



‘Joyalukkas Pride’ convenes 188 manufacturers under one roof, pioneers new sourcing model

KOCHI

The jeweller made purchases worth Rs 2,000 crore at the event. Bringing buying decisions closer to the shop floor, managers and staff of the brand’s 190+ stores were given the opportunity to directly select inventory required for their specific outlets, in line with consumer demand

(RJ Exclusive)

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Mahendra Jewellers creates custom ornament for Shree Jyotiba temple deity, gains brand trust

KOLHAPUR

By associating with one of western Maharashtra's most visited temples in which resides the warrior deity 'Dakhancha Raja' or 'King of the Deccan', the brand highlighted its intricate craftsmanship and built on its reputation through word of mouth, leading to visibility and enquiries

(RJ Exclusive)

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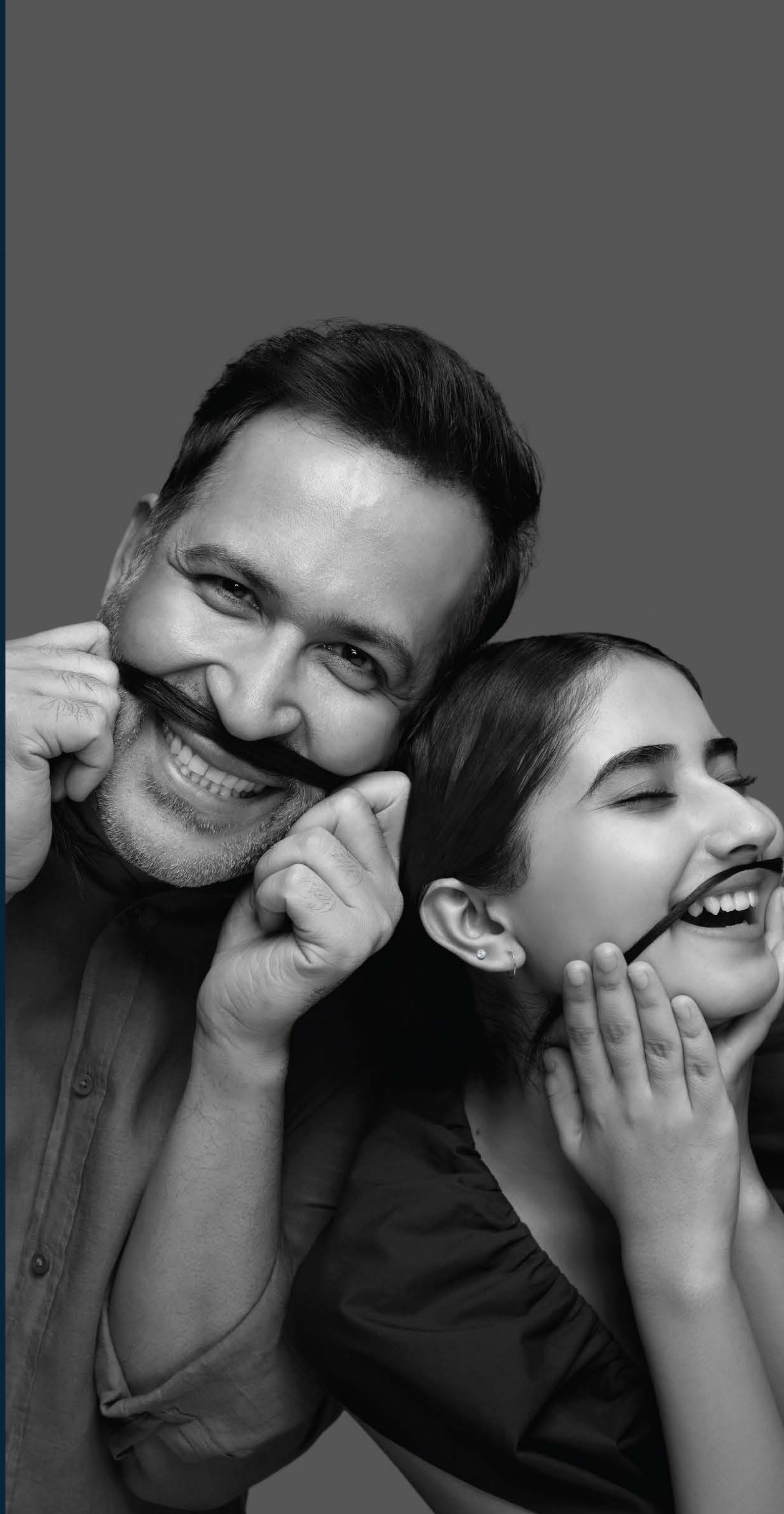
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The Blue Hour: Why ISVARI India is betting on titanium as the new face of affordable luxury

NEW DELHI

With the launch of its titanium jewellery line, the brand is positioning the metal as a design-led alternative to high-value gold jewellery. With a unique naturally generated colour spectrum, titanium is well poised to be a potential new material category for India's luxury jewellery market

(RJ Exclusive)

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Badri Prasad Arun Kumar Jewellers builds bridal jewellery narrative through 'Shaadi Wala Ghar'

LUCKNOW

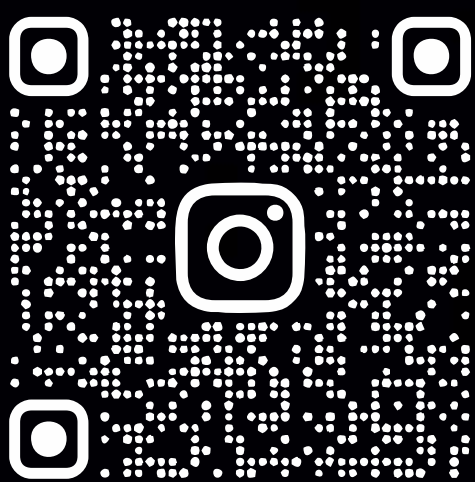
The campaign places the brand's jewellery pieces within ordinary moments in pre-wedding scenarios, making them a part of shared experiences and key points of the bride's journey. The brand aims to connect with audiences through these relatable moments to ensure recall

(RJ Exclusive)

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Abharan Jewellers inspires jewellery bill art tribute with its customer-first approach

UDUPI

Renowned artist Bhadravati Guru, a long-standing customer of 25 years, gifted the company's proprietor Subhas M. Kamath a unique painting made out of saved jewellery purchase bills, showing a strong emotional connect with the brand. The gesture organically generated a buzz online
(RJ Exclusive)

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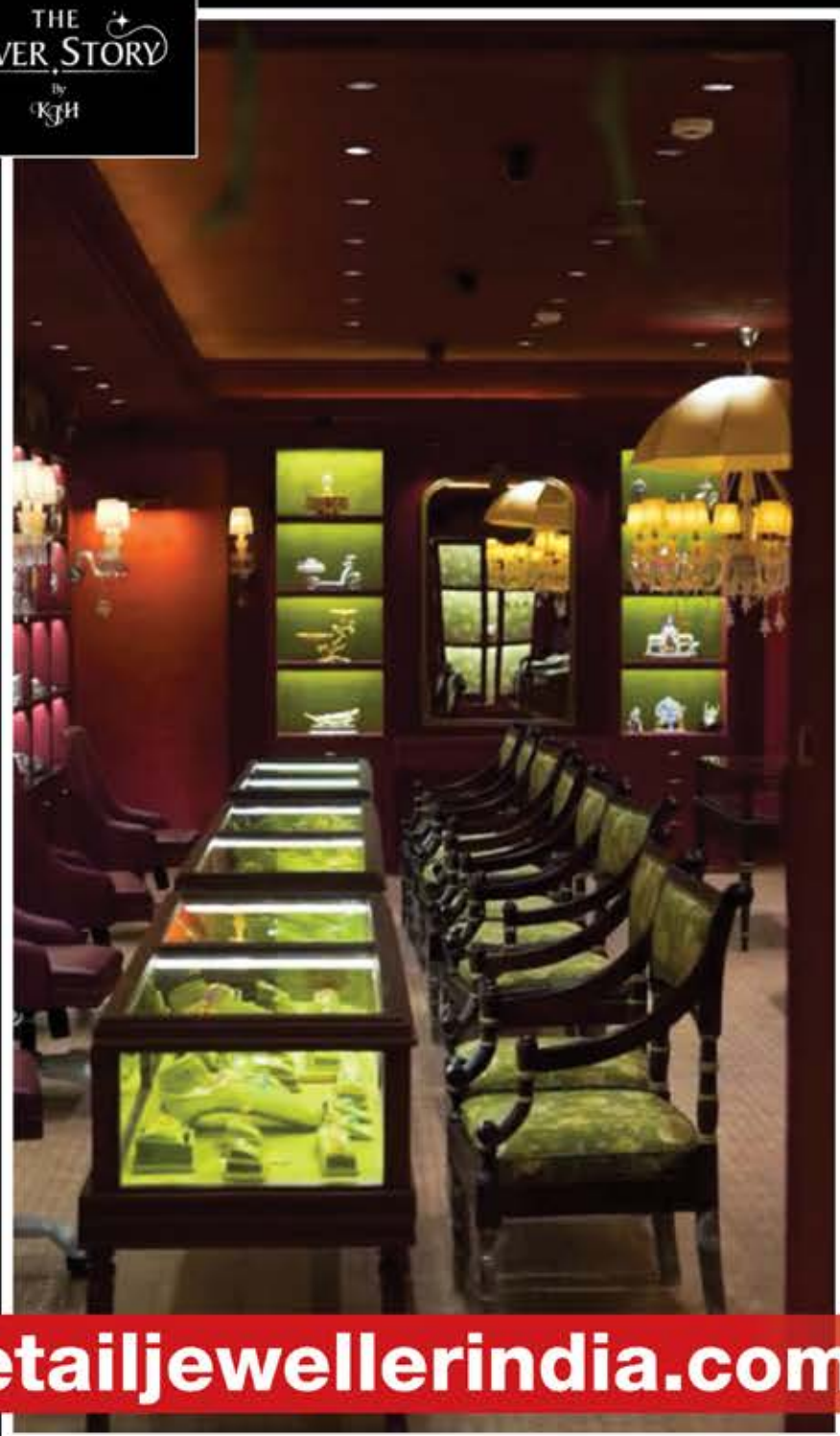
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Khurana Jewellery House expands with 'The Silver Story', entering an in-demand category

AMRITSAR

The sub-brand responds to rising gold prices and evolving preferences, while widening the brand's reach to a new customer base. It launched on May 24 with a standalone store having a distinct identity in Amritsar, totally separate from the parent brand's core fine jewellery business

(RJ Exclusive)

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TONNES
2025-END

122
TONNES
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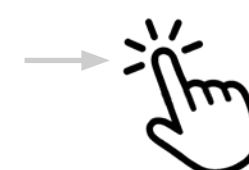
Gold ETFs see sharp rise as India's digital-first investors want gold that moves at speed: WGC

MUMBAI

According to Arti Saxena, Head of Marketing, India, World Gold Council, gold ETF assets under management have climbed sharply from 58 tonnes at the end of 2024 to 94 tonnes by end-2025, and currently stand at around 122 tonnes, signalling a behavioural shift among investors

(RJ Exclusive)

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Ranka Jewellers launches new brand ‘Solai’ to address shift in everyday gold consumption

PUNE

The idea for Solai emerged from in-store observations that the demand for lightweight gold jewellery is on the rise. The brand thus offers jewellery in 9 karat, 14 karat and 18 karat gold, designed for versatility and frequent use, with price points starting at Rs 20,000

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Thangamayil Jewellery builds engagement with consumers through tri-city 'Customer Carnival'

MADURAI

Held across Madurai, Coimbatore and Chennai, the initiative supported product visibility by integrating jewellery displays within activity zones, allowing customers to actually experience the collections. It encouraged cross-category discovery, leading to conversions

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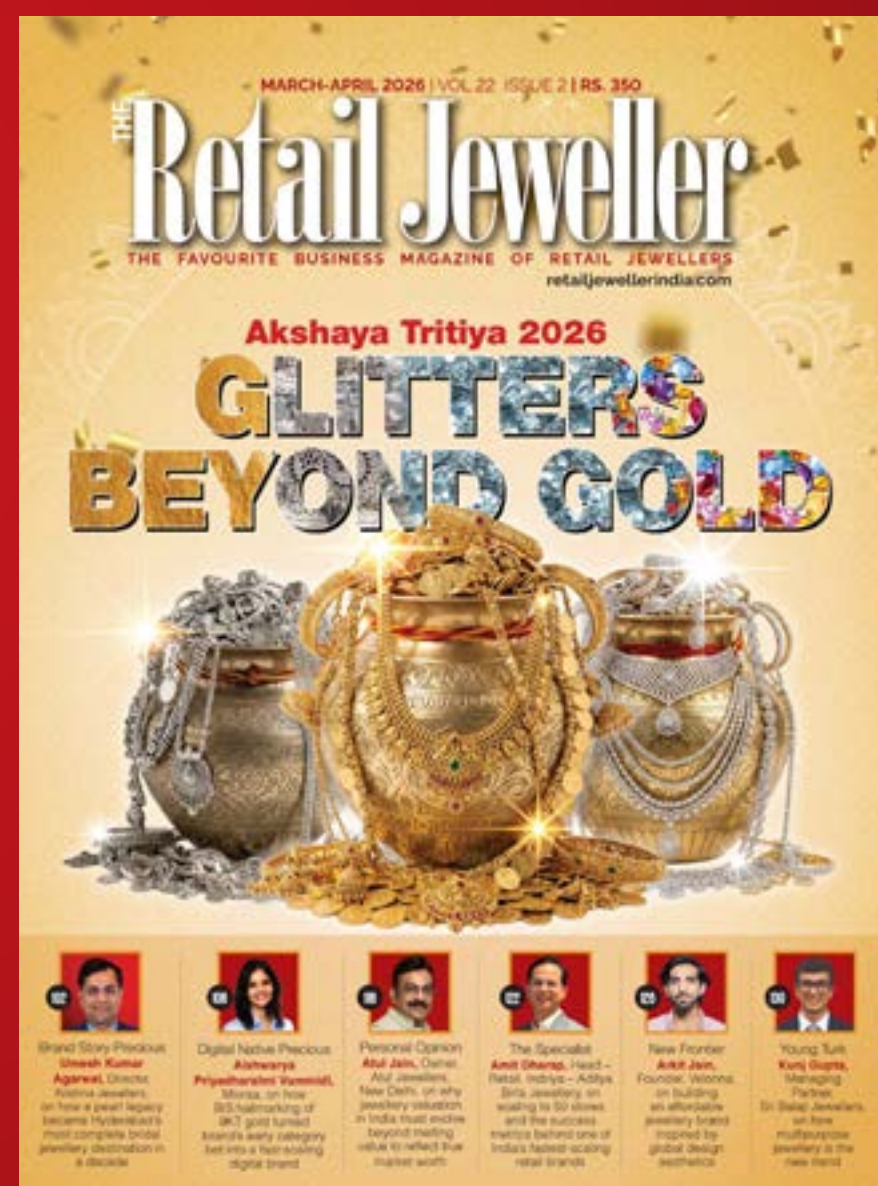
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PNG Jewellers partners with Pune Times Fashion Week to enter contemporary style conversations

PUNE

The brand collaborated with designer Eshaa Amiin for a showcase of contemporary jewellery styling, and also presented #BridesOfPune. The presence of Saurabh Gadgil, MD, PNG Jewellers, signalled the importance of fashion platforms within the company's broader brand-building approach

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GRT Jewellers extends educational support to students with free hostel initiative in Chennai

CHENNAI

By housing students from low-income families at the GRT Mahalakshmi Boys Hostel, the jeweller has addressed a key challenge linked to higher education in cities. It is intended to be a long-term project to create sustained impact over the years, not a one-time CSR activity

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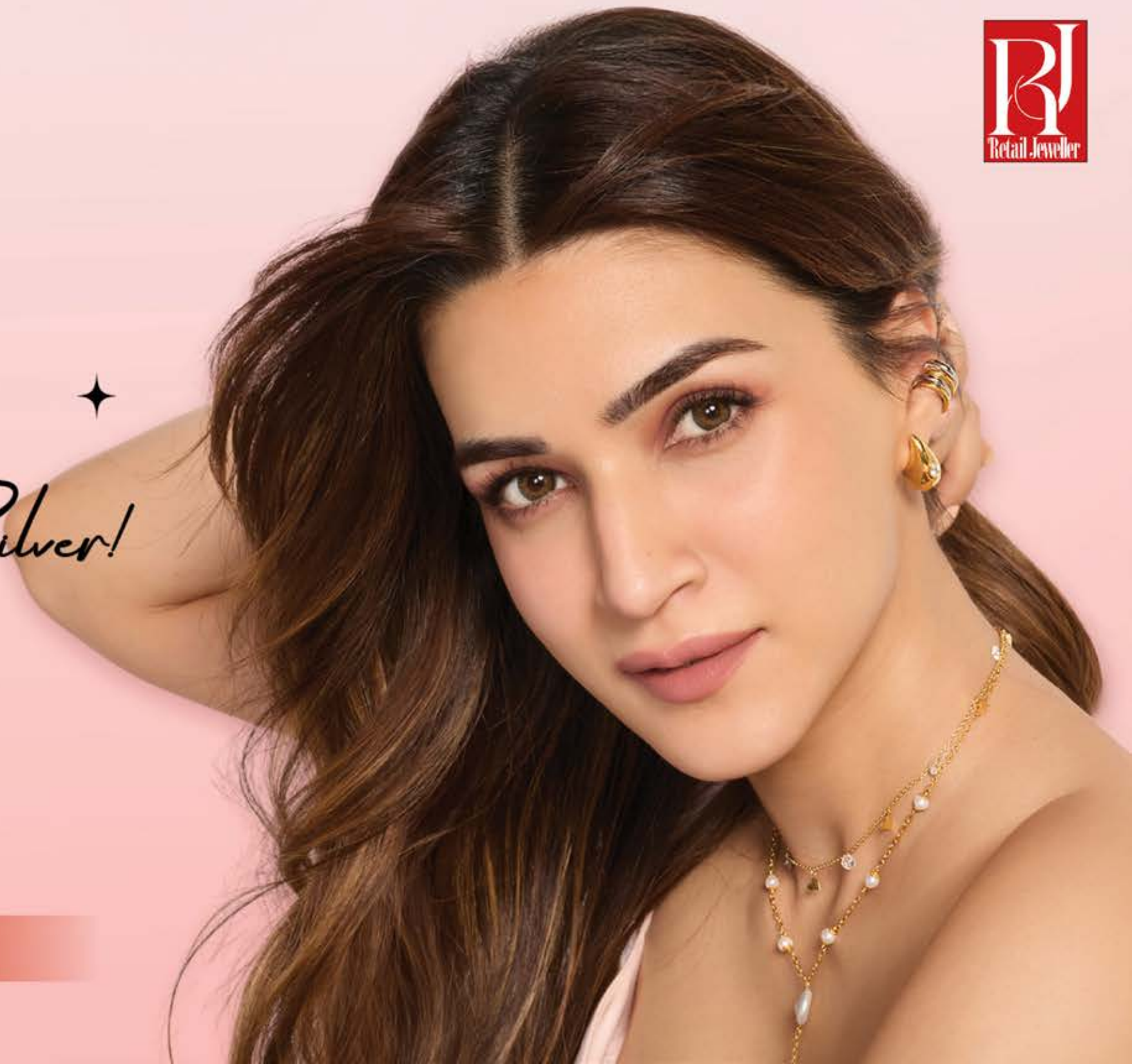
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GIVA

Style, Sealed in Silver!

ft. Kriti Sanon

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GIVA signs Kriti Sanon as brand ambassador, announces that she is also a strategic investor

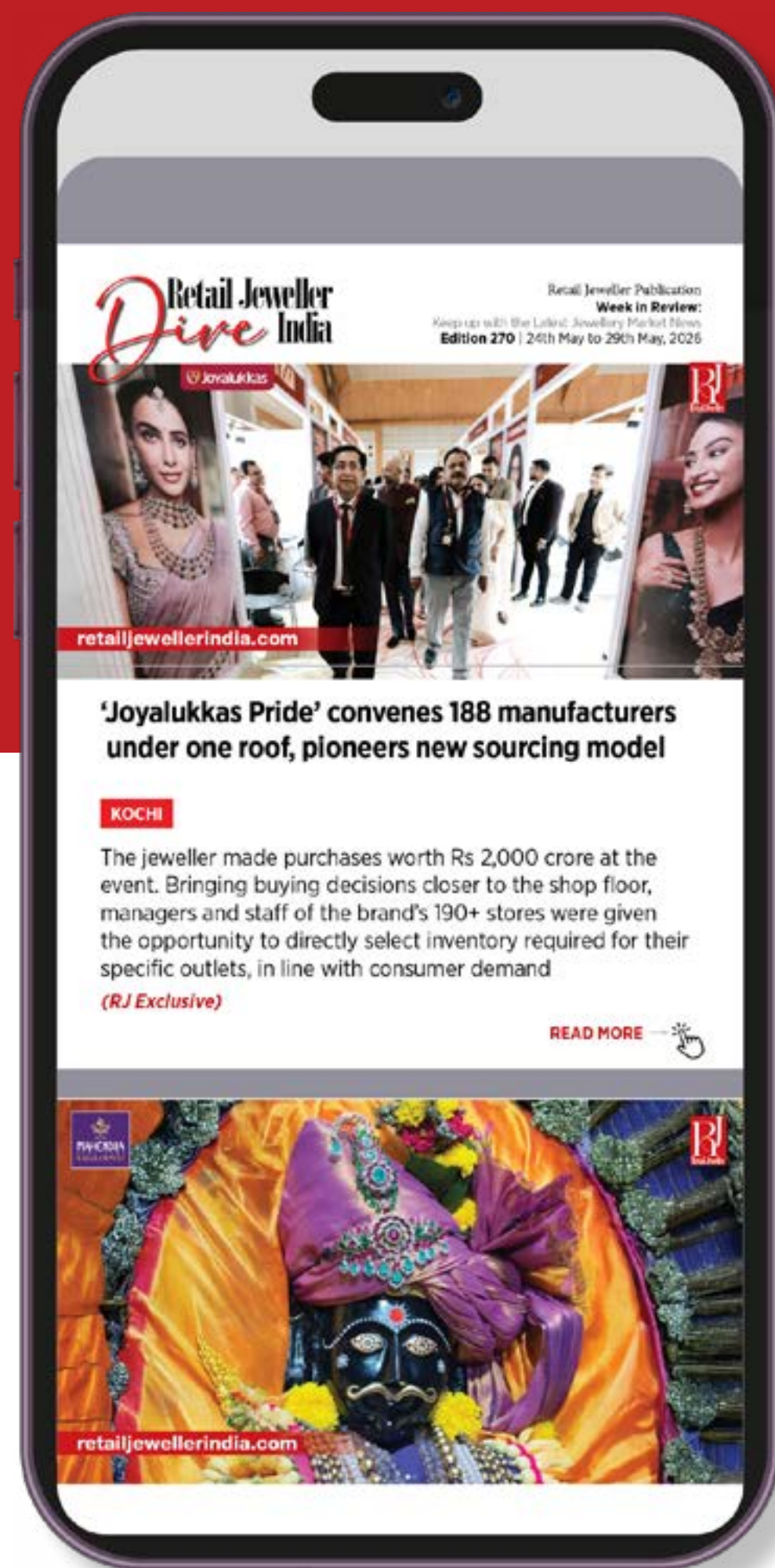
BENGALURU

The actor will participate in brand-building, collection design inputs and consumer engagement for GIVA. The brand's new ad campaign 'Style, Sealed in Silver' featuring her reflects how people wear jewellery not only for occasions, but to suit their mood and personal style

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LGD brand True Diamond scores on customer engagement with ‘True Love Stories’ content

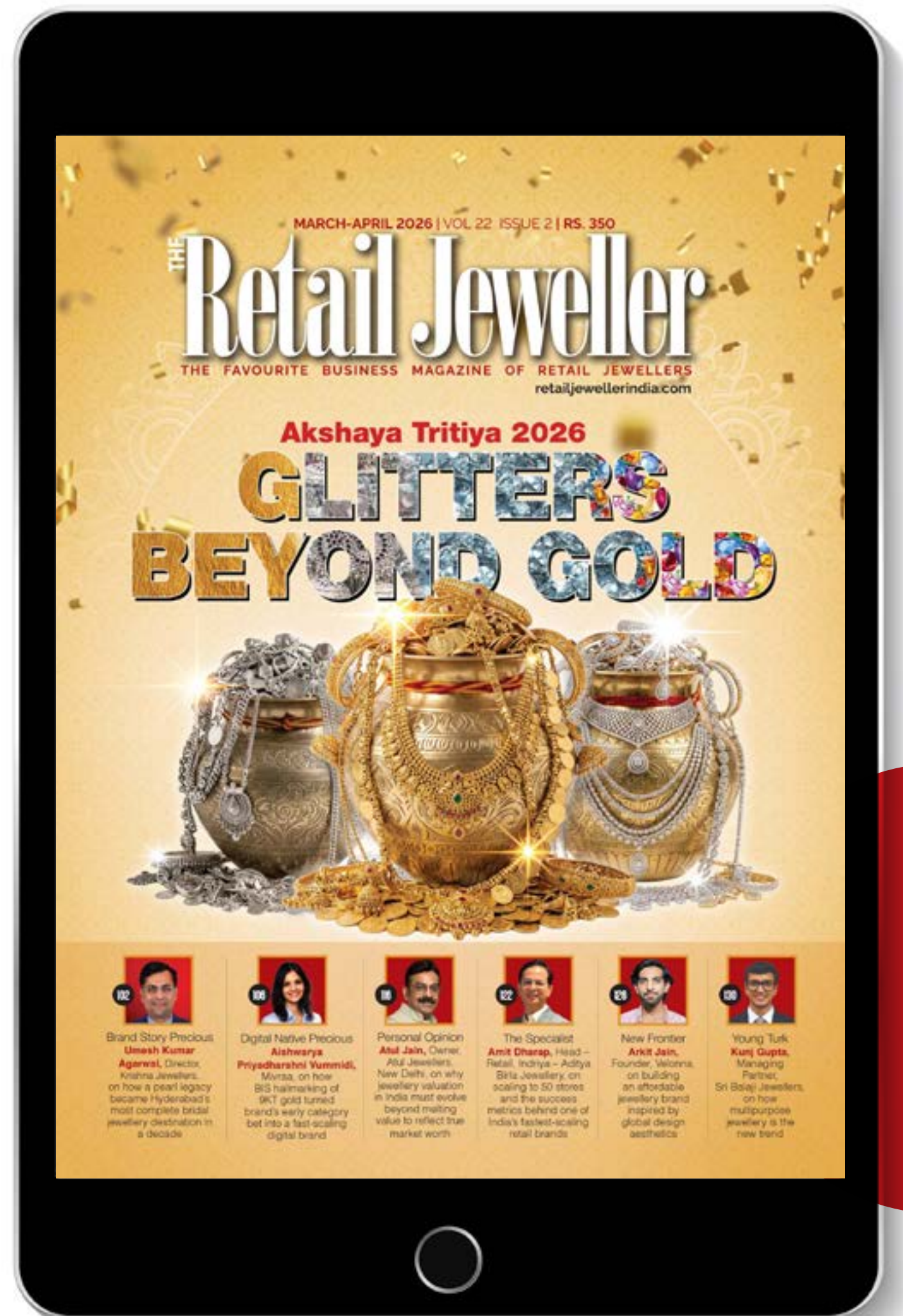
MUMBAI

The series, built on real-life narratives, subtly aligns with the brand’s focus on rings, particularly engagement rings. By linking emotional context with product relevance in the storyline, it positions the brand right within the consumer’s decision journey, supporting conversions

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Showrooms above 8,000 sq. ft account for 50% of jewellery retail leasing, up from 14% in 2019

MUMBAI

According to CBRE South Asia's latest report, 'All that Glitters: Jewellery Brands Recast India's Retail Footprint', legacy players, emerging regional brands and new entrants have pivoted to immersive retail, leading to a sharp rise in the number of large-format stores across the country

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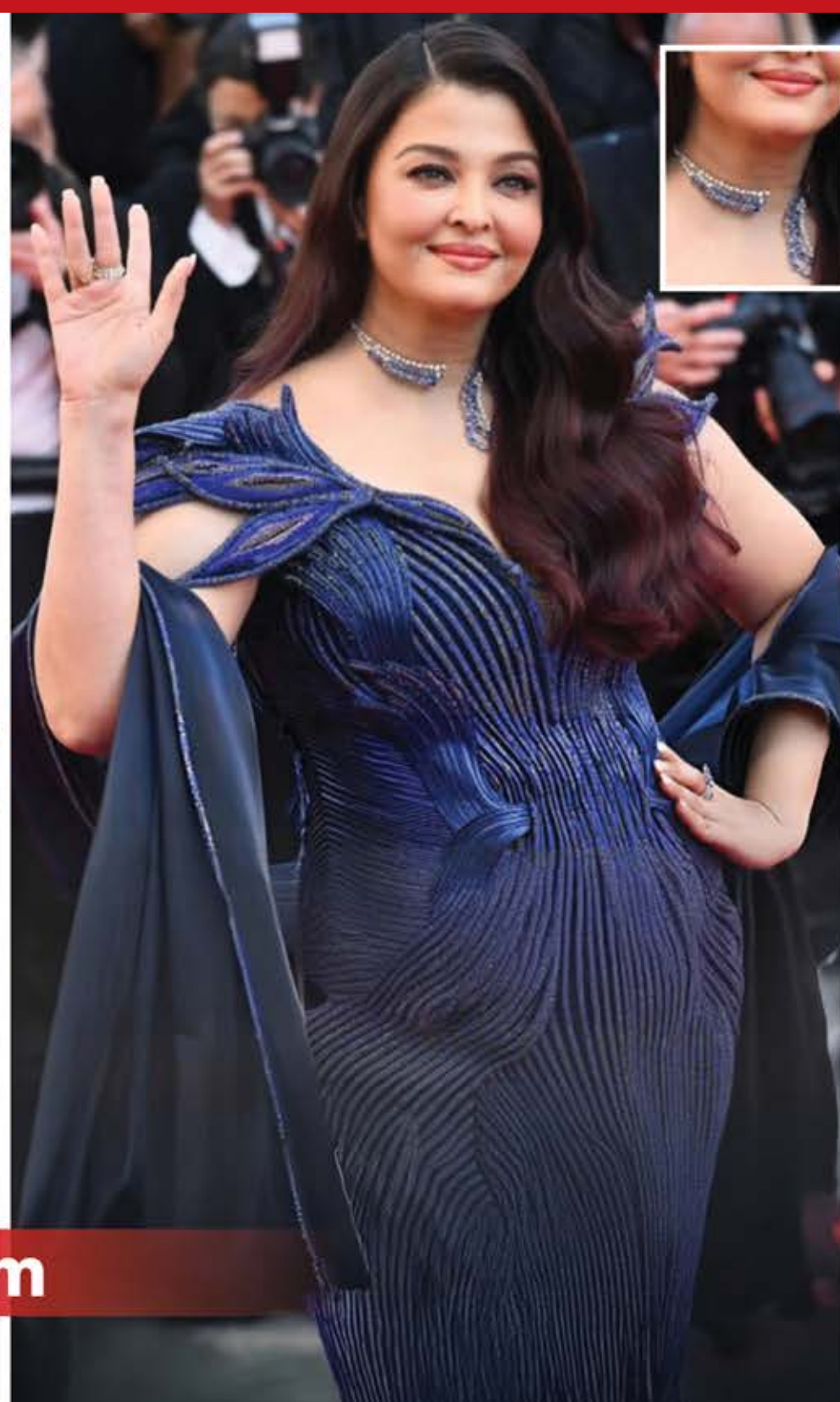
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Jewellery brands showcase design diversity through celebrity looks and styling moments

MUMBAI

Be it Aishwarya Rai Bachchan in Renee Jewellers or entrepreneur Shweta Chopra in Batukbhai Sons Jewellers at Cannes, or Bhumi Pednekar in Irasva Fine Jewellery at a business event for power women, jewellery brands made their distinctive design identity visible

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Farah Khan Fine Jewellery plants a calibrated luxury flag in Mumbai's heritage Fort district

MUMBAI

A heritage location, a museum-like retail space, and a designer championing exclusivity over transactions makes Farah Khan Fine Jewellery's Fort debut a defining move, strategically positioning the brand among discerning local consumers and international tourists

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