

Raveena Tandon and Rasha Thadani Become Reliance Jewels Brand Ambassador

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In a significant move, Reliance Jewels has appointed Bollywood actress Raveena Tandon and her daughter Rasha Thadani as their first-ever brand ambassadors. This collaboration marks a new chapter for the brand, aligning with the festive spirit of Diwali.

Celebrating Tradition and Modernity

The mother-daughter duo embodies a blend of traditional values and contemporary style, reflecting the evolving relationship Indians share with their jewellery. Their association with Reliance Jewels celebrates how jewellery transcends generations, keeping heirlooms close to the heart while embracing modern designs for today's lifestyles.

New Festive Collection Highlights

Reliance Jewels' new Diwali collection draws inspiration from traditional motifs such as Lakshmi, Rangoli, lanterns, diyas, marigolds, lotus florals, and peacocks. Crafted in gold and diamonds, the collection includes elegant earrings, chokers, long necklaces, bangles, and rings, designed for Diwali, Dhanteras, weddings, and other festive occasions.

Special Festive Offers

To celebrate the festive season, Reliance Jewels is offering a 100% Old Gold Exchange Value, allowing customers to unlock the full value of their old jewellery and upgrade their collections with new designs. Additionally, customers can enjoy festive offers of up to 45% off on gold jewellery making charges. While up to 35% off on diamond value and making charges, valid until November 2, 2025.

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