

Tanishq

Parent Company

Tata Group

Category

Jeweler and Diamonds

Sector

Lifestyle and Retail

Tagline/ Slogan

Pure Jewellery Pure Joy; Pure India Pure Tanishq

USP

One of the largest jewelry brands in India

STP

Segment

Women who love jewelry

Target Group

Urban women premium and upper class

Positioning

Tanishq diamonds embark the aspiration of emerging Indian women who uses tradition rather than being

SWOT Analysis

Strengths

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| 1. One of the most trusted jewelry brands in India |
| 2. Strong backing of the Titan Industries of the Tata Group |
| 3. Excellent branding and advertising through TVCs and print ad campaigns |
| 4. Association with celebrities as brand ambassadors to reach out to the customers |
| 5. Apart from Indian jewelry in wedding and diamond collections, also offers simplistic and low-priced jewelry |
| 6. Has its presence in over 100 Indian cities |

Weaknesses

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| 1. Limited global presence as compared to a few other international brands |
| 2. Tough competition from other jewelry brands means limited scope of growth |

Opportunities

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| 1. Global penetration in other countries |
| 2. Acquisition of smaller businesses to increase brand position and reach |
| 3. Tie-ups with corporate and business partners |

Threats

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| 1. Economic fluctuations mean people decrease their spending |
| 2. Govt policies, taxes etc also affect the premium jewellery segment |
| 3. Trends change quickly, hence innovations and R&D are investments |

Competition

Competitors

1. De Beers
2.Nakshatra
3.Ddamas
4. TBZ
5. Reliance Jewels