

## Limelight Expands into Central India with Bhopal Retail Debut

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Limelight Lab Grown Diamonds, one of India's leading **lab-grown diamond jewellery brands**, has expanded its national retail footprint with the launch of its **first exclusive store in Bhopal**. The new outlet, inaugurated in January 2026, represents a key step in the brand's continued consumer-facing expansion across India's growing jewellery markets.

### Strategic Retail Expansion in Central India

The Bhopal store is strategically located at **Roshanpura Square**, a well-known jewellery shopping destination in the Madhya Pradesh capital. Its opening comes as part of Limelight's broader effort to scale **beyond major metropolitan centres and strengthen its presence in high-potential regional markets** throughout the country.

With this launch, Limelight's nationwide network now includes **over 50 exclusive brand stores and more than 40 shop-in-shops across 45+ cities**, reinforcing its position as a major player in India's lab-grown diamond segment.

### Store Experience and Offerings

Designed in Limelight's signature modern and minimal aesthetic, the Bhopal outlet delivers an **elevated yet accessible retail experience** that highlights the brand's craftsmanship and contemporary design philosophy.

The store showcases a wide range of **lab-grown diamond jewellery**, including solitaires, necklaces, bracelets, earrings and everyday-wear designs. These pieces incorporate **CVD-grown Type IIA diamonds**, known for their brilliance and purity — characteristics typically associated with premium quality diamonds.

### Launch Highlights and Regional Focus

The inauguration event was attended by local dignitaries such as **Bhagwandas Sabnani, MLA of Bhopal South-West**, along with senior leadership from Limelight Lab Grown Diamonds and regional partner **Lalit Soni**.

To celebrate the store's opening, Limelight announced **special inaugural offers**, including discounts on diamond value and making charges, as well as complimentary gold coins on purchases above a set value — promotions designed to attract new customers and introduce lab-grown diamond jewellery to a broader audience.

### Growing Acceptance of Lab-Grown Diamonds in India

Limelight's Bhopal launch reflects both its **ambitious retail strategy** and the increasing **consumer acceptance of lab-grown diamonds** in India's jewellery market. Lab-grown diamonds are seen as a sustainable, ethical alternative to mined stones, combining similar aesthetic and physical qualities with environmental and cost advantages — a trend that has helped boost demand nationwide.

As the brand continues to deepen its presence outside traditional urban hubs, its expansion into cities like Bhopal underscores the **evolving preferences of Indian consumers** seeking quality, transparency and responsible luxury in fine jewellery.

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