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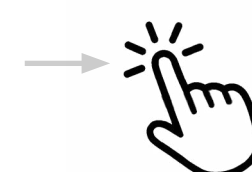
With doctors as brand advocates, NAC Jewellers unlocks high-trust network to influence customers

CHENNAI

By tapping into a credible professional community and bringing out individual stories through a structured marketing campaign, the jeweller built relatability, expanded reach and created a scalable model for customer acquisition beyond the traditional retail environment

(RJ Exclusive)

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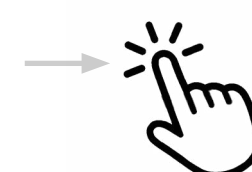
Antara Jewellery's Diamond Diva 2026 campaign scores by introducing a young diva in the plot

MUMBAI

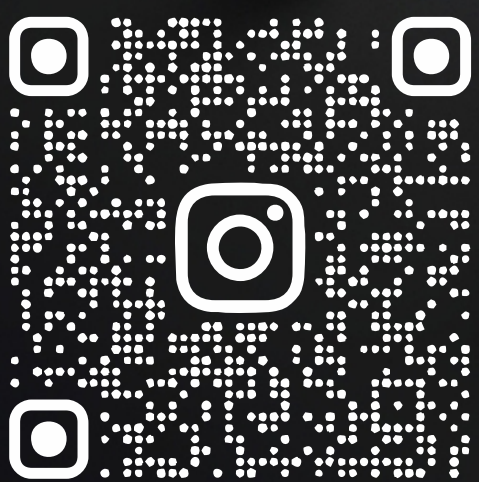
With an 11-year-old diva among those featured in the campaign, the brand aims to attract new audiences, targeting people who recognize elements of themselves in the narrative. It focuses on first-time diamond buyers and those drawn towards modern, everyday diamond jewellery

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VCJ Bespoke Jewellery drives brand engagement via ‘Conversations of Craft and Carat with Sulish’

NEW DELHI

Anchored by Sulish Verma, MD of VCJ Bespoke Jewellery, the content series presents jewellery within a broad narrative framework, going beyond the product. References range from historical jewellery such as the Nizam’s collection and the Kohinoor to contemporary red-carpet moments, creating sustained engagement with the audience

(RJ Exclusive)

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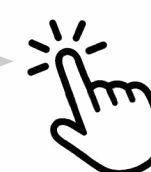
L Gopal Jewellers supports Unstoppable 2.0, turns the spotlight on female cancer warriors

GUWAHATI

Women battling various forms of cancer walked the ramp wearing diamond-studded gold jewellery from L Gopal Jewellers, and were celebrated for their resilience. Such engagements reflect the values that businesses seek to uphold within the communities they serve

(RJ Exclusive)

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INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

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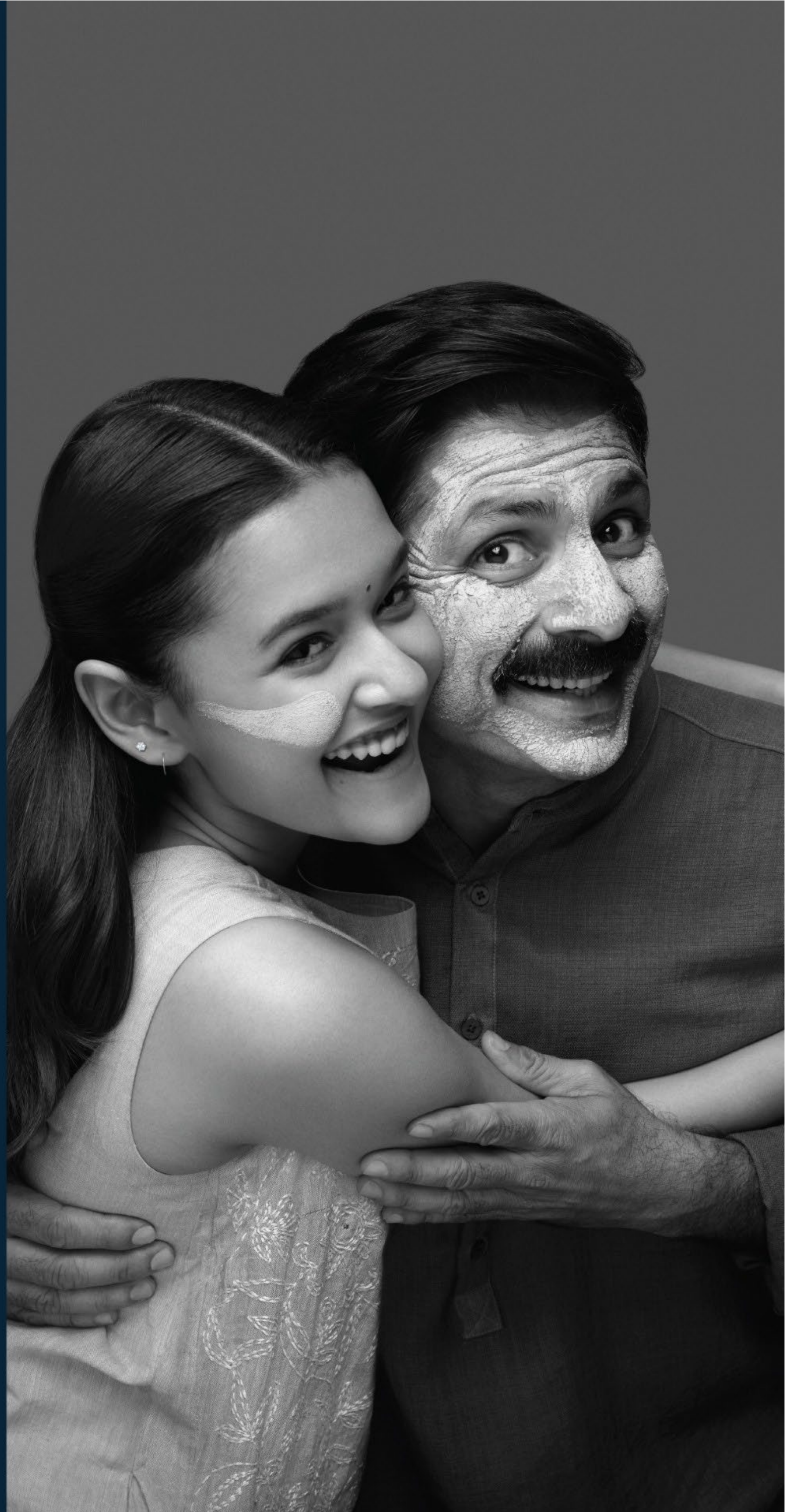
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JGP Jewellers launches OOH campaign across Goa and Maharashtra for its 'Painjan Jodvi Mahotsav'

MUMBAI

The campaign has helped drive awareness for the retailer's annual festival for silver foot ornaments 'painjan' (anklet) and 'jodvi' (toe rings worn by married women). Running up to June 17, it is concentrated in areas around the brand's retail outlets, and aims to drive store visits

(RJ Exclusive)

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Jewellery Hub connects to customers through devotional music and curated retail experience

GUWAHATI

The brand hosted a pre-event high tea where it showcased its jewellery designs, offering attendees a close look at its collections in an interactive setting. At the intersection of spirituality and social connect, the brand could engage a 1,200-strong audience through shared cultural expression
(RJ Exclusive)

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Beauty Beyond Brilliance

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crash.club runs padel passion project, uniting the sport and jewellery at 'Ace of Diamonds'

BENGALURU

A personal interest in the increasingly popular racket sport for Chaitanya V. Cotha, Executive Director, crash.club, led to limited-edition padel rackets and an experiential retail initiative by way of a tournament offering an integrated brand experience

(RJ Exclusive)

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Brand ambassador Kareena Kapoor Khan fronts Malabar Gold & Diamonds' new TVC for Nuwa

KOZHIKODE

The campaign introduces the Nuwa diamond jewellery collection through a narrative that links design with elements observed in nature, and presents these references through visual story-telling. The campaign objective is to expand the brand's natural diamond portfolio

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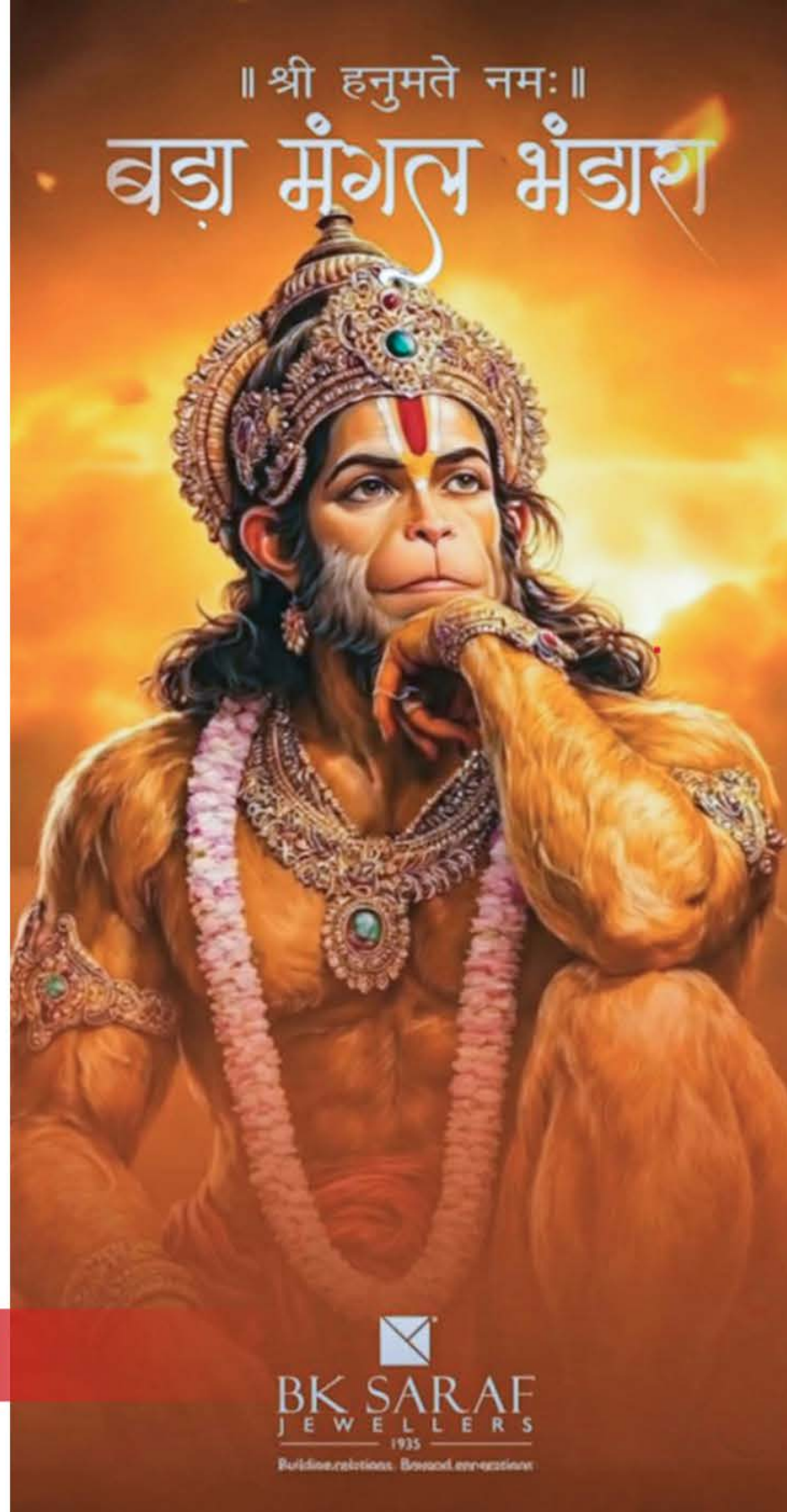
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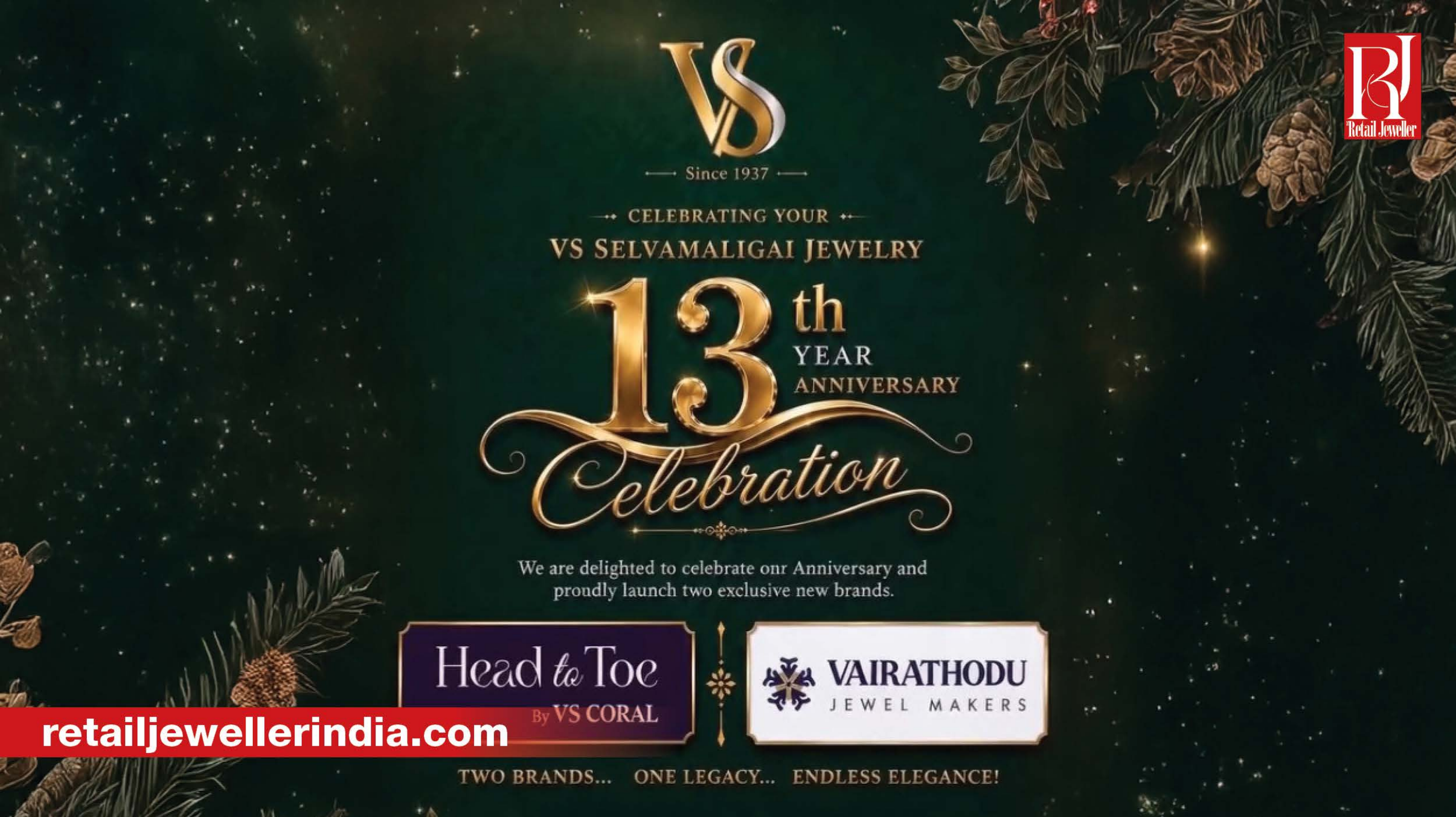
BK Saraf Jewellers organizes 'Bada Mangal Maha Prasad', boosting community connect

LUCKNOW

Existing customers and members of the larger city populace came together for the event, dedicated to Lord Hanuman, interacting with the brand spontaneously as it became part of a 400-year-old Lucknow tradition. Such initiatives create strong brand recall

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VS Selva Maligai Jewelry launches new brands dedicated to diamond jewellery, custom design

SALEM

While 'Vairathodu Jewel Makers' is an exclusive diamond jewellery sub-brand, 'Head to Toe' gives customers the opportunity to create jewellery tailored to their individual preferences. Together, they reflect the company's evolving approach to jewellery retail

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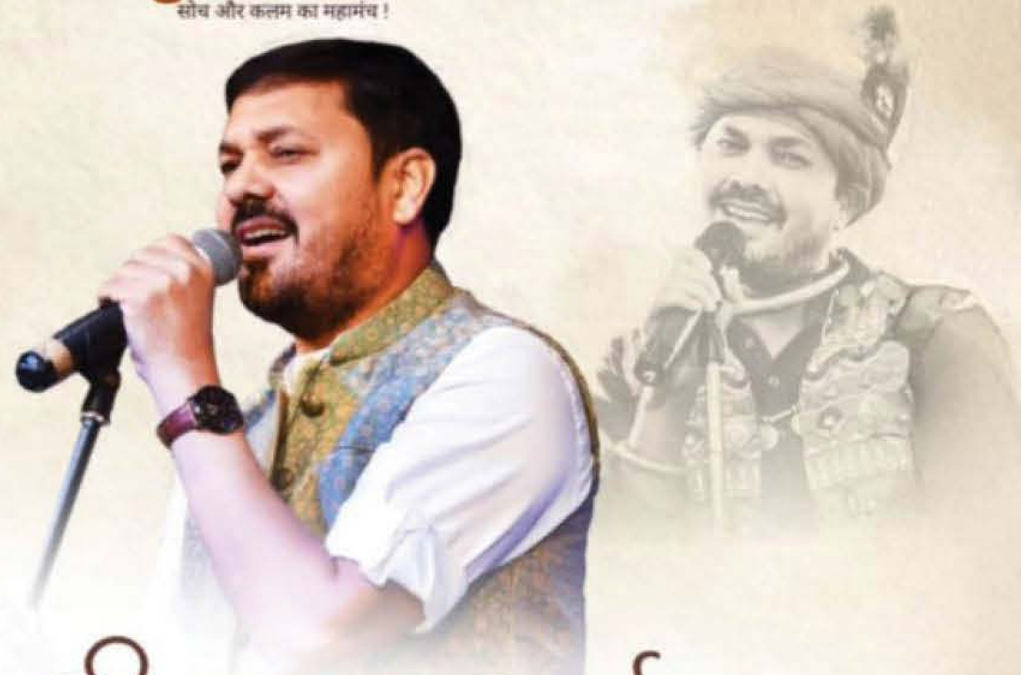
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Anopchand Tilokchand Jewellers taps audience of poetry-lovers via 20-year cultural association

RAIPUR

An event honoured celebrated physician, poet and writer from Chattisgarh, the late Dr Surendra Dubey, with whom the brand has been associated for over two decades. The brand sees value in showing up and supporting a platform that already has a loyal audience in the region

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Titan flags off 'Made in India: A Titan Story' at special event for group leaders and partners

MUMBAI

Hosted by Noel Tata, Chairman, Tata Trusts, and Ajoy Chawla, MD, Titan Company Ltd. at the Tata Theatre, NCPA in Mumbai, the special screening was attended by C.K. Venkataraman, former MD of Titan, Arun Narayan, CEO of the Jewellery Division, Titan and others

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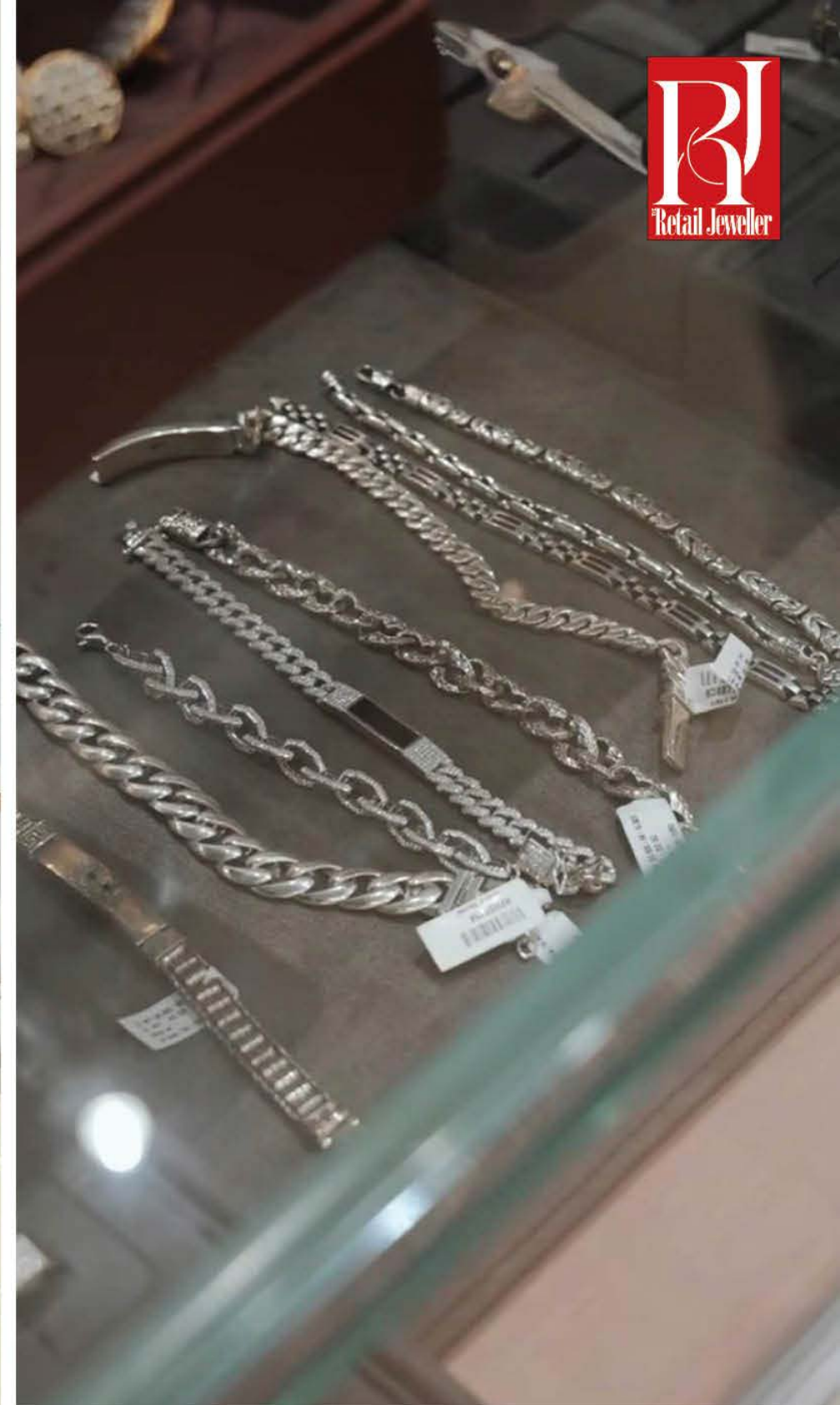


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Aaina by Baijnath Jewellers launches new men's silver jewellery shop-in-shop space

KANPUR

The brand identified a gap in the market that men's jewellery was not a focused category within most retail environments, and decided to dedicate a section specifically for it. The launch event, attended by actor and narrator Vijay Vikram Singh of Bigg Boss fame, created a buzz

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Fashion league partnership gives Gokulam Signature Jewels live market research insights

HYDERABAD

The event provided the silver jewellery brand a glimpse into the preferences of future consumers, with younger participants appearing more drawn to design-led, statement-oriented pieces than the minimalistic styles often favoured by today's buyers

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LGD brand beYon by Titan marks official launch with grand celebration in Mumbai

MUMBAI

The event introduced beYon through an experience-led evening attended by a host of celebrities. Senior leaders from Titan decoded the brand philosophy and framed beYon's offerings around everyday wear, not limited by occasion or convention

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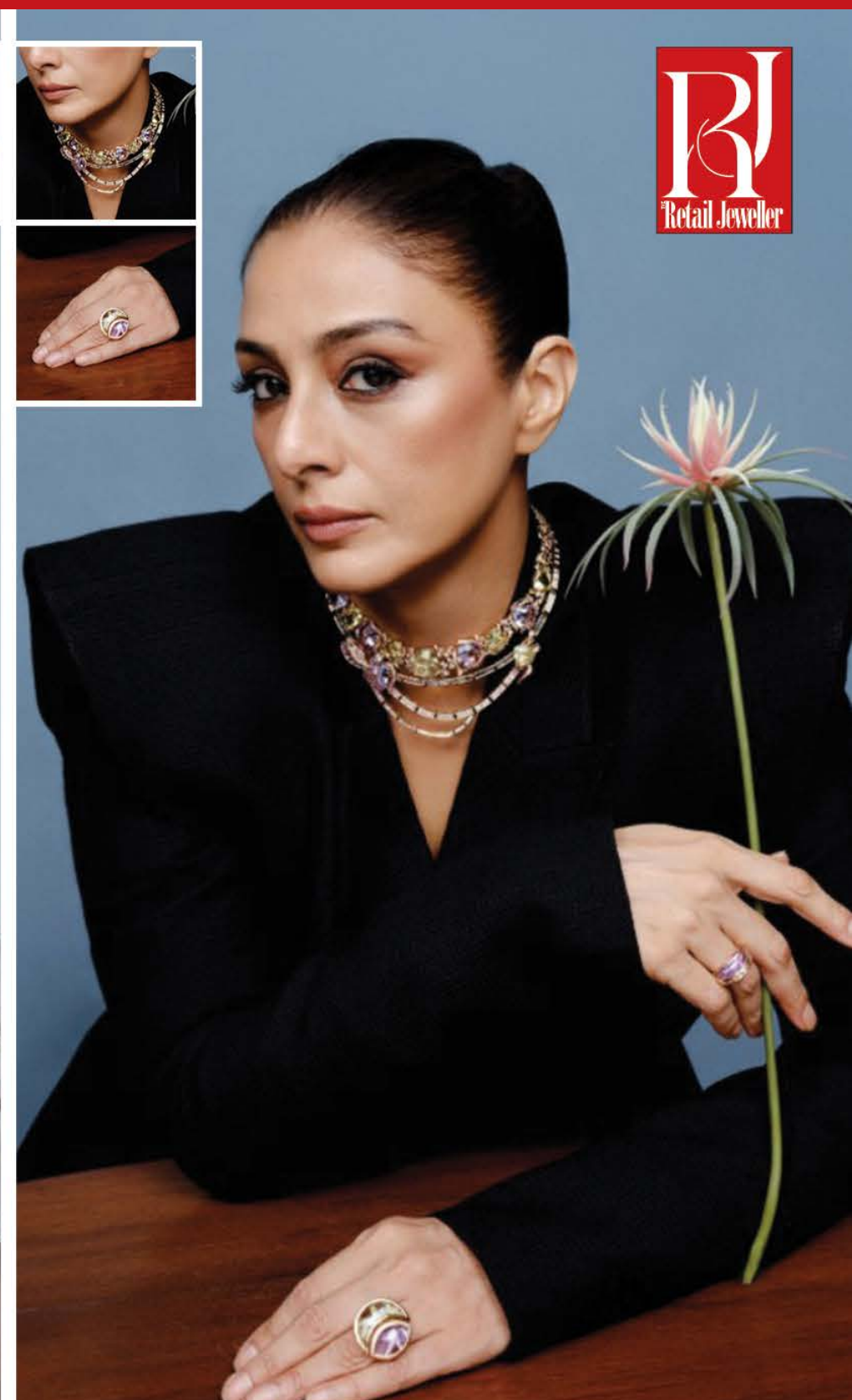
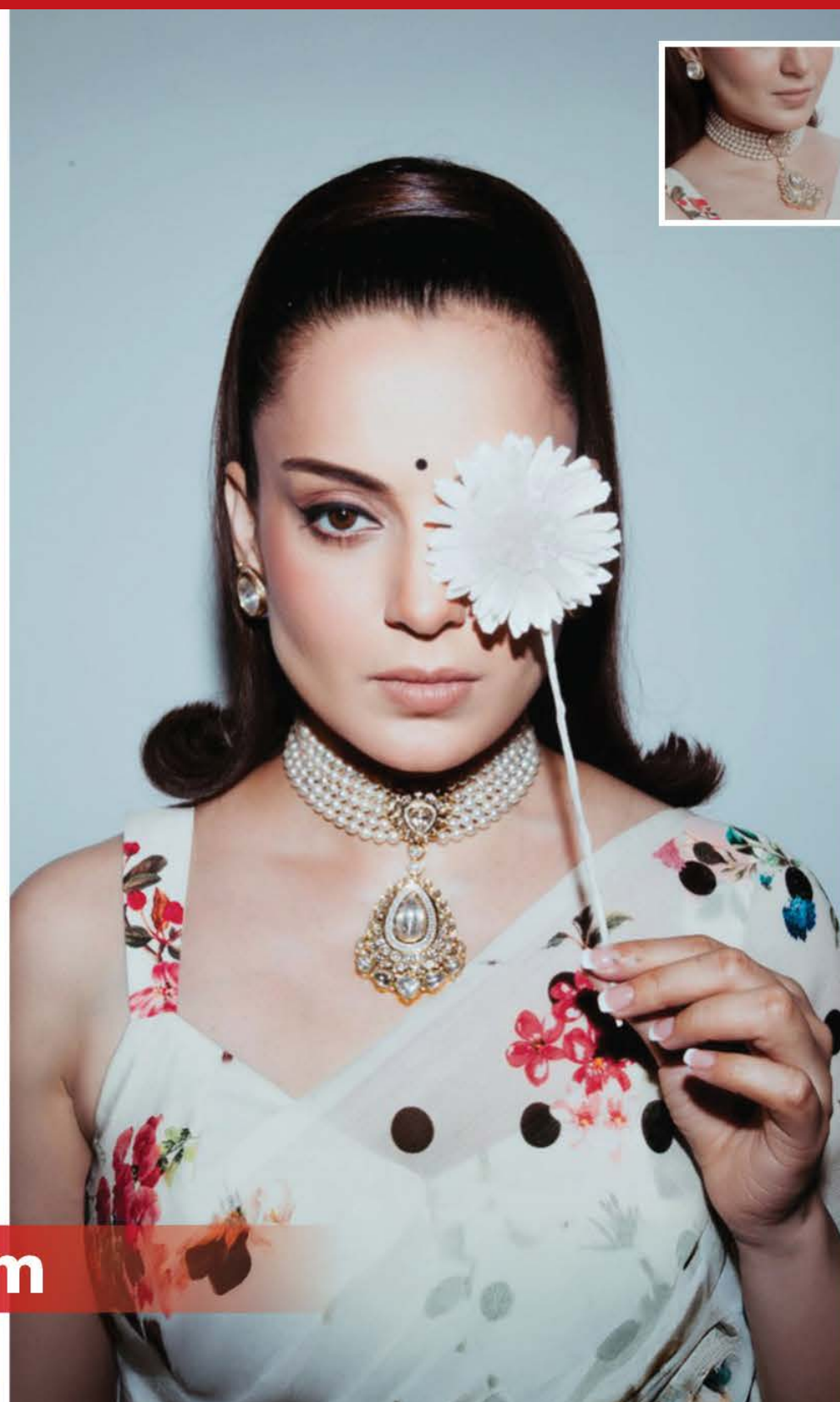
L. Sunderdas Zaveri elevates heirloom jewellery through concerted efforts in India and the UAE

MUMBAI

In India, the brand has launched a content series titled 'From Hand to Heirloom', while in the UAE, it has dedicated the whole month to bridal and heirloom jewellery, and named it 'The June Chapter'. Both initiatives aim to achieve strong brand visibility and recall

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Tabu, Kangana Ranaut, Janhvi Kapoor and others mark Bollywood's jewellery moments this week

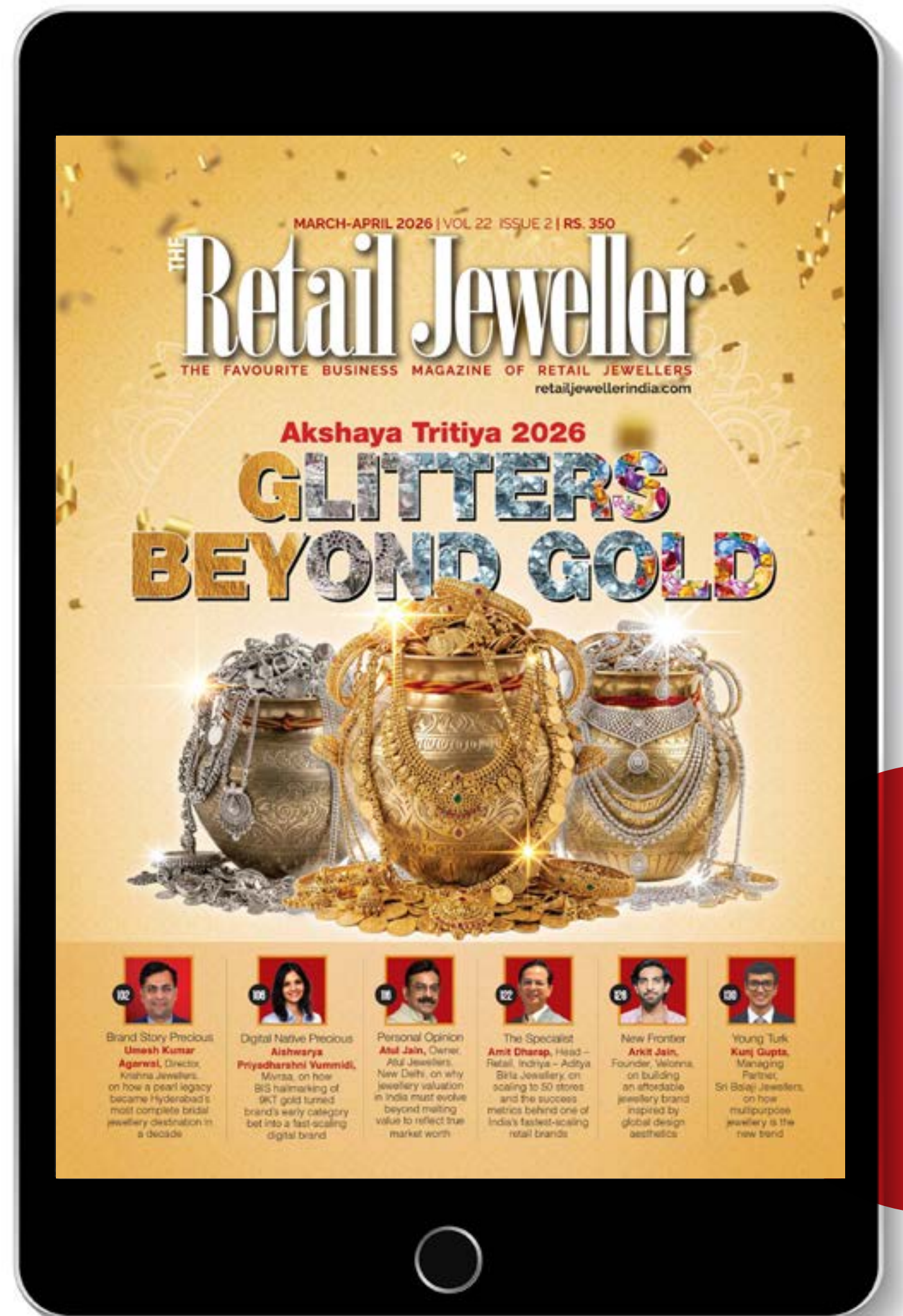
MUMBAI

Be it Tabu in Zoya Jewels, Janhvi Kapoor in Mahesh Notandass, Karisma Kapoor in KAJ Fine Jewellery, Triptii Dimri in Shri Paramani Jewels or Kangana Ranaut in Amaris, celebrities brought jewellery into the spotlight through various platforms

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AKSHAYA TRITIYA 2026:
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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Kunj Gupta
Managing Partner,
Sri Balaji Jewellers

How Sri Balaji Jewellers is turning multipurpose jewellery into its strongest demand-creation tool

HYDERABAD

As gold prices surged, the price point no longer justified a single-occasion purchase. Spotting this unmet market gap, Kunj Gupta of Sri Balaji Jewellers introduced multipurpose jewellery in the lightweight category, driving an 80% rise in demand for the category

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