

The onset of the wedding season will trigger a frenzy and in many cases confusion for most wedding shoppers about making the most critical jewellery purchases of their life. While the average consumer looking for various value additions like design and wearability the focus for most still largely remains on purity. Tanishq, India's most trusted and innovative jewellery brand has introduced their pure 22k gold **Wedding Collection** that promises consumers the perfect blend of traditional appeal combined with innovative contemporary designs. The Tanishq promise of purity, design and exclusivity guarantees to make the wedding jewellery shopping experience memorable.

Keeping in mind the sensibilities and preferences of regional consumers the Wedding Collection has a large number of Taalis, Mangamalais, Kashimalas and Taalis created specially for the southern markets. The collection captures the grandeur of southern jewellery richly reflected in the divine reds of the temple jewellery. The bright colored stones and designs have been created keeping in mind the regional specifications and relevance that certain jewellery has for these regions. The collection comprises plain gold, diamond and precious and semi precious studded jewellery. The sparkling diamonds, the festive green and red stones and the subtle pastel stones make the jewellery an apt adornment for the bride on the most special day.

Commenting on the occasion Ms Aanchal Jain, Marketing Manager, Tanishq, said "A marriage is the celebration of the many emotions and expectations of a woman, our jewellery brings exclusive designs tries to capture these myriad experiences that a marriage embodies to leave a lasting impression of joy with the bride on her

special day."

Tanishq has been synonymous with purity and has introduced the concept of a Karatmeter™ at all their stores. The Karatmeter™ is the scientific measure of purity that uses X-rays to give an exact reading of the purity of gold in just three minutes. Due to its excellent precision, X-ray analysis has been adopted by international agencies as well as by BIS in India as part of the certification process used to Hallmark Gold. It is an accurate, non-destructive means of testing the purity of gold, and gives the customer an unmatched benefit when buying or selling gold.

Further, commenting on the occasion Ms Aanchal Jain, Marketing Manager, Tanishq added "We strongly believe that customers should get true value for the money that they spend on jewellery, especially during this critical festival and wedding season when the customer places a high premium on purity. We hope the Karatmeter™ and our competitive making charges for the exclusively created wedding jewellery will bring purity into the households of our consumers"

The jewellery is available in a wide range of price points beginning from and is available across all Tanishq showrooms.

