

Jewel Insights

In this issue of JewelBharat, we had the opportunity to speak with

Pooja Sheth Madhavan

The founder of Limelight Lab Grown Diamonds on redefining India's diamond narrative with sustainable brilliance.



Pooja Sheth Madhavan is the founder of Limelight Lab Grown Diamonds, India's first sustainable CVD diamond-studded jewellery brand, established in 2019.

With a background in finance and investment banking from institutions like LSE, Harvard, and Imperial, she began her career at Barclays Capital in London. Inspired by India's innovation in lab-grown diamonds, she returned to build a luxury brand rooted in ethics and elegance.

Today, she is a key voice in promoting sustainable, lab-grown diamonds for the conscious Indian consumer.

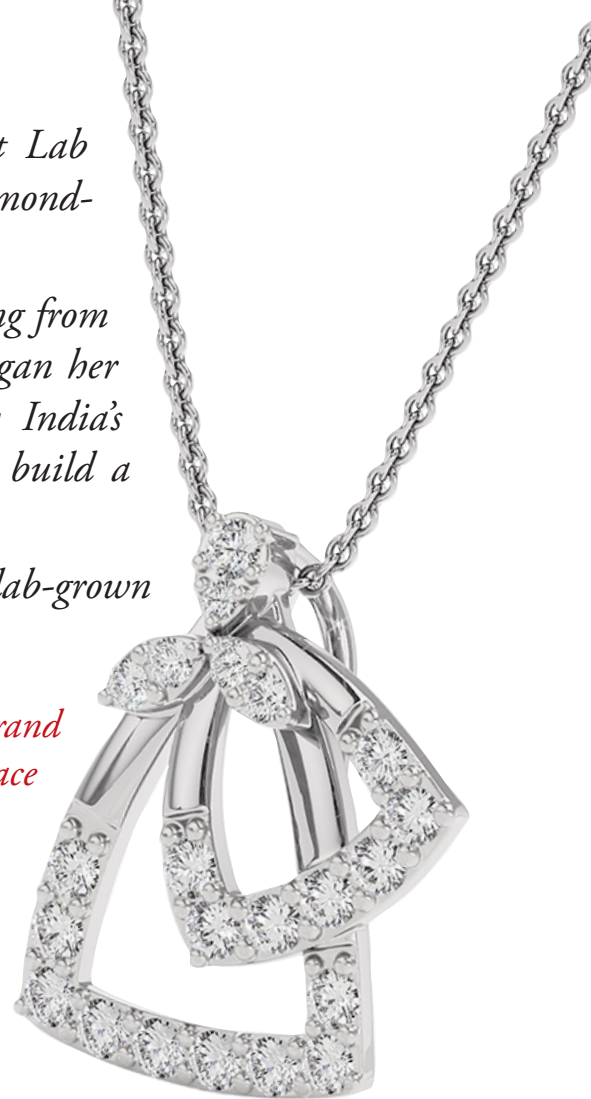
Limelight has established itself as India's leading luxury brand for lab-grown diamonds. What inspired you to enter this space in 2019, and what was your initial vision?

During my return from London to India, I happened to visit advanced tech labs of the Bhathwari Group in Surat, known for producing the finest quality lab-grown diamonds on a large scale. I was proud knowing how India is growing these lab-grown diamonds at a length, creating an opportunity for themselves in the market.

The need to leverage these diamonds and tell their story inspired me, leading me to pursue my dream as an entrepreneur, which was to elevate India's story to the forefront.

With a strong retail presence across key Indian metros and backing from one of the world's largest production units, how do you see Limelight contributing to the global positioning of 'Made in India' lab-grown diamonds?

Limelight Diamonds, with its extensive retail expansion in Indian metros, has enabled a high level of consumer engagement and awareness about lab-grown diamonds. With support of India's largest lab-grown diamond production units, we as a brand significantly elevate the global perception of 'Made in India' by delivering top-notch quality diamonds that are expertly SGL-certified diamonds, larger-size options, ensuring consumer confidence. Being a vertically integrated brand, Limelight's ESG+ certification with the Butterfly Mark, a trust mark by Positive Luxury, strengthens the brand image in both the domestic and international markets while aligning with global sustainability initiatives.





You've been recognised by the Hon. Commerce Minister and awarded for technological leadership. Could you share what makes your production process truly innovative and sustainable?

At Limelight Diamonds, we offer unique diamond designs that make you look good and

confident with added everyday elegance. In today's diamond-buying-age, people are moving towards sustainable buying, and Limelight is at the forefront with these ideals. Limelight Diamonds offers unique types of designs that can be worn daily and for all kinds of occasions. We offer lab-grown diamonds for modern consumers that are into conscious buying and believe that diamonds don't have to be a once-upon-a-time opportunity but can be worn every day. We offer bridal jewellery inspirations and on-trend engagement rings for couples, which spark conversation about purchasing diamonds with a new perspective. We present diamond selections that spark a union of love, art, and fresh brilliance. Our diamond designs are such that they provide wearability, lightweight, crystal clear clarity, and never-before-seen styles at competitive costs.

What consumer trends are you observing in India when it comes to lab-grown diamonds, and how are traditional buyers responding to this shift from mined to created diamonds?

With emerging trends of lab-grown diamonds, we are witnessing a significant transformation in consumer behaviour in India. The modern luxury consumer includes the young generation, who are more inclined towards value-driven choices, those that combine aesthetics, ethics, and innovation. There's a rising preference for sustainable luxury, and lab-grown diamonds are at the forefront of this shift. Modern consumerism is actively seeking alternatives that are transparent and future-forward. This is especially evident in bridal purchases, self-gifting, and milestone celebrations where consumers want their jewellery to reflect personal values, not just price or prestige. Interestingly, traditional buyers—who have historically leaned towards natural diamonds for investment and legacy—are now open to exploring lab-grown alternatives, particularly when they understand the scientific, visual, and chemical equivalence of lab-grown diamonds to their mined counterparts. Lab-grown diamonds offer a greater variety of styles, shapes, and designs, perfect for all kinds of occasions with exceptional quality,

larger-size options and price advantages. Once the myths are addressed, we often see a positive shift in perception.

We've heard that Limelight has received support from India's royal families, traditionally known for their legacy with natural diamonds. What does this endorsement mean for the perception of lab-grown diamonds in India?

Limelight Diamonds is proud to have earned the trust of India's royal families, whose legacy with natural diamonds is unmatched. Their endorsement signals a powerful shift, recognising that lab-grown diamonds, with the identical physical, chemical and optical properties, are the future of conscious luxury. These days legacy isn't about what you wear but what you stand for. This helps break long-held perceptions and validates that elegance and tradition can embrace innovation and sustainability together.

In one word, what do lab-grown diamonds represent to you—and what's your message to the next generation of conscious luxury consumers?

Evolution

To the next generation of conscious luxury connoisseurs: True elegance lies in choices that honour both beauty and responsibility. And honestly, lab-grown diamonds are not just adornments—they're a reflection of refined values, modern innovation, and timeless sophistication.

