



Fact file

The beginning: Launched in 1995, Tanishq is the jewellery division of Titan Industries. It has established itself as the most desirable and trustworthy jewellery brand in India. In 2005, the company launched a new jewellery line, GoldPlus, for semi-urban and rural areas.

The store: Tanishq stores are all about experience. The product portfolio includes jewellery for everyday wear and for occasions, in 22-carat gold, diamonds and precious gemstones. The jewellery designs range from traditional to contemporary and are available in several styles such as *jadau* and *kundan*. The GoldPlus brand focuses on local tastes in 22-carat gold.

The spread: Tanishq has 104 stores in 71 Indian cities; GoldPlus has a presence in 21 towns.



Jewellery is about purity of gold and stone and settings in exquisite designs. But more than that, it is about emotions, a little secret that Tanishq knows well. And therefore, at Tanishq, jewellery is not a product but a piece of art; and shopping for jewellery is an exalting experience.

Footfalls to Tanishq stores have increased in the recent years. The pull factors have been trust, reliability, designs and the shopping experience. Tanishq stores are quite distinct as the environment is conducive for customers to browse. The manner of display, ambience, salesperson behaviour, the showcasing of new collections, is all designed to encourage the new-age consumer to shop in a friendly environment.

The jewellery spread is a blend of traditional values and modern outlook. The collections though rooted in Indian ideas have a contemporary expression. Of late, Tanishq has taken up special projects. Three years back, the company designed the jewellery for Bollywood movie *Paheli*. More recently, they spent two years crafting jewellery for historical magnum opus *Jodha Akbar*. Through its jewellery, Tanishq captured the opulence and glory of the Mughal era. This collection has had an immense customer impact.

Catering to the semi-rural and rural population, is the GoldPlus chain of stores. GoldPlus is strongly positioned to serve the 22-carat gold wedding jewellery market. The jewellery designs at GoldPlus stores are mostly traditional. The décor is understated with an emphasis on regional tastes, making customers feel comfortable.

The big moment for Tanishq will come in August 2008 when the company opens Tanishq stores on US soil — in Chicago and New Jersey. Distinctively targeted at Americans (and not just NRIs) the stores will encourage browsing and will be a new experience for the American jewellery buyer.



Ethical practices and an unmatched shopping experience are key differentiators, as opposed to other jewellery stores. We broke all rules to make the brand more approachable. We are looking at a growth of 40 per cent and 40 new stores for the two brands.
**CK Venkataraman, COO,
Tanishq, Titan Industries**

