

## Bollywood Star Ranbir Kapoor Signs on with PNG Jewellers

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**PNG Jewellers**, the historic Indian jewellery brand with roots dating back to 1832, has named Bollywood actor **Ranbir Kapoor** as its new brand ambassador, in a strategic move aimed at widening its national visibility. The partnership officially begins in **January 2026** and pairs Kapoor's contemporary appeal with PNG's legacy of trust and craftsmanship.

### Strengthening Brand Presence Across India

The collaboration underscores PNG Jewellers' ambition to deepen its reach across the Indian jewellery market. Ranbir Kapoor will join the brand alongside its existing brand representative, contributing to promotional campaigns, brand initiatives and public engagements geared toward strengthening visibility and reinforcing customer trust across different regions and age groups.

While **no specific product collection** has been announced in connection with this partnership, the association itself is positioned as a milestone in the company's long-term retail expansion strategy.

### Why Ranbir Kapoor?

Ranbir Kapoor brings to the role a blend of **heritage appeal and modern relevance**. As a prominent figure in Indian cinema and part of Bollywood's iconic Kapoor family, he attracts a broad fan base across generations — a quality that aligns with PNG Jewellers' historic yet forward-looking brand identity.

Speaking on the collaboration, Kapoor noted that the brand's legacy and commitment to values like trust and quality resonated with him personally, making the partnership a natural fit. Meanwhile, PNG Jewellers' leadership highlighted that his persona — equally rooted in tradition and contemporary resonance — mirrors the brand's evolution.

### A Strategic Move in a Competitive Market

This announcement comes amid a broader trend of jewellery brands in India tying up with high-profile celebrities to connect with diverse customer segments. Such partnerships are increasingly seen as pivotal in reinforcing brand stature and engaging audiences in a crowded retail landscape.

Ranbir Kapoor's appointment is expected to amplify PNG Jewellers' brand narrative and help it stand out in a market where trust, heritage and aspirational appeal play a key role in consumer decisions.

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