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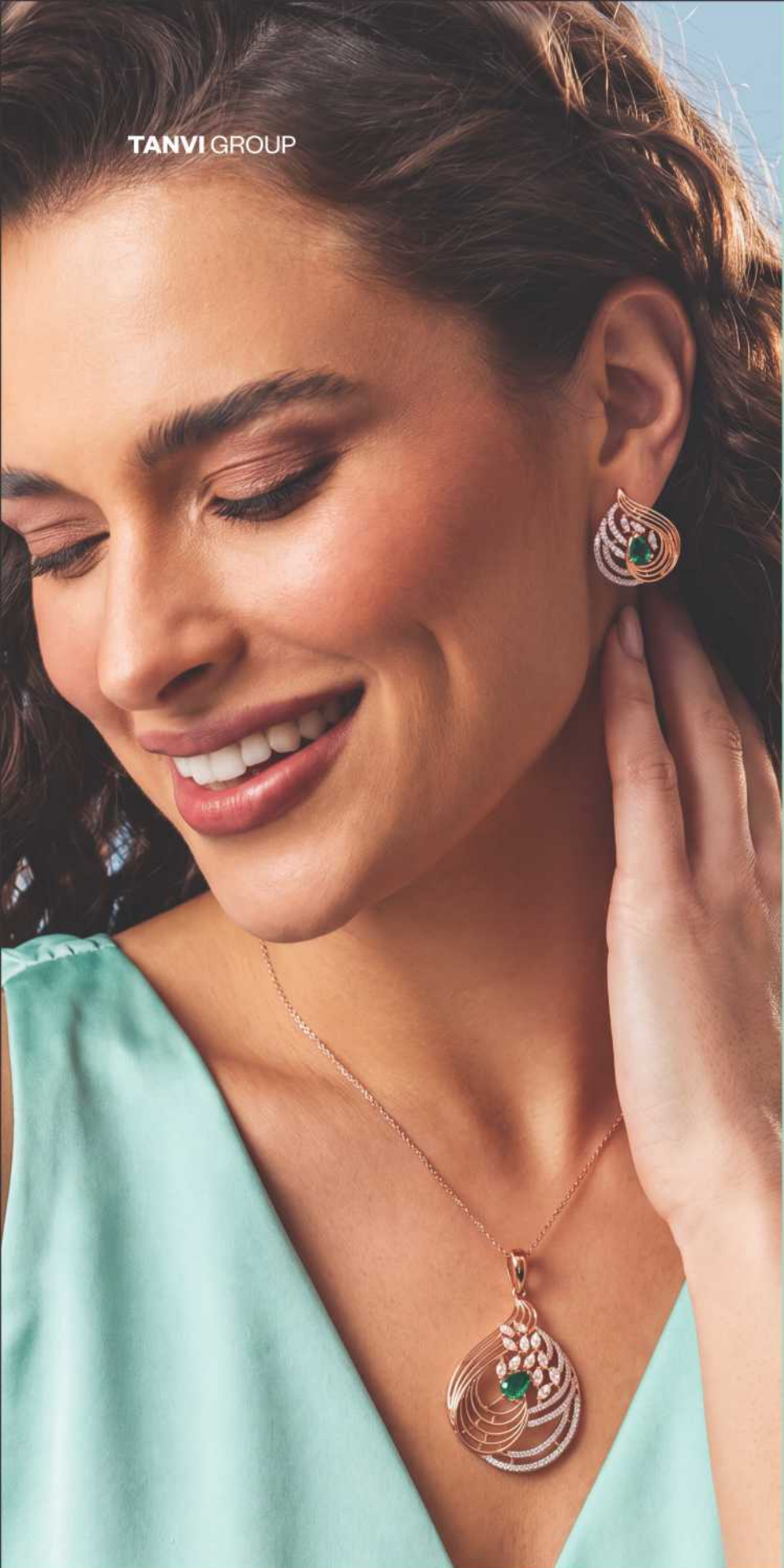
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NEW ACHIEVEMENT UNLOCKED

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Shree Taru Jewels becomes the first-ever recipient of the honour at IJJA 2026

A recognition of craftsmanship. A celebration of tradition. A milestone in the journey of Shree Taru Jewels.



THE ACHIEVEMENT

Shree Taru Jewels Pvt. Ltd. has been selected as the "Temple Jewellery Manufacturer of the Year" at the inaugural India International Jewellery Awards (IJJA) 2026.

What makes the achievement especially significant is that Shree Taru Jewels is the first-ever recipient of this IJJA honour. The recognition celebrates manufacturing excellence, craftsmanship, product leadership and the ability to combine tradition, innovation, quality and scale.

For us, this award represents more than recognition. It validates a philosophy we have followed for years: India's traditional jewellery craftsmanship can preserve its heritage while continuing to evolve through design, manufacturing excellence and innovation.

AARADHYA – THE CRAFT BEHIND THE RECOGNITION

Temple jewellery has always held a special place in Indian culture. Its intricate motifs, craftsmanship and grandeur are deeply connected with weddings, celebrations and traditions passed through generations.

At Shree Taru Jewels, this heritage finds its contemporary expression through AARADHYA – our signature Temple and bridal jewellery collection.

Our objective with AARADHYA has never been simply to recreate traditional jewellery. We continuously work towards bringing together traditional artistry, intricate detailing, contemporary wearability and manufacturing consistency, so retailers can offer Temple jewellery that respects its roots while remaining relevant to today's customer.

Winning Temple Jewellery Manufacturer of the Year strengthens our conviction that specialization matters.



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OCTOBER 2026

Amarjeet Tiwari
Editor-In-Chief
TOG Magazine



Festive Season: A Golden Opportunity

As India enters the festive season, gold jewellery once again takes centre stage in our celebrations, traditions and auspicious beginnings.

From Dhanteras and Diwali to weddings, gold continues to hold a special place in Indian hearts. This festive season brings fresh opportunities for jewellers, manufacturers and designers to connect with consumers through innovative designs, timeless craftsmanship and trusted quality.

Today's customer seeks a blend of tradition, modernity and value. For the industry, this is an opportunity to embrace changing preferences while preserving the timeless legacy of gold.

May this festive season bring prosperity, growth and new opportunities to the entire gold jewellery fraternity.

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MWGJA Successfully Organises BIS Hallmark Awareness Programme

Queries of Jewellery Traders on HUID and Hallmarking Regulations Addressed

Mumbai, 18 September 2026: The Mumbai Wholesale Gold Jewellers Association (MWGJA) successfully organised a BIS Hallmark Awareness Programme at Mahapragya Public School, Kalbadevi, Mumbai. The programme was organised with the objective of providing jewellery manufacturers and wholesalers with accurate and practical information regarding **BIS Hallmarking**, **HUID**, the hallmarking process and compliance requirements.

The programme was graced by senior officials from the **Bureau of Indian Standards (BIS)**, Mumbai Branch Office. **Shri Rajeev Ranjan Singh**, Scientist-F & Head, BIS Mumbai Branch Office, **Shri Sandesh Gokhanawar**, Scientist-D, BIS, and **Shri Anand Bhatt**, Scientist-C, BIS Mumbai Branch Office were present and provided valuable guidance on various aspects of Hallmarking and **HUID**.

The programme was also attended by **Shri Saiyam Mehra**, Past Chairman, GJC, and **Shri Surendra Mehta** from IBJA, along with office bearers and representatives of various jewellery associations and a large number of members of the jewellery trade.

The session covered several important and practical aspects, including HUID transfer, the hallmarking process, responsibilities of manufacturers and wholesalers, existing stock, compliance requirements and practical challenges faced by the trade in day-to-day business operations.

The participating traders had the opportunity to raise their questions and practical concerns directly with the BIS officials. The officials provided necessary clarifications and guidance on the various issues raised by the participants.

Speaking on the occasion, **Shri Mahesh Bafna**, President, MWGJA, said that Hallmarking and HUID have become an integral part of the jewellery trade. He emphasised that awareness programmes such as these provide members of the industry with a better understanding of regulatory requirements and help strengthen communication and



coordination between the jewellery industry : regulatory authorities.

He expressed his gratitude to the BIS officials for their valuable time and guidance and stated that MWGJA will continue to organise such initiatives to promote better communication, cooperation and understanding between the jewellery industry and regulatory authorities.

The MWGJA team present at the programme included **Shri Shreyans Kothari**, General Secretary; **Shri Kamal Mehta**, Treasurer; **Shri Sandip Kothari**, Vice President; **Shri Rinku Bafna**, Joint Secretary; **Shri Narendra Nawlakha**, Joint Treasurer; **Shri Nitesh Dhakad**, Committee Member; and **Shri Anil Pamecha**, Past Secretary, along with other office bearers and committee members of the Association.

The programme witnessed enthusiastic participation from representatives of various jewellery associations and members of the jewellery fraternity. MWGJA expressed its sincere gratitude to all BIS officials, distinguished guests, association representatives and members of the jewellery trade for their valuable participation and support in making the programme a success.

— **Mumbai Wholesale Gold Jewellers Association (MWGJA)**



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Belgian Prime Minister H.E. Bart De Wever Makes Historic First Visit To Bharat Diamond Bourse



- Visit Marks Start of a New Chapter in a Century-old Sparkling Partnership
- Meet reaffirms a shared commitment to ensure sustainable growth of industry
- Recent India-EU FTA opens new vistas to build deeper commercial ties
- Bonds strengthened by the presence of a vibrant Indian community in Antwerp

Mumbai, September 4, 2026: Bharat Diamond Bourse (BDB), on behalf of the entire Indian diamond industry, was honoured to welcome **H.E. Mr. Bart De Wever, Prime Minister of the Kingdom of Belgium** and his official delegation on their visit to the Bourse at BKC, Mumbai, today. It marked a historic new milestone in the over 100-year partnership between the diamond industries of the two countries, being the first time that the Head of the Belgian government has visited the largest operational diamond bourse in the world.



The visit took on added significance as it came soon after the signing of the Indo-EU Free Trade Agreement, which has paved the way for deepening ties and collaboration between the two countries, especially in the diamond and jewellery sectors.

Today's interaction between these two centres, each with its own unique position in the diamond value chain, marks the beginning of a new chapter, industry leaders said. Both sides renewed their commitment to collaborate and share responsibility in reinforcing the integrity of the industry, strengthening confidence in the diamond trade and ensuring that it continues to grow sustainably for the generations ahead.

Emphasising the close bonds between India and Belgium, Mr Anoop Mehta, President BDB, said the two countries shared much more than a trading partnership as many Indian diamantaires, particularly from Gujarat, have made Antwerp their home. He added that when the BDB was being planned, a team visited Antwerp and drew lessons and inspiration that guided them in creating a truly international diamond trading centre in Mumbai.



Further, he added, **Mr Mehul Shah, Vice President of BDB** is currently the President of the World Federation of Diamond Bourses, the global apex body of the trade since 1947 with its headquarters in Antwerp.

Looking forward, **Mr Mehta** said, *"The world is changing rapidly, and our industry must adapt in partnership. Our shared objective should be to create a diamond trade that is not only prosperous, but also fair, transparent and sustainable."*

Mr Kirit Bhansali, Chairman, GJEPC, said that the industry was proud to welcome the Prime Minister of Belgium at a time when India's leadership role in international trade forums is helping shape the future of the industry.

Reaffirming a shared commitment to mutual prosperity, Mr Bhansali stated that India-Belgium trade in gems and jewellery was around US\$3.5 billion in 2025-26, and that the journey of many of the millions of diamonds cut and polished in India passes through Antwerp. "These are not merely figures. They represent businesses, livelihoods, and over five million direct and indirect jobs supporting families across India — all woven into this global value chain," he added.

Describing the visit as the beginning of a *"stronger chapter in our shared economic journey"*, Mr Bhansali stressed that it is an opportunity for both nations to strengthen the relationship in diamonds and explore new frontiers built on commerce, trust and shared opportunity.




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India Gold Metaverse appoints ex-CEO of Diamond India as MD of its bullion market vertical BullionX™

Mumbai, September 8, 2026: India Gold Metaverse (IGM) today announced the appointment of former CEO of Diamond India Ltd., **Mr. Nirakar Chand**, as the Managing Director of its bullion market vertical, **BullionX™**, which is a technology-enabled ecosystem for modern bullion markets.

Earlier in his career, Mr. Chand had spent 22 years at State Bank of India (SBI) — 6 years in Bullion and 16 years in Corporate Finance, Investment Banking and general management. After that, and prior to joining IGM, he was CEO for 16 years at Diamond India Ltd., a prominent nominated agency authorised for import and distribution of bullion, which mainly supported over 1,200 small and mid-sized exporters across the country.

With this nearly four decades of experience, Mr. Chand brings a strong understanding of bullion markets and the broader precious metals ecosystem, providing valuable industry insight and strategic vision that will further strengthen IGM's position in the market.

In his new role, Mr. Chand will drive growth initiatives, industry engagement, and nationwide market development efforts at BullionX™, which delivers real-time spot and futures pricing, one-click buy/sell execution, comprehensive order management and integrated market intelligence for institutional traders, bullion dealers and large jewellers. Working on the IGM theme of '**One Nation, One Market, One Price**', this inclusive market model provides a one-shot dashboard of demand/supply using an all-open API for online and offline bid & ask and offers many more features, including Gold TV as well as an Academy (for certification courses).

IGM combines blockchain, artificial intelligence, and cutting-edge financial market technologies across four proprietary pillars:

- **Elanzia™:** A digital metaverse uber tech platform of B2B & B2C for jewellers and bullion participants.
- **RamMudra™:** Blockchain-enabled digital gold, coins and GBST (Gold Backed Stable Token).
- **GoldSense™:** An AI-powered 1st Karat Check of Gold, that is, a



purity verification engine (an AI-powered Digital Karatometer).

- **BullionX™:** An institutional trading infrastructure designed to enable efficient price discovery, liquidity and settlement.

With Indian households holding an estimated 25,000 tonnes of gold valued at approximately \$2.4 trillion, IGM addresses the structural challenges of a largely unorganised market by bridging trust deficits, fragmented pricing, and limited digital adoption.

This key leadership appointment comes at a pivotal juncture as IGM accelerates its mission to build India's first integrated digital infrastructure to formalise and redefine the nation's gold and precious metals economy through an inclusive business model to empower the industry and make each participant an 'emperor'.



Mr. Nirakar Chand, Managing Director – Bullion Market, IGM, said: *"I am delighted to join IGM, which has laid out an exceptionally visionary and timely blueprint to revolutionise the gold industry through transparency, digital accessibility, and robust institutional infrastructure. I look forward to working closely with the IGM management and our industry partners to unlock the true potential of our bullion markets and build an inclusive, trusted ecosystem that benefits every stakeholder."*

Welcoming him to the leadership team, **Mr. Lamon Rutten, Managing Director & Chief Executive Officer, IGM,** said: *"With his vast experience in the bullion market, Mr. Chand will be an invaluable addition to the IGM executive team. His profound domain expertise, deep-rooted relationships across the bullion industry, and operational mastery will provide tremendous impetus to IGM's objectives. We look forward to his strategic leadership as we build a transformative, world-class market infrastructure."*

Backed by a visionary entrepreneur, who is the mentor & coach, along with prominent family offices and marquee investors, IGM is dedicated to formalising traditional markets and unlocking immense value for consumers, jewellers, institutional investors, and banks across India in the gold value system on the central theme of '**Gold is Technology**'. Recently, IGM concluded a very select Angel placement round, valuing the company at Rs 2,500 crore.

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South India's Largest B2B Jewellery Trade Show Inaugurated in Chennai



Chennai, September 25, 2026: GJIIF 2026, hailed as South India's largest B2B jewellery trade show, was inaugurated on September 25, 2026, at the **Chennai Trade Centre**, bringing together prominent leaders from the jewellery, business and trade communities.

The inauguration was graced by **Chief Guest Shri Thiru J.C.D. Prabhakar, Honourable Speaker of the Tamil Nadu Legislative Assembly**, along with Guest of Honour Mr. Ishari K. Ganesh, Founder & Chancellor of Vels University and Chairman of Vels Film International.

The distinguished gathering also included Dr. **A.M. Vikrama Raja**, State President, Tamil Nadu Vanigar Sanganalil Peramaippu (Tamil Nadu Traders Association); **Mr. Pramod Chordia**, Chairman, JITO Chennai Plus; **Mr. Jayantilal Challani**, President, MJDTA; **Mr. B. Sabarinath**, President, TNJF; **Mr. A.S. Sriram**, Past President, TNJF; and **Mr. Santhakumar**, Secretary, MJDTA.

Also present were **Mr. K. Surendran**, President, KGSMA;



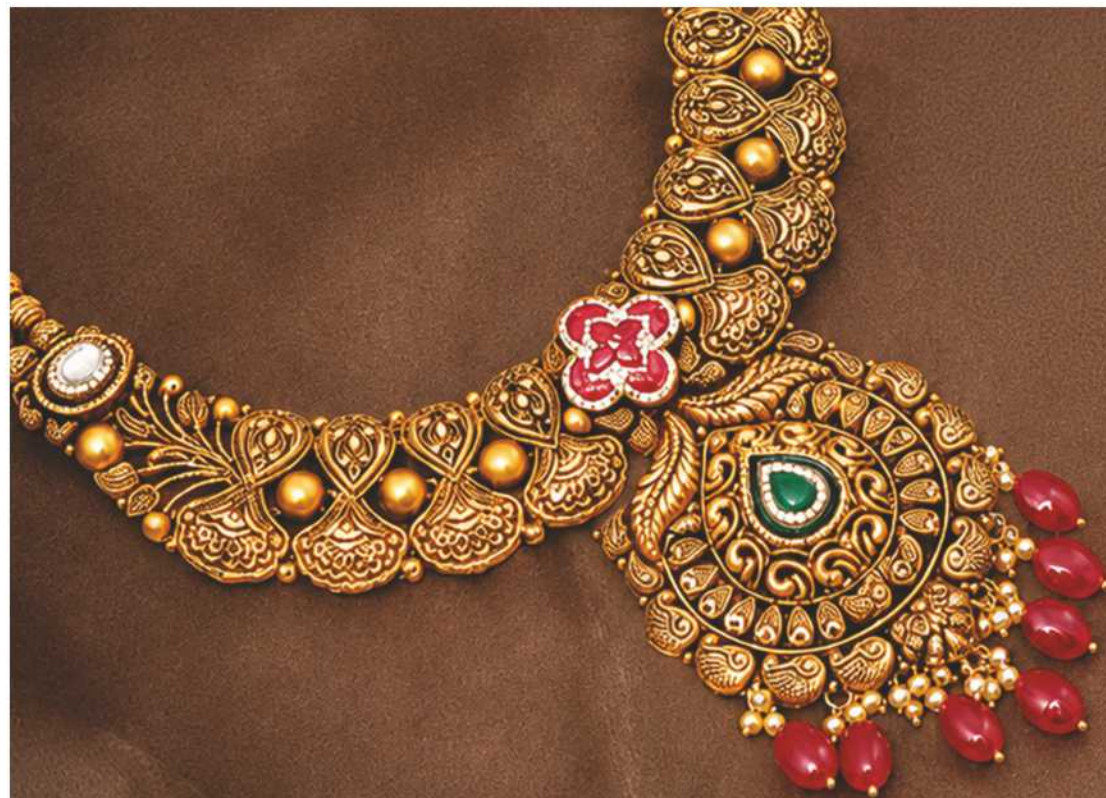
Mr. Kapal Vijay Kumar, President, CJMA; **Mr. Vikram Raja**, President, Tamil Nadu Vyabiragal Sangam; **Mr. B.A. Ramesh**, Joint Managing Director, Thangamayil Jewellery Ltd.; **Dr. Rajendra Jain**, CMD, SVAR Group of Companies; and **Mr. V.K. Manoj**, Project Director, United Exhibitions.

The inauguration was further attended by members of the **MJDTA**, **TNJF** and **United Exhibitions** teams, reflecting the strong participation and support of South India's jewellery trade fraternity.

With leading jewellery manufacturers, wholesalers, retailers, designers and industry professionals coming together under one roof, GJIIF 2026 provides an important platform for business networking, sourcing, new product discovery and strengthening trade relationships across the jewellery sector.

The event marks another significant milestone for Chennai's growing position as an important jewellery trade hub in South India.





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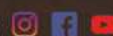


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Kavitha Gold & Diamonds Puts Women's Aspirations at the Heart of New Fahadh Faasil Campaign

Kavitha Gold & Diamonds has unveiled a new brand film, 'She Is Gold, Her Dreams Are Gold', featuring brand ambassador **Fahadh Faasil**, as the Kerala-based jewellery retailer moves towards a more emotional and consumer-focused brand narrative.

The campaign takes a fresh approach to the way gold is traditionally portrayed, moving beyond its associations with investment, gifting, heritage and craftsmanship. Instead, it highlights the aspirations and dreams of the women who wear gold jewellery. Set against the backdrop of a South Indian wedding, the film places the bride and her personal aspirations at the centre of the story.

The new campaign follows the brand's earlier '**The Versatile Jeweller**' positioning and represents another step in the evolution of its communication strategy. According to Tinson Tomy, Brand Marketing Manager, Kavitha Gold & Diamonds, the campaign was shaped around the question of what makes gold meaningful and the role it plays in the lives of brides-to-be, an important consumer segment for the brand. "The most important thing about gold is how it reflects the dreams and wishes of the person who is going to wear it," Tomy said.

KAVITHA
GOLD & DIAMONDS



Faasil, who has been associated with Kavitha Gold & Diamonds for the past three years, was involved in the campaign from its conceptualisation stage. Rather than taking centre stage, his role is designed to support the bride's story, reinforcing the campaign's central message that her dreams and aspirations remain the focus of her wedding day.

The brand said its association with Faasil has contributed to strengthening its presence and acceptance across South India and the Middle East. With the latest

campaign, Kavitha Gold & Diamonds is also looking to build a deeper connection with its core Kerala audience by reflecting a closer understanding of customers and their aspirations.

Kavitha Gold & Diamonds operates showrooms across South India and the UAE. The retailer recently expanded its presence in Kerala with the opening of its 14th showroom in Thalassery on August 22, 2026.



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GRT Jewellers Enters Agreement to Acquire 74.12% Stake in TBZ for Up to ₹1,034 Crore

GRT Jewellers India Private Limited has entered into an agreement to acquire a **74.12% stake in Tribhovandas Bhimji Zaveri Limited (TBZ)** from the company's promoters for an aggregate consideration of up to **₹1,034 crore**.

The transaction was announced on **31 August**, following the signing of a Share Purchase Agreement (SPA) between GRT Jewellers and the promoters of TBZ.

Open Offer for Additional 26% Stake

As part of the proposed transaction, GRT Jewellers will



acquire the promoters' existing shareholding in TBZ, subject to the receipt of the necessary regulatory approvals and fulfilment of customary closing conditions.

Following the completion of the transaction, GRT will also launch an **open offer for an additional 26% stake** in TBZ in accordance with applicable SEBI regulations.

The proposed acquisition would give GRT a significant presence in TBZ, a long-established jewellery retail brand with a network of **37 stores**.

Expansion Across India

Commenting on the proposed acquisition, **G R Ananthapadmanabhan, Managing Director, GRT Jewellers**, said that the transaction aligns with the company's strategy of expanding its presence across India. He highlighted TBZ's existing network of 37 stores as an important component of the proposed expansion.

The acquisition represents a significant step in GRT Jewellers' efforts to broaden its retail footprint beyond its



existing markets and strengthen its presence across the Indian jewellery sector.

GRT Jewellers to Acquire 74.12% Stake in Tribhovandas Bhimji Zaveri

Combining Management Expertise

R Vijayaraghavan, Executive Director & CEO, GRT Jewellers, who led the acquisition process for GRT, said that the company intends to combine GRT's experienced management team with TBZ's professional senior leadership.

According to Vijayaraghavan, the combined management capabilities will focus on multiple growth initiatives aimed at developing TBZ's business further.

Subject to Regulatory Approvals

The proposed transaction remains subject to applicable regulatory approvals and other customary closing conditions.

Once completed, the acquisition and subsequent open offer could result in GRT Jewellers gaining a substantial ownership position in TBZ and expanding its retail network through TBZ's existing store presence.

The proposed deal marks a significant development in India's organised jewellery retail sector, bringing together two established jewellery businesses as the industry continues to see expansion and consolidation among organised players.

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Kalamandir Jewellers Strengthens Gujarat Presence with Grand Vadodara Showroom Launch

Kalamandir Jewellers has expanded its presence in Gujarat with the grand opening of a new 30,000 sq. ft. flagship showroom in Vadodara. The launch marked an important milestone for the jewellery brand and attracted a strong response from customers, families, jewellery enthusiasts, business associates, and well-wishers from across the city. The inauguration turned into a vibrant celebration, with hundreds of visitors arriving to explore the brand's latest collections and experience its new luxury retail destination.

The grand opening was attended by **Shri Parimal Nathwani**, Honorable Member of Parliament (Rajya Sabha) and Director – Corporate Affairs, Reliance Industries Limited, who was the Chief Guest for the occasion. His presence added significance to the inauguration, which was also attended by prominent business leaders, industry representatives, associates, and members of the local community.

A New Destination for Luxury Jewellery in Vadodara

The new showroom has been designed to offer customers a sophisticated and comfortable jewellery shopping experience. Spread across 30,000 sq. ft., the store features contemporary interiors, spacious display areas, dedicated sections for different jewellery collections, premium customer lounges, and thoughtfully designed spaces for personalized consultations. The expansive showroom enables customers to explore a wide variety of designs in a comfortable environment while receiving assistance from experienced jewellery professionals.

The concept behind the showroom is to combine luxury, convenience, and personalized service, creating a destination where customers can discover jewellery for different occasions and generations under one roof.



Extensive Collections for Every Celebration

Visitors at the inauguration had the opportunity to explore an extensive selection of jewellery, including Gold, Diamond, Polki, Platinum, Antique, Temple, Bridal, Contemporary, and Daily Wear collections.

The diverse range caters to a variety of occasions, from weddings and engagements to anniversaries, festivals, corporate gifting, and everyday wear.

Customers also explored the brand's certified diamond jewellery and BIS-hallmarked gold collections.

Transparent pricing and personalized consultations further enhanced the shopping experience, allowing visitors to make informed choices according to their preferences and budgets.

The strong customer response during the opening reflected the growing interest in premium jewellery shopping experiences and the trust that Kalamandir Jewellers has developed among its customers.

Special Inauguration Offer Draws



Customers

The grand opening was further enhanced by an exclusive inaugural offer of **up to 100% off on making charges*** for a limited period.

The promotional offer attracted considerable attention from shoppers, encouraging customers to make planned purchases for upcoming weddings, festivals, anniversaries, and other important family occasions. Throughout the inauguration, the showroom remained lively as customers explored the collections and took advantage of the launch-period benefits.

Celebrating Tradition with a Contemporary Experience

The inauguration combined traditional festivities with the elegance of a modern luxury retail environment. Guests were welcomed with warm hospitality, while the showroom's décor and ambience complemented the celebratory spirit of the occasion.

The launch highlighted Kalamandir Jewellers' approach of bringing together traditional Indian jewellery craftsmanship and contemporary retail experiences.

The brand aims to create a space where customers can not only purchase jewellery but also enjoy a personalized and memorable shopping journey.



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Platinum Jewellery Shines on the Red Carpet at the 78th Emmy Awards

The 78th Emmy Awards brought fine jewellery into the spotlight, with platinum featuring prominently across several standout red-carpet looks. Celebrated for its rarity, strength and naturally bright white finish, platinum provided an elegant foundation for diamonds and exceptional gemstones worn by leading television personalities.

From statement diamond earrings and bracelets to contemporary cocktail rings, platinum jewellery appeared across a variety of classic and modern designs. Celebrities including Elle Fanning, Selena Gomez, Claire Danes and Sofia Vergara showcased the versatility of the precious metal, highlighting its ability to complement both timeless and fashion-forward styles.

“For audiences in India, the Emmy Awards offer a powerful lens into global culture and expressions of style. Platinum has long been a preferred metal for leading jewelers and celebrated stars, valued for its rarity, resilience, and the way it brings exceptional design to life. Seeing platinum take center stage at the Emmys red-carpet reinforces its enduring relevance and its position as a contemporary marker of taste and style,” said Vaishali Banerjee, Head of Global Market Development and Managing Director – India & ME, Platinum Guild International.

Leading jewellery houses including Tiffany & Co., Cartier, Fred Leighton, Kwiat and Lorraine Schwartz were represented on the red carpet, with their platinum creations worn by nominees and presenters. The selection underscored the continued appeal of platinum among jewellery designers and Hollywood stylists.

Platinum Jewellery Highlights

Statement earrings and rings emerged as key platinum jewellery trends at this year's ceremony.



Elle Fanning – Cartier

Fanning wore Cartier creations including Cartier Collection pendant ear clips from 2005, featuring diamonds set in platinum, along with an Essential Lines bracelet with diamonds, also set in platinum.

Selena Gomez – Tiffany & Co.

Gomez wore a selection of Tiffany & Co. pieces, including Bird on a Rock by Tiffany & Co. Feathers earrings featuring more than two total carats of diamonds, set in yellow gold and platinum. Her look also included matching Feathers bracelet with more than 10 total carats of diamonds, as

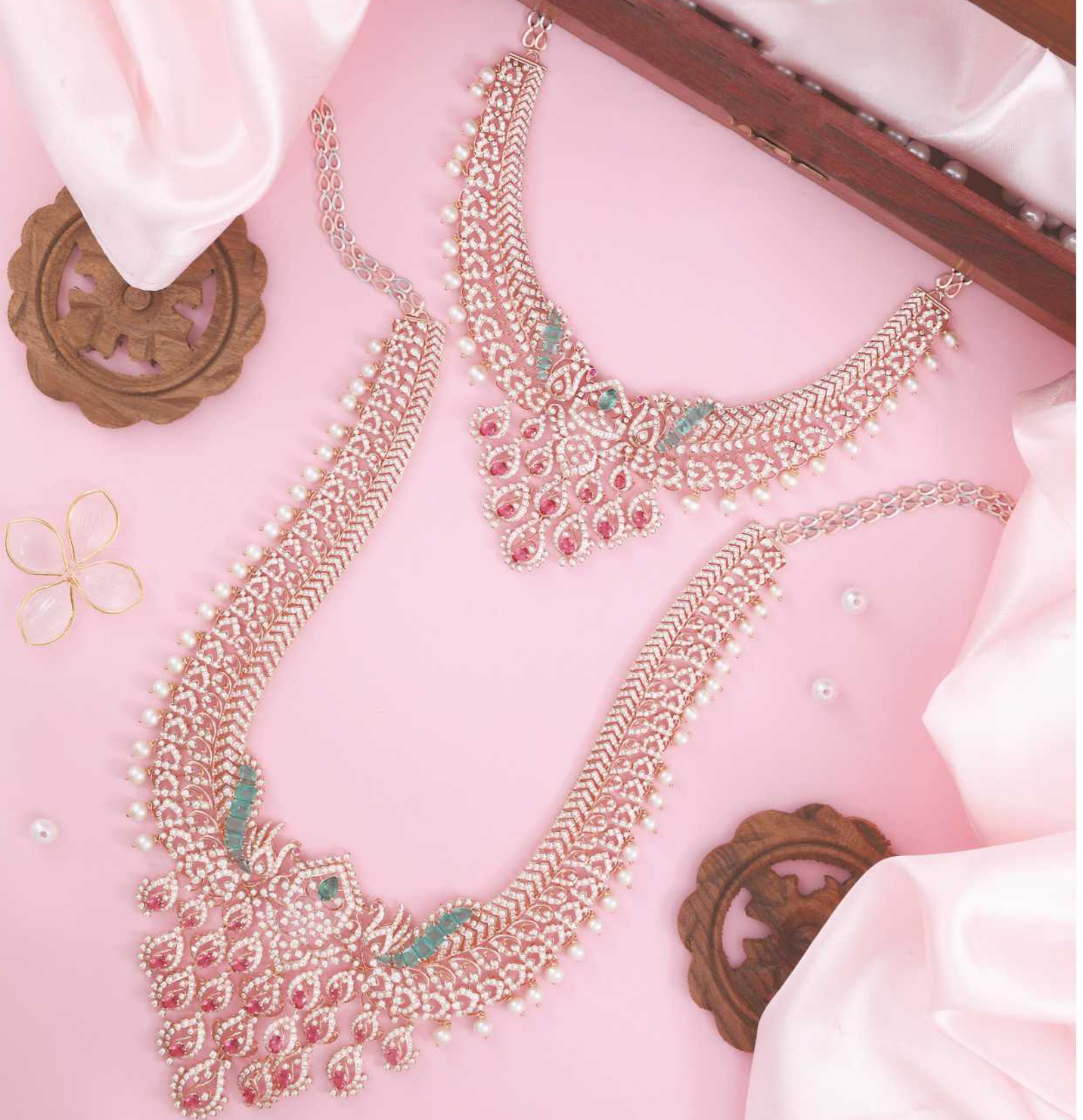


well as Jean Schlumberger by Tiffany & Co. Stitches and Sixteen Stone rings, featuring diamonds set in gold and platinum.

Claire Danes – Martin Katz

Danes accessorised with a statement Martin Katz ring featuring a 5.25-carat cushion-cut diamond, accented by trapezoid and carré-cut diamonds and set in platinum.

The evening's jewellery showcase once again highlighted platinum's versatility, pairing its distinctive white lustre with high-value diamonds and contemporary red-carpet design.



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QWEEN Puts Women at the Centre with New Microdrama Series 'Drama QWEENS'

QWEEN, the experiential luxury jewellery brand, has launched 'Drama QWEENS', an Instagram-first microdrama series exploring the conversations, experiences and emotions that women often discuss privately but rarely see reflected in mainstream advertising.

The ten-episode series takes a different approach to conventional jewellery storytelling. Rather than positioning jewellery as the central character, QWEEN places women and their individual journeys at the heart of the narrative, with jewellery naturally becoming part of their everyday lives. The stories explore ambitions, relationships, insecurities and personal challenges rather than focusing on the products themselves.

The series features **Diljot Chhabra as Noor Baig, Simran Natekar as Anaya Bajaj, Samvedna Suwalka as Natasha Prabhu, Priya Banerjee as Isabella Patel, and Rytasha Rathore as Aashi Paswan.**

The five characters also represent QWEEN's distinct brand personas: **Noor as Gala Grandeur, Isabella as Party Girl, Anaya as Untamed in Love, Aashi as Femininity Reclaimed, and Natasha as I Want It All.** These personalities are also reflected in the brand's Noida store, where each persona has a dedicated space shaped through jewellery curation and design. The microdrama series extends these identities into individual stories and conversations. The opening episode follows a bride-to-be who begins questioning the expectations surrounding her wedding. Rather than simply following established traditions or performing for guests, she asks whether the celebration can be centred on her own choices and reasons for getting married.



QWEEN
NATURAL HIGH JEWELLERY

The second episode explores another familiar social expectation—the timelines women are often expected to follow. Anaya, 22, and Natasha, 39, initially connect over a light-hearted conversation about Shah Rukh Khan before moving into a more personal discussion about the labels and assumptions they encounter at different stages of life.

The episode examines how perceptions around love, ambition and self-worth can change with age, while the underlying emotions and aspirations remain deeply personal.

Commenting on the launch, **Amit Kumar, Co-founder and CEO, QWEEN**, said the series was created to shift the focus of jewellery communication towards women themselves.

“With Drama QWEENS, we wanted to turn the lens around. If jewellery advertising has traditionally told women when they need jewellery for a wedding, a milestone, a celebration or because someone else is buying it for them - we wanted to start

somewhere else: with the woman herself,” Kumar said.

He added that the concept emerged from a desire to reflect the conversations women actually have, while positioning jewellery as part of their stories rather than the reason behind them.

The concept for **Drama QWEENS** was developed through QWEEN's consumer research, which identified conversations women regularly share with friends and within online communities but are less commonly represented in mainstream advertising.

The first season draws on ten conversations and lived experiences covering themes such as marriage, creative setbacks, pay parity, self-worth, contemporary relationships and societal expectations around age and life milestones. The stories use humour and friendship to explore these subjects in a relatable format. For QWEEN, the series also reflects its broader approach to jewellery as a form of everyday self-expression. Rather than being restricted to weddings, festivals, gifting or traditional milestones, jewellery is positioned as something women can choose to wear as an expression of their identity, emotions and individual moments.



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Coimbatore Jewellery MSMEs Seek Greater Preference in Tamil Nadu Government Gold Ring Orders

Jewellery manufacturers in Coimbatore have urged the Tamil Nadu government to give greater preference to local micro, small and medium enterprises (MSMEs) when awarding future government jewellery orders. The appeal follows concerns raised over the allocation of work under the state government's gold ring scheme.

Representatives of the city's jewellery manufacturing sector said local MSMEs were unable to participate effectively in the tender process despite Coimbatore being one of the country's major jewellery manufacturing hubs.

According to Kamal Hassan, president of the Coimbatore Goldsmith Association, the city has around 40,000 micro units involved in gold jewellery manufacturing, with each unit employing at least four workers.

The government tender covers the supply of approximately **4.41 lakh gold rings weighing one gram each**. Under the arrangement, the government would provide the gold, while the successful supplier would be responsible for expenses such as making charges, hallmarking, packaging, transportation, and insurance.

The tender reportedly required bidders to quote between ₹450 and ₹700 per ring. However, the final price quoted by the successful bidders was significantly lower, making it difficult for local MSME manufacturers to compete.

Tender Conditions Raise Concerns

Jewellery industry representatives also raised concerns regarding the eligibility requirements specified in the tender.

Kamal Hassan pointed out that although Udyam-registered MSMEs are exempt from submitting certain documents under Central government rules, the Tamil Nadu tender reportedly required bidders to have a minimum turnover of ₹250 crore along with a ₹3 crore minimum average annual turnover or other specified financial qualification.

According to him, such requirements effectively limited participation by smaller jewellery manufacturing units.

B. Muthuvenkatraman, president of the Coimbatore Jewellery Manufacturers Association, said that none of the association's members had submitted bids for the scheme.

Local Manufacturers Face Cost Challenges

Jewellers in Coimbatore noted that the total quantity of gold involved in the project—around **441 kg**—is relatively modest compared with the city's overall jewellery manufacturing capacity.

However, they said the pricing offered by the two major successful bidders could not be matched by smaller manufacturers because of the additional costs associated with production and compliance.

Some local jewellery units are also hesitant to participate



in government tenders due to concerns surrounding payment timelines and the administrative procedures involved in executing government contracts.

Industry Seeks Opportunities for Coimbatore MSMEs

Despite these concerns, local jewellers believe that Coimbatore's manufacturing ecosystem could efficiently handle similar orders.

One industry representative said the design of the rings is relatively simple and does not require specialised machinery or highly specialised skills. As a result, the manufacturing work could potentially be undertaken by several MSME units across the city.

The industry is now hoping that the companies awarded the contract will consider outsourcing a portion of the manufacturing work to jewellery units in Coimbatore.

With the city having a long-established jewellery manufacturing ecosystem and a large network of small-scale units, industry representatives believe that greater participation of local MSMEs could create additional employment and business opportunities.

Call for MSME Preference in Future Tenders

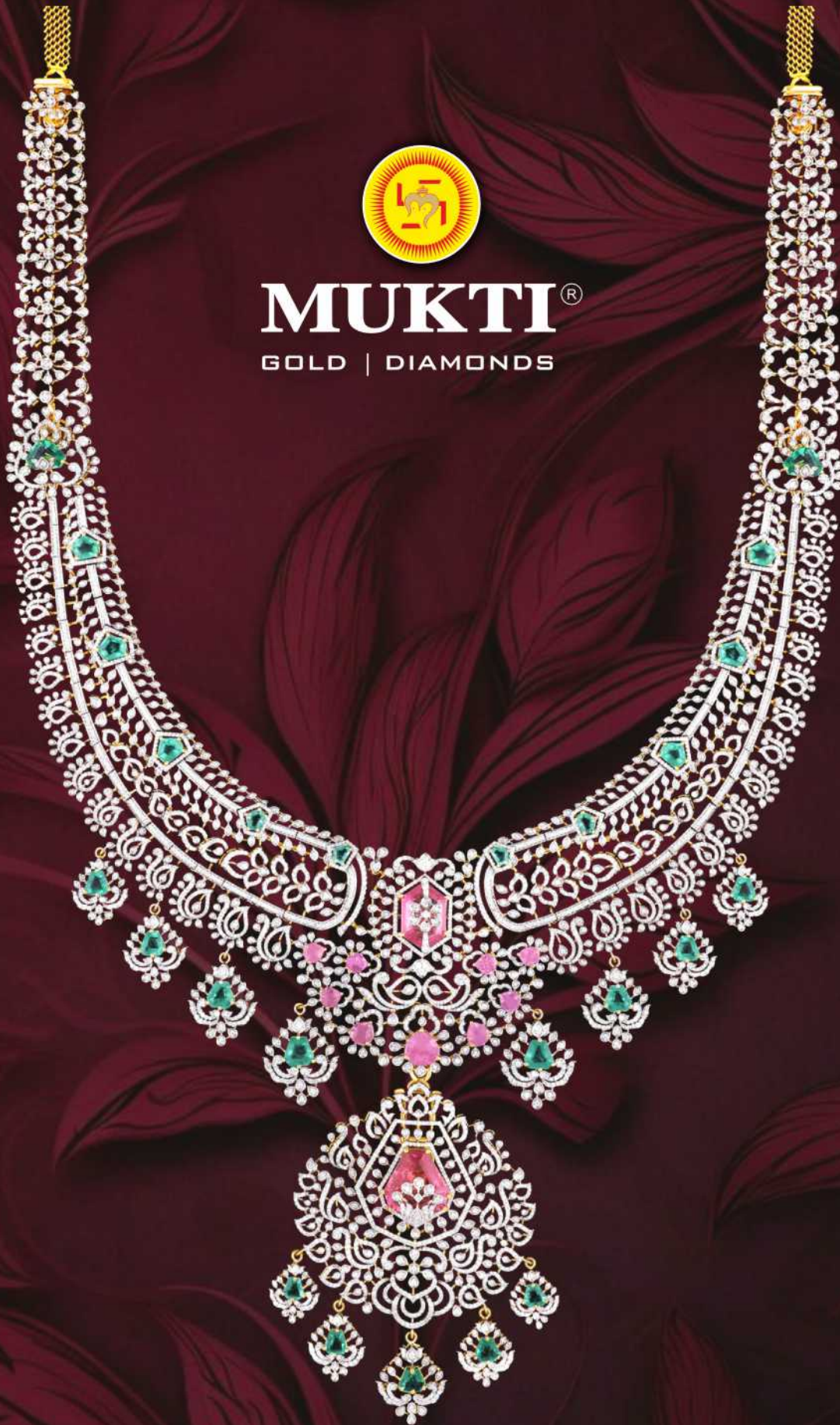
Jewellery manufacturers have urged the Tamil Nadu government to consider giving local MSMEs greater opportunities in upcoming gold and jewellery-related government tenders.

They said procurement policies that enable smaller manufacturing units to participate could help strengthen the state's jewellery industry while supporting employment and encouraging the growth of established manufacturing clusters such as Coimbatore.

The industry now hopes that future government jewellery procurement initiatives will include provisions that allow qualified local MSMEs to compete more effectively for such contracts.



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GJC Seeks Review of 67% Gold Hallmarking Fee Increase

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The All India Gem & Jewellery Domestic Council (GJC) has urged the Government and the Bureau of Indian Standards (BIS) to review the recent increase in gold hallmarking charges, which has raised the fee from ₹45 to ₹75 per article.

The revised fee was notified under the BIS (Hallmarking) Amendment Regulations, 2026, dated September 14. Under the amended Schedule IV, jewellers are required to pay ₹75 per gold article to recognised Assaying and Hallmarking Centres (AHCs), subject to a minimum charge of ₹200 per consignment. The revision represents an increase of approximately 67%.

GJC said its concern is not with hallmarking itself, which it supports as an important mechanism for purity assurance, transparency and consumer protection, but with the scale of the increase in mandatory compliance costs.

The Council pointed to the significant expansion of the hallmarking system in recent years. According to the Press Information Bureau, more than 60 crore gold articles had been hallmarked with HUID between July 1, 2021 and March 5, 2026, while mandatory hallmarking had expanded to 380 districts by March 2026. BIS also reported more than 30 enforcement activities against jewellers during 2025-26.

GJC said the expansion in volumes and coverage warrants an assessment of the cost structure of the hallmarking ecosystem before higher charges are passed on through the trade.

GJC Raises Enforcement and Market Concerns

The Council has also highlighted what it describes as continuing concerns around fake hallmarking, unauthorised operations and other compliance violations. GJC said that

stronger surveillance and enforcement should remain a priority alongside any review of the fee structure.

The organisation also cited industry concerns regarding discounting, commercial incentives and competition among certain service providers for hallmarking volumes. According to GJC, examining actual market practices and the economics of AHC operations would be important in assessing whether the revised fee adequately reflects the costs of providing hallmarking services.

GJC further cautioned that higher compliance costs could widen the economic gap between compliant businesses and unauthorised or informal operators. It said the regulatory framework should encourage genuine compliance while ensuring that violations are effectively detected and penalised.



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Svariya Unveils AYNARA, a Jewellery Edit Inspired by Blue and Protection

Premium demi-fine jewellery brand Svariya has introduced **AYNARA**, a new jewellery edit inspired by the mystique of blue and the enduring symbolism of protection.



Designed for those who see jewellery as more than an accessory, AYNARA brings together pieces that combine contemporary aesthetics with a deeper sense of emotion and



meaning. The edit reflects the idea that what one wears can carry a story, evoke a feeling and hold personal significance.



At the heart of the collection is the symbolism of the eye as a guardian, paired with the distinctive allure of blue. Traditionally associated with

calm, intuition, depth and protection, the colour serves as the central inspiration for the edit.



Through contemporary designs created for everyday styling, AYNARA translates these symbolic elements into wearable jewellery. The collection aims to offer pieces that complement modern looks while retaining a subtle sense of mystery and meaning.

GJC Seeks Review ...

Lightweight Jewellery Faces Higher Relative Impact

Another concern raised by GJC is the impact of the flat per-article fee on lightweight jewellery.

Since hallmarking charges are levied per article rather than according to the weight of the jewellery, the same fee applies to both lightweight and heavier pieces. GJC said this results in a proportionately greater compliance burden for lower-value and lightweight jewellery.

The issue assumes greater relevance for mass-market jewellery, where a fixed per-piece charge represents a larger percentage of the product value. Industry observers have similarly noted that the revised fee structure could have a greater relative impact on lightweight ornaments.

GJC Calls for Comprehensive

Review

GJC Chairman Rajesh Rokde said the jewellery industry supports hallmarking but believes the nearly 67% increase warrants examination.

"GJC and the jewellery industry have consistently supported hallmarking because purity assurance and consumer confidence are fundamental to our trade," Rokde said, adding that the industry should understand the basis for raising the per-article charge from ₹45 to ₹75.

GJC Vice Chairman Avinash Gupta said compliance costs need to remain commercially sustainable. He also called for greater scrutiny of the actual charges being realised by AHCs, including discounts and other commercial practices.

The Council has urged the Government and BIS to consider retaining the ₹45 charge while a

comprehensive review is undertaken. Its recommendations include a transparent assessment of AHC capital and operating costs, capacity utilisation and volumes; examination of actual market charges and commercial practices; stronger action against fake hallmarking and unauthorised centres; and consultation with jewellers, manufacturers and AHCs before any substantial revision.

GJC has also called for consideration of a more rational mechanism for lightweight and lower-value jewellery, given the disproportionate effect of a uniform per-article fee.

The Council reiterated that it supports genuine hallmarking and stringent enforcement against misuse of the system, while seeking a review of the revised fee structure and greater stakeholder consultation.



“

*Tradition should evolve
without losing its identity.*

”

IN CONVERSATION WITH

MR. SHUBHAM S BAPNA

Managing Director & CEO, Shree Taru Jewels Pvt Ltd

Q. What does becoming the first-ever Temple Jewellery Manufacturer of the Year at IJJA mean to you?

It is a very special milestone for all of us at Shree Taru Jewels. The award recognizes manufacturing excellence and craftsmanship—two things that have always been fundamental to our company. Being the first recipient of this recognition at the inaugural IJJA makes it even more memorable.

I see it not only as an achievement, but also as a responsibility. It motivates us to take Indian Temple jewellery craftsmanship further through better design, manufacturing and innovation. Most importantly, this recognition belongs to our entire team of craftsmen, designers, production teams, business partners and retailers who have believed in us.

Q. What makes AARADHYA relevant in today's Temple jewellery market?

AARADHYA is built around one idea: tradition should evolve without losing its identity. Temple jewellery requires tremendous attention to detailing, proportions, finishing and craftsmanship. At the same time, today's retailer needs commercially relevant designs that connect with the modern bridal customer.

AARADHYA brings those two worlds together. Our strength comes from combining traditional design sensibilities with our manufacturing capabilities and continuously developing fresh interpretations for the bridal and wedding market.



Q. Where does Shree Taru Jewels go from here?

An award should encourage you to work harder, not make you comfortable. We want to take AARADHYA to many more jewellery retailers across India, while continuing to strengthen our specialised manufacturing capabilities.

As an IAGES-certified manufacturer, our larger objective is to combine craftsmanship with structured manufacturing, innovation and dependable quality. We do not simply want to supply jewellery—we want to become the manufacturing partner behind our retailers' growth.



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Wamiqa Gabbi Joins Everlite by Senco Gold & Diamonds as Its First National Brand Ambassador

Everlite, the lightweight jewellery brand from Senco Gold & Diamonds, has announced actor Wamiqa Gabbi as its first-ever National Brand Ambassador. The collaboration comes at an important stage in Everlite's growth as the brand looks to expand its retail footprint across India and strengthen its appeal among young, fashion-forward consumers. Currently present across six states and eight cities with 17 stores, Everlite is steadily expanding its presence in the Indian jewellery market. The appointment of Wamiqa Gabbi forms part of the brand's larger strategy to enhance its identity, connect with a wider audience, and highlight the growing relevance of lightweight jewellery in everyday fashion.

A New Face for Everyday Jewellery

Known for her distinctive style, expressive personality, and contemporary fashion sensibility, Wamiqa Gabbi represents a generation of consumers who view jewellery as an extension of their personal style.

Her association with Everlite reflects the changing way younger consumers approach jewellery, with greater emphasis on versatility, comfort, individuality, and pieces that can be worn beyond traditional occasions.

Wamiqa's personal style and ability to effortlessly transition between different looks align with Everlite's philosophy of creating jewellery that fits naturally into everyday life.

Speaking about her association with the brand, Wamiqa Gabbi said:

"I've always been drawn to jewellery that I can actually live in, pieces I can put on in the morning and forget I'm wearing, but that still make a look feel considered. That is what I love about Everlite. The designs have the detail and beauty of fine jewellery,



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but they feel incredibly easy and natural to wear. Whether I'm dressing up for an evening out or keeping it simple during the day, I like jewellery that moves with me rather than dictates the look. That sense of freedom is something I really connect with, and it's what makes being part of Everlite feel so natural."

Everlite Focuses on the Evolution of Jewellery

Commenting on the new partnership, Ms. Joita Sen, Whole-Time Director & Head of Marketing and Design, Senco Gold & Diamonds, highlighted the evolving relationship consumers have with jewellery.

She said:

"Wamiqa represents the way jewellery is evolving today, more personal, more versatile and more effortless. She has a very distinct

sense of style and the confidence to make every look her own, which makes her a natural fit for Everlite. She embodies the modern Everlite woman, someone who wants jewellery to be part of her everyday wardrobe, rather than something reserved only for special occasions. We are delighted to have her represent the brand as we take the lightweight jewellery conversation to a new generation."

The partnership comes as Everlite responds to changing consumer preferences, particularly the growing demand for jewellery that can seamlessly transition between different occasions and styles.

Lightweight Jewellery Designed for Everyday Wear

Everlite offers contemporary jewellery in 9K, 14K, and 18K gold, along with diamond jewellery across a variety of categories. Its portfolio includes earrings, rings, pendants, bracelets, bangles, and other versatile designs.

The collections are designed to complement different aspects of modern lifestyles, from office wear and casual daytime looks to evening outings, celebrations, and special occasions.

The brand combines the craftsmanship associated with fine jewellery with lightweight designs intended to provide greater ease and comfort for everyday wear.

Continued on Page...29

Wamiqa Gabbi Joins Everlite...

Building on the Legacy of Senco Gold & Diamonds

Backed by the heritage of Senco Gold & Diamonds, Everlite has developed its identity around the idea of making fine jewellery more versatile and accessible for everyday styling.

The brand's collections feature a range of gold and diamond designs created for different preferences and occasions. Among its offerings is Cloud9, a collection featuring 9K gold and diamond jewellery designed to transition effortlessly from day to evening.

With its focus on contemporary aesthetics, lightweight construction, and everyday versatility, Everlite is positioning itself within a changing jewellery market where consumers

increasingly seek pieces that can complement multiple aspects of their lifestyle.

A New Chapter in Everlite's Expansion

The appointment of Wamiqa Gabbi as the brand's first National Brand Ambassador marks a new chapter in Everlite's journey.

As the brand continues to expand across India, the association is expected to support its efforts to build stronger consumer connections and introduce lightweight jewellery to a broader, younger audience.

Through its combination of contemporary design, craftsmanship, comfort, and versatility, Everlite



continues to explore the evolving role of fine jewellery in everyday fashion.

Tyaani Jewellery Partners with Zithara.AI to Transform Customer Engagement

Tyaani Jewellery by Karan Johar has partnered with **Zithara.AI**, an AI-native customer engagement platform for offline retailers, to strengthen customer relationships through data-driven insights and personalised interactions across its retail operations.

As part of the collaboration, Tyaani Jewellery will adopt Zithara.AI's AI-native CRM platform to bring greater structure and efficiency to customer engagement and relationship management. The technology will help the brand organise customer information, analyse engagement patterns and develop a more connected view of interactions across the customer journey.

The partnership is also aimed at enabling Tyaani Jewellery to move beyond transaction-led engagement by identifying relevant opportunities to connect with customers. Using



insights from customer preferences and purchase behaviour, the platform can support retail teams in following up with prospective customers, re-engaging existing clientele and delivering more personalised communication.

By turning customer data into

actionable insights, the collaboration is expected to support improved conversions, stronger customer retention and increased opportunities for repeat purchases. It will also help Tyaani Jewellery build deeper customer relationships while creating opportunities to enhance customer lifetime value and drive long-term retail growth.

Belgian PM Bart De Wever Highlights Diamond Cooperation and India-EU Trade During Mumbai Visit

Belgian Prime Minister **Bart De Wever** held a series of business-focused engagements in Mumbai on Friday, covering the diamond industry, India-EU trade, logistics and investment as Belgium seeks to strengthen its economic relationship with India following the conclusion of the India-European Union Free Trade Agreement.

De Wever arrived in Mumbai from New Delhi as part of his first official visit to India as Belgian Prime Minister. He was received by Maharashtra Minister of Marketing and Protocol **Jaykumar Rawal**.

A key highlight of his Mumbai itinerary was the inauguration of the renovated and expanded **HRD Antwerp diamond grading laboratory** at the Bandra Kurla Complex. According to HRD Antwerp, the expansion has increased the facility's capacity by **30 per cent**, enabling it to examine and grade up to **2,000 diamonds a day**. The company is also adding **40 full-time employees** to support the expanded operations.

HRD Antwerp, a subsidiary of the Antwerp World Diamond Centre, has operated in India since 2012. Its Indian business currently serves around **1,500 clients**, including



jewellery manufacturers, retailers and companies involved in the production and trading of cut diamonds.

The company said India now contributes **59 per cent of HRD Antwerp's total group revenue**. Its Indian operations are expected to grow by **15.4 per cent this year**, compared with projected group-wide growth of 12.6 per cent.

"The visit of our Prime Minister underlines the importance of cooperation between Belgium and India within the global diamond



sector. India and Antwerp together form two indispensable links in the international diamond chain," said **Paul De Wachter, CEO, HRD Antwerp**.

"With this expansion, we are investing not only in additional capacity, but above all in the future of our cooperation with the Indian diamond and jewellery sector," he added.

Later, De Wever addressed the **India-Belgium High-Level Dialogue on the India-EU Free Trade Agreement** in Mumbai, alongside Union Commerce and Industry Minister **Piyush Goyal** and Maharashtra Chief Minister **Devendra Fadnavis**.



Belgian PM Bart De Wever...

The discussions explored opportunities to strengthen commercial ties between India and Belgium across sectors including **gems and jewellery, logistics, pharmaceuticals, food processing, maritime services, green hydrogen, semiconductors, defence and advanced manufacturing.**

De Wever also highlighted the role of the **Port of Antwerp-Bruges** as a gateway for Indian goods entering the wider European market. He described the India-EU FTA as a foundation for expanding trade and improving the predictability of India-Europe supply chains amid ongoing global disruptions.

According to De Wever, tariffs on more than **95 per cent of Indian and European goods exports** would be eliminated or reduced under the agreement. He pointed to sectors such as textiles, clothing, footwear, machinery and automotive components as potential beneficiaries of lower tariff barriers.

The Belgian Prime Minister further highlighted Antwerp-Bruges' existing role in handling Indian exports, particularly food and

pharmaceuticals. He noted that a significant share of Indian shrimp entering Northwest Europe passes through the port and pointed to its cold-chain infrastructure for pharmaceutical products.

De Wever also identified **maritime services and dredging** as areas offering scope for greater India-Belgium cooperation, citing Belgian expertise in developing and



deepening ports internationally.



DAIMANTÉ Launches Lite Luxury Collection with Symbolic Everyday Designs

DAIMANTÉ, the contemporary laboratory-grown diamond jewellery brand known for its signature Talisman Collection, has introduced **Lite Luxury**, a new pendant range designed to bring meaningful symbolism into everyday jewellery.

Positioned as an extension of the brand's Talisman Collection, Lite Luxury offers a more minimal and lightweight interpretation of DAIMANTÉ's design language. The collection features symbolic motifs including butterflies, owls, flowers, North Stars, the sun, dragonflies, Celtic knots, circles and arches, with each element carrying its own distinctive meaning.

The pendants are crafted with laboratory-grown diamonds and offered in yellow gold, rose gold and white gold settings. Combining clean silhouettes with symbolic detailing, the collection reflects DAIMANTÉ's focus on contemporary design, craftsmanship and jewellery intended for everyday wear.



WFDB President Mehul Shah Outlines Strategic Pillars for the Natural Diamond Industry at JGW Hong Kong 2026

HONG KONG – Speaking at the Natural Diamond Council (NDC) panel on **Reshaping Value across the Natural Diamond Supply Chain** – organized in collaboration with the Diamond Federation of Hong Kong (DFHK) during the Jewellery & Gem WORLD (JGW) Hong Kong Jewellery Show – World Federation of Diamond Bourses (WFDB) President Mehul Shah called for industry-wide unity, standardization, and proactive consumer protection.

Reaffirming the WFDB's commitment to preserving the integrity, trust, and emotional resonance of natural diamonds, Mr. Shah outlined strategic initiatives to safeguard the industry for future generations.

Key directives from the address include:

1. Value Addition & Creative Branding:

The industry must move beyond selling diamonds as commodities to creating greater value through branding, innovation, jewellery design, craftsmanship, and storytelling. Mr. Shah urged trade members to “sell the art, not merely the paint, canvas, or brush,” emphasizing that jewellery must become an expression of emotion, artistry, and enduring desire.

2. Seamless Mine-to-Market (M2M) Transparency:

Mr. Shah emphasized that the three M's, Mines, Manufacturers, and Markets, must work together as one integrated ecosystem. The journey from mine to market must be seamless, transparent, collaborative, and accountable, with blockchain, traceability, and robust tracking becoming essential to building trust across the supply chain.



3. Reclaiming the Industry Narrative through Strategic Alliances & Marketing:

Highlighting the powerful role of films and media in shaping consumer perception, Shah urged the industry to take greater ownership of the natural diamond narrative by investing seriously in consumer-level marketing. He called for the Natural Diamond Council to work more closely with trade bodies and local jewellers, alongside broader industry partnerships, to communicate the responsible, ethical, and beautiful story of natural diamonds directly to consumers.

4. Natural & Synthetic Diamonds as Separate Subjects:

Shah emphasized that natural and laboratory-grown diamonds should be viewed as distinct categories rather than simply competing products. He

noted that “diamonds are forever” and “diamonds for everyone” can coexist, while suggesting that laboratory-grown diamonds can serve as a gateway to the broader diamond category, with consumers potentially moving towards natural diamonds as their purchasing power increases.

5. Rigorous Consumer Protection & Clear Declarations:

Shah stressed that protecting and educating consumers is a collective responsibility. He called for strict consumer-protection laws and clear declarations identifying diamond categories across invoices, certificates, branding, and marketing materials, including in local languages. He urged the global diamond industry and its trade bodies to speak with one voice to governments to establish and implement appropriate standards.

WFDB President Mehul Shah....

6. Unified Global Grading Standards:

Describing standardization of grading systems as one of the industry's most important needs, Shah called on trade bodies, gemological laboratories, and governments to work together towards a standardized and regulated grading framework. Drawing a parallel with precious-metal purity standards, he argued that eliminating discrepancies between laboratory grading systems would reduce consumer confusion, strengthen confidence, and make diamond values more trusted.

7. A Global Mark of Authenticity for Natural Diamonds:

Shah proposed a globally registered mark of authenticity for natural diamonds, drawing an analogy with the Woolmark as a trusted symbol of genuine wool or Hallmark for Gold. Such a mark could provide consumers worldwide with an immediate indication of authenticity while reinforcing the distinct identity and credibility of natural diamonds.

8. The "Happy Pipeline" & A United Diamond Family:

Shah concluded by emphasizing the



importance of a "Happy Pipeline," describing the diamond industry as one interconnected family that includes everyone from those working in mines and diamond artisans to manufacturers, graders, retailers, and other participants across the value chain. Since diamonds ultimately represent happiness, he stressed that the industry must first ensure that everyone within the diamond family is able to share in that happiness.

Furthermore, Shah said "The future lies in collaboration. It lies in authentic storytelling. It lies in technological innovation. It lies in consumer confidence. And above all, it

lies in unified industry working together. Let us therefore work together to build a natural diamond industry that is trusted by consumer, empowered by technology, united in purposes and prepared for the generation to come. Thank you, and I wish DFHK and NDC every success in their continued efforts to strengthen the natural diamond industry globally"

Concluding his address, President Shah extended a warm invitation to members of the Hong Kong trade to attend the upcoming India International Jewellery Show (IIJS) in Mumbai.

Gold Price Volatility Leads Consumers to Delay Jewellery Purchases: WGC

Gold jewellery demand in India has moderated in recent weeks following a strong build-up ahead of the festive season, with sharp price movements encouraging consumers to postpone discretionary purchases and wait for greater stability, according to the **World Gold Council (WGC)**.

In a recent blog post, the WGC said industry feedback indicates that the momentum in gold jewellery demand seen ahead of the festive season, which began in late August, has eased in recent weeks.

Despite the slowdown, the Council expects demand to strengthen as the festive and wedding season gathers pace. Steady investment demand and resilient wedding-related purchases are expected to provide support, although elevated gold prices and continued volatility could keep discretionary buying under pressure.

Kavita Chako, Research Head, India, World Gold Council, noted that the recent moderation follows a period of strong demand leading into the festive season.



The WGC's outlook suggests that while consumers remain cautious amid unpredictable price movements, wedding-related demand and investment interest could continue to support the Indian gold market through the upcoming festive and marriage season.

Bhima Jewellery Strengthens Madurai Presence with New Anna Nagar Showroom

Bhima Jewellery has expanded its presence in Madurai with the inauguration of its second showroom in the city, located in the rapidly developing Anna Nagar neighbourhood. The new showroom was inaugurated on **31 August 2026**, bringing the brand's longstanding heritage of craftsmanship and customer trust closer to customers in one of Madurai's prominent residential and commercial areas.

South Indian actress **Preethi Mukundan** inaugurated the new showroom in the presence of Bhima Jewellery Managing Partner **Sudhir Kapoor**, Partner **Deepa Kapoor**, and their son **Aksh Kapoor**.

A Blend of Heritage and Contemporary Design

The new Anna Nagar showroom has



occasions. Its offerings include traditional bridal jewellery, diamond collections inspired by South Indian craftsmanship, lightweight gold jewellery, and contemporary designs aimed at younger consumers.

The store has been planned to provide customers with a comfortable

Bhima Jewellery's relationship with Madurai.

The brand has been associated with the city for nearly two decades, and the new location reflects its continued focus on serving customers across the city. According to the leadership, the second showroom is not simply about expanding the brand's retail network. Instead, it represents an effort to bring Bhima Jewellery closer to families who have placed their trust in the brand over the years while creating an opportunity to connect with a younger generation of customers.



been designed to reflect Bhima Jewellery's philosophy of being a **"hundred years young"**—bringing together the brand's longstanding heritage with a modern and welcoming retail environment.

The showroom houses a diverse selection of jewellery designed to cater to different generations and

environment where traditional designs and modern jewellery styles can be explored under one roof.

Strengthening Bhima's Connection with Madurai

Speaking at the inauguration, Mr. and Mrs. Kapoor highlighted the importance of the new showroom in

Continuing a Legacy Across Generations

With the Anna Nagar showroom, Bhima Jewellery continues to combine its traditional jewellery heritage with evolving consumer preferences.

The new store offers customers access to a broad portfolio ranging from elaborate bridal creations and diamond jewellery to lightweight gold pieces and contemporary designs suited to everyday wear.

The expansion further strengthens Bhima Jewellery's presence in Madurai and reflects the brand's ongoing focus on building long-term relationships with customers while adapting its retail experience to the changing expectations of today's jewellery shoppers.

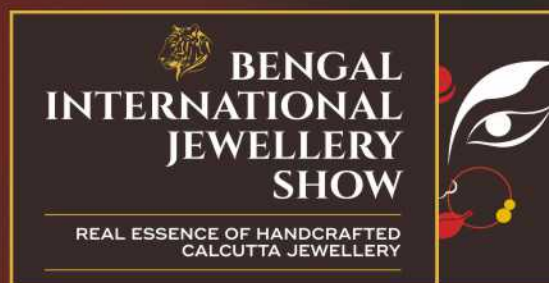




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THE GOLDEN HOUR

Where Diwali Light Meets the Modern Language of Gold

Gold has always known how to make an entrance.

It catches the first flame of a diya, glimmers against silk, traces the curve of a wrist and turns an ordinary moment into something worth remembering.

And then there is Diwali — India's most luminous celebration, a festival of light, abundance, beauty and beginnings.

Put the two together and something timeless happens. For centuries, gold has occupied a place of emotion and significance in Indian celebrations. Today, however, its language is changing. The new generation is not simply inheriting gold; it is **reimagining it**.

A delicate chain worn with a sari.

A sculptural ring paired with a contemporary lehenga.

Vintage bangles stacked with a minimalist watch.

An heirloom necklace styled in an entirely unexpected way.

This is the new Diwali mood.

Less about following tradition. More about making tradition your own.

THE LIGHT. THE LUSTRE. THE LEGACY.

There is something almost cinematic about gold during Diwali.

The glow of diyas reflects against polished surfaces.

Candlelight catches intricate craftsmanship. Rich

textiles create a backdrop for warm metallic tones.

Every movement brings another flicker of light.

Gold doesn't merely complement the festival.

It becomes part of the atmosphere.

This is perhaps why Dhanteras has remained so deeply associated with precious metals. The tradition of purchasing gold during this auspicious period carries



ideas of prosperity, continuity and new beginnings. But the modern interpretation is wonderfully personal.

For one person, it might mean investing in a classic necklace.

For another, a pair of everyday earrings.

For someone else, a ring chosen to mark a personal milestone.

The ritual remains familiar.

The meaning becomes individual.

— it belongs to the past, lives in the present and waits patiently for the future.

This Diwali, wear the light.

Continued on Page...38

THE GOLDEN HOUR...



THE NEW INDIAN GOLD

Once upon a time, festive jewellery meant an entire set.

Necklace. Earrings. Bangles. Ring. Perhaps a maang tikka to complete the look.

Today, the modern jewellery wardrobe is far more fluid.

A single piece can make the statement.

A pair of architectural earrings can transform a simple silk saree. A slim gold choker can give a contemporary lehenga its edge. Stacked bangles can make a traditional outfit feel effortlessly current. A sculptural cocktail ring can become the conversation starter of the evening.

The new Indian woman — and increasingly, the new Indian jewellery consumer — wants pieces that move.

From **Diwali dinner to destination wedding.**

From **festive evening to everyday wardrobe.**

From **this generation to the next.**

The idea is no longer to save your finest jewellery for

one occasion.

The idea is to live in it.

DHANTERAS, BUT MAKE IT PERSONAL

There is an undeniable romance to buying gold during the festive season.

Perhaps it is the symbolism of beginning again.

Perhaps it is the feeling of bringing something precious into the home. Or perhaps it is simply the pleasure of choosing something beautiful at a moment when everything around you feels illuminated.

Dhanteras gives that purchase an added emotional dimension.

But the modern gold purchase does not have to be grand.

A slender bracelet.

A pair of classic hoops.

A pendant with a personal motif.

A ring that becomes your signature.

A beautifully crafted piece can carry the sentiment of the occasion without demanding a ceremonial wardrobe.

Because luxury today is increasingly about relevance — not excess.

THE ART OF THE DIWALI LOOK

Forget the idea that festive dressing needs to be perfectly coordinated.

The most compelling looks often come from contrast. Pair a heavily embroidered outfit with understated jewellery.

Wear an architectural gold earring with a minimalist silhouette.

Layer delicate chains against a traditional blouse.

Mix old bangles with new ones.

Wear an heirloom piece with something completely unexpected.

The result feels less styled and more instinctive.

And that is precisely the point.

LET THE JEWELLERY HAVE A PERSONALITY.

Maybe it is dramatic.

Maybe it is delicate.

Maybe it is unapologetically traditional.

Maybe it barely whispers.

There is no single definition of festive glamour anymore.

Continued on Page...39

TOUCH OF GOLD |

THE GOLDEN HOUR...

THE STATEMENT EAR

If there is one jewellery category perfectly suited to the new Diwali wardrobe, it is the statement earring. Jhumkas, chandbalis, drops, hoops and sculptural silhouettes can instantly transform an outfit without requiring a complete jewellery set.

Wear them with a sleek bun and let the earrings take centre stage.

Or leave the hair loose and allow just a flash of gold to appear between the waves.

The beauty lies in the simplicity of the equation:

one extraordinary pair + one uncomplicated look = instant impact.

LAYERED IN LIGHT

Layering has become one of the defining signatures of contemporary jewellery styling.

Fine chains of different lengths create movement around the neckline. Bangles are stacked in varying textures. Rings are worn across multiple fingers.

Traditional pieces are mixed with modern forms.

The result is intentionally imperfect.

And beautifully individual.

For Diwali, layering offers another advantage: it allows one jewellery wardrobe to create several different moods throughout the festive season.

A delicate chain for a family lunch.

A layered necklace for card night.

A statement pendant for Diwali evening.

Same gold. Different story.

THE HEIRLOOM, REIMAGINED

Perhaps the most exciting chapter in Indian jewellery today is the conversation between the old and the new.

A grandmother's bangles no longer have to wait for a wedding.

An inherited necklace can be styled with a contemporary blouse.

An old pair of earrings can inspire a new design.

A traditional motif can be interpreted through a cleaner, more modern silhouette.

The result is not nostalgia.

It is evolution.

Because the most meaningful heirlooms are not necessarily the ones preserved exactly as they were. They are the ones that continue to be worn.



Tradition survives when it is allowed to evolve.

GOLD, WITH AN EDGE

For Millennials and Gen Z, jewellery increasingly sits somewhere between fashion, identity and sentiment. There is an appetite for pieces that feel personal rather than predictable.

Minimal gold jewellery has become a wardrobe essential. Statement pieces have become forms of self-expression. Personalised jewellery adds another emotional layer. Contemporary craftsmanship allows traditional Indian design vocabulary to speak in a distinctly modern voice.

This is where gold becomes especially interesting.

It can be quiet.

It can be maximal.

It can be nostalgic.

It can be experimental.

Gold doesn't dictate the mood. You do.

Continued on Page...40

THE GOLDEN HOUR...



THE GIFT THAT STAYS

There are gifts that are enjoyed for a season.
And then there are gifts that become part of a life.
Jewellery belongs to the second category.
A gold pendant gifted on Diwali can become an everyday signature. Earrings can accompany years of celebrations. A bracelet can become associated with the person who gave it. A ring can mark a beginning that, years later, feels like a turning point.
That is the quiet power of jewellery.
It does not simply remember the occasion.
It becomes part of the memory.

A LITTLE GOLD FOR YOURSELF

Diwali is traditionally a season of giving.
To family.
To friends.
To loved ones.
But there is something wonderfully modern about giving yourself a piece of jewellery, too.

Maybe it marks a promotion.
A new business.
A first salary.
A personal milestone.
A year of growth.
Or simply the decision to celebrate yourself.
The jewellery may be small.
The meaning doesn't have to be.
Because sometimes the most important person on your gifting list is you.

THE DIWALI GOLD EDIT

THE CLASSIC

A timeless gold necklace or pair of earrings that will never need a special occasion to be worn.

THE MINIMALIST

A fine chain, petite pendant, slim bracelet or delicate ring designed for everyday glamour.

THE MAXIMALIST

Statement jhumkas, layered necklaces, bold chokers and stacks of bangles made for the brightest night of the year.

THE MODERN TRADITIONALIST

Contemporary interpretations of jhumkas, temple-inspired motifs, mangalsutra silhouettes and heritage craftsmanship.

THE COLLECTOR

Pieces chosen not just for the present, but with an eye toward what they may become years from now.



Continued on Page...41

THE GOLDEN HOUR...



AFTER THE DIYAS

The beauty of Diwali eventually fades into the ordinary rhythm of life.

The diyas burn out.

The sweets disappear.

The festive clothes return to the wardrobe.

But jewellery remains.

It goes back to dressing tables and velvet boxes, waiting for another evening, another celebration, another story.

And perhaps that is why gold continues to matter.

Because unlike the momentary sparkle of the festival,

gold has staying power.

It carries culture without feeling confined by it.

It carries memory without becoming stuck in the past.

It moves effortlessly between generations, wardrobes and identities.

This Diwali, let it be more than something you wear.

Let it be something you remember.

Something you celebrate.

Something you keep.

THE GOLDEN HOUR

When the first diya is lit and the room begins to glow, gold catches the light.

For a moment, everything feels warmer.

The jewellery.

The silk.



The faces around the table.

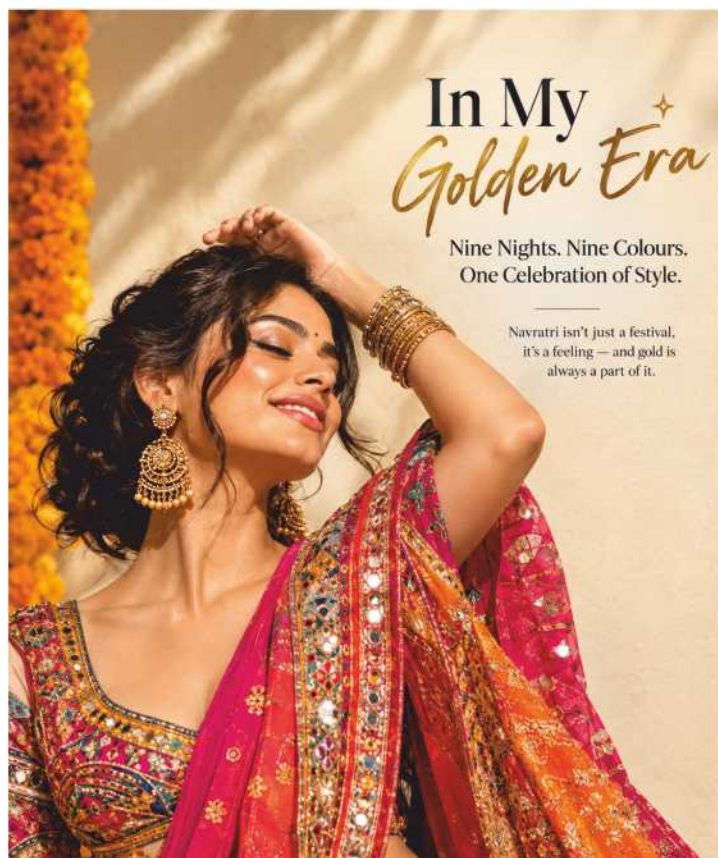
The promise of another beginning.

And in that fleeting golden hour, tradition and modernity seem to meet effortlessly.

Perhaps that is the true beauty of Diwali gold

NINE NIGHTS, ONE GOLDEN MOOD

Where Tradition Meets the New Language of Jewellery



Navratri arrives each year with a burst of colour, music and celebration. For nine nights, traditional silhouettes take centre stage, homes come alive with festive rituals, and the rhythm of Garba and Dandiya brings communities together. It is also a season when jewellery takes on a special significance — not merely as an accessory, but as an expression of tradition, personality and celebration. Gold, in particular, has an enduring place in India's festive culture. Associated over generations with prosperity, auspicious beginnings and family heritage, it naturally finds its way into Navratri wardrobes. Yet the way gold is worn today is evolving. Traditional necklaces are being paired with contemporary silhouettes, classic jhumkas are styled with modern outfits, while lightweight bracelets, rings and chains are becoming everyday wardrobe essentials.

This Navratri, the nine days offer nine opportunities to explore the many personalities of gold.

From understated elegance to statement glamour, here is a celebration of nine colours, nine looks and nine jewellery stories.

DAY ONE | WHITE

A Beginning in Grace

White opens Navratri with a sense of purity, freshness and understated elegance. It provides a beautiful canvas for gold, allowing the warmth of the metal to stand out without overpowering the look.

The Style

A white or ivory chaniya choli with delicate embroidery is an effortless choice for the first day. A classic saree, anarkali or contemporary kurta set can offer a more understated interpretation of the festive mood.

The Jewellery Gold earrings

take centre stage. From delicate hoops and drop earrings to traditional jhumkas and chandbalis, the choice can be tailored to the outfit. For a heavily embroidered ensemble, a pair of refined earrings may be all that is required. With a simpler outfit, more elaborate earrings can become the focal point.

The Finishing Touch

Keep the rest of the jewellery restrained. A slim gold bracelet or delicate ring can complete the look without competing with the earrings.

Jewellery mood: Elegant, effortless and timeless.



NINE NIGHTS, ONE GOLDEN....

DAY TWO | RED

A Celebration of Tradition

Red brings intensity and energy to the festive wardrobe. It is a colour deeply connected with Indian celebrations and creates an instant sense of occasion.

The Style

A red silk saree, embroidered lehenga or traditional chaniya choli makes a strong statement. For those who prefer contemporary dressing, a red sharara or structured ethnic ensemble can bring a modern interpretation to the colour.

The Jewellery

Day Two belongs to the **gold necklace**.

A classic necklace can complement a traditional saree, while a contemporary collar or layered necklace can give a modern lehenga a distinctive character. Those looking for a more traditional aesthetic can explore temple-inspired motifs and intricate craftsmanship.

The Finishing Touch

When the necklace is elaborate, let it remain the hero. Smaller earrings and a simple bracelet will create a more balanced composition.

Jewellery mood: Rich, traditional and regal.



DAY THREE | ROYAL BLUE

Let the Bangles Move With You

Royal blue introduces depth and sophistication to the Navratri palette. Against the richness of the colour, yellow gold appears particularly luminous.

The Style

A royal blue chaniya choli embellished with mirror work or embroidery is an obvious Garba-night favourite. A blue silk saree or richly detailed lehenga can transform the same colour into an elegant evening look.

The Jewellery

Bring out the **gold bangles**.

Few jewellery pieces capture the movement of Navratri quite like bangles. Their gentle

sound and movement complement the energy of Garba and Dandiya, while stacked designs create an instantly festive effect.

Traditional bangles can be combined with slimmer contemporary bracelets to create a personalised stack.

Let the hands become the focus. Pair multiple bangles with understated earrings and a delicate necklace.

Jewellery mood: Festive, rhythmic and expressive.

Continued on Page...44

NINE NIGHTS, ONE GOLDEN....

DAY FOUR | YELLOW

Sunshine, Gold and a Touch of Everyday Elegance

Yellow and gold share an innate warmth, making this combination particularly suited to daytime celebrations.

The Style

A yellow bandhani saree, sharara or lehenga can bring a traditional Gujarati touch to the festivities. For a lighter look, a yellow kurta with a contrasting dupatta offers effortless elegance.

The Jewellery

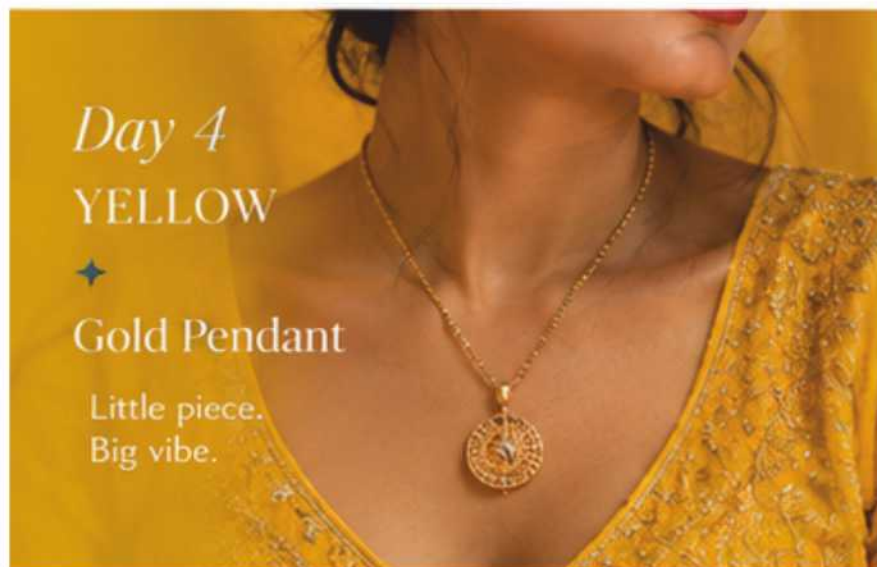
The ideal companion is a **gold pendant**.

A delicate pendant on a fine chain can add just the right amount of sparkle to a daytime outfit. Those seeking greater impact can opt for a larger pendant or an intricately designed motif.

The Finishing Touch

The real appeal of a pendant is its versatility. Choose a design that can be worn long after Navratri – with a saree, kurta, shirt or even a simple dress.

Jewellery mood: Warm, versatile and contemporary.



DAY FIVE | GREEN

Day 5 GREEN



Gold Jhumkas

Tradition
never goes
out of style.



Tradition Finds Its Perfect Pairing

Green brings freshness to the festive palette and creates an especially beautiful contrast with gold.

The Style

A deep green saree, embroidered lehenga or traditional chaniya choli works beautifully for an evening celebration. Green silk and jewel-toned fabrics can create a particularly sophisticated festive look.

The Jewellery

This is the perfect day for gold jhumkas.

Jhumkas remain among the most recognisable forms of Indian jewellery, and their appeal continues to evolve. Traditional

dome-shaped designs can be paired with classic ethnic attire, while streamlined or contemporary versions work beautifully with modern silhouettes.

The Finishing Touch

Pull the hair back into a bun, braid or sleek ponytail to allow the earrings to take centre stage. A small bindi can complete the traditional mood.

Jewellery mood: Classic, feminine and rooted in tradition.

NINE NIGHTS, ONE GOLDEN....

DAY SIX | GREY

When Contemporary Meets Classic
Grey may not be the first colour associated with Navratri, but its understated character makes it an excellent backdrop for statement jewellery.

The Style

A silver-grey saree, lehenga or contemporary Indo-western ensemble can create a sophisticated evening look. Sequins, metallic embroidery and mirror work can add the festive element.

The Jewellery

Choose a contemporary gold bracelet.

A sculptural cuff, textured bracelet or refined chain design can provide contrast against the coolness of grey. For a softer look, several delicate bracelets can be layered together.

The Finishing Touch

Keep the styling clean and modern. Instead of multiple heavy jewellery pieces, allow one contemporary bracelet to provide the visual interest.

Jewellery mood: Modern, sophisticated and understated.



DAY SEVEN | ORANGE

Bring the Energy of Garba to Life

Orange is vibrant, youthful and full of festive energy. It is a natural choice for one of the liveliest nights of Navratri.

The Style

An orange chaniya choli with mirror work, colourful embroidery or traditional detailing is ideal for Garba. For a more formal celebration, an orange silk saree or embellished lehenga can create a dramatic evening look.

The Jewellery

Make the **gold choker** the centrepiece. A traditional gold choker can instantly transform a festive outfit, while a contemporary version with geometric or architectural detailing can give the look a more modern personality.

The Finishing Touch

Choose an open or relatively simple neckline so that the choker has room to stand out. Keep earrings proportionate to the necklace.

Jewellery mood: Bold, energetic and glamorous.

NINE NIGHTS, ONE GOLDEN....

DAY EIGHT | PEACOCK GREEN

A Jewel-Toned Canvas for a Statement Ring
Peacock green introduces an almost gemstone-like richness to the festive wardrobe. It is sophisticated enough for an evening celebration yet distinctive enough to stand apart from more traditional Navratri colours.

The Style

A peacock-green saree or lehenga with contrasting embroidery creates a striking canvas for jewellery. Those who prefer contemporary dressing can choose a solid-coloured outfit and allow the accessories to provide the drama.

The Jewellery

The spotlight moves to the gold statement ring.

A sculptural ring, cocktail-style design or gold piece accented with gemstones can add personality without overwhelming the outfit.

The Finishing Touch

If the ring is elaborate, keep the other jewellery refined. The goal is to make the hand jewellery feel intentional rather than excessive.

Jewellery mood: Individual, sophisticated and distinctive.



Day 8
PEACOCK GREEN

✦
Gold Statement Ring

Small detail.
Big energy.



Day 9
PINK

✦
Gold Jewellery Set

The perfect ending
to a beautiful
journey.

DAY NINE | PINK

End the Celebration in Full Bloom

The final day deserves a look that feels celebratory and complete. Pink offers the perfect balance of softness and glamour, making it an ideal colour for the closing chapter of Navratri.

The Style

A pastel pink lehenga can create an elegant contemporary look, while a deeper pink chaniya choli or richly embroidered saree brings a more traditional sense of grandeur.

The Jewellery

For the final night, bring together a *coordinated gold jewellery look*.

A necklace paired with earrings, bangles

and a ring can create a complete festive ensemble. The secret is not to make every piece compete for attention.

The Finishing Touch

Select one hero piece — perhaps the necklace or earrings — and build the rest of the jewellery around it. The result should feel layered and luxurious rather than overwhelming.

Jewellery mood: Celebratory, feminine and glamorous.

Continued on Page...47

NINE NIGHTS, ONE GOLDEN....

Beyond the Nine Nights

Choosing Gold That Continues to Tell the Story

While Navratri gives jewellery lovers nine days to experiment with colour and style, the most meaningful jewellery purchases are often those that remain relevant beyond the festival.

A pair of classic gold earrings can become an everyday signature. A pendant can be worn with everything from a saree to a crisp white shirt. Bangles can be stacked for celebrations or worn individually for everyday elegance. A bracelet can transition effortlessly from the festive wardrobe to the office. Even a traditional jhumka can acquire a contemporary personality when paired with a modern outfit.

This versatility is increasingly influencing the way consumers approach jewellery. Rather than choosing pieces exclusively for a particular occasion, many are looking for designs that can become part of their personal style.

The festive season, therefore, can be an opportunity to choose jewellery not simply for the nine nights ahead, but for the many occasions that will follow.

The New Navratri Jewellery Wardrobe

Today's festive jewellery wardrobe is no longer defined by a single aesthetic.

There is room for heritage craftsmanship alongside contemporary design. There is room for elaborate

necklaces and barely-there chains, traditional jhumkas and modern hoops, stacked bangles and sculptural bracelets.

The common thread is gold — a precious metal that has travelled through generations while continually finding new expressions.

For some, Navratri jewellery will be about reconnecting with tradition. For others, it will be an opportunity to experiment with personal style. For many, it may simply be about marking the festive season with something beautiful and enduring.

And that is perhaps the enduring charm of gold: it can celebrate the moment while becoming part of the story long after the moment has passed.

NINE DAYS. NINE COLOURS. NINE JEWELLERY EXPRESSIONS.

Day 1 — White: Gold Earrings

Day 2 — Red: Gold Necklace

Day 3 — Royal Blue: Gold Bangles

Day 4 — Yellow: Gold Pendant

Day 5 — Green: Gold Jhumkas

Day 6 — Grey: Gold Bracelet

Day 7 — Orange: Gold Choker

Day 8 — Peacock Green: Gold Statement Ring

Day 9 — Pink: Gold Jewellery Set

This Navratri, dress for the celebration, choose jewellery for your personality, and let every piece become part of a story worth keeping.

beYon Expands Retail Footprint with Second Exclusive Store in Noida

beYon, the laboratory-grown diamond jewellery brand from the House of Titan, has expanded its retail network with the opening of its second exclusive store at Central 50 in Sector 50, Noida.

The new store marks beYon's entry into the North Indian retail market, extending the brand's presence beyond its existing geography. The Noida outlet is designed to bring beYon's contemporary laboratory-grown diamond jewellery offering to a wider and new consumer base.

The expansion reflects the brand's ongoing retail growth strategy as it seeks to establish a stronger presence across key markets and connect with consumers looking for modern jewellery choices.



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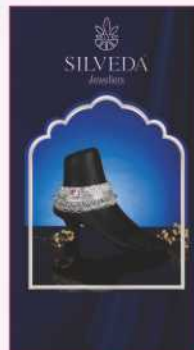
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Ritvaa Expands Thane Presence with New Store Showcasing Indian-Inspired Jewellery

Jewellery brand **Ritvaa** has expanded its retail presence with the opening of a new store on **Gokhale Road, Thane**, bringing its interpretation of Indian artistry and contemporary jewellery design closer to customers in the city.

Spread across approximately **400 sq. ft.**, the new store provides customers with an opportunity to experience Ritvaa's collections in a dedicated physical retail environment while strengthening the brand's presence in Thane's growing jewellery market.

Traditional Craftsmanship Meets Contemporary Design

The new outlet features Ritvaa's jewellery collections across **traditional, festive, and contemporary categories**, offering designs suited to a range of occasions and personal styles.

The store reflects the brand's focus on combining elements of Indian artistic heritage with contemporary design sensibilities. Customers can explore the collections in person and experience the craftsmanship and detailing that form an integral part of Ritvaa's design approach.

A Closer Connection with Customers

Beyond expanding its physical footprint, the Thane store is intended to create a closer connection between the brand and its customers.

The retail space allows visitors to experience Ritvaa's latest design direction firsthand while giving the brand an opportunity to better understand local customer preferences, styling choices, and evolving jewellery requirements.



Insights gathered through this direct interaction can also contribute to the development of future collections and the brand's overall retail experience.

Strengthening Presence in Thane

The opening of the Gokhale Road store marks another step in Ritvaa's retail journey as it brings its artisanal jewellery closer to a wider customer base.

With its focus on Indian-inspired artistry, craftsmanship, and contemporary aesthetics, the new store aims to offer Thane customers a dedicated destination to explore Ritvaa's evolving range of jewellery for traditional celebrations, festive occasions, and modern everyday styling.





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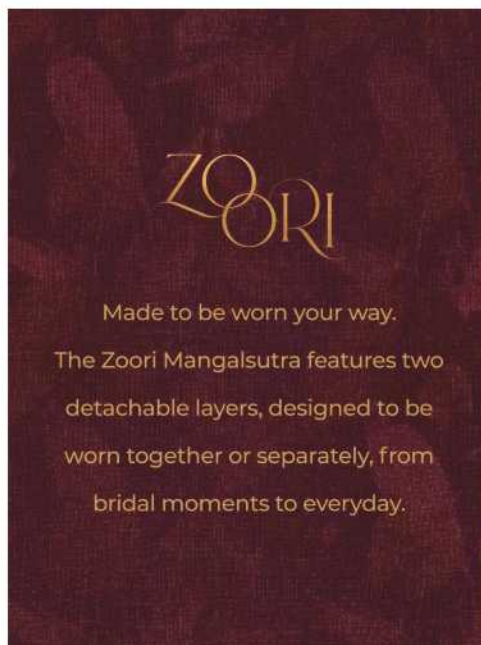
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Zoori by Hazoorilal Legacy Reimagines the Mangalsutra for Everyday Wear

Zoori by Hazoorilal Legacy has introduced the **Zoori Mangalsutra**, a contemporary interpretation of one of India's most enduring symbols of love and commitment. Designed for the modern woman, the piece combines traditional significance with versatility and contemporary fine-jewellery aesthetics.

Retaining the emotional essence of the mangalsutra while moving beyond conventional occasion-led styling, the Zoori Mangalsutra has been conceived as an everyday jewellery essential. Its contemporary design is intended to complement changing lifestyles while preserving the cultural symbolism associated with the piece.

The mangalsutra features a modular construction with **two detachable layers**, offering three distinct styling options. The top layer can be



transformed into a bracelet, while the second layer can be worn independently or stacked with existing jewellery. Through its adaptable design, the

Zoori Mangalsutra presents a modern approach to traditional jewellery, allowing the wearer to style the piece in multiple ways across everyday looks and occasions.

CIBJO Recommends 'Synthetic' as Standard Descriptor for Created Gem Materials

The World Jewellery Confederation (CIBJO) has approved a recommendation to revise its Blue Books so that **"synthetic"** is used as the sole scientific descriptor for created products that have the same chemical composition, physical properties and structural characteristics as their naturally occurring counterparts.

The recommendation was approved by CIBJO's Board of Directors on **September 7, 2026, in Vicenza, Italy**, following the conclusion of the organisation's Centenary CIBJO Congress. The proposal was put forward by CIBJO's Diamond Commission and Coloured Stone Commission.



The Board acknowledged that terms such as **"laboratory-grown"** and **"laboratory-created"** are used as

consumer-facing marketing terminology and are accepted in certain jurisdictions. CIBJO also noted that applicable national laws and regulations take precedence wherever relevant.

However, for communications directed at an international audience, CIBJO recommends the use of **"synthetic"** as the clearest and least ambiguous scientific descriptor.

CIBJO is an international confederation of national jewellery trade organisations. Its mandate includes promoting harmonisation and international cooperation within the jewellery industry, while addressing issues of importance to the global trade.

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Ranbir Kapoor Applauds PNG Jewellers ' Saurabh Gadgil's Memoir Choosing Gold

Bollywood actor Ranbir Kapoor recently expressed his appreciation for *Choosing Gold*, the debut memoir of Dr. Saurabh Gadgil, Chairman and Managing Director of PNG Jewellers, after receiving a copy of the book from the author.

Published nationally by Penguin Random House India, *Choosing Gold* explores the experiences, decisions and challenges behind the growth of the 194-year-old PNG Jewellers legacy, while offering a personal account of Gadgil's journey as its leader.

During their interaction, Kapoor spoke about his interest in the memoir, particularly its candid approach to legacy, difficult decisions, failures and the setbacks that shape long-term success. An avid reader of autobiographies and real-life accounts, the actor said the book's premise immediately caught his attention.



Gadgil said writing the memoir involved presenting his experiences as they were lived, rather than reshaping them through hindsight. He described his conversation with Kapoor as a meaningful discussion about the book, noting that despite coming from different professional worlds, both could relate to the weight of legacy and the challenges involved in making difficult choices.

Kapoor, sharing his thoughts on the memoir, said he is drawn to autobiographies that explore not only achievements but also the risks, sacrifices and failures behind them. He highlighted the book's treatment of failure as an experience that helped shape Gadgil's approach to business and decision-making.

At its core, *Choosing Gold* reflects on the series of choices that contribute to building and sustaining a legacy, presenting Gadgil's journey through the decisions, setbacks and lessons that have shaped his professional life and the continuing story of PNG Jewellers.

Tanishq Reportedly Set to Collaborate with Sanjay Leela Bhansali on Love & War Jewellery Edit

Tanishq is reportedly set to collaborate with filmmaker Sanjay Leela Bhansali on an exclusive jewellery collection inspired by his upcoming film *Love & War*, starring Ranbir Kapoor, Alia Bhatt and Vicky Kaushal.



Expected to launch in December 2026, the collection is likely to reflect the film's 1950s–60s setting through jewellery designs inspired by the period. The reported edit is expected to feature statement chokers, elaborate bracelets and pearl jewellery.

The collection is planned for release approximately a month before *Love & War* is scheduled to arrive in theatres on January 21, 2027, potentially extending the film's visual



language into contemporary jewellery.

The reported collaboration also builds on an earlier association between Bhansali and Tanishq, who previously worked together on a jewellery collection inspired by *Padmaavat*.

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