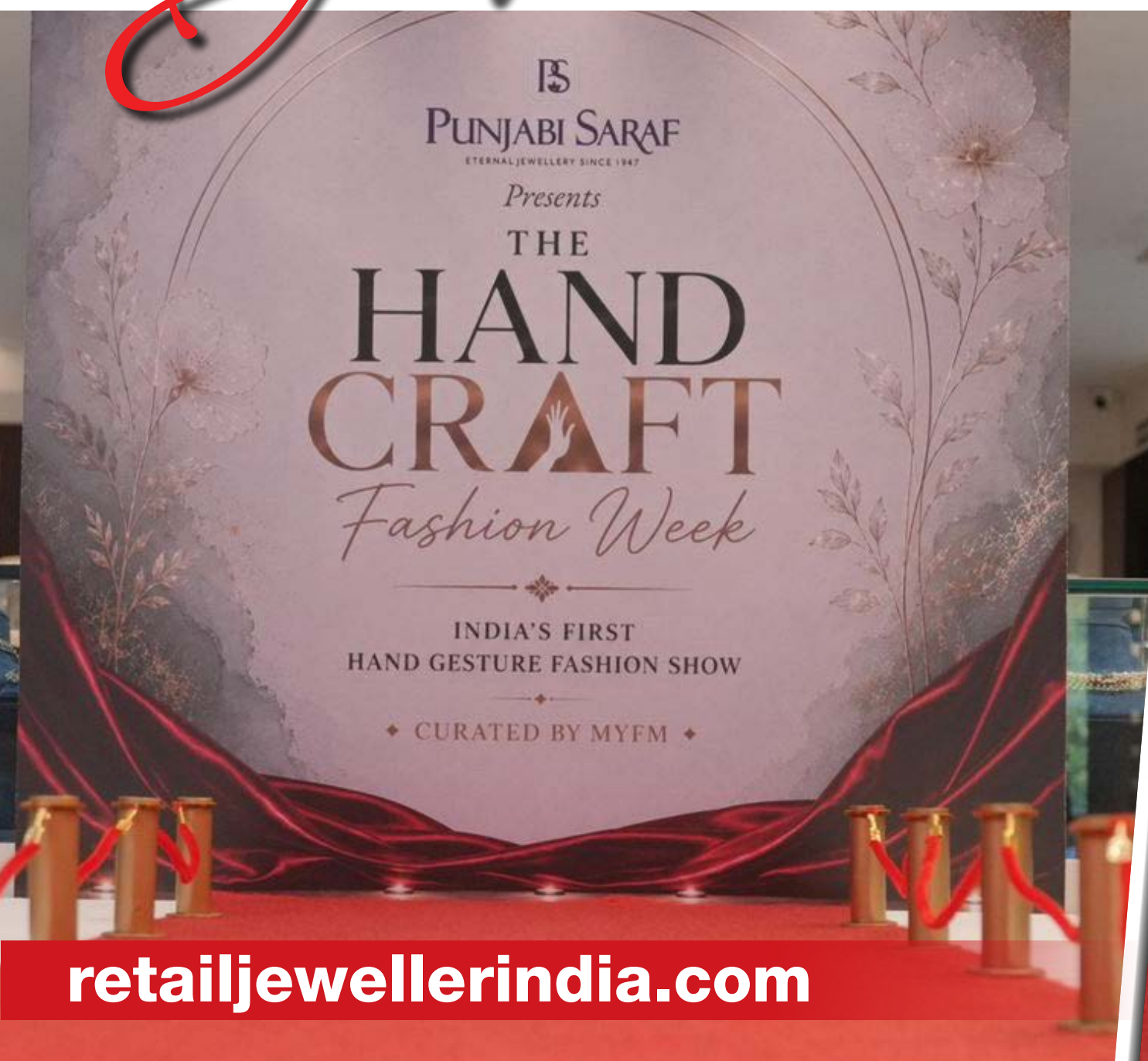




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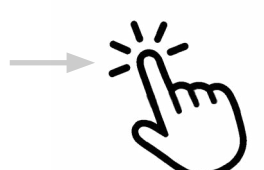
Punjabi Saraf stages gesture-led fashion show to amplify focus on hand jewellery

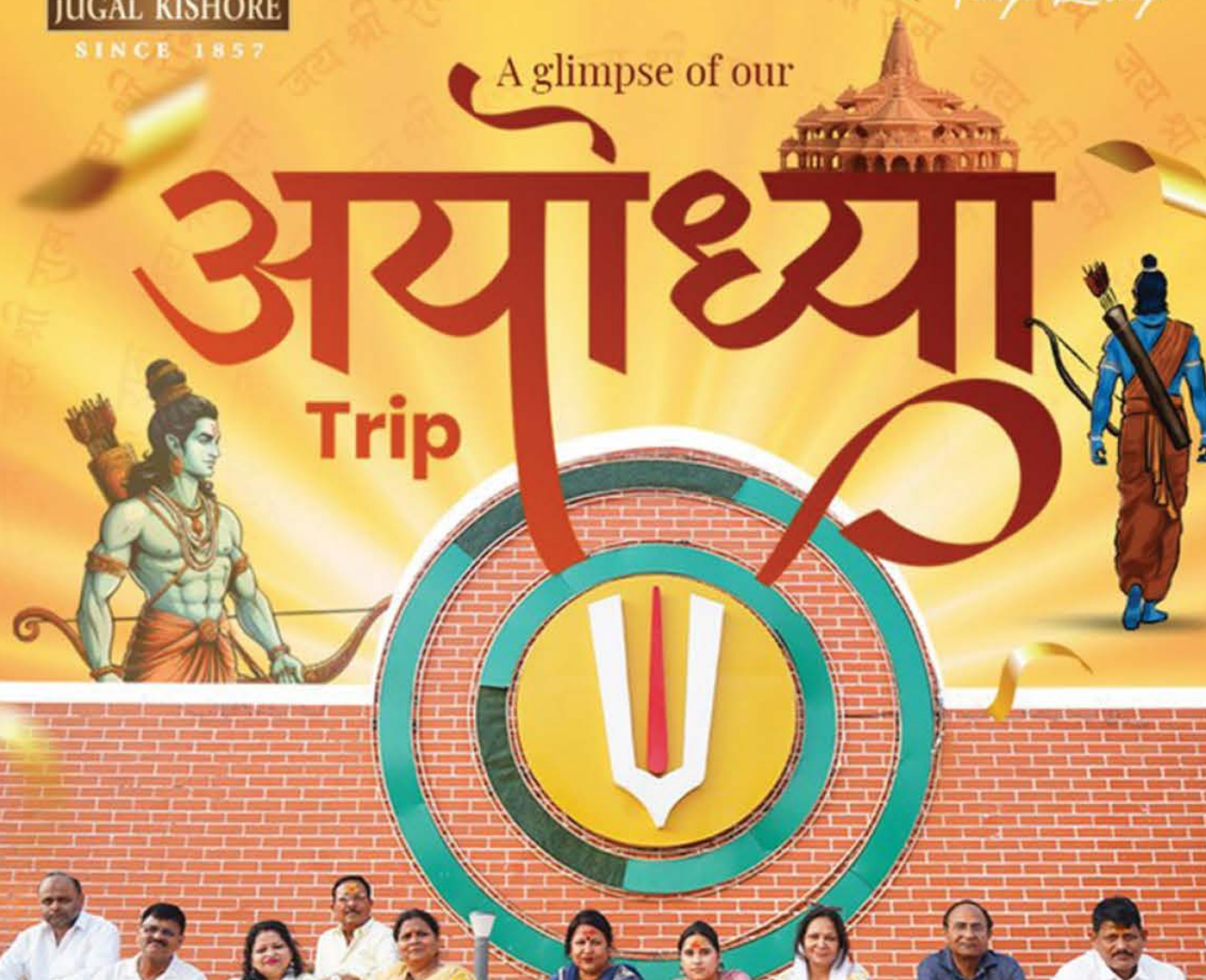
INDORE

Presented as part of the jeweller's Hand-Craft Fashion Week, the runway showcase highlighted only hand movements and gestures to draw attention to jewellery lines such as rings, bangles, bracelets and bridal hand pieces, as the brand ensured visibility for the category

(RJ Exclusive)

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Lala Jugal Kishore Jewellers links faith to retail with 'Win a Free Trip to Ayodhya' campaign

LUCKNOW

The jeweller aimed to make Ram Navami more meaningful for customers by linking purchases with a spiritual outcome. The campaign saw strong participation and became both a driver of festive sales and a tool to build long-term brand recall through a differentiated approach

(RJ Exclusive)

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Sunder Jewellers turns store awareness drive into city-wide treasure hunt across Mohali

MOHALI

The experiential activity was designed to go beyond conventional promotional routes while publicizing the retailer's new location. It combined brand discovery, interaction and local participation, as it took participants across the city, generating conversations about the brand

(RJ Exclusive)

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Rakesh Jewellers builds strong city-wide recall through strategic OOH campaign across Jammu

JAMMU

The campaign focused on locations with consistent high movement and strong visibility potential, including transit corridors and commercial zones that attract both residents and visitors. It created visibility in a market where jewellery purchase decisions rely on familiarity and recall

(RJ Exclusive)

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#PehnoBefikar: Ratnalaya Jewellers' campaign pitches consumer benefit of jewellery insurance

PATNA

Featuring the brand's own leadership and employees, the campaign addresses a long-standing consumer hesitation around jewellery ownership: the fear of loss, theft or damage. It highlights the retailer's complimentary jewellery insurance and accountability for every purchase

(RJ Exclusive)

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R Narayan Jewellers takes piercing party across Gujarat through multi-city customer events

VADODARA

With piercing events held across four cities in the State, the retailer used an innovative jewellery sales pitch and influencer reach to create an engaging customer experience. The events, open to all, attracted both existing customers and new visitors as walk-ins were allowed

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A photograph of actor Dulquer Salmaan, smiling and wearing a grey blazer over a white shirt. He is showcasing several pieces of Jos Alukkas platinum jewellery, including rings and a bracelet on his hands.

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Jos Alukkas rolls out new platinum jewellery ad with brand ambassador Dulquer Salmaan

CHENNAI

With multi-platform promotion across digital, print and in-store channels, the campaign reflects the brand's strategy to strengthen its presence in the platinum segment and influence a new generation to embrace the metal as a symbol of sophistication and individuality

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SHAYA x CARATLANE
DIAMONDS A TATA PRODUCT



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CaratLane partners with actor Ashlesha Thakur to promote its affordable natural diamond jewellery

MUMBAI

The brand's aim is to tap youth appeal to democratize natural diamond access at scale with its 'Shaya Diamonds' line, crafted in 925 silver and 9KT gold, with prices starting from Rs 5,000. Such sharp pricing is meant to unlock a younger, wider, first-time buyer base

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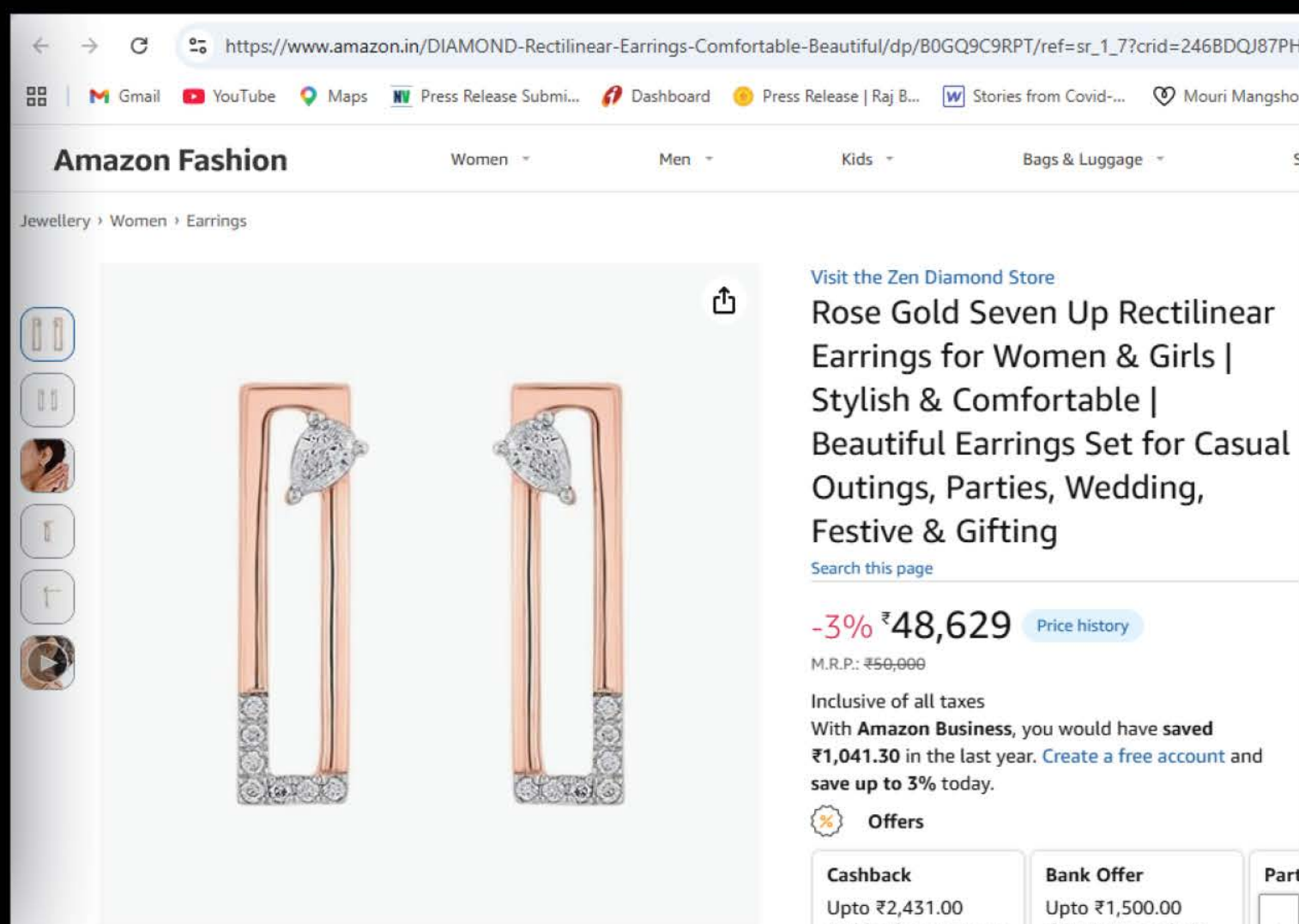
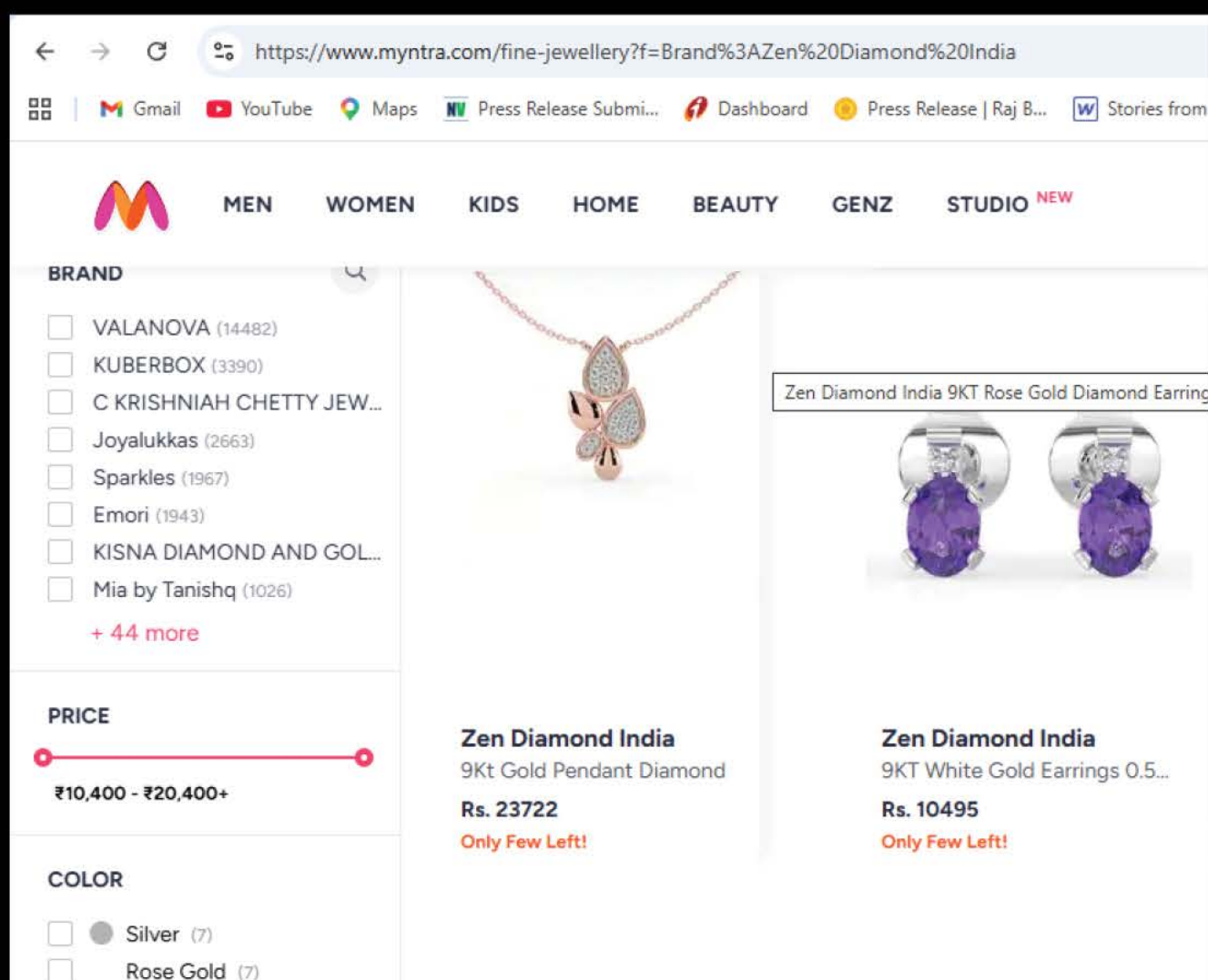
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Zen Diamond enters e-commerce in India via Amazon and Myntra to tap young buyer base

MUMBAI

By leveraging the scale and discovery algorithms of Amazon India and Myntra, Zen Diamond aims to capture a growing demand funnel of fine jewellery among online-native consumers, while strengthening omnichannel reach via the leading marketplaces

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Mia by Tanishq steps up inclusive story-telling with ‘Sign of You’ campaign for IPL’s ISL feed

NEW DELHI

The brand has leveraged the ongoing Indian Premier League’s ISL feed to spotlight inclusion, using a hearing-impaired protagonist to tell the campaign’s behind-the-scenes story authentically, forging an emotional connect with younger and diverse audiences

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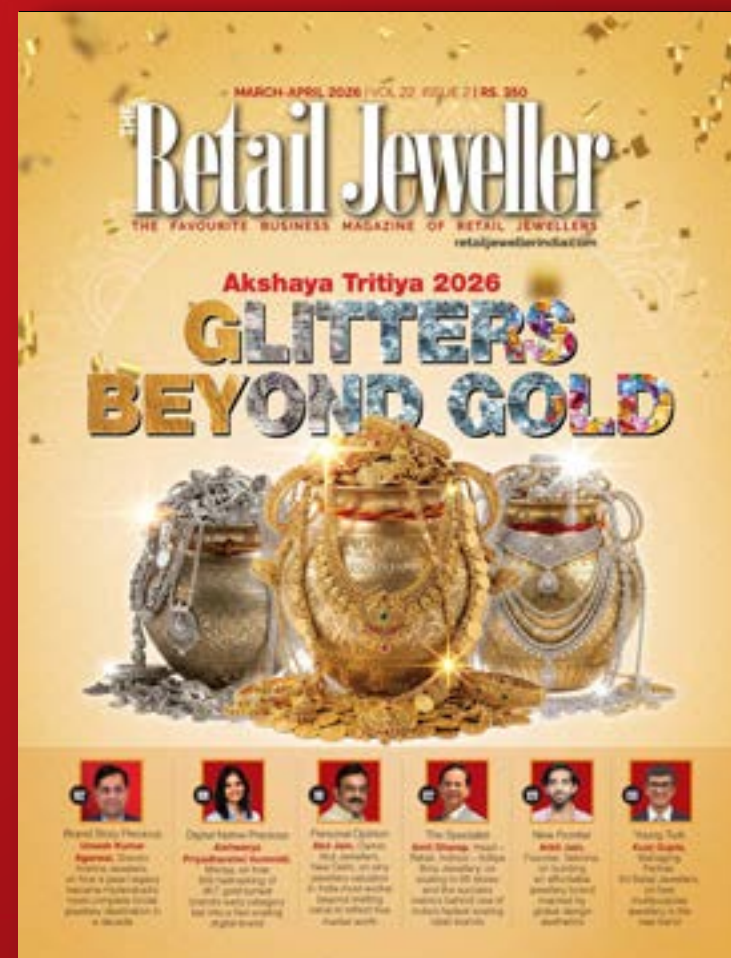
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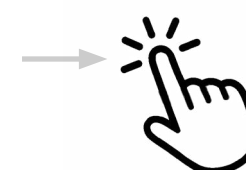
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Tribe by Amrapali is official jewellery partner for the film 'Ramayana', set for Diwali 2026 release

MUMBAI

The association places the brand within a highly anticipated film project, extending visibility beyond retail and linking its jewellery design with story-telling and culture. The brand took more than 18 months to develop jewellery for the lead characters after intense research

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GIVAMEN

ft.

Aditya Roy Kapur

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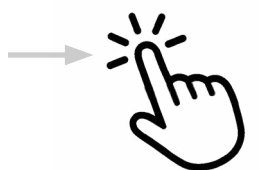


GIVA drives men's jewellery line with 'Men Want Gifts Too' campaign featuring Aditya Roy Kapur

BENGALURU

By positioning men as active gifting recipients, GIVA is unlocking an untapped demand segment in silver jewellery, leveraging social engagement and celebrity-led story-telling to expand category relevance and drive growth among younger, lifestyle-driven consumers

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Gold duty hike set to push jewellery retail volumes to decadal low, but revenue to grow

MUMBAI

CRISIL report, based on an analysis of 70 organized retailers accounting for roughly a third of sectoral revenues, comes amid policy efforts to curb gold imports. However, absolute EBITDA and overall cash accruals are expected to improve on the back of elevated price levels

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Industry body proposes bullion bank framework to mobilize domestic gold and reduce imports

MUMBAI

The All India Jewellers and Goldsmith Federation (AIJGF) has urged the Government to create a formal framework under which domestic gold held by households, institutions and investment vehicles could be standardized, mobilized and lent back into the jewellery ecosystem

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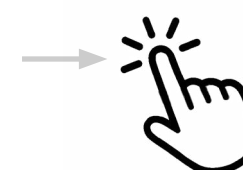


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Natural Diamond Council successfully challenges misleading ads by synthetic diamond retailers

LONDON

The NDC had reported adverts by two retailers - UK-based Novita Diamonds and Hong Kong-based Linjer Ltd - that failed to mention their products were laboratory-grown diamonds. UK advertising watchdog Advertising Standards Authority (ASA) upheld both the complaints

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

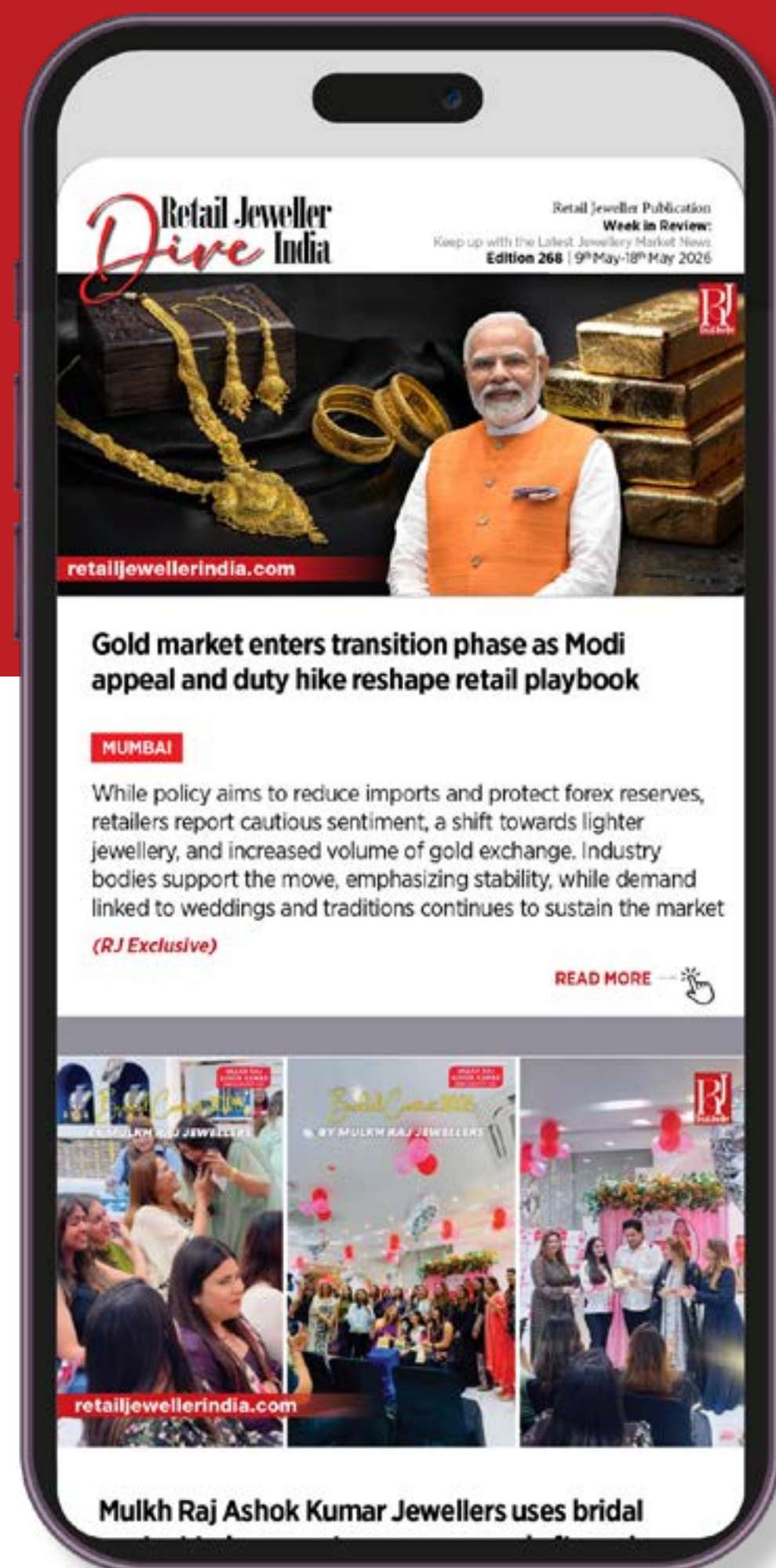
DIVE TO DRIVE RETAIL

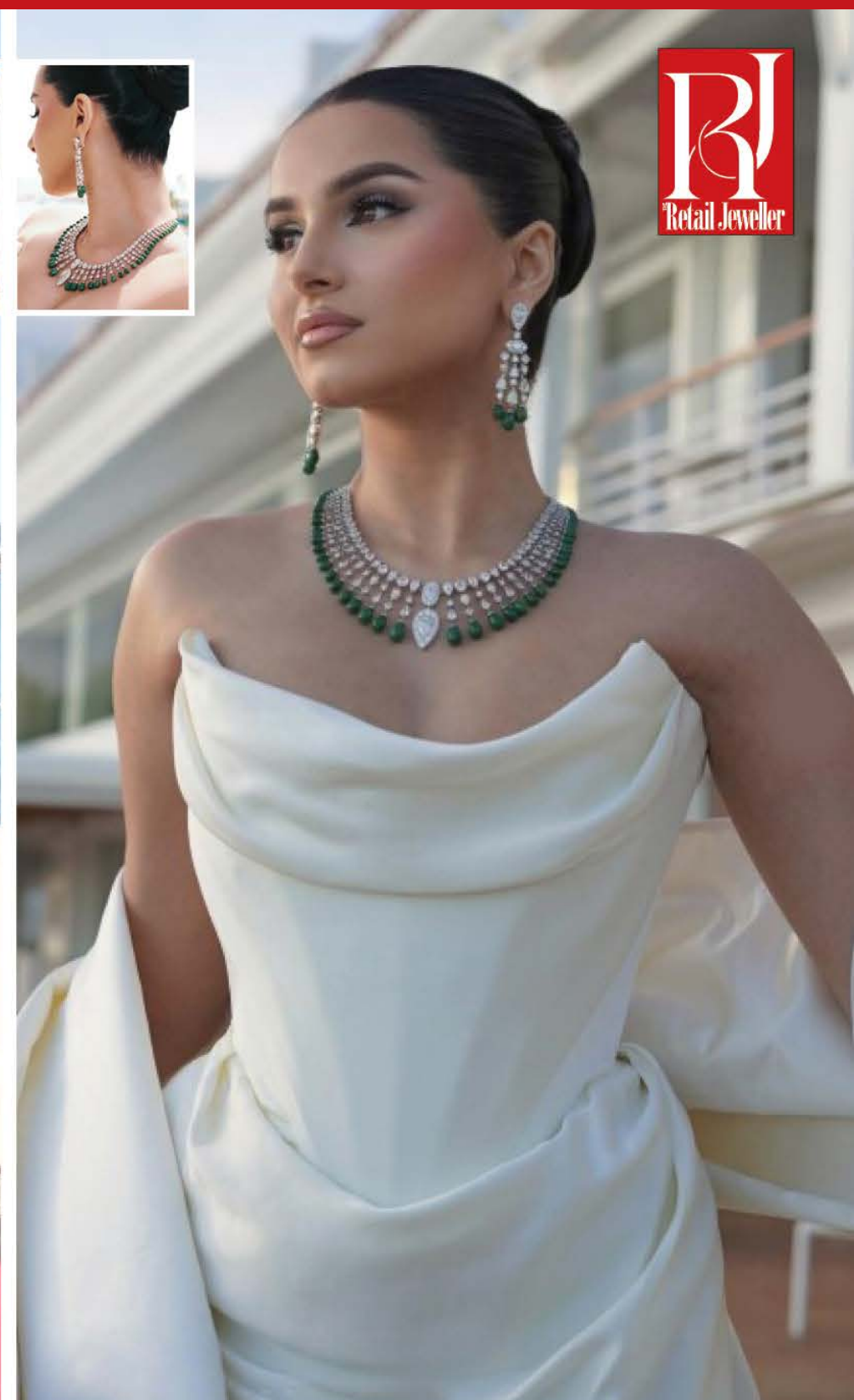
YOUR WEEKLY EDGE IN RETAIL INTELLIGENCE



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Statement necklaces, coloured gemstones and Indian heritage designs draw attention at Cannes

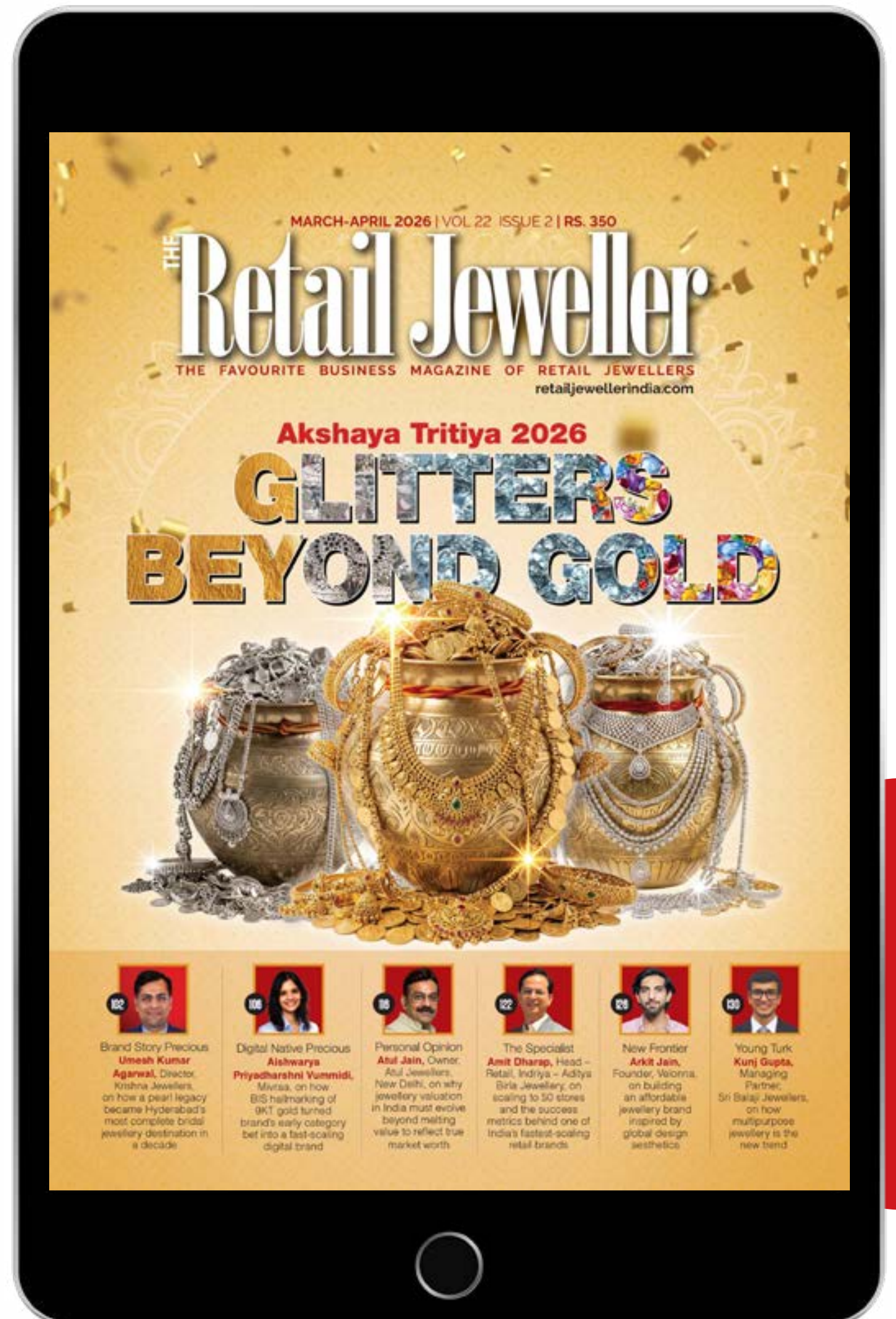
CANNES

Be it Prajakta Mali in Waman Hari Pethe Jewellers, Huma Qureshi in Amrapali Jewels, Aditi Rao Hydari in Indriya Jewels or Diana Penty in Khanna Jewellers, celebrity appearances across the prestigious film festival highlighted diverse Indian jewellery aesthetics

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GLITTERS BEYOND GOLD, Powerful **RETAIL CONVERSATIONS**
AT RJSF'26, Discover STORYTELLING become luxury retailers' newest advantage, **FARAH KHAN FINE JEWELLERY'S** new Fort flagship, **KRISHNA JEWELLERS'** bridal evolution, **INDRIYA's** journey towards 50 stores, and many more stories redefining jewellery retail across India.



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Akshaya Tritiya 2026



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Akshaya Tritiya 2026 saw demand for diamonds, silver and gemstones as consumers went beyond just gold

MUMBAI

Rising walk-ins, sharper retail strategies, and evolving tastes drove strong demand across categories other than gold this season — signalling a festival increasingly shaped by what today's buyers choose for themselves, not just by tradition

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