



Festive Playbook For Indian Jewellery Brands | 2025

A playbook on how jewellery brands can win festive sales online
– backed by **10+ brands**, **100+ campaigns**, and **shopper insights**.



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Introduction

The festive season has always been the single biggest growth engine for India's jewellery industry. **From Rakhi in August to Christmas and New Year in December**, it defines the revenue curve for the entire year.

In just these three months, jewellery brands generate **40–45% of their annual sales [1]**. The demand spike is unmatched – Diwali alone sees transactions surge by **nearly 137%** compared to the off-season [2]. Weddings layered onto this quarter drive volumes even further, creating a once-in-a-year opportunity no brand can afford to miss.

Online jewellery sales are projected to **grow by ~60% YoY [1]** and are projected to double the market share by 2028 [3]. The buyer is younger, digital-first, and increasingly outside metros. Tier-3 towns and NRIs are fast emerging as the hidden growth engines.

But with this scale comes complexity. **Ad costs rise 50–70% [4]**, creators get booked out months ahead, and every brand is competing for the same eyeballs. Creative fatigue sets in faster than ever. Campaigns launched late simply fail to capture intent.

This is why structured planning matters. The brands that consistently win are not the ones spending the most. They are the ones moving early, building trust before the noise speaks, and refreshing creatives with discipline.

At Black Coffee Media, we have **run 100+ festive campaigns** for **10+ jewellery brands**, and the data is clear: when campaigns follow funnel discipline, when creative is mapped to emotion and trust, and when timing is planned weeks in advance, the results compound.



This playbook distills those insights.

The timing. The messaging. The creative formats. The tested hooks.

You can use it to:

- Plan campaigns without starting from scratch
- Brief creators, designers, or media buyers with clarity
- Run performance tests with proven frameworks
- Systemise what works – and cut what doesn't

[1] RedSeer, Jewellery Market in India Report (2023)

[2] Razorpay, Festive Report (2023)

[3] Market Data Forecast, Jewellery Market Report (2023)

[4] Economic Times, Digital Ad Spend Report (2023)

Festivals Drive Unmatched Sales Spikes



47 tonnes of gold
sold during Diwali [6].



5–6X jump in
jewellery orders [7].

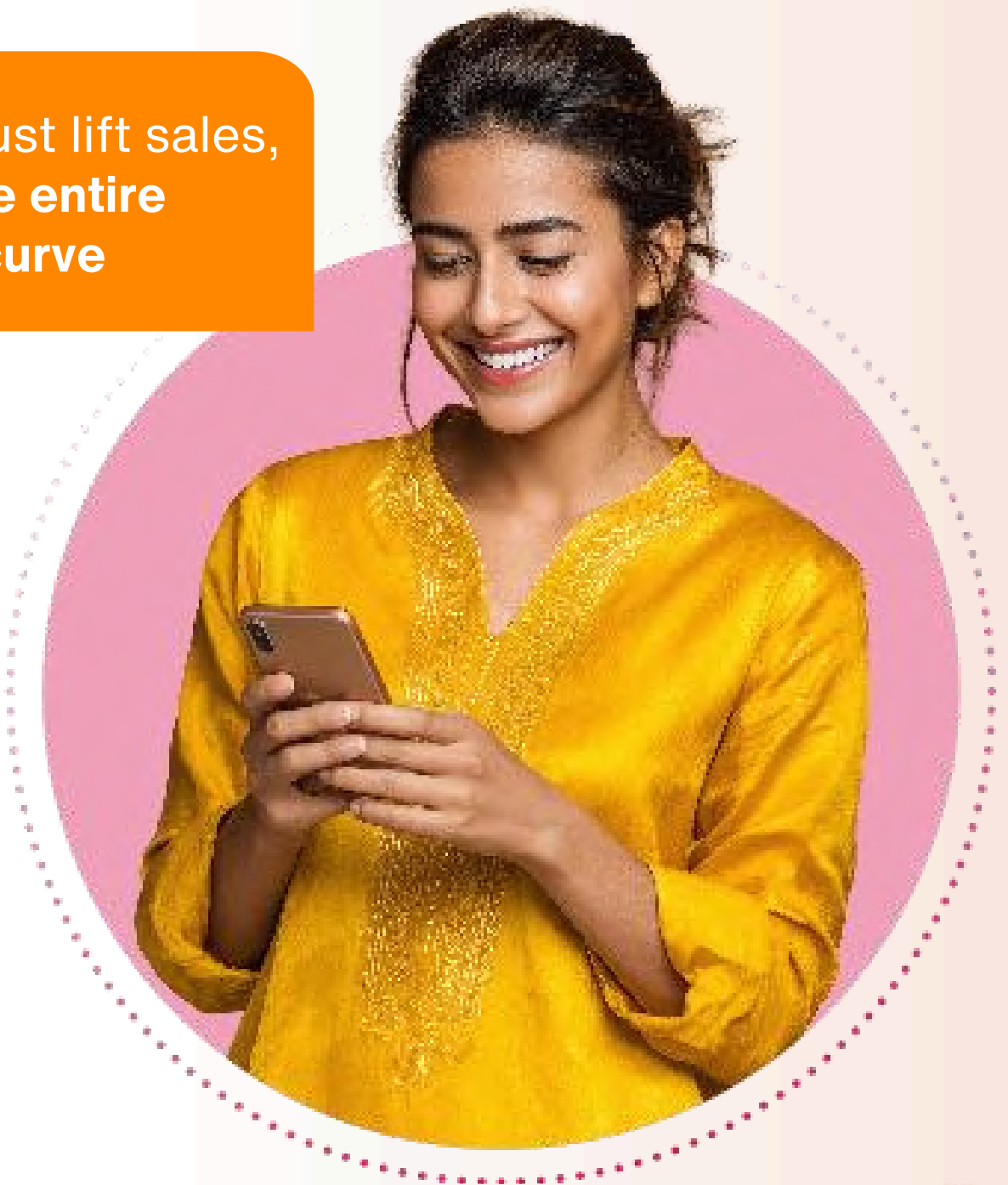


Jewellery transactions
up **+137%** during Diwali
vs off-season [7].



48 lakh weddings
→ **50%+** sales surge [8].

Festivals don't just lift sales,
they redefine the entire
year's revenue curve



Overall: **Festive sales 25% higher vs pre-COVID baseline [5].**

[5] BestMediaInfo (2023)

[6] IBJA, Annual Report (2024)

[7] Razorpay, Festive Report (2023)

[8] CAIT (2024)

Who's Buying Jewellery?

WOMEN

76% of buyers globally [9]

In India **95 –120M** online women shoppers (43%) [10]

MARRIED BUYERS

55% of jewellery spend



MOST ACTIVE

25–34 Core age [10]



HIGHEST SPENDERS

45–54 Core age [11]



Tier-3+ =

30–40%

of studded
jewellery demand [12]



NRI'S =

50%

of sales in Nov–Dec [13]



The festive jewellery buyer is **young, digital, and increasingly beyond metros with NRIs as a hidden growth engine**

[9] Grand View Research (2023)

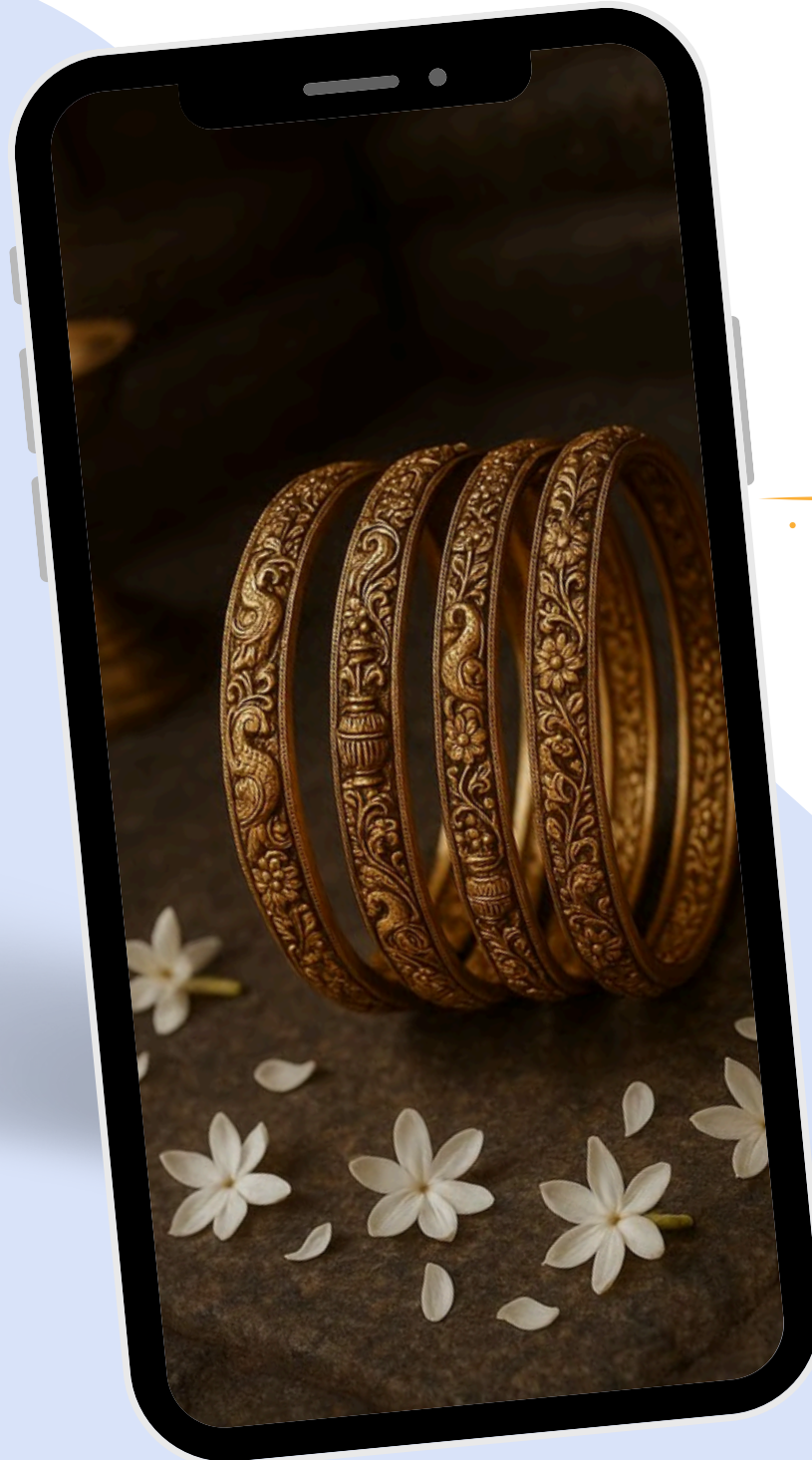
[10] RedSeer, Jewellery Market in India Report (2023)

[11] Classy Women Collection (2023)

[12] Market Data Forecast (2023)

[13] Retail Jeweller India (2023)

Festive Ads = Costliest, Noisiest Season



CPMs rise

50–70%

in Q4 on Meta [15] [17]

Carousel ads deliver

30–50%

higher CTR vs
single images [18]

Google Search CPC

₹20

(+15% during Diwali)

WhatsApp campaigns see

45–60%

open rate and

90%+ CTR.

Google Search CPM

₹50

(+15% during Diwali) [16]

Brands allocate

35–40%

of annual ad budgets in
the festive quarter [14]

(+60–70% jump in Q3 spend)

[14] BestMediaInfo (2023)

[15] Economic Times, Digital Ad Spend Report (2023)







[16] Exchange4Media, Festive Ad Rates Report (2023)

[17] BW Marketing World (2023)

[18] Confect.io, Ad Format Benchmarks (2023)



Festive Jewellery Landscape

FESTIVALS	Buyer Profile	Price Range	Key Products	Data Points
 Navratri (Sep–Oct)	Women 18–30	< ₹5k	Oxidized sets, Kundan, bangles	Fashion-led, social media-driven
 Karwa Chauth (Oct)	Husbands gifting wives; 25–45 yrs	₹5k–₹1L (luxury >₹1L)	Bangles, mangalsutras, love bands	Online sales +20–25% YoY
 Dhanteras & Diwali (Oct)	Families, all age groups	< ₹5k (silver), ₹5k–₹50k, >₹50k bridal	Coins, bangles, diamond solitaires	47 tonnes gold sold during Diwali [19] ; Razorpay: +137% [20]; 60% sales from South & West [22]
 Bhai Dooj (Oct)	Young adults 18–35	₹1k–₹10k (online <₹5k)	Silver coins, pendants	Low-ticket sentimental gifting
 Christmas & New Year (Dec–Jan)	Urban 20–40	₹3k–₹50k (premium >₹1L); New Year ₹5k–₹75k	Minimalist diamonds, gold gifts	Urban, self-buying “new me” purchases
 Wedding Season (Nov–Feb)	Brides, families, gift buyers	Bridal: ₹50k–₹5L+; Gifts: ₹10k–₹75k; Accessories: ₹5k–₹30k	Bridal sets, rings, Bangles	2023: 48 lakh weddings; 50%+ sales jump; [23]. Bridal = 50–55% of gold demand [22]



【19】 IBJA, Annual Report (2024)

【20】 Razorpay, Festive Report (2023)

【21】 BestMediaInfo (2023)

【22】 GJEPC (2023)PC (2023)

【23】 CAIT (2024)

Who's **Buying** & Why?

3 Big Reasons Jewellery Sells in the Festive Season



Gifting

Nearly **50%** of Diwali shoppers buy jewellery as gifts [25]



Self-buying

New Year & Navratri fashion-led “new me” purchases [26]



Weddings

Bridal jewellery = **50–55%** of India's gold demand [24]

Jewellery is India's universal language of **love, celebration, and tradition.**

[24] GJEPC, India Gold Market Series (2023)

[25] The Trade Desk, Diwali Shopping Report (2023); WARC (2023)

[26] Vogue Business (2023)

Digital-first, Beyond Metros



Smaller cities' jewellery market

13%
CAGR growth [29]



Tier-3+ towns =

30–40%
of studded jewellery demand [28]

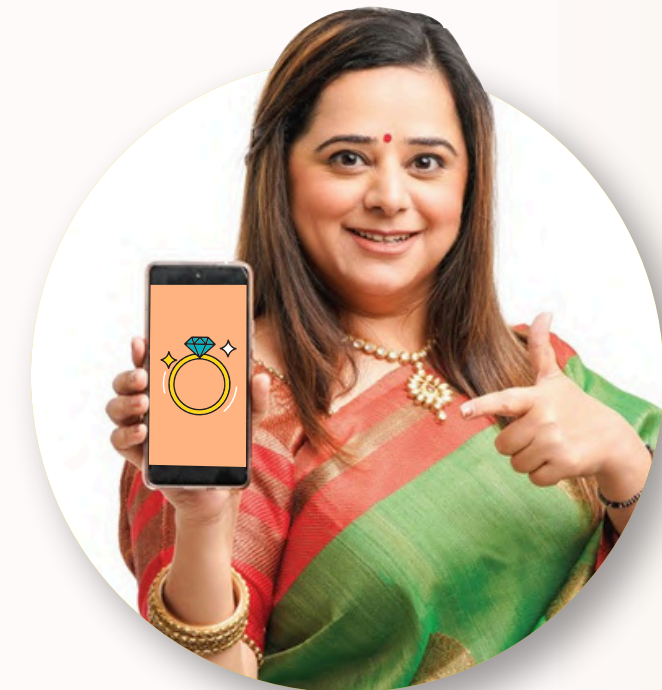
NRIs = up to

50%
of sales in Nov–Dec [30]



42%

of **Diwali** buyers shop 1–4 weeks in advance [27]



Festive jewellery buying is no longer metro-only –
it's **NRIs, Tier-3 towns, and early planners driving growth.**

Emotional Cues (❤️ Heart)

Love & protection between siblings;
gifts as lifelong memories



Rakshabandhan

Dressing up for 9 nights; self-
expression; cultural identity



Navratri

Husbands proving love & commitment;
wives celebrating rituals



Karwa Chauth

Auspicious purchases for prosperity;
family wealth & blessings



Dhanteras & Diwali

Sentimental sibling gifting;
emotional bonding



Bhai Dooji

Urban self-indulgence; "new me"
celebrations



Christmas & New Year

Social status; rituals; legacy;
emotional weight of bridal buys



Wedding Season

Rational Cues (🧠 Head)

Affordable price point (**₹500–₹5k** common);
easy delivery (esp. for NRIs – **29%** orders)

Affordable & trendy (**<₹5k**); availability of
fast delivery for last-minute buys

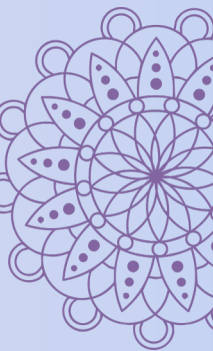
Quality, purity, authenticity; price justification
for premium pieces (**₹5k–₹1L+**)

Hallmarking & certification; investment value;
delivery guarantees during peak demand

Small-ticket, under-**₹5k** convenience;
on-time delivery matters

Modern styling; transparent pricing;
easy EMI options for **>₹50k** items

Purity & hallmarking; big-ticket trust; resale/
exchange value; store vs online assurance



Trends, Creators & Trust



**Influencer
reels**

2–3X
engagement  vs brand
ads [31]




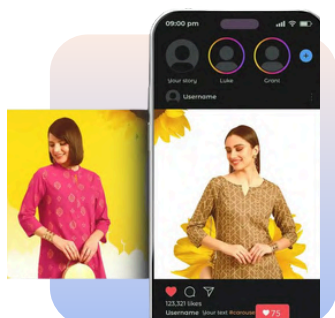
UGC

3 polished celebrity ads at
MOF stage



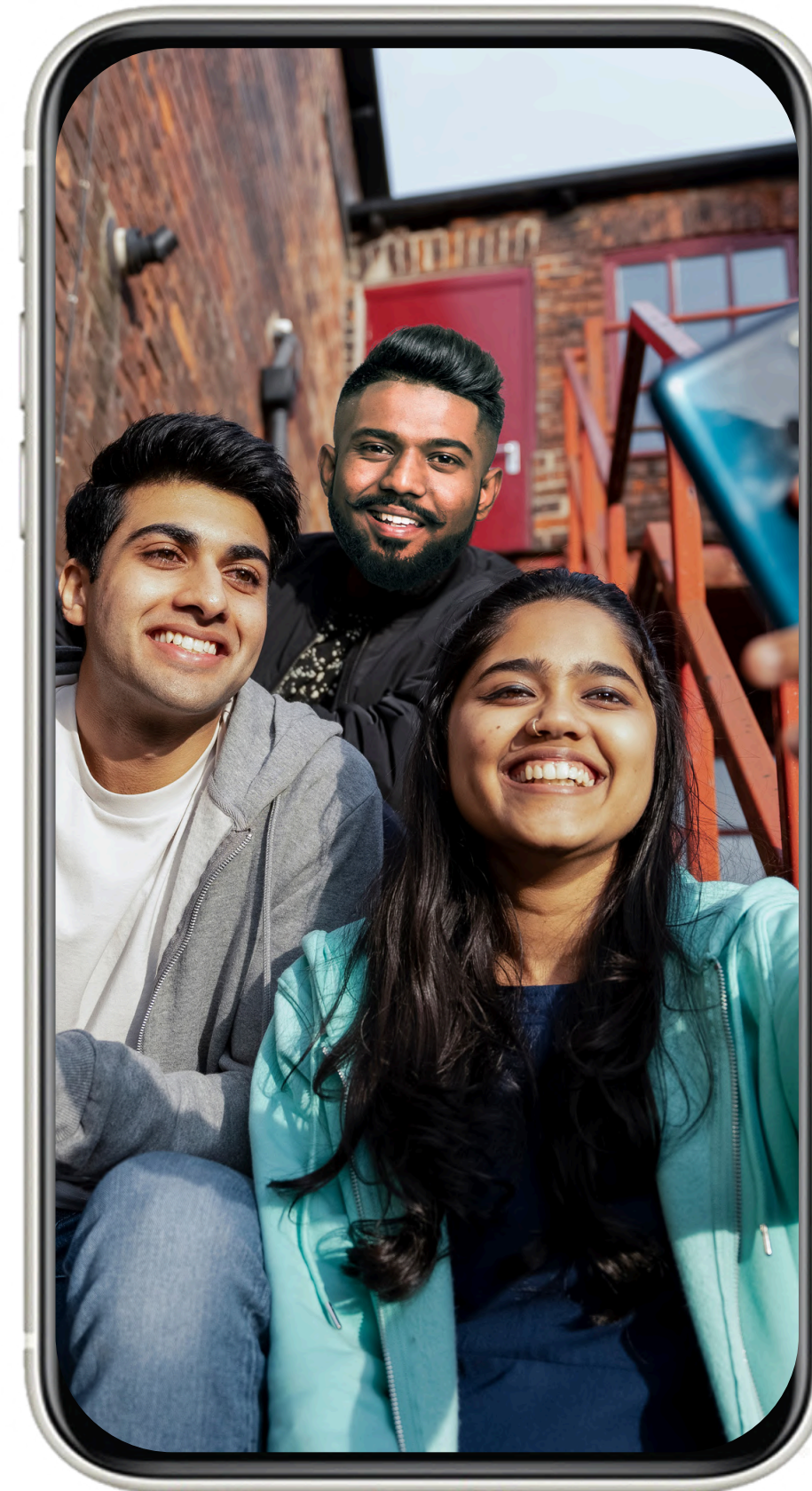
**WhatsApp
campaigns**

45–60%  **90%+**
open rate, CTR [32]



**“Festive edit”
carousels**

(₹5k–₹10k gifts)
drive higher CTRs.



[31] DriftLead, Instagram Reels Ads Report (2024)

[32] QuickReply.ai (2023)



Current Ad Landscape



CPMs rise **50–70%** in Q4 (Meta) [33]

Google Search CPC
₹20 [34]

Google Search CPM
₹50 [34]
(+15% during Diwali)

YouTube CPM **~₹30–33**, cheapest reach [34]

Carousel ads deliver **30–50%** higher CTR vs single images [35]

Video ads = **3X** engagement but **7%** lower CTR vs images [36] [35]

CPA rises **20–30%** in festive quarter [37]

[33] BW Marketing World (2023)

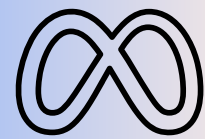
[34] Exchange4Media(2023)

[35] Source: Confect.io (2023)

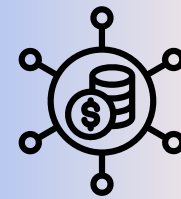
[36] DriftLead (2024)

[37] Meta/Agency Benchmarks (2024–25)

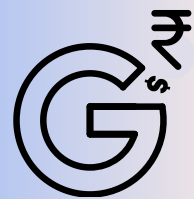
Where Jewellery Brands **Spend**



Meta =
30–40% of D2C budgets [38]



**Diversification beyond
Meta/Google =**
2.14x higher ROAS [40]



Google + Meta capture
84–88% of digital spend [39] [40]



Brands allocate
35–40%
of annual budget in festive quarter [41]



WhatsApp =
45–60% open rate,
90% CTR → best BOF tool [42]



[38] Meta/Agency Benchmarks (2024-25)

[39] Economic Times (2023)

[40] BW Marketing World (2023)

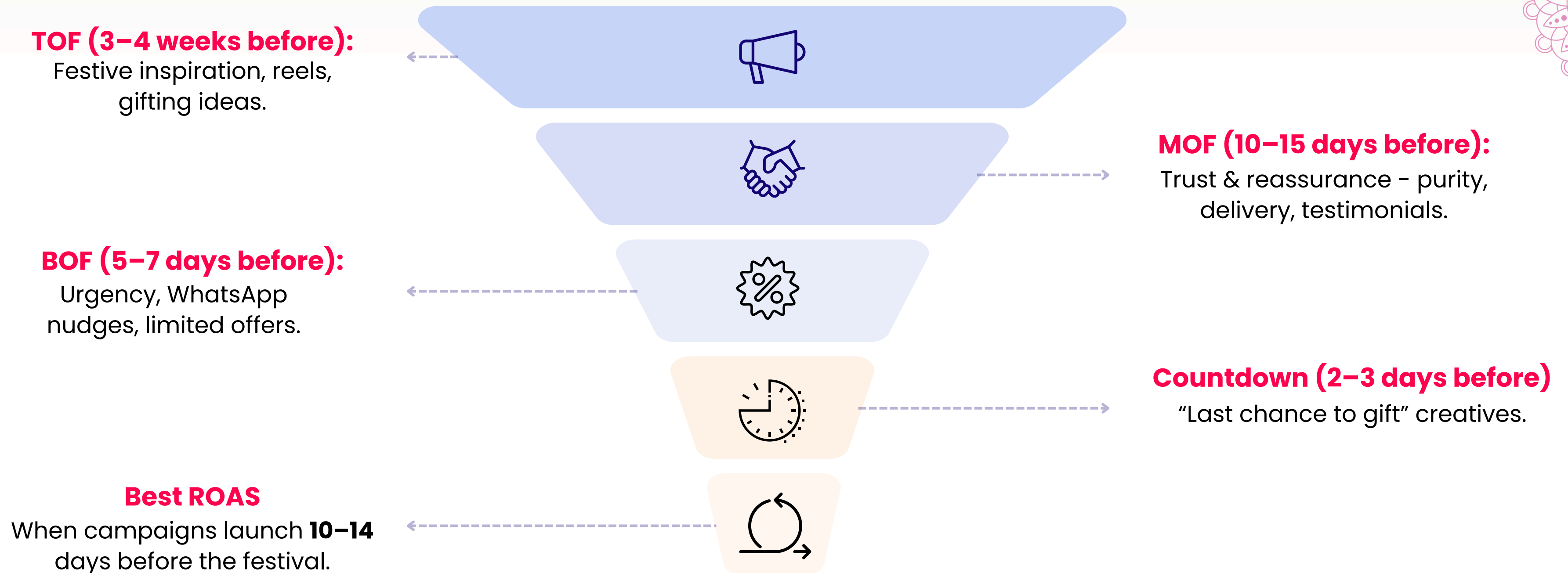
[41] BestMediaInfo (2023)

[42] Source: quickreply.ai



Media Logic and Funnel Timing

Timing is everything – early movers capture cheaper attention & better returns.



BCM Performance Playbook

BCM recommendation: Don't just spend – **structure, refresh, and retarget with discipline**

Budget Split:

TOF **40%**, MOF **35%**, BOF **25%**

Creative Refresh:

Rotate hooks every **7–10 days** to avoid fatigue.

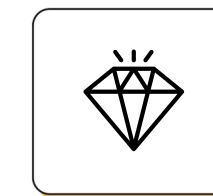
Audience Priorities:



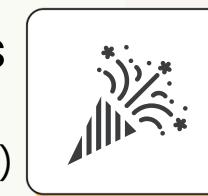
Women
25–34
(volume buyers)



45–54
(highest spenders)

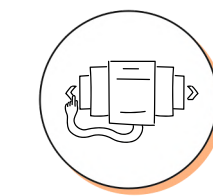


Tier-3 towns
30–40%
(studded demand)

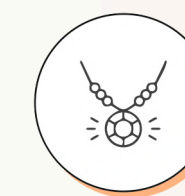


NRIs up to
19%
of festive sales in Nov–Dec

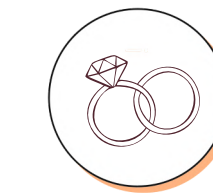
Offer Strategy:



Under
₹10k
"gifting" carousels
for TOF/MOF.



EMI nudges
(gold coin EMIs
+25% YoY)



Bridal/high-ticket
for BOF & wedding
season

Retention:

CRM + WhatsApp remarketing to cart abandoners
(cuts abandonment by 50%)

Case Study

— Amama Jewels



600% Revenue Growth in 2 Years

Festive campaigns at Amama became proof that **creative + performance synergy can scale niche jewellery to mass awareness.**

Challenge:

Niche jewellery label with high organic buzz but inconsistent performance from paid media.



600%

rise in revenue
over 2 years.

5x

growth in
daily orders.



BCM Solution:

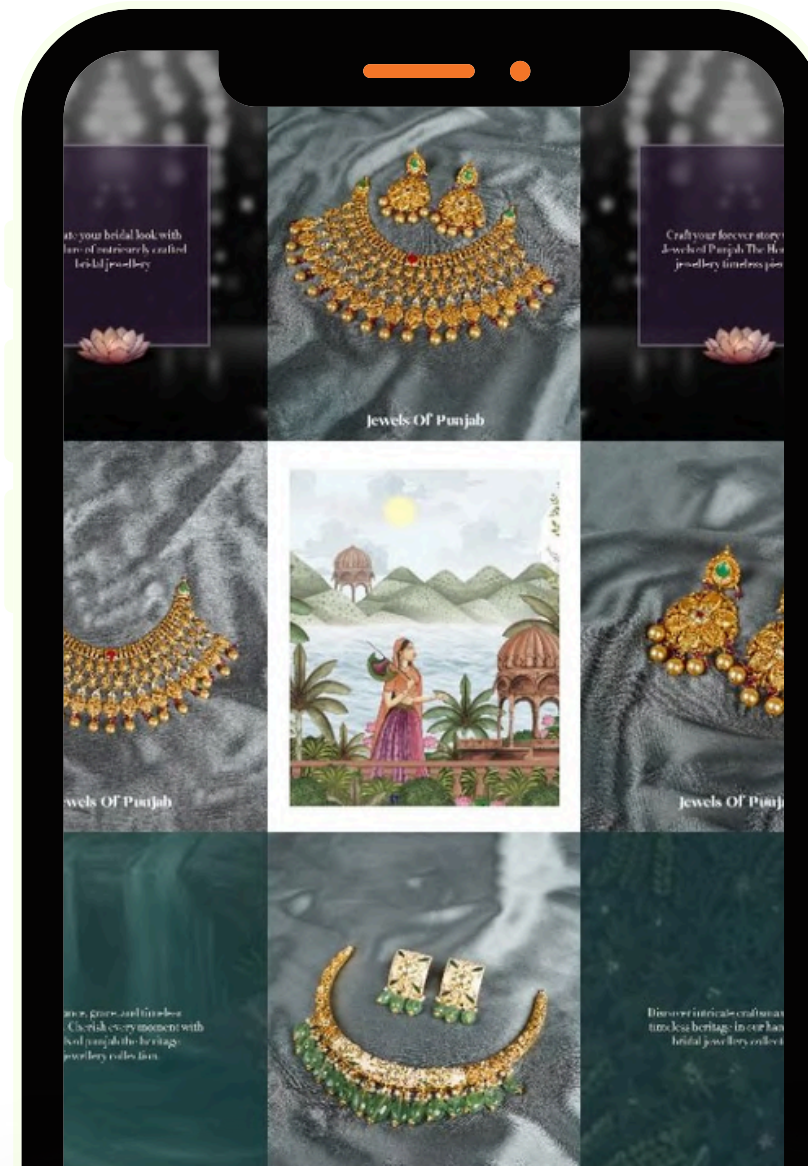
1. Optimized the website funnel with TOF → MOF → BOF alignment.
2. Ran bi-weekly creative tests to keep ads fresh.
3. Integrated Instagram-first DM-to-Buy nudges with influencer campaigns.

Creative & Format Performance

Carousel = **30-50%**
higher CTR [43]

Instagram
Reels = **38%** **vs** static
higher lifetime
value per buyer [44]

Influencer
reels = **2-3x** **vs** brand ads
engagement [44]



UGC

> Celebrity ads
at MOF stage [44]

Video ads
cost =

24% **vs** static
more per
conversion [43]

Same/next-
day delivery = **+30%**
conversion [45]

Festive creative isn't about glossy celebrities
— **it's about relatable formats that convert.**



[43] Confect.io (2024)

[44] Shift.in (2024)

[45] DriftLead (2024)

BCM's Creative Strategy Framework



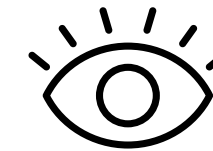
Core messaging pillars:



Emotional hooks
(prosperity, love, rituals)

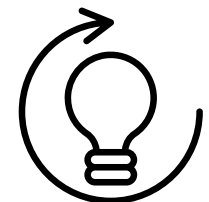


Rational cues
(purity, price, delivery)



Visual cues:

Cultural motifs, festive color palettes,
family moments, jewellery close-ups



Creative cadence:

Refresh creatives every
7–10 days to avoid fatigue

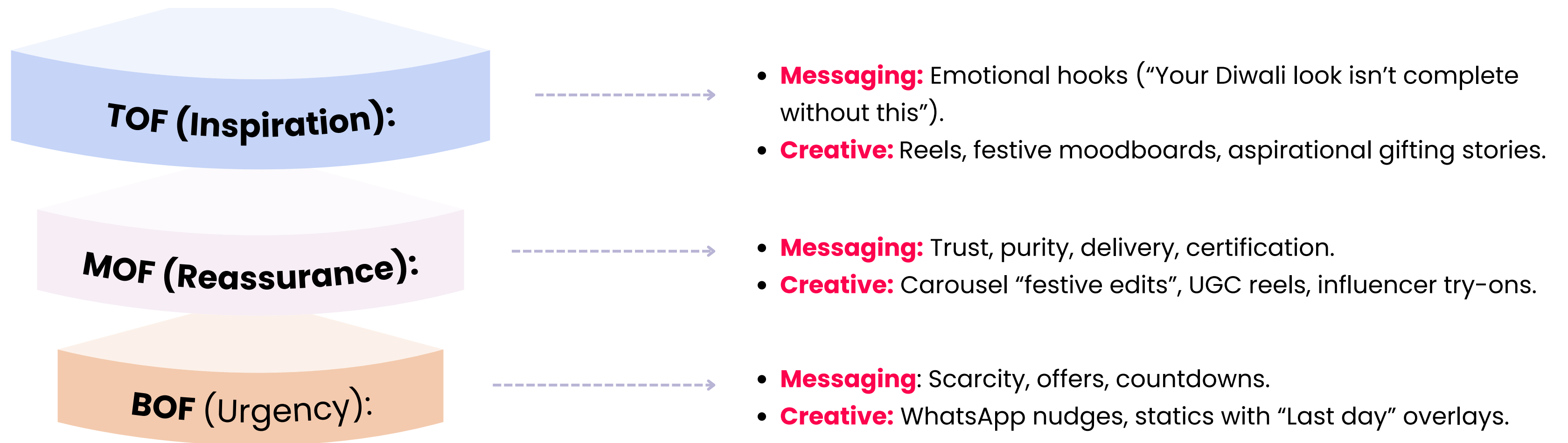


Festive themes that drive emotion:

Gifting, auspiciousness,
self-love, bridal

Every successful festive ad
sits at the intersection of
emotion, aspiration, and trust

Funnel-Mapped Messaging System



Messaging shifts from “**celebrate with us**” → “**you can trust us**” → “**buy now**”.

Platform-Wise Creative Strategy



Instagram Reels

Emotion + discovery;
3X engagement vs statics.



Carousels (Meta)

30–50% higher CTR; perfect for
festive edits & product variety.



WhatsApp

Best BOF driver; **45–60%**
open rate, **90%** CTR.



Google (Search/Shopping)

Rational messaging
(price, purity, delivery)



YouTube

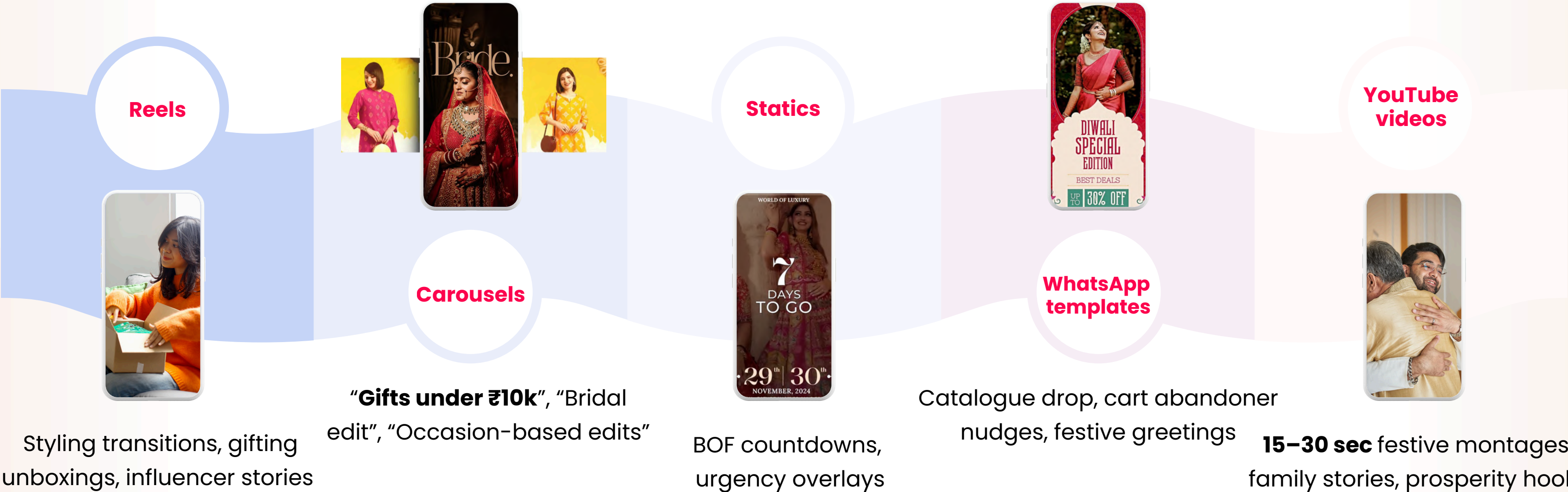
Low-cost awareness
(₹30–33 CPM); best for
trust-building montages.

Right story, right platform, right stage
=

Maximum Impact



Creative Formats & Templates



Festive creatives that win are **template-ready, fast to refresh, and mapped to funnel stages**

BCM’s Festive Creative Playbook

Execution Rules:

Always launch TOF at least **3 weeks early**.

Use regional/localisation for Tier-**2/3 growth**.

Rotate hooks every **7–10 days**.

Mix UGC + influencer reels for MOF.

WhatsApp + CRM nudges for BOF retention.

Hero Themes for 2025:

Under **₹10k gifts** (mass appeal).

Prosperity edits for **Dhanteras/Diwali**.

Love & rituals for **Karwa**.

New Me for **New Year**.

BCM framework
 =
 cultural relevance
 +
 funnel discipline
 +
 creative refresh.



Recommendations & Checklist for 2025

Your Festive Jewellery Checklist

01 Plan Early

Launch TOF **3–4 weeks** before festivals.

02 Budget Smart

TOF **40%**, MOF **35%**, BOF **25%**.

03 Refresh Creatives

Every **7–10 days**.

04 Audience Focus

Women **25–34** (volume), **45–54** (big spenders), Tier-3 towns, NRIs.

05 Offer Mix

“Under ₹10k” festive edits, bridal/high-ticket bundles, EMI options.

06 Funnel Strategy

BOF

WhatsApp nudges, urgency statics.

MOF

UGC reels, influencer carousels with trust signals.

TOF

Emotional reels, festive moodboards.

07 Retention

WhatsApp remarketing, CRM re-engagement post-festive.



Systemise what works. **Cut** what doesn't. **Scale** with sanity.

The background is a dark gradient with a blue-to-purple-to-red color scheme. At the top, there are strings of small, glowing lights in blue and red. At the bottom, there is a decorative border consisting of a repeating pattern of diamond shapes in various shades of blue and purple.

Grow Your Festive Sales With Blackcoffee Media

The next 90 days will decide your biggest quarter of the year.

Contact us
brew@blackcoffee.media