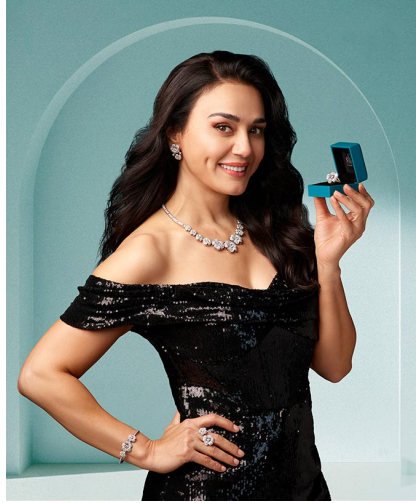


Swa Diamonds Signs Preity G Zinta as the Face of Its New Campaign ‘As Real As You’

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In what marks a **powerful comeback** for Bollywood's beloved star, **Preity G Zinta** has been announced as the new face of **Swa Diamonds**, one of India's leading fine jewellery brands. Known for her radiant smile and timeless charm, Zinta perfectly embodies the essence of the brand's latest campaign, aptly titled **“As Real As You.”**

The Kerala-based jewellery house, which has its **manufacturing units in Kerala and Mumbai** and a strong retail presence with **over 400 stores across India and the UAE**, aims to celebrate authenticity, elegance, and individuality through this new collaboration.

With this partnership, Swa Diamonds reinforces its message that **real beauty lies in being unapologetically yourself** — a sentiment that resonates deeply with Zinta's persona, both on and off the screen. Her association is expected to bring a fresh wave of relatability and confidence to the brand's narrative.

The upcoming campaign will feature **Preity G Zinta** across television, digital, and print platforms, highlighting the brand's exquisite designs and modern craftsmanship.

As fans eagerly await her new ad visuals, this collaboration not only signals **Zinta's renewed presence in the spotlight** but also underlines **Swa Diamonds' commitment to blending authenticity with luxury.**