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Meralda Jewels pitches its bridal jewellery to non-brides via 'For the Star Bride in You' campaign

KOZHIKODE

By repositioning bridal jewellery as everyday wear for working women, the campaign aims to unlock new demand segments, increase usage frequency and create a continuous consumption model that drives customer acquisition outside the traditional wedding lifecycle

(RJ Exclusive)

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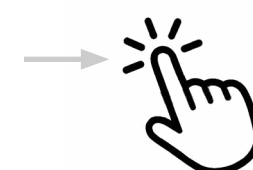
Pandit Jewellers turns family legacy into a story-telling campaign with 'Dadi Ki Tijori'

BULANDSHAHR

Celebrating the emotional significance of heirloom jewellery, the campaign explores the memories, traditions and family bonds that make jewellery a lasting legacy. It brings to life the philosophy of the jeweller's larger 'Pyaar Baantne Se Badhta Hai' advertising campaign

(RJ Exclusive)

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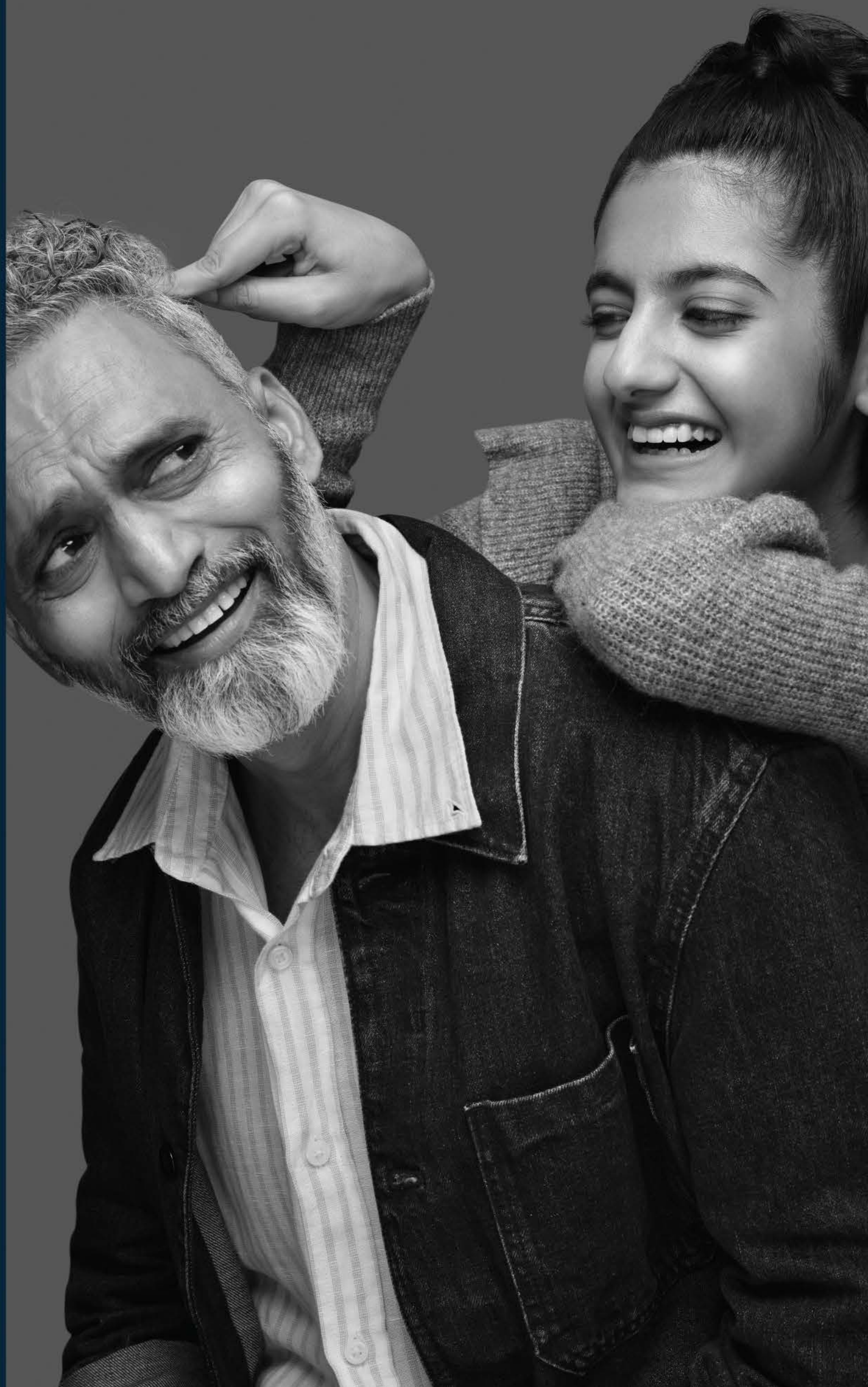
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Senthil Murugan Jewellers ends retail campaign 'Jolly Jackpot' with high-turnout gratitude event

MADURAI

The grand finale of the three-month purchase-linked campaign brought together 2,300+ customers in Madurai. The jeweller set out to make every customer feel special, with individual attention, turning it into a huge relationship-building exercise for the brand

(RJ Exclusive)

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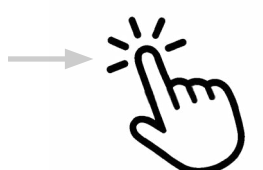
Khimji Jewellers drives store visits through Rath Yatra-themed 'Chhota Kalakar' contest

BHUBANESWAR

The brand encouraged children to explore the spiritual and cultural significance of Odisha's famous Rath Yatra festival through art. Held across all 11 Khimji Jewellers stores in the State, the activity encouraged families to visit stores together, creating a scalable customer acquisition funnel

(RJ Exclusive)

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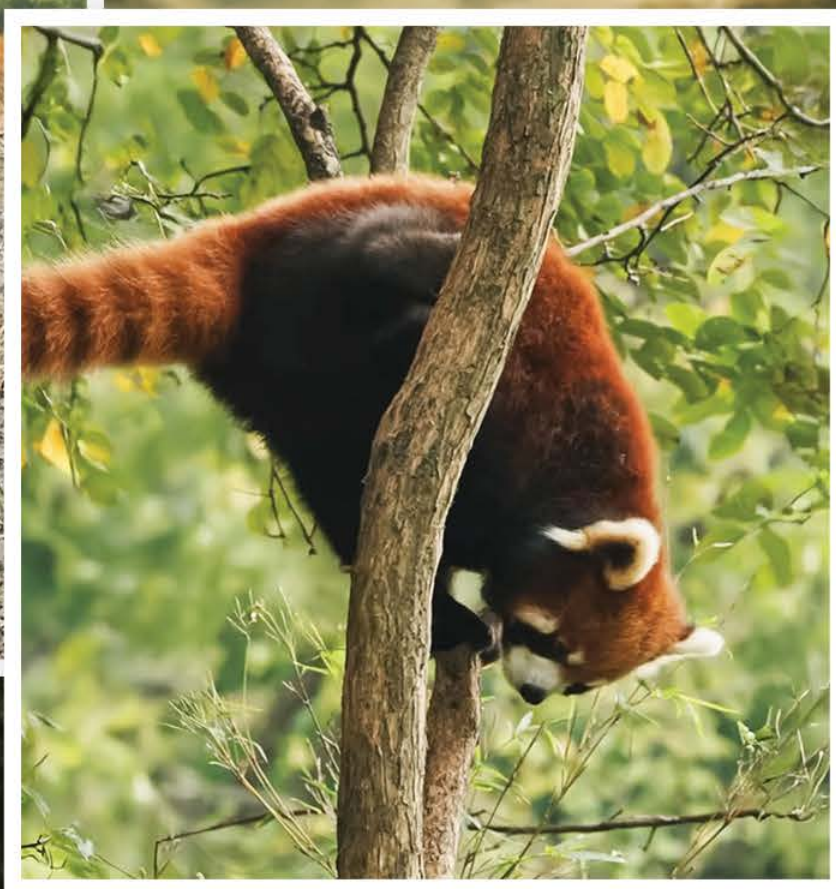
Crafting Diamond Stories.

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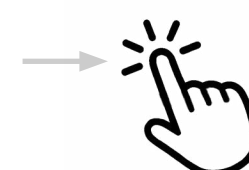
Mia by Tanishq links old gold exchange to tree plantation, creating purpose-led engagement

MUMBAI

Each gram of gold exchanged translated into a tree planted through a partner organization, and contributed to supporting biodiversity, especially habitat restoration for Red Pandas in Sikkim. The brand created a compelling proposition by embedding sustainability within an existing service

(RJ Exclusive)

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Kalyan Jewellers announces actor Sara Ali Khan as its newest brand ambassador

THRISSUR

She joins the ranks of actors Amitabh Bachchan, Katrina Kaif and others as the faces of the brand, and will feature in the brand's upcoming integrated advertising campaigns. The partnership reflects the jeweller's focus on connecting with a new generation of consumers

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Jagannath Gangaram Pednekar Jewellers unveils 'The Godhadi Effect', re-imagining gold exchange

MUMBAI

The Marathi short film celebrates the emotions woven into family heirlooms while offering a fresh perspective on old gold exchange. It encourages families to see their old jewellery not just as precious memories, but as a conduit to creating new ones

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Mahabir Danwar Jewellers launches Season 5 of 'Couple No. 1' at curtain-raiser in Kolkata

KOLKATA

The brand intends to build on the success of earlier editions of the competition, designed for married couples to showcase their love and commitment, which is usually symbolized by jewellery. The grand finale of the contest is scheduled for September, 2026

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Joyalukkas' gold exchange campaign urges customers to unlock value of old jewellery

THRISSUR

The jeweller has brought out the campaign proposition through a series of situational films in various languages, reinforcing the judiciousness of old gold exchange vis a vis pledging it, taking expensive loans or buying gold at high price. The campaign runs up to August 9, 2026

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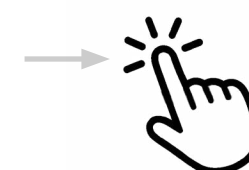
THE
QUEENArabian Gold & Diamonds
has arrivedretailjewellerindia.com

— Mamta Mohandas —

Arabian Gold & Diamonds names South actor Mamta Mohandas as its brand ambassador

KOCHI

The association marks a new phase for the jewellery retailer as it looks to engage more deeply with customers in Kerala. Mohandas will be part of campaigns and initiatives across platforms, representing the brand's product offerings across its markets

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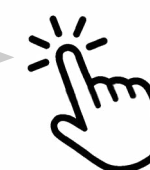
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Gargi by PN Gadgil & Sons unveils new monsoon line with ad campaign featuring Mithila Palkar

PUNE

The campaign depicts a rain-kissed celebration of green, and contemporary silver and natural diamond jewellery made for the season of petrichor. It urges women to see the monsoon not as a break in their style calendar, but as its most atmospheric chapter

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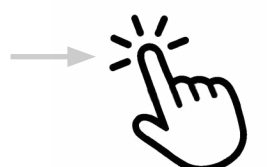


Neha Lulla Jewellery launches educational event 'Young Diamantaire' for teenagers

MUMBAI

Based on founder Neha Lulla Kriplani's observations as a parent, the initiative aims to spark curiosity about diamonds and gemstones among children and young adults, building early into the pipeline for a future customer base and interest in the industry

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Lab-grown diamond jewellery brand Aukera raises Rs 90 crore in fresh round of funding

MUMBAI

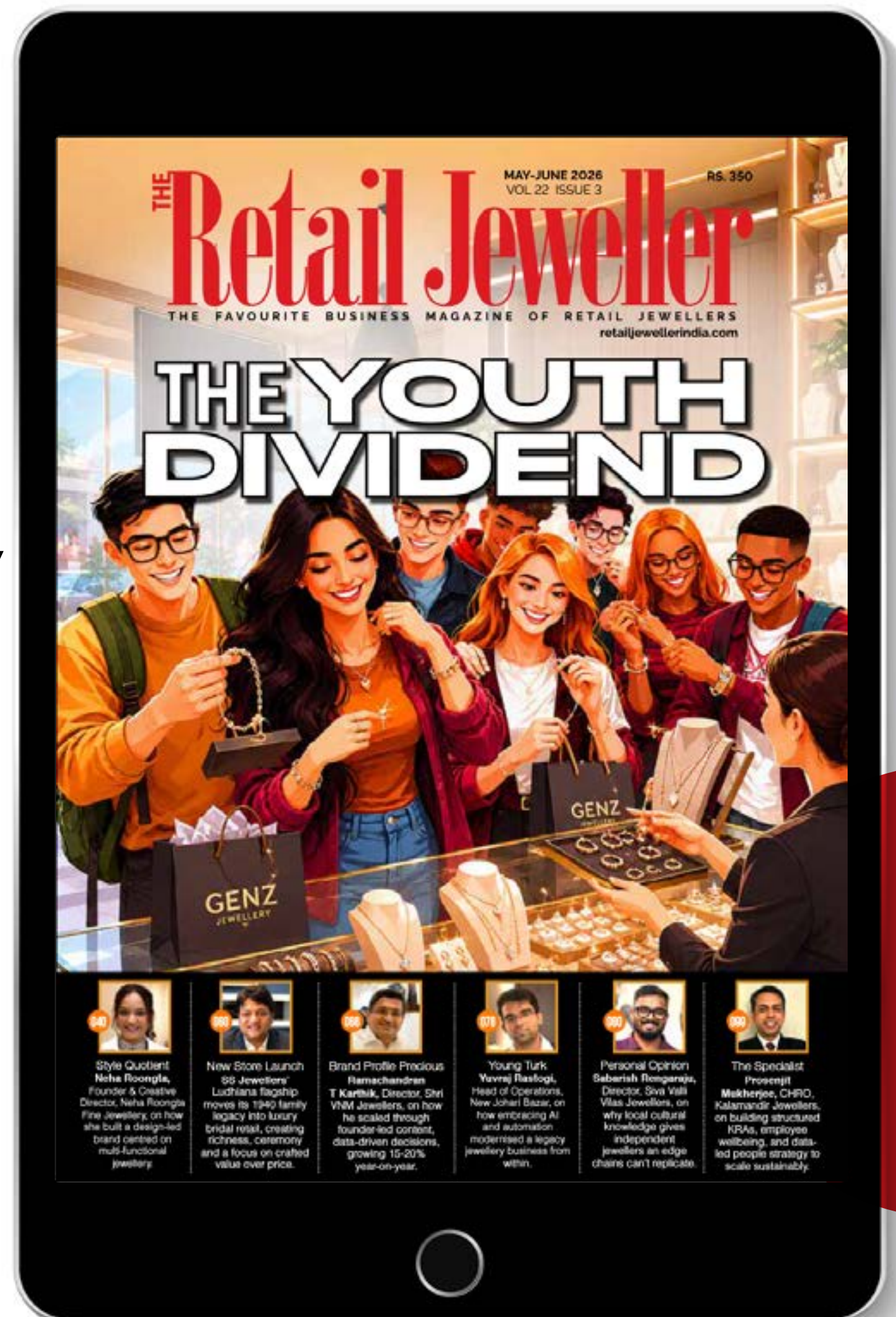
The company aims to use the capital to grow its retail network with store additions in both existing and new locations. It will also invest in product development and design, and strengthen its omnichannel systems that support retail operations

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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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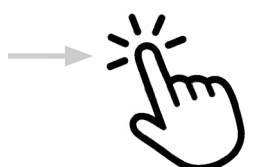


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Malabar Gold & Diamonds hosts 'Bridal Edit' masterclass across showrooms in Canada

MISSISSAUGA

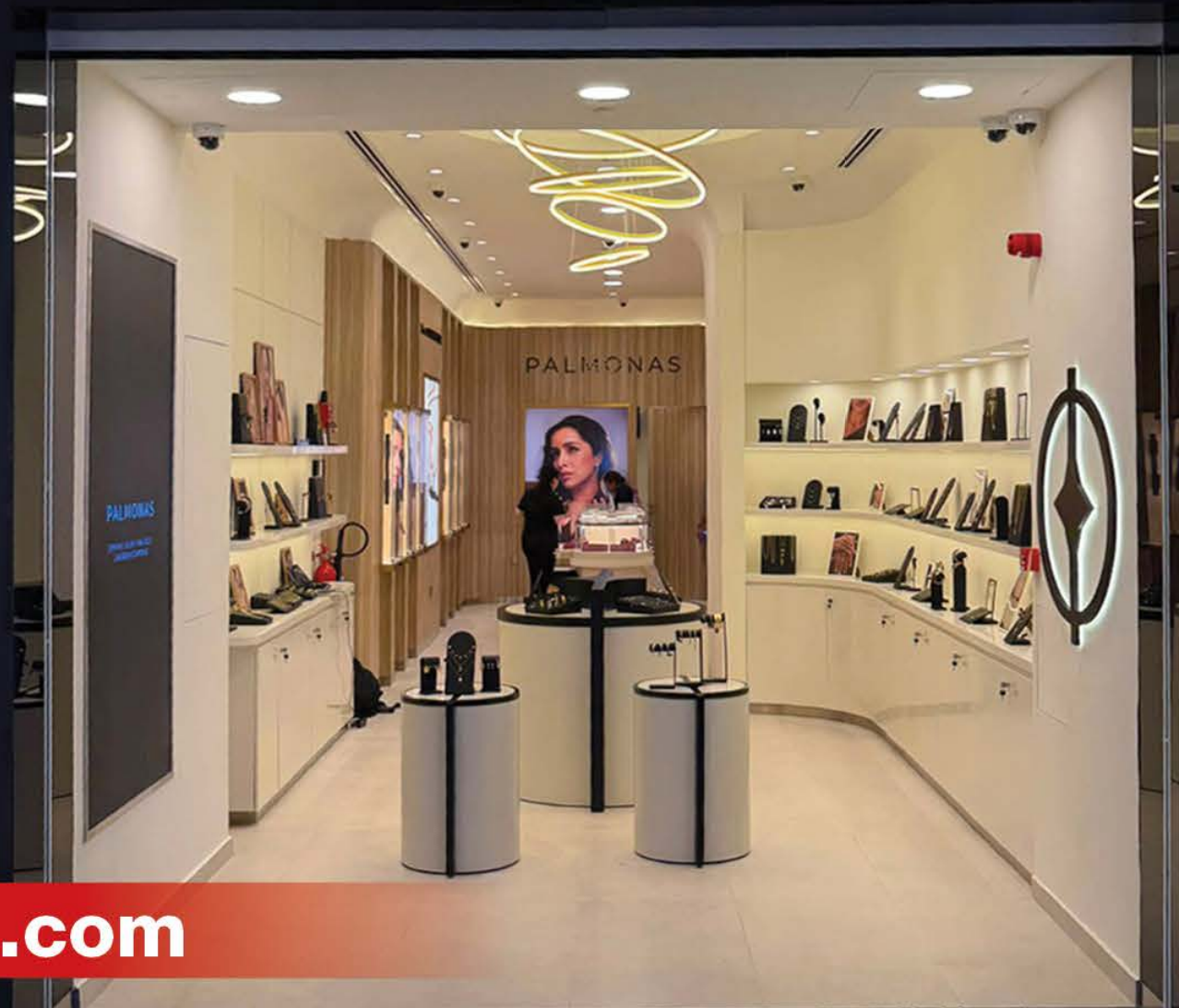
The events enabled direct customer engagement, with attendees walking the ramp wearing the brand's jewellery collections. Designed as a pre-wedding platform for brides-to-be, the aim was to prepare them for different aspects of a wedding through structured sessions

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WIDE ANGLE




PALMONAS



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Palmonas opens first international store at Abu Dhabi in the United Arab Emirates

ABU DHABI

Global expansion marks a significant milestone in the demi-fine jewellery brand's retail journey so far. It is set to further expand its presence in the UAE with a second store located at the Mall of the Emirates in Dubai by the end of July

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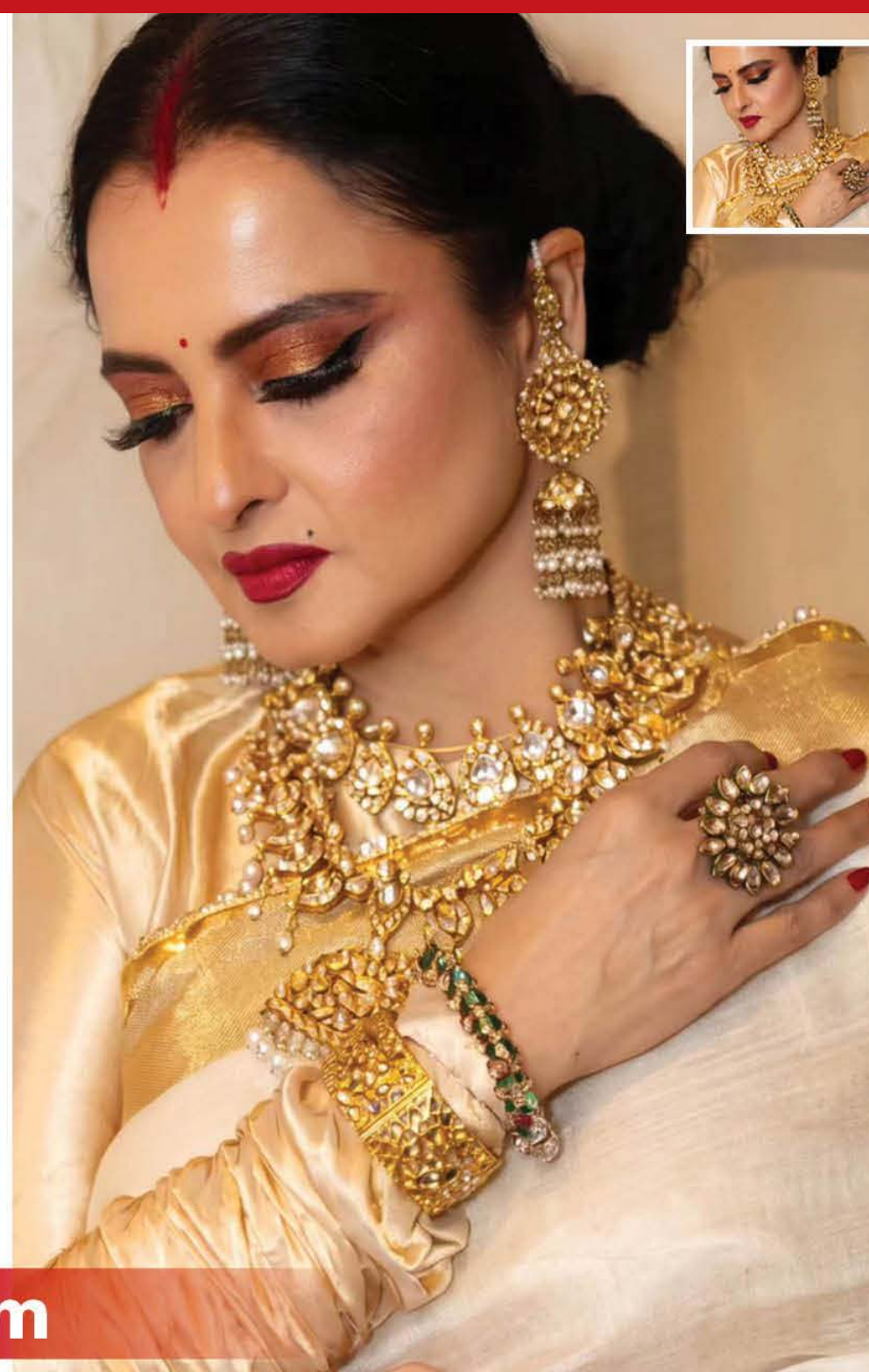


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Celebrity style elevates leading jewellery brands across high-brow events and outings

MUMBAI

Be it Rekha in Amrapali Jewels, Elon Musk's mother Maye Musk in Vilandi, Alia Bhatt in Akoya Jewels or Isha Ambani in Lorraine Schwartz, public figures opted for traditional Indian design or global luxury aesthetics across diverse social occasions

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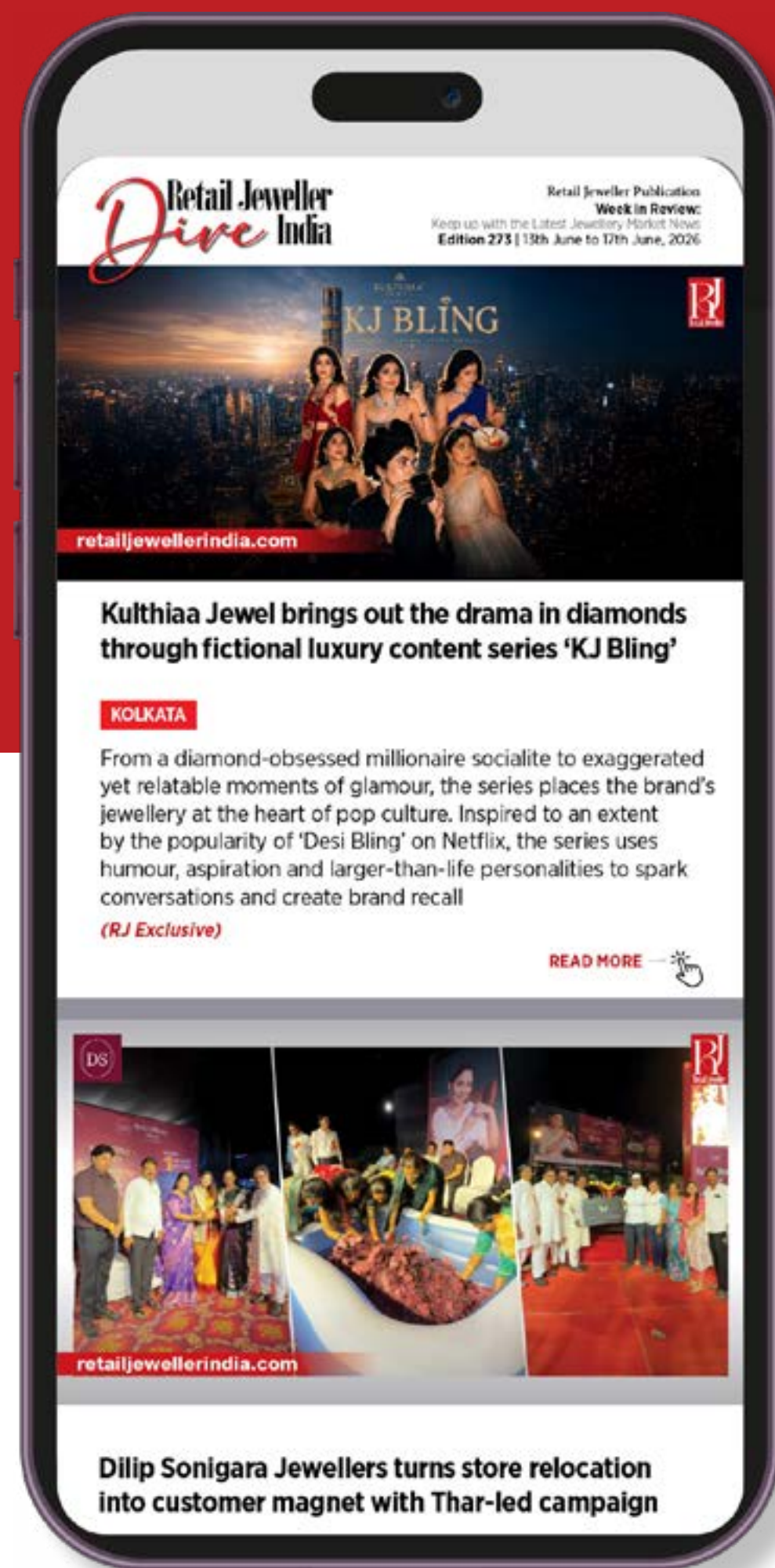
The retail moves you can't afford *to miss.*

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How Sri VNM Jewellers stays relevant as Puducherry's jewellery market changes

PUDUCHERRY

From a hallmark-first showroom on a congested street lane to a 3,200 sq. ft flagship on the town's busiest jewellery corridor, Sri VNM Jewellers has spent 29 years doing one thing exceptionally well — earning trust. Now, with a data-led second generation at the helm and a founder who talks directly to his customers online, the brand is growing faster than ever

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