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Grand Jury Meet 2026: Diversity in form, material define new design language at final evaluation round for the 21st Retail Jeweller India Awards

MUMBAI

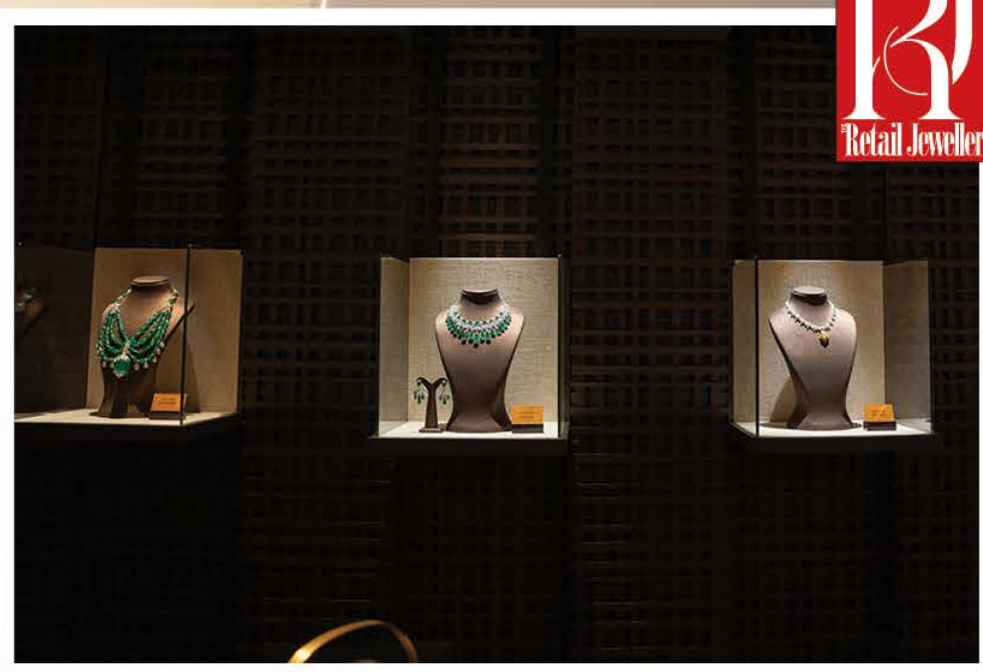
With discussions at the Mumbai meet ranging from originality and functionality to evolving use of materials, the jury reflected on an industry that continues to push creative boundaries to meet the customer where she is. The awards will be presented in Mumbai on August 7, 2026

(RJ Exclusive)

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House of Rose hosts exclusive gathering for Hyderabad's top-tier elites at Mumbai store

MUMBAI

In a welcome departure from the norm of holding pop-up exhibitions targeting potential customers in new cities, the brand brought a set of elite HNI women from Hyderabad into its immersive flagship store for a first-hand experience of its retail environment and jewellery

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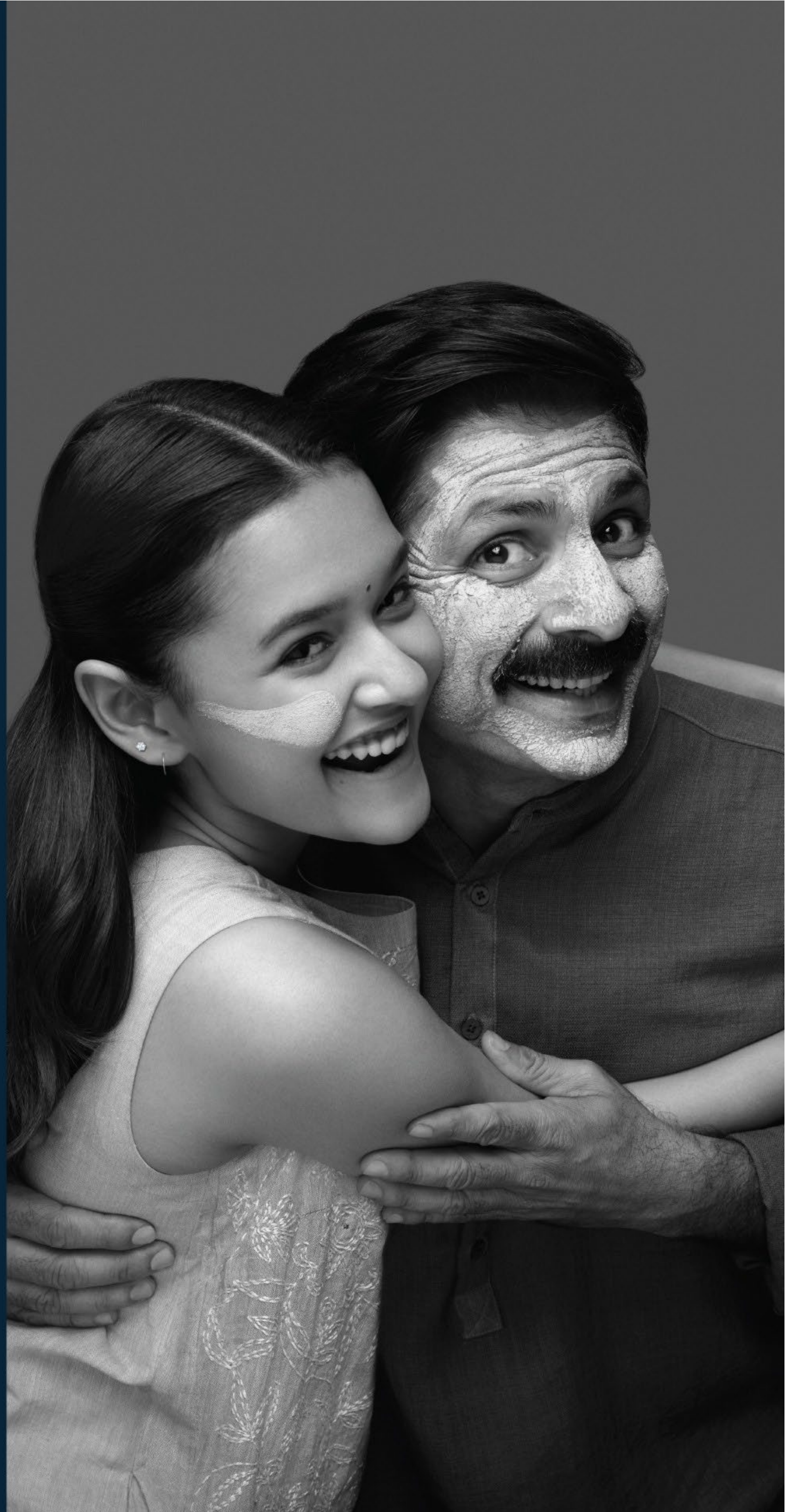
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CKC Group scores with its 'Travel the World-Paris' plan to reward high-value purchases

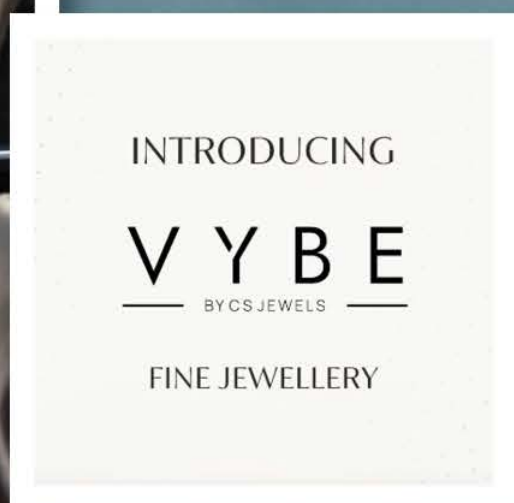
BENGALURU

With participation tied to jewellery purchases of Rs 15 lakh or more in the time period January 1, 2026 to December 31, 2026, the campaign has driven engagement and strong client relationships, while creating an incentive structure that supports both sales and customer retention

(RJ Exclusive)

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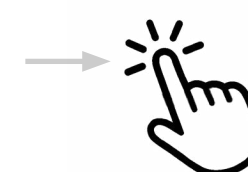
CS Jewels launches sub-brand Vybe, offering everyday jewellery for a younger audience

PUNE

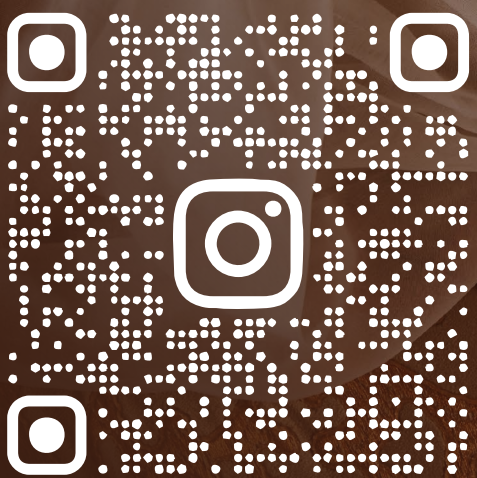
Vybe's distinct identity, visual language and communication are designed to resonate with younger, style-conscious consumers. It is intended to be a long-term growth engine for the House, with the potential of reaching new markets through offline and online channels

(RJ Exclusive)

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Navkar Jewellers brings the spotlight on in-store shoppers with 'Raipur Ki Cinderella' campaign

RAIPUR

Women were required to walk into the brand's store, try on diamond rings for a size fit, and enter a lucky draw to be eligible to win at a final event. By linking participation to in-store trials, the campaign converted engagement into footfalls and sales, attracting many first-time visitors

(RJ Exclusive)

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Solitario builds strong spiritual environment for the launch of its Divine India collection

PUNE

Highlighting Maithili Thakur's bhajan performance, the event drew over 300 guests and prompted immediate enquiries about the brand's new jewellery line. Taking an innovative approach to product launch, the brand elevated the story behind the jewellery, resonating with the audience and creating demand

(RJ Exclusive)

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Manepally Group launches premium silver jewellery brand ‘Mandira by Manepally’

HYDERABAD

The retailer has positioned the new line as a design-led alternative to gold, offering bridal and occasion jewellery with gold-like aesthetics at a significantly lower price point, while testing consumer acceptance of silver in high-value categories across South India

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BHIMA



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Bhima Jewellers appoints actor Janhvi Kapoor as brand ambassador to expand regional reach

BENGALURU

The association aligns with the brand's efforts to engage with consumers across regions. Supported by cultural alignment and the actor's national visibility, the partnership aims to link the brand's regional roots with its national expansion strategy, while ensuring brand recall

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Malabar Gold & Diamonds secures CCI nod to unify 51 Group companies under flagship

KOZHIKODE

The consolidation is expected to sharpen governance, accelerate decision-making and align operations as the company scales retail expansion, positioning the flagship entity to drive efficiency, capital deployment and brand consistency across domestic and international markets

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**TAMANNAAH
BHATIA**



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Actor Tamannaah Bhatia is brand ambassador for Hyderabad-based Sitaare Gold & Diamonds

HYDERABAD

The association with Bhatia is aimed at strengthening the brand's presence in the competitive premium jewellery market. It is a strategic push to enhance brand recall and drive store traffic as the brand prepares to open its third showroom in Hyderabad

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Sumangali Jewellers appeals to customers with pitch for individuality at Coimbatore pageant

COIMBATORE

The brand's association with premier beauty and talent hunt 'Queen and Princess Coimbatore 2026' placed jewellery at the centre of self-expression, and reflected its commitment to celebrating individuality and aspiration. A comprehensive marketing strategy enhanced brand visibility, leading to higher enquiries and store visits

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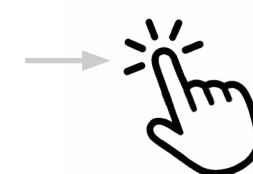
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Forevermark Diamond Jewellery presents exclusive ICON bracelet inspired by cricketer Abhishek Sharma

MUMBAI

The made-to-order piece brings Forevermark's signature ICON to life in the form of a meticulously articulated diamond bracelet. Created in association with the cricketer, it re-imagines the brand's most recognizable symbol, The North Star, as a bold, contemporary design

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Tribe Amrapali unveils first look of jewellery shaping Ram's screen identity in 'Ramayana'

MUMBAI

The jewellery for Ram centres around a 335-gram necklace inspired by the legendary Kodanda bow, created using silver, brass and elements linked to his lineage. Through the jewellery, the brand has sought to translate centuries of mythology and symbolism into a visual language for a new generation

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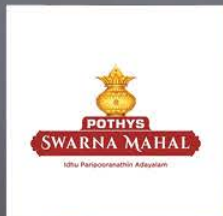
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Pothys Swarna Mahal campaign sets out to convert gold savings to jewellery purchase

CHENNAI

The brand's digital and Print advertising campaign was a 45-day initiative that ran from mid-May to the end of June and targeted home-makers, who account for a big share of household gold ownership. It significantly increased the retailer's old gold exchange-based sales

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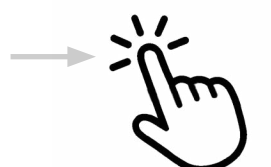
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Natural Diamond Council launches 'For The Real Me' series to weave stories around diamonds

MUMBAI

The campaign has featured jewellery from retailers such as A.S Motiwala Fine Jewellery, Om Jewellers, Anmol Jewellers, Khurana Jewellery House, Gehna Jewellers and Zen Diamond so far, dedicating one episode to each jeweller and building relatable narratives

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Dubai Jewellery Group, Jewellers Association Jaipur sign MoU to boost strategic partnership

JAIPUR

The pact sets a framework for education, trade promotion and buyer linkages, leveraging Jaipur's gemstone expertise and Dubai's global trade ecosystem to drive sourcing, market intelligence and international expansion opportunities for industry stakeholders

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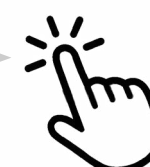
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Tanishq Natural Diamonds teams up with designer Rahul Mishra for Paris couture jewellery showcase

PARIS

Instead of complementing the designer's creations, the brand translated his couture language itself into sculptural jewellery; each piece crafted as a collectible work of art exclusively for the Paris Couture Week 2026 presentation and available later only through curated showcases and private client experiences

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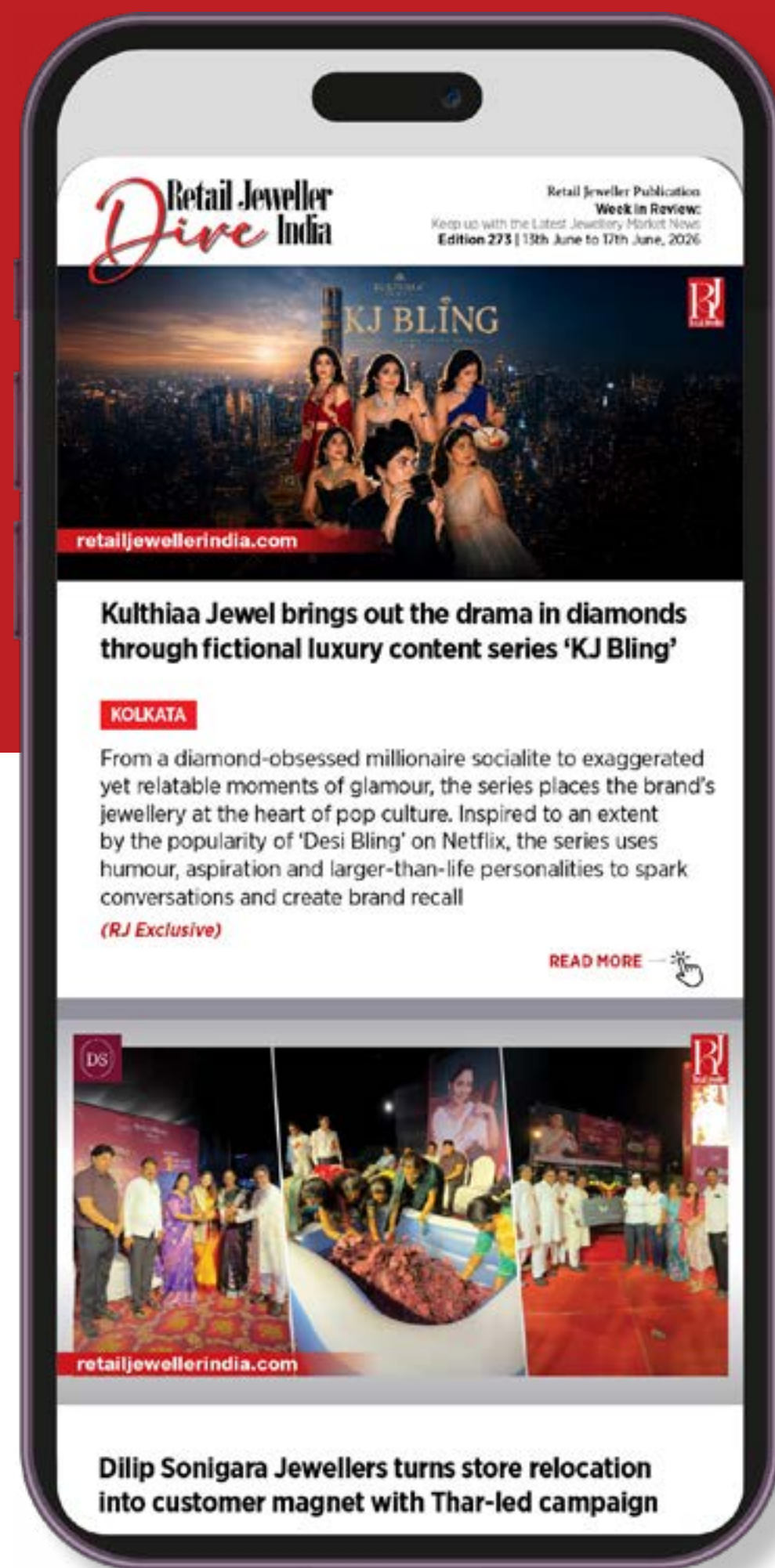
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GJEPC prepares industry for implementation of transformative India-UK FTA from July 15, 2026

LONDON

The Gem and Jewellery Export Promotion Council estimates that India's gem and jewellery exports to the United Kingdom could more than triple from current levels to \$2.5 billion over the coming years, helping propel bilateral trade in the sector towards the \$7 billion milestone

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Home-grown jewellery brands dominate celebrity weddings and special occasions

MUMBAI

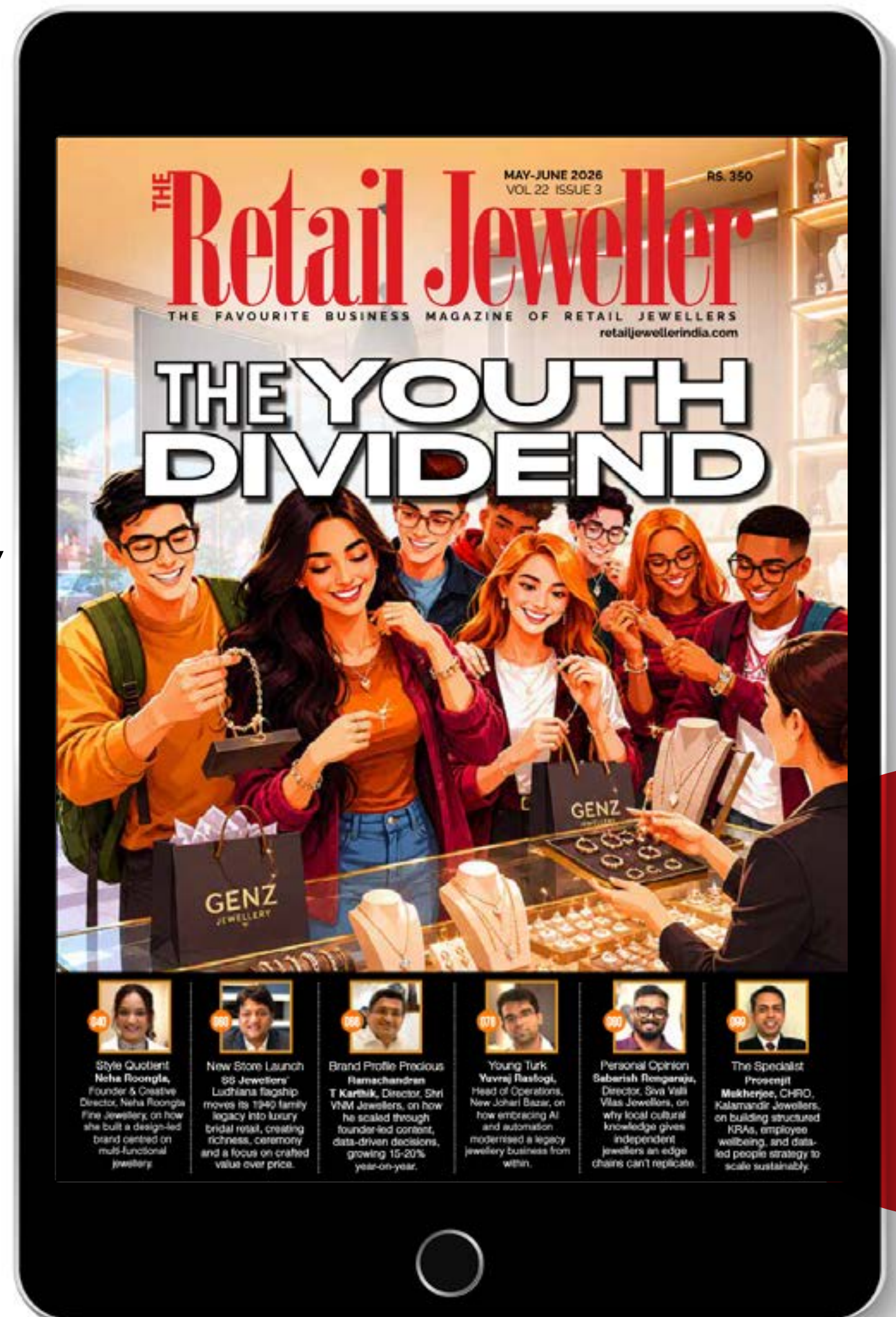
From Aamir Khan in Moi and Gauri Spratt in QWEEN at their intimate wedding to Janhvi Kapoor in A Jewels by Anmol and Khushi Kapoor in Shri Paramani Jewels at sister Anshula Kapoor's wedding, bespoke heirloom pieces, nature-inspired artistry and handcrafted gold jewellery continued to make a statement through the week

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THE GEN Z COVER STORY:

Brands rethinking retail to win young, self-purchasing buyers, **NEHA ROONGTA'S** design-led jewellery brand, **YUVRAJ RASTOGI** on modernising legacy retail with AI, **SABARISH RENGARAJU** on local edge, **PROSENJIT MUKHERJEE'S** people strategy, **SS JEWELLERS'** luxury bridal flagship, and **SRI VNM JEWELLERS'** Growth story.



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Inside the strategies India's jewellery brands are using to capture their youngest consumer ever

MUMBAI

A new Gen Z buyer is rewriting jewellery's rules, seeking everyday self-expression over occasion-bound tradition. She wants pieces that make an ordinary Tuesday feel special, and she already knows exactly what she wants today. Does the industry truly understand her?

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