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Retail Jeweller South Forum 2026 decodes the natural diamond opportunity, digital consumer journeys and market growth

BENGALURU

The forum discussed the need to create new jewellery-buying occasions, changing consumer demand due to high gold prices and how retail teams should guide personalized purchase journeys of the informed consumer in South India's buzzing jewellery market

(RJ Exclusive)

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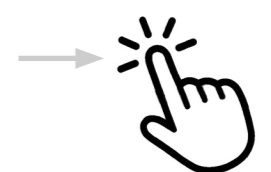
PP Jewellers relies on Grand Gold Carnival to scale wedding season engagement and sales

CHANDIGARH

More than 60,000 families participated in the campaign, leading to significant sales growth across the brand's 11 stores. The grand finale was a live lucky draw, where members of the general public were invited to select tokens and winners were declared in real time

(RJ Exclusive)

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RJ 20 YEARS
Retail Jeweller

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A Celebration of Polki, Temple & Diamond jewellery
by Zaveri Bros

Zaveri Bros Diamonds & Gold leverages House of Angadi association to build market presence

BENGALURU

Partnering with the well-known multi-designer concept store for a showcase enabled direct interaction with potential customers in Bengaluru, a new market for Zaveri Bros. A knowledge session on jewellery traditions created greater awareness about the brand

(RJ Exclusive)

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Sawansukha Jewellers partners with pickleball championship league to reach target audience

KOLKATA

Associating with the YI Pickleball Championship League placed the brand within a growing urban sports event that attracts a progressive, affluent and socially active audience. It helped the brand connect with young experience-driven individuals who fit its evolving consumer base

(RJ Exclusive)

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Waman Hari Pethe leverages women-focused game show to boost store visibility in Thane

THANE

Linking event access to in-store pass collection, the brand drew 800 participants while creating awareness about its Thane retail presence. The event followed a game-show concept associated with well-known Marathi actor and presenter Aadesh Bandekar's TV programmes

(RJ Exclusive)

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Jewellers Madanlal Chhaganlal taps into growing demand for silver with new retail brand 'Chandi'

INDORE

The dedicated silver jewellery brand is designed to cater to first-time buyers while offering a wide price range across everyday, gifting and statement pieces. The brand's aim is to engage customers at the beginning of their buying journey, and build long-term relationships

(RJ Exclusive)

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IIJS Bharat - Tritiya 2026 brings together 1,100+ exhibitors from more than 40 cities across India

BENGALURU

The GJEPC showcased 'The Select Club' for luxury couture along with India's GI-tagged jewellery crafts at India's third largest B2B jewellery exhibition. The show saw participation from 270+ new companies, strengthening its scale and diversity this year

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INDO-BELGIAN DIAMOND FORUM



HRD Antwerp, GJEPC, INDRA advance the natural diamond story at Indo-Belgian Diamond Forum

NEW DELHI

Hosted at the residence of the Ambassador of Belgium, the event addressed key themes shaping the future of the diamond sector, and included a high-level panel discussion on ‘The evolving global diamond landscape: trade, transparency and industry alignment’

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Kalyan Jewellers' Gudi Padwa campaign talks of new beginnings and growing relationships

MUMBAI

Featuring brand ambassador Pooja Sawant, the campaign celebrates one of the most auspicious festivals for Maharashtrians. The narrative brings out how relationships within a family grow deeper with time, and culminates in the meaningful gifting of jewellery for the occasion

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Malabar Gold & Diamonds on major expansion drive to add 20 new stores by the end of March

MUMBAI

The brand has set out on one of its fastest showroom rollout initiatives, with Rs 1,580 crore investment, and plans to launch new stores across emerging and high-growth markets. The latest expansion drive will take the total global showroom count to 445 showrooms across 14 countries

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Swarnakamal Jewellers hosts 7th Swarnashree Samman, honours 11 women achievers in Tripura

AGARTALA

The initiative brought together government representatives and social sector leaders and sent out a strong message of respect, recognition and encouragement for women. A highlight was the presentation of cheques to two NGOs working for women's welfare in the State

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GIVA

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Precious fragrances

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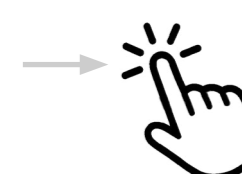
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GIVA goes beyond jewellery, enters fragrance category with launch of its eau de parfum line

BENGALURU

The new line is built around the concept of ‘invisible jewellery’, defined as a personal form of expression through fragrance. GIVA founder Ishendra Agarwal described the move as a ‘natural evolution of the brand into a new category of adornment’

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At the centre—India's first-ever **B2B BRIDAL JEWELLERY SURVEY**, capturing insights from **150 INDEPENDENT RETAILERS** across India, decoding modern bride's decision-making and key action points for jewellers.



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2026:
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GJC unveils new logo, and ‘Akshay Kala: The Eternal Art’ as theme for 9th edition of GJS

MUMBAI

The ‘Humara Apna Show’ will take place from April 4-7, 2026 at the Jio World Convention Centre in Mumbai, even as rising geopolitical tensions in the Middle East could lead to short-term volatility in global gold prices ahead of the Akshaya Tritiya buying season

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Government restricts imports of silver jewellery studded with low-value diamonds until June 30

NEW DELHI

The move is aimed at regulating imports of these products, particularly from ASEAN countries, where trade agreements enable entry at lower duties and create a pricing advantage. It is expected to enable better monitoring of volumes and support domestic manufacturers

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De Beers unveils retrospective about making of the iconic tagline 'A Diamond is Forever'

LONDON

The book celebrates the company's pioneering role in shaping the world of natural diamonds, especially evolution of the famous ad slogan that became one of the most influential brand stories in history, positioning diamonds as symbols of love, commitment and personal achievement

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Tiffany & Co. launches campaign with newest global brand ambassador Natalie Portman

NEW YORK

The campaign was unveiled during the 98th Academy Awards in Los Angeles, marking a high-visibility debut for the partnership. It explores themes of strength, legacy and the power of self-belief through the brand's collections, and features the award-winning actor as herself

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Indian brands Sabyasachi High Jewellery and Swadesh shine at 98th Academy Awards in LA

LOS ANGELES

From Indian high jewellery houses to global luxury maisons, celebrities at the Oscars stepped out in statement diamond and gemstone pieces, giving jewellery brands prime red-carpet visibility at one of entertainment's most watched events held at the iconic Dolby Theatre

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