

Sara Tendulkar Named Brand Ambassador for Lifestyle by PNG

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Lifestyle by PNG, the contemporary lightweight fine jewellery brand from *PNG Jewellers*, has officially **appointed Sara Tendulkar as its brand ambassador** in a strategic move to strengthen the brand's connection with modern and younger jewellery consumers.

Established as a distinct business vertical under the nearly two-century-old PNG Jewellers umbrella, Lifestyle focuses on **lightweight, everyday jewellery with contemporary design and an omnichannel retail approach**. The brand aims to bridge the legacy customer base of PNG Jewellers with the next generation of buyers.

Sara Tendulkar — entrepreneur, style influencer and daughter of cricket legend Sachin Tendulkar — brings **a strong digital and cultural presence**, with an Instagram following of over 8.9 million, and a modern, understated aesthetic that aligns with Lifestyle's design philosophy.

Sara commented that the brand's jewellery reflects "a sense of ease and individuality that feels very natural to me," highlighting that the light, thoughtful designs suit everyday life — a core element of Lifestyle's identity.

The two-year partnership begins **December 2025**, and Sara is set to **feature in brand and collection campaigns**, participate in digital initiatives, attend key store openings, and serve as a style muse for select collections. Collections featuring her are slated to launch from **March 2026 onwards**.

Lifestyle by PNG has also laid out **an ambitious expansion plan**: following encouraging responses from pilot stores in Pune and Goa, the brand aims to **scale to around 50 stores by FY 2028**, combining company-owned and franchise formats supported by a strong digital presence.

This collaboration marks a significant step in Lifestyle's evolution as a contemporary jewellery destination for everyday wear and young, style-savvy consumers.

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