

**Retail Jewellers Guild Awards 2026**  
**Jewellery Retail Brand of the Year**

Subcategories: Regional Jewellery Retail Brand | National Jewellery Retail Brand

This award recognizes jewellery retail brands that have built strong brand equity, customer trust, retail presence, market relevance and business performance.

| GENERAL ELIGIBILITY CRITERIA |                                                                                                                                                                                                             |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.                           | The applicant must be a jewellery retail brand operating in India.                                                                                                                                          |
| 2.                           | Regional Jewellery Retail Brand should have strong recognition, consumer trust and retail presence within one defined region or market cluster.                                                             |
| 3.                           | National Jewellery Retail Brand should have wider multi-state or national presence.                                                                                                                         |
| 4.                           | The entry should demonstrate brand positioning, consumer trust, product strategy, retail presence, customer engagement, marketing visibility and business growth.                                           |
| 5.                           | Applicants may submit store network details, operating markets, brand story, customer engagement initiatives, campaign proof, media coverage, digital presence and business performance highlights.         |
| 6.                           | Any form of plagiarism, imitation, unauthorized use of third-party work, false information or unverifiable claim may lead to disqualification at any stage.                                                 |
| 7.                           | The jury and Awards management reserve the right to reject, recategorize, merge, split, modify, cancel or withhold any category/subcategory based on the number, relevance and quality of entries received. |
| 8.                           | If no entry is found to be of award-worthy standard, the award may not be presented in that category.                                                                                                       |
| 9.                           | The decision of the jury and Awards management shall be final, binding and non-contestable.                                                                                                                 |
| 10.                          | For category specific eligibility criteria, kindly visit the <a href="#">Terms &amp; Conditions</a> .                                                                                                       |
| 11.                          | Submission of this application will be deemed acceptance of the Award's terms and conditions as available on the website: <a href="#">(Website link to be inserted)</a>                                     |

**Commented [VS1]:** Add Terms & Conditions document link

**Commented [VS2]:** Website link to be inserted

|                       |                                                                                                                      |
|-----------------------|----------------------------------------------------------------------------------------------------------------------|
| Category Applied For* | <input type="checkbox"/> Regional Jewellery Retail Brand<br><input type="checkbox"/> National Jewellery Retail Brand |
|-----------------------|----------------------------------------------------------------------------------------------------------------------|

| SECTION I – GENERAL INFORMATION    |                                                                                             |
|------------------------------------|---------------------------------------------------------------------------------------------|
| Name of the Applicant*             |                                                                                             |
| Designation*                       |                                                                                             |
| Name of the Jeweller/<br>Retailer* |                                                                                             |
| Name of the Store*                 |                                                                                             |
| Year of establishment*             |                                                                                             |
| Registered office address*         | <ul style="list-style-type: none"><li>• State:</li><li>• City:</li><li>• Pincode:</li></ul> |

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|                                               |                                                                                                                                                      |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Contact details*                              | <ul style="list-style-type: none"> <li>• Mobile number:</li> <li>• Email:</li> <li>• Company website/ social media handle, if applicable:</li> </ul> |
| Number of jewellery stores operated*          |                                                                                                                                                      |
| Annual Turnover (in cr)                       |                                                                                                                                                      |
| Sales revenue                                 |                                                                                                                                                      |
| Social media reach/ followers (if applicable) |                                                                                                                                                      |
| Location of the Store*                        |                                                                                                                                                      |

| SECTION II – ABOUT THE STORE *                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>Please describe how your jewellery retail brand has built strong market presence, customer trust and business performance. (in 250 words)</p> <p>Kindly refer to the below guidelines to support your answer:</p> <ul style="list-style-type: none"> <li>• Brand Positioning and Market Identity</li> <li>• Retail Presence and Market Reach</li> <li>• Customer Experience, Trust and Brand Innovation</li> <li>• Marketing Effectiveness, Brand Visibility and Business Performance</li> <li>• Leadership, Governance and Sustainability</li> </ul> |  |

| SECTION III – SUPPORTING DOCUMENTS                                                                                                                                                                                                                                  |                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| GST / business registration / incorporation certificate*                                                                                                                                                                                                            | <u><b>Attach the document</b></u> |
| Store photographs to be provided in the below format:<br>* <ul style="list-style-type: none"> <li>• Interior and exterior views</li> <li>• Must be actual photographs (no renders or concept designs)</li> <li>• No visible logos, names, or identifiers</li> </ul> | <u><b>Attach the material</b></u> |
| Store video to be provided should follow the format below:<br><ul style="list-style-type: none"> <li>• Showcasing multiple angles of the store</li> <li>• Must be of an actual, operational store</li> </ul>                                                        | <u><b>Attach the material</b></u> |

**Commented [VS3]:** 1.Mention accepted formats: JPEG, PNG and PDF.  
 2. File-size limit to be confirmed; recommended starting point: 10 MB per file.

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|                                                                                                       |                                   |
|-------------------------------------------------------------------------------------------------------|-----------------------------------|
| <ul style="list-style-type: none"> <li>No branding or voiceovers mentioning the store name</li> </ul> |                                   |
| Customer testimonials /marketing campaign/ media coverage / awards, if available                      | <u><b>Attach the document</b></u> |
| Digital presence and engagement reports                                                               | <u><b>Attach the material</b></u> |
| Business performance summary                                                                          | <u><b>Attach the material</b></u> |
| GST/ Incorporation Certificate*                                                                       | <u><b>Attach the document</b></u> |
| Any other supporting document                                                                         | <u><b>Attach the document</b></u> |

| DECLARATION*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |       |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-------|--|
| <p><b>I declare that the information provided in this application form is correct, accurate and pertains to my business. I agree to abide by the rules and regulations of participation.</b></p> <p><b>I also declare the below details with respect to my entry:</b></p> <ol style="list-style-type: none"> <li><i>The information provided in this application is true, accurate and pertains to my business.</i></li> <li><i>The applicant is a jewellery retail brand operating in India.</i></li> <li><i>For entries submitted under the Regional Jewellery Retail Brand subcategory, the brand has established strong recognition, consumer trust and retail presence within a defined region or market cluster</i></li> <li><i>For entries submitted under the National Jewellery Retail Brand subcategory, the brand has established a significant multi-state or national retail presence.</i></li> <li><i>All submitted store network details, operating market information, brand story, customer engagement initiatives, campaign evidence, media coverage, digital presence and business performance highlights are true, accurate and verifiable.</i></li> <li><i>All submitted information, visuals, documents and claims are true, accurate and verifiable.</i></li> <li><i>If shortlisted, I / we agree to provide additional documents or clarifications as required by the Awards management.</i></li> <li><i>I / we agree to abide by the rules and regulations of participation.</i></li> <li><i>I / we understand that the decision of the Jury and Awards management shall be final and binding.</i></li> </ol> |  |       |  |
| Sign*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | Date* |  |
| Name*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |       |  |
| Designation*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |       |  |

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|                |  |
|----------------|--|
| Company Stamp* |  |
|----------------|--|