



Titan Enters Lab-Grown Diamond Segment with New Brand beYon

Published on 26 Dec 2025 | By IFI Correspondent

beYon HOUSE OF TITAN

Titan Company Limited, India's leading jewellery and lifestyle retailer, has officially stepped into the **lab-grown diamond (LGD) jewellery segment** with the launch of a dedicated new brand called **beYon — from the House of Titan**, marking a significant diversification in its product portfolio.

The company will inaugurate its **first exclusive beYon retail store in Mumbai on December 29, 2025**, signalling its entry into the growing segment of lab-cultivated diamonds — a category gaining traction among consumers for its **affordability, ethical sourcing, and sustainability attributes** relative to traditionally mined diamonds.

Strategic Move to Tap Emerging Demand

According to Titan's regulatory filing, **beYon** is designed to cater to **women's lifestyle and adornment needs across various jewellery categories**, extending Titan's offerings beyond its established segments such as watches, perfumes, sarees and handbags.

The brand's debut store in Mumbai will showcase a curated collection of **lab-grown diamond jewellery**, with **plans to add additional beYon stores in Mumbai and Delhi** in the near future as part of a phased expansion strategy.

Market Opportunity in India

Lab-grown diamonds have been experiencing rapid growth in India over the past few years, driven by **rising consumer interest in affordable and ethically sourced luxury alternatives** to natural stones. Consultancy forecasts suggest the Indian diamond jewellery market — currently dominated by natural diamonds — still has **significant headroom for growth in lab-grown segments**, which are projected to expand meaningfully through the late 2020s.

Titan's entry into this space aligns with the broader industry trend toward sustainable luxury and is expected to attract **younger, value-driven buyers** exploring new forms of high-quality jewellery that combine design appeal with contemporary values.

Titan's Evolving Jewellery Portfolio

Titan's jewellery division — anchored by brands such as **Tanishq, Mia, Zoya and CaratLane** — has been a key growth driver for the company's retail business. The launch of *beYon* complements this diverse portfolio by tapping an **emerging, potentially higher-growth category** that broadens Titan's reach in premium and aspirational jewellery segments.

Industry analysts view this move as a strategic bet on the rising acceptability of lab-grown diamonds among Indian consumers, particularly in urban markets where **sustainability, traceability and value for money** are increasingly

important purchase considerations.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.