



TANISHQ

In a market that has traditionally been dominated by family jewellers, it took the entry of Tanishq, India's largest, most desirable and fastest growing jewellery brand from the house of Titan in 1995, to give Indians access to a product whose promise was truly as good as gold.

Tanishq's appeal lies in the wealth of its designs and purity of gold. It has won the trust and admiration of customers and created a unique position for itself in the marketplace. The association with Bollywood blockbusters like Paheli and Jodhaa Akbar and the 2003 Miss India beauty pageant have enhanced the brand's appeal, lending it an aura of elegance and grandeur.

Tanishq stands out as a brand that abides by values of trustworthiness, credibility and respect. The power of the brand was further enhanced with the introduction of karatmeters — a tool that helped customers gauge the quality of their gold — in every Tanishq outlet.

By introducing revolutionary, innovative designs in a market that worships tradition, the brand created its own tradition of retail success. Yet Tanishq is more than just a jewellery retailer. It stands for reassurance of quality and ethics. The fact that it belongs to the Tata family assures the customer that with Tanishq, all that glitters is certainly pure gold.

