

Dulquer Salmaan Named Brand Ambassador of Jos Alukkas

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Renowned Indian actor **Dulquer Salmaan** has been appointed as the **brand ambassador** for **Jos Alukkas**, one of India's most established jewellery houses, in a strategic partnership aimed at strengthening the brand's connection with contemporary consumers across regions and age groups.

The association pairs Jos Alukkas' **legacy of craftsmanship, innovation and trust built over six decades** with Dulquer's **wide-reaching pan-Indian appeal**. Known for his work across Malayalam, Tamil, Telugu, Kannada and Hindi cinema, Dulquer embodies a **modern outlook defined by refinement, individuality and quiet confidence** — qualities Jos Alukkas says resonate with its own values.

As part of the partnership, Dulquer will **feature in upcoming campaigns** celebrating jewellery as an expression of **personal style, emotion and life milestones**. His presence is expected to help the brand engage with a broader and more contemporary audience while staying rooted in the trust that families place in Jos Alukkas.

Varghese Alukkas, Managing Director of Jos Alukkas, said the brand's growth has been anchored in raising standards and earning trust the right way — referring, for example, to the company's **early adoption of 916 BIS-hallmarked gold long before it became industry standard**. He highlighted that Dulquer's clarity in choices and attention to detail reflect similar principles that have guided the brand's journey.

Paul Alukkas, another Managing Director, noted that the partnership comes "at a time when we are expanding our presence and speaking to a wider, more contemporary audience," adding that Dulquer's natural connection with diverse age groups and regions mirrors the brand's customer base. **John Alukkas**, also Managing Director, praised the actor's "understated confidence and refinement," aligning with Jos Alukkas' focus on design, craftsmanship and emotional expression.

For his part, **Dulquer Salmaan** said he grew up admiring Jos Alukkas and appreciates how the brand honours tradition while evolving with changing tastes and lifestyles. He described the collaboration as meaningful, noting the jewellery house's understanding of its role in important **family moments and personal milestones**.

This latest celebrity partnership underscores Jos Alukkas' ambition to blend heritage with contemporary relevance as it embarks on new phases of **brand storytelling and market expansion** through high-impact campaigns featuring one of Indian cinema's most versatile stars.

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