

Kolkata Welcomes Grand Seiko's Biggest India Shop-in-Shop

Published on 28 Nov 2025 | By IFI Correspondent



Luxury watchmaker Grand Seiko has officially opened what is now its largest shop-in-shop space in India, located in Kolkata. The new boutique is housed within the city's Exclusive Lines watch store.

This marks a significant expansion for Grand Seiko into Eastern India — a region gaining traction among luxury-watch buyers.

A Curated Showcase of Grand Seiko Heritage

The newly opened shop-in-shop is designed to immerse visitors in the full Grand Seiko universe: from its signature minimalist aesthetics to a wide range of timepieces. It displays collections across Spring Drive, Mechanical and Quartz calibres.

According to a statement by Niladri Mazumder (President & COO, Seiko India), Exclusive Lines has created a “truly world-class Grand Seiko experience” for watch lovers and connoisseurs across Kolkata. He added the space celebrates “craftsmanship, precision and elevated service,” aiming to bring “the essence of Japan closer to India.”

Strategic Expansion Across Indian Cities

The Kolkata launch follows earlier expansions of Grand Seiko in major metros: the brand already has a presence in Mumbai, Bengaluru and New Delhi.

The growth trajectory highlights Grand Seiko's aim to connect with watch enthusiasts and collectors beyond online platforms — offering a premium offline experience.

A Legacy of Precision and Design

Grand Seiko is the luxury-watch arm of the Japanese Seiko Group Corporation, which dates back to 1881. The first Grand Seiko watch was created in 1960. Since then, the brand has stood out for its pared-down yet elevated aesthetic, precision movements, and a philosophy that blends Japanese craftsmanship with functional luxury.

With this new Kolkata store, Grand Seiko gives Indian customers a refined space to experience its heritage and craftsmanship firsthand.

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