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Retail Jeweller India Awards 2026 celebrates the new frontiers of Indian jewellery design

MUMBAI

The 21st edition of the awards saw a full house with leading jewellery retailers, experts and connoisseurs turning up to celebrate the evolving face of Indian jewellery design. Established jewellery houses, regional retailers and newer names shared the honours across 24 categories at the awards, which reflected the strength of design talent in the industry

(RJ Exclusive)

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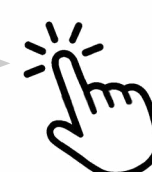
Jos Alukkas launches Onam Face Hunt 2026, aims to find new muse for next ad campaignn

KOCHI

The campaign brings young women from Kerala in the 18-30 years age group into the spotlight, celebrating their individuality and confidence. The winner will feature in a Jos Alukkas advertising campaign, allowing the retailer to carry the initiative into its wider brand communication

(RJ Exclusive)

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Antara Jewellery turns customers' old gold exchange queries into educational video series

MUMBAI

The series addresses customer concerns around valuation, purity, deductions and other gold exchange parameters, helping them understand the process even before a store visit, reducing uncertainty in transactions. Old gold exchange currently accounts for nearly 70% of the company's business, and is expected to grow further

(RJ Exclusive)

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Arundhati Jewellers launches 'Star Influencer of Odisha 2026' to step up digital engagement

BHUBANESWAR

The influencer contest will bring together 100 regional creators to the brand's stores across the State. The retailer's aim is to develop some of the participating creators into genuine brand advocates who understand the business and can authentically represent it in future

(RJ Exclusive)

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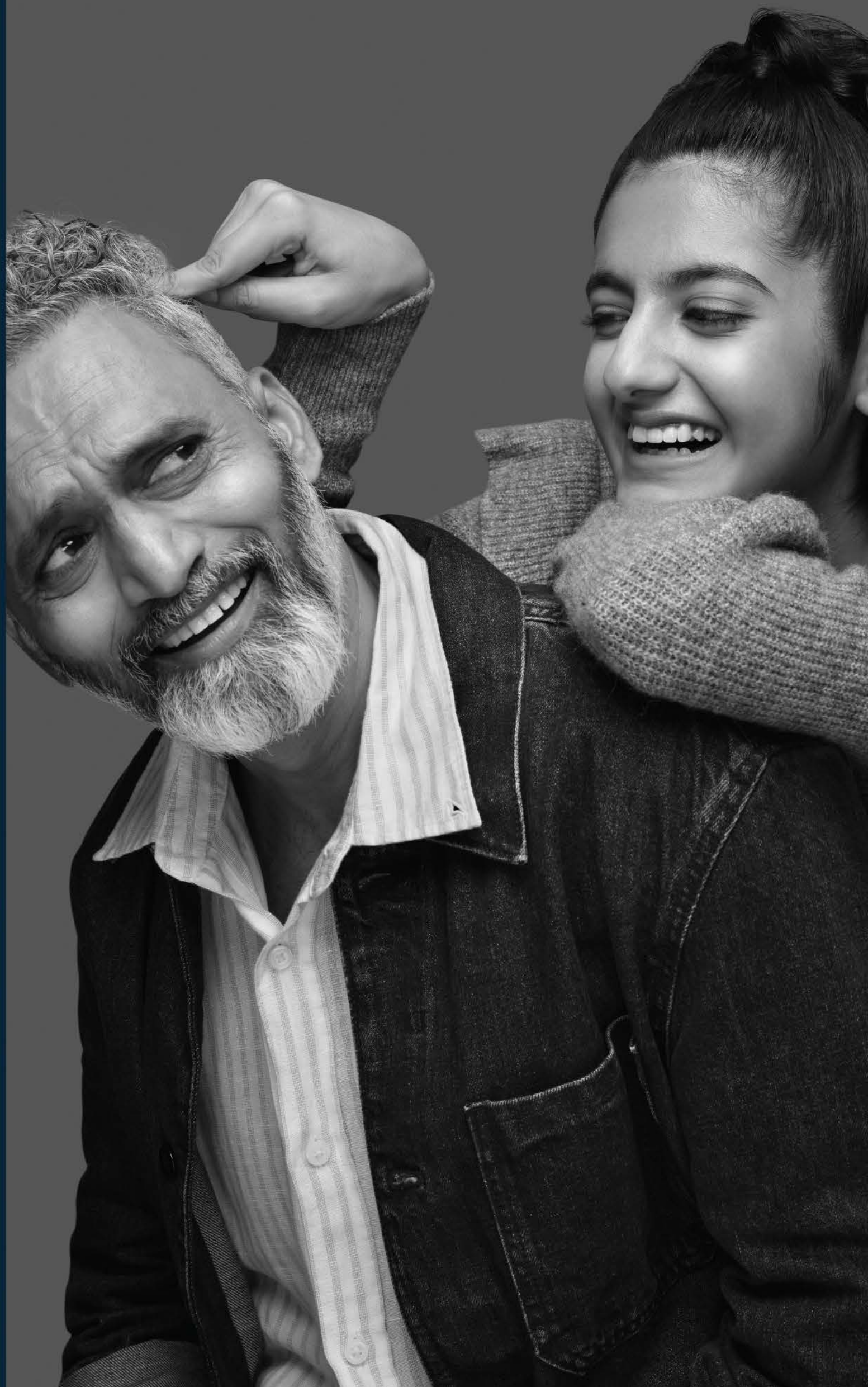
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Elevé Diamonds acquires 'Karimnagar Diamonds' TG20 team, taps it to launch men's jewellery line

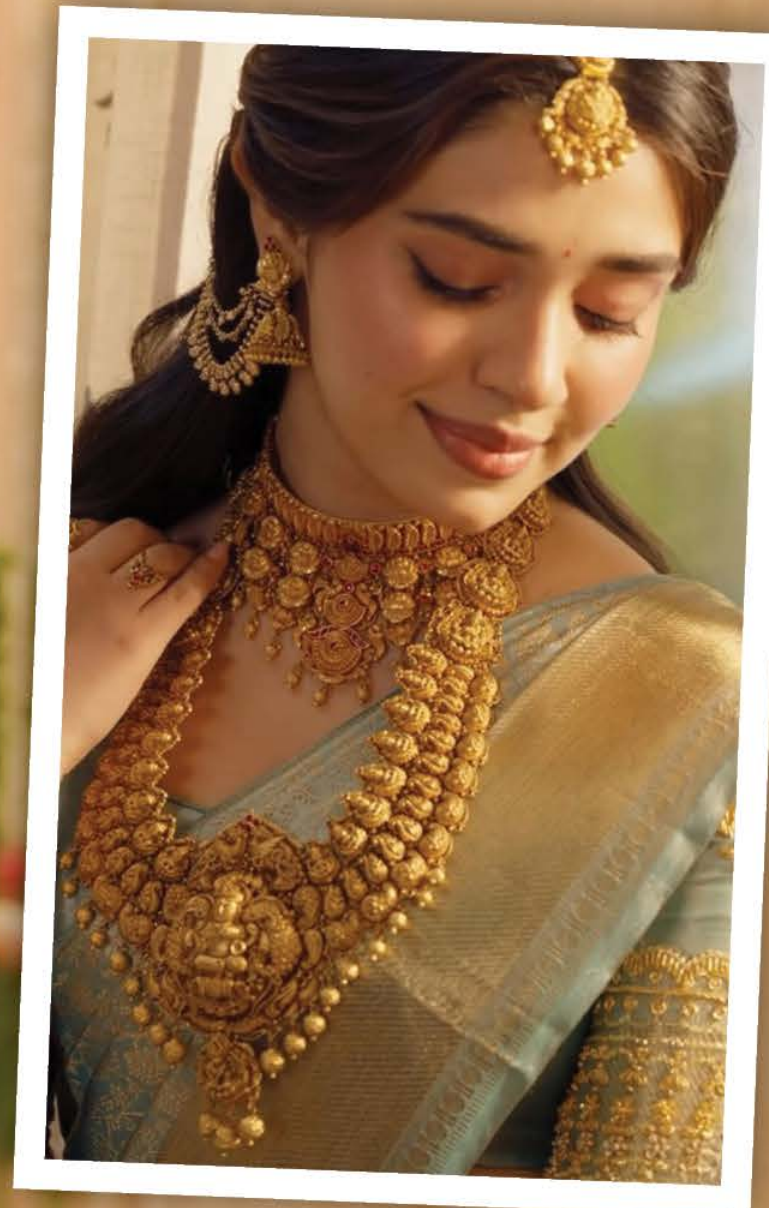
HYDERABAD

By integrating its product launch with a cricket franchise ownership, the brand created a marketing model that extends beyond endorsement, using a popular sport as a platform to build its identity and drive category adoption of lab-grown diamond jewellery for men

(RJ Exclusive)

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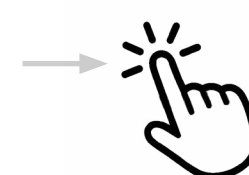
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Indriya names Krithi Shetty brand ambassador for south markets, unveils Varalakshmi campaign

MUMBAI

At the heart of the campaign is a new brand film featuring Shetty, set against the backdrop of preparations for Varalakshmi, a significant festival in the South. The 360-degree campaign is being released across Television, Digital, Print, outdoor and in-store experiences

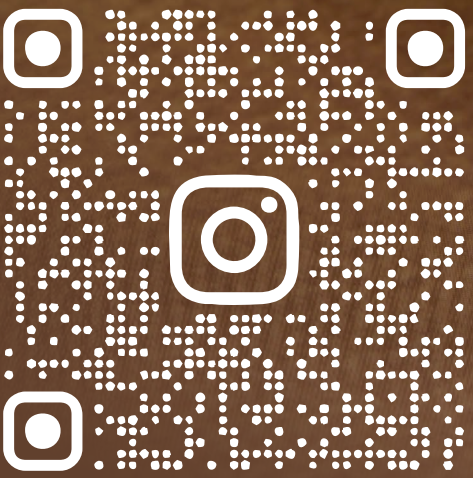
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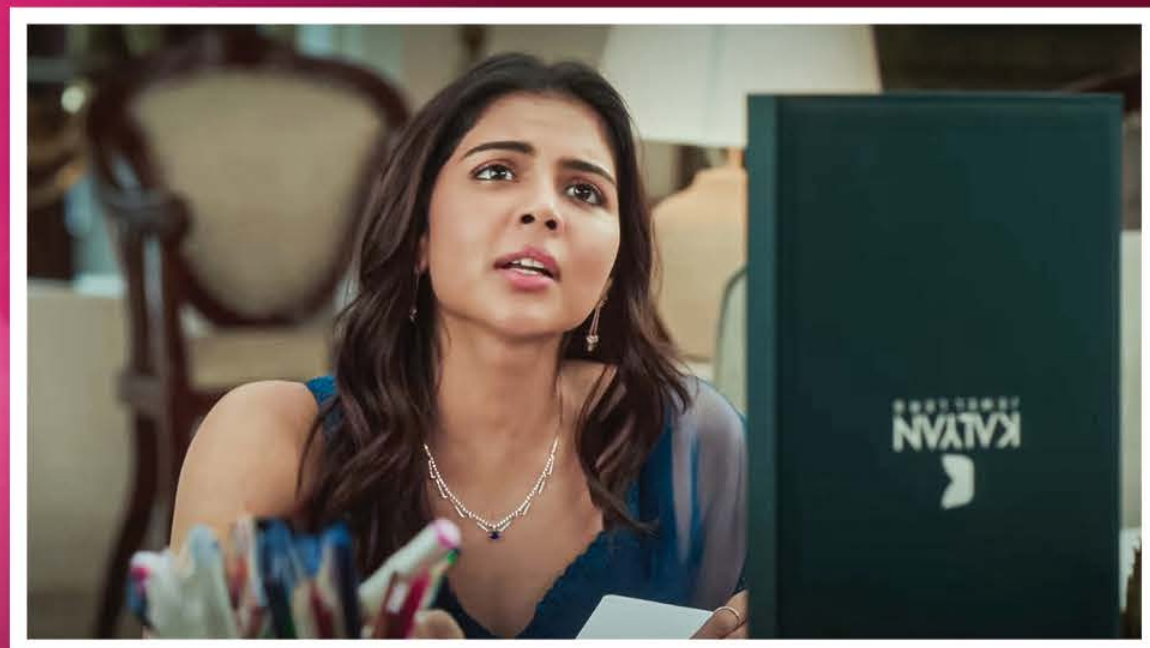
Lalithaa Jewellery Mart plans to add 10 new stores with proceeds of Rs 1,700 cr IPO opening on Aug 17

MUMBAI

The company operates 61 stores across 51 cities in South India, with 45 stores located in Tier II and Tier III markets. It plans to continue its retail-led expansion strategy and focus on non-metro markets, as it has already established a presence across major big markets

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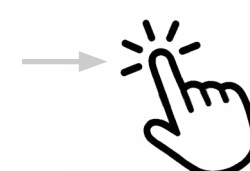
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Kalyan Jewellers features Kalyani Priyadarshan and her mother in old gold exchange campaign

THRISSUR

Casting of a real-life mother-daughter pair gives the campaign an authentic narrative. The brand communicates that old gold does not have to remain unused. Instead, pieces that are no longer worn can be taken to Kalyan Jewellers and exchanged for new jewellery

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PNG Jewellers rebrands its lightweight diamond jewellery brand Lifestyle as ‘YOOU’

PUNE

Pitched as a brand around evolving identities of women, ‘YOOU’ is designed for modern lifestyles. It offers diamond jewellery in 9K, 14K, 18K and 22K gold, and champions individuality, self-expression and confidence, with the belief that jewellery should not wait for an occasion

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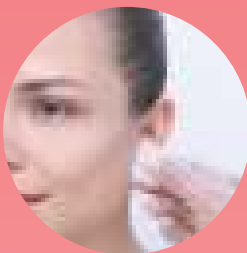


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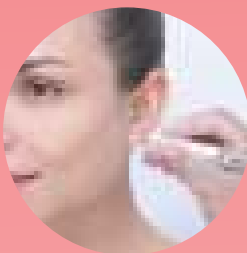
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LML STRENGTHENS ITS JEWELLERY LEGACY

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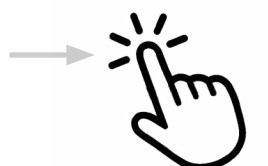
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LML Brand Holdings enters the jewellery sector by acquiring diamond brands Asmi and Sangini

NEW DELHI

The company aims to strengthen its 'Reimagining Legends' vision by bringing the two jewellery brands under its mission of reviving once prominent Indian brands. It will now partner with category experts through a licensing-led model to unlock their long-term potential

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Lab-grown diamond jewellery retail brand Mayavé debuts with Italian design offering

NOIDA

The brand has entered the retail market with its first immersive store in Noida, targeting modern luxury consumers. It has collaborated with Italian jewellery designer Massimiliano Bonoli to come up with eight launch collections of lab-grown diamonds set in 9kt and 18kt gold

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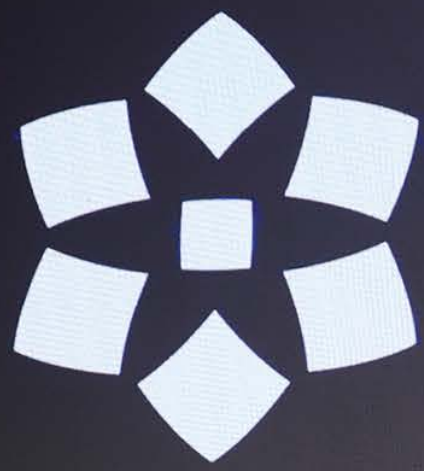
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IAGES

Indian Association for
Gold Excellence and Standards



IAGES celebrates first anniversary, and creating trust and transparency in India's gold ecosystem

MUMBAI

Accredited partners, industry leaders and trade associations came together at an event hosted by the self-regulatory industry body to celebrate its achievements on completion of its debut year. IAGES currently has 140+ accredited partners spread across 750+ stores in 235+ cities under its wing

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BIS expands mandatory hallmarking of gold jewellery to 12 more districts

NEW DELHI

Hallmarking is now applicable in 392 districts across India, raising the number of districts covered by the Bureau of Indian Standards (BIS) framework from 380 earlier. For jewellers operating in the newly added districts, compliance with hallmarking rules becomes mandatory

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Sabyasachi flags off tie-up with the Met, New York with Byzantine-inspired high jewellery collection

NEW YORK

The multi-year collaboration will be formally launched during the New York Fashion Week in September. The first images of the inaugural collection, released on the designer's official Instagram page, reflect the Byzantine love of gold

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WHO WORE WHAT



Celebrity style takes centre-stage with statement jewellery from Indian brands

MUMBAI

From Sidharth Malhotra in Amaris Jewels to Karisma Kapoor in Anmol Jewellers to Zahan Kapoor in Diva Jewels, this week belonged to sharp celebrity looks accentuated by craftsmanship, rich colours and detailed jewellery design, with diamonds taking the lead

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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 Goyal** of Sunaar the Jeweller tells us how "gold jewellery at zero making charges, all year round" is a disciplined, math-driven business model rather than a discounting gimmick.



BRAND PROFILE
PRECIOUS
Abhishek Haritwal of Symetree shares his journey of building a first-generation luxury brand and the vision of elevating luxury by creating destination retail spaces that don't follow a standard format.



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.





How Sunaar The Jeweller makes zero making charges work with disciplined math, not discounts

CHANDIGARH

At the heart of the model is a disciplined loss-leader strategy built on volume, mixed-basket economics and strong footfalls, as the brand scales from eight stores towards 24 outlets in 24 months and ultimately 100 stores across North India

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