



# A Girl's Best Friend?

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# The India Story : Today's Successes, Tomorrow's Challenges



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# Multiple factors driving Diamond Jewellery demand

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Sight-holders enter retailing

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# Investments by DTC

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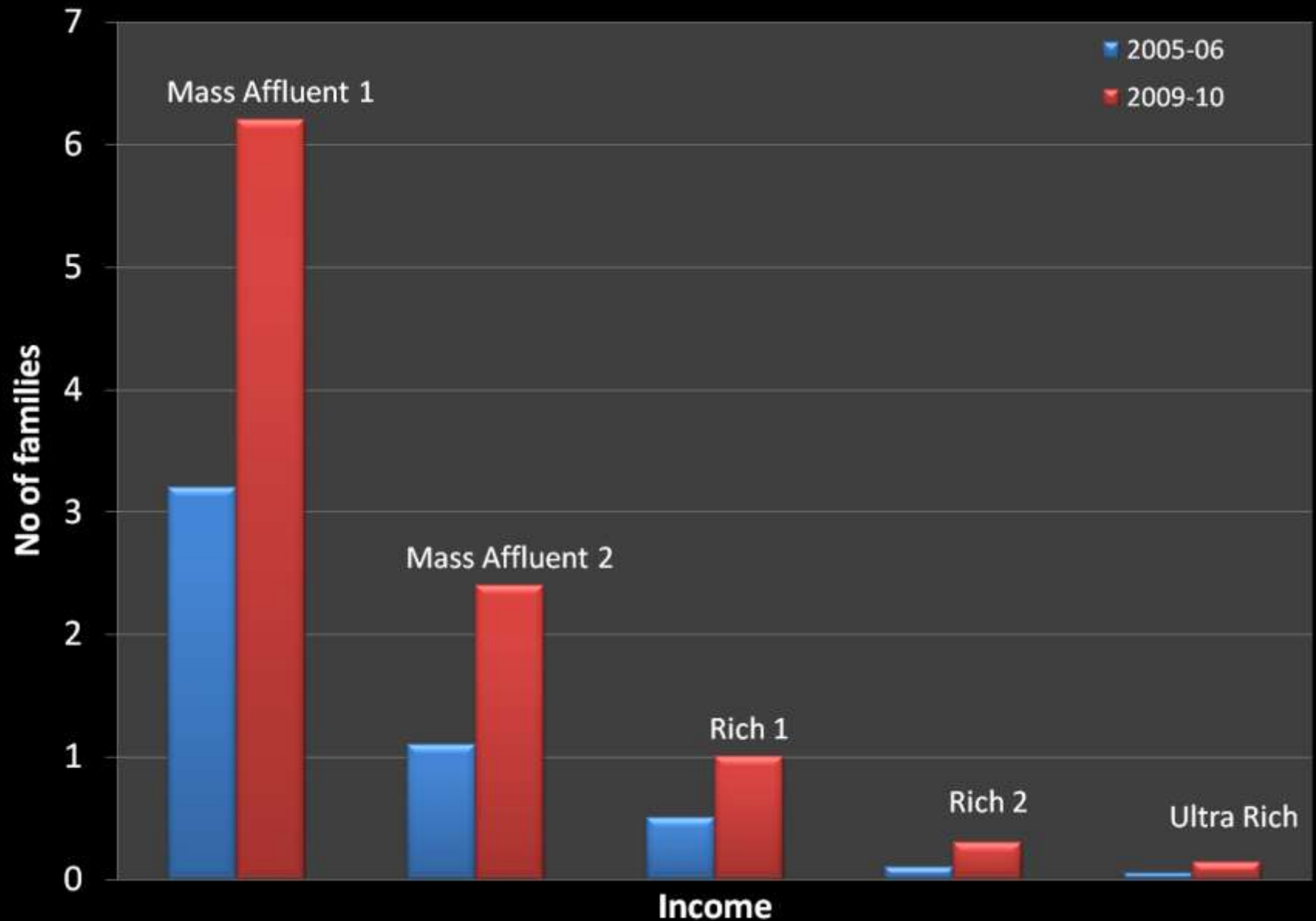
# Entry of new corporate players



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# Growing income, changing mindset



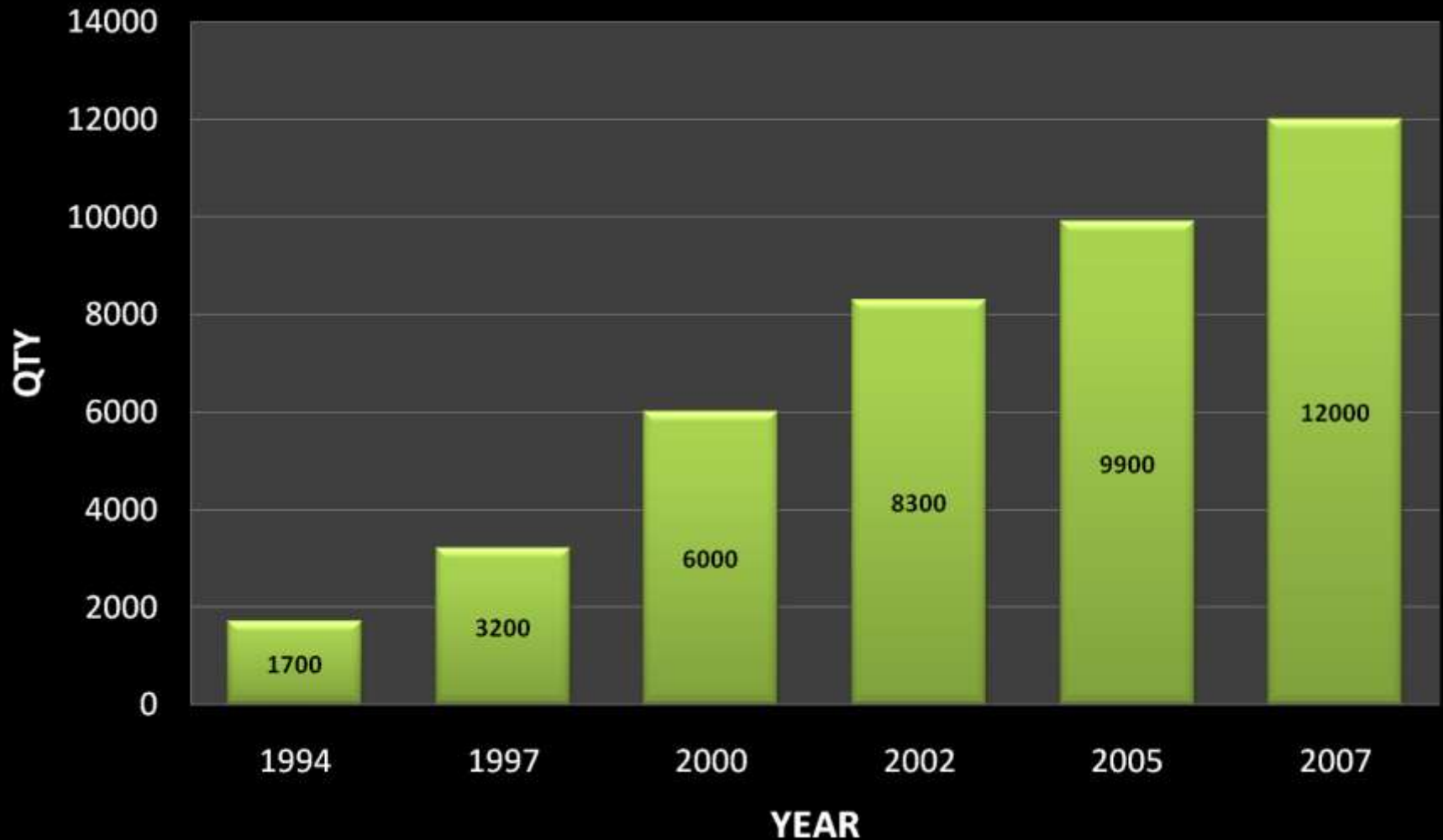


# Impressive results

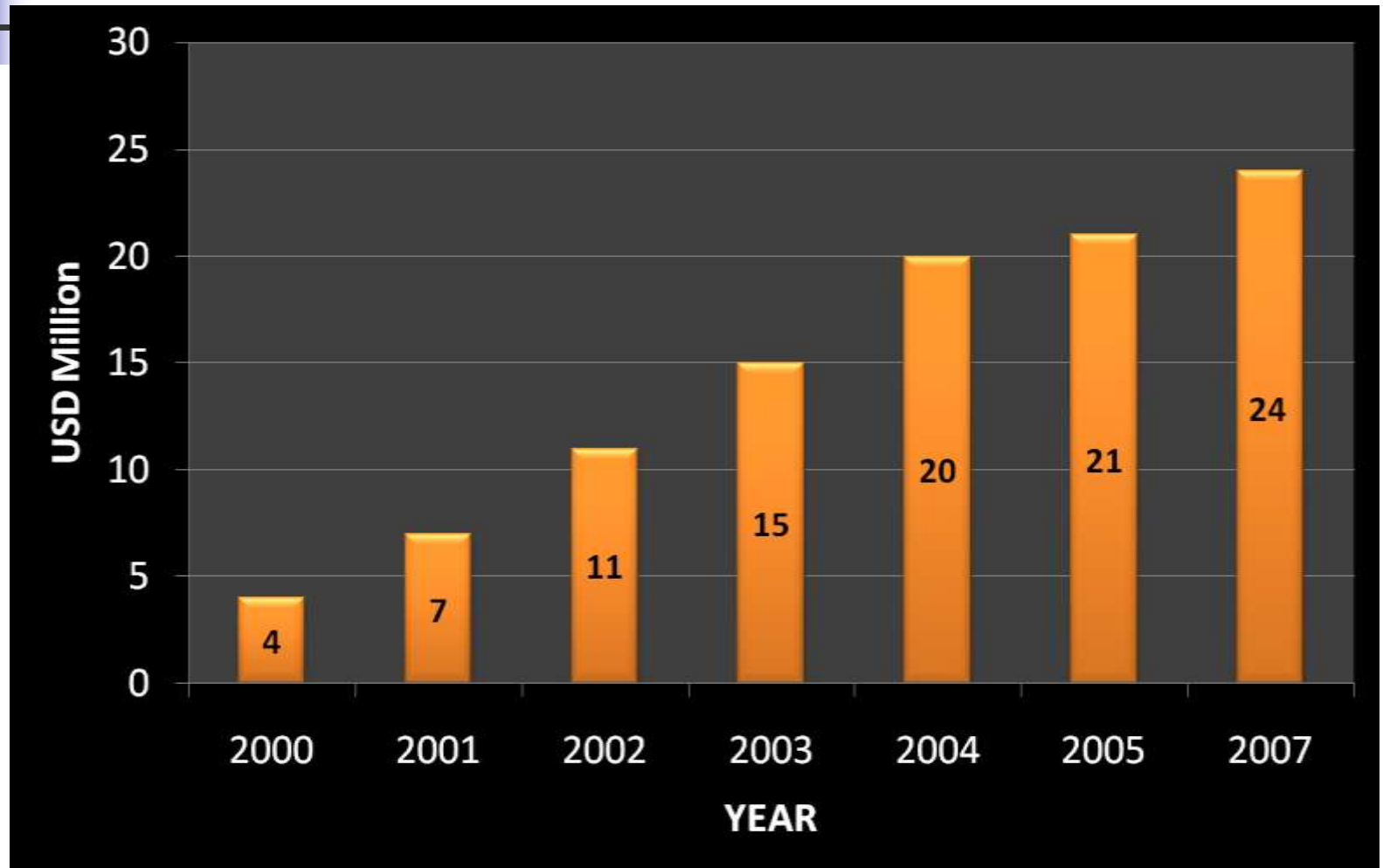
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- 18% CAGR in the last many years
- 3 billion USD retail value

# Retail outlets



# Marketing spends, USD million



# The angles to jewellery in India



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# Investment

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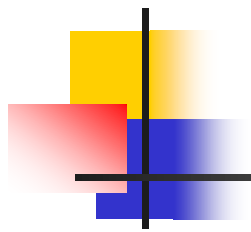
USD 2 to 3 billion worth of  
jewellery is exchanged every year!



# Culture

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# Saptama



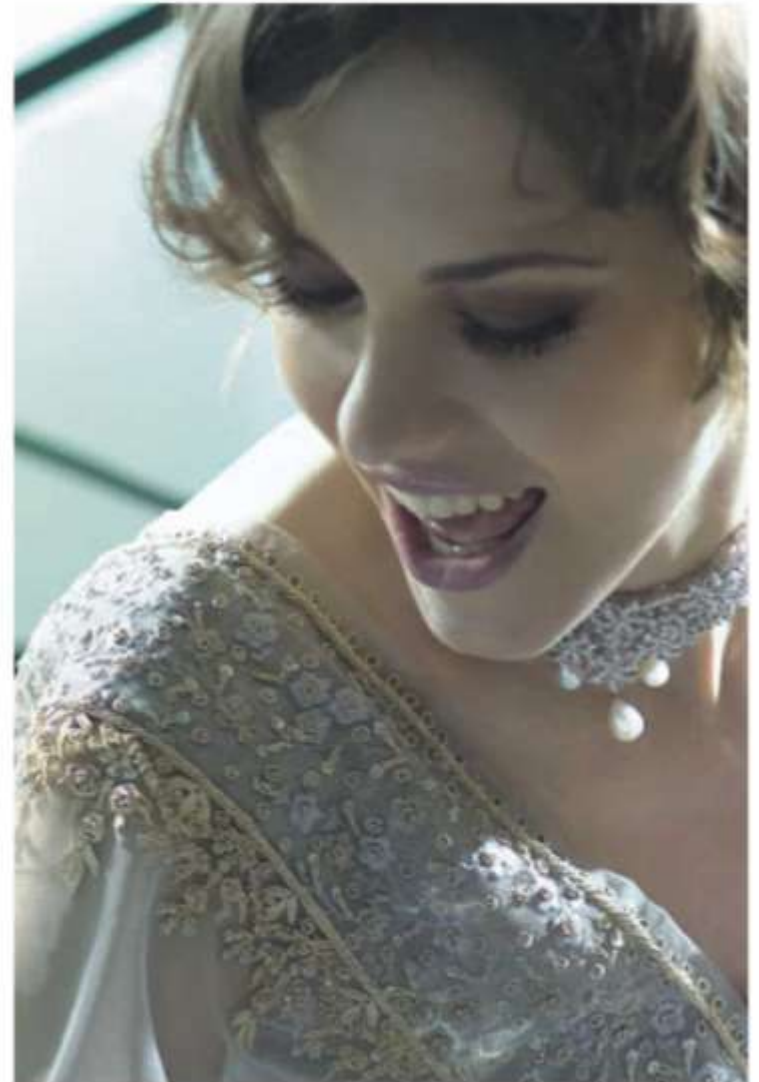
*Chaturtha phera*

The fourth phera is taken for the attainment of happiness and harmony for a long joyful life together.

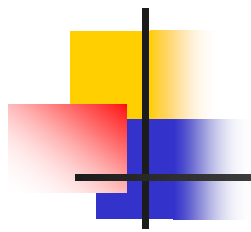
In this step the bloom of joy and eternal love is showered by the bride.



The pearls stand for wisdom, and the diamonds add that extra sparkle to the piece.







TANISHQ  
*Saptam*  
SAATH PHERAS

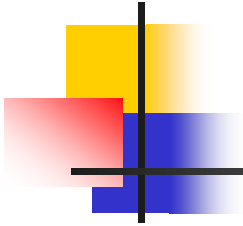


Manufactured & marketed only in the territories of Tanishq, Jaipur



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The appearance of the jewelry is a testament to the strength and beauty of the diamond. The jewelry is a testament to the strength and beauty of the diamond. The jewelry is a testament to the strength and beauty of the diamond.







# History

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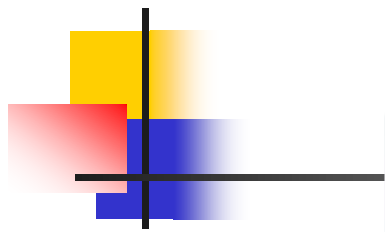
Will diamonds still remain a  
girl's best friend in 2025?

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# Fast-paced lifestyle, international dress code

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- Is the jewellery too heavy, too ornamental to fit in?
- Modern forms, new materials, easy to fix and remove





1.



2.



3.



4.



5.



6.





# Spending from future income vs Saving for the future

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- No one's thinking about "saving up for a rainy day"
- Lower clarity stones, lower karat gold

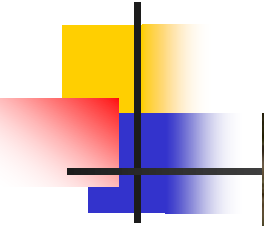


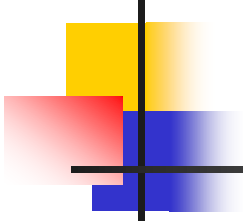
# Shopping as a pleasure vs Shopping as a task

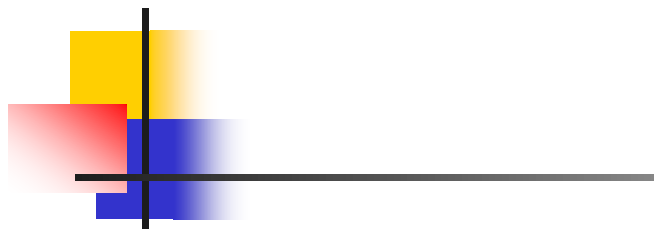
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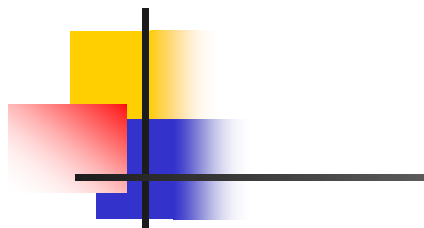
- Is the jewellery store designed for the woman or for the family?
- Break down customer-salesperson barriers and help customers browse; align store personality around emerging values; sales staff as consultants, not “commission sharks”
- DIY kits, design competitions, jewellery experts
- Make jewellery stores a cool, fun place to go to, a stress-buster for the woman













Thank You

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