



Kulthiaa Jewel brings out the drama in diamonds through fictional luxury content series 'KJ Bling'

KOLKATA

From a diamond-obsessed millionaire socialite to exaggerated yet relatable moments of glamour, the series places the brand's jewellery at the heart of pop culture. Inspired to an extent by the popularity of 'Desi Bling' on Netflix, the series uses humour, aspiration and larger-than-life personalities to spark conversations and create brand recall

(RJ Exclusive)

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Dilip Sonigara Jewellers turns store relocation into customer magnet with Thar-led campaign

PUNE

Rollout of the brand's six-month 'Super Bumper Offer', with an aspirational Mahindra Thar as top prize, helped drive footfalls to its new store location, while boosting sales and keeping customers engaged all through the promotion period and transition

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Advit Jewels readies to launch Rs 165 crore IPO on June 23, all set for growth capital infusion

JAIPUR

The brand had filed its draft red herring prospectus (DRHP) in September 2025 and plans to list its shares on both the Bombay Stock Exchange and the National Stock Exchange. The net proceeds from the issue will be utilized for working capital requirements, reducing debt and supporting general corporate purposes

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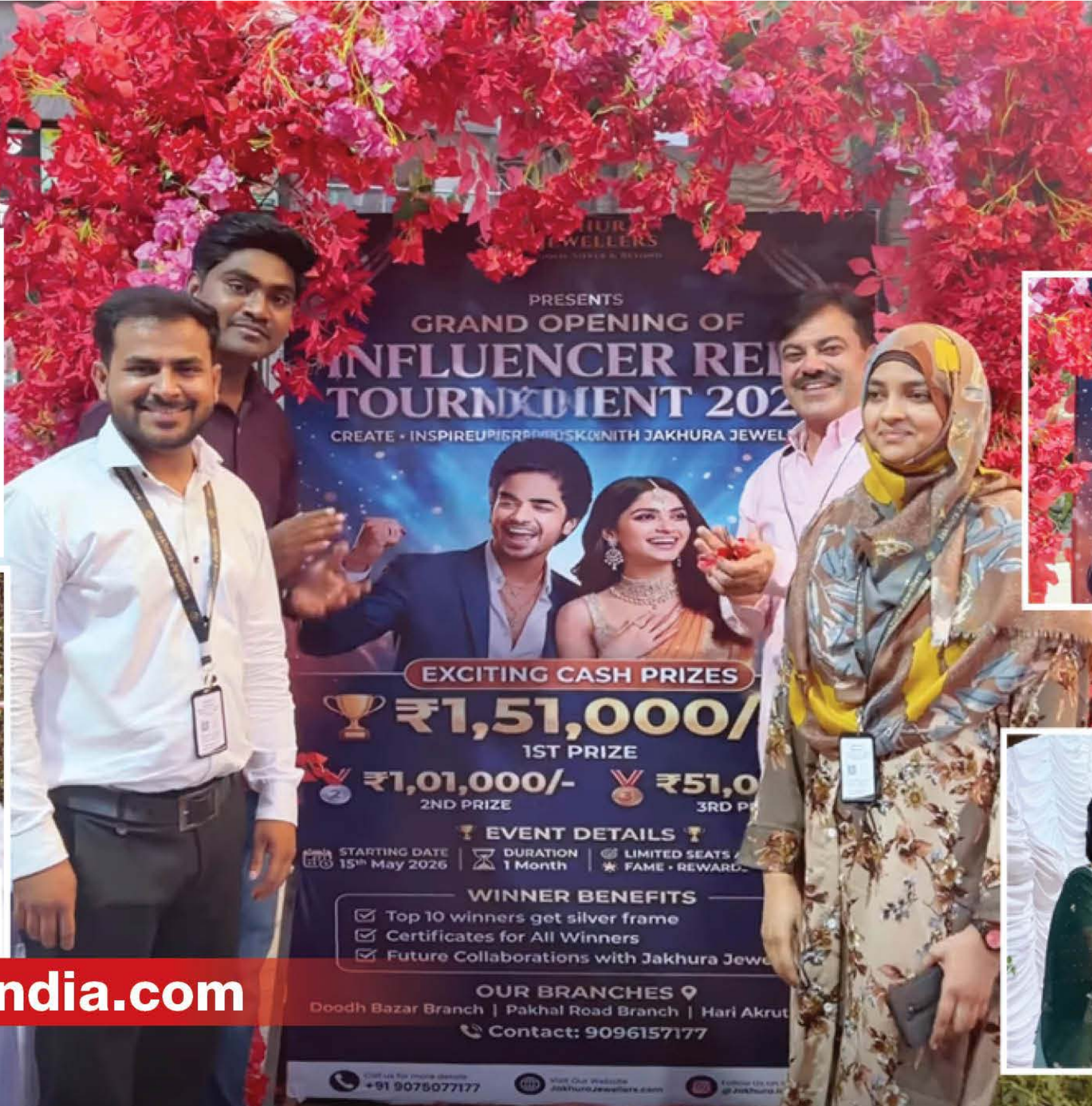


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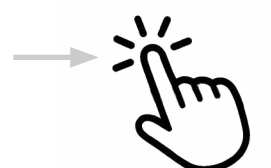
Jakhura Jewellers launches tournament, giving content creators themes around its three stores

NASHIK

The Nashik-based retailer aims to strengthen digital reach with authentic, brand-focused content around its stores, with emerging influencers showcasing the brand through their own story-telling styles. The initiative also builds up to a long-term influencer marketing strategy

(RJ Exclusive)

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Pachchigar & Sons invites educators to its store, begins campaign to promote old gold recycling

SURAT

The Surat jeweller engaged the teachers and staff of a prominent educational institution through an interactive session focused on jewellery redesign and reuse, marking the start of a broader awareness campaign that will feature more such professional groups

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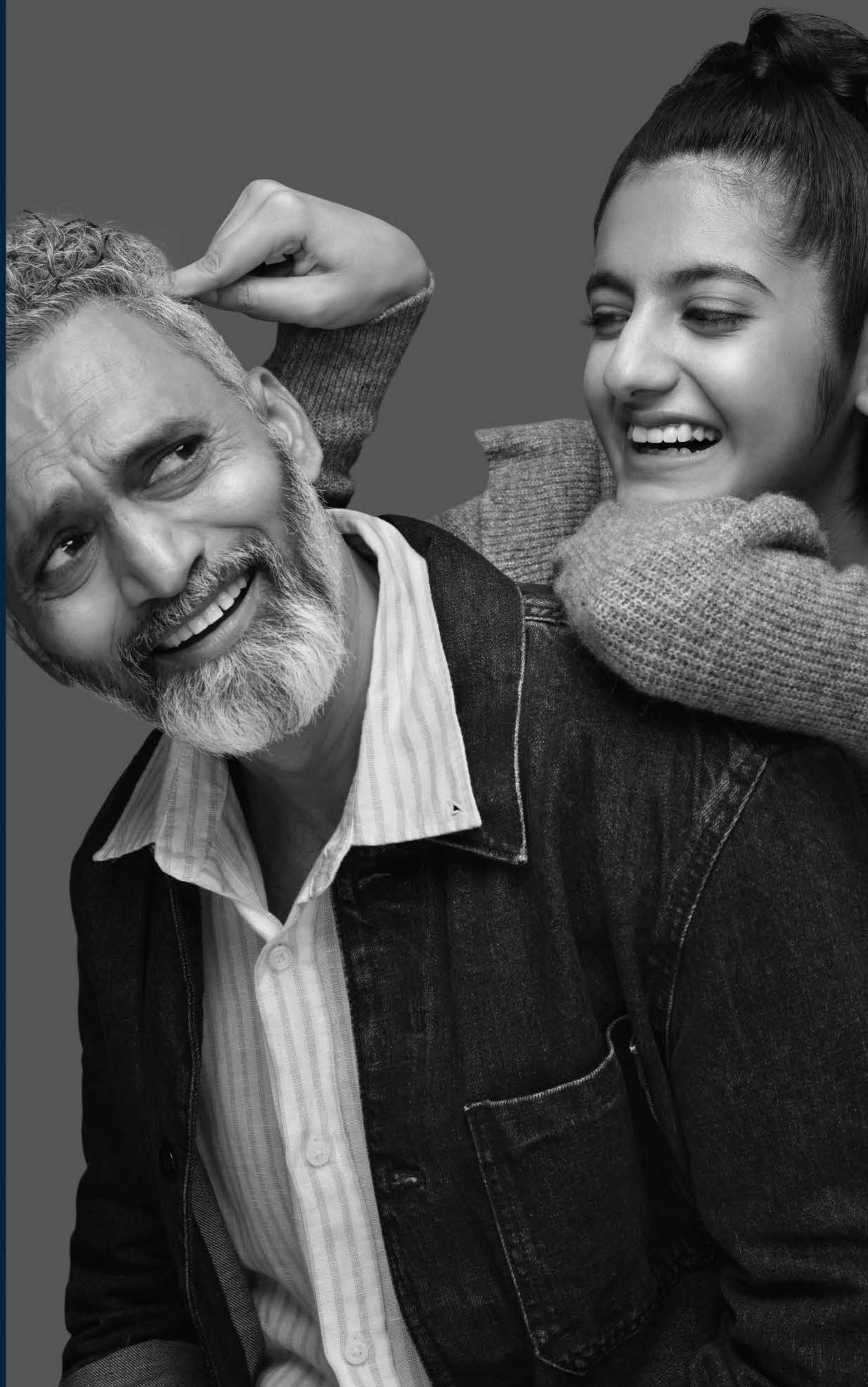
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#DriveHerFuture: Kataria Jewellers pitches in with livelihood generation efforts for women

RATLAM

The jeweller recently associated with a platform that works towards structured social impact, distributing electric rickshaws to women to enable them to generate an income. The activity built the jeweller's image before audiences who value brands that are socially responsible

(RJ Exclusive)

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Abaran Foundation explores cultural connect via 'Amngelo Devu' series on temple traditions

BENGALURU

The initiative aligns with the retailer's focus on temple jewellery. The episodes explore the origin of temples across coastal Karnataka, and connect the motifs, forms and symbols seen in temple architecture and rituals to the brand's jewellery designs by way of story-telling

(RJ Exclusive)

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De Beers Group celebrates the father-daughter bond with Pankaj Tripathi and Aashi campaign

NEW DELHI

The latest film in the ‘Love, From Dad’ campaign, shot with the actor and his daughter, highlights the nuances of the evolving father-daughter relationship. The brand also has a retail activation for customers across 50 select stores over the Father’s Day weekend

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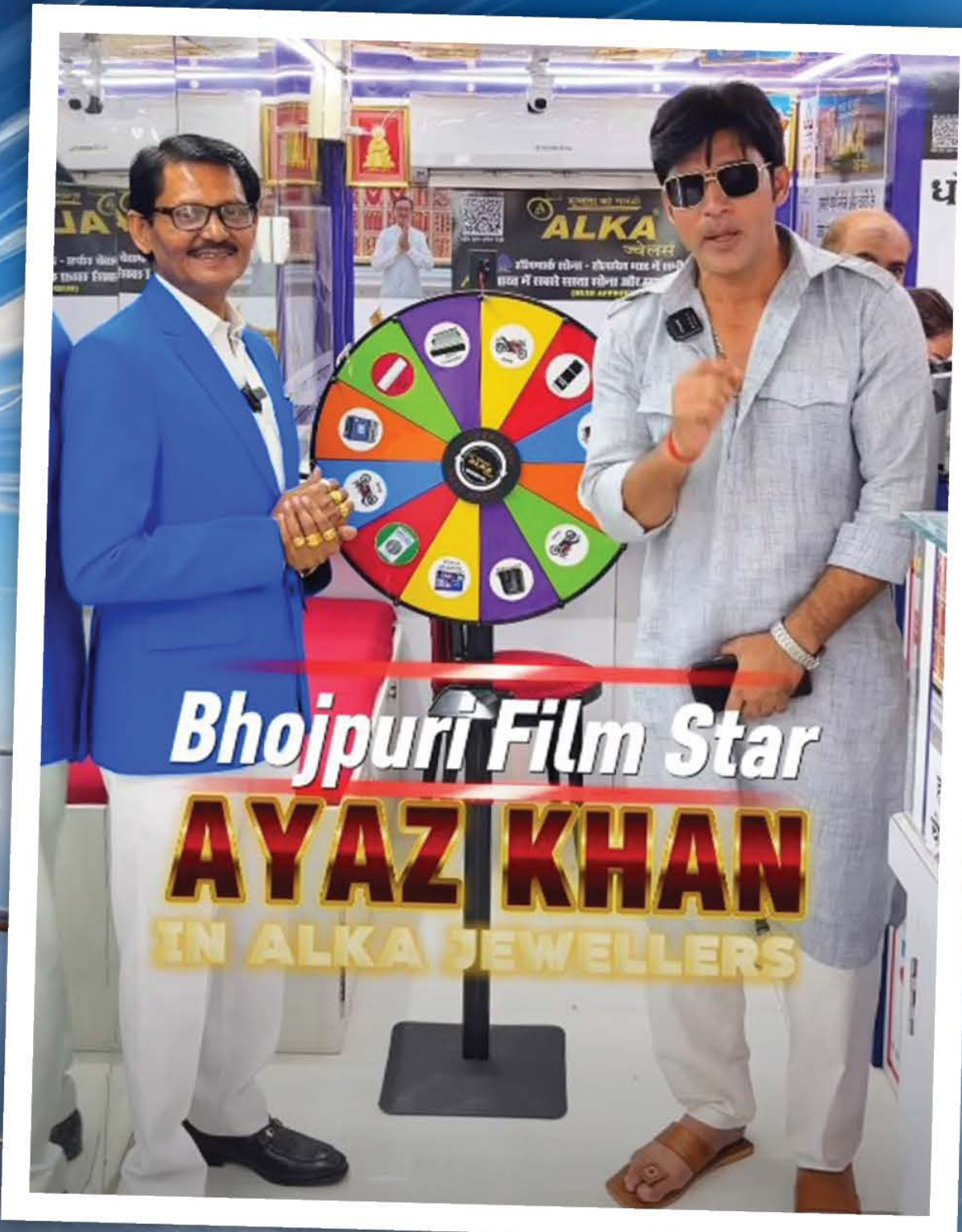
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Alka Jewellers leverages gamified campaign strategy to turn online buzz into in-store traffic

MUMBAI

By linking social media actions to in-store activity and rewards, the retailer converted digital traction into measurable footfalls, while sustaining engagement through the promotion period with staggered winner announcements and repeat visit triggers across both online and offline touchpoints

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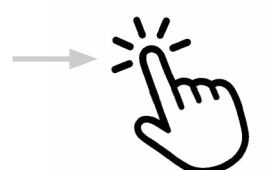


Radhika Jewellers builds cross-generational appeal through partnership with ‘Raagverse’

RAJKOT

The festival brought devotional and contemporary music performances into the same space, allowing the brand to engage with both traditional families and young consumers. As consumers move easily between heritage and modernity, the brand’s aim was to capture that duality

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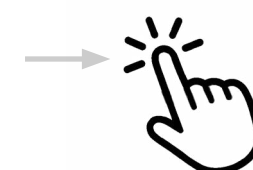
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Indriya weaves regional bridal traditions into a single national narrative with 'Eka Raaga'

MUMBAI

Immersive installations inspired by classical and folk dance forms are an integral part of the campaign, using cultural story-telling to translate its core concept into a physical experience for shoppers across four major cities – Pune, New Delhi, Hyderabad and Bhubaneswar

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Kalyan Jewellers is jewellery partner for brand ambassador Pooja Sawant's movie 'Cup Bashi'

PUNE

The association marks a natural extension of the brand's long-standing relationship with Sawant and reinforces its strong connect with audiences across Maharashtra. The actor unveiled the much-awaited Marathi film's poster at Kalyan Jewellers' Satara Road showroom

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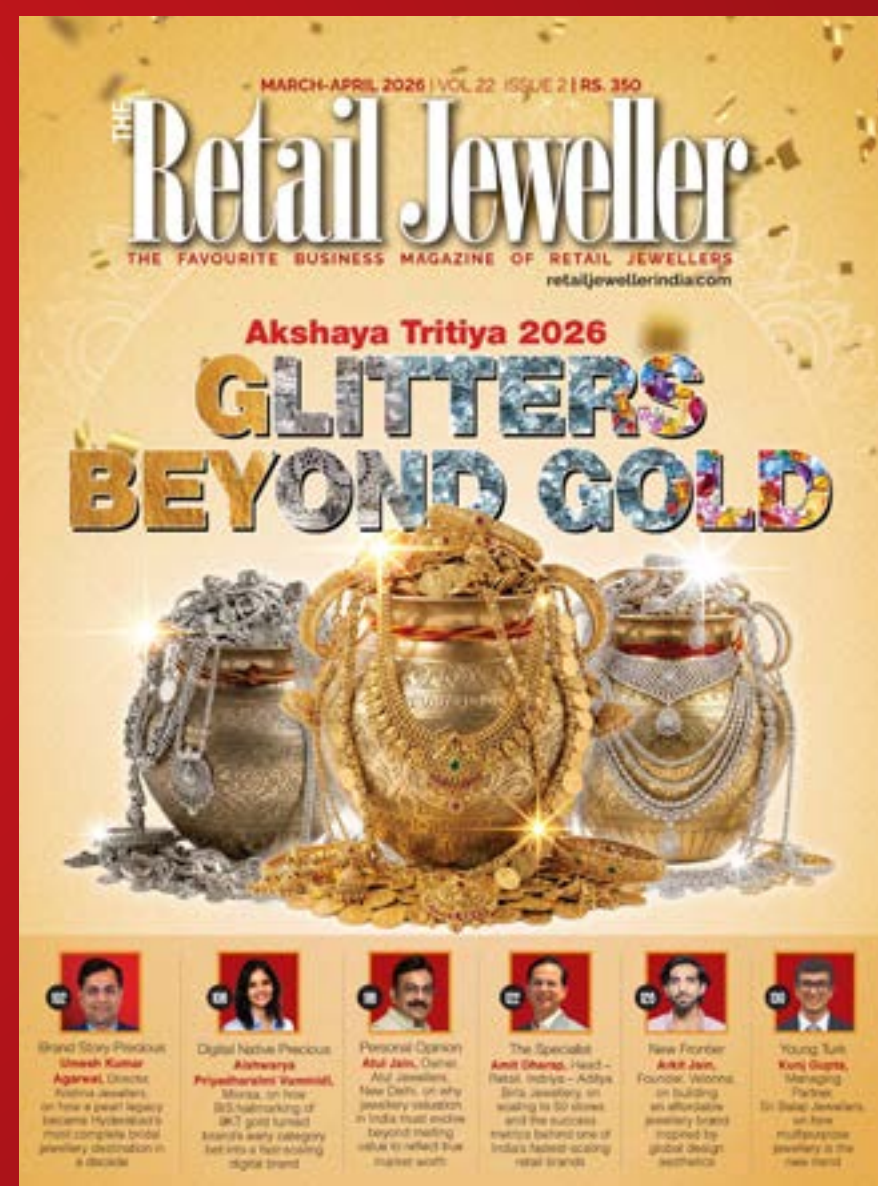
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Jos Alukkas launches 'The Ballet of Life' campaign featuring actor Samyuktha to promote Ballé line

CHENNAI

The actor's character anchors the film, regaining balance and confidence after adversity. The film frames jewellery as an extension of identity and inner strength, aligning with the new signature line inspired by ballet, symbolic of craftsmanship, grace and resilience

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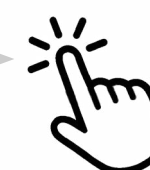
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Khurana Jewellery House marks its 75 years with coffee table book on legacy, values and growth

LUDHIANA

As the family-run business enters its next phase of growth, the commemorative publication serves as a bridge between its past and future, celebrating decades of memories with loyal patrons while offering younger generations an insight into the values that have shaped the brand

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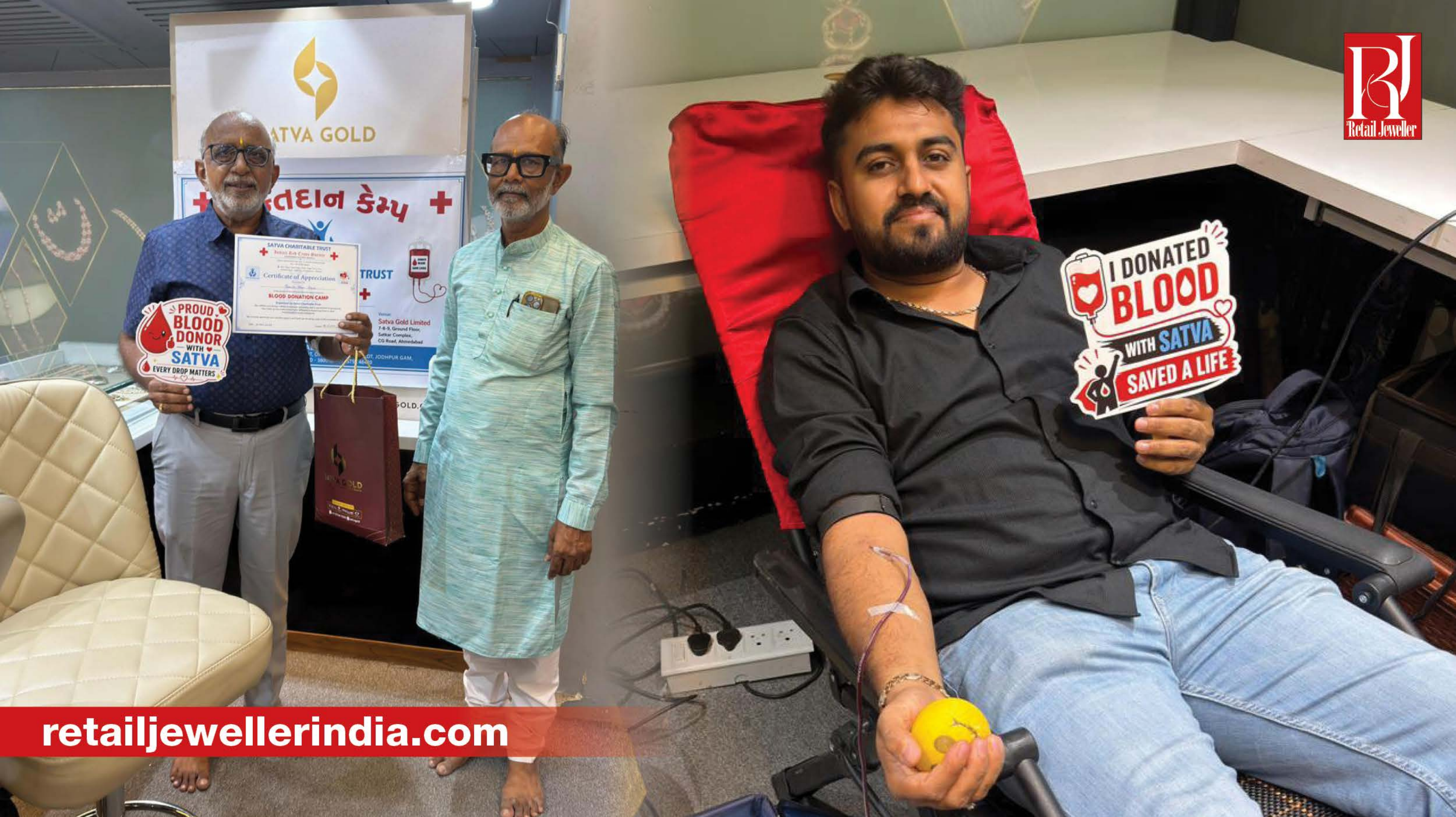
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Satva Gold runs focused blood donation drive, ties business to essential healthcare support

AHMEDABAD

The initiative addressed a critical healthcare need, by supporting thalassaemia patients, particularly children who require regular transfusions. It highlighted how structured corporate social responsibility work can help brands align with their long-term reputation and community connect goals

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Kothari Group enters jewellery retail with launch of LGD brand Keemti Jewels and its Mumbai store

MUMBAI

With an omnichannel approach, the brand aims to reach newer markets across India and build its retail presence. Backed by the parent company's existing manufacturing network and investors, it will focus on strengthening consumer trust in the lab-grown diamond category

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Divine Solitaires forges retail partnerships with Maha Al Sibai and Siroya Jewellers in the UAE

DUBAI

The natural diamond solitaire brand aims to tap the growing demand for high-end diamond jewellery in the UAE market with these tie-ups. It is offering a differentiated solitaire proposition through dedicated shop-in-shop counters at both retail destinations

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Central Bank Gold Reserves Survey 2026 June 2026

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Central banks set to step up gold buying over the next year, finds World Gold Council survey

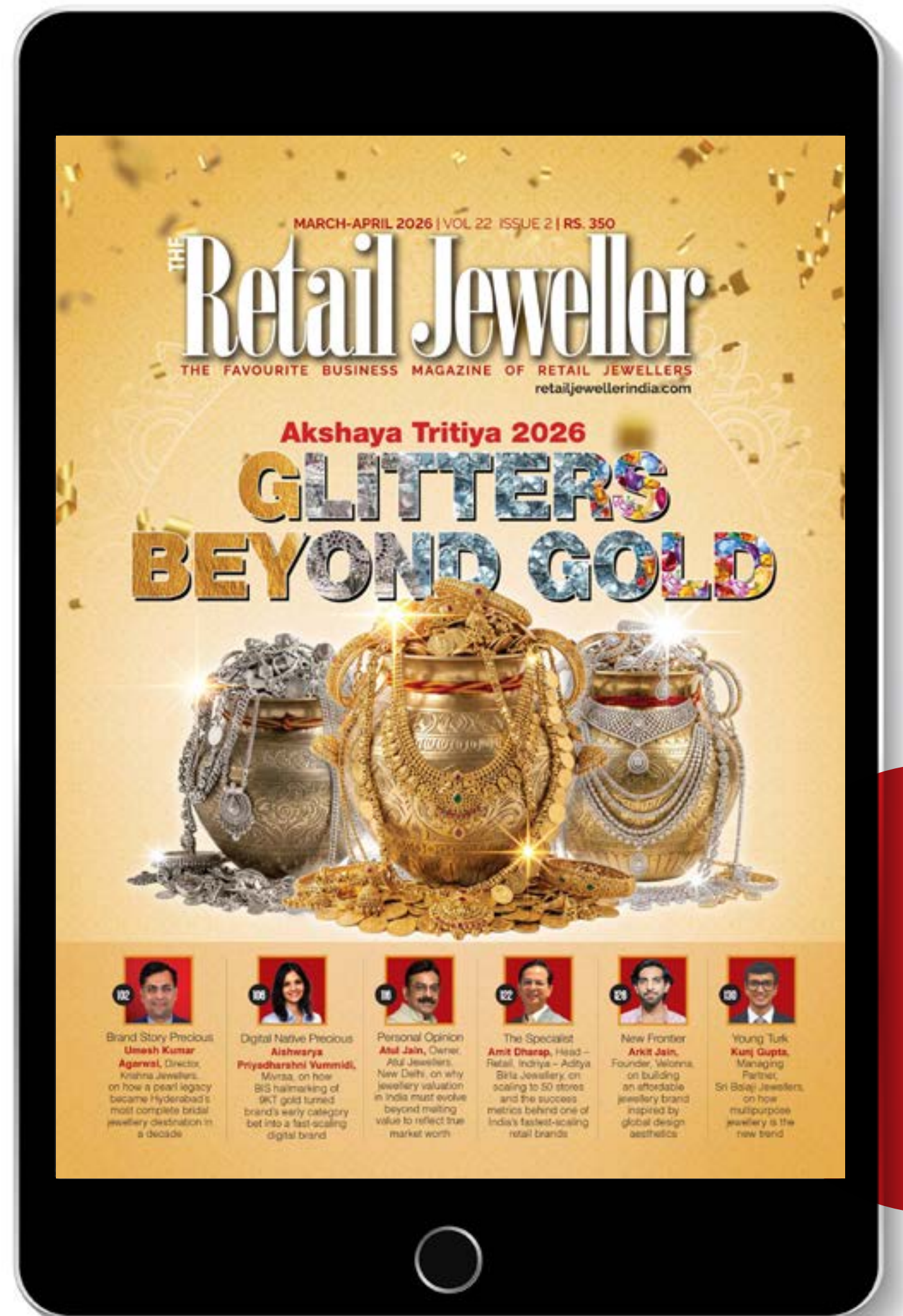
LONDON

The survey findings point to gold's increasingly strategic role within reserve portfolios, with fewer global central banks seeing it as a legacy holding, and more seeing it as an active allocation in an environment defined by geopolitical uncertainty and reserve diversification

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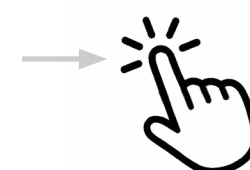


Global icons and Bollywood favourites pick Indian jewellery brands for outings

MUMBAI

From Taylor Swift's Amrapali ring to Manoj Bajpayee's Atarashi brooch to Kiara Advani's Mahesh Notandass earrings, actors and performers spotlighted Indian fine jewellery through carefully chosen pieces that blended craftsmanship, heritage and contemporary style

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Atul Jain

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Why jewellery valuation in India must move beyond melting value to true market worth

NEW DELHI

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