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Jaipur Gems taps Botticelli painting unveiling to create exclusive art-led brand experience

NEW DELHI

The brand collaborated with the Italian Embassy in New Delhi for the first-ever unveiling in India of the Renaissance painter's famous 'Madonna and Child', presenting its own high-jewellery creations alongside the globally significant work of art before an invited audience

(RJ Exclusive)

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P.C. Chandra Jewellers steps up to honour artisans through 'Karigari' campaign film

KOLKATA

Featuring brand ambassador Saiee M Manjrekar, the campaign pays tribute to the 'kaarigars' who are actually responsible for the craftsmanship behind the brand's creations while spotlighting Swarnamrigaya, its premium gold and diamond line

(RJ Exclusive)

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How Mahesh Notandass used Mahjong to build a community and make Notan World exciting

MUMBAI

The brand hosted a Mahjong tournament at its Bandra store, turning it into a culture and community hub. Instead of jewellery, the brand intentionally allowed the game and social interactions to take centrestage, in line with its philosophy of enabling connections

(RJ Exclusive)

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Ratanlal C. Bafna Jewellers launches Arrivé app for on-demand pick-up to support customers

JALGAON

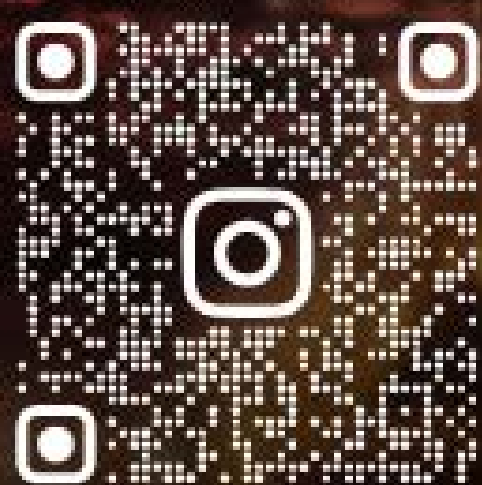
The service, run entirely through EVs, aims to remove transportation barriers for customers visiting any of the brand's three stores in Jalgaon. The initiative reflects a growing belief in jewellery retail, that quality of the shopping experience is as important as the product

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D.P. Jewellers takes live cricket route to visibility through Madhya Pradesh League

INDORE

The platform gave the brand access to audiences across Madhya Pradesh, and created visibility even in regions where it has limited physical presence by way of digital streaming on Disney+ Hotstar. Marketing activity included hoardings, on-ground displays and commercials during match broadcasts

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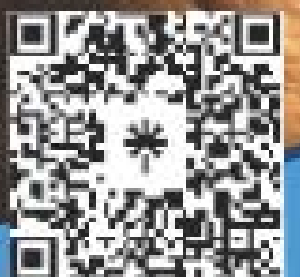


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Khandelwal Jewellers builds presence in evolving markets with four-month lucky draw campaign

NAGPUR

With stores across Nagpur, Yavatmal, Varud and Hingoli, the retailer used the campaign for repeat engagement of customers in markets where organized jewellery retail is still taking shape. The brand recorded significant increase in sales during the active campaign period

(RJ Exclusive)

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AN INITIATIVE BY DE BEERS GROUP & GJEPC

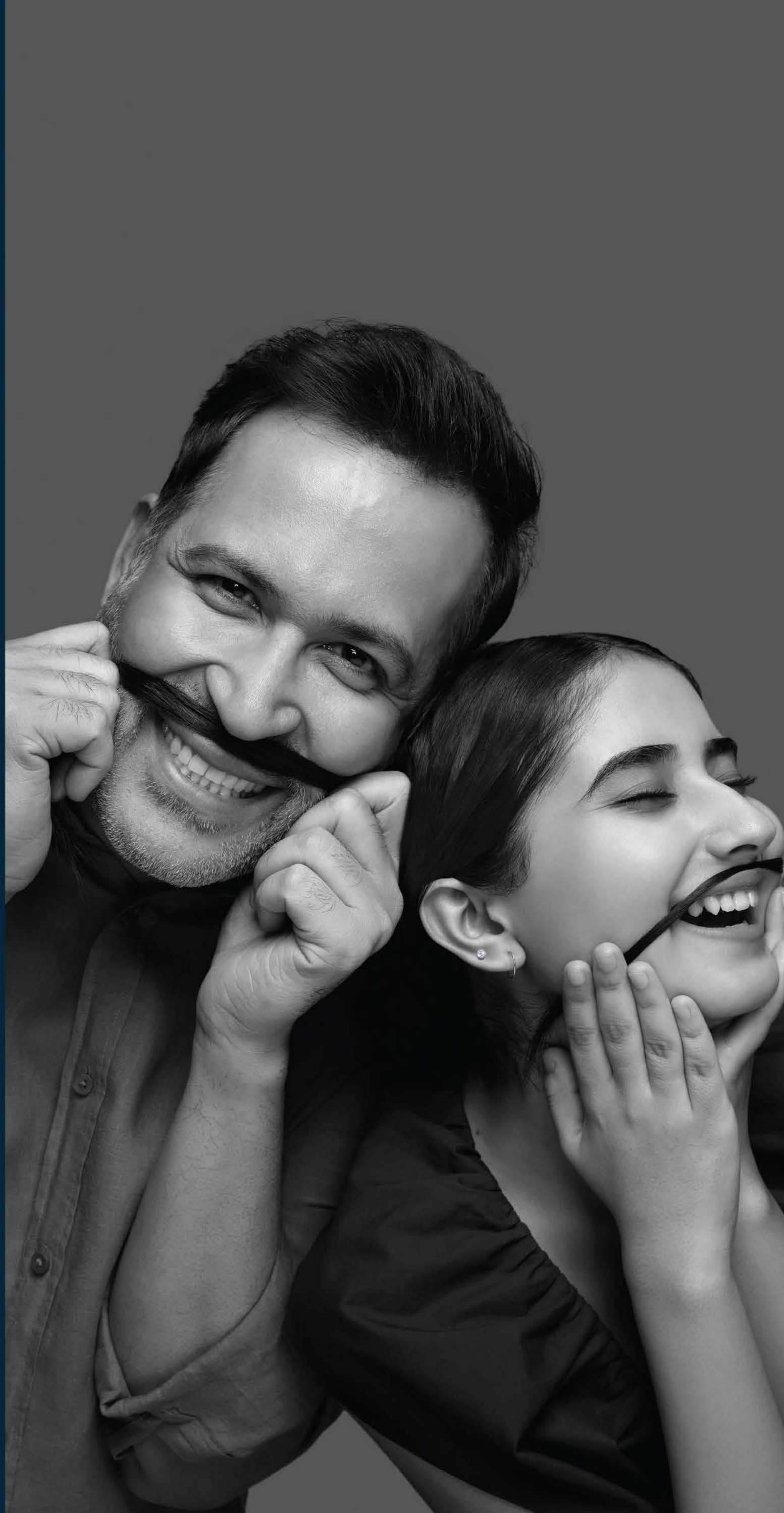
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DE BEERS GROUP

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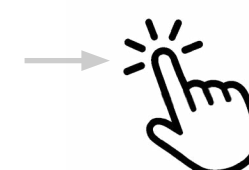
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De Beers Group builds on success of new ‘Love, From Dad’ campaign with Fathers’ Day activation

MUMBAI

This year’s edition of the campaign delivered a 12% uplift in consumer consideration for natural diamonds and generated 1.78 billion impressions, denoting growing consumer engagement with the category. Immersive activations launched across select stores nationwide received overwhelming response

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Tanishq Natural Diamonds reflects the stories women live via ‘Souls in Symphony’ campaign

MUMBAI

The campaign brings together actors Ananya Panday, Sushmita Sen and Radhika Apte in a sparkling portrayal of new-age sisterhood. The three actors’ different sensibilities and distinct styles are a metaphor for the Tanishq Natural Diamonds collection, with versatile designs

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Indriya launches SparkleScope to go beyond the 4Cs, make diamond sparkle measurable

MUMBAI

The in-store technology seeks to go ahead of conventional grading standards to align consumer decision-making with diamond evaluation linked to visual ‘sparkle’ performance. It is supported by a 360-degree marketing campaign featuring brand ambassador Aditi Rao Hydari

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Harsahaimal Shiamlal Jewellers backs the May Queen Ball to align with Bareilly's social legacy

BAREILLY

For the brand, supporting the event was a way to be part of a local tradition that has remained an integral part of Bareilly's social life for decades and strengthen ties with the city's elite. The objective was also to contribute to a platform that recognizes young talent

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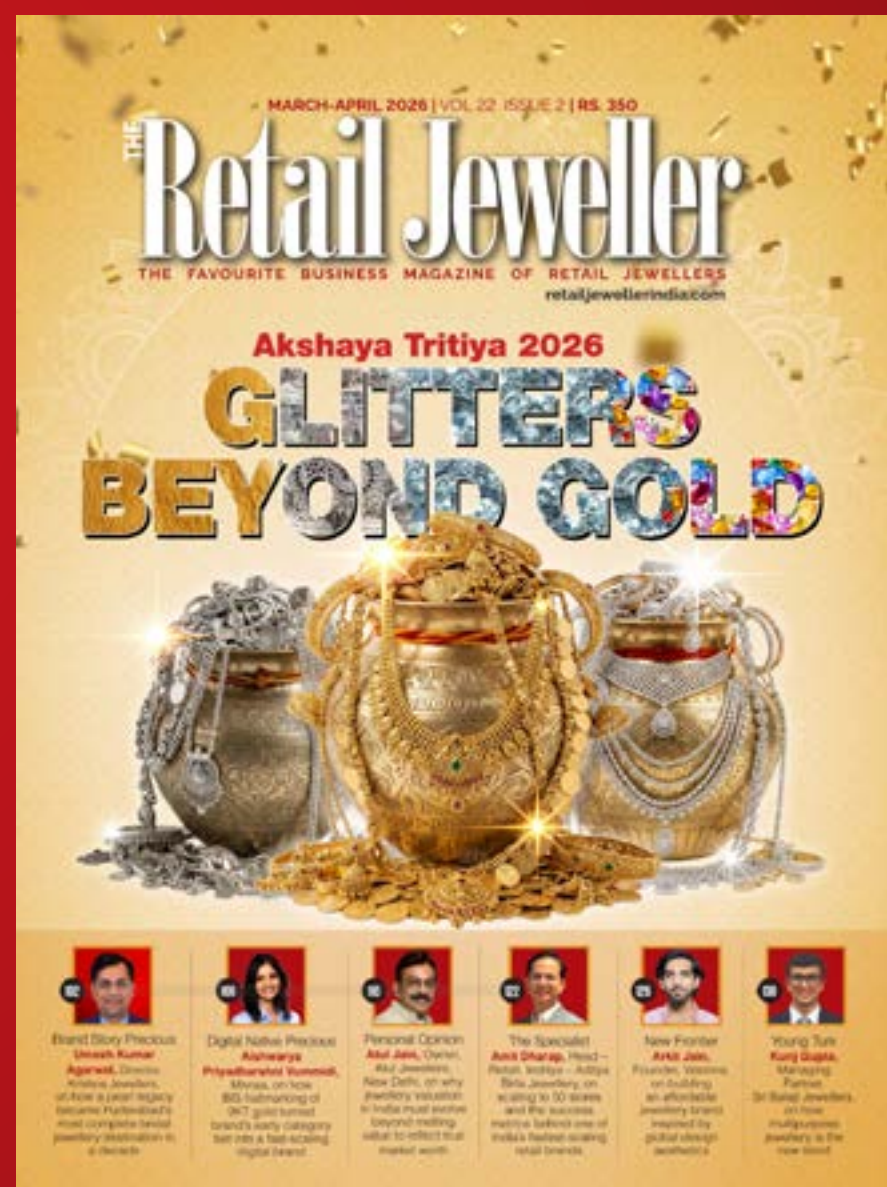
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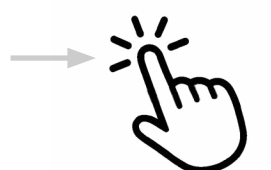
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Heer by GIVA takes 'Proposal Series' to Mumbai streets in moving vehicle mounted with ring box

MUMBAI

The concept is based on a consumer insight that proposals have become planned experiences that people document and share. Buyers are seeking jewellery that connects with these milestones and becomes part of their personal story

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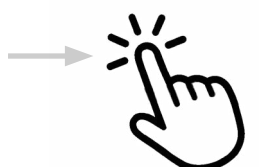
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PMJ Jewels enters the United States with launch of first showroom in Frisco, Texas

FRISCO

The store in Frisco is the brand's 45th retail outlet globally, and represents a significant step in its international expansion strategy, extending its retail network to cater to Indian consumers living overseas, especially the Telugu diaspora in the region

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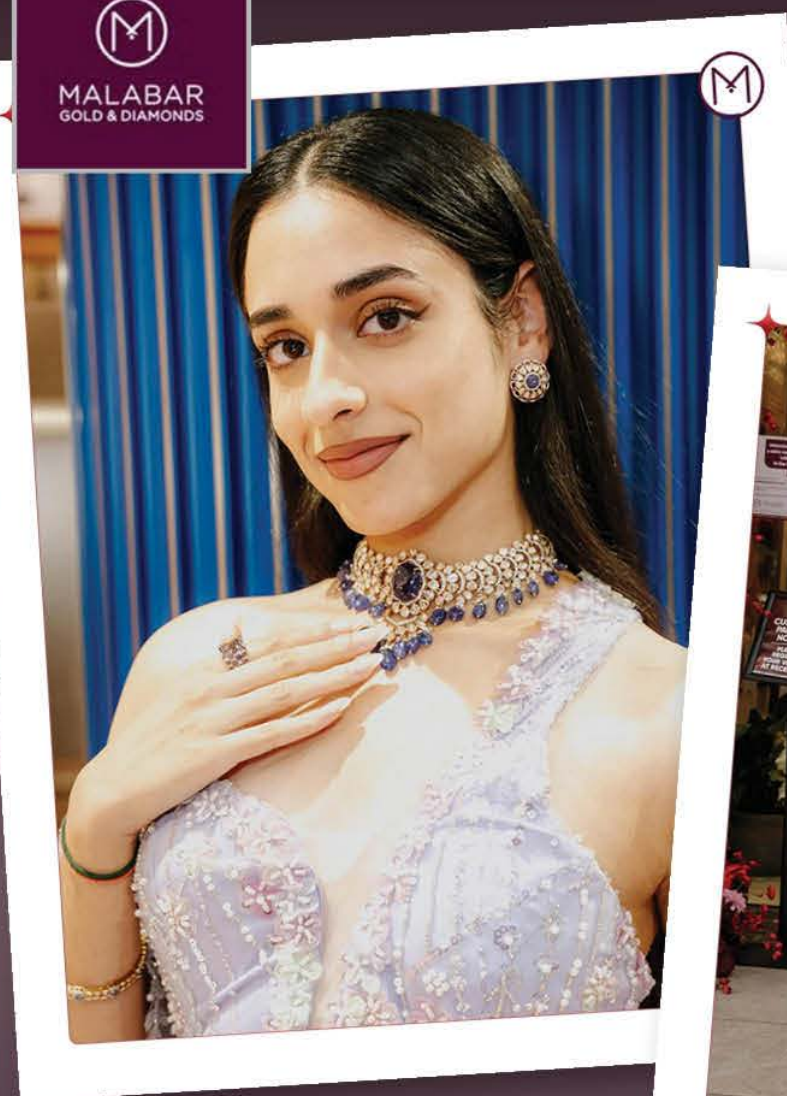
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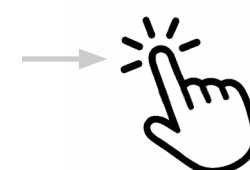
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Malabar Gold & Diamonds promotes handcrafted jewellery with 'Artistry Show' across UAE and UK

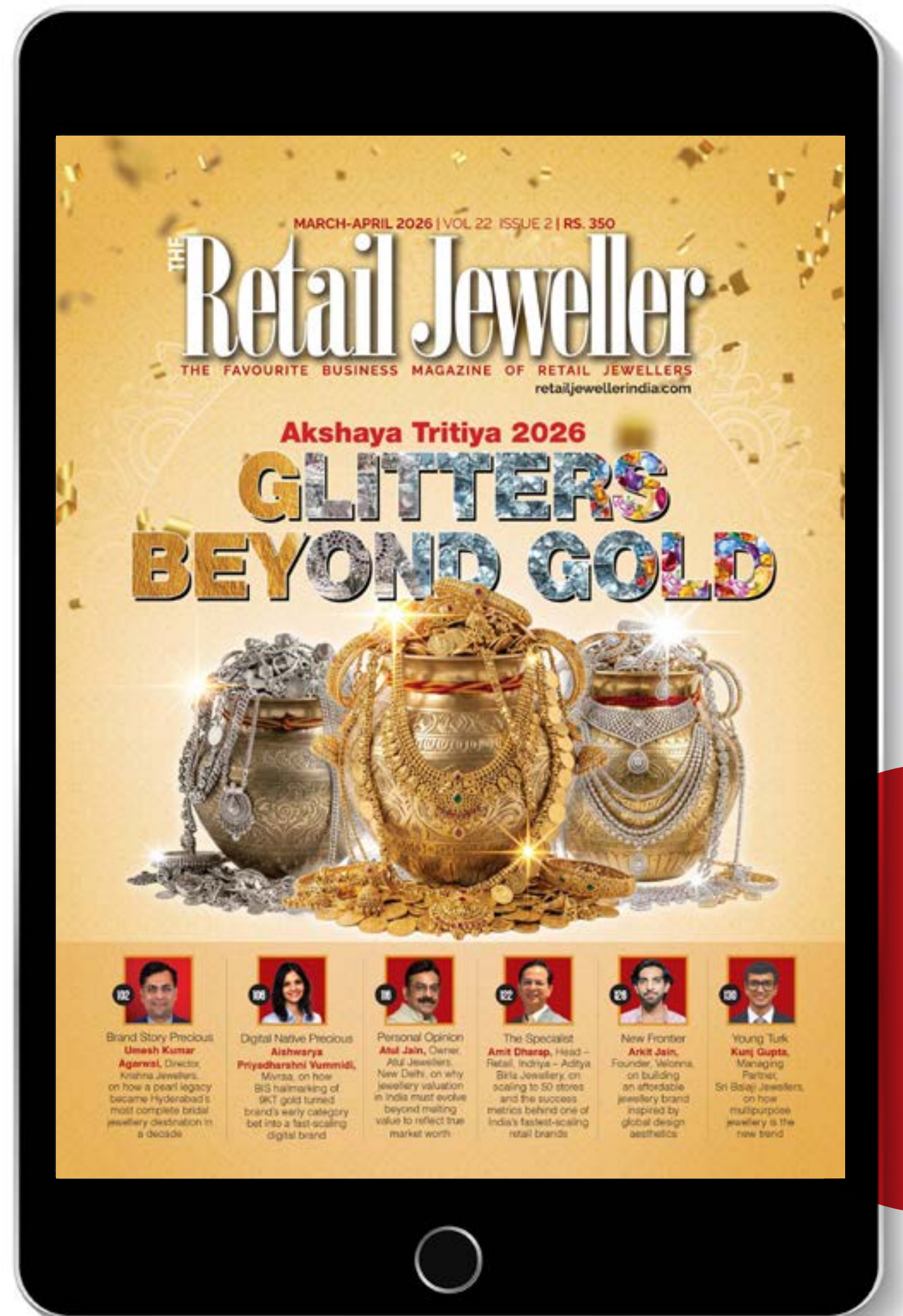
DUBAI

A signature initiative of the brand, Artistry Show combines product display with contests and purchase-linked incentives to engage customers. It is designed to encourage store visits and interaction with the brand, while extending reach across key international markets

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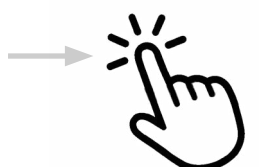
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High jewellery auction in New York concludes global De Beers x Sotheby's collaboration series

NEW YORK

Across each stop from Asia to Europe to the United States, the auctions have highlighted how diamonds continue to evolve as cultural artefacts, shaped by craftsmanship, heritage and contemporary self-expression. The final sale involved a curated group of exceptional natural diamonds

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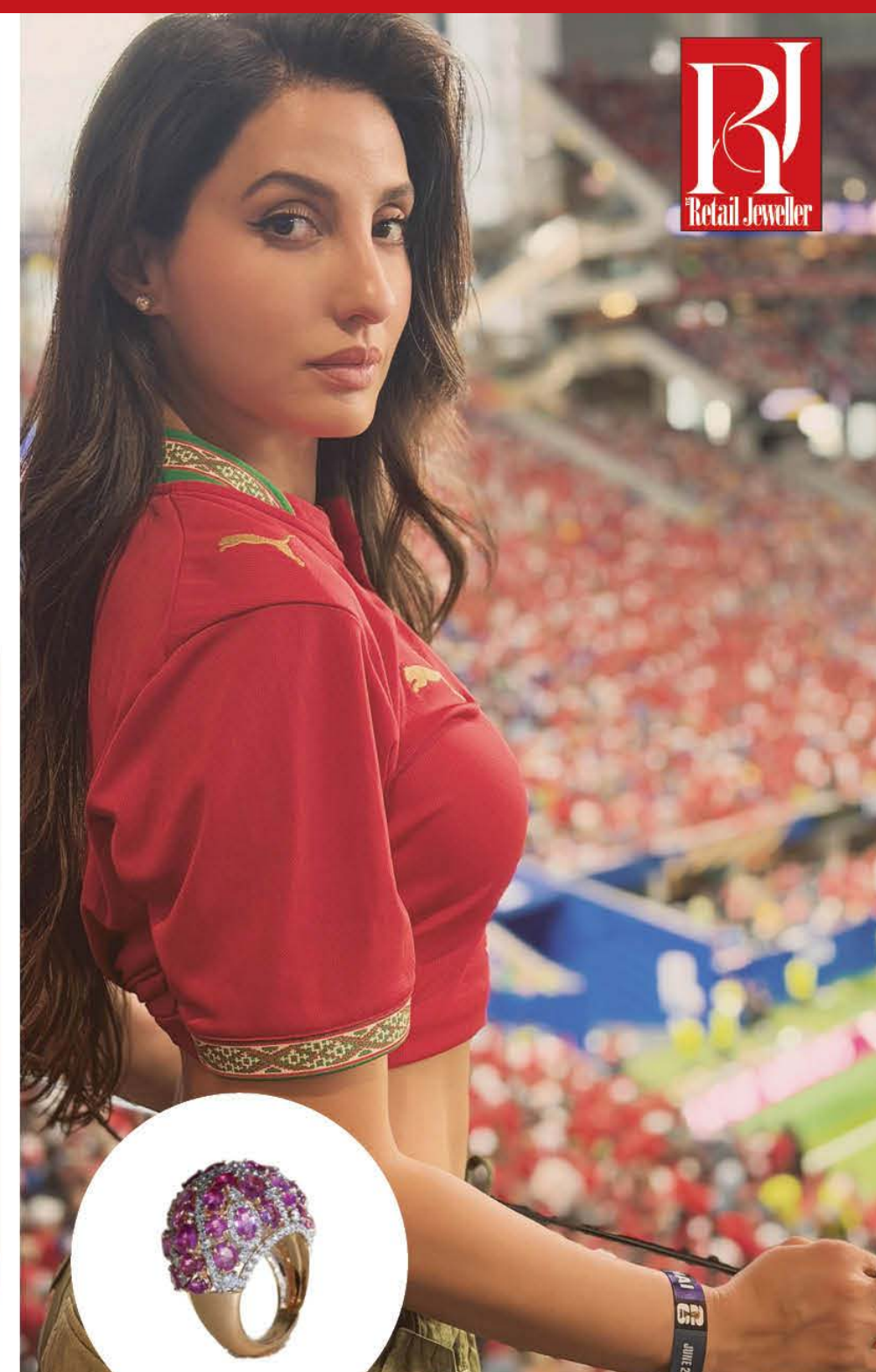
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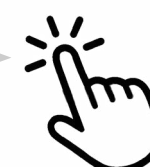


Celebs continue to champion Indian jewellery brands across an array of special occasions

MUMBAI

From Kareena Kapoor Khan's Atarashi earrings and Nora Fatehi's Burmese ruby ring to heritage-inspired creations worn by Khushi Kapoor and Amruta Fadnavis, the jewellery pieces visible across multiple high-profile appearances celebrated craftsmanship, culture and contemporary elegance

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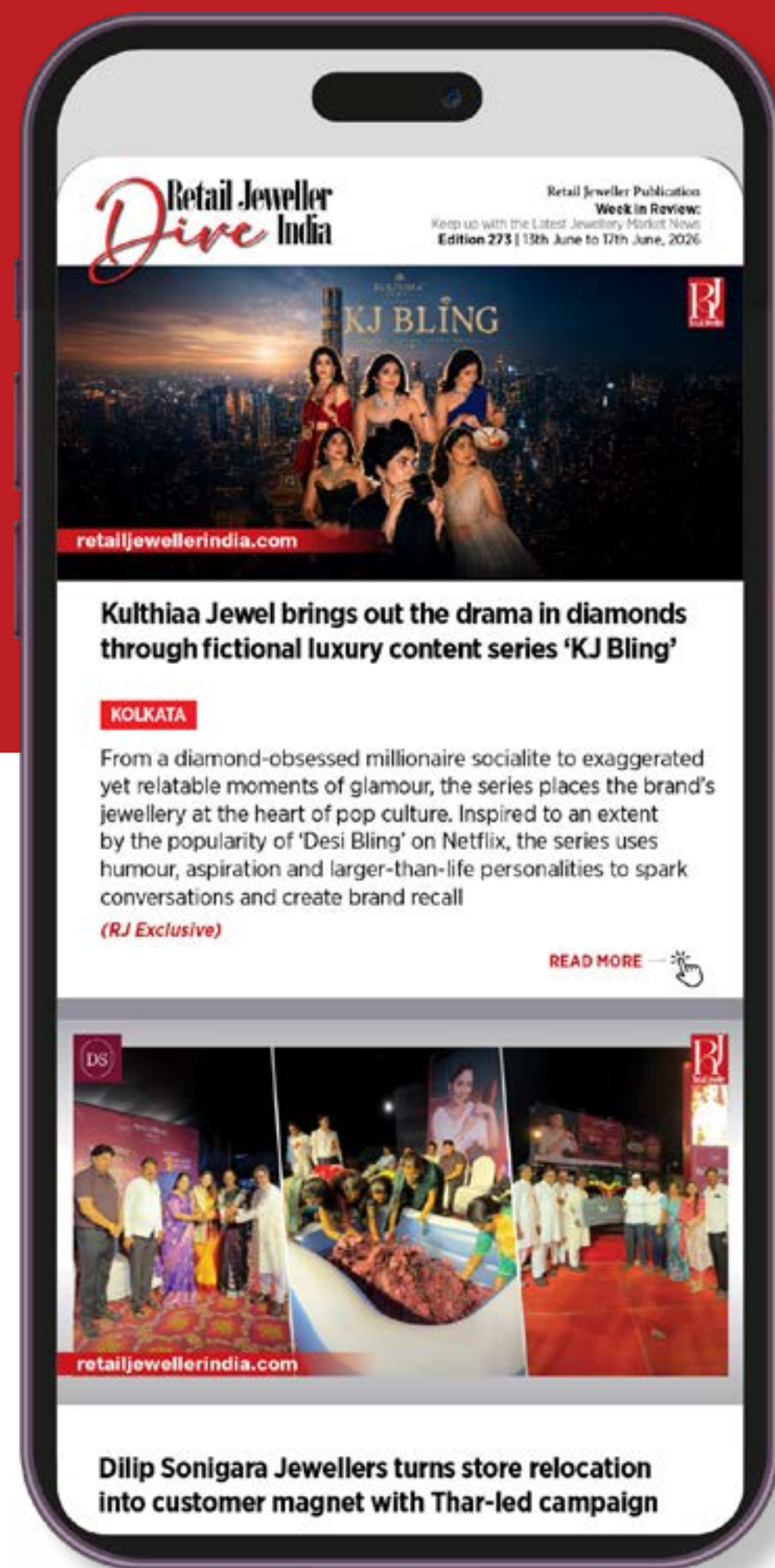
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Rachna Soni: Fifteen years, one non-negotiable, and an unbendable design rule that is paying off

MUMBAI

The founder of the eponymous brand Adorned by Rachna Soni discusses the evolution of antique gold bridal jewellery, regional design preferences, digital design adoption, customer-led product development, and the role of practical, market-focused design education in preparing the next generation of jewellery designers

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