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The brand highlighted its use of IGI-certified lab-grown diamonds and BIS hallmarked gold, alongside a transparent digital buying experience designed to simplify diamond purchases

New Delhi: New York-born fine jewellery brand Verlas has entered the Indian market, launching its digital-first platform to offer design-led lab-grown diamond jewellery to Indian consumers.

The brand positions itself as a modern, global fine jewellery label, focusing on minimal, everyday diamond pieces crafted in fine gold using certified lab-grown diamonds. Verlas said its India entry aims to tap into rising demand for accessible, design-forward diamond jewellery beyond traditional occasion-based purchases.

Verlas' India offering is available through its online platform, with entry pricing starting at around ₹2,000. The company

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How to Redeem Nykaa Gift Cards: A Step-by-Step Guide

Verlas India offering is available through its online platform, with entry pricing starting at around ₹5,000. The company said its product strategy centres on wearable designs suited for everyday use across work, travel, and social occasions.

Commenting on the launch, the company said Indian consumers are increasingly seeking contemporary, versatile diamond jewellery aligned with modern lifestyles, with lab-grown diamonds gaining traction as a value-driven and responsible luxury category.

The brand highlighted its use of IGI-certified lab-grown diamonds and BIS hallmarked gold, alongside a transparent digital buying experience designed to simplify diamond purchases.

Verlas also cited its sustainability credentials, including the Butterfly Mark from Positive Luxury and certification from SCS Global Services, as part of its positioning in the responsible luxury segment.

The India launch comes amid growing momentum in the lab-grown diamond segment, with the country emerging as a key global hub for production and consumption.

Founded in New York, Verlas focuses on direct-to-consumer distribution and community-led engagement, with plans to expand into additional markets as part of its global growth strategy.

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Verlas' India offering is available through its online platform, with entry pricing starting at around ₹3,000. The company said its product strategy centres on wearable designs suited for everyday use across work, travel, and social occasions.

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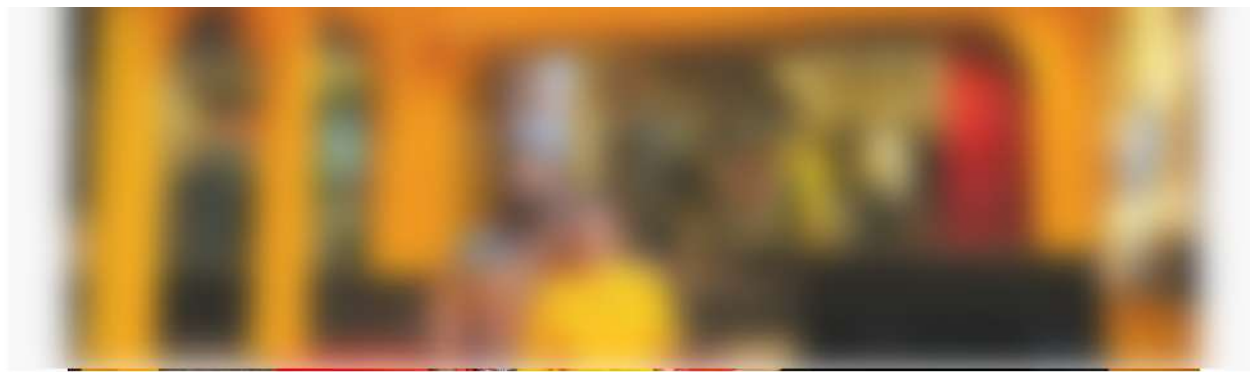
MyDesignation raises Rs 40 cr in series A led by RPSG Capital Ventures

Published On : Mon, 23 Feb 2026 , 12 : 04 pm



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The company said the fresh capital will be used to expand its offline retail network through company-owned stores, strengthen senior leadership across key functions, and launch new product categories as part of its next phase of growth

New Delhi: Direct-to-consumer fashion brand MyDesignation has raised ₹40 crore in a Series A funding round led by RPSG Capital Ventures, with participation from existing investor Veltis Capital, which increased its stake. Existing investors Multiply Ventures and Dominor Investments also participated in the round.

The company said the fresh capital will be used to expand its offline retail network through company-owned stores, strengthen senior leadership across key functions, and launch new product categories as part of its next phase of growth.

Founded in 2020 by Swaroop Krishnan and Gopika B Raj, MyDesignation operates as a digital-first, design-led fashion brand with a strong community focus. The brand currently sells through its own website and operates five exclusive brand outlets across Bengaluru, Kochi, Trivandrum and Calicut.

The company has reported consistent year-on-year growth since inception and has served close to one million customers across India. It plans to open eight additional stores over the next year in cities including Chennai, Hyderabad and Bengaluru as it scales its omnichannel strategy.

Commenting on the fundraise, co-founder Swaroop Krishnan said the investment will help the company accelerate offline expansion, invest in senior talent and broaden its product portfolio while maintaining a disciplined growth approach.

Sambit Dash, Partner at RPSG Capital Ventures, said the brand's design-led positioning and strong consumer community make it well placed for the next phase of scale.

MyDesignation focuses on culturally inspired design narratives and limited-edition product drops, with an emphasis on quality and controlled production cycles. The company said it will continue to build on its community-led model while expanding its presence across categories and markets.

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Sameer Singh to Drive Strategic Expansion for Bharti Family Office's F&B Arm

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R S Roy



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Olive
Garden

Overseeing growth across PizzaExpress, P.F. Chang's and Chili's, while leading Olive Garden's India entry with its soon-to-open first outlet, alongside a growing portfolio of casual dining concepts for India's evolving urban consumer.

New Delhi: The Bharti Family Office's hospitality and dining arm has appointed Sameer Singh as Head of Strategic Expansion, strengthening its leadership team as the group accelerates growth across premium and casual dining formats in India.

Singh joins the Bharti Family Office with over two decades of experience spanning food service, retail, hospitality, real estate and expansion strategy. His expertise covers market entry, rollout planning, network development and large-scale growth execution. In his new role, he will lead portfolio expansion, new market entry, brand scale-up and strategic partnerships for the group's restaurant businesses.

A dynamic and purpose-driven leader with over 26 years of experience across marketing, operations and real estate, Singh has consistently driven transformative growth across organisations. Known for steering high-velocity expansion, he combines data-led decision-making with emerging technologies, including AI, to deliver measurable and sustainable impact. His leadership approach focuses on building resilient teams, fostering collaboration and encouraging innovation while navigating complex business environments to unlock long-term value through multi-format growth strategies.

The appointment comes at a time when the Bharti Family Office is building a focused food and beverage platform centred on international dining brands and experience-led restaurant formats. Its portfolio includes globally recognised brands such as PizzaExpress, P.F. Chang's, Olive Garden and Chili's, alongside a growing mix of casual dining concepts tailored for India's evolving urban consumer.

Adding to its international brand portfolio, the group is preparing to introduce the globally recognised American Italian dining chain Olive Garden to the Indian market. The first Olive Garden restaurant is set to open soon at 4 Worldmark, Aerocity, New Delhi, marking the brand's official entry into India. Following its debut, the company plans to expand Olive Garden's presence across Delhi NCR in a phased manner, reflecting growing demand for premium international casual dining experiences in the region.

Commenting on his appointment, Sameer Singh said, *“The group is building a differentiated hospitality platform with a clear focus on global brands, quality execution and long-term value creation. The opportunity to shape expansion strategy and scale strong dining concepts across India is exciting.”*

The appointment reflects the group's continued focus on building a credible, professionally managed food and beverage platform in India, with an emphasis on structured expansion, strong brand partnerships and experience-led dining formats.

A Career Built on Expansion and Platform Building


Prior to joining the Bharti Family Office, Singh was Co-Founder and Chief Executive Officer of WokeLife, a Gurugram-based co-living platform focused on youth-centric living environments and community-driven spaces. Under his leadership, the venture pursued an ambitious expansion roadmap targeting nearly one lakh beds across approximately 30 million square feet in a phased rollout.

He also served as Chief Executive Officer and Managing Partner at Adventus Living and Consulting, advising brands on offline expansion strategies, location planning, omnichannel integration and technology-led retail ecosystems. In parallel, he worked as Partner at Insight2Activate, supporting companies on consumer insights, market entry strategies and network planning.

His earlier experience in the food service sector includes his role as Vice President – Strategic Expansion at Jubilant FoodWorks, where he led business development and asset strategy initiatives. Singh has also held leadership roles at Hamstede Living, Siam Makro Public Company Limited, METRO Cash and Carry, Aditya Birla Retail, Bharti Walmart, The Claridges Hotels & Resorts, Arvind Lifestyle Brands, Reliance Industries, Barista Coffee Company and Oberoi Hotels & Resorts, building deep expertise in retail expansion, real estate strategy and operational scale.

With Singh's appointment, the Bharti Family Office's hospitality and dining business is expected to further strengthen its expansion capabilities as it scales its restaurant portfolio and deepens its presence across India's rapidly evolving dining market.

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Sunglass Hut opens 100th store in India at Model Town, Jalandhar

Published On : Mon, 23 Feb 2026 , 11 : 36 am



R S Roy



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Sunglass Hut opens 100th store in India at Model Town, Jalandhar

Published On : Mon, 23 Feb 2026 , 11 : 36 am



R S Roy



Century Milestone for Sunglass Hut



The milestone store reinforces the brand's long-term commitment to the Indian market and signals the accelerating growth of organised premium eyewear retail beyond metro cities

New Delhi: Premium eyewear retailer **Sunglass Hut** has marked a significant milestone in its India expansion journey with the opening of its **100th store** in the country at Model Town, Jalandhar. The launch reflects the brand's continued focus on strengthening its presence across key markets and expanding access to premium eyewear in India's growing luxury and lifestyle retail landscape.

The milestone store reinforces the brand's long-term commitment to the Indian market and signals the accelerating growth of organised premium eyewear retail beyond metro cities.

A 16-Year India Journey

Sunglass Hut's India story dates back to **November 3, 2008**, when Italian eyewear major **Luxottica Group SpA** partnered with the DLF Group to establish the brand's retail presence in the country. The collaboration aimed to open 100 Sunglass Hut stores across high-end malls and premium retail destinations in India.

The partnership laid the foundation for introducing global premium eyewear brands to Indian consumers through a dedicated multi-brand retail format. Over the years, Sunglass Hut built its presence in major shopping centres, airports and high-street locations, catering to a rising base of fashion-conscious and aspirational consumers.

The opening of the 100th store represents the realisation of the brand's early expansion vision while marking a new phase of growth.

Reliance Brands Drives Next Phase of Expansion

A major strategic shift in the brand's India operations came in **2022**, when **Reliance Brands Limited (RBL)** acquired the India franchise rights for Sunglass Hut along with the existing retail network of approximately 85 stores from DLF Brands.

While Sunglass Hut continues to be owned globally by Luxottica, Reliance Brands now manages the brand's retail operations, store expansion strategy and e-commerce presence in India.

Since taking over the franchise, RBL has focused on expanding the brand's footprint through new store openings and

Since taking over the franchise, KBL has focused on accelerating the brand's footprint through new store openings and premium retail placements, including presence at high-profile luxury destinations such as Jio World Plaza in Mumbai and other key locations.

The strategy aligns with Reliance Brands' broader approach of scaling global fashion and lifestyle labels in India by strengthening distribution, enhancing consumer experience and expanding omnichannel capabilities.

Premium Multi-Brand Eyewear Destination

Sunglass Hut operates as a multi-brand premium eyewear retailer offering an assortment of international labels across fashion, luxury and performance categories. Its product portfolio includes sunglasses from globally recognised brands such as Ray-Ban, Prada, Burberry, Dolce & Gabbana, Oakley and other international labels.

The brand's retail format focuses on curated product selection, personalised service and trend-driven merchandising, positioning stores as destinations for both functional eyewear and fashion accessories.

Expanding Beyond Metros

The launch of the 100th store in Jalandhar highlights the growing demand for premium lifestyle and luxury products in emerging urban markets. With rising disposable incomes, increased exposure to global fashion trends and rapid expansion of organised retail infrastructure, Tier II and Tier III cities are becoming key growth drivers for international brands.

Industry observers note that categories such as premium eyewear — positioned at the intersection of fashion and function — are witnessing strong adoption across non-metro markets, encouraging brands to broaden their geographic reach.

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Alcoholic beverage industry urges Goa govt to defer Deposit Refund System

Published On : Mon, 23 Feb 2026 , 11 : 33 am





The associations held a meeting on February 18 with the Chairman of the Goa DRS Administration Committee Anthony De Sa, excise officials and the selected System Operator (SO) tasked with implementing the scheme

New Delhi: Leading alcoholic beverage industry bodies have appealed to the Goa government to defer the implementation of the proposed Deposit Refund System (DRS) for liquor bottles and cans, citing supply chain concerns and potential revenue losses.

These industry bodies, which together account for a majority of branded alcoholic beverages sold in Goa, claimed the current timeline of DRS implementation is "unrealistic" and could cost the state exchequer over Rs 100 crore in excise revenue from beer and Indian Made Foreign Liquor (IMFL).

Under the proposed environmental sustainability measure to improve recycling and reduce litter, the Goa government plans to introduce the DRS from April 2, 2026. It requires consumers to pay a refundable deposit on bottles and cans, which can be claimed back at designated recycling points upon return of the used packaging.

In a joint representation, the Brewers Association of India (BAI), the International Spirits and Wines Association of India (ISWAI), and the Confederation of Indian Alcoholic Beverage Companies (CIABC) said that while they support the environmental intent of the initiative, the framework has several gaps and key operational details remain unclear.

They demanded that the DRS implementation be deferred until after October this year.

The associations held a meeting on February 18 with the Chairman of the Goa DRS Administration Committee Anthony De Sa, excise officials and the selected System Operator (SO) tasked with implementing the scheme.

They pointed out that specifications and application standards for the proposed Unique Serial Identifier (USI) are yet to be issued, preventing manufacturers from beginning essential inventory pre-building that typically starts in February ahead of the peak season.

Existing applicator systems on production lines would need reconfiguration, which could reduce efficiency by 25 to 30 per cent and lead to a shortfall of 10 to 15 lakh cases during the high-demand summer months, they said.

The associations added that high-speed alternatives would require up to five months for vendor onboarding, installation and validation, which the present timeline does not allow.

"While we support Goa's commitment to environmental stewardship, the current timelines for implementation are extremely compressed and risk causing significant supply chain disruptions for the industry," said Vinod Giri, Director General of BAI.

He said breweries entering the peak summer season have limited operational bandwidth to experiment with new production configurations.

The industry also raised concerns over the preparedness of the selected System Operator.

Sanjit Padhi, CEO of ISWAI, said the proposed deployment of 300 return vending machines would be inadequate to manage the volume of bottles recycled every month in the state.

He further questioned the proposal of a flat Rs 10 deposit on every bottle, irrespective of its retail price, calling it impractical.

The associations also flagged the absence of clarity on bottle recovery pricing, payment timelines, turnaround rates and commercial terms, which they said creates uncertainty across the supply chain.

The industry welcomed the decision of the DRS Administration Committee to form a joint task force with industry representatives to address contentious issues, but stressed that meaningful consultations would require more time.

"We are glad that the Committee has agreed to form a joint task force with the industry to work out the details. However, this needs time and the implementation must be deferred to post-October to ensure genuine environmental impact rather than an undercooked economic disruption," Giri added.

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