

Firefly Diamonds: A New Premium Lab-Grown Diamond Jewellery Store Opens at R City Mall, Ghatkopar



In an exciting development for jewelry lovers, Firefly Diamonds has opened its first premium lab-grown diamond jewelry store at R City Mall in Ghatkopar, Mumbai. This grand opening marks a significant milestone for the brand, bringing beautiful, sustainable diamond jewelry to a wider audience.

The celebration kicked off with a special appearance by Shri Mangal Prabhat Lodha, the Minister of Skills, Employment,

Entrepreneurship, and Innovation for Maharashtra, along with his wife, Dr. Manju Lodha. Both were impressed by Firefly's commitment to crafting high-quality diamond jewelry that is entirely made in India. They praised the brand's efforts to support Prime Minister Narendra Modi's 'Make in India' initiative, emphasizing the importance of providing affordable, eco-friendly options for celebrating life's special moments.



Co-founder Ayush Bhansali shared the story behind Firefly's lab-grown diamonds, assuring attendees that these gems are of exceptional quality and nearly indistinguishable from natural diamonds. The collection, crafted from precious gold, showcases stunning pieces that are both elegant and accessible for everyday shoppers.

His co-founder, Adit Bhansali, spoke passionately about the company's mission to democratize diamond ownership while maintaining a strong commitment to the environment. Firefly Diamonds has pledged to plant a tree for every purchase, allowing customers to contribute positively to the planet while enjoying their exquisite jewelry. The brand's collections combine modern design with timeless elegance, catering to

a variety of occasions—from bridal sets to everyday wear. With over 60 years of family experience in jewelry manufacturing, Firefly Diamonds promises top-notch craftsmanship in every piece. Their tagline, "for moments that matter," captures their dedication to helping customers celebrate life's significant events with beautiful, sustainable jewelry.

Looking ahead, Firefly Diamonds has ambitious plans for growth, with 15 to 20 new stores expected to open across India in the next two years. With its blend of affordable luxury, eco-friendly practices, and stunning designs, Firefly Diamonds is poised to make a lasting impact in the lab-grown diamond industry, shining a light on a brighter, more sustainable future for jewelry lovers everywhere.