



Press Release

Malabar Gold & Diamonds Expands Footprints In West Bengal With Two New Showrooms In Garia And Barrackpore

Kolkata, 1st December, 2025: Malabar Gold & Diamonds, world's 5th largest jewellery brand, has inaugurated today, two new showrooms - one in Garia and another in Barrackpore. These additions mark the brand's 7th stores in West Bengal. They have total 16 stores across the Eastern Region. The plush showrooms were unveiled by **Ms Rukmini Maitra**, celebrated Bengali actor and **Brand Ambassador of Malabar Gold & Diamonds**, in the presence of **Mr Tahsil Ahammed, Regional Head, East Region, Malabar Gold & Diamonds**, **Mr Amit Routh, Business Head, East Region, Malabar Gold & Diamonds** and senior members of the Malabar Group management team.

The new showroom in Garia spans 7,800 sq ft, while the Barrackpore outlet covers 5,300 sq ft. Both have been designed to offer customers a premium shopping experience with an extensive range of jewellery across designs, styles and price segments. This launch reinforces the brand's ongoing expansion across India, backed by its strong focus on craftsmanship, service, and customer trust.

West Bengal remains a strategically important market for Malabar Gold & Diamonds. The trust and patronage we have consistently received from customers in the region reinforce our commitment to invest further and strengthen our presence. The launch of our new showrooms is a testament to our focus on expanding access to world-class jewellery while upholding our values of transparency, superior quality, and best-in-class services," said **Mr M.P. Ahammed, Chairman of Malabar Group** on the brand's expansion in the region.

The showrooms offer a wide assortment of gold, diamond, platinum and silver jewellery and gemstones, catering to diverse tastes - ranging from traditional designs rooted in India's heritage to contemporary styles for modern sensibilities.

"Malabar Gold & Diamonds has always stood for trust, craftsmanship, and meaningful customer experience. I am delighted to be part of this milestone as the brand brings a variety of world-class jewellery closer to customers in these two new locations. It reflects Malabar's commitment to excellence and its deep connection with the people of Bengal," said **Ms Rukmini Maitra, Brand Ambassador, Malabar Gold & Diamonds**.

As a part of the launch celebrations, customers can avail up to **30% off** on making charges of Gold, Uncut and Gemstone jewellery, and up to **30% off** on Diamond value. These offers are valid upto **18th January, 2026**.

Designed with elegant interiors and supported by a highly trained team of jewellery experts, the showrooms offer customers a seamless and comfortable shopping experience with spacious, thoughtfully planned layouts. This dual-showroom launch underscores Malabar Gold & Diamonds' vision of becoming the world's most preferred jeweller, bringing together traditional craftsmanship and modern innovation to deliver a refined jewellery-buying experience.

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With a global footprint of over 400 plus showrooms across 14 countries, which include India, the Middle East, the USA, the UK, Canada and Australia, Malabar Gold & Diamonds is renowned for its wide-ranging collections, exceptional quality and customer-centric approach. Backed by a dedicated team of 25,000 multilingual employees across 26 countries, the brand has served over 15 million satisfied customers worldwide.

So, visit the new showrooms of Malabar Gold & Diamonds at SN Banerjee Road, Near Chiriamore, Barrackpur and Raja SC Mullick Road, Beside Padmashree Cinema Hall at Garia and get set to come out with panache and glitter, this celebration season.

About Malabar Gold & Diamonds:

Malabar Gold & Diamonds was established in 1993 and is the flagship company of Malabar Group, a leading diversified Indian business conglomerate. With an annual turnover of \$6.2 billion, the company is currently the 6th largest jewellery retailer globally and the 19th ranked brand in Deloitte's Luxury Goods World Ranking. They have a strong retail network of over 410 showrooms spread across 14 countries in addition to multiple offices, design centres, wholesale units, and factories spread across India, the Middle East, the Far East, the USA, the UK, Canada & Australia. Malabar Gold & Diamonds also features an online showroom www.malabargoldanddiamonds.com providing customers the opportunity to purchase their favourite jewellery at any time and on any day from the comfort of their homes.

ESG (Environmental, Social & Governance) and CSR have been the primary commitments of the group since its inception. The key focus areas of the Malabar Group are Health, Housing, Hunger Free World, Education, Environment and Women empowerment, integrating the principles of responsibility and sustainability into its core business.

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