

## Ananya Panday Leads Tanishq's Latest Diamond Campaign

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*Tanishq*, India's largest jewellery retail brand under the **Tata Group**, has announced Bollywood actress **Ananya Panday** as the **face of its 2026 Festival of Diamonds campaign** — an annual celebration of its extensive diamond jewellery offerings. This strategic collaboration marks a key moment in Tanishq's evolving brand narrative, focusing on contemporary style, self-expression and emotional resonance with consumers.

### Festival of Diamonds Returns With a Modern Twist

The *Festival of Diamonds* is one of Tanishq's flagship events, showcasing a wide assortment of **natural diamond jewellery** designed for everyday wear as well as special occasions. For 2026, the campaign is positioned around a theme that reflects *joy, confidence and personal expression* — telling stories that go beyond traditional jewellery marketing.

Ananya Panday, known for her youthful appeal and vibrant screen presence, embodies these values, which Tanishq highlights as central to the campaign's message. Her association signals the brand's efforts to connect with both existing and new generations of customers.

### A Campaign Built Around Emotional Connection

At the heart of the *Festival of Diamonds* campaign is a narrative celebrating *inner joy and discovery*. Rather than focusing solely on the luxury aspect of diamond jewellery, the creative work explores how diamonds can be woven into the everyday moments of life — expressing confidence, individuality and personal style.

The campaign film, featuring Ananya Panday, underscores this approach by evoking themes of *playful discovery and emotional warmth*, emphasizing how jewellery can reflect not just milestones but also the joy of life's ordinary yet meaningful moments.

### Tanishq's Strategic Brand Direction

By selecting Ananya Panday — a personality with widespread appeal among young and style-conscious audiences — Tanishq reinforces its commitment to *modernising its brand image* and broadening its cultural relevance. This collaboration aligns with the company's broader marketing goals of resonating with evolving consumer tastes while reinforcing its leadership in the natural diamond jewellery segment.

Pelki Tshering, Chief Marketing Officer at Tanishq's parent company, highlighted that the campaign aims to capture the *joy and freedom* associated with personal jewellery choices, rather than just traditional luxury positioning. Ananya's involvement is seen as amplifying this message across diverse audience segments.

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