



Senco pins titanium on the men's jewellery map with Aham Ti22 and Harshvardhan Rane

KOLKATA

The brand has released an advertising campaign featuring the actor wearing pieces from its new titanium, gold and natural diamond collection under the Aham line. The campaign philosophy is 'Be Bold. Be Strong', with titanium forming the core of the product proposition

(RJ Exclusive)

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Meralda Jewels' Onam campaign places family time at the centre of festive communication

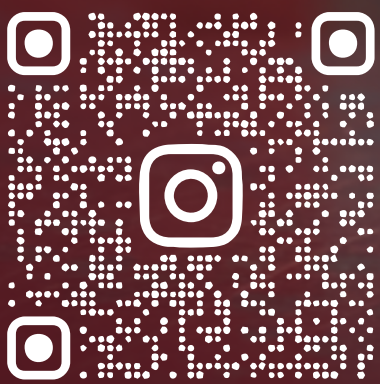
KOZHIKODE

Targeting Malayali audiences, the campaign film revolves around a young girl's attempt to gather the family together for Onam. In addition to media channels, the campaign will extend into the brand's stores through merchandising and curated jewellery experiences to support festive sales

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Aisshpra turns the spotlight on everyday diamond jewellery in ad campaign with actor Zoya Afroz

GORAKHPUR

The brand planned the campaign for August, which falls outside the main bridal season, with walk-ins generally driven by the lightweight category. The campaign also works as a wider category-building exercise, with the brand's renewed focus on lower weight products

(RJ Exclusive)

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Diamond Constellation ties up with tennis league team to deepen consumer connect in Lucknow

LUCKNOW

The brand's partnership with the Lucknow Blazers franchise aims to connect its craftsmanship and luxury positioning with the ambition and energy associated with the sport. It will focus on match-day engagement and exclusive experiences to engage a new audience

(RJ Exclusive)

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INDRA

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AN INITIATIVE BY DE BEERS GROUP & GJEPC

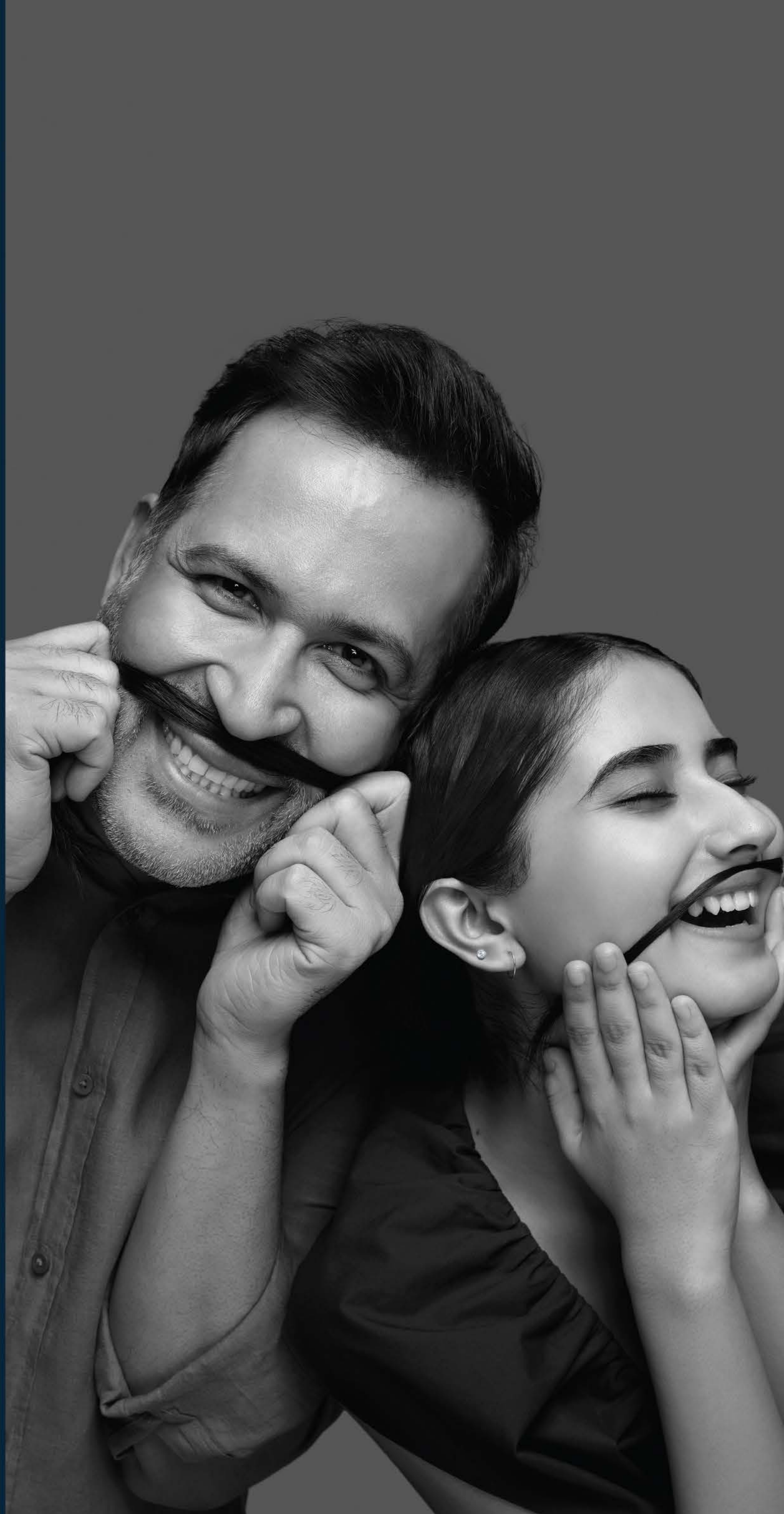
Unearth the true
potential of your
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Amaera Signature Jewellery taps women's talent to drive brand awareness and Kochi store discovery

KOCHI

The brand's 'Art Artist Amaera' initiative shifts jewellery marketing from celebrity-led promotion to authentic storytelling, using women artistes and their work to build social engagement, strengthen brand recall and drive discovery of its new store
(RJ Exclusive)

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Malabar Gold & Diamonds brings Nayraa to life with brand film featuring actor Srinidhi Shetty

KOZHIKODE

The campaign uses story-telling to present the jewellery and its inspiration, drawn from nature and traditional Chillai craftsmanship. It uses Shetty's presence to encourage collection discovery, and to urge customers to explore it further through Malabar's digital platforms and stores

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P. N. Gadgil & Sons brings back Vaidehi Parshurami as face of latest Mangalsutra Mahotsav campaign

PUNE

The integrated campaign focuses on the Mangalsutra as a deeply personal piece of jewellery that can reflect a woman's individual style, while remaining rooted in tradition. It mirrors the wider evolution of the Mangalsutra category, evident in the brand's new collection

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UAE jewellery brand Nishka set to enter India with launch of first showroom in Kozhikode

KOZHIKODE

Nishka Momentous Jewellery announced its India entry at an event held in Kozhikode recently. Actor Tamannaah Bhatia, who represents the brand in the Middle East, will inaugurate the brand's first Indian showroom on Aug 29. Post that, two more stores will be launched at Thalassery and Bengaluru

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DC Jewellers takes Raksha Bandhan beyond gifting with 'Promise With DC' campaign

RATLAM

The campaign invites people to share a photograph with a loved one and make a personal promise, creating a compelling proposition. Such festival-led initiatives with participation mechanics can support both brand building and customer acquisition

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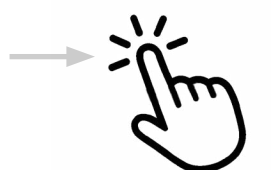
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Birdhichand Ghanshyamdas celebrates ‘Mumbai Homecoming’ at new boutique in Jio World Plaza

MUMBAI

The brand had established a retail home at Jio World Plaza in late 2025. It hosted a massive, star-studded launch event called ‘Mumbai Homecoming’, with celebs drawn from Mumbai’s fashion, cultural and luxury circles, to celebrate its full arrival in the city. Nine archival jewellery pieces were presented to mark the occasion

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New diamond and platinum jewellery brand Aevum launches in Gujarat, with stores at Rajkot and Morbi

RAJKOT

A group company of Arjun Jewellers, the new brand has entered the jewellery retail market with a product proposition centred on natural diamonds, platinum and contemporary design. It has set out plans to scale up to an 11-store network by 2027

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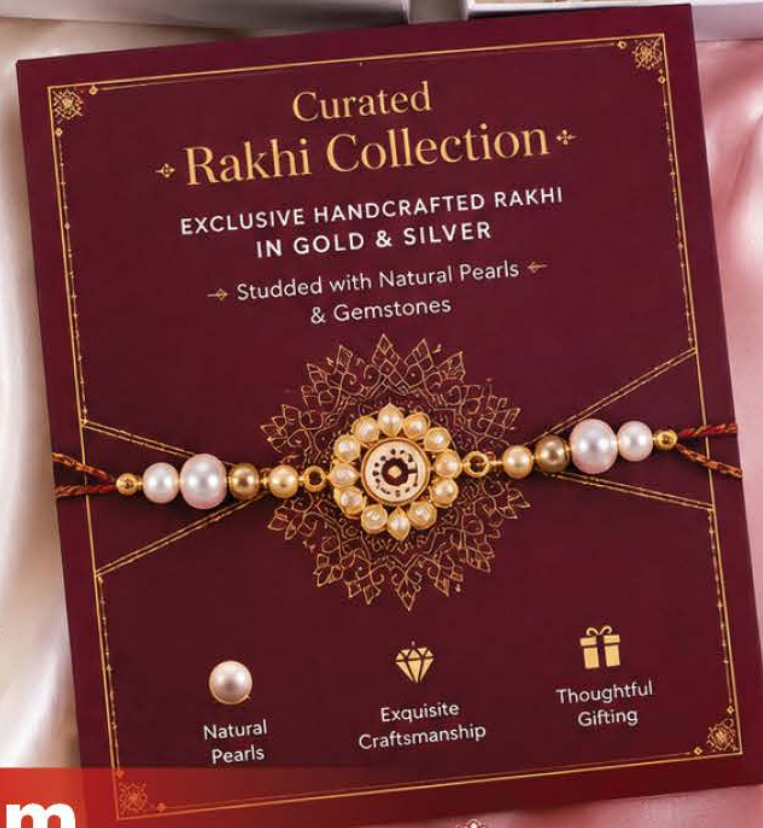
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Sri Jagdamba Pearls turns Raksha Bandhan into festival of creativity with in-store DIY Rakhi plan

HYDERABAD

Under its 'Create, Don't Just Gift!' campaign, the brand is offering siblings a create-your-own Rakhi experience over two days – Aug 27 and 28 – at its stores to shift festive retail from simple gifting to participation, personalization and stronger emotional engagement

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Shyam Sundar Co. Jewellers celebrates India's 80th Independence Day at model village Swarnagram

AGARTALA

Rupak Saha, Director, Shyam Sundar Co. Jewellers, termed the celebration as a move in the direction of developing youth power in the village, as children at 'Swarnagram Shikshalaya', a residential school project, celebrated the day showcasing the true spirit of freedom

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The advertisement features three women. The central figure is a woman with long, wavy brown hair, wearing a dark blue button-down shirt and a necklace with a large, ornate pendant. To her left is a woman with curly brown hair, wearing a white blazer over a black top. To her right is a woman with long, straight brown hair, wearing a white textured top. In the top right corner, there is a circular inset showing a close-up of a woman's face and hand, wearing a gold ring and a gold bracelet. The Ekatra logo is in the top left, and the Retail Jeweller logo is in the top right.

EKATRA

RJ
Retail Jeweller

retailjewellerindia.com

Ekatra raises Rs 10 cr in strategic investment, reaches Rs 100 cr valuation to fuel growth

NEW DELHI

The capital will support brand building, retail expansion and product innovation across India and international markets. As gold trades at record highs, the brand is betting on its proprietary hollow gold construction technology to deliver statement jewellery using a fraction of the usual gold weight

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Retail Jeweller
Dive India



India targets \$100 bn gems & jewellery exports by 2040, roadmap unveiled at Chintan Shivir

MUMBAI

Innovation, design leadership and global branding are key to achieving this target, says Commerce Secretary Rajesh Agrawal. Government-industry dialogue identifies priority missions to consolidate India's edge in traditional segments while aggressively capturing emerging value pools

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Bhima Jewels expands UAE retail presence with new showrooms in Dubai and Sharjah

DUBAI

Located at Lulu Hypermarket, Al Barsha, Dubai, and Lulu Hypermarket, Muweilah, Sharjah, both the new showrooms give the brand access to customers in established shopping destinations. The retailer plans to open three more showrooms at Dubai, Abu Dhabi and Ajman shortly

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Contemporary design, heritage craft gain traction in celebrity jewellery choices

MUMBAI

From Huma Qureshi and Nayanthara to Mindy Kaling, celebrities are bringing contemporary Indian jewellery, heritage-inspired craftsmanship and statement designs into fashion and red-carpet moments, expanding visibility for established and emerging jewellery brands across markets and audiences

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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.





Yash Londe

Director, Londe Jewellers
Gold & Diamonds

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How Yash Londe swapped five paid platforms for a system he built himself

NAGPUR

The Director of Londe Jewellers Gold & Diamonds found no systems, no data, and no separation between ownership and operations. He built his own AI-powered internal application — replacing five paid platforms — to manage HR, sales and CRM, making effort visible for the first time and driving 87% sales growth

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