



Rokde Jewellers unveils new brand identity via Riteish and Genelia Deshmukh-starrer campaign

NAGPUR

The campaign launch aligns with Rokde Jewellers' renewed brand philosophy 'From the Heart of India, to the Hearts of India', reflecting its ambition to go beyond home-ground Vidarbha and scale nationally. The jeweller has backed the campaign with a 360-degree marketing strategy

(RJ Exclusive)

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ऑफर कालावधी : 17 एप्रिल ते 15 जुलै 2026

New Shriniwas Jewellers attracts new buyers beyond Nashik with post-harvest campaign

NASHIK

With its core customers rooted in Nashik's farming community, the brand timed its 90-day promotion to the months when rural households have more disposable income. Coupons were given out not just based on jewellery purchase, but also on value of exchanged gold or silver jewellery

(RJ Exclusive)

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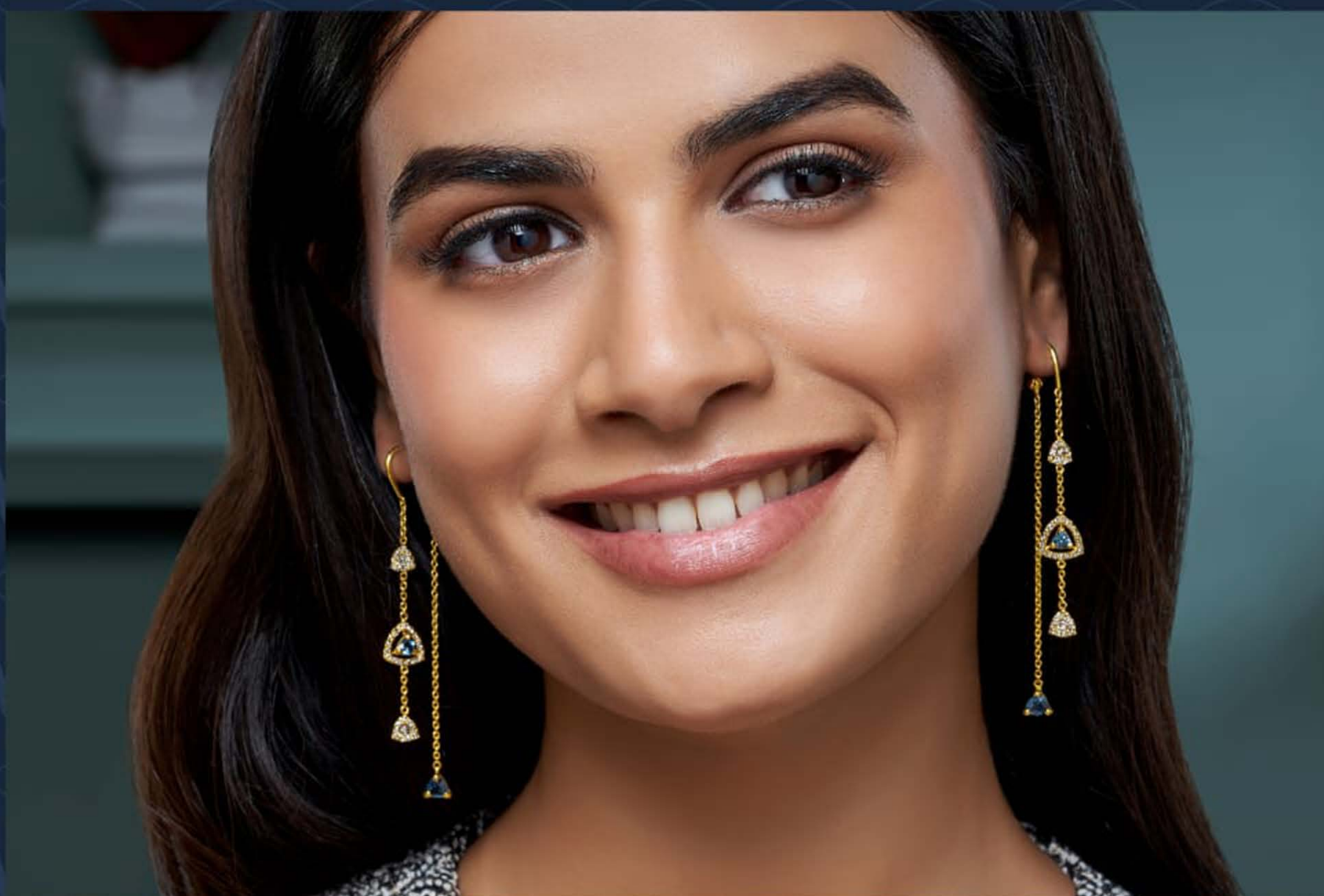




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Gandevikar Jewellers launches brand 'Lavina' to tap Gen Z demand for lab-grown diamonds

VADODARA

The brand aims to target first-time diamond buyers who look for affordable jewellery. By retailing the new LGD brand within its Vadodara showroom, the jeweller's strategy is to complement the existing natural diamond business while expanding its customer base

(RJ Exclusive)

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IIJS Bharat Premiere 2026 highlights stronger global market access for Indian jewellery exporters

MUMBAI

The show reflects India's growing influence in the global jewellery industry and showcases innovation, technology, and emerging talent shaping the sector's next phase of growth. Industry leaders at the event highlighted policy reforms, including tax incentives and diamond trading initiatives, positioning India as a future global trading hub

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INDRA

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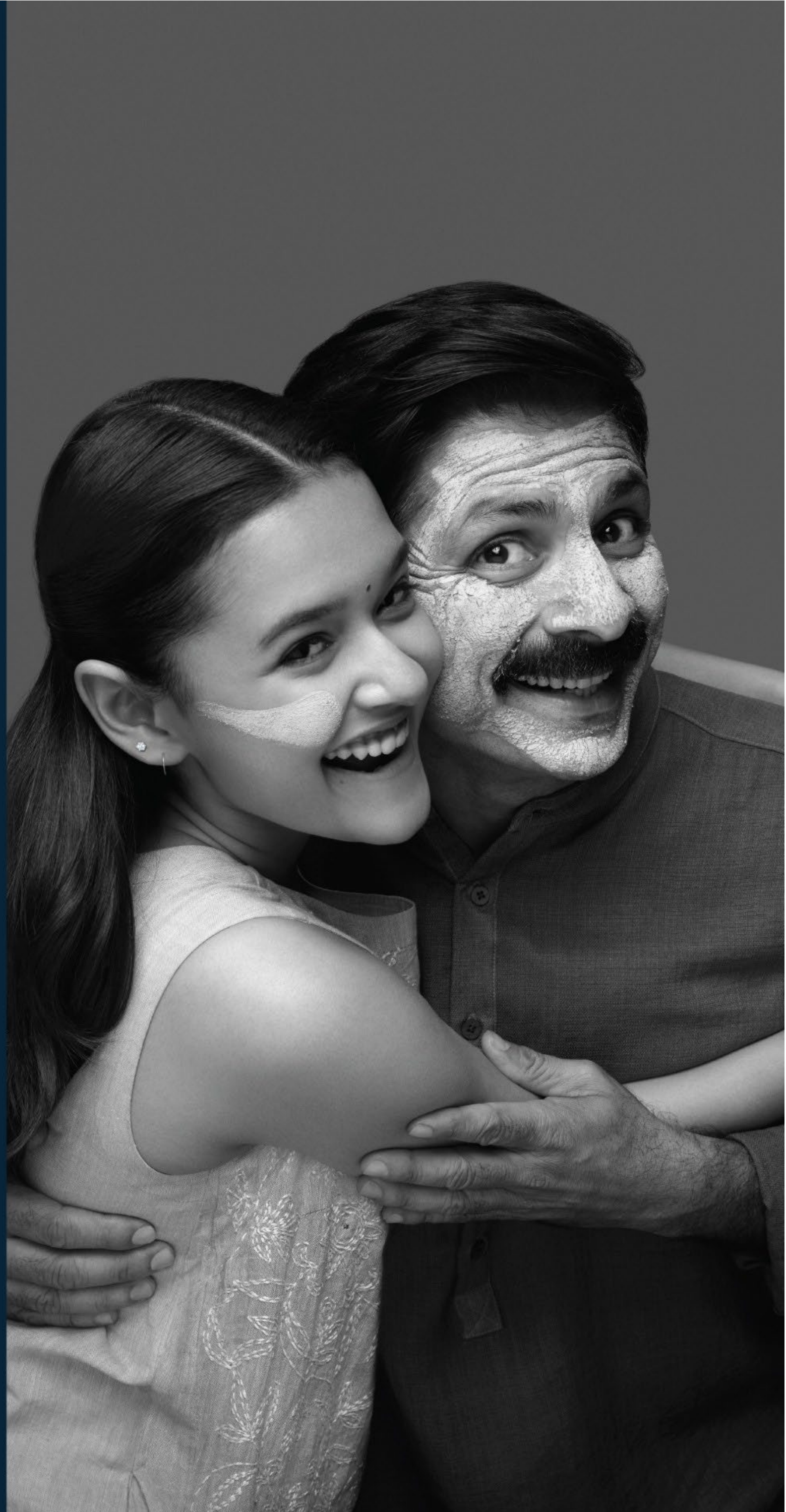
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as enduring and
brilliant as natural
diamonds
themselves.

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PNG Jewellers' CMD Saurabh Gadgil launches his deeply honest memoir 'Choosing Gold'

MUMBAI

The book delves into the mindset that built PNG Jewellers, recounting the sixth-generation jeweller's conviction, patience, challenges and choices that shaped the legacy jewellery brand from the time a young Gadgil inherited it to what he has made of it today

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KAASHIKA
काशिका

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CaratLane debuts 'Kaashika' film in Varanasi, features heritage-led design inspiration

VARANASI

The film integrates the track 'Tum Tak' into its narrative and draws from the city's ghats, temples and daily life. It also reflects the brand's focus on Uttar Pradesh as a market while presenting the collection through a culture-led story-telling approach

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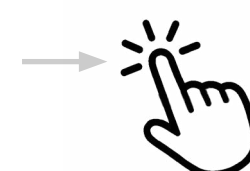
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Jewel One turns flagship store in Coimbatore into bridal runway to engage more customers

COIMBATORE

The brand's objective was to create an engaging in-store experience while introducing its bridal collections and Bridal Pavilion to a distinguished group of potential customers. The runway featured women from diverse professional backgrounds, making it relatable

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RR Gold Palace woos customers through its in-store Swarna Bumper Yojana lucky draw

ARKALGUD

The initiative encourages customers to visit the showroom, witness the draw firsthand and participate in the selection process. The monthly format also supports continued participation in the retailer's savings scheme, with eligibility tied to timely instalment payments

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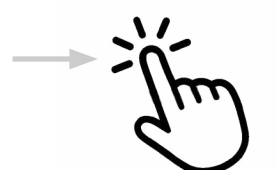
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Alankar Jewellers works for community welfare by upgrading key public infrastructure facilities

HISAR

The retailer sought to improve working conditions for police personnel on duty through its own efforts while reinforcing a long-standing commitment to the community. The initiative helped the retailer stand out before those who favour businesses that contribute to society

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Gold set as strategic economic driver in World Gold Council's Swarnim Udaan 2047 report

MUMBAI

The report sets targets for domestic mining, gold mobilization and jewellery exports, while proposing reforms in policy, finance and manufacturing. It also highlights gold's use in industrial sectors and calls for institutional mechanisms such as a National Gold Board and Innovation Centre to support implementation across the gold ecosystem

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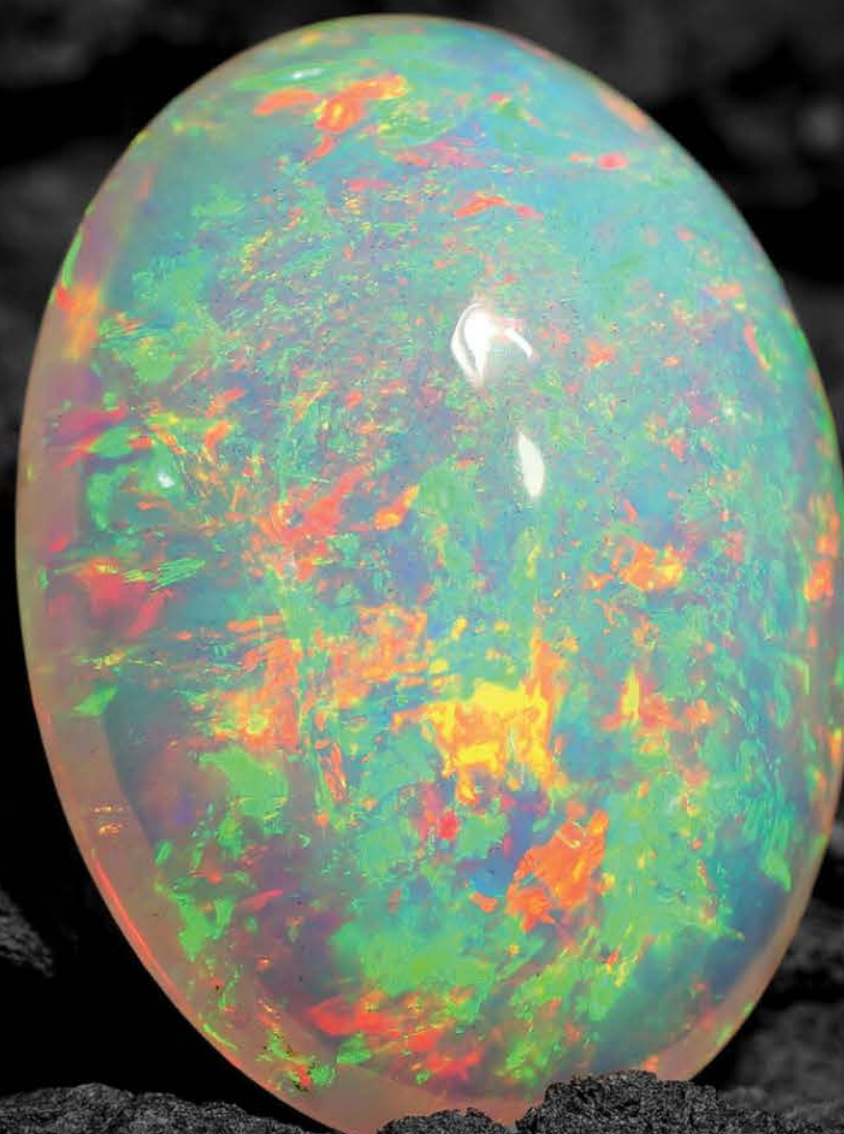
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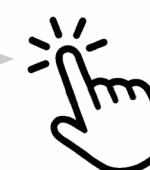
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CIBJO progresses towards strict ‘synthetic’ descriptor for all lab-created diamonds

BERN

In a huge shift for the jewellery industry’s terminology landscape, the World Jewellery Confederation (CIBJO) is expected to remove the terms ‘laboratory grown’ and ‘laboratory created’ from its list of recommended language for diamonds at its forthcoming meet in Italy

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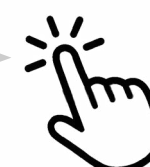
RJ
Retail Jeweller

Celebrity appearances drive visibility for fine jewellery brands across occasions

MUMBAI

Be it actor Alia Bhatt in Chand Begum's vintage ruby and polki chand balas, or cricketer Suryakumar Yadav in his custom natural diamond pendant created by the De Beers Group or actor Vaani Kapoor bedecked in jewellery from Rihaan Jewels, leading Indian jewellery brands stood out in all their grandeur this week

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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
Abhishek 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.

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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.



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.

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What Indriya's regional-first strategy reveals about scaling a growing jewellery retail brand to 80 stores this fast

MUMBAI

Indriya CEO Sandeep Kohli details scaling to 80 stores in 24 months via a “regional but national” model — hyperlocal designs backed by centralized infrastructure. He discusses the SparkleScope diamond-trust tech, standardized showroom transparency, Gen Z's mobility needs and an industry-first 100% buyback guarantee amid gold volatility

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