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Jewellery brands lean into viral 'Baccha hai tu mera' trend from 'Dhurandhar: The Revenge'

MUMBAI

In relatable moment marketing at its finest, the popular 'Dhurandhar 2' dialogue, delivered by actor Rakesh Bedi's character Jameel Mamu, is being adapted extensively by jewellers into animated posts that use humour and analogy to showcase their brands and products

(RJ Exclusive)

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Joyalukkas rewards 222 employees with over 20 years of service at gala event 'Jewels of Joy'

THRISSUR

The jeweller not just offered financial rewards but also included the employees' families in the felicitation programme to make it more meaningful. Apart from the recognition, the company highlighted the systems it has put in place to retain and develop talent over time

(RJ Exclusive)

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Swarn Prabha Jewellers taps 'Big Memsaab' partnership with Big FM to drive store visits

BHOPAL

The brand presented the first prize winner of the talent hunt for married women with a diamond necklace at the event, and awarded a diamond ring each to three more winners at its store. Many attendees visited the store after the event, and some visits resulted in jewellery purchase

(RJ Exclusive)

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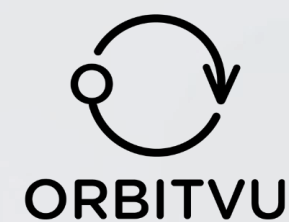


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Bhima Jewellery garners strong response to Season 2 of its 'Fairytale Weddings' initiative

THIRUVANANTHAPURAM

The brand's aim is to shape an experience-driven approach to bridal retail, with the store becoming a point of discovery and decision-making rather than just purchase. While Season 1 had seen around 200 participating brides, Season 2 recorded nearly double the number

(RJ Exclusive)

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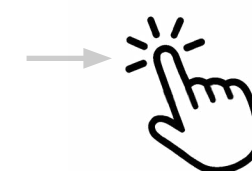
Sara Gandevikar Jewellers sets out to build customer connect with informative podcast

VADODARA

The jeweller has planned a 15-episode season covering detailed industry topics and insights for the podcast led by Swati R Gandevikar, Director, Sara Gandevikar Jewellers. The aim is to create a platform that enables direct communication and engagement with customers

(RJ Exclusive)

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De Beers Group advances 'Love, From Dad' campaign as Project INDRA network expands

MUMBAI

Intended to tap into the growing influence of Gen Z and millennial consumers, the campaign centres on the second ear piercing as a culturally resonant yet underleveraged retail opportunity. It now introduces new, contemporary natural diamond designs specifically curated for second ear piercings

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INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

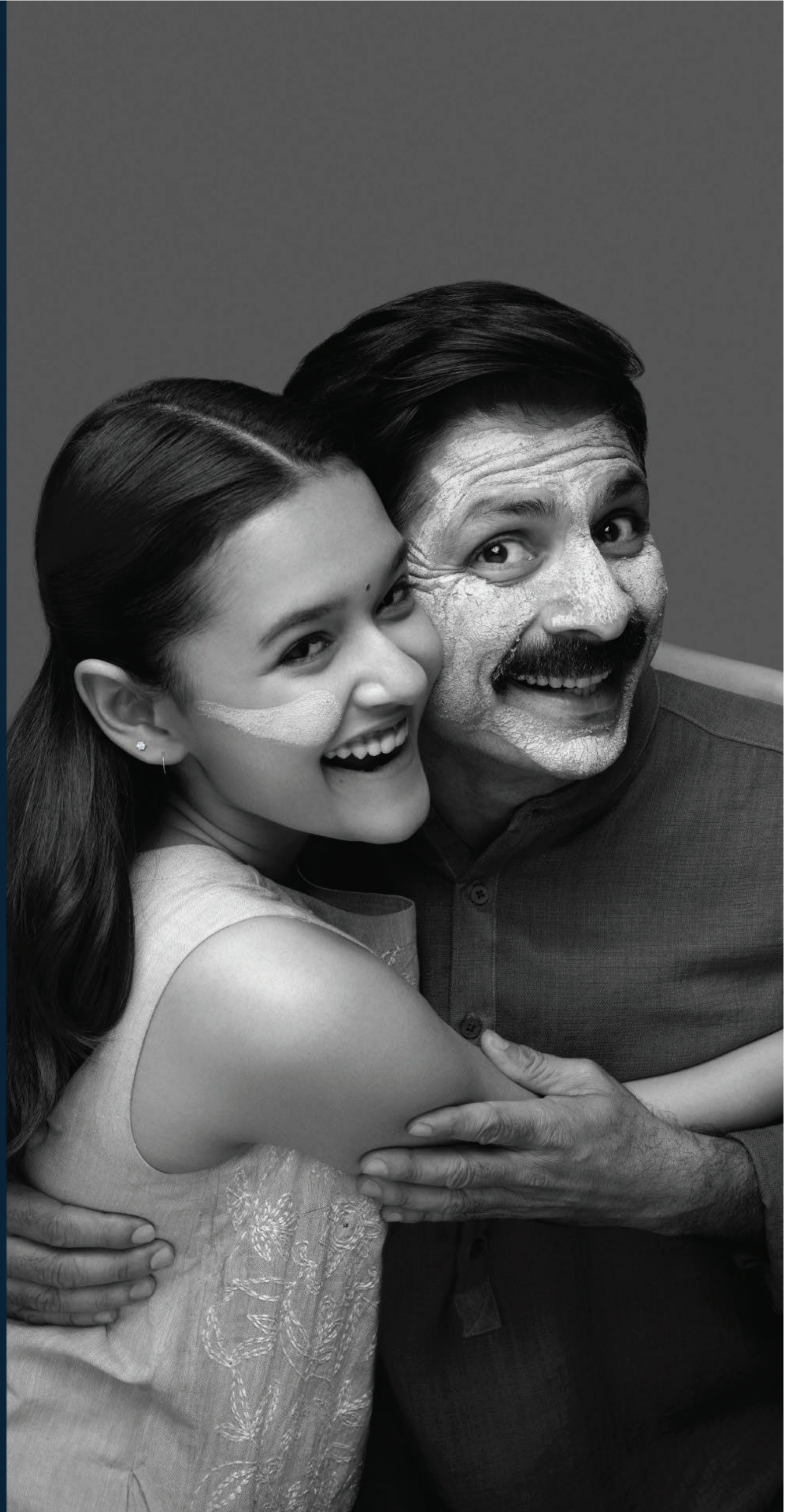
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WGC launches second film of 'It's Aaj Ka Gold' campaign on ready accessibility of Gold ETFs

MUMBAI

The India-focused campaign positions Gold ETFs as a seamless, accessible and strategic investment for digital-first investors. The campaign film targets young investors aged 18 to 35 and through a light, relatable narrative, brings to life the idea of 'Aaj Ka Gold'

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Irasva Fine Jewellery launches its first brand film 'Issho', starring singer Shibani Akhtar

MUMBAI

The film is a playful, self-aware take on modern womanhood that challenges perceptions, labels and common narratives. It captures a woman who owns every part of her story, without dilution or apology, and promotes the brand's new lab-grown diamond collection

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Palmonas raises \$40 mn in Series B funding round led by Xponentia Capital and Vertex Growth Fund

MUMBAI

Fresh capital will support aggressive retail expansion, category diversification and brand building, as the demi-fine jewellery player scales its omnichannel presence and strengthens profitability following a sharp surge in revenue and recent entry into the 9KT gold segment

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New LGD brand Aurya Diamonds marks its entry into the market with inaugural in Bengaluru

BENGALURU

Moving beyond the showroom concept, the brand has set up a contemporary gallery that invites guests to touch, explore and experience its jewellery. Actor Urvashi Rautela and film director Madhur Bhandarkar were part of the inauguration ceremony

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IGI



IGI ties up with Gujarat Titans for IPL 2026 to drive consumer awareness in jewellery sector

MUMBAI

By leveraging the scale and influence of the Gujarat Titans, and the IPL franchise at large, the International Gemological Institute (IGI) aims to make diamond certification more accessible and relevant to a wider audience. IGI's logo will appear on the Gujarat Titans uniform through the season

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Government restricts imports of gold, silver and platinum jewellery to curb misuse of FTAs

NEW DELHI

The move follows concerns that some traders were exploiting duty differences through free trade agreements, particularly with ASEAN countries. Under the new rules applicable with immediate effect, such imports are now ‘restricted’ and require prior approval or a licence

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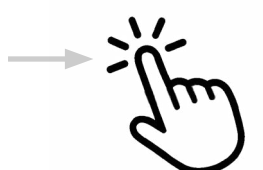
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Parisian jewellery house Messika appoints actor Julianne Moore as its new global ambassador

PARIS

The brand's campaign featuring the actor showcases the Moderniste collection, blending architectural design with wearable diamonds. It reinforces Messika's global positioning and contemporary design narrative as the brand marks its 20th anniversary

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CaratLane revs up global expansion, launches its second store in the US at Frisco in Texas

FRISCO

The new 1,200 sq. ft store brings CaratLane's jewellery to a large and evolving Indian diaspora. Launch of its second outlet in the United States reflects the brand's focus on building a strong presence in key global markets, and ambition to become a global Indian jewellery brand

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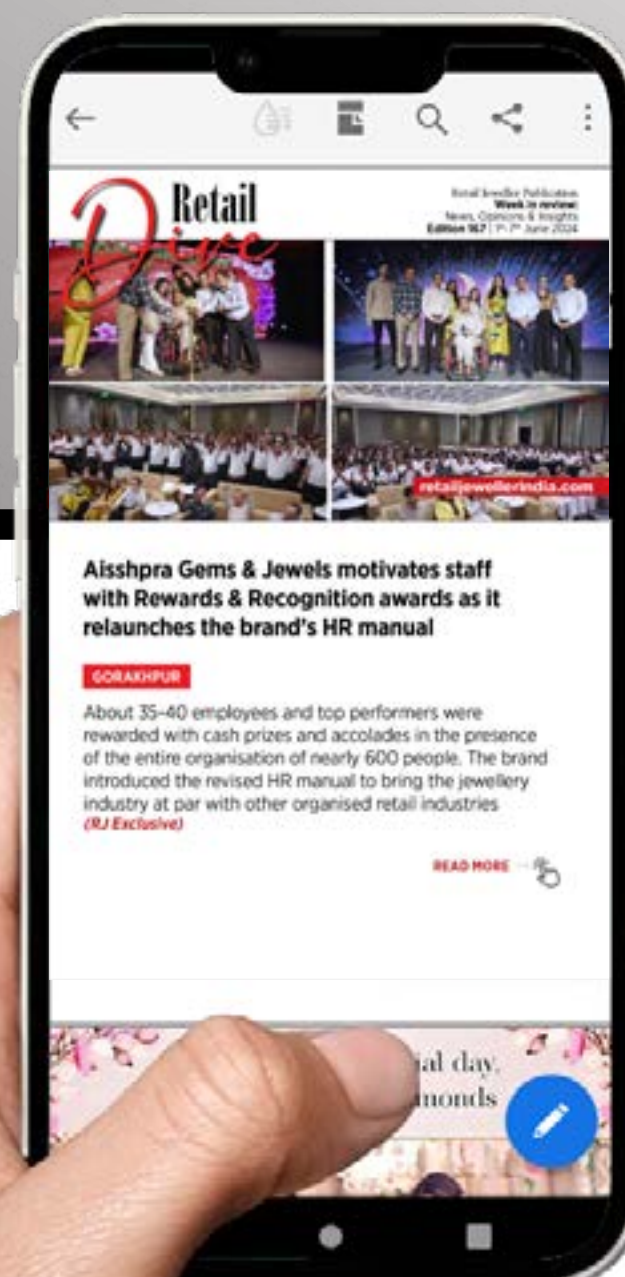




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Solitario enters Maldives, expanding retail footprint to its eighth international market

MALÉ

The brand has associated with Essence Retail, Maldives' largest retail chain, to enter the island nation. In the initial phase, it aims to establish a strong presence through Essence Retail's extensive shop-in-shop network across prestigious resorts and islands

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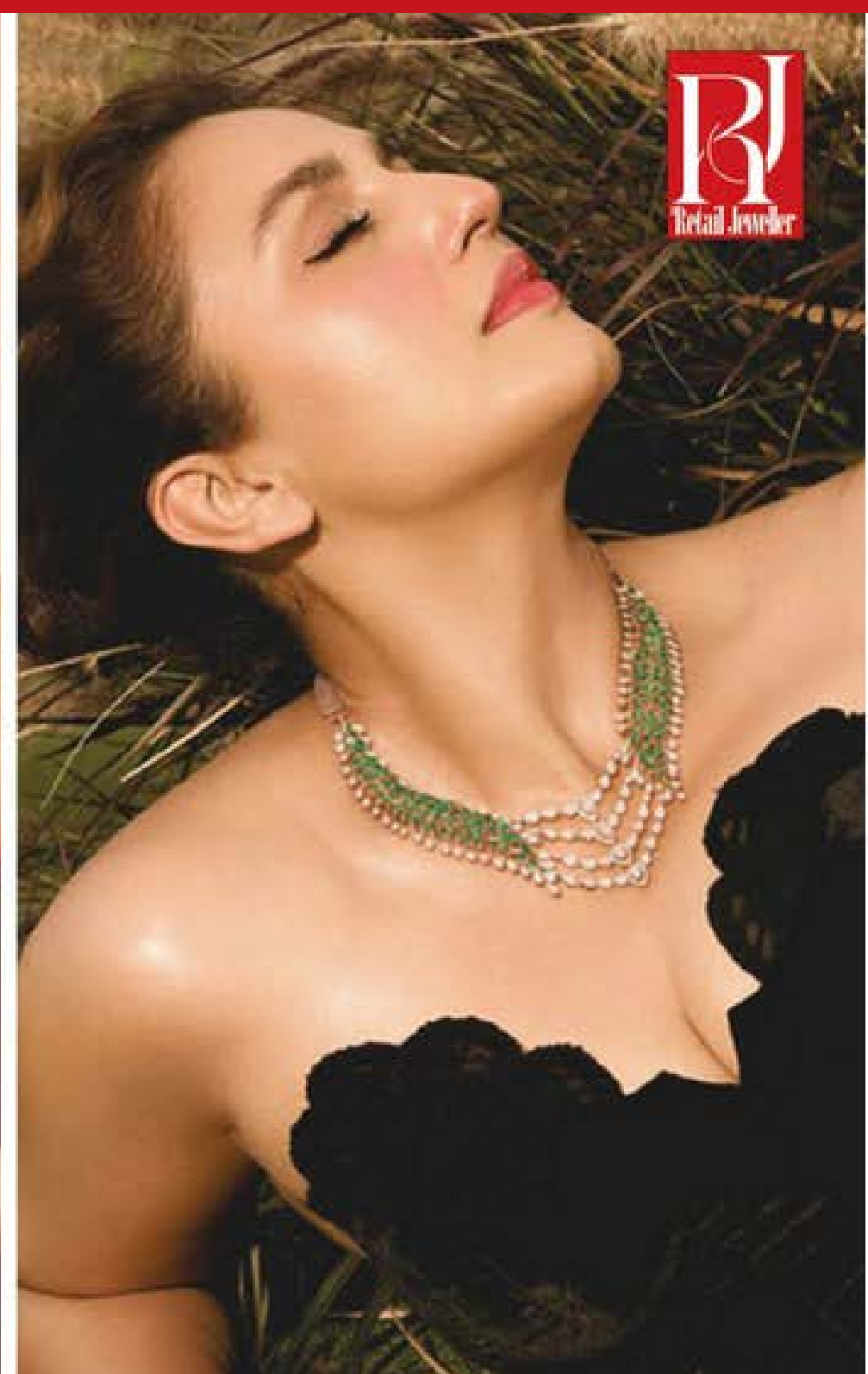
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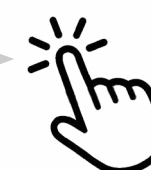


Celebrities bring eclectic jewellery designs from leading brands into focus across events

MUMBAI

From heritage houses like Sagarmal Jewellers and Amrapali Jewels to gemstone-focused labels such as Kakun Fine Jewellery and contemporary players like Swarovski and Qween, celebrity outings included both traditional jewellery designs and statement pieces

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