

TANISHQ

BEJWELED SAGA

The brand started operations in 1994 and by November 2012, its 150th showroom came into being. It initially targeted the European and American markets for buyers with a flair for India's famed ethnicity and manufactured exquisite pure jewelry alongside traditional elegant watches.

With India's passion for the yellow metal coupled with the brand trust epitomized by the Tata Group, Tanishq was soon able to make its mark in the domestic market too.

Tanishq revels in the majestic Tata legacy and the brand name is derived from conjugating the words- TAN meaning body and NISHK meaning gold coin or necklace in Sanskrit.

NEW AGE PERSPECTIVE FOR MODERN WOMEN

With their exquisite range of tastefully crafted wedding collections, Rivaah; Tanishq has also catered to a varied range of designs and ensembles for various occasions. The company has successfully displaced the prevalent family jeweler system in India and has become the most sought after jewelry brand. The company has launched the Jodha Akbar collection which celebrates the amalgamation of the Mughal's and Rajput's traditions. Subsequently, more jewels were added to the Tanishq crown with the launch of Niloufer, Inara and Padmawati collections among others.

CARING FOR THE STAKEHOLDERS

Among its most notable initiatives was the introduction of the Karatmeter, for checking the purity of the gold ornament. The Gold Harvest



Scheme was launched to enable customers to plan for big jewelry purchases. The company swears by its strict quality control policy and is committed to providing each of its customer's value for their money. As for the diamonds, rough pieces are sourced from major mining companies of the world and undergo stringent checks before embracing the Tanishq logo.

Tanishq diamonds are certified by highly skilled graders at Bharat diamond bourse which is the world's largest diamond bourse.

Not only that, Tanishq takes great care of its workforce by providing them with excellent healthcare facilities and congenial working conditions along with periodic training sessions to enable them to sharpen their skills.