



**INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY**

**MBA FT - 2020-22**

**Institute Assisted SIP- Phase 2 Report**

**TOPIC: - Comparative Analysis Of Brand  
Communication Strategies Of Two Competing Brands**

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**Project Title:** Comparative analysis of Brand communication strategies of two competing brands.

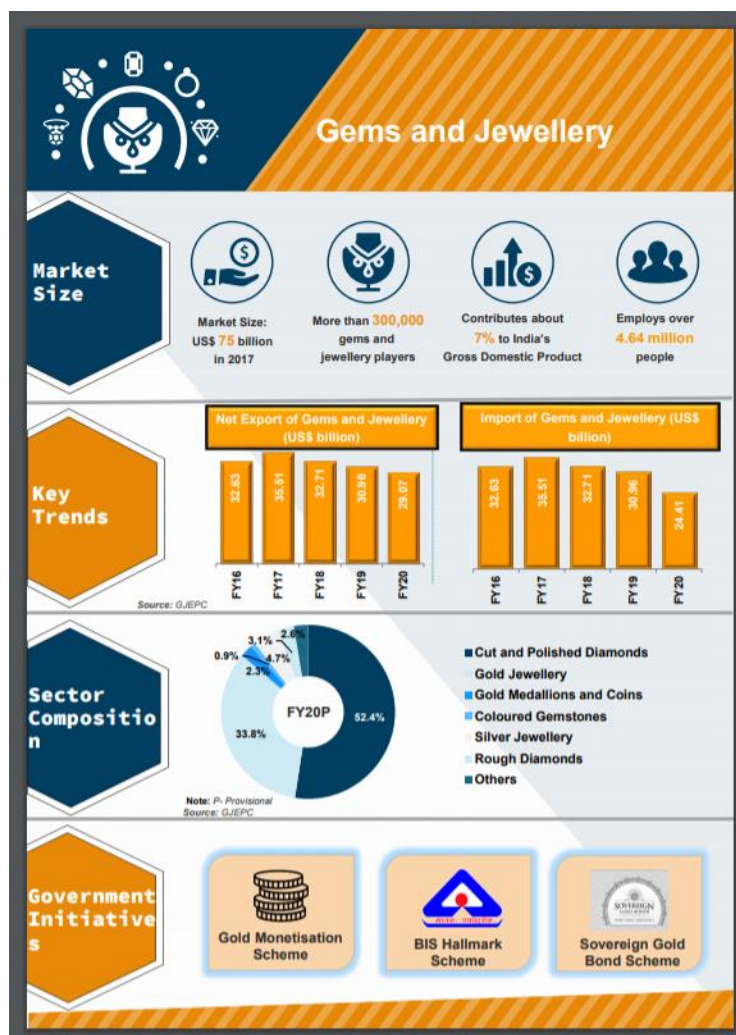
**Two Competing Brands:** Tanishq & Kalyan Jewellers.

**Description:** In this project the communication strategies of both the brands will be known and discussed.

**The Organization & Business Sector:** Indian Jewellery Market.

**The Product & the Services:** Jewel made up of Gold, silver, Platinum.

## INDUSTRY OVERVIEW



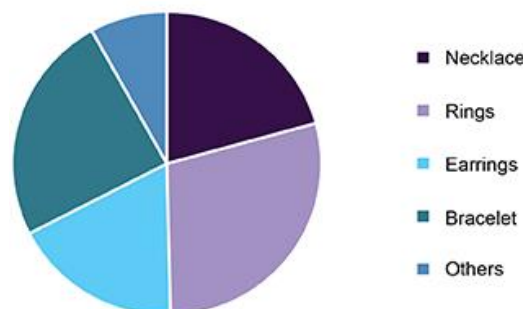
Indian jewellery, in its style and workmanship, is exceptional. Throughout historical times, the art of making lovely ornaments, with delicacy and acumen, has been created. The Indian gems and jewellery industry has made a huge contribution to the foreign exchange earnings of the government. Due to its low prices and high-skilled labor supply, India is considered to be the center of the global jewellery industry. In the Indian economy, the gems and jewellery industry plays an important role, contributing about 7 percent to the GDP of the country and 15 percent to India's overall export of merchandise. More than 4.64 million workers are working, which is projected to exceed 8.23 million by 2022. It is highly export-oriented and labor-intensive and one of the fastest - growing segments. The gem and jewellery industry in India is one of the largest in the country, leading to the

global consumption of jewellery by about 29 percent. It's also projected that the market size by

2025 will cross Rs. 6.99 lakh crore (US\$ 100 billion). The industry is home to more than 300,000 players in gems and jewellery, adding over seven percent to the Gross Domestic Product (GDP) of India and hiring over 4.64 million staff. Also, India is the world's largest diamond cutting and polishing center, and government initiatives are well funded by the cutting and polishing industry. In addition, India exports 75% of the world's polished diamonds, according to Gem and Jewellery Production Figures. This sector has been viewed by the government as a crucial region for export promotion. Via the automatic pathway, the Indian Government currently makes 100 percent Foreign Direct Investment (FDI) in the industry. Development in the gems and jewellery market will mainly be powered by the growth of major retailers/brands in the coming years. Development in the gems and jewellery market will mainly be powered by the growth of major retailers/brands in the coming years. Proven brands lead the organized market and open up possibilities for innovation. Growing penetration of coordinated players in terms of goods and designs offers diversity. Online purchases are estimated to account for 1-2% of the fine jewelry market by 2021.

## **RESEARCH AIM**

Global jewelry market share, by product, 2018 (%)



The main aim of the project is to find out the different strategies used by top competing brands and to find out how the communication strategy works for promoting their brand.

## **RESEARCH OBJECTIVES**

Through this research project, I aim to enhance my understanding of the various strategies used by (Tanishq & Kalyan Jewellers) as far as brand communication is concerned. Brand communication is the primary tool to inform, persuade, enlighten the customers about the brand and its products. Its extremely important to create an impact in the minds, differentiate your products and attract customer loyalty towards your brand.

I through this project would aim to understand all the aspects of it and to develop an overall understanding of tools and tactics deployed by the brand for brand communication

## **DIFFERENT TYPES OF COMMUNICATION USED**

### **Mass Communication**

1. Advertising
2. Sales Promotion
3. Event & experience

### **Digital Communication**

1. Online
2. Social Media Marketing

### **Personal Communication**

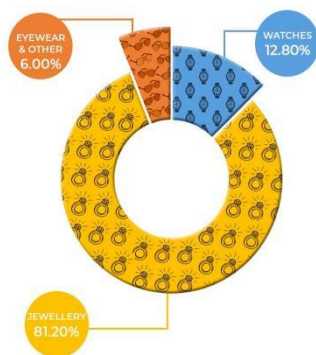
1. Personal Selling
2. Direct & Database Marketing

## **PROJECT TASK**

Project task is to elaborate all the communication strategies shown above and how these two brands used. What are the company's strongest and weakest communication strategy? How it helped the company and the sector to grow and achieve the success and fame. And what are my learnings from this project.

## **ABOUT TANISHQ**

SEGMENT WISE REVENUE FOR TITAN (2018)



Coined by Mr. Xerxes Desai by marrying the words 'Tan' meaning body and 'Nishk' meaning gold ornament, Tanishq is a name associated with outstanding craftsmanship, unique style and superlative product consistency. Tanishq is an Indian brand of jewellery. It is a subsidiary of Titan Company, a company promoted in partnership with the Tamil Nadu Industrial Development Corporation by the Tata Group. By the end of the 1980s, in an effort to gain its own foreign currency, the Titan corporation introduced Tanishq, concentrating primarily on the export business. Tanishq opened stores globally in the early 2000s, in the Middle East and in the U.S. (Chicago and New Jersey), then closed them by the end of

the decade. The beauty pageant crowns for the 2007 Femina Miss India were made by Tanishq. By 2008, in 71 cities in India, Tanishq had 105 outlets. In 2011, the Tanishq Group unveiled a sub-brand for working women called Mia. Tanishq had 167 retail outlets nationwide by June 2014, and announced the launch of 30 more by late 2015. Tanishq enrolled Deepika Padukone to be the brand's ambassador in May 2015. Tanishq launched a sub-brand named Rivaah in 2017 that targeted the wedding market. The Titan group combined its Gold Plus shops with the broader Tanishq retail brand in January 2017. Tanishq launched the Mirayah

sub-brand in April 2017 to appeal to women under their 40s. Tanishq launched the Aveer collection, the first line of men's goods, in December 2017. Currently, Tanishq consist of total **18 available collections** namely:

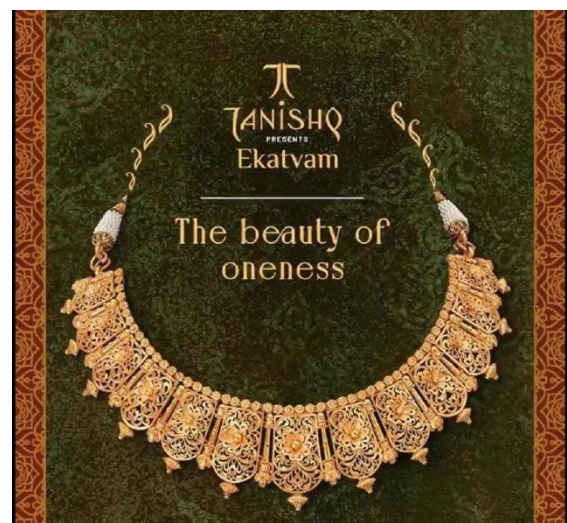
Moods of Earth, Ekvatam, Aarambh, Nyusha, Virassat, Ahalya, Swayahm, Preen, Utsava, Gulnaaz, Aveer, Padmaavat, Symbol of Strength, Queen of Hearts, Niloufer, Mirayah and, Shubham.

#### **Jewellery made of:**

- Gold
- Platinum
- Diamonds.

#### **Jewellery categories:**

- Earrings (Jhumka, Stud, Hoop, Drop)
- Pendants (Daily, Party, Workwear, Traditional)
- Finger Rings (Party, Engagement, Workwear, Dailywear)
- Chains
- Mangalsutra
- Neckwear set
- Nose pin
- Bangle
- Bracelet



#### **Brand's philosophy:**

Value is the gem of the crown at Tanishq. From craftsmen and artists to their inventions and showrooms that market them, the highest degree of quality management is carried out to achieve unparalleled perfection. Deeply rooted in our ethical values and ideals, Tanishq will never waver from our promises of purity, superior creation, and delight every worker and every customer equally.

#### **Experience at Tanishq:**

At Tanishq, we take immense pride in delivering an unmatched shopping experience that takes into account the particular needs and tastes of each customer. Our qualified members have thorough knowledge of the jewellery they showcase and constantly aim to offer excellence.

**Target Market:**

- Upper middle and Upper class people
- Women of all ages
- Adult men

**Brand Positioning:**

- The leader of Purity.
- Trust of jewellery among customers.
- Wide range of Collections.
- Provides accurate Authenticity Certifications.
- Most Ethical in nature.

**Brand Communications:**

- TV Ads (Deepika Padukone as Brand Ambassador)
- Mails and Text messages
- Posters and hoardings
- Pamphlets
- Online marketing

**Brand's Competitors:**

- Kalyan Jewellers
- Malabar Gold and diamonds
- TBZ
- De Beers
- Nakshatra
- Ddamas
- Reliance Jewels

**ABOUT KALYAN JEWELLERS**

T. S. Kalyanaraman launched Kalyan Jewellers in 1993 in Thrissur, Kerala, India, with an initial capital of 7.5 million (US\$110,000). Textile trading, distribution, and wholesale are additional strongholds for the corporation.

Initially, Kalyan Jewellers expanded their presence in Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, and Telangana in South

India. They opened their first shop outside of South India in Ahmedabad, Gujarat, in 2012, and signed Amitabh Bachchan as their first National Brand Ambassador.

Kalyan Jewellers joined the international market in 2013 by opening six showrooms in the United Arab Emirates on the same day. Since then, it has expanded to 30 showrooms in the





Middle East, including the United Arab Emirates, Qatar, Kuwait, and Oman. Kalyan Jewellers has a total of 137 showrooms as of February 2020, with 107 in India and the remaining 30 in the Middle East.

The firm has also established 'My Kalyan,' a customer care centre that provides advance booking for wedding purchases, the Kalyan Gold Purchase Advance Scheme, and Gold Insurance for gold ornaments, among other services. In India, there are currently 761 'My Kalyan' stores.

### **BRAND AMBASSDOR**



Amitabh Bachchan was appointed as Kalyan Jewellers' first national brand ambassador in 2012. Amitabh Bachchan and Jaya Bachchan serve as global brand ambassadors, while Shweta Bachchan Nanda serves as a celebrity influencer. Katrina Kaif was later hired to be the brand's worldwide ambassador in April 2018.

Manju Warriar in Kerala, Nagarjuna Akkineni in Andhra Pradesh and Telangana, Shiva Rajkumar in Karnataka, and Prabhu Ganesan in Tamil Nadu have all teamed with Kalyan Jewellers to serve as regional brand ambassadors.

Bollywood celebrities such as Sushmita Sen, Aishwarya Rai, and Sonam Kapoor have formerly represented Kalyan Jewellers. In the Middle East, they were represented by Shah Rukh Khan.

Aishwarya Rai Bachchan was paid US\$1.4 million per year for a two-year engagement as a state-wide brand ambassador for Kalyan Jewellers, which was formerly Sushmita Sen. Kalyan's advertising and marketing budget is roughly 900 million rupees (US\$13 million).

Later, they signed a number of regional brand ambassadors, including Maharashtra's Pooja Sawant, Gujarat's Kinjal Rajpriya, Punjab's Wamiqa Gabbi, and West Bengal's Ritabhari Chakraborty.

### **PRODUCTS**

Kalyan Jewellers has introduced a number of product lines over the years. The following are some of their jewellery collections:

**Muhurat** – Wedding adornments

**Mudhra** - Antique jewellery handcrafted by Mudhra

**Nimah** is a brand of timeless heritage jewellery.

**Anokhi** is a brand of uncut diamond jewellery.

**Rang** — Jewellery made of precious stones

**Polki diamonds** – Tejasvi – Polki – Polki – Polki – Polki – Polk

**Ziah** is a jewellery brand that specialises on diamonds.

**Laya** is a brand of modern gold and diamond jewellery.

**Glo** - Jewellery with Dancing Diamonds

**Vedha** — Uncut diamonds in heritage jewellery

**Apoorva** means "diamonds" in Hindi.

**Hera** – Diamonds are worn on a daily basis.



# IMC TOOLS & TECHNIQUES BY TANISHQ



Tanishq prides itself in keeping the ten promises that it has made to various stakeholders of its business. Its designs capture the various essence of Indian culture and are a friend to every Indian woman.

The diamond pieces of Tanishq celebrate eternal love and commemorate new and lasting relationships. It aims at providing pure diamond and gold jewels and superior designs to satisfy every customer.

Tanishq employs various combinations of different tools and techniques to promote its brand in the market. To reach variety of customer at a given point in time it employs mass media communication in the form of advertising like in billboards, in television and even appearing in Hindi movies. The digital era has pushed every brand to the new prefer mode of communication i.e. internet. Tanishq has adapted itself to this new change in the marketing communication method by employing the power of social media.

"Tanishq is for the progressive-minded Indian and that's not an age criterion but mindset criteria"

- Deepika Tewari

Associate VP – Marketing, Jewellery Division at Titan Company Limited

## Mass Communication

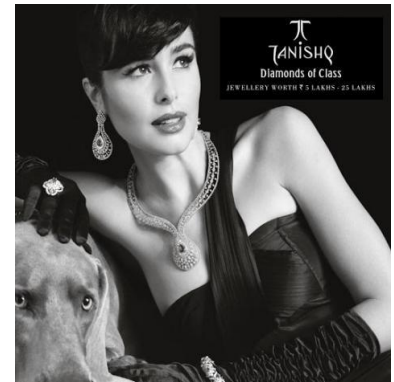
### 1. Advertising

#### "Print Media"



In its initial year of inception Tanishq invested huge sums on print media. It targeted upper middle class to lower middle class woman for its product promotion. Each story in this medium brought home the uniqueness and elegance of the brand.

Today, models and celebrity wearing Tanishq jewels appear in Vogue, Cosmopolitan and Femina. The brand's 'Diamond of Class campaign' went retro style in which the woman was shown as a model of grace, poise, and personal style, promoting Tanishq's range of diamonds.



### **“Television Advertisement”**

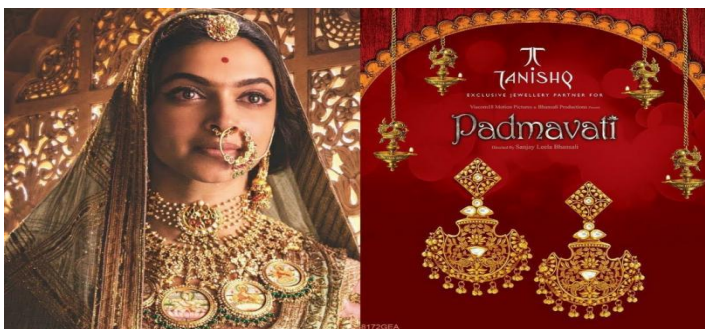
Tanishq has established itself as a progressive brand. Therefore its advertisement often contains messages laced with social issues. It encourages conversations about topics that are often seen as a taboo in the society.



In 2013 Tanishq came up with an ad that celebrated second marriage. The ad was seen as a bold move by many as it broke the social stigma around it. The ad was also celebrated as it features first dusky bride. Over and all the advertisement was a huge success. Source: (scoopwhoop.com)

In 2021 Tanishq tried to promote religious tolerance by showing an ad where a Hindu woman was married in a Muslim family and her baby shower (godhbharai) was celebrated by her Muslim mother-in-law in terms of Hindu tradition.

### **“Cinema & Celebrity Endorsement”**



The jewels of Tanishq were worn by the protagonist of many Hindi movies like in Padmavat, Jodha – Akbar and Paheli. Its showroom appeared in the movie Race. This got the brand much attention and grabbed much eyeballs.

Tanishq has appointed many celebrities to promote their brand in the market. In the past it had Amitabh Bachchan, Kajol and Katrina kaif to name a few. Recently it has appointed Deepika Padukone as their brand ambassador.

## "Billboard"



Tanishq partnered with Laqshya Media Group to launch their Ahalya campaign.

It was visible across all major cities of India on the roads that gathered maximum eyeballs thus having largest impression. The aim of the campaign was to show how beautiful and ethereal a woman's intrinsic radiance is.

## 2. Sales Promotion



For every brand sales promotion technique is hard to execute as repetitive discounts cast a negative image in the minds of customers. It is mostly damaging to high end fashion brands like Tanishq but Tanishq came with a unique way for the season of sales and discount.

It shot a campaign to announce 20% discount on its diamond jewellery. In the ad a father ask her daughter if it is ok to gift someone the things that one buy on sale. The daughter replies that it is the thought that counts not the price and then the father presents her diamond earrings.

It ends with saying 'up to 20 per cent off on diamonds, lekin pyaar mein koi kami nahi

Tanishq has launched various scheme such as gold harvest scheme, 11+1 monthly gold scheme to attract customers.



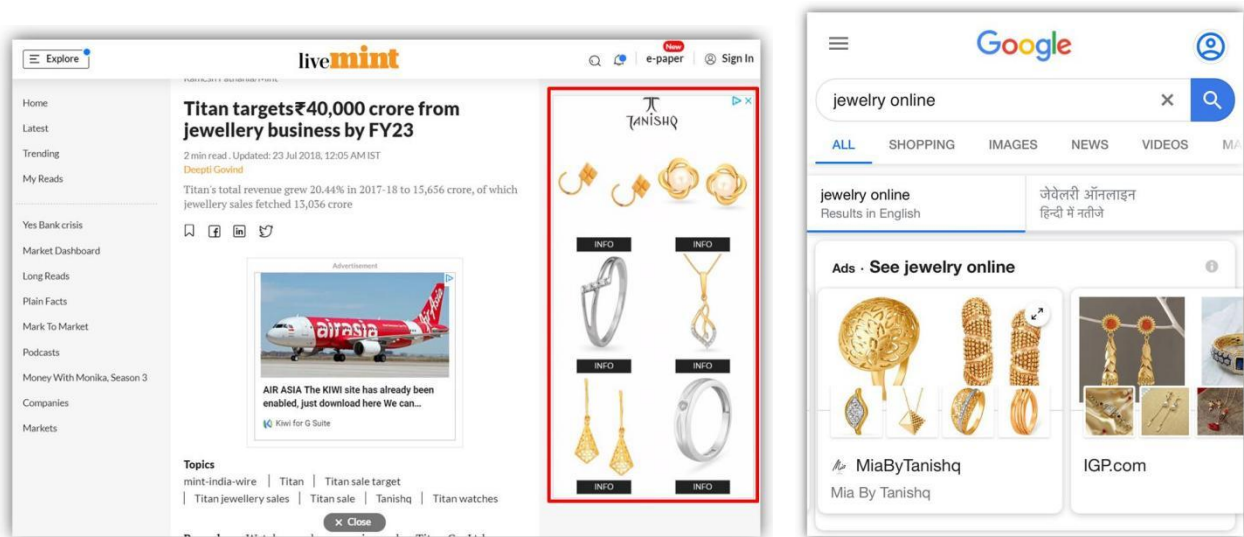
### 3. Events & Experience

Tanishq launched “Crafts of India” event to showcase their differentiated design, superior quality and exquisite craftsmanship. The event was organized by the age old “Chudi-wala” concept. It aimed at providing its customer old-world nostalgic experience. The idea was to recreate the look and feel of the traditional ‘haat’ where everyone would come together and be merry.

## Digital Communication

### 1. Online & Social Media Marketing

#### “Search Ads & Display Ads”



Tanishq use Google ads to attract and bring potential people to their website. So, whenever people search for keywords like “Jewellery online”, “ bangles” or any combination of words Tanishq shows up. Moreover, Tanishq uses Google shopping ads to showcase their products to potential customers and bring them directly to their product page.

Moreover, Google ads listing also helps Tanishq as products with high image quality and price, brings the traffic to their website increasing chances of conversion. It uses display ads on other websites and blogs to attract customers to its website.

#### “Social Media Marketing”

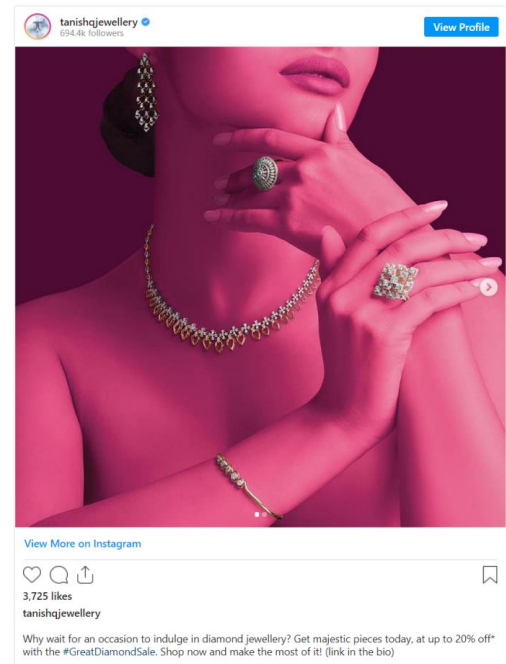
Social Media is the platform where majority of the conversation takes place today.

Twitter: On completion of its 20 years Tanishq ask its customer to go down their memory lane and share what Tanishq jewellery mean to them i.e. their precious moments. They used the #20 years of Tanishq and employed influencers to boost their engagements.

Facebook: Its Facebook page is quiet active where it offers different contests and engages with customer. Facebook market penetration is quiet high in India and people of all ages are present there. Therefore Tanishq

uses this platform quiet judiciously. It recently collaborated with All India Radio to bring the hidden gems of singing.

Instagram: Tanishq instagram is a visual treat with monochrome effects and carefully crafted content it displays its brand exquisiteness. Tanishq is also on YouTube and PinInterest where it shares its product and talks about various stories related to it. All social media pages have links to the website so people who visits these sites can be brought back to websites.



## Personal Communication

### 1. Personal Selling



Tanishq has 250 stores across 300 cities across India. Its store is also an epitome of grandeur as like its jewellery. Tanishq regards each one of its customer as asset. "The Revitalizer of Tradition" is a First-of-its-kind Concept stores of Tanishq which combine the grandeur of the past with the reality of the present without losing its inherent character an appeal. The salesperson provides buyer with personal choices and encourage them to respond directly and in real time to gauge their likings.

### 2. Direct & Database Marketing

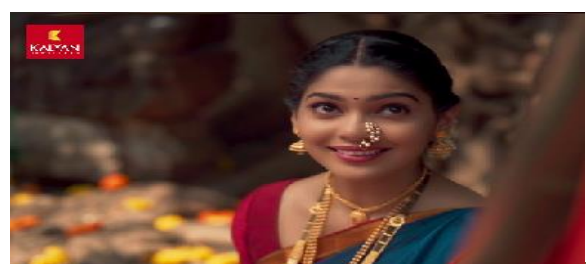
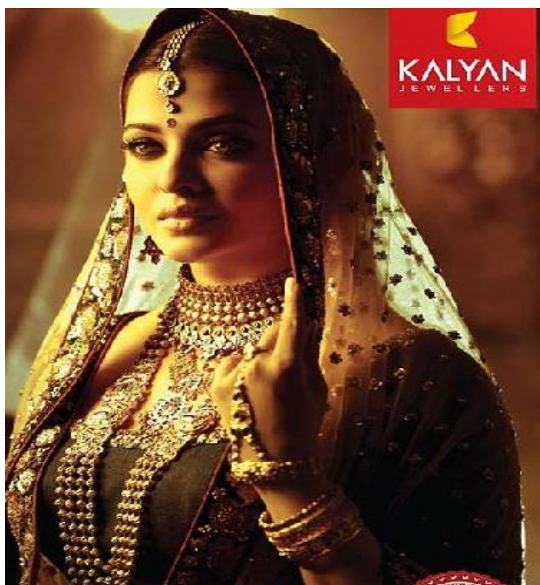
Tanishq stores and maintain all the information related to its customers. It analyses the shopping trends of the customer looking for clues in their shopping behavior and then crafts the messages accordingly. The drafted message henceforth provides customer with specific offers and often include call to action button.

# IMC TOOLS & TECHNIQUES BY KALYAN JEWELLERS

## Advertising

Kalyan jewellers focuses extensively on advertising as a tool for sales promotion and brand positioning. The most commonly used mediums of advertising are television and print medium. It has used the vast diversity of India to its advantage by mixing it with its marketing and advertising plans to generate more focus on regional centric approach. This is visible with its choice of celebrities' endorsements, which is at the core of its advertising. It has not only used Bollywood celebrities such as Amitabh Bachchan, Sushmita Sen, Aishwarya Rai, Katrina Kaif etc. but also brought veteran south actors such as Manju Warrier in Kerala, Prabhu Ganeshan in Tamil Nadu, Shiva Rajkumar in Karnataka etc.

Kalyan jewellers has always marketed itself on 'Vishwasam' i.e a brand that can be trusted and promoting togetherness. It has always aimed to be seen as a brand that celebrates the diversity of India. Also, Kalyan Jewellers is known for its festive and occasional-based advertising, where is seen coming up with creative campaigns. To mention a few recent campaigns, on the occasion of Diwali in 2019, it launched **#DilRoshanTohDiwaliRoshan** campaign which depicts long-standing Indian culture and traditions. Similarly, they came up with **#HerHeartOfGold** campaign on Mother's Day, where it got several influencers and brand ambassadors putting up stories on social media to showcase bond with their mothers. Similar campaigns can be seen in local festivals like Gudi Padwa. A review of Kalyan Jewellers advertisement will show how it connects





with the common person of India through its campaigns and that precisely explains why it has sustained itself as a trustworthy brand for more than 25 years.

## Personal selling

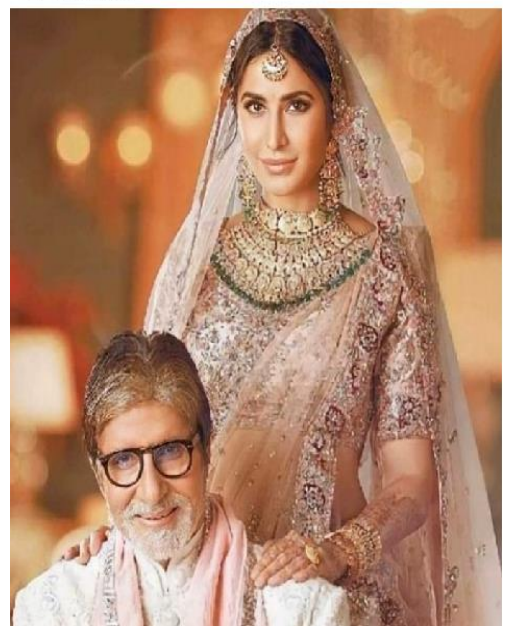
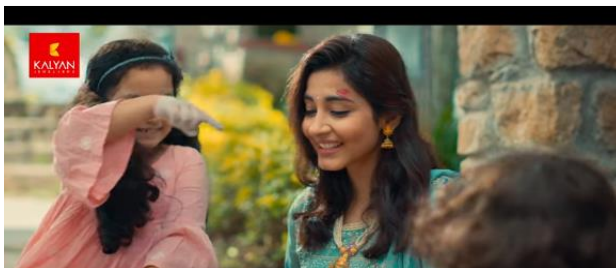


For any Jewellery brand, personal selling is the most important tool when it comes to sales promotion as majority of the sales takes place when the sales representatives interact with the potential buyers. Kalyan Jewellers has huge stores across the country, that offer a lot of variety, to meet the demands of different populations at different places. At present they have 132 stores across the globe and more

than 100 stores in India alone.

## Social Media Marketing

A significant part of Kalyan Jewellers online presence is amplified by its brand ambassadors who occasionally post photos of their various ad shoots on their accounts. Moreover, they constantly create



topical creatives on festive seasons. Apart from that, the YouTube, Instagram, Twitter and Facebook pages regularly talk about new campaigns, new product offerings, schemes and discounts. Even on social media platforms, the brand builds its presence based on trust and credibility. In 2017, it acquired Candere, an online jewellery portal, to strengthen its social presence.

## **Public Relations**

Kalyan Jewellers has a unique Public relations strategy. The brand does not only focus on connecting with the masses through cultural campaigns, but also through other means to not only establish customer relationships but also enhance its goodwill and build customer awareness.

It was the first in the industry to launch campaigns against the business malpractices. From promoting 'Vishwasam' to promoting the 'chit scheme', to educating people with regard to identifying real gold it has managed to communicate it smoothly through its communication channels.

Last year it unveiled the 4-level assurance plan which states that the customers are charged on the real value of the gold used, i.e., after deducting the weight of other materials. They also engage in on-ground activities, where they engage with people either in showrooms or associate themselves with the major events happening through campaigns and contests, especially during the major festivals

## **Sales Promotion**

This tool is very important when it comes to marketing. For a brand like Kalyan Jewellers, which positions itself as a flag bearer of India's culture and traditions. And they put a lot of emphasis on this. Particularly, during the festive season, they get very active with sales promotional activities. From new product offerings to rolling out various festive offers, they focus extensively on sales promotion.

For example, last Diwali, they planned some exciting offers like lucky draw where they offered to give 3 Lakh gold coins on a weekly basis. Also, it gave instant discounts like on purchase of gold and also offered flat discounts on purchase of diamond jewellery. Also, keeping its regional centric approach in mind, it offers discounts on local festive seasons such as Gudi Padwa, Onam etc.

