

Shilpa Shetty Backs Conscious Luxury: Becomes Investor and Brand Ambassador for LimelightLab Grown Diamonds

India's first scaled lab-grown diamond brand doubles down on category leadership, consumer awareness, and purpose-led growth

Limelight Lab Grown Diamonds, India's leading, most trusted and fastest-scaling lab-grown diamond jewellery brand, has unveiled its boldest brand campaign yet: "Let's Get Real", a powerful

The campaign signifies a defining moment in the evolution of India's luxury jewellery landscape.

Limelight, with a presence across 50+ stores in 45+ cities, is the first lab-grown diamond brand to scale at a national level, pioneering both retail acceptance and consumer education. With "Let's

Get Real", Limelight takes a firm stance against outdated narratives and legacy perceptions, positioning itself as the torchbearer of new-age luxury in India.

"Limelight isn't just participating in the lab-grown diamond category, we're building it," said Pooja Sheth Madhavan, Founder and Managing Director, Limelight Lab Grown Diamonds.

"As a first mover, we carry the responsibility to lead the shift in how lab grown diamonds are perceived. With an aggressive roadmap to open 100 stores by 2026, we're scaling both reach and relevance. 'Let's Get Real' calls out traditional myths about luxury and offers a compelling promise of diamonds that shine boldly with a



call to reimagine luxury through the lens of innovation, ethics, and conscious consumption. At the heart of this movement is actor, entrepreneur, and wellness icon Shilpa Shetty, who joins the brand also as a strategic investor.

purpose. This campaign is more than marketing; it's a cultural reset."

Shilpa Shetty, as the Brand Ambassador, lends her voice and credibility to a campaign grounded in mindful luxury. Her entrepreneurial mindset,

public commitment to conscious living, and aspirational appeal make her a strategic fit and a firm believer of the movement.

“What drew me to Limelight was the honesty of their story,” said Shilpa Shetty. “Lab-grown diamonds are a smart and a responsible choice. As someone who values authenticity and mindful choices, investing in Limelight felt natural. With ‘Let’s Get Real’, you can wear something stunning yet meaningful without any compromise. That’s the future of luxury, and I’m proud to help shape it.”

The campaign taps into a powerful consumer truth that the modern Indian woman is increasingly value-driven, informed, and conscious. With sustainability, innovation, and transparency rising as critical purchase factors, lab-grown diamonds are fast becoming the preferred choice for a new generation of luxury consumers.

“Let’s Get Real’ is not a cosmetic line, it’s our

core positioning,” said Rupali Shrivastava, Chief Marketing Officer, Limelight Lab Grown Diamonds. “Luxury today is about meaning, not legacy. Our integrated 360° campaign spans TV, digital, print, OOH, multiplex cinema, influencers, and in-store experiences. It’s backed by deep consumer insight showing strong traction for lab-grown diamonds among young, independent women across India. This is not meant to sit in lockers or wait for occasions. It’s made to be worn every day, everywhere by women who want their diamonds to reflect their values and lifestyle. We are not just responding to this shift, we’re driving it.”

With its uncompromising vision and a brand ambassador who puts belief into action through investment, Limelight is redefining what it means to lead a category. “Let’s Get Real” is not just a campaign — it’s a blueprint for the future of luxury in India.

Unlock Your Inner Wisdom

Transform • Heal • Awaken

Services



Life Coaching

Create clarity & direction



Emotional Freedom

Release blockages



Tarot Guidance

Insight & Empowerment



Family Constellation

Heal Ancestral patterns

By Appointment Only

 **+91 88797 97080**  **www.eternalenergy.co.in**

Email: anurag@eternalenergy.co.in