



Abharan Jewellers hosts 'AbhaRun 2026' couple marathon themed 'Run for Her, Run with Her'

UDUPI

The marathon held in Udupi drew around 1,500 runners and encouraged couples to take part in it together. It allowed the brand to engage with a group of people interested in sports and fitness, areas where jewellery brands do not always have a presence

(RJ Exclusive)

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Lagu Bandhu Jewellers enlists detective-style campaign to encourage jewellery discovery

MUMBAI

The campaign featuring playback singer and actor Aarya Ambekar banks on comedy and an 'investigation' that leads to Lagu Bandhu Jewellers. It has gone live on TV, print, OOH, digital and in cinema halls, besides programmatic advertising on websites with a female audience base

(RJ Exclusive)

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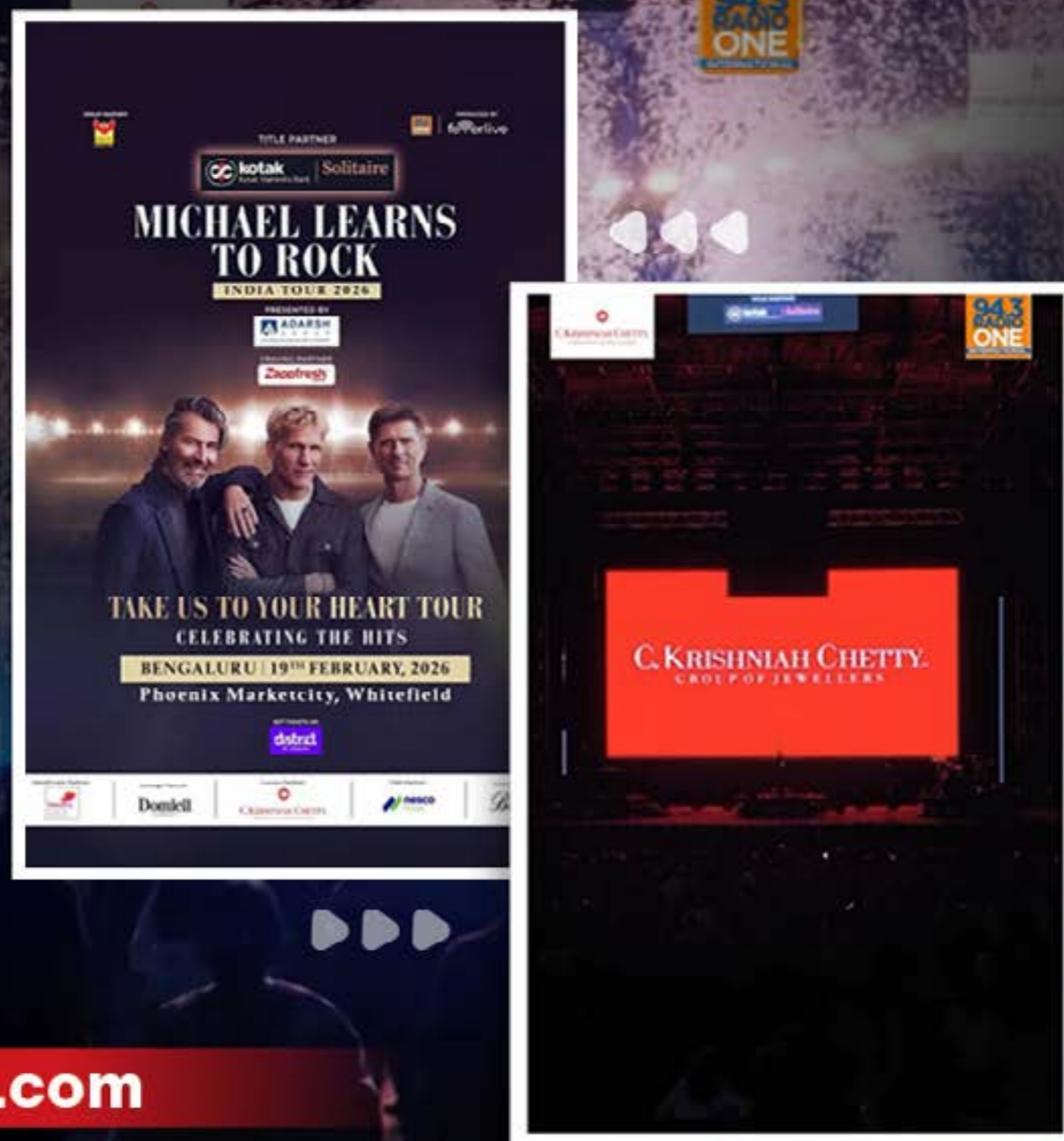
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C. Krishniah Chetty partners with Fever FM for ‘Michael Learns to Rock’ concert in Bengaluru

BENGALURU

The concert drew around 5,000-6,000 attendees, and placed the jewellery house within an event attended by Gen X and millennial music audiences in the city. It formed part of the brand’s customer engagement strategy through lifestyle and cultural platforms

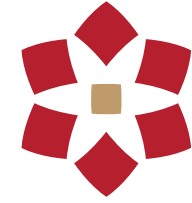
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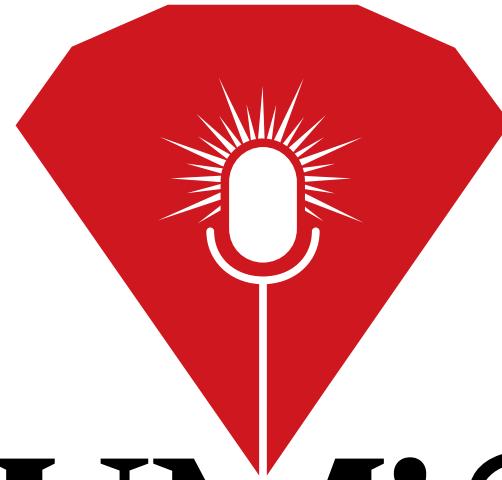


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Talla Jewellers partners with 'The Himalayan Panchatantra' to showcase its regional craft

JAMMU

The event gave Talla Jewellers a platform that celebrates regional design, reflecting the heritage it represents, while allowing it to present its jewellery before new audiences in a fresh format. Designer garments were styled with the brand's jewellery as models walked the ramp

(RJ Exclusive)

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Keshavji Chhaganlal Jewellers marks Ranchi entry with month-long campaign ending in mega draw

RANCHI

The 'Shop and Win' campaign introduced the brand to a new market. It had weekly draws and other engagement activities such as a gold bar challenge and interactive games, with the grand finale being a mega draw on March 7 that awarded the winner a Tata Sierra car

(RJ Exclusive)

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Women's Day 2026: Jewellery brands celebrate women beyond traditional narratives, clichés

MUMBAI

From spotlighting real-life achievements to creating experiences centred on wellness and personal milestones, International Women's Day initiatives by jewellery brands reflect how the industry is relating to women in the context of their lives today, going beyond set boundaries

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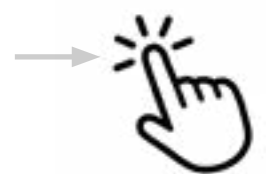


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De Beers Group partners with cricketer Abhishek Sharma to champion natural diamonds in India

MUMBAI

Known for standing out both on and off the field, Sharma reflects qualities that lie at the heart of natural diamonds: authenticity, strength and inner brilliance. He is often seen wearing natural diamonds, which form an integral part of his identity and personal expression

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◆ PROGRAMME SCHEDULE ◆

*3rd Retail Jeweller South Forum · 20 March 2026 · Sheraton Grand, Bengaluru*9:30 – 10:30 AM
Providers Exhibition

- Registrations, Networking Coffee & Tea / Service

10:30 AM – 10:40 AM

- Inaugural Function: Lighting the Lamp with Jewellers Association Bangalore

10:40 AM – 11:00 AM

- Spark Session: From Counter to Confidence

11:00 AM – 11:40 AM

- Panel Discussion: Conversions From Clicks: Engaging the Always-Online Shoppers & Analysing Jewellery Retail's Digital Pulse

11:50 AM – 12:00 PM

- Spark Session: INDRA: Driving India's Rise as the World's Second Largest Natural Diamond Jewellery Market

12:00 PM – 12:40 PM

- Panel Discussion: Building a Natural Diamond Strategy in a Gold-First Market

12:40 PM – 01:50 PM

- Lunch Break

01:50 PM – 2:10 PM

- Spark Session: Reimagining Jewellery Retail Execution with AI

2:10 PM – 2:50 PM

- Panel Discussion: Unlocking the potential of digital gold apps: How retailers are digitising gold investments and expanding their customer base

2:50 PM – 3:10 PM

- Spark Session: Building Consumer Trust through transparency and compliance

3:10 PM – 3:50 PM

- Panel Discussion: The Global South: Tapping into the Diasporic Market Opportunities

3:50 PM – 4:30 PM

- Panel Discussion: The Buyer Reset: Decoding the New Jewellery Purchase Pattern in South India

4:30 PM – 6:30 PM

- Networking

6:30 PM – 7:30 PM

- Bridal Trendsetter Fashion Show

7:30 PM – 8:30 PM

- The Retail Jeweller Circle of Excellence – Felicitation 2026

A woman's presence turns moments into memories,
her courage inspires, her kindness heals and
her love gives life its deepest meaning.

To honour the spirit of womanhood

KISNA
DIAMOND & GOLD JEWELLERY

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KISNA changes its name to 'Radha' for a day in honour of International Women's Day

MUMBAI

With this move, the brand marked the beginning of a campaign spanning print and digital platforms, with the 'Radha' identity reflected across brand communication and in-store displays. The name 'Radha' was invoked to represent feminine strength and presence

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Kalamandir Jewellers inaugurates daycare facility for working mothers at Surat HQ

SURAT

The initiative aims to help employees manage professional responsibilities while ensuring supervised care for their young children. The company stated that the aim is to integrate employee welfare into its workplace structure and support employees beyond formal policies

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TOPIC :

FROM COUNTER TO CONFIDENCE



Confidence at the jewelry counter begins with knowledge. When retailers can clearly explain the quality and characteristics of diamonds and gemstones, customers feel more certain about their choices. GIA supports this through trusted grading, industry education, and technology that helps retailers serve customers with clarity and confidence.

AMIT PRATIHARI
MANAGING DIRECTOR
GIA INDIA

20th MARCH **BENGALURU**

Sheraton Grand, Brigade Gateway



Indriya captures attention in Indore with 3D jewellery billboard, boosts store visibility

INDORE

The large-format 3D outdoor display on MG Road in Indore used oversized earrings and directional messaging to drive awareness, while directing viewers to the brand's two retail outlets in the city. It brought out design details more effectively than traditional billboard imagery

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Arundhati Jewellers hosts '51 Mega Lakhpati Draw' with brand ambassador Archita Sahu

ANGUL

The appearance of actor Sahu, who has been associated with the brand for long, captivated the audience. Fifty-one customers got an opportunity to become 'lakhpatis' through the mega draw, held in the presence of Arundhati Jewellers MD, Brahmananda Meher

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TOPIC :

**INDRA: DRIVING INDIA'S RISE AS THE WORLD'S
SECOND LARGEST NATURAL DIAMOND
JEWELLERY MARKET**



India has become one of the most influential markets for natural diamond jewellery, shaped by consumers who value authenticity, rarity and enduring meaning. Through INDRA, the industry is coming together with a unified voice to reinforce the value of natural diamonds and strengthen India's position in the global diamond jewellery landscape

TORANJ MEHTA
VICE PRESIDENT, MARKETING
DE BEERS INDIA

20th MARCH **BENGALURU**

Sheraton Grand, Brigade Gateway



Ekatra Retail Ventures makes its lab-grown diamond jewellery debut with Ekatra Jewels

MUMBAI

The brand is co-founded by its design director Sussanne Khan, along with four other celebrities. ‘Shristi Ratna’, a proprietary lab-grown diamond engineered with 108 facets, serves as the brand’s defining signature and the central inspiration for its flagship launch collection

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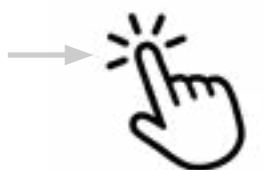
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GIVA associates with boAt in campaign to celebrate women who wear their charm

MUMBAI

At the heart of the 'Wear Your Charm' campaign is a smartwatch with a GIVA-crafted pure silver charm accessory, making it a statement of style and personality. It features women across different professions and journeys, who always tackle life's challenges with their 'charm'

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TOPIC : BUILDING CONSUMER TRUST THROUGH TRANSPARENCY AND COMPLIANCE



Consumer trust in jewellery begins with confidence in purity, transparency, and responsible business practices. Through the Indian Association for Gold Excellence and Standards (IAGES) accreditation framework, we are committed to strengthening industry standards and encouraging greater accountability across the gold ecosystem. Reinforcing these principles will be key to building lasting consumer confidence in the gold industry

KAUSHLENDRA SINHA

CEO

IAGES (INDIAN ASSOCIATION FOR GOLD EXCELLENCE AND STANDARDS)

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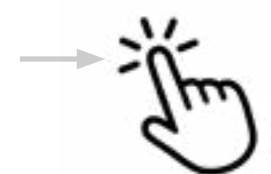
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Malaika Arora launches her brand 'Maejoy' with lab-grown diamond jewellery on Myntra

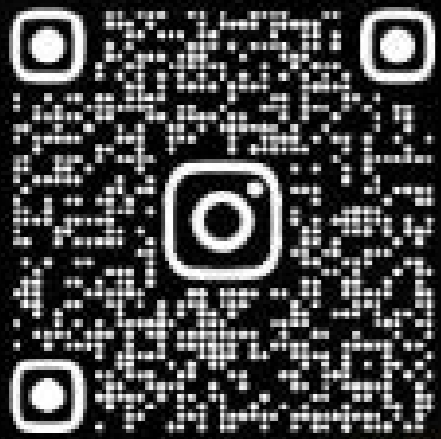
MUMBAI

The brand debuts with more than 250 accessories, including lab-grown diamond jewellery set in sterling silver and handbags, marking a new entry into India's fast-growing accessible luxury segment through a collaboration with Myntra and Exceed Entertainment

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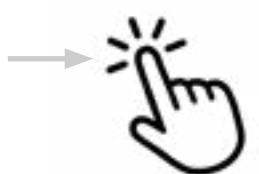


GJIIF Akshaya Tritiya edition sees huge turnout of buyers for South Indian jewellery in Chennai

CHENNAI

The Gem & Jewellery India International Fair (GJIIF) 2026 attracted more than 8,000 buyers, comprising independent and corporate retail brands, strengthening its position as a key sourcing platform for South Indian jewellery ahead of the crucial Akshaya Tritiya buying season

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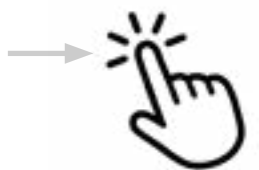
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Tanishq formally launches Westborough store, marking its 10th location in the United States

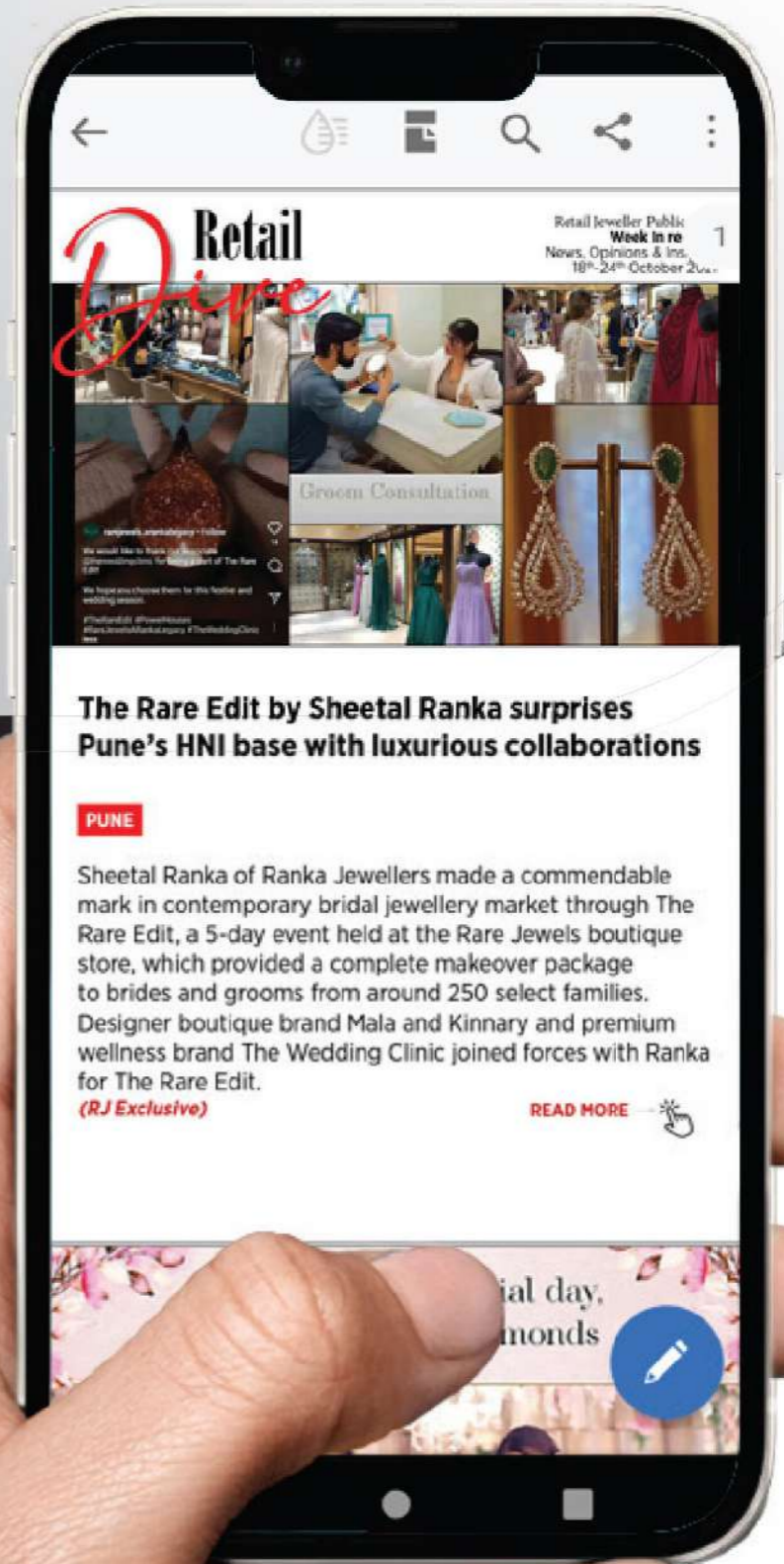
WESTBOROUGH

The 4,000 sq. ft. showroom formally celebrated its opening on March 6, 2026, giving customers across Massachusetts and New England a new destination for Indian fine jewellery and further expanding Tanishq's presence across major East Coast hubs in the United States

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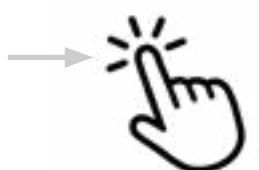
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Hollywood actor Jake Gyllenhaal is Bvlgari's latest global brand ambassador for jewellery

ROME

With Gyllenhaal joining the maison, Bvlgari continues to expand the cultural narrative and values that define the brand on a global stage. He is the second brand ambassador signed by the fashion house in as many months after it brought on board singer Dua Lipa recently

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Actors, sports and global entertainment icons flaunt Indian high jewellery brands this week

MUMBAI

Be it Sachin Tendulkar in Manish Malhotra High Jewellery, Kylie Jenner in Sabyasachi High Jewellery, Sonam Bajwa in Zoya Jewels, or Nora Fatehi in Vandals, celebrities stepped out wearing statement pieces from Indian jewellery houses, giving the brands high visibility

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