



Talla Jewellers strengthens bridal play with its 'Vyah' campaign featuring actor Sandeepa Dhar

JAMMU

The campaign film focuses on wedding traditions in the region and presents jewellery as a central part of the ceremony and rituals. It led to a rise in bridal enquiries and store footfalls, with customers referencing the film and asking for specific pieces of jewellery from the 'Vyah' line

(RJ Exclusive)

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Rokde Jewellers builds strong connect across customer journeys with 'Ladli Beti' campaign

NAGPUR

The campaign was centred around marking key moments in a girl's life, from early years to marriage, with jewellery positioned as an integral part of these occasions. It led to engagement with customers both in-store and on digital platforms, contributing to conversions

(RJ Exclusive)

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S L Shet Diamond House ties up with St Agnes' college fest 'Aagosham 2.0' to build visibility

MANGALURU

By associating with the event attended by college students and teenagers, the brand gained exposure before a young audience in the 18-20 age group. Digital promotions and on-ground exposure helped the jeweller connect with a socially active demographic in the city

(RJ Exclusive)

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Krishna Jewellers Pearls & Gems enters buzzing silver segment with launch of sub-brand Tavya

HYDERABAD

Led by third-generation jeweller Saanvi Naredi, Tavya currently exists in shop-in-shop formats at Krishna Jewellers Pearls & Gems' flagship stores in Hyderabad, along with an online platform. The company plans to expand Tavya into standalone stores in the next three to six months

(RJ Exclusive)

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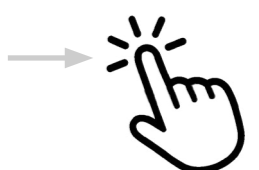
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Sri Jagdamba Pearls launches pioneering pearl exchange programme, with value appreciation

HYDERABAD

By offering 2X the original invoice value on exchanges, the brand aims to position pearls as a growing asset. Running from March 15 to March 31, 2026, the initiative is designed to allow customers to upgrade their vintage pearl jewellery into fashionable modern pieces

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CaratLane brings actor Yami Gautam Dhar on board as its first-ever brand ambassador

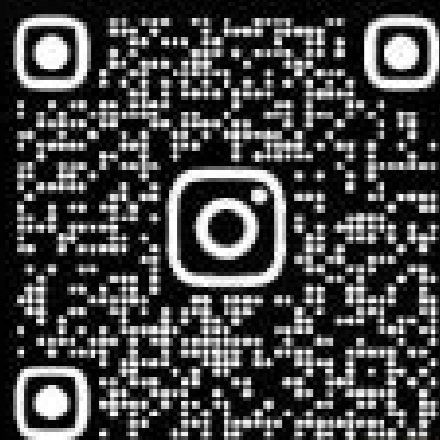
MUMBAI

The brand has launched an ad film 'Heera Har Heere Ke Liye' featuring the actor. According to Saumen Bhaumik, MD of CaratLane, she represents values such as authenticity, elegance and a modern perspective on success, that resonate deeply with the brand

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Actor Ayushmann Khurrana signed on as new brand ambassador for P. C. Chandra Jewellers

KOLKATA

The appointment marks a significant step in P. C. Chandra Jewellers' journey towards becoming a national brand. With a familiar face as its brand ambassador, it aims to build visibility and consumer connect beyond its core market, as it scales its presence across India

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Indriya presents 'Orizon' showcase with designer Amit Aggarwal at Lakme Fashion Week X FDCI

MUMBAI

With 'Orizon', Indriya positioned Polki not as a legacy craft confined to tradition, but as an evolving, contemporary expression of identity. Actor Disha Patani was the show-stopper, embodying the collection's central theme of heritage re-imagined for the modern Indian woman

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INDRA

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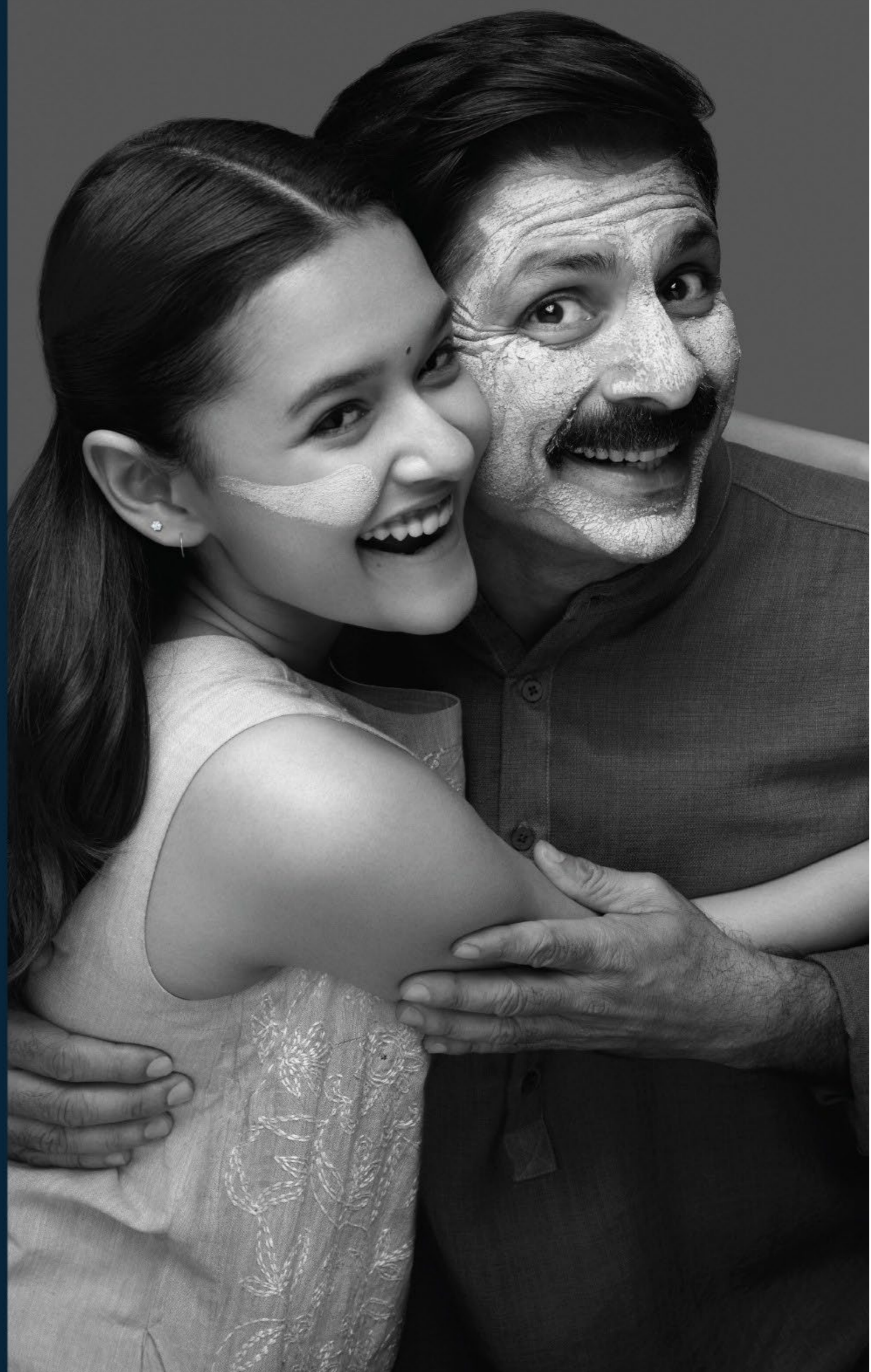
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With 'Mr & Miss 3182' partnership, Abharan Jewellers reaches an impressionable audience

UDUPI

The brand could place its designs within a fashion-driven platform, reaching a young audience. Through contestant styling, the brand gained visibility in a real setting, helping build recall among consumers and influencing those who will shape future jewellery-buying decisions

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Tanishq launches 'She is the Lekhini of her own story' featuring ace badminton player PV Sindhu

HYDERABAD

The 'Lekhini' theme positions women as decision-makers, linking the idea of authorship with purchase intent. The campaign enables Tanishq to engage with regional audiences, particularly in the Telugu market, where the messaging is rooted in local context and language

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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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Malabar Gold & Diamonds announces CSR initiatives worth Rs 200 crore for FY 2026-27

NEW DELHI

The announcement was made at an event in New Delhi, where Union Minister Piyush Goyal inaugurated the distribution of educational scholarships for 33,000 girl students across India. The CSR projects will be implemented across more than 3,000 locations in 19 States

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Dholakia Foundation inaugurates 'CIBJO Lake' in Gujarat to mark World Water Day 2026

AMRELI

Through its philanthropic arm, the Hari Krishna Group and its retail brand Kisna Diamond & Gold Jewellery demonstrated how environmental initiatives led by the industry can deliver measurable community impact while paying tribute to 100 years of CIBJO

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WIDE ANGLE

APRIL 8



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Natural Diamond Council creates a global event, declares World Diamond Day on April 8, 2026

NEW YORK

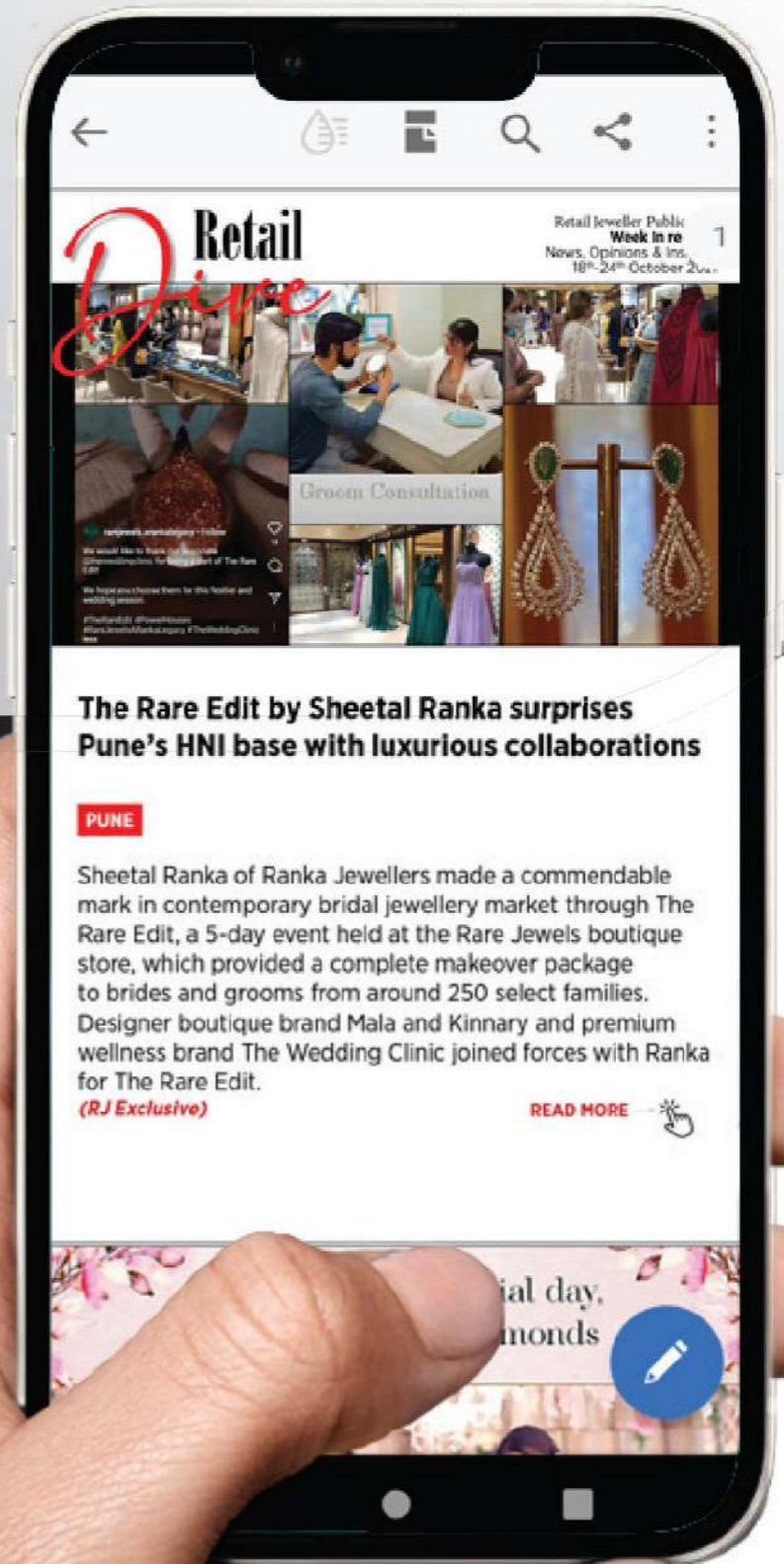
People have been encouraged to post a photo or short video that captures what natural diamonds mean to them, be it a milestone, a memory, a piece of jewellery they love, or the journey behind it, using the hashtags #WorldDiamondDay and #NaturalDiamonds on April 8

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As celebrities step out, jewellery brands shine across awards and high-fashion platforms

MUMBAI

Actors were seen wearing a mix of contemporary, classic and fashionable pieces at platforms like the Bvlgari event in Milan, Hello! Hall of Fame Awards, Lakmé Fashion Week and Gaddar Film Awards, reflecting how styling today is driven by context rather than a trend

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