



Tanishq Jewelry: A Twist on Tradition
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Region

Geographic Characteristics:

India is located in South Asia, sometimes referred to as the Indian Subcontinent, on the Indian Plate. India is the seventh largest country in the world with a total area of 1,269,219 sq miles. North to South the country stretches 1,997 miles and 1,860 miles east to west. India is slightly larger than one-third the size of the United States and is located north of the equator. The country is situated at 8 degrees 4' and 37degrees 6' north latitude and 68 degrees 7' and 97 degrees 25' east longitude. India is bordered by Bangladesh, Bhutan, Burma, China, Nepal and Pakistan. India has a 4,671-mile coastline and is surrounded by the Arabian Sea to the southwest, the Bay of Bengal to the southeast and south lies the Indian Ocean. (India). The Himalayan Mountain range defines Northern India. India is comprised of twenty-eight states and seven union territories of India. India has 9009 miles of navigable waterways that are used for transporting goods through the country ("CIA: World Fact Book").

The vast size of India splits the country into multiple climate zones ranging from tropical in the south to alpine in the north. Cold temperatures mark the northern alpine climate in the higher altitudes of the Himalayan Mountains. The subtropical climate, marked by hot, wet summers with rainfall and cold dry winters is typical of the Indian climate. The wet monsoon and the tropical dry areas characterize tropical regions of the south. Tropical wet monsoon is marked by an average temperature in the mid sixties degrees Fahrenheit and high rainfall. In Tropical dry areas of the region, rainfall is not common. Typically high temperatures, as high as 120 degrees Fahrenheit, with low rainfall, mark the arid climate region of the west. India also experiences four seasons. Winter months are from December to February. Temperatures in the north tend to drop during this period, in the south the climate is mostly regulated by the Arabian Sea, Bay of Bengal and India Ocean with little noticeable change. The summer months last from March to June where temperatures rise and the hot winds are present in the region. The advancing monsoon season lasts from June to September and is marked by heavy monsoon rainfall, thunderstorms and high winds. In November the monsoon retreats to mark the retreating monsoon season and rainfall decreases overall (India Climate).

Region

Economic Factors:

India is the world's largest democracy with a rapidly growing economy and a total population of 1,139,964,932 people. The population is growing at an average of 1.55% a year. India is set to overtake the position of most populated country in the next 25 years (CIA: World Fact Book).

India has the world's 12th largest economy. India falls within the lower middle-income level. The country's GDP in US dollars is \$1,159,170,000,000. GNI per capita is \$1,040 USD. The economy has seen an average growth rate of 7% over the past four years (CIA: World Fact Book).

More than half of the Indian population depends on agriculture for their income. Services accounts for 54% of the GDP, industry for 29% and 18% is agriculture. India is also a large exporter of informational systems and software services. The unorganized workforce makes up almost 60% of the national economic output of the country. India has a 5% unemployment rate. 63% of Indian people over 15 years of age are literate. Life expectancy is 64 years old (India World Bank).

India's wealth distribution is very unbalanced. India has 53 of the world's billionaires yet more than 35% of the population in India lives on less than one USD a day. 28.6% of the Indian people fall below the national poverty line. The top 10% of the population holds 53% of the country's wealth ("India Rising" BBC).

Country Characteristics

Political and Legal Factors:

Much like the United States, India has created a constitutional system to govern the country. India's government adopted their constitution on November 26, 1949, but it did not take effect until November 26, 1950. India's government is comprised of three different branches including, executive, judiciary and parliament. The Prime Minister, along with the Council of Ministers, works together with the President to govern India. The President is in charge of the executive branch, but the Prime Minister helps advice and rule. Every five years, India has elections for presidency. The Electoral College is the group that elects the

President. India also has a Vice President. The country is divided up into separate boundaries that they call states. Each state has both a governor and a Chief Minister. Together they balance the power so that one does not have more power over the other ("India's Politics").

India has seen conflict with their government over the past few years. A variety of ethnicities and religions make India a very controversial country. This makes it difficult to control violence or criminal acts. Citizens in India are not all in support of the new democratic-style government. With the federal system put into place, India has a strong central government where the majority of power and control lies with the Prime Minister ("Indian Government, Politics in India, Indian constitution").

In India, there is a caste system in effect. Still, the majority of people would debate that this system is what works best for the people of India. The different castes are called *jatis* in India, and people are born into these different jatis. There are five levels to the Indian Caste system. They include Brahman, Kshatriya, Vaishya, Shudra, and Harijans ("Indian Caste System").

Priests are in the Brahman jatis. Rulers, warriors and landowners make up the Kshatriya jatis, while the Vaishya consists of merchants. Artisans and agriculturalists fill the Shudra jatis. Lastly the Harijan consists of what they call the "untouchables". This group of people is considered to be outside of the caste system. They have little to no rights in society and are usually outcasts ("Indian Caste System").

Consumer and Culture

Demographic Features:

India has one of the largest populations in the world. It is only second behind China for the most populous country. Fifteen percent of the world's population lives in India. With such a widespread of consumers, advertising in India is extremely difficult ("Demographics of India").

The majority of the population is in younger age groups. Children 15-years-old and younger make up forty percent of India's population. Only four percent of the population is 65 years and older. The population growth rate is at 1.58 percent in India, and the life expectancy is 61.89 years for a male and 63.13 years for a female ("Demographics of India").

Hindi is the main language in the country, but there are 17 other languages that are recognized in India. Some of these languages include Bengali, Telugu, Marathi, Tamil, Urdu, Guarati, Malayalam, Oriya, Punjabi, and Kannada. Along with a variety of languages, there is a variety of religions practiced in India including, Hindu, Muslim, Christianity, Sikhs, Jains, Buddhists and Parsis. Eighty-three percent of the population practices Hindu ("Demographics of India").

Even though the majority is Hindu, there are still 120 million people who are Muslim in India. The main ethnic group among Indians is Indo-Aryan. Seventy-two percent of the population is Indo-Aryan while only twenty-five percent is Dravidian. Three percent of India is a mixture of Mongoloid and other ethnicities ("Demographics of India").

In India, 65.38 percent of the population can read and write by the time that they are fifteen years old. Only 51.38 percent of females are literate. Even though there is a great number of Indians that are illiterate, India stands strong as a competing country in academics. India's economy has seen incredible growth over the past few years. Higher education is credited for much of the boosting economy. Education is highly valued by most citizens in Indian cities ("India Education").



Consumer and Culture

Cultural Factors:

In India, Power Distance has a ranking of 77; well above the world average 56.5. This indicates that the society has more inequality of power and wealth and the country's population is more prone to accept it as normal.

The Long Term Orientation Dimension for India is 61, compared to the world average of 48.

Masculinity is 56, just above the world average of 51. A higher number in this dimension means there is a larger gap in values between men and women and may also show the population as more competitive and assertive.

Individualism is just above the world average. This means people in the population feel more loyal to themselves and those close to them such as immediate family.

Uncertainty Avoidance in India is only 40, where the world average is 65. This means this culture is "more open to unstructured ideas and situations. The population may have fewer rules and regulations with which to attempt control of every unknown and unexpected event or situation, as is the case in high Uncertainty Avoidance countries." (HOFSTEDE)

Consumer and Culture

Language, Attitudes and Beliefs:

India has a population of 1,156,897,766. The country is very religiously diverse and these religions play a huge role in the life of the population. The most abundant of religions is Hindu, which 80.5% of the country practice. Other religions are practiced as well, as India is 13.4% Muslim, 2.3% Christian, 1.9% Sikh, and 1.8% other. (CIA)

“Meri samajh mei nahin aaya” is Hindi meaning “I don’t understand.” This is a necessary phrase because India has so many languages recognized by the central government and still many that aren’t. (Kwintessential) English is a subsidiary official language of the country and Hindi is spoken by 41% of the population. There are 14 other official languages: Bengali, Telugu, Marathi, Mamil, Urdu, Gujarati, Malayalam, Kannada, Oriya, Punjabi, Assamese, Kashmiri, Sindhi and Sanskrit. (CIA)

In India, weddings are the one occasion that tops all the rest in the amount of jewellery bought. The bride’s family gifts her with jewellery sets consisting of earrings, chokers and bangles. Both men and women wear wedding rings. Depending on the region of India and one’s religion, different pieces of jewellery are considered necessary to show one’s married status. Some garnish themselves with toe rings, cartilage rings, nose rings; all symbolizing different things. The mangalsutra is a necklace of gold string with a pendant at the end and is to be worn by a bride until her husband’s death. It is tied around the bride’s neck by the groom and symbolizes the union of marriage and the love and respect to be shared. The mother of the bride gives her the chooda, bright green and red bangles that must be worn for at least 40 days after the wedding (Indian child). The length of time this jewellery must be worn has brides in India searching for lighter jewellery.

Clothing in India differs by location because of culture, geography and climate. Women traditionally wear draped garments (sari) made of cotton. Exposure of skin and wearing tight fitting clothes are discouraged. Men also wear loose fitting clothing called dhoti or lungi (Wikipedia). The up and coming India consists of trend followers who are fashion forward. Styles of clothing in Bollywood films start trends that are followed across India (Indian child).



Consumer and Culture

History of Jewelry in India:

Jewelry holds great significance in Indian culture especially for women. Indians have been using jewelry for ornamentation for centuries. Jewelry is especially important in gift giving in the Indian culture (Indian Jewelry).

The significance of jewelry in Indian culture has much to do with its association to religion. The Hindu creator of the universe was born from a golden egg and gold is associated with fire, which holds great significance in Indian religion as well. It is often associated with the God Lakshmi, the goddess of wealth. Gold jewelry is most often given as gifts for religious events.

Women possess jewelry as a form of status and security. Jewelry is linked with power, status and wealth. Indian women, possess jewelry that they rarely or never take off. The more jewelry the high level of wealth and influence a woman is seen to possess. Women can also sell their pieces if they are ever extremely in need of money, but only in the most desperate of situations. Jewelry is a very significant part of Indian women's lives so this is rarely ever done and only in the most dire of situations (Significance of Indian Jewelry).

Jewelry is most often gifted to women for important events in their lives. Birth, marriage, coming of age, and motherhood are a few occasions on which women can receive jewelry. Popularity of certain jewelry pieces and designs vary from region to region in India (Significance of Indian Jewelry).

Although Gold is the precious metal of choice and historically more significant, over the past decade, it is becoming more common to see the incorporation of diamonds in gold jewelry (Branded).

In the past, the jewelry industry has been an unorganized conglomeration of family owned and run businesses. Typically an Indian family has a few family jewelers, which they go to for their jewelry needs. Branded jewelry, such as Tanishq, is gaining momentum in the industry and creating a new aspect in the market. Tanishq, as well as other branded jewelry, offer reliable, quality jewelry in a showroom setting. The pieces are often more intricate and unique therefore seen as more precious (Gems).



Category

Market Size:

The Indian jewelry industry is one of the countries fastest growing industries with an annual growth rate of almost 15 percent. The 13 billion dollar Indian jewelry market is one of the largest in the world, second only to the United States. The Indian jewelry industry is estimated to grow to USD \$21 billion by the end of 2010 (Gems).

The industry has two major segments, gold and diamonds, with gold holding almost 80 percent of the market. India is the world's largest consumer of gold, consuming 20 percent of the world's gold. Indian also has the world's largest diamond cutting and polishing industry in the world. These factors, combined with the cheap local labor are a major factor in the success of the Indian jewelry industry (Indian Jewelry).

The jewelry industry in India is characterized by high fragmentation and un-organization. Family owned businesses run around 96% of the market. . It is estimated that 2.5 million jewelry shops in India are family run. Although the Indian jewelry industry is largely held by the unorganized, family run sector, the organized sector, which includes branded jewelry, is becoming more popular, gaining momentum and followers among Indians. The branded, organized, Indian jewelry sector is estimated to grow at 40% annually and likely be worth USD \$2.2 billion by the end of 2010 (Gems).

Market Share:

Tanishq is the branded jewelry business division of Titan Industries, the watch company owned by the TATA Group, one of the biggest business groups in India. Tanishq brand jewelry largely appeals to the female population of India. (Tanishq Website).

Tanishq's branded jewelry played a part in the transformation and acceptance of branded jewelry sector in the jewelry industry in India. Although branded jewelry comprises only about 4% of the Indian jewelry market, Tanishq is a leader in the category, helping to legitimize and gain acceptance of branded jewelry in the organized sector. Tanishq is one of the first brands to introduce "collections" in the jewelry industry (Tanishq).

Currently Tanishq holds 3-4% market share. The organized, branded sector of jewelry is growing in India and Tanishq hopes to gain influence and market share through its reputation and standard of business excellence not yet seen in the Indian Jewelry industry. Tanishq brings product reliability as well as a new way to buy, show and sell jewelry in India. Tanishq hopes that its creativity and innovation in branded jewelry will help it to become the "avatar version of Cartier, Tiffany and Espirit all rolled in one."(Tanishq Website).



Category

Core Benefit:

Tanishq prides itself for being a high-quality jewelry provider in India. They have raised the bar on exquisite gold jewelry, while also expanding their selection in gems and diamonds.

In a country such as India, jewelry means everything. For women, jewelry is a symbol of their status in society. It is also a symbol of their relationship status and the value of their families. Tanishq entered into the high demand market for jewelry and gems.

In 1994, the Tata Group in India launched their new line of jewelry. They combined the two words, Tan and Ishq, to create the company name, Tanishq. Tan means body and Ishq means love. When it first started, Tanishq excelled in the jewelry and jewelry watch collections. Tanishq originally had marketing these products to the European and American markets, but they had to change their strategy after the two western economies entered into recessions (“Tanishq: A Sparking Journey”).

When first starting the brand, Tanishq started to combine modern with traditional. Many women in India wanted the look of more modern pieces, but they did not want to lose that sense of tradition. The Indian culture is very important to most Indians, and jewelry plays a huge role in an Indian’s everyday life. Tanishq saw an opportunity to mix both modern and traditional so that they could please both sides of the spectrum.

Tanishq launches new lines of jewelry as rapidly as possible. They strive to give the customers a sense of specialty with their products. With a sense of customization, every woman gets to feel like her jewelry collections are unique.

Tanishq separated itself from other jewelry brands by innovating a new way of checking the purity of gold. The karat meter is a device that can measure gold’s purity without damaging the metal. This helped separate Tanishq’s pieces from others (“IIJW: India International Jewellery Week”).

Also, Tanishq ensures that their jewelry and their brand practices safe and ethical means of selling and reselling. Tanishq also demands adequate policies for the employees and manufacturers. Each customer can feel secure and satisfied knowing that their jewelry obtains a certification of purity (“IIJW: India International Jewellery Week”).

To stay ahead of the game, Tanishq often launches new lines of jewelry. In 2010, Tanishq released their newest line of jewelry called the Glam Gold. Glam Gold is targeted to females who want the modern looking pieces of jewelry while still portraying characteristics from the Indian culture. Consumers can find a variety of pieces from the collection. Pendant earrings, ear studs, bangles, necklaces, and hoop earrings are just among a few pieces that are available in this line (“Glam Gold 2010 line launched by Tanishq”).



Category

Glocal:

The Tata group in India is a conglomerate giant. The group owns dozens of companies in numerous areas, one of which is Titan Industries. This company was especially well known for manufacturing watches with “quartz technology with international styling” (Tata). With the success of their watches, Titan Industries decided to go the more feminine route and dive into the jewellery industry, thus creating Tanishq. (Tanishq)

Tanishq is India’s largest and fastest growing jewellery brand with an extensive amount of high-end jewellery made of gold, gems and diamonds. The brand was launched in 1994 and aimed at the European and American markets. As Tanishq was making its entrance into the market, the West was making a change and economy was slowing. Directing marketing and sales toward Europeans and Americans was no longer so lustrous (Tanishq).

The focus has reverted back to the Indian market and through extensive research; Tanishq has established a market for “branded jewellery and ornaments” (Wikipedia). The company now competes with the traditional idea of “family jewelers.”



Campaign

Message Development:

The Tanishq Jewelry brand relies on its creativeness and innovations to sell jewelry in India. Tanishq's target audience is the urban middle to high-class women with a taste in high-quality branded, collection jewelry. Tanishq jewelry is seen as a reliable product backed by a new standard of business ethics.

Not only is the jewelry itself innovative but the technique in which it is sold is new and elite to the jewelry market in India. The switch from unorganized family jewelers to branded jewelry sold in showrooms stores across the country is appealing to those who seek elite products. Tanishq aims to make jewelry not only a status symbol and investment for women. Tanishq has shifted the focus of jewelry from content to design and based on aesthetic appeal. The jewelry is also seen as innovative for its lightweight and high quality with a premium price tag (Tanishq Website).

Although many players in the Indian jewelry are looking to the growing, more financially stable rural middle class, Tanishq has kept its focus on the urban population that has an eye for aesthetically pleasing, creative and innovative jewelry. This jewelry, which is sold in collections, such as the Aria, Mystique, Nuvo, Noor or Solo collections, offers entrance by those who wear it into a distinctive group of branded, high quality jewelry purchasers, which again shows distinction, wealth and status (Tanishq Website).

The Tanishq Jewelry brand relies very much on its message of being the new era in jewelry. With jewelry that combines the old idea of gold and tradition with the use of the newly accepted diamond jewelry, Tanishq aims to be "The New Tale of Tradition" (Tanishq Website).



Campaign

Message Delivery:

Tanishq has found a variety of mediums to utilize for sending their messages to their target audiences. With utilizing several different media outlets, Tanishq has been able to reach a much greater amount of consumers.

Tanishq has focused on achieving two goals. One is to attract new consumers and the other is to lock in those consumers. Tanishq wants to create relationships with their customers so that they will continue to return for more purchases. The company is now in sixty different store locations across India (“Tanishq-Integrated Marketing Communications”). Advertising for Tanishq is spread across multiple different mediums. Getting into the media is a vital move for the company. Along with media advertising, public relations has also helped Tanishq sell their pieces of jewelry. To draw in new customers, they partake in many in-store events along with direct marketing. With direct marketing, Tanishq is able to talk to their consumers directly. Tanishq uses qualitative research and conducts focus groups to understand their consumers’ wants and needs (“Tanishq-Integrated Marketing Communications”).

Print media has been popular for Tanishq. They focus on running advertisements in leading newspapers and feminine magazines (Tanishq Jewellery Brand Project”). Tanishq’s advertisements on television are focused to hit a consumer with an emotional appeal. The commercials are generally focused on engagements, marriages, and other occasions that represent love and relationships (Tanishq Jewellery Brand Project”). The most popular form of advertising for Tanishq would be with product placement. Bollywood is extremely influential in India. Bollywood actress, Karishma Kapoor, is the face of Tanishq and stands in as the brand ambassador for the products. Actress Rani Mukherji wore Tanishq jewelry in the Indian movie, Paheli. Sales spiked after audiences saw Mukherji wearing these pieces. In the movie, Jodha Akbar, the jewelry worn by actresses was from a product line that Tanishq named after the movie (“Tanishq Jewellery Brand Project”). In India, product placement is very successful and influential. Tanishq has placed many products on soap opera actresses and other females that are seen on television. Within hours, the products seen on television are usually sold out completely.



Campaign

Metrics:

“Tanishq is India’s largest and fastest growing jewelry brand.” As of March 31, 2010, Tanishq had 114 stores in 75 different towns in India (Google finance).

In the last financial year, Tanishq had retail sales of over 3000 Crore or 676.9 Million American dollars. The company uses the latest technology to produce its jewelry and has a unique way of checking the purity of gold without damaging it. When shopping for jewelry, customers are not taken to a store, but rather a “showroom,” exhibiting the classiness of the jewelry.

Tanishq is a more upscale company. Its parent company, Titan Industries, has started a more urban and rural customer-driven company, Goldplus. This new brand offers the same styles of gold jewelry, in 18-karat and 22-karat, embellished with diamonds, Cubic Zirconia and other precious stones.

Titan Industries has also created Zoya, the most upscale of its jewelry, which offers “exclusive designs,” (Titan).



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