

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

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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)

