

PM Modi's Roman Baagh Watch Sparks Swadeshi Luxury

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Prime Minister **Narendra Modi** has once again drawn widespread attention for his sartorial choices. This time, through a watch that is as much of national symbol as a luxury accessory.

A Watch with History

Modi was recently seen wearing the **Roman Baagh** model from **Jaipur Watch Company**, a timepiece that features a **1947 one-rupee coin** on its dial. The coin depicts a “walking tiger,” an emblem that resonates with the spirit of the **Make in India** campaign and evokes a strong historical connection.

Design Meets Functionality

The watch is built in a 43 mm **316L stainless-steel case** and is driven by a Japanese **Miyota 8215 automatic movement**, ensuring reliable performance. It also includes high-end elements such as **sapphire crystal glass**, a transparent case and **5 ATM water resistance**, making it both elegant and practical.

On the Jaipur Watch Company website, the Roman Baagh model lists at **₹55,000 (inclusive of taxes)**. [Jaipur Watch Company](#) The brand also offers a gold-plated variant priced at the same rate.

Modi's decision to wear a distinctly **Indian-made luxury watch** is a powerful endorsement of Swadeshi craftsmanship. According to **Gaurav Mehta**, founder of Jaipur Watch Company, the act of a national leader donning a homegrown timepiece is more than fashion — “it signals trust in the Swadeshi movement, confidence in Indian luxury, and pride in what our own artisans create.”

This moment marks a shift in perception: Indian luxury brands no longer need to constantly measure up to Western names. They are becoming symbols of national identity and craftsmanship in their own right.

The Roman Baagh isn't just a watch—it's a statement. The fusion of history and design beyond mere accessory. Thus spotlighting the growing global relevance of Indian luxury. As Modi's personal style continues to combine cultural motifs with modernity, this watch could be another layer in his soft-power diplomacy through fashion.

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