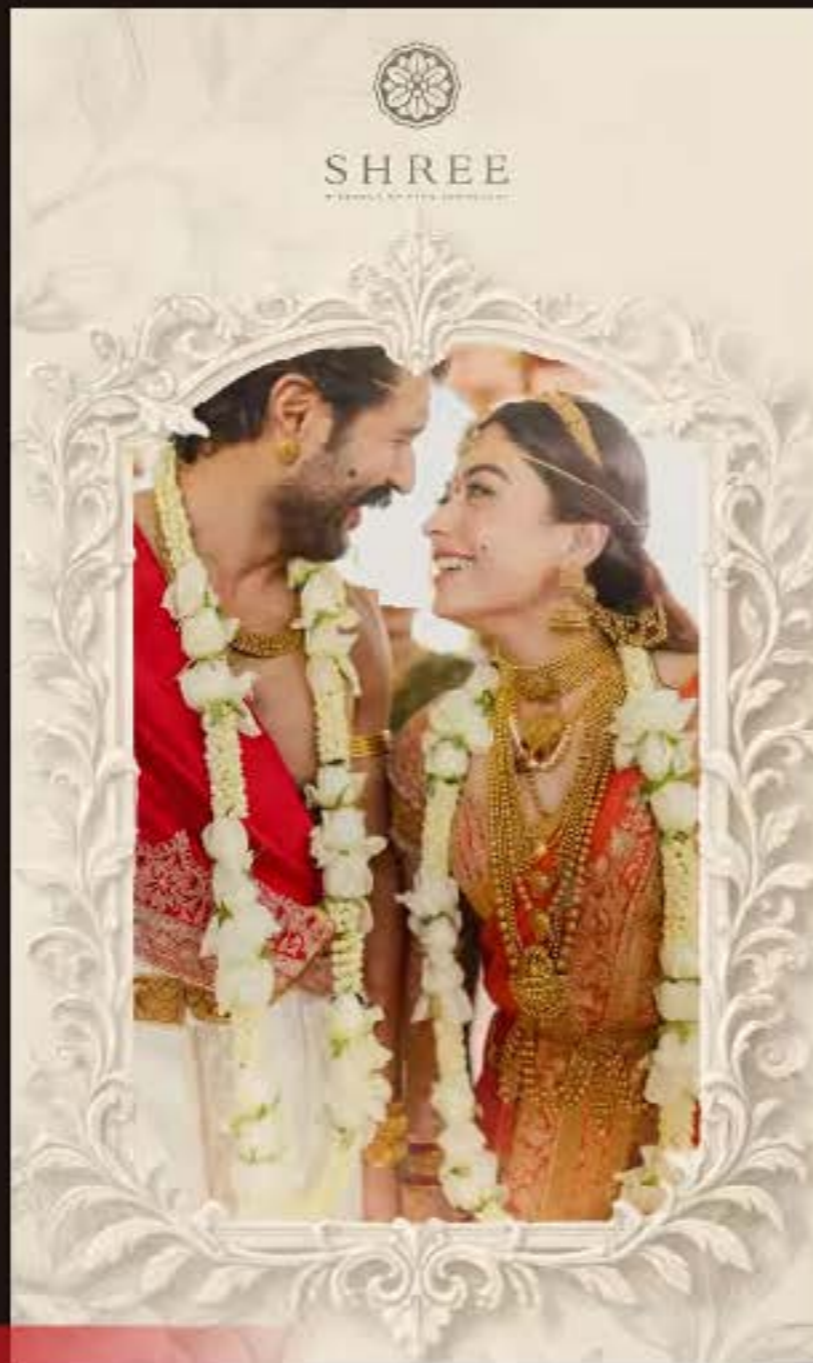
NEW DELHI

During the third edition of the marathon, the brand combined on-ground participation with digital outreach, engaging over 4,000 participants. The intention was to extend the reach of the marathon beyond the event day and connect with audiences across platforms

(RJ Exclusive)

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How Shree Jewellers tapped South Indian temple jewellery traditions for Rashmika-Vijay wedding

HYDERABAD

The coordinated jewellery sets for the bride and groom picked up motifs from temple architecture and regional symbolism. The Gandabherunda, the two-headed bird linked to Karnataka's historical iconography, was included as a tribute to Rashmika's Kodava heritage

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The moment is *gold*

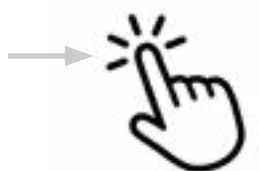
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WGC's 'The Moment is Gold 2.0' campaign redefines gold as everyday social currency

MUMBAI

Conceptualized to reflect contemporary relationships and evolving aspirations, the campaign brings alive modern narratives through two films: one celebrating self-reward and personal achievement and another capturing an intimate pause within a wedding celebration

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Senco extends its recent campaign to launch ‘Shape of You’ AI app ahead of Women’s Day

KOLKATA

With the new AI app, Senco brings a personalized layer to jewellery discovery by helping women identify designs that complement their facial contours and natural features, reflecting the brand’s growing focus on technology-enabled retail experiences

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Kalyan Jewellers rolls out Women's Day video with Smriti Mandhana, Shreyanka Patil and Lauren Bell

THRISSUR

The campaign is part of the brand's association with Royal Challengers Bengaluru Women as the team's official style partner for the Women's Premier League 2026. It positions the brand's jewellery within conversations around confidence, identity and personal expression

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Celebrating HER
in every moment



HER first
investment



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HER first
child



Dhirsons Jewellers campaign roots for jewellery to celebrate a woman's personal milestones

NEW DELHI

With the 'Honouring Milestones, Not Occasions' campaign, the brand marks moments of courage, growth and self-belief that shape a woman's journey and says these milestones need to be acknowledged when they happen, rather than celebrating just weddings or festivals

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GIVA
Launching
 pearl-fectly
 —SILVER—



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GIVA launches campaign inspired by iconic style moments to promote its pearl jewellery

BENGALURU

As part of the ‘Pearl-fectly Silver’ campaign, the brand is re-interpreting the iconic looks through its pearl jewellery collection. It is also introducing new pearl pieces every week in the run-up to International Women’s Day, building momentum around the campaign

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New fine jewellery brand Krizza enters market with minimalistic and modern design language

BENGALURU

The brand's founder comes from a family-run jewellery business background. Krizza reflects her understanding of the trade while presenting a more contemporary and pared-down design direction, targeting easy wearability rather than heavy ornamentation

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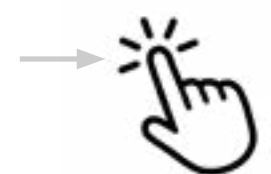
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KISNA runs multi-city mega CSR drive across 19 exclusive brand outlets in South India

MUMBAI

The jewellery brand aimed to connect with local communities, while supporting social causes related to healthcare, environmental awareness and welfare support. The programme was held across cities including Hyderabad, Chennai, Bengaluru, Madurai and Vijayawada

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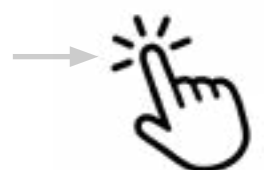
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IAGES expands accreditation network to more than 50 industry partners, across 300+ stores

MUMBAI

Leading gold businesses on board including retailers like Senco Gold & Diamonds, PN Gadgil Jewellers, Waman Hari Pethe Jewellers and Kalamandir Jewellers; manufacturers like Swarnshilp Chains & Jewellers Pvt. Ltd, Royal Chain Private Limited; and bullion traders like Agau Jewels, establishing a new formal order in the sector

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Gold hallmarking now mandatory in more districts across India as Centre notifies 2026 amendment

NEW DELHI

The Hallmarking of Gold Jewellery and Gold Artefacts (Amendment) Order, 2026 was issued by the Ministry of Consumer Affairs, Food and Public Distribution through a notification published in the Official Gazette on March 2, 2026. It expands the list of districts where hallmarking is mandatory

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WHERE THE REGION THAT DRIVES GROWTH SETS THE DIRECTION FOR CHANGE

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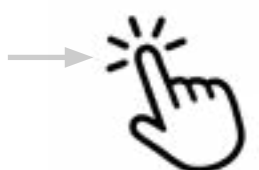
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West Asia conflict disrupts India's diamond and gold trade, halting key Dubai-linked shipments

MUMBAI

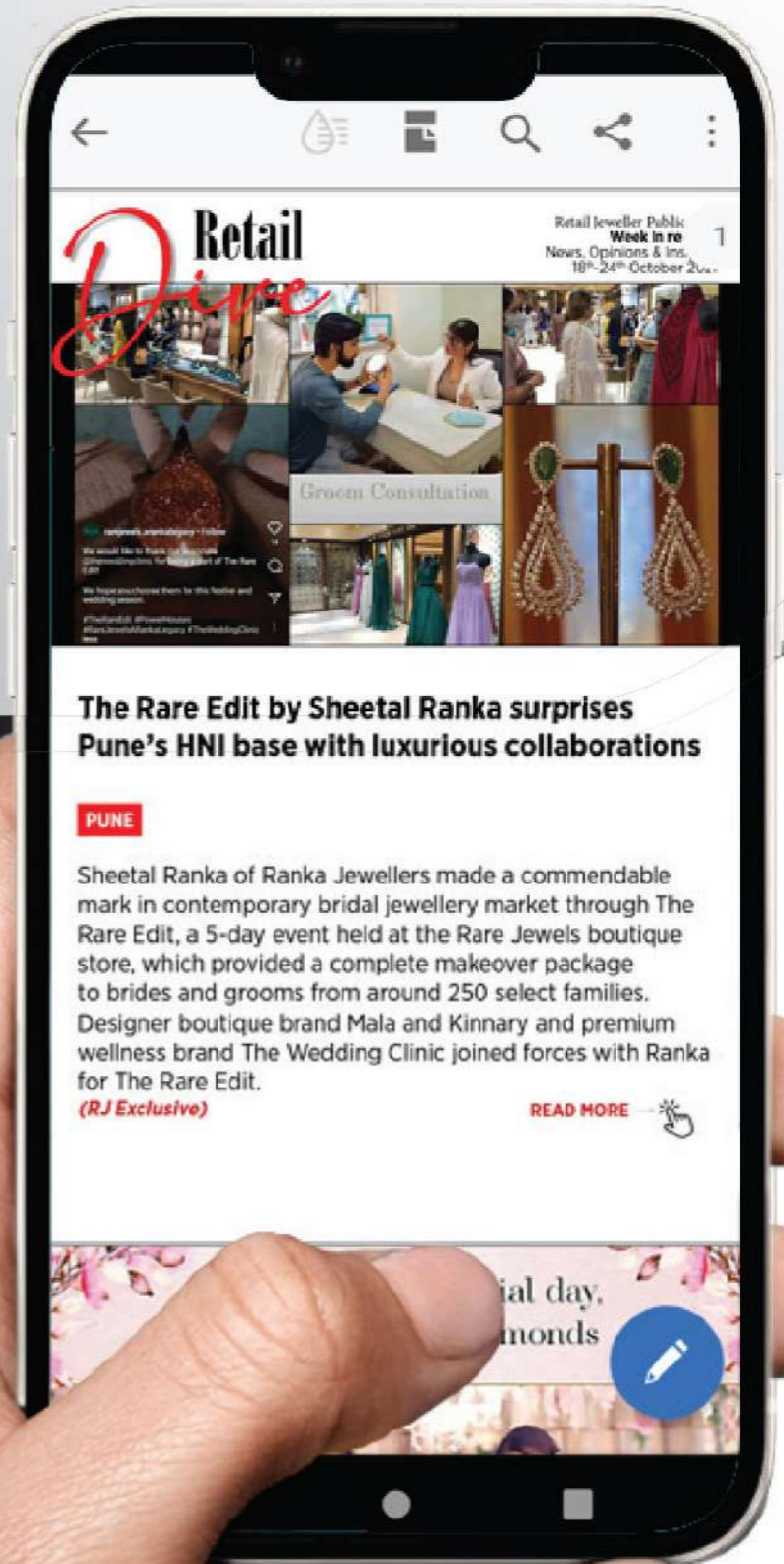
Airspace closures and flight suspensions across the Gulf have stalled logistics for rough diamond imports, and bullion and finished jewellery exports, creating uncertainty as industry stakeholders assess supply chain risks and potential demand impact in global markets

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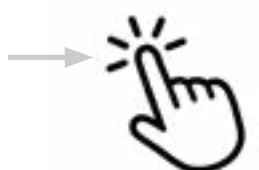


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Tiffany & Co. dwells on maternal strength in its campaign ‘Celebrating Mothers Since 1837’

NEW YORK

The brand just debuted its 2026 Mother’s Day campaign, featuring a poignant short film anchored in gratitude and legacy. Starring House ambassador Rosie Huntington-Whiteley, the film offers a personal reflection on motherhood with jewellery woven into the narrative

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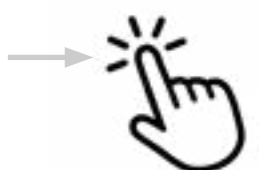


Global and Indian awards platforms create high-visibility moments for jewellery brands

MUMBAI

From the 32nd Annual Actors Awards in Los Angeles to the 57th NAACP Image Awards in Pasadena, California to Zee Cine Awards in Mumbai, celebrity appearances provided leading jewellery brands with visibility and highly publicized red-carpet moments

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