



#MookkuthikothiFest: Genesis Diamonds by Deepak Toms upgrades nose pins, scales impact in Season 3

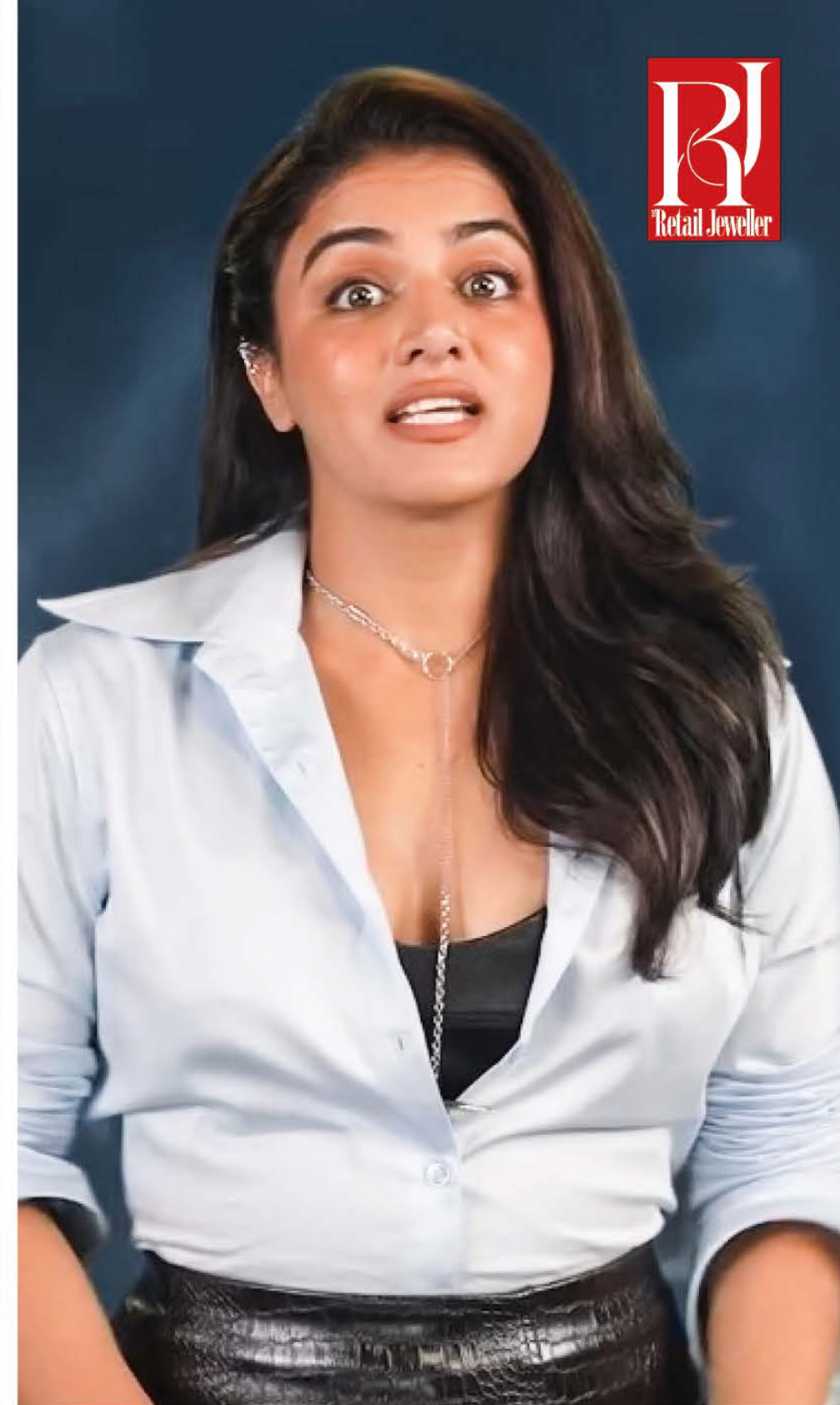
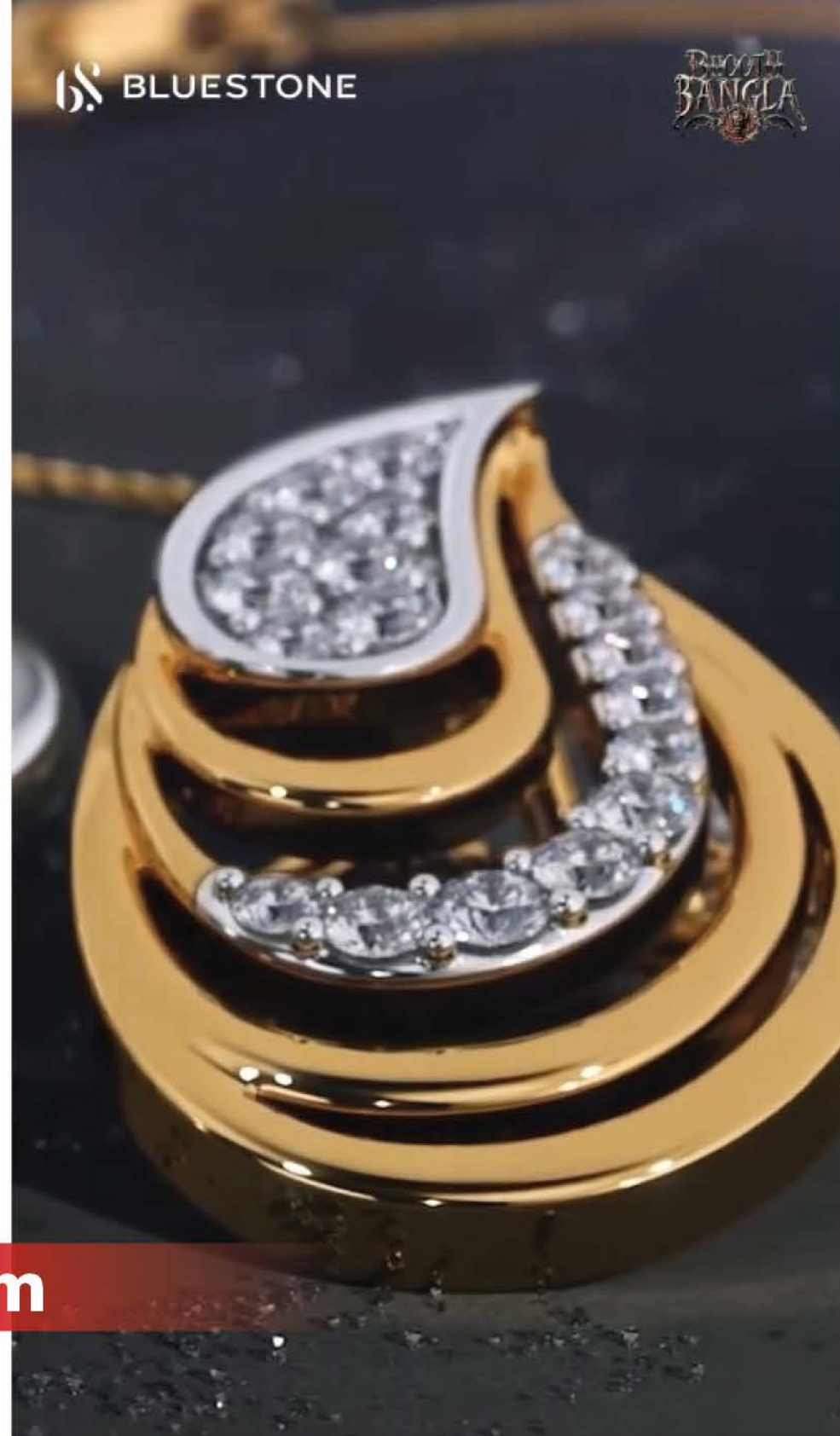
KOCHI

The brand has moved from selling a product to building a category ecosystem, using the festival as a way to drive premiumization, repeat business and establish authority. The festival drew both new and existing customers, with a 40-50% increase in footfalls and sales compared to its previous edition

(RJ Exclusive)

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BlueStone taps cast and story of ‘Bhooth Bangla’ to create content and resonate with audiences

BENGALURU

By featuring familiar faces in relatable content integrations on its digital platforms, the brand’s aim is to gain trust in a category where purchase decisions are closely linked to credibility. The brand approaches entertainment as a top-of-funnel strategy for customer acquisition

(RJ Exclusive)

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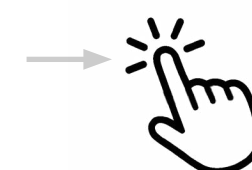
Joyalukkas shifts narrative to personal milestones in new ad featuring Kajol, Samantha Ruth Prabhu

THRISSUR

The focus of the campaign remains on the individual, with the product entering the narrative as an outcome of her achievement. Such campaigns draw in consumers who may not associate jewellery with fixed occasions, encourage all-year buying and broaden the customer base

(RJ Exclusive)

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INDRA

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AN INITIATIVE BY DE BEERS GROUP & GJEPC

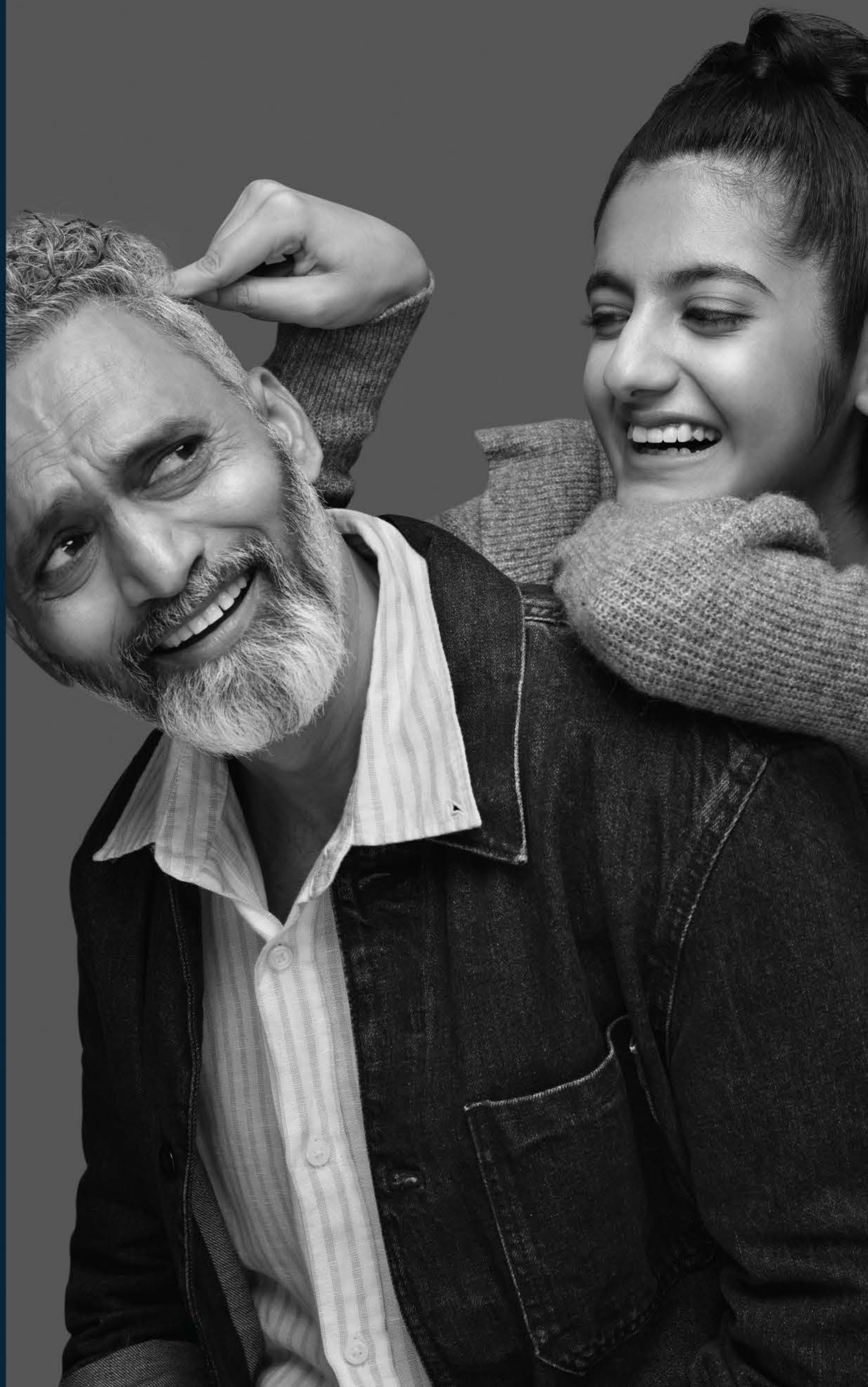
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Talla Jewellers builds Polki awareness, engages customers with 4-day 'Rosette: The Polki Affair'

JAMMU

By giving customers a live demonstration of the crafting process that lies behind finished pieces of jewellery, the brand was able to shift attention from price to value, influencing how Polki jewellery is perceived in the market and encouraging informed buying behaviour

(RJ Exclusive)

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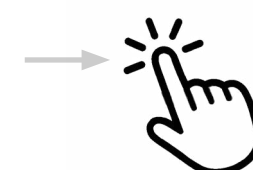
Abaran brings cultural continuity into focus by supporting Hastashilpa Heritage Village

BENGALURU

The Abaran Foundation has taken responsibility for the upkeep of five historic structures at the site. This strengthens the brand's regional connect, particularly at a time when it is preparing to enhance its presence in markets where the cultural context holds high significance

(RJ Exclusive)

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CaratLane brings thoughtful twist to gifting in Mother's Day campaign with Yami Gautam Dhar

MUMBAI

Blending emotion with accessibility for a special occasion, the campaign highlights evolving consumer attitudes towards gifting and everyday fine jewellery, while leveraging high-reach media platforms to deepen brand connect across diverse audiences and markets

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Aisshpra drives customer acquisition at new Lucknow store through strategic lucky draw

LUCKNOW

Positioned as a market-entry tool, it helped the brand build visibility and engage first-time buyers in a competitive retail environment. Without a minimum purchase threshold, entry barriers were reduced, ensuring wide participation in the activity and store visits ending in conversions

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Khurana Jewellery House hosts 'Carat & Craft' session for EO Punjab members in Ludhiana

LUDHIANA

The initiative enabled the brand to showcase its product range and engage directly with an influential group of potential customers from the Entrepreneurs' Organization (EO) at its showroom. It led to product understanding and brand visibility, while generating enquiries and sales

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Jos Alukkas ties up with matrimony app M4marry to encourage 'Second Sunrises', new beginnings

CHENNAI

The collaboration builds on Jos Alukkas' recent campaign featuring actor Dulquer Salmaan and launch of a podcast series hosted by actor and film-maker Suhasini Maniratnam, in which conversations aim to shore up the idea that it is never too late to remarry and start afresh

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#PehlaCheckIAGES campaign gains ground, propels trust-led gold buying during Akshaya Tritiya 2026

MUMBAI

With extensive visibility across print, digital, OTT, and on-ground platforms, the campaign effectively nudged consumers to prioritize transparency and credibility, as accreditation emerged as a key retail differentiator across India's gold market during the peak jewellery buying season

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India-New Zealand FTA: GJEPC targets 200% export growth, to reach \$50 million in 3 years

NEW DELHI

The comprehensive trade agreement, enabling zero-duty access, is set to improve price competitiveness for Indian jewellers, support entry into niche Oceania markets, allow them to leverage the Indian diaspora and recalibrate export strategy amid global demand volatility

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GOLD MONETISATION SCHEME (GMS)

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GJC pitches digital gold monetization revamp with support from RBI and Finance Ministry

NEW DELHI

Proposed jeweller-led framework seeks to digitize gold deposits, improve mobilization, and formalize trade, enabling returns on idle gold while reducing import dependence through a transparent, regulator-aligned system supported by banks, audit trails and compliance safeguards

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Finance Minister mandates IIGJ Udupi to anchor next-gen skilled manpower for jewellery trade

UDUPI

Now deemed a 'Centre of Excellence', the institute will offer trade-aligned skill development for employment generation, and has signed a memorandum of understanding with IIT Madras (InCent-LGD) for a specialized course on lab-grown diamond technologies

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THE Retail Jeweller

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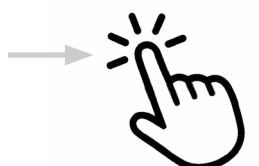
A portrait of Susie Dewey, a woman with long blonde hair and blue eyes, wearing a dark blazer and a pearl earring. The background is a plain, light-colored wall.
retailjewellerindia.com

Natural Diamond Council announces appointment of Susie Dewey as global Chief Marketing Officer

LONDON

Dewey joins the organization with over 17 years of experience in shaping and evolving globally recognized fashion and lifestyle brands. She brings an integrated approach to modern marketing, combining creative and commercial thinking for business impact

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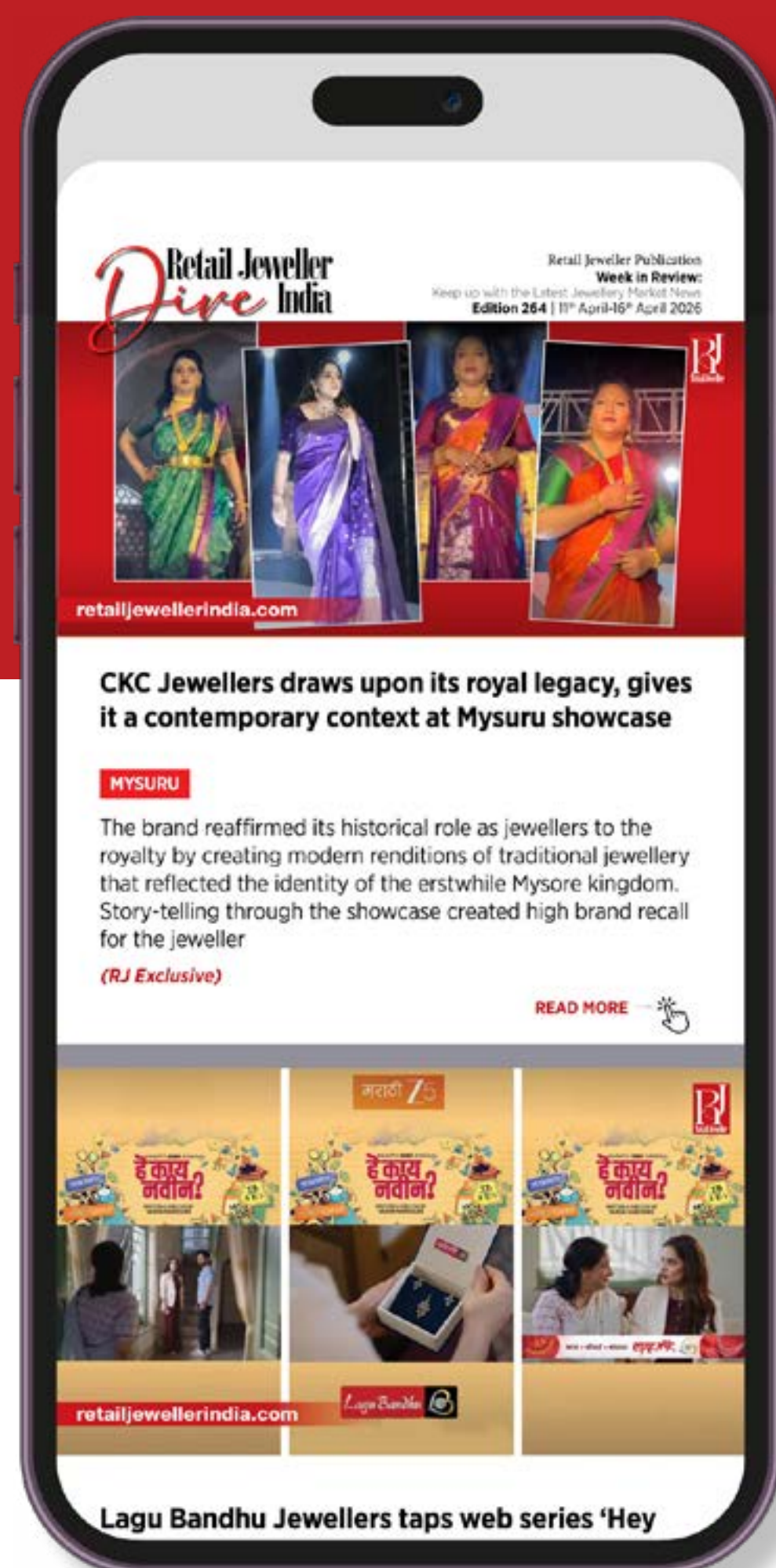
The retail moves you can't afford *to miss.*

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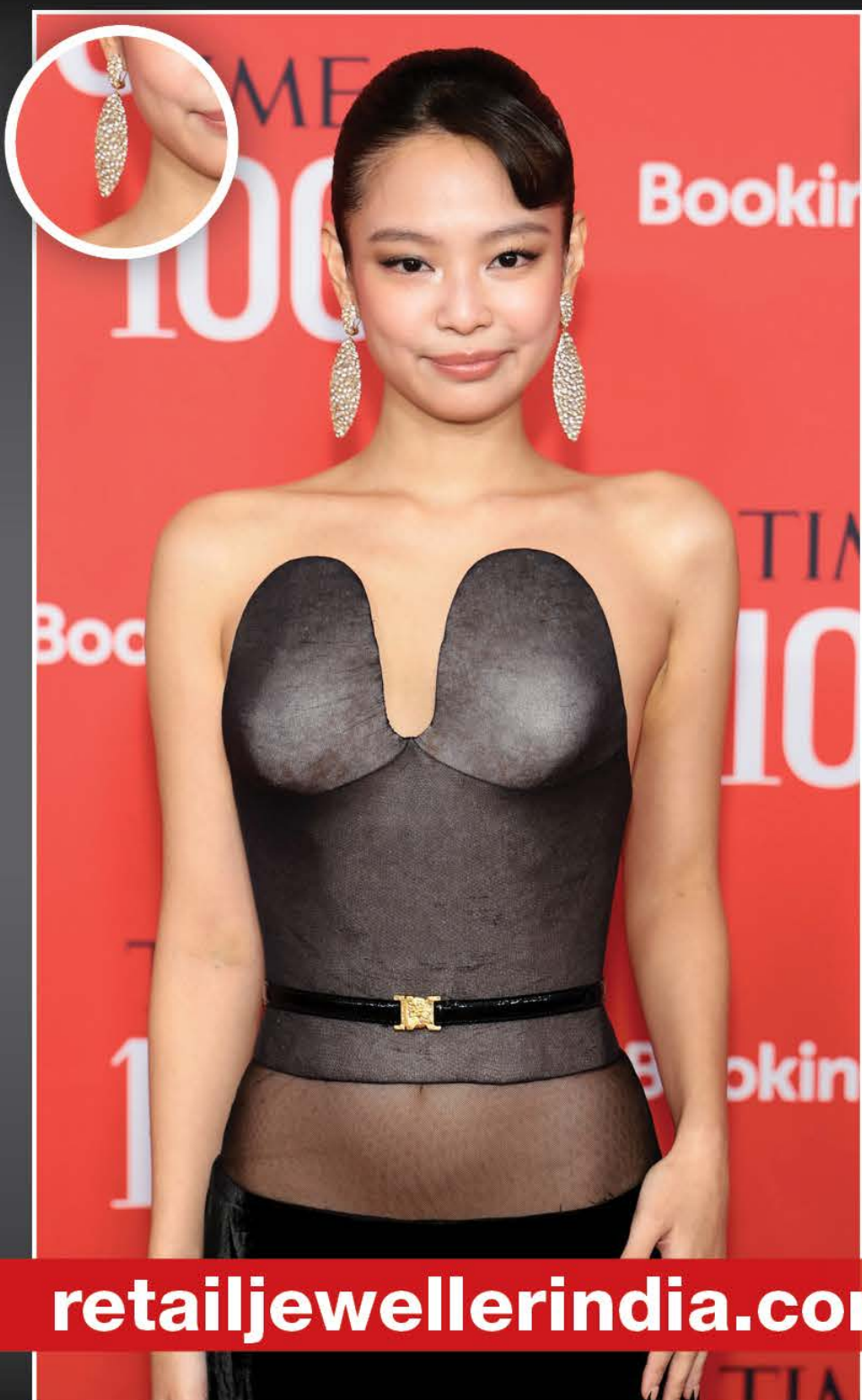


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WHO WORE WHAT



Indian jewellery shines globally as celebrities spotlight home-grown brands at major events

MUMBAI

From Vikas Khanna and Jennie Kim in Swadesh at the Time 100 Most Influential People of 2026 gala in New York to Rihanna in Manish Malhotra High Jewellery in Mumbai, global icons embraced Indian jewellery labels, driving international visibility and brand recall

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Defining the new bridal retail code: Insights from 150 independent jewellers

The Indian bridal customer is evolving. She is more independent, makes her own purchase decisions, and knows what she wants. The RJ India Bridal Survey 2026 analyzes these shifts across metros and non-metros, providing market data and ready strategies...

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