

A WAKE UP CALL!

The Diamond Game Has Changed. Are You Ready?

One is natural. One is lab-grown.
Can you tell the difference? Exactly! no one can.



START YOUR LAB - DIAMOND JEWELLERY BUSINESS TODAY



ASHTH[®]

MINE. NOT MINED.

LUXURY DESIGNER LAB DIAMOND JEWELLERY

THE ERA OF NATURAL DIAMONDS IS ENDING




Natural diamond Market shows serious cracks from
The new ERA of LAB DIAMONDS.

THE FALL OF THE OLDGUARD

Natural diamonds are slipping. margins are thinning
customers are evolving. But one brand is
rewriting the playbook - **ASHTH.**

Declining natural diamond sales



20-30%

IN THE LAST TWO YEARS

The customer no longer asks,
'Is it natural?' They ask, 'Why should
I pay more for the same carbon crystal?'

FROM DOUBT TO DOMINANCE.

Lab - Diamonds are no longer the future they are the present.
And they are outselling natural in major markets.



THE GLOBAL SHIFT

With over 20% year on year growth-Lab-Grown Diamonds are transforming the jewellery industry and Increasing rapidly **every year..**

"What's happening in New York today happens in Mumbai Tomorrow." This isn't a PHASE - It's a movement reshaping **Luxury Forever.**

RETAILERS WHO MOVE FIRST, WIN FIRST.

Margins are real, Support is unmatched.

The market is untapped. Don't watch others grow. Lead it.



We turn Retailers into Market Leaders.

Call us, we'll take it from here - **9867327484**

One call can change your business.





THE RISE OF LAB DIAMOND IS REAL.

Join hands with Ashth

A LUXURY PRODUCT WITHOUT THE GUILT

- Ethically Sourced
- Affordable Pricing
- Indistinguishable Brilliance

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



ENQUIRE NOW — ONE CALL CAN CHANGE YOUR BUSINESS.

THE ASHTH CUT[®]

BRILLIANCE BEYOND BOUNDARIES.



India's only Designer Lab Diamond Brand with a Patented cut the ASHTH CUT.[®]

- 97 facets
- hearts & Arrows brilliance
- Octagonal shape
- Patented by Ashth
- Carried by no one else

**WE ARE NOT FOLLOWING A
TREND, WE ARE BUILDING
AN EMPIRE**



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



AWARDED BEST FRANCHISOR CONCEPT OF 2025


NOW OPEN FOR VISIONARY PARTNERS.

ASHTH HAS BEEN NAMED BEST CONCEPT OF 2025 BY FRANCHISE INDIA AND IS ONE OF THE FASTEST-GROWING LAB DIAMOND JEWELRY BRANDS. DEMAND IS RISING, TERRITORIES ARE FILLING DON'T MISS YOUR CHANCE.

6 CITIES ALREADY. YOURS COULD BE NEXT.



MUMBAI | GOA | KOLKATA | RAIPUR | SURAT | GUWAHATI
JOIN ASHTH. FRANCHISE THE FUTURE.

 9867327484



ASHTH[®]

MINE. NOT MINED.

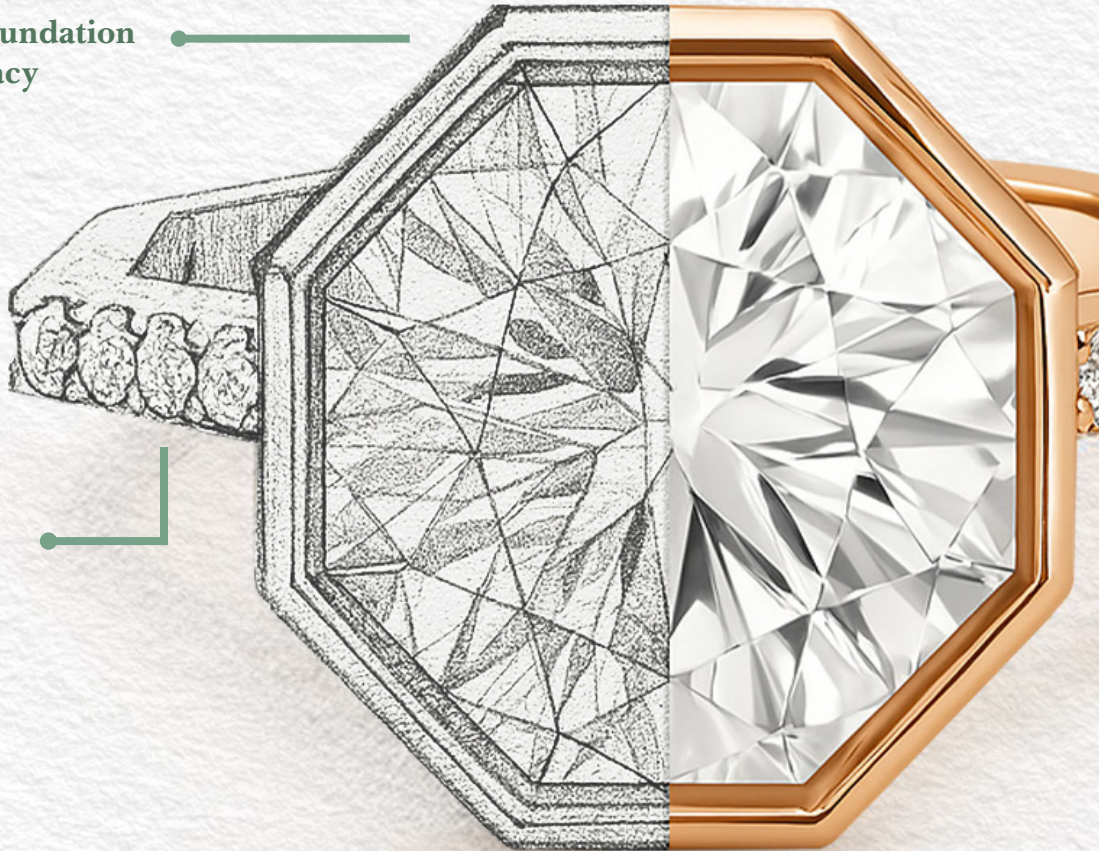
LUXURY DESIGNER LAB DIAMOND JEWELLERY

CUSTOMISE WHAT YOU LOVE

Craft Your Foundation
of Legacy

Crown it with
Your Perfect Stone

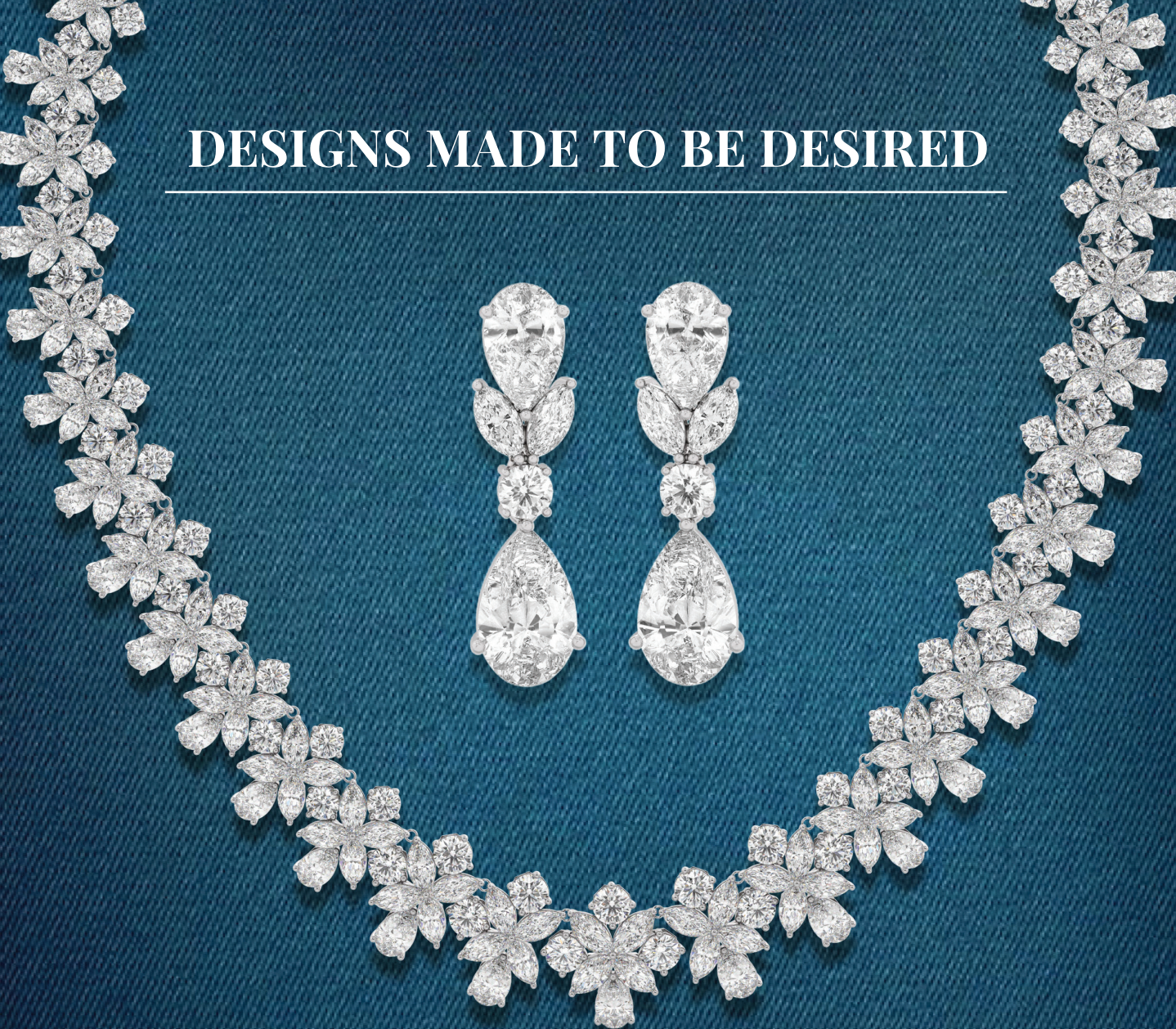
Curate
Every Detail





ASHTH
MINE. NOT MINED.

DESIGNS MADE TO BE DESIRED



RINGS

EARRINGS

BRACELETS

PENDANTS

NECKLACES

BANGLES

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

SHE WORE THE FUTURE AND CALLED IT ASHTH.



ASHTH®

MINE. NOT MINED.

LUXURY DESIGNER LAB DIAMOND JEWELLERY



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