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Gold market enters transition phase as Modi appeal and duty hike reshape retail playbook

MUMBAI

While policy aims to reduce imports and protect forex reserves, retailers report cautious sentiment, a shift towards lighter jewellery, and increased volume of gold exchange. Industry bodies support the move, emphasizing stability, while demand linked to weddings and traditions continues to sustain the market

(RJ Exclusive)

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Mulkh Raj Ashok Kumar Jewellers uses bridal contest to keep customers engaged after sale

JAMMU

The activation aimed to extend customer interaction beyond the wedding purchase cycle, while adding to community participation, showroom visibility and referral-driven walk-ins. Winners were felicitated at an event attended by influencers and invited guests

(RJ Exclusive)

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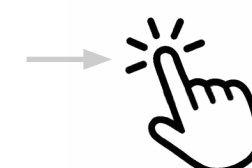
Chetmani Jewellers aligns with the film ‘Ginni Wedss Sunny 2’ to gain regional brand visibility

VARANASI

The brand is executing a multi-media promotional campaign linked to the film – through social media, billboards, cinema halls and major Print publications – across Varanasi and nearby areas to capture audience attention and ensure sustained brand recall within its core market

(RJ Exclusive)

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Francis Alukkas taps 'Connection' campus series to build loyalty pipeline among future consumers

KOZHIKODE

By engaging college students through the campus interaction initiative, the jeweller sought to build brand familiarity among them, signalling a shift towards early-life customer acquisition, and establishing trust and recall well before they need to make jewellery purchase decisions

(RJ Exclusive)

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Thangamayil Jewellery energizes its workforce with cricket tournament 'TFM Premier League'

MADURAI

By taking internal sports as an employee engagement tool, the brand increased operational efficiency, demonstrating how workforce alignment beyond the shop floor can translate into improved coordination, communication and performance across its retail network

(RJ Exclusive)

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Kalyan Jewellers launches four-pillar strategic framework 'Nation First - Gold4India Initiative'

THRISSUR

The jeweller has announced the initiative in direct response to Prime Minister Narendra Modi's appeal to all Indians to exercise restraint to help conserve the country's foreign exchange reserves. It targets reducing gold imports by 5 tonnes over the current financial year

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PNG Jewellers launches 'Swarna Swaraj' to promote responsible gold consumption

PUNE

The initiative is in voluntary response to PM Modi's appeal to all Indians to exercise restraint in gold purchases. It positions dormant household gold as an economic resource, while encouraging a gradual shift towards re-circulation, lower-karat jewellery and viable gold ownership

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Tanishq hosts Femina Miss India 2026 winners at Rivaah Wedding Lounge, spotlights diversity

NEW DELHI

Coming together of the newly crowned winners reflects how diverse identities converge on a common platform, drawing a parallel with Tanishq's Rivaah Wedding Lounge, where the brand endeavours to present varied expressions of Indian bridal traditions in one space

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Forevermark launches campaign on personal journeys to promote diamond jewellery line

MUMBAI

The campaign features entrepreneur Nupur Sanon, chef Guntas Bhasin and singer Lisa Mishra – three contemporary voices whose stories mirror fearless change. It focuses on transitions, including career decisions, creative paths and defining moments that have influenced these women's journeys

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P N Gadgil & Sons launches flagship campaign with its new brand ambassador Sonali Bendre

PUNE

The brand's partnership with Bendre is rooted in an alignment of values, as the actor is known for her inherent strength, resilience, authenticity and charm, admired by generations of Indian women. The new campaign celebrates the bond between women, gold and grace

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Vaibhav Jewellers launches 'Gold on Wheels' to make gold buying easier for consumers

VISAKHAPATNAM

The jeweller is offering certified gold coins in small denominations ranging from 50 mg to 500 mg through the mobile retail initiative. It is aimed at attracting first-time investors, younger consumers and families looking for affordable ways to purchase gold

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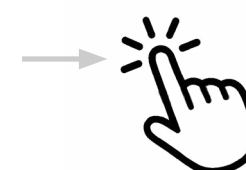
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AGD Gold & Diamonds appoints Malayalam film actor Kunchacko Boban as brand ambassador

KAYAMKULAM

The association is based on similarities between the brand's approach and the actor's public image. The announcement was followed by an interaction between the brand's Managing Director Shafeek A and Boban, where the two spoke about ideas that connect people

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21ST ANNIVERSARY EDITION

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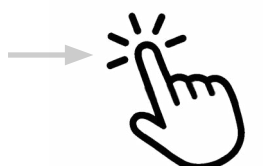


Heer by GIVA ropes in Anushka Sharma for campaign on gold and lab-grown diamonds

BENGALURU

The 'For You, Forever' campaign film uses poetry and a narrative to present ideas of self-love, individuality and self-gifting. The brand shows jewellery as part of personal expression and everyday choices, and places its products within daily life rather than limited occasions

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KP INTERSESSIONAL 2026 INAUGURAL SESSION



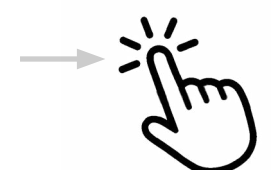
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Kimberley Process Interessional 2026 concludes, focusing on future of the natural diamond sector

MUMBAI

At the meeting, held in Mumbai with India as the Chair, Union Minister of Commerce and Industry Piyush Goyal recognized the vital role of the Kimberley Process and reaffirmed India's commitment to strengthening credibility, compliance and consumer confidence in the sector

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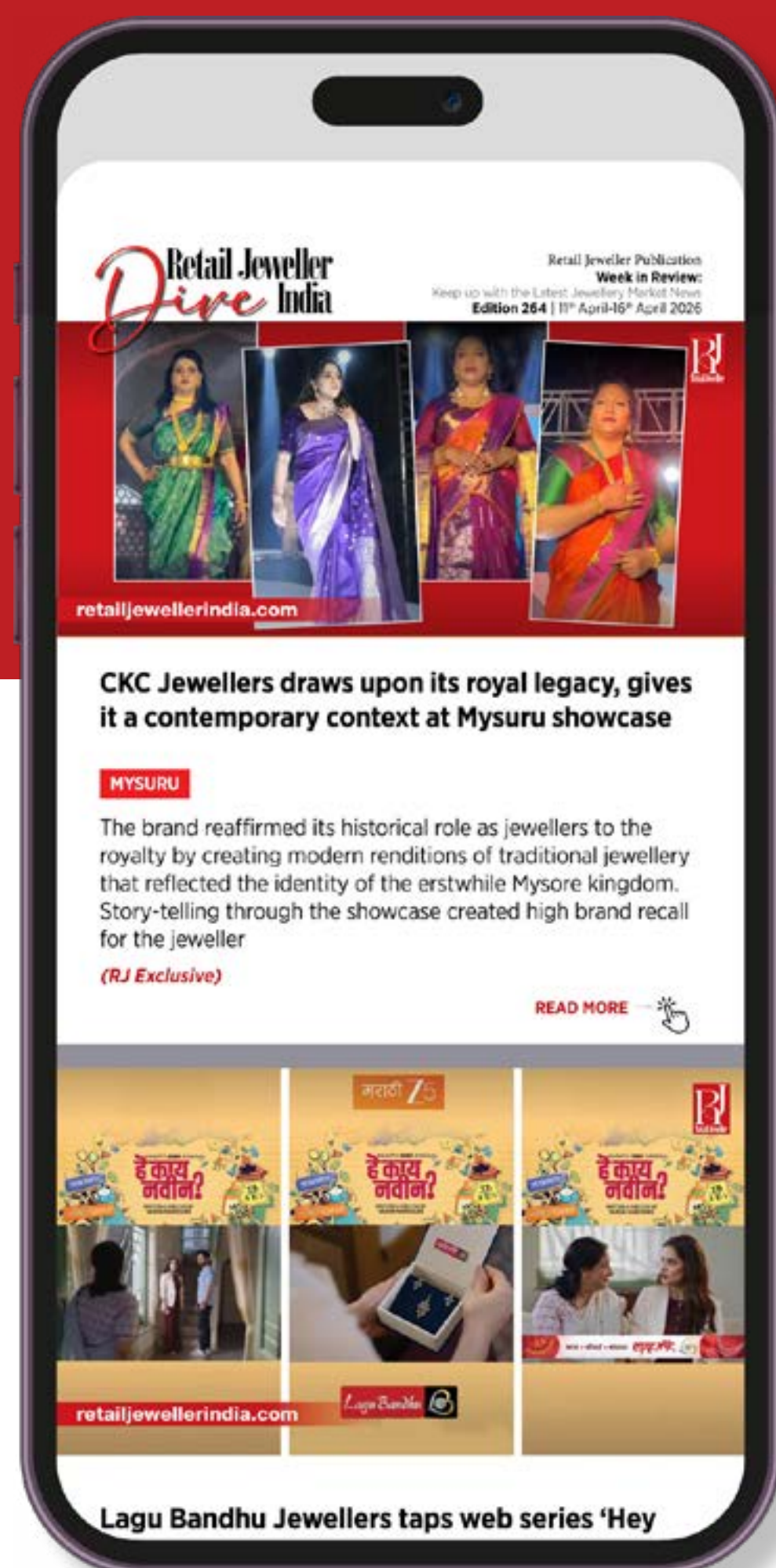
The retail moves you can't afford *to miss.*

DIVE TO DRIVE RETAIL

YOUR WEEKLY EDGE IN RETAIL INTELLIGENCE



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Pandora introduces '5th C' carbon footprint metric for lab-grown diamond collections

COPENHAGEN

Enabling customers to instantly assess the climate impact of their purchases, the new 'C' disclosure covers the full production process, from raw materials used in diamond growth to cutting and polishing before the stone leaves the brand's hub

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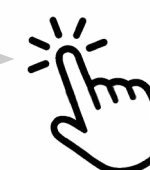


Precious stones, novel designs in jewellery grab attention at Cannes and Venice fests

MUMBAI

From Alia Bhatt in Amrapali Jewels, Kalyani Priyadarshan in Kalyan Jewellers and Rida Tharana in Sennes at the Cannes Film Festival 2026, to Nita Ambani in Kantilal Chhotalal and Radhika Ambani in Swadesh Jewellery at the Venice Biennale, it was indeed a dazzling week

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Yasir Sultan

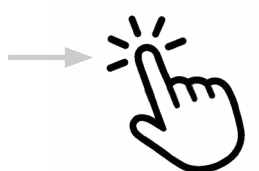
CEO, Sultan Gems & Fine Jewellery

How Sultan Gems built a rare gemstone business beyond conventional diamond-led jewellery retail

CHENNAI

Through education, an in-house museum, and minimal gold settings, the brand has shifted consumer preference — driving coloured gemstones to 85% of revenue share, and positioning itself as a destination for rare, internationally coveted products

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