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Sky Gold has built a reputation for lightweight gold jewelry. How is the company innovating in design and craftsmanship to cater to evolving consumer preferences in India and global markets?

Sky Gold & Diamonds' innovation is rooted in a design-led manufacturing philosophy that responds directly to changing consumer tastes, especially among younger, value-conscious buyers. The company is expanding beyond traditional 22KT offerings into lightweight, fashion-driven 18KT, 14KT and 9KT categories as well, blending investment-grade purity with aspirational style. This shift is supported by a vast design repository of over 900,000+ SKUs and a skilled team of 150+ designers, enabling rapid turnaround from concept to production SKU in as little as 7-20 days. Sky Gold has also entered premium lightweight jewellery through its largest state of art 3D printing facility of Maharashtra, adding specialized craftsmanship and expanding into technically demanding categories. Such technology allow the brand to maintain elegance and structural durability even with reduced gold

weight. The company's advanced manufacturing automation and customizable B2B sub-brand collections further strengthen its creative edge in domestic as well as global markets.

With gold prices fluctuating and consumer demand shifting, what strategies is Sky Gold adopting to maintain affordability and strengthen its retail and export presence?

Sky Gold & Diamonds' strategy to remain resilient amid high gold prices centers on lightweight jewellery and cost-efficient manufacturing. By growing its 18KT and 9KT portfolio, such as its new collaboration with Senco Gold for 9KT collections targeting Gen Z. It operates on a lean cost structure that is 50% lighter than peers, enabling it to offer competitive pricing even during commodity volatility. Its export-led strategy is equally pivotal: the opening of a new B2B office in Dubai strengthens access to Middle Eastern demand, where lightweight and contemporary designs are rapidly gaining traction. The company plans to double its exports by next year while deepening partnerships with leading Indian retailers, ensuring nationwide reach. Sky Gold's adoption of Gold Metal Loans further reduces financing costs protecting margins as it scales both domestically and globally.

Sustainability and ethical sourcing are gaining importance in the jewelry industry. How is Sky Gold

ensuring responsible sourcing and implementing green practices in its operations?

Sky Gold & Diamonds demonstrates sustainability through responsible sourcing, ethically aligned product expansion, and process efficiency. As the company evolves into a diversified precious jewellery manufacturer with a growing diamond portfolio, it emphasizes the use of ethically sourced diamonds and promotes lab-grown diamonds, reducing reliance on environmentally harmful mining. Its business model, centered on lightweight gold manufacturing, naturally minimizes metal wastage while making jewellery more affordable. Operationally, the company employs automated systems, ERP integration, and precision-driven design engineering to minimize gold loss, reduce scrap, and optimize resource utilization. Sky Gold's focus on traceability, advanced quality controls, and stringent material testing ensures transparency across the manufacturing lifecycle. These practices align with global expectations of sustainability, allowing the company to scale ethically in both domestic and export markets. ■