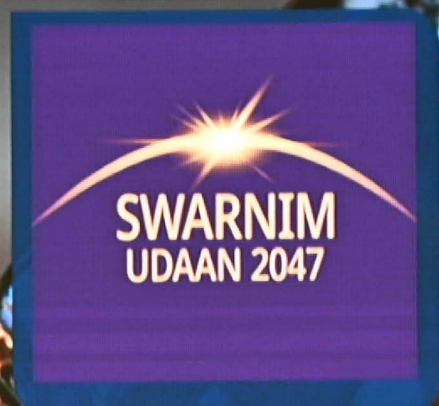


Key Initiatives - 2026



Gold Innovation
Centre

Project Highway
and
Premiumization

Karigar Rise

The moment is



Research

ETFs

Industry Initiative
Support
Programme (II)



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WGC's India Gold Dialogue in Kolkata charts a growth roadmap, discussing premiumization, new consumer occasions, retailer opportunities

KOLKATA

With leading jewellery companies, represented by senior industry leaders, the event brought retailers face-to-face with the World Gold Council's strategic roadmap — from creating jewellery-buying occasions to trust-building initiatives — signalling how India's gold trade can capture its next big opportunity

(RJ Exclusive)

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Aisshpra Gems and Jewels nudges brides to buy jewellery with in-store photoshoot campaign

LUCKNOW

Before the wedding season, the brand initiated 'To-Be Brides' promotion to acquire customers in a new catchment in Lucknow. This campaign combined styling and photography to create a memorable experience, converting many high-intent participants into sales

(RJ Exclusive)

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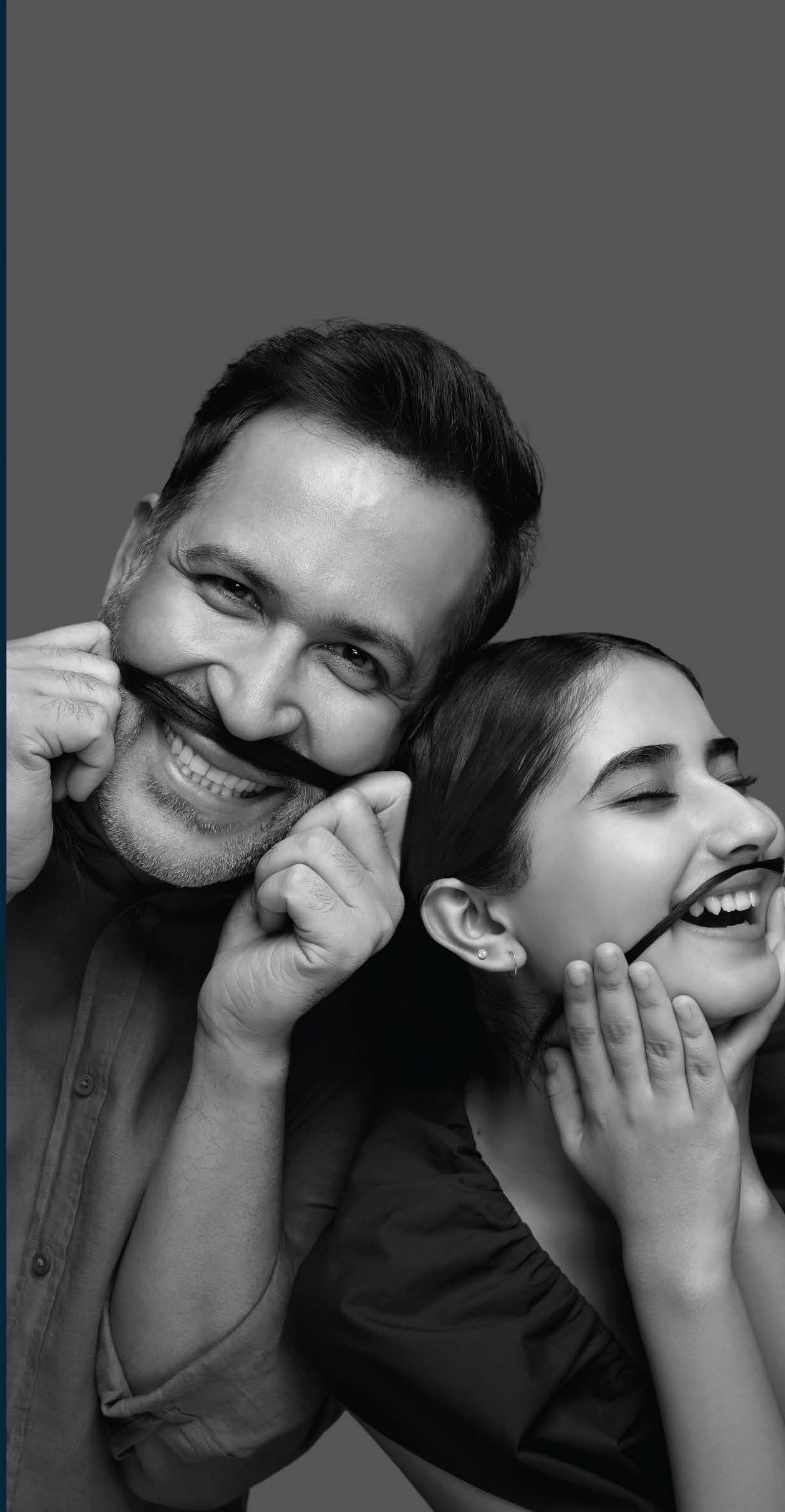
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Lakza Gold & Diamonds champions inclusive brand view with ‘Celebrating Every Beauty’ campaign

MANNARKKAD

Ahead of the brand launch, the campaign unfolds its belief in the idea of beauty that shapes its retail philosophy. The real-life models of all age groups, body types, skin tones, genders, and backgrounds send out a message of inclusivity that embodies the brand’s designs, store experience and overall approach

(RJ Exclusive)

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Lala Jugal Kishore Jewellers attaches deeper meaning to products with story-telling series

LUCKNOW

With 'Untold', the brand's endeavour is to highlight the stories and emotions behind each piece of jewellery, to increase interest in its designs. It is already driving engagement, enquiries and store visits, while also helping attract new customers through content-led discovery

(RJ Exclusive)

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Kothari Jewellers fosters trade unity and team spirit through Sarafa Premier League

JABALPUR

The retailer participated both as an event partner and a competing team in the cricket tournament, meant exclusively for the jewellery fraternity. It was a morale-booster for the brand's employees, while interaction with industry peers built stronger relationships across the trade

(RJ Exclusive)

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Chandukaka Saraf Jewellers builds customer connect with 'Miss and Mrs Swarnika 2026'

MUMBAI

The in-store event allowed the brand to present its jewellery collections within a live environment, where they were worn and experienced by participants. It also helped the retailer connect with new audiences, create aspiration around the brand and generate online buzz

(RJ Exclusive)

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Tanishq marks 30 years with Print ad 'mirror' innovation to thank long-standing customers

MUMBAI

The cover of the brand's four-page pullout ad in The Times of India had a large circular sticker. When anyone peeled off the sticker, they would find a mirror and their own reflection in it, alongside the headline 'Look who has made the last 30 years so beautiful' as a heartfelt tribute

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Sara Ali Khan presents Kalyan Jewellers' Antara natural diamond collection in new campaign

THRISSUR

The campaign reframes natural diamonds as everyday markers of achievement and urges modern women to go beyond occasion-led buying. Set in a Europe-inspired backdrop, it follows a woman who looks at the life she has built and recognizes the realization of her earlier aspirations

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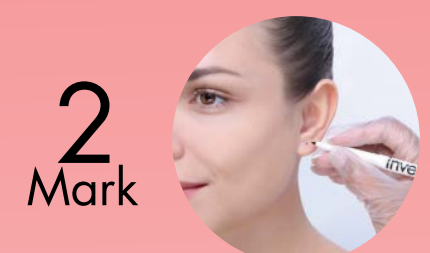


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PNGS unveils ‘Waricha Suvarnasaj’, turning Maharashtra’s journey of faith into a jewel

PUNE

Paying tribute to the Pandharpur Wari, it is the first of a series titled ‘Dagina Maharashtra-cha’, in which the brand will create one unique, handcrafted gold masterpiece every month, each inspired by an iconic symbol of Maharashtra such as its seasons, festivals, faith and living heritage

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Kataria Jewellers set to venture outside Madhya Pradesh with upcoming store in Kota, Rajasthan

RATLAM

The move signals a shift from being a State player to strategic regional expansion, targeting emerging urban hubs. By entering Kota, the brand aims to tap rising purchasing power and aspirational demand, using its proven retail format to build a wider customer base

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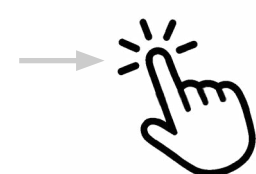
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Actors Vijay Sethupathi and Simran to endorse Regal Jewellers as it enters Tamil Nadu market

CHENNAI

According to the brand, the actors align with the values Regal Jewellers stands for, and will be part of their integrated advertising campaigns. With 15 retail showrooms across Kerala and Karnataka, the company is marking its Tamil Nadu entry with its 16th showroom in Chennai

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Mia by Tanishq launches latest retail campaign 'Big Bling Fest' to drive demand for jewellery

MUMBAI

Running from July 16 to August 2, 2026, the campaign combines the launch of new collections with promotional offers, and aims to capitalize on festive purchases, gifting occasions and growing demand for everyday jewellery. The company intends to establish it as an annual shopping festival

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*Crafting
Diamond Stories.*

Animesh Bhadra
97680 31506

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Right Gold names actor Sahher Bambba as brand ambassador to build youth market connect

NEW DELHI

The move aligns the brand with younger, aspirational consumers while reinforcing its authenticity proposition. With a relatable brand face and focus on tech-enabled retail, Right Gold aims to gain visibility and accelerate market expansion across India

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GIVA's 'Furever Sibling' Raksha Bandhan campaign highlights pet-inclusive bonds

BENGALURU

Featuring actor Kriti Sanon, the campaign film shows a celebration of the festival including a pet in the ritual, extending the idea of sibling relationships to animals within the family. It promotes the brand's Pet Collection of jewellery and accessories for pets and pet owners

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Dubai-based lab-grown diamond jewellery brand Escape Privé enters India with personalization tag

MUMBAI

The brand's aim is to offer designs that reflect individual requirements rather than standardized collections, with the accent on customization. It has taken a direct-to-consumer approach instead of setting up a physical retail destination

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Tanishq launches latest edition of its flagship 'Festival of Diamonds' across the Middle East

DUBAI

This year's 'Festival of Diamonds' recognizes the fact that customers are increasingly looking for jewellery that fits into daily life, not just celebrations. The brand has unveiled more than 10,000 natural diamond jewellery designs as part of the festival that runs up to August 31, 2026

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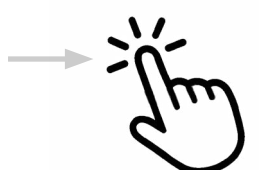
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Vinsmera Jewels marks UAE expansion with soft launches of stores at Al Barsha and Bur Dubai

DUBAI

The brand's strategy is to engage with customers early, to gather feedback that can be used to assess demand patterns at the new locations in Dubai. The stores give the brand access to diverse customer segments in both residential and high-footfall commercial areas

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Leading Indian brands shine through in a week of extraordinary jewellery moments

MUMBAI

From celebrity Lupita Nyong'o wearing Sabyasachi High Jewellery to the New York premiere of The Odyssey to actor Ananya Panday in a 100-carat natural diamond necklace by Nemichand Bamalwa & Sons at the Gaurav Gupta couture show in Mumbai, the accent was on exceptional craftsmanship

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SPECIAL FEATURE
An exclusive with **Sandeep Kohli**, CEO, Indriya, on how their newly introduced technology, Sparklescope, is enabling consumers to assess the quality of a diamond beyond the certificate.



SPECIAL FEATURE
Managing Director **Anil Kulkarni** of Sunaar the Jeweller tells us how "gold jewellery at zero making charges, all year round" disciplined, math-driven business model is more than a discounting gimmick.



AND PROFILE
PRECIOUS
Anishk Haritwal of Tree shares his journey of building a first-generation luxury brand with the vision of elevating jewelry by creating destination retail spaces that don't follow a standard format.

JULY-AUGUST 2026 | VOL 22 ISSUE 4 | RS. 350

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Heritage with an Edge

THE INTERVIEW
Amarendra Vummidi of VBJ explains how the brand is building a first-of-its-kind format that unifies diverse retail experiences for mid-mass to super-elite under one roof, alongside an ambitious 60-store roadmap.

PG 56



NEW FRONTIER
Saransh Kothari, Co-Founder & CEO of Prismara, from the KGK legacy, explains how the brand is democratising natural-coloured gemstones by combining them with lab-grown diamonds and offering customisation.



DIGITAL NATIVE SILVER
Abhishek Gupta, Co-founder and Managing Director, shares how TrueSilver is drawing on over seven decades of export expertise to bridge gaps in a market where demand is outpacing organised supply.



NEW STORE
Founder and Creative Director **Aanchal Jain** on how Izzari Jewels' Ambawatta flagship positions the young brand firmly within Delhi's luxury landscape.

JULY-AUGUST 2026 VOL 22 ISSUE 4 RS. 650

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SS Jewellers turns Ludhiana into the stage for its luxury bridal ambitions

LUDHIANA

With its new 7,500 sq ft flagship, it is moving to a more focused luxury bridal format. Palace-inspired interiors, private styling-led consultations, exclusive one-of-a-kind jewels and transparent digital pricing come together to create a destination where the emphasis moves beyond transaction and price towards experience, individuality and crafted value

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