



ZEN
diamond

X

LET'S
mahjong

MUMBAI



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Zen Diamond takes Mahjong route to engage customers and build community connections

MUMBAI

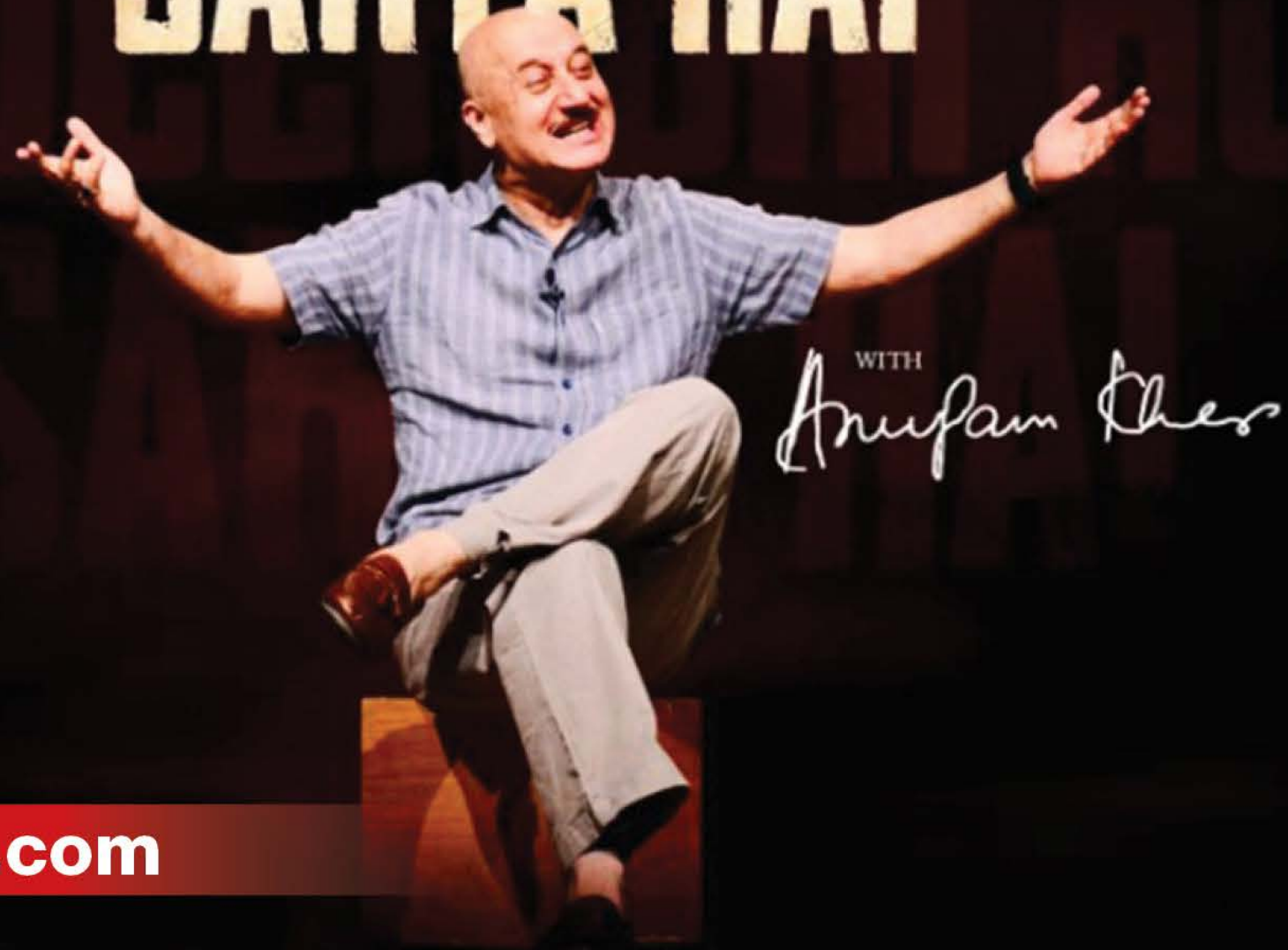
The popularity of Mahjong among affluent consumer segments made it a relevant platform for the brand to reach audiences that closely match its target customer base. The brand also showcased a limited-edition diamond-studded Mahjong set at the curated event

(RJ Exclusive)

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Abhushan Diamonds & Gold taps theatre tie-up with Anupam Kher to shape brand perception

AGRA

The brand invited select top customers to the premium event. The production, a monologue based on the actor's life journey, had elements that resonated with the brand philosophy, which were brought home to the audience subtly to create sustained engagement

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INDRA

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Batukbhai Jewellers sees strong new customer turnout through in-store sound healing session

NAGPUR

The retailer says 80-90% of attendees at its experiential events are first-time visitors, introducing new audiences to the store and its offerings, and creating opportunities for future conversions. Such events have become a recurring part of the brand's customer outreach efforts

(RJ Exclusive)

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Keshav Jewellers turns vintage Ambassador car into moving billboard on city streets in Odisha

BHUBANESWAR

Rather than relying solely on static billboards or digital ads, the retailer chose to create an unexpected and memorable campaign by restoring a classic Hindustan Ambassador, mounting a giant golden coin on it and making it a rolling work of art across roads in Bhubaneswar and Cuttack

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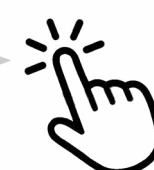
Solitario appears on Netflix web series 'Desi Bling', experiences impact of OTT visibility

MUMBAI

The luxury lifestyle series allowed products to be experienced within lifestyle settings, rather than delivering a direct promotional message. Immediate response after the show was aired highlighted the growing influence of premium content platforms on luxury consumption

(RJ Exclusive)

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Veda Jewels takes an atypical approach to gold buying with campaign for reinvention, not sale

BENGALURU

Instead of encouraging fresh purchases, the retailer's honest messaging promoted old gold jewellery exchange, and guided customers to unlock value through it. A moving truck activation across Bengaluru served as both a visual statement and conversation starter for the brand's stance

(RJ Exclusive)

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PMJ Jewels launches limited-edition SuperStar Bracelet 2.0, as a heartfelt tribute to every dad

HYDERABAD

Ahead of Fathers' Day, the brand has presented edition 2.0 of the SuperStar Bracelet, not just as a piece of jewellery, but as an emotional keepsake that captures the bond between a father and his children. The first edition of the campaign had received overwhelming response

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Challani Jewellery Mart names Raashi Khanna as brand ambassador as it enters Puducherry

PUDUCHERRY

The association with Khanna was announced at the launch event of the brand's new flagship store in Puducherry. It signals a strategic push to strengthen the brand's appeal among younger, style-conscious consumers and is expected to amplify brand visibility across platforms

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JACARTI
FINE JEWELLERY

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Actor Preity Zinta launches her brand 'Jacarti Jewellery', opens flagship store in Mumbai

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Zinta enters the fine jewellery space with a design-led, premium positioning, signalling continued celebrity interest in luxury retail and the growing trend of ownership rather than endorsement. The store located in Bandra marks the brand's first physical touchpoint

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AJB Fine Jewels sees store footfalls rise after engaging youth audience at live music event

LUCKNOW

The brand saw significant direct sales at its booth displaying silver jewellery at the event where popular 'bhajan-jamming' band Backstage Siblings was performing. It also reported a noticeable rise in younger customers and couples visiting the store post the event

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Ulhas Jewellers directs CSR activities towards aid for outdoor workers in monsoon months

MADGAON

The brand recently tied up with Rotary Club to distribute raincoats to postmen, who have to travel across Goa neighbourhoods despite heavy rainfall. Vikram Verlekar and Pritam Verlekar, Managing Directors of Ulhas Jewellers, attended the event held in Madgaon

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A woman with long dark hair, wearing a black suit and sunglasses, stands between two black panthers. She is touching the heads of the panthers. The background is a solid dark red color.
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Noted producer Ekta Kapoor invests in Ekatra Jewels, makes her jewellery industry debut

MUMBAI

Kapoor's story-telling expertise converges with Ekatra's design and technology focus, as the brand builds a narrative-driven proposition around its products, targeting new-age consumers who view jewellery as an extension of identity rather than occasion-wear

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Palmonas drives beach clean-up activity, engaging the community ahead of World Environment Day

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The initiative at Juhu Beach in Mumbai helped strengthen the brand's connection with its audience. The aim is to create a platform for people to come together and share environmental responsibility, focusing on long-term collective effort rather than a one-day observance

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Natural diamond ownership among Indian women rises from 11% to 15% in three years

MUMBAI

Rising incomes and greater financial independence drive a new generation of women to invest in diamonds for themselves, finds the De Beers India Diamond Acquisition Study 2025. Overall, the domestic natural diamond jewellery market shows strong growth momentum

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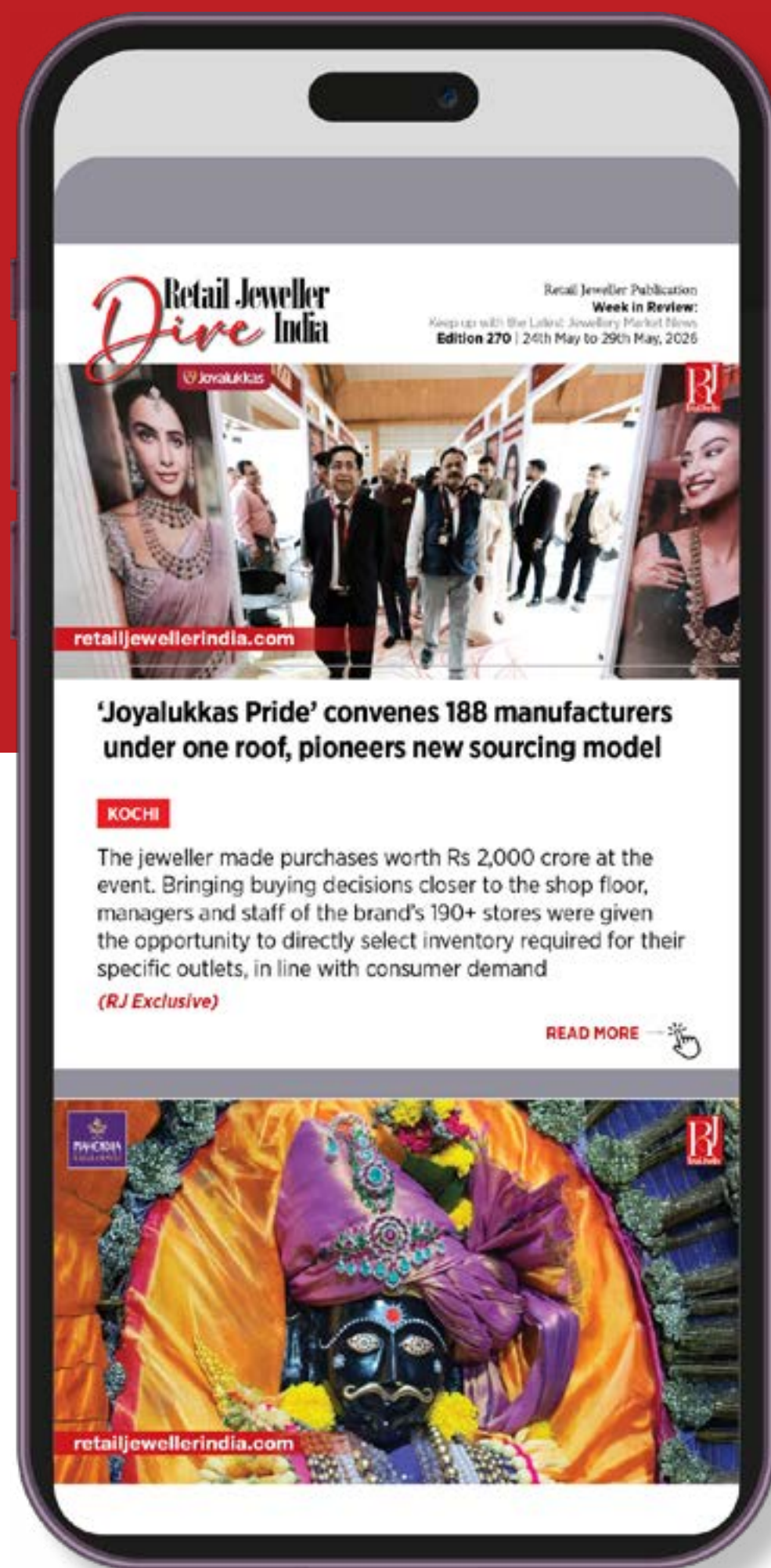
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De Beers Group announces 'Desert Diamonds Icons', with campaign launching in September

LAS VEGAS

Supported by the diamond industry's largest marketing budget in 15 years, 'Desert Diamonds Icons' will focus on bringing newness to four jewellery design classics – stud earrings, the eternity band, the tennis bracelet and the halo pendant – which together comprise 70% of diamond jewellery acquisitions

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Azyan Gold & Diamonds adds to retail presence with new showroom launch in Karama, Dubai

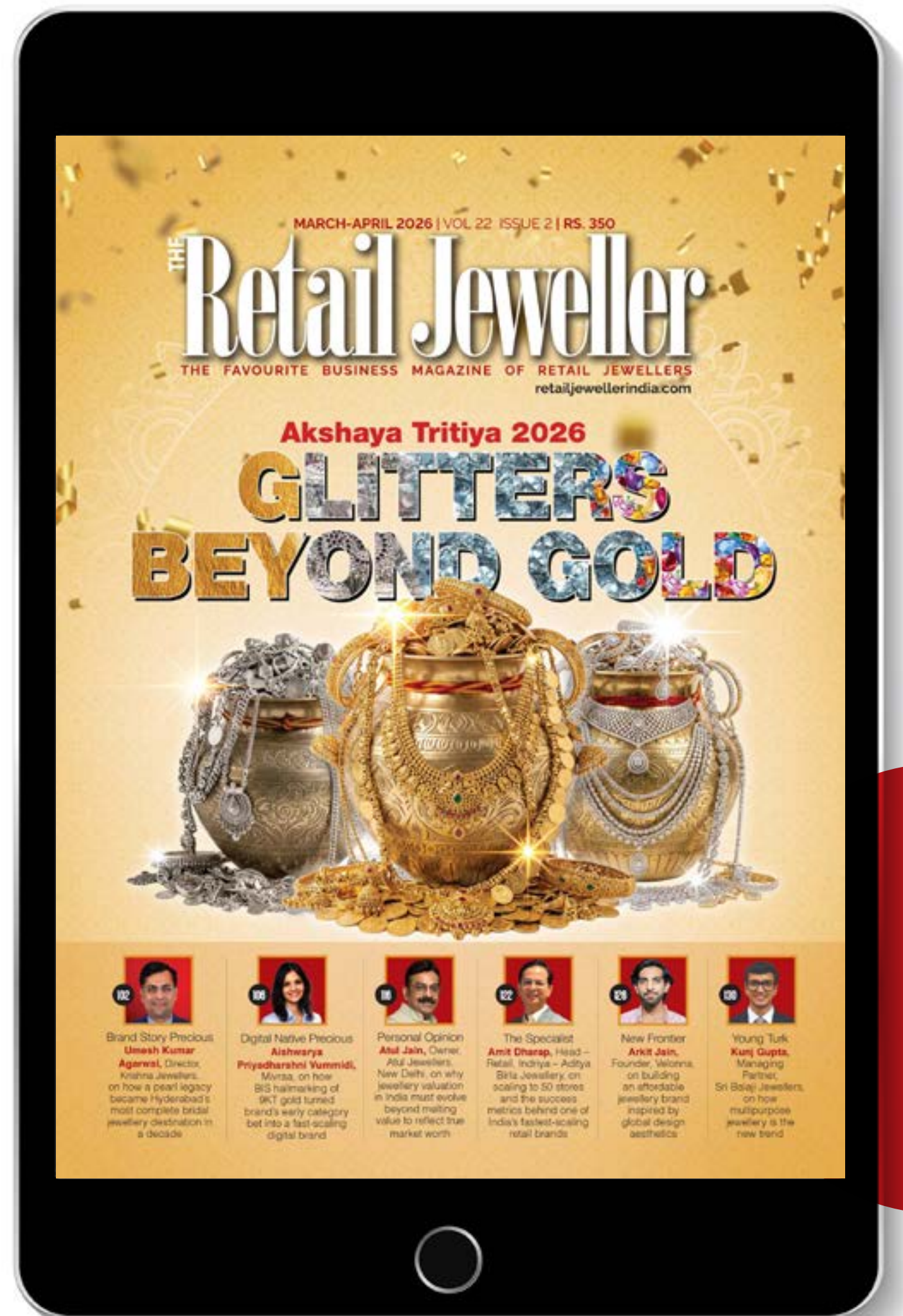
DUBAI

The brand's cluster strategy in Kerala—particularly in Malappuram, a remittance-driven market—aligns with strong Gulf customer connections, reflected in its parallel UAE presence through multiple stores in Dubai, Sharjah and Abu Dhabi

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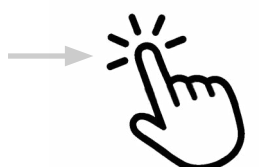
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Russia adopts new resolution on labelling and sale of synthetic diamonds in jewellery

MOSCOW

The resolution will come into effect on September 1, 2026. Its aim is to align practices across jurisdictions and support a framework that distinguishes between natural and synthetic diamonds in a uniform manner, ensuring transparency in the marketing and sale of jewellery

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Jewellery brands flaunt contemporary design language via celebrity appearances and styling

MUMBAI

Be it Madhuri Dixit in Dillano Jewels, Yami Gautam in Jagdish Jewellers Chandigarh, Mrunal Thakur in A Jewels by Anmol, or others, the stars shone across film promotions, editorial shoots and fashion moments, as leading jewellery brands showcased their design aesthetics this week

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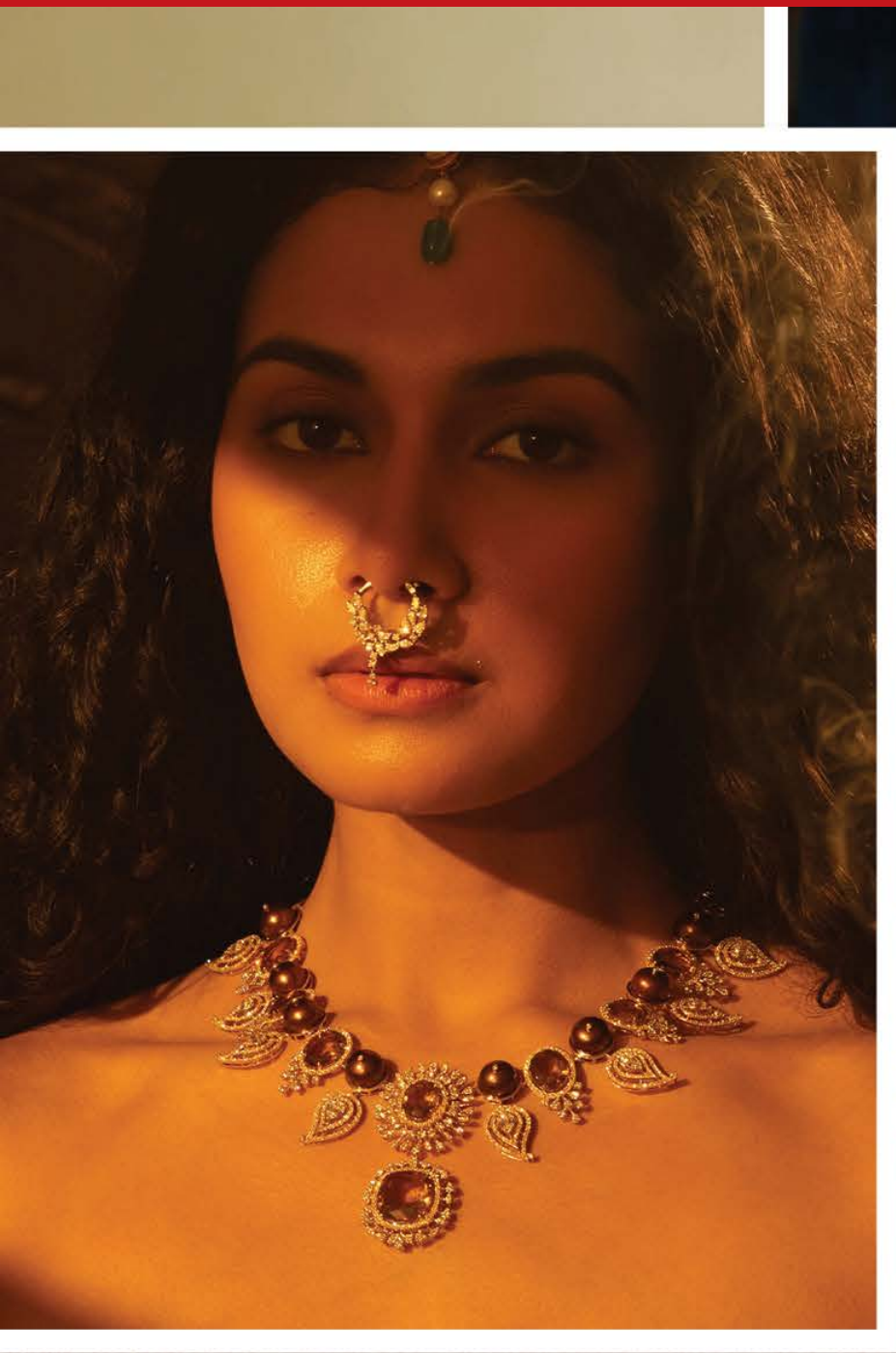
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How India's luxury jewellers are turning story-telling into their strongest selling tool

MUMBAI

For India's HNI jewellery buyer, good design is table stakes. Khwaahish Diamonds, ISVARI India and Vasundhra Raj Luxury Jewellery are proving that story-led collections — rooted in research, cultural depth and intentional naming — build stronger client relationships and, increasingly, stronger business results

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