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Motisons Jewellers leverages association with Salman Khan-starrer 'Maatrubhumi' for content

JAIPUR

The collaboration does not involve conventional product placement within the film. Instead, the brand is using the association to build curated content that connects jewellery with the film's music and digital story-telling, enhancing visibility and stoking audience interest

(RJ Exclusive)

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Aisshpra Premier League brings together 150+ employees across the company's locations

GORAKHPUR

The tournament was conducted at the end of the financial year, following Aisshpra Gems and Jewels surpassing its annual targets, and served as a group-level activity to integrate its workforce. The aim was to help employees see themselves as part of one organization rather than individual stores

(RJ Exclusive)

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RJ
Retail Jeweller

Meralda Jewels gets doctors, select customers to walk the ramp within its Thalassery store

THALASSERY

The decision to feature doctors instead of professional models formed the core of the event's approach, as the brand saw great benefit in physicians promoting its jewellery line. With 250+ guests, the event led to immediate sale of jewellery and multiple enquiries

(RJ Exclusive)

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Bajinath Jewellers recognizes women making a social impact with in-store event Sheroes 2.0

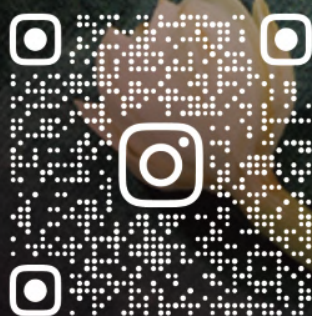
KANPUR

The event had around 150 attendees, including customers and prominent invitees. It combined community recognition with in-store interaction, strengthening customer connect and extending brand visibility through the participants' influential networks

(RJ Exclusive)

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Solitario drives store visits via mystery reveal format of its ‘What’s in the Box’ campaign

MUMBAI

The campaign involved a representative of the brand carrying a box, approaching people in public spaces and asking them to guess what was inside. Those who guessed correctly could visit the brand’s showroom to open a mystery box and stand a chance to win a diamond worth Rs 1 lakh

(RJ Exclusive)

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De Beers Group brings in cricketer Suryakumar Yadav to honour journeys that shape brilliance

MUMBAI

Yadav's journey is a testament to the idea that excellence is not instant, but built through tenacity despite every challenge. This philosophy closely mirrors the journey of a natural diamond, formed deep within the earth under immense pressure over billions of years

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INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

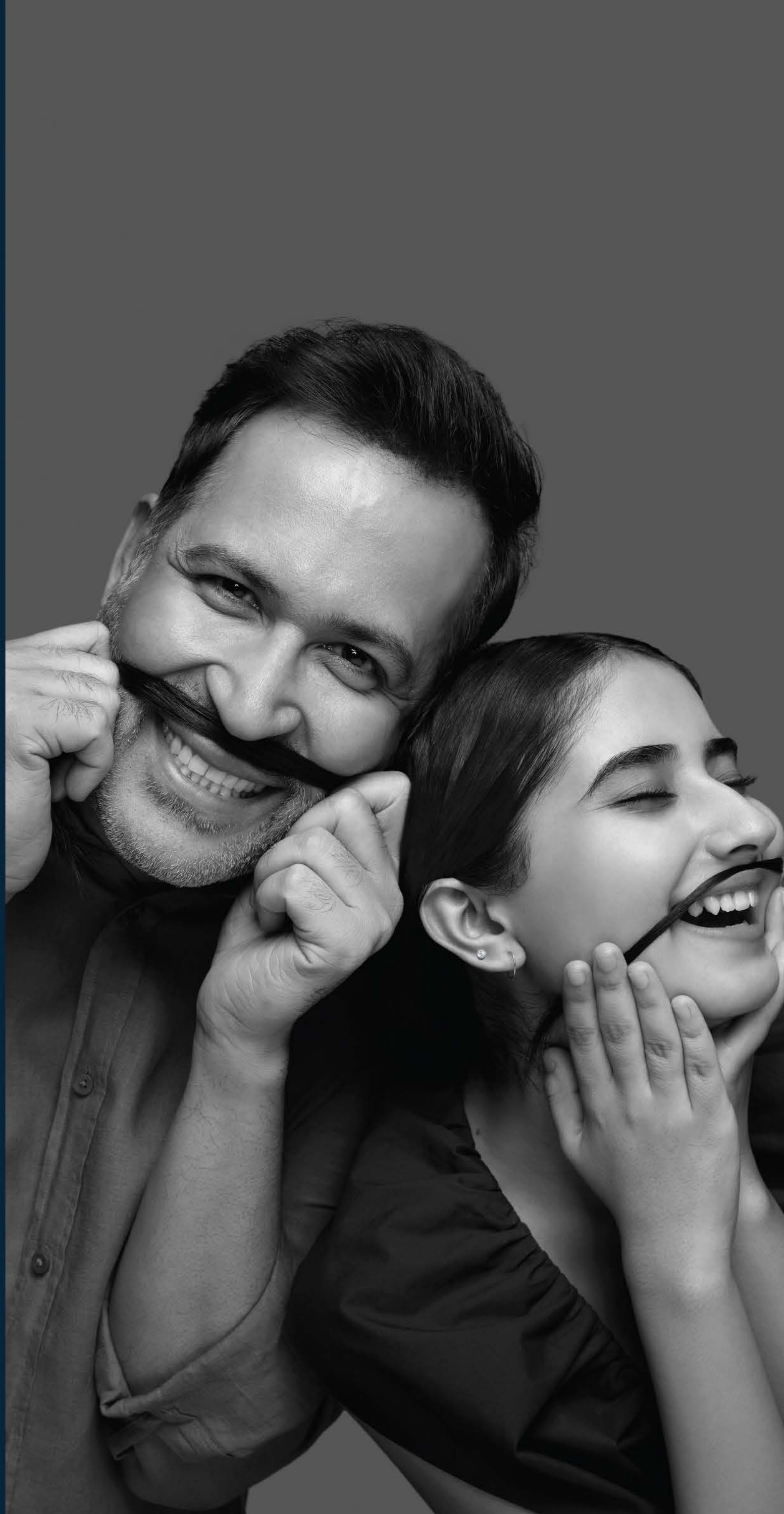
Unearth the true
potential of your
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DE BEERS GROUP

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A photograph of Shah Rukh Khan smiling and looking at a woman whose back is to the camera. He is wearing a dark jacket and a chain. The background is a blurred indoor setting with blue lighting.retailjewellerindia.com

Candere highlights solitaire jewellery in new ad film with brand ambassador Shah Rukh Khan

MUMBAI

The messaging centres on positioning the brand's jewellery as a choice for moments that require expression without words. By integrating product placement within an engaging storyline, the brand seeks to direct attention to specific jewellery categories within its portfolio

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Indriya launches star-studded Akshaya Tritiya campaign, with abundance as its core idea

MUMBAI

Brand ambassador Aditi Rao Hydari stars in the campaign, centered around the significance of 'Bada Shagun'. Actors Krithi Shetty, Rupali Ganguly, Drashti Dhami, Sriti Jha, Shivangi Joshi and Spruha Joshi bring alive the connect with those celebrating the festival in different regions of India in extensions of the campaign

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#KhushiyonMeinNivesh: KISNA's Akshaya Tritiya campaign encourages investing in true happiness

MUMBAI

The campaign brings alive the true meaning of Akshaya Tritiya through a simple, heartfelt story, and captures how true value lies in happiness that continues to grow, making jewellery a meaningful part of that journey. It is being rolled out across digital platforms

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सोने का रिश्ता



Dhirsons Jewellers' Akshaya Tritiya campaign 'Sone Ka Rishta' honours the legacy of gold

NEW DELHI

Rooted in the philosophy of 'Akshaya' (that which never diminishes), the campaign shows that gold is not merely an ornament, but a symbol of relationships, memories and legacy. The strong emotional narrative highlights how every piece of gold jewellery carries meaning beyond its material worth

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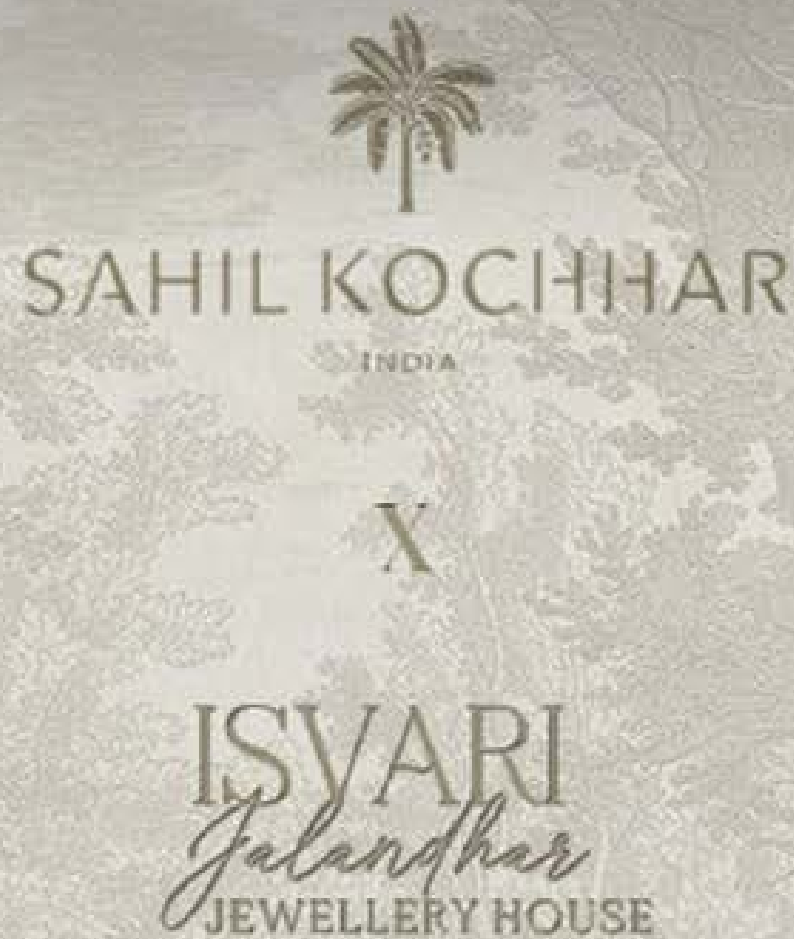
Tanishq enters natural coloured gemstones category with Triptii Dimri leading campaign

MUMBAI

The ad film celebrates natural coloured gemstones as a powerful form of self-expression, capturing how jewellery becomes an extension of a woman's mood, individuality and evolving personal style. It also unveils the brand's collection 'Hues', officially launching on Akshaya Tritiyaa

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Isvari partners with designer Sahil Kochhar, pairing the brand's jewellery with his couture

NEW DELHI

The campaign marks the beginning of a long-term association, anchored in an upcoming launch and future customer-facing initiatives. The association gave Isvari access to a wider customer base, particularly new and premium customer segments from the designer's network

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#WorldDiamondDay: Industry comes together to celebrate stories around natural diamonds

MUMBAI

April 8 was designated by the Natural Diamond Council to celebrate natural diamonds and the stories they hold. The movement came alive on social media, with participants sharing personal moments using hashtags #WorldDiamondDay and #NaturalDiamonds, turning the day into a vibrant, global narrative

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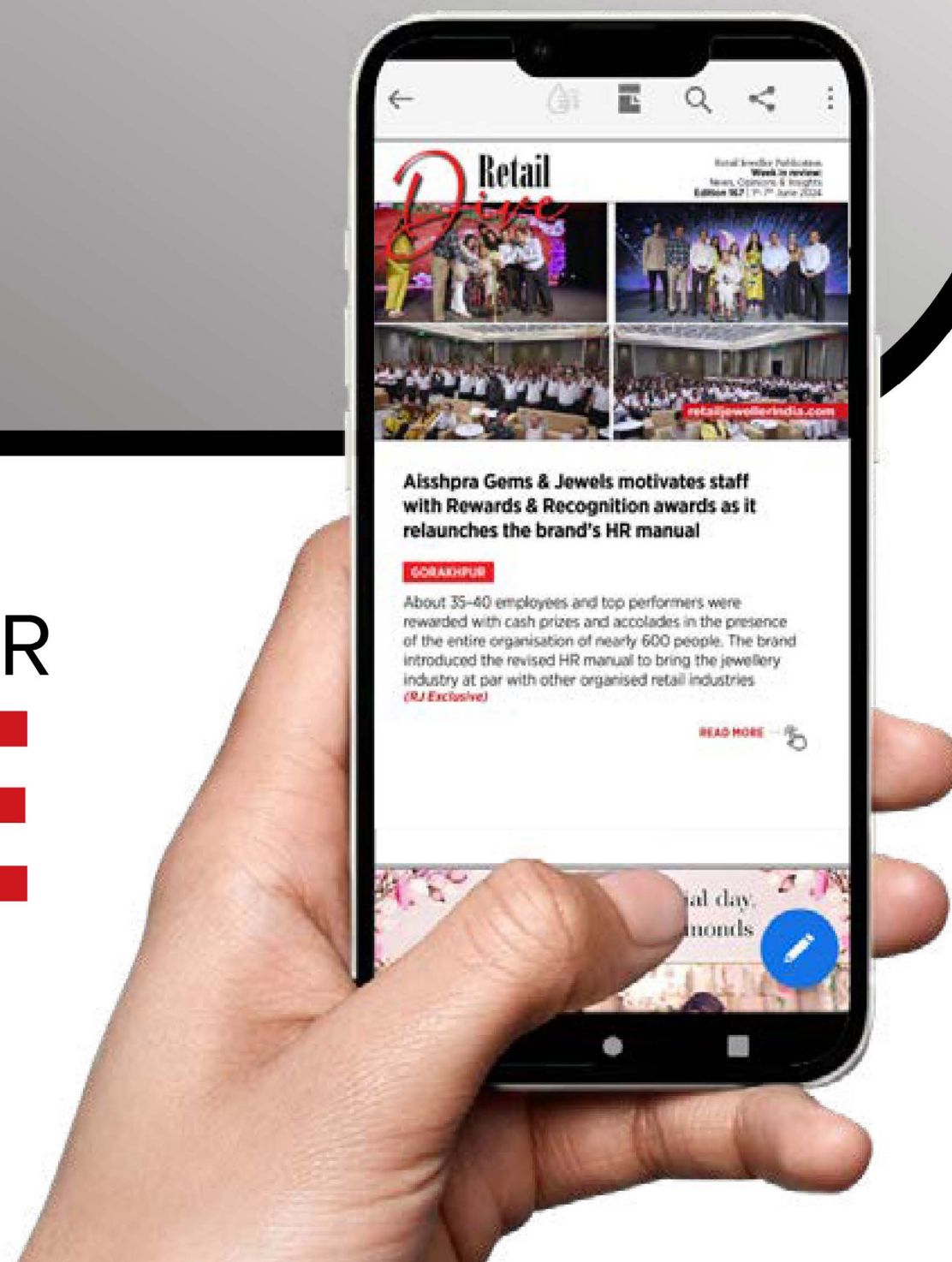




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India-UAE Gems & Jewellery dialogue commits to continued cooperation and trade growth

DUBAI

Discussions focused on bilateral trade, coordination between industry and government, and role of the India-UAE Comprehensive Economic Partnership Agreement (CEPA) at the meet which brought together 200+ stakeholders across the jewellery industry value chain

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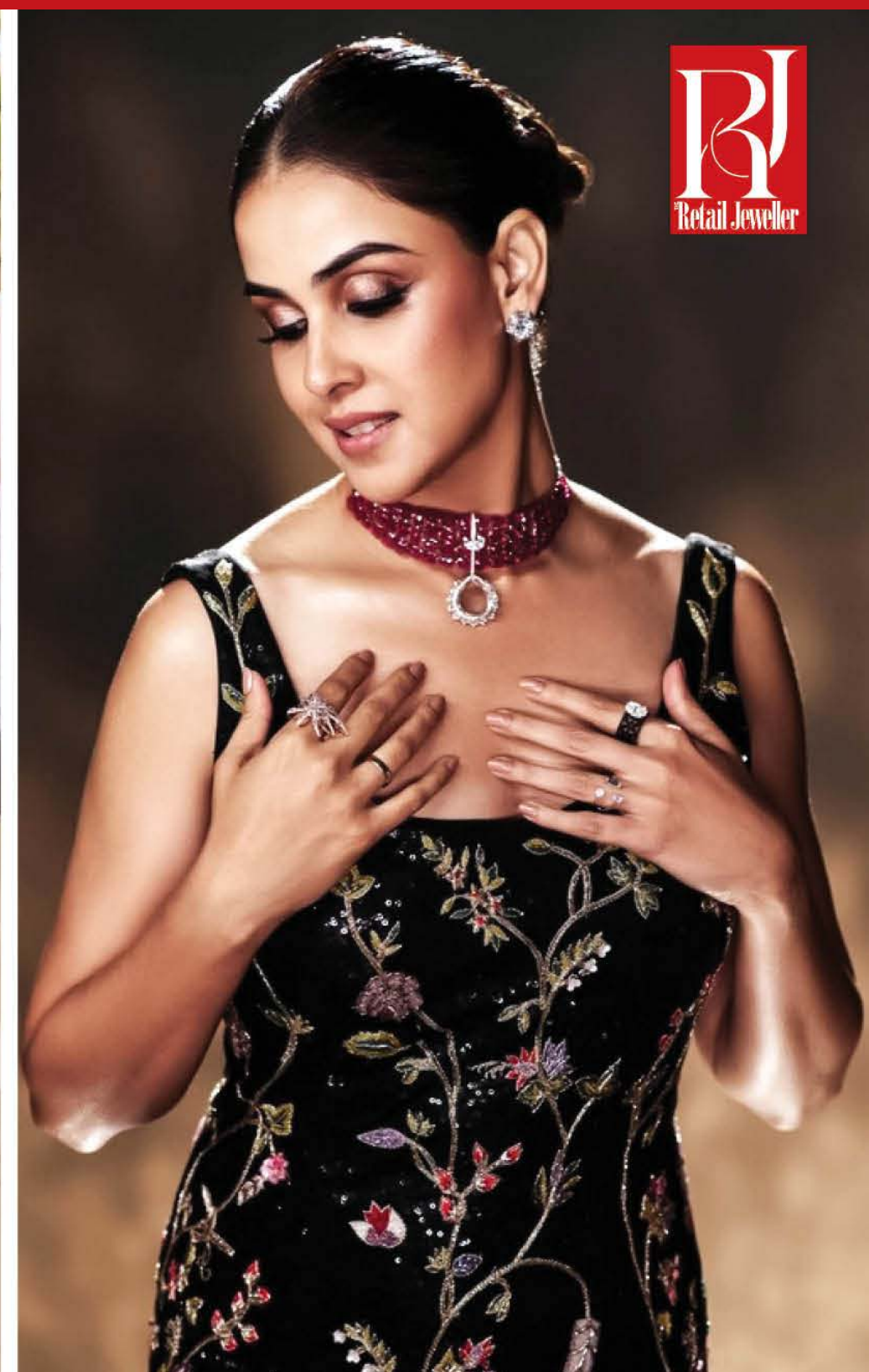
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Celebs spotlight diverse jewellery aesthetics at NMACC's third anniversary gala and beyond

MUMBAI

From Swadesh Jewellery and House of Masaba to Ekaraa Jewellery, Khurana Jewellery House and Zoya Jewels, jewellery remained central to celebrity styling, moving beyond accessory status to define the overall look at the Nita Mukesh Ambani Cultural Centre anniversary celebration and other key platforms

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