



ASHTH®

MINE. NOT MINED.

LUXURY DESIGNER LAB DIAMOND JEWELLERY





Mukesh Shah
Founder, Ashth

“Ashth was founded to make fine diamond jewellery accessible, ethical, and future-ready. With decades in the diamond industry, I’ve seen firsthand how lab-grown diamonds have evolved to offer the same brilliance and beauty—at a fraction of the cost and environmental impact. Just like an IVF baby, their origin may differ, but their essence is identical. At Ashth, we aim to be the most trusted lab-grown diamond brand in India—where every customer can proudly say, Mine. Not Mined.”





“At Ashth, we don’t just offer jewellery—we offer a brand experience backed by consistency, quality, and trust. From high-standard craftsmanship and rigorous quality checks to strong marketing support and sales staff training, we ensure our retail partners have everything they need to succeed. When customers walk in asking for Ashth by name, that’s loyalty you can count on.”



Kaivan Shah

Co-Founder, Ashth





WHY PARTNER WITH ASHTH?

- Exclusive franchise
High street | Mall
- Investment : 40 lacs+
Roi : 35%
- IGI Certified & Hallmarked
- Designer jewellery for every
occasion – in all shapes and sizes
- Shop-in-Shop franchise
- 100% Buyback | 100% Exchange
- Ethically sourced, sustainable
lab-grown diamonds
- Featuring the patented Ashth Cut
97 facets, Hearts&Arrows brilliance



READY TO TRANSFORM YOUR STORE INTO A DESIGNER DESTINATION?
ENQUIRE NOW AND BOOK YOUR ASHTH FRANCHISE CONSULTATION TODAY.

An Icon of Modern Love

The **Ashth Cut**[®] is a refreshing elevation of the traditional round cut diamond with 97 facets, Hearts and Arrows pattern, and an Octagon shape.





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Ashth derived from the sanskrit word “Ashtapailu” means the number 8 and the 8 sides of a diamond. The number 8 is considered very auspicious in asian cultures.



WE HAVE OVER 2000+ JEWELLERY DESIGNS
FOR EVERY OCCASION ACROSS 20+ CATEGORIES



RINGS



EARRINGS



NECKLACES



BANGLES



PENDANTS



BRACELETS





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EXPLORE THE LARGEST COLLECTION
OF DESIGNER LAB DIAMOND
➤ **BRIDAL JEWELLERY** ◀





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ADDRESS

405 Trade Centre, BKC,
Bandra East, Mumbai - 400051
Contact no : +91 98673 27484



Rcity mall ,next to rajdhani,
Ghatkopar contact no 7718818710



Near Jain Mandir, Sardar Bazaar,
Raipur, Raipur - 492 001, Chattisgarh - 22
Contact no : +91 93291 77997



Shop No - 145, Magnnus Shopping Mall,
Bhimrad Althan Road, Althan Surat-395017
Contact no +91 93168 41578



Shop No – 5, Navelkar Trade Center,
M.G. Road, Opp. Azad Maidan,
Panjim – 403 001, Goa - 301
Contact no +91 93731 17258





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