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How the CKC Group scored by conceptualizing a women's Pro-am golf tournament at Kolar

KOLAR

The Krishniah Chetty Gold Legacy Pro-Am 2026 enabled the brand's premium clientele and HNIs to play alongside professional and emerging women golfers, creating conversations and relationships on the course, along with genuine engagement with the brand

(RJ Exclusive)

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Pachchigar & Sons breathes new life into heirloom jewellery with 'Panetar' initiative

SURAT

Inspired by Gujarat's bridal tradition and the national call to recycle household gold, the Surat-based jeweller's campaign turns inherited jewellery into contemporary, everyday wearable pieces while preserving sentimental value and the stories behind them

(RJ Exclusive)

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Francis Alukkas reaches young, socially engaged audiences through Miss Universe Kerala event

KOZHIKODE

The brand could position its jewellery collections within a narrative of personal milestones, confidence and individuality, aligning with the high-visibility event. It could ensure engagement, product discovery and store footfalls, while boosting appeal among younger, aspirational consumers

(RJ Exclusive)

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Ekaraa roots for wellness with in-store pilates session to showcase its new Padel Bracelet line

MUMBAI

The luxury jewellery brand transformed its atelier into a wellness space, using a pilates-led experience to demonstrate how its upcoming collection fits seamlessly into modern lifestyles. It also showed how experiential retail can strengthen customer relationships

(RJ Exclusive)

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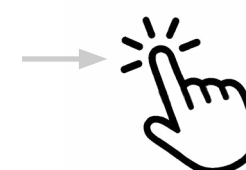
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De Beers India launches Friendship Day ‘Love, from Bestie’ campaign across 60 retail partner stores

MUMBAI

From August 1 to 2, the brand invited best friend duos to visit these stores, including Forevermark Diamond Jewellery stores, across nine cities - Mumbai, Delhi, Bengaluru, Chennai, Pune, Kanpur, Kochi, Coimbatore and Nagpur - to discover the Bestie Bracelet collection and take part in a specially curated in-store experience

[READ MORE](#)



Malabar Gold & Diamonds ropes in MS Dhoni to endorse its 'The Responsible Jeweller' philosophy

KOZHIKODE

To announce the association and bring out its agenda of taking responsibility beyond jewellery, the brand has launched one of its largest integrated advertising campaigns across television, print, digital, OOH, cinema, radio and retail, reaching customers through more than 450 stores globally

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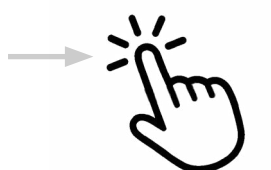


Kalyan Jewellers launches regional jewellery brand 'Akshaya Thanga Maligai' in Tamil Nadu

THRISSUR

ATM will allow Kalyan Jewellers to address demand patterns specific to Tamil Nadu. The company has appointed actor Sivakarthikeyan as brand ambassador to support visibility in the market, and launched a campaign film ahead of the brand's formal launch on Aug 21

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TANISHQ Festival Of Diamonds

Designs crafted for natural diamonds
to sparkle the brightest

TANISHQ x DB
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Tanishq launches campaign featuring Ananya Panday for new edition of 'Festival of Diamonds'

MUMBAI

A recurring platform for the brand to present its diamond portfolio, covering categories such as earrings, rings, pendants, neckwear, bangles and bracelets, this year's collection centres on design approaches that influence how diamonds interact with light, movement and viewing angles

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JGP Jewellers celebrates 25-store milestone across Maharashtra and Goa with Gold Exchange Festival

MUMBAI

The initiative allows customers to exchange any old gold jewellery for new designs by the brand. According to Managing Director Asavari Pednekar, it supports customers in getting value out of unused jewellery, converting it into contemporary pieces for regular use

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*The art of
Natural
brilliance.*



Animesh Bhadra
97680 31506

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#YaadonKaPitaraWithHeer: Heer by GIVA dives into nostalgia for its Raksha Bandhan campaign

MUMBAI

The campaign film featuring brand ambassador Anushka Sharma highlights everyday brother-sister moments, culminating in a meaningful jewellery gift. Supported by digital content and influencer collaborations, it aims to drive engagement across platforms and retail touchpoints during the festive season

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Bhavya Ramesh Jewellery unveils ‘Stare’ campaign starring actor Tillotama Shome

MUMBAI

The campaign reimagines Indian protective talismanic symbols through a 13-piece contemporary jewellery collection. The collection, crafted in silver and gold, blends familiar motifs such as eyes, snakes, lemons, chillies, moons and fangs into statement pieces inspired by the concept of shielding oneself against the ‘unwanted gaze’

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Kataria Jewellers steps onto global stage with Asia Cup Polo 2026 association at Windsor

WINDSOR

The partnership is rooted in a shared outlook between the historic sport and the brand. By placing itself within an international tournament, the brand extended its reach to a global audience while reinforcing its standing among customers who engage with such platforms

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WHO WORE WHAT

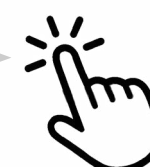


High jewellery from Indian and global brands shines through celebrity looks worldwide

MUMBAI

From Priyanka Chopra Jonas' iconic Tiffany & Co. engagement ring visible at the Wimbledon Finals, to Mira Kapoor in Amaris Jewels' Drop Disc earrings at a recent outing to Dia Mirza in diamond earrings by Golecha Jewels at the success party of 'Ikka', the week was all about making a statement with jewellery

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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 Vimal** 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
Anish 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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Amarendra Vummidi
Director, VBJ

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How VBJ is rewriting 125 years of legacy through design, scale and high jewellery

CHENNAI

Inside VBJ's new three-floor flagship lies a 125-year-old family jeweller redesigning itself for the next generation — separating mass, elite and ultra-luxury lines, building an in-house design army, and preparing for an IPO without losing its craft-first soul

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