

This Valentine's Day, Strengthen Your Bond with Amaltas Diamond Gifts

Category: Business

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This Valentine's Day, Amaltas is making waves with a campaign as dazzling as its lab-grown diamond collection. Known for its innovative approach to marketing, the sustainable diamond brand is rolling out a creative guerrilla marketing initiative that's capturing attention across Delhi NCR. Designed to inspire meaningful gifting, the campaign celebrates love with a sustainable twist.



Celebrate love this Valentine's Day with the timeless sparkle of Amaltas [Diamonds Red Bow Collection](#) in Delhi-NCR

Oversized, elegantly wrapped red gift boxes tied with helium balloons are being placed at iconic locations like Connaught Place, Khan [Market](#), and Select Citywalk Mall. These installations aren't just eye-catching- they're interactive. Each box features a QR code, inviting curious passersby to explore Amaltas' Valentine's collection, which showcases stunning, sustainable lab-grown diamond jewelry.

The campaign adds an element of surprise and delight with photo opportunities and special giveaways, ensuring it's a memorable experience for everyone who encounters it. Some lucky participants may even walk away with exclusive [gift](#) cards or keepsakes to make their Valentine's Day even more special.

"This initiative is about more than just showcasing our brand- it's about starting a conversation around thoughtful gifting," says **Sheetika Tandon, Co-Founder at Amaltas**. *Lab-grown diamonds are not only [beautiful and timeless but also a responsible way to celebrate](#) love.*

In addition to the installations, Amaltas is leveraging social media to amplify its message with witty hashtags like #AmaltasValentine, [seamlessly bridging the gap between the physical and digital world](#).

Whether you're celebrating love with someone special or treating yourself, Amaltas' Valentine's collection offers the perfect blend of elegance, innovation, and sustainability.

About Amaltas Jewels

Amaltas is a luxury lab diamond jewelry brand dedicated to crafting exquisite designs that combine [modern aesthetics with timeless](#) craftsmanship. Known for its commitment to sustainability, customer-first approach, and quality, Amaltas [continues to redefine the jewelry experience](#) for today's discerning consumer.

Website- www.amaltasjewels.com

Instagram- [@amaltas.jewels](https://www.instagram.com/amaltas.jewels)

