

The 'Kalyan Muhurat Bride: Celebrating Her' campaign live across various platforms



Kalyan Jewellers, one of India's most beloved and trusted jewellery brands, is excited to launch its latest campaign, "Kalyan Muhurat Bride: Celebrating Her", starring global ambassador Katrina Kaif.

As the wedding season takes over globally, every bride has the chance to express her individuality through the "Kalyan Muhurat". Much like a gem with its own distinct cut, this campaign highlights the unique qualities that make each bride one-of-a-kind. A bride on her wedding day experiences a whirlwind of emotions, and in such moments, the presence of a loyal friend becomes priceless. This friend offers unwavering support, cheer, and companionship, serving as a confidant and

advocate.

In the campaign, Katrina Kaif embodies the role of a close friend to a bride stepping into her marital journey with joy and grace. Her tender affection mirrors the bride's youthful energy, and through Katrina's gentle actions, the campaign emphasizes honoring the bride's individuality — going beyond societal norms of traditional elegance. A wedding is as much about embracing one's true self as it is about celebrating the moment.



is now live across various platforms, including television and social media. The featured jewellery is available at all Kalyan Jewellers showrooms worldwide, allowing brides and their loved ones to discover pieces that speak to their personal stories and shared memories.

This campaign pays tribute to India's much-anticipated wedding season, which the Confederation of All India Traders (CAIT) predicts will generate approximately Rs 6 lakh crore (around \$72 billion) in business from November 2024 to February 2025, with nearly 48 lakh weddings. This heartfelt campaign shines a light on the special bond between a bride and her closest friends, capturing the joy, support, and unforgettable moments that make weddings so magical.

At the heart of this celebration is the “Kalyan Muhurat” — the auspicious moment for weddings and festivities. Kalyan Jewellers cherishes the significance of each Muhurat, offering a collection of wedding jewellery crafted to suit every bride's personal style.

The campaign showcases Kalyan Jewellers' stunning bridal collection, which blends timeless craftsmanship with modern designs. Featuring gold, uncut diamonds, precious stones, and regional diamond jewellery, the pieces are curated from across India, each piece designed to enhance the bride's natural glow and make her wedding day even more extraordinary.

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