

BRAND CORNER

India's Gold Obsession Is Splitting Into Two



From Locker to Lifestyle: A New Category Is Being Born

India will always love gold. For Indians, gold has never been just a metal, it represents security, status, tradition, and continuity across generations. It sits at the centre of weddings, festivals, and family wealth.

But something fundamental is shifting. A new behaviour is emerging alongside the old one. Gold is no longer only “locker wealth.” It’s becoming “gold you wear often.” Instead of buying gold only for occasions or storage, consumers are beginning to buy it for daily life, for work, for self-expression, for gifting, and for personal milestones. This shift isn’t replacing tradition; it’s expanding the role gold plays in modern Indian life.

And when behaviour changes, a new category is born.

What's reshaping the narrative right now?

1) High gold prices are changing the format, not the desire

When gold becomes expensive, consumers don't stop wanting gold, the shift to lighter, wearable, lower-ticket options.

2) Regulation is adding trust infrastructure

The BIS hallmarking expansion to include 9K from July 2025 reduces fear and increases standardisation, a major catalyst for mass adoption.

3) Lifestyle is pulling jewellery into "daily wear"

A Redseer industry report notes a clear shift toward lightweight and daily-wear jewellery, driven by changing lifestyles and fashion trends.

4) The consumer mindset is moving from "grams" to "vibes"

Younger buyers increasingly value:

- design + brand trust
- everyday usability
- gifting and self-expression more than just purity.

Brand Spotlight:

Mia by Tanishq

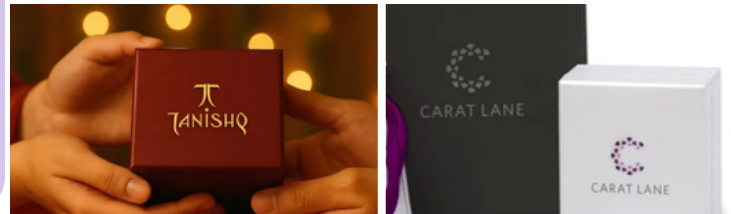
Mia has been piloting 9K jewellery in select markets, explicitly aligned to "wear your gold" rather than "store your gold."

CaratLane

CaratLane has a dedicated 9KT assortment, positioned around lightweight, accessible entry points clearly built for everyday adoption.

The wider ecosystem is mobilising

Industry coverage shows manufacturers and retailers building this price band aggressively (including collaborations and retail pilots).



Magsmen's Strategic Lens:

Own a use-case, not a karat

Categories are built on moments. Anchor the brand to life situations like workwear, everyday gifting, or stack-and-style jewellery. When gold fits into daily routines, it becomes a habit. And habits create repeat buying.

Build the trust stack (India's non-negotiable)

Clear pricing logic, simple hallmark education, and exchange or upgrade options reduce hesitation. In Everyday Gold, trust isn't an add-on, it's the product itself.

Run it like fashion, deliver it like fintech

Create desire through drops, collections, and creator-led styling. Convert that desire with price-band merchandising and disciplined buying tools like subscriptions or savings plans.

Make design the value

In this category, weight doesn't drive value, design does. Strong aesthetics and brand identity create differentiation, loyalty, and margin.

Brand with Magsmen

Ready to dive into the world of Indian brand success? Let's get started!