



Case Study of Kalyan Jewellers - Brand Perception Mapping Towards Disruptive Innovation in Jewellery Segment

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Abstract:

This case study examines Kalyan Jewellers' brand perception mapping in the context of its journey towards disruptive innovation within the jewelry segment. Tracing its roots back to T.S. Kalyanarama Iyer's pioneering endeavors in Kerala's textile industry in 1908, the company's evolution through subsequent generations is explored, notably T.K. Seetharama Iyer's contributions in modernizing textile showrooms. In 1993, Kalyan Jewellers emerged with the inauguration of its first store in Thrissur, Kerala, India under the visionary leadership of Mr. T. S. Kalyanaraman. Currently 154 showrooms across the Middle East and India, Kalyan Jewellers stands at a transformative crossroads, poised to redefine its brand perception through innovative approaches in the jewelry market. Through a comprehensive literature review, key findings and insights are synthesized to inform strategic recommendations for Kalyan Jewellers to enhance its relevance, engagement, and competitive edge.

Keywords: Kalyan Jewellers, Brand Perception, jewelry industry, disruptive innovations, transformation, marketing, consumer engagement

Introduction:

Kalyan Jewellers shines brightly as a leading player in India's jewelry realm. Established in 1993 by T.S. Kalyanaraman, the brand proudly carries forward a heritage that spans over a century. From its humble beginnings with just one showroom, Kalyan Jewellers has blossomed into an expansive presence, now boasting an impressive network of 154 showrooms across India and the Middle East. (Kalyan Jewellers, n.d.) Kalyan Jewellers has established standards for the sector in terms of innovation, quality, transparency, and cost. Kalyan Jewellers has embraced this trend by developing a robust e-commerce platform and integrating digital tools like augmented reality for virtual try-ons, which align with the preferences of modern consumers. (Mishra, 2020). The firm has become desirable to build brand perception mapping in the context of disruptive innovation to fulfill each customer's particular needs. (Mishra & Singh, 2023). The case study explores the way this brand gained momentum and developed an image in the minds of customers. The study's cornerstone involves the accumulation of secondary data. The purpose of this case study is to deliver an understanding of way corporations are seen throughout slumps in the economy while still maintaining their dominant market share

Problem Statement:

Despite its strong brand presence and reputation, Kalyan Jewellers faces several challenges that necessitate a strategic approach

towards innovation and brand perception management:

Evolving Consumer Preferences: Today's consumers, especially the younger demographic, are increasingly digital-savvy and prefer seamless online shopping experiences. This shift demands robust digital strategies and an omnichannel approach.

Market Competition: The jewellery market is crowded with both traditional players and new entrants offering innovative products and services. Kalyan Jewellers needs to differentiate itself to stay ahead of competitors.

Brand Perception: Maintaining a consistent and positive brand perception across diverse markets is crucial. This includes sustaining trust and credibility while appealing to modern tastes and preferences.

Technological Advancements: Integrating new technologies such as augmented reality (AR) for virtual try-ons, blockchain for supply chain transparency, and customer relationship management (CRM) systems for personalized services is essential for staying relevant.

Literature Review:

1. Brand Perception in the Jewellery Industry

Brand perception in the jewellery industry is significantly influenced by trust and heritage. Trust plays a crucial role in consumer decision-making, particularly in high-value purchases like jewellery. (Mishra, Raikwar, et al., 2024). Established brands that emphasize their heritage, leverage historical credibility to foster consumer confidence and

loyalty.(Varma & Mishra, 2015) This is supported by their consistent association with well-known public figures and transparent marketing practices. To provide an assessment with the impacts and techniques with a brand, consumer brand perceptions may be represented as associative networks. These characteristics, people, places, and events come to mind while customers contemplate brands some examples of the psychological associations' consumers have with brands. (Henderson et al., 1998). The importance of co-creating value with customers to enhance brand perception. Kalyan Jewellers' initiatives, such as the 'My Kalyan' customer outreach program, reflect this approach by engaging directly with customers and addressing their unique needs, thus enhancing the overall brand experience. (Kalyan Jewellers, n.d.). Brand Concept Maps are a means of gathering customer association connections then combining disparate maps to create a consensus map of the brand. Majority brand maps incorporate key connections between brands that characterize the perception of the company & indicate which brand associations are associated with the product or service either individually, indirectly, & collectively.(John et al., 2006)

2. Disruptive Innovation in the Jewellery Segment

Digital Transformation: Digital transformation is a key driver of disruptive innovation in the jewellery segment. A study by (Mishra, Ranjan, et al., 2023) suggests that businesses adopting digital strategies can significantly enhance customer engagement and operational efficiency. This trend by developing a robust e-commerce platform and integrating digital tools like augmented reality for virtual try-ons, which align with the preferences of modern consumers. Phygital means the amalgamation of the digital and physical worlds is becoming more popular and proving useful in many different businesses.(Mishra, et al., 2023) 'Phygital' aims to enhance simplicity, convenience, and autonomy by integrating digital aspects into physical contact, resulting in a smoother and richer user trip. (Mishra, Satarkar, et al., 2024).

3. Omnichannel Retailing: The integration of online and offline channels, known as omnichannel retailing, is essential for meeting contemporary consumer expectations. It emphasizes that a seamless shopping experience across multiple channels can improve customer satisfaction and loyalty(Varma & Mishra, 2013). The implementation of an omnichannel strategy allows customers to enjoy a cohesive shopping experience, whether they are purchasing online or in-store, thus catering to a wider audience and enhancing customer convenience. Customers can start their shopping journey online, add items to their cart, and

complete the purchase in-store or vice versa. A recent innovation among the retail sector, omnichannel retail strategy unifies multiple consumer interactions within a single, comprehensive service.(Asmare & Zewdie, 2022).

4. Product and Service Innovation: Innovative product offerings and personalized services are critical for differentiation in a competitive market. (Mishra, Allen, et al., 2024) Companies that innovate in terms of product design and customization can disrupt established markets and attract new customer segments. (Ranjan et al., 2023) It regularly updates its collections with contemporary designs and offers customization options, which helps them stay relevant and appealing to younger demographics. Brands are more motivated to make investments in new product and service innovation whenever their stake is comparable when their customers recognize them(Vendrell-Herrero et al., 2021). Fortunately, recognition from consumers causes the more powerful brand to devote greater amounts in innovation in goods and services and the weaker brand to invest less where companies exhibit sufficiently diverse equity. Under light of this, larger corporations may suffer from the acquisition of purchase history data for customer acknowledgment, while weak brands may benefit. (Li, 2024)

5. Technological Integration:

a. Advanced Customer Relationship Management (CRM): The use of advanced CRM systems to personalize customer interactions is highlighted to enhance customer satisfaction and loyalty. Kalyan Jewellers' integration of CRM technology enables them to deliver tailored services and maintain strong customer relationships, which is crucial for sustaining a positive brand perception in a competitive market.(Mishra & Singh, 2024). Customers continues to be an essential repository of information that informs a company's operations.(Mishra & Gaikwad, 2024) Yet that it's undeniably a new phenomena that uses client information towards the consumer's advantage as well—that is, to help customers. One possible subsequent strategy for businesses to move forward and elevate your relationship with consumers towards an altogether higher plane is by continuing to refine and return consumer information to prospective customer.(Saarijärvi et al., 2013)

b. Blockchain for Supply Chain Transparency: Blockchain technology can significantly enhance transparency and trust in the supply chain (Saber et al., 2019). By adopting blockchain, Kalyan Jewellers can provide

customers with verifiable information about the origins and authenticity of their jewellery, thereby reinforcing trust and credibility.(Rana et al., 2022). Blockchain is essentially a handed out, decentralised repository that allows the rapid and safe recording of knowledge. Technologies centred around blockchain technology may deal with the drawbacks of centralised tracing systems. Blockchain technology is presently being used by businesses to monitor and record incidents within the supply chain, thereby promoting openness.(Sunny et al., 2020)

6. Marketing Strategies

a. Influencer Marketing and social media:

Influencer marketing and social media campaigns are effective strategies for engaging younger audiences. According to (Mishra et al., 2022), influencer endorsements can significantly impact brand perception and consumer behavior. They leverages these platforms to create buzz and connect with tech-savvy consumers, ensuring that their brand remains relevant and appealing. Due to the nearly exponential growth in popularity of social media influencers (SMIs) throughout the past couple of decades, influencer marketing (IM) has become a common strategy used by companies. comprehension of this phenomena, bringing insight into the processes that underlie SMIs' allure as well as their capacity to affect consumer attitudes and behaviour. The examination results in the presentation of an integrated multifaceted paradigm can takes into account contextual components which affect

buying habits within the form of history, facilitators, & modifiers for possible consequences.(Vrontis et al., 2021)

- b. Storytelling and Brand Heritage:** Storytelling that emphasizes a brand's heritage and values can enhance emotional connections with consumers. (Varma & Mishra, 2015) suggest that narratives about a brand's history and mission can create a deeper emotional bond with consumers. The marketing efforts often highlight their long-standing tradition and commitment to quality, which helps build a strong emotional connection with their audience. (Varma & Mishra, 2015) The literature underscores the importance of trust, digital transformation, omnichannel strategies, product innovation, and advanced technologies in shaping brand perception and driving disruptive innovation in the jewellery segment. The strategic initiatives in these areas position them well to maintain their competitive edge and appeal to modern consumers in an evolving market.

Background:

In 1993, Kalyan Jewellers was founded by T.S. Kalyanaraman. Taking the lead in helping his father operate their decades-old swing business in Kerala is Kalyanaraman, whose grandparents were in the textile industry. Thrissur, Kerala-based Kalyan Jewellers was founded in 1993 by the man who soon saw that selling jewellery would be a more lucrative endeavour. He gives his consumers credit for founding the jewellery stores since they felt there wasn't a reliable brand of gold jewellery available.

Fig. No. 1: Legacy of Four Generations

Kalyan's First Generation - T.S. Kalyanarama Iyer	
1908	Beginning the journey towards business ownership with Kerala's initial textile factory
1913	Began offering textiles through the establishment of a store in Thrissur, Kerala.
Kalyan's Second Generation - T.K. Seetharama Iyer	
1972	Additional textile showrooms were added to the retail presence of the next generations.
Kalyan's Third Generation - T.S. Kalyanaraman	
1993	The Kalyan family's 3rd generation started offering jewellery in Thrissur, Kerala, with the inauguration of their initial store under the brand "Kalyan Jewellers," led by Mr. T. S. Kalyanaraman, an entrepreneur with vision.
Kalyan's Fourth Generation - Rajesh Kalyanaraman & Ramesh Kalyanaraman	
2021	They are listed as Kalyan Jewellers India Limited on the NSE and BSE in the Indian stock market.
2022	The significant turning point achieved the milestone of 154 showrooms throughout the Middle East and India.

Source: Accumulated Data

Fig. No. 1 highlighted the brand has now become one of the top sellers due to the hard work and dedication of four generations, driving us towards disruptive innovation in the jewellery segment.

Expansion of business in various phases: Inspired by the kindness of his clients, Kalyanaraman

rewrote the rules of ornament sales when he founded his first jewellery store, Kalyan Jewellers, in Thrissur in 1993. The business was roughly ten times larger than the typical jeweller back then, at 4,000 square feet. More essential, though, was that it had premade ornaments. "The jewellery industry was made-to-order in the early 1990s. For the

following seven years, the retailer just ran that one location. However, Kalyan Jewellers was present in all important cities in South India by 2011,

excluding from Chennai. (Ahamad, Mishra, Raghuram, Tiwari, et al., 2024)

Figure No. 2: Expansion of business in various phases

PHASE I : 1993-2003	
Reinforcing the framework	Set priorities developing your brand. Concentrate on creating a local supplier network and culture.
PHASE II : 2004-2011	
Expanding throughout Southern India	The "My Kalyan" customer outreach effort was launched, and the showroom network was expanded across the southern states of India, with the main emphasis on selling plain gold jewellery.
PHASE III : 2012-2021	
Extension, Advancement, and Investments throughout India	Localized jewellers across India, along with simultaneous diversity of distribution channels and mix of goods development Investment in equity initiated by Warburg Pincus, establish a team with skilled leadership
PHASE IV : ROAD AHEAD	
Getting the greatest impact of the basis	Gain market share in many Indian marketplaces by utilizing significant prior endeavors and expertise. With investments in people, systems/processes, store infrastructure, brand, and infrastructure, the company is well-positioned to benefit on favourable industry trends. Its expanded showroom and product offerings, along with its use of the "My Kalyan" network and analytics-driven consumer outreach, are all optimised.

Source: Accumulated Data

Fig. No. 2 highlighted the building on its extensive experience and past successes, the company is focused on expanding its business and increasing its market share across various Indian marketplaces. There was no gold standard or hallmarking when Kalyanaraman allegedly launched his jewellery company. They launched a campaign called *"My gold, my right"* to inform people about gold standards to reform the ethics of the jewellery industry and gain the trust of consumers. Kalyan provides a wide selection of classic and modern jewelries with various ornaments of silver, gold, diamonds etc. The jewellery brand wants to greatly increase its presence in metropolises outside of South India and investigate the unexplored possibilities of Tier-2 and Tier-3 markets. The company hopes to provide customers all throughout the nation with an enriching experience with its original design philosophy. Being a leader in India's jewellery sector, the company is steadfast in its dedication to upholding its core values of transparency and trust. All of the company's products are eligible for a lifetime exchange policy, and customer happiness is a top priority.

Effective Marketing Approaches for Brand Building:

Kalyan Jewellers has clear objectives to render marketing strategy for brand building. They focus on their marketing plan with efficient considerations of proper segmentation, target market and brand positioning. They have specific market segmentation that caters to proper positing of brand with a substantial client base in India and few more

countries. With a greater selection of items, the brand serves a variety of niche market. Middle-class and upper-class families are mostly the target market of Kalyan Jewellers. The brand sells a broad range of items, including platinum, silver, and gold-plated jewellery.(Mishra & Karjodkar, 2022) The brand offers an extensive selection of products to meet the needs of the bride and groom. Kalyan Jewellers is a popular option in the wedding industry. The company's extensive product line serves a variety of market niches. Middle-class and upper-class families are Kalyan Jewellers' target market.(Manoharan et al., 2024)

Marketing Mix of Kalyan Jewellers are as follows,

- a. **Products (Brands):** Numerous leading brand underlying in product-line such as Mudhra, Nimah, Anokhi, Rang, Tejasvi, Ziah, Laya, Glo, Candere, Vedha, Apoorva, Hera etc. Considering target cliental base of middle-class and upper-class family’s wide variety of item to fulfill their demand on their occasions and festivity. (Manoharan et al., 2024)The brand sells a broad range of items, including Platinum, Silver, and Gold Jewellery. The brand offers an extensive selection of products to meet the needs of the Bride and Groom. They have “Muhurat” segment for all wedding materials for niche to all states of India.
- b. **Price:** When it comes to their prices, Kalyan Jewellers has always made sure to provide their clients with the best possible value. They have always remained steadfast in their commitment

to solid values, having come from a family of company owners who operated in many industries. (Mishra & Gaikwad, 2024) In keeping with their motto of less margin, more consumers, they thereby offer 100% gold and no amalgamation.

- c. **Place:** Kalyan Jewellers has always had quite a variety of showrooms to create customer value which needs a diverse population with varying tastes in different locations. Their approach has been more focused on the region. They provide the product to a location based on the population and preferences there. Their slogan has always been,

"The more the demand, the more the supply, and the more the variety of a product in a particular region." The significant turning point achieved the milestone of 154 showrooms throughout the Middle East and India. They have mechanizing for traditional wedding for states Gujarat, Maharashtra, Punjab, Delhi, Rajasthan, UP, MP, West Bengal, Odisha, Kerala, Karnataka, Tamilnadu, Andhra Pradesh & Telangana. Variety of product reaches to leading market share.

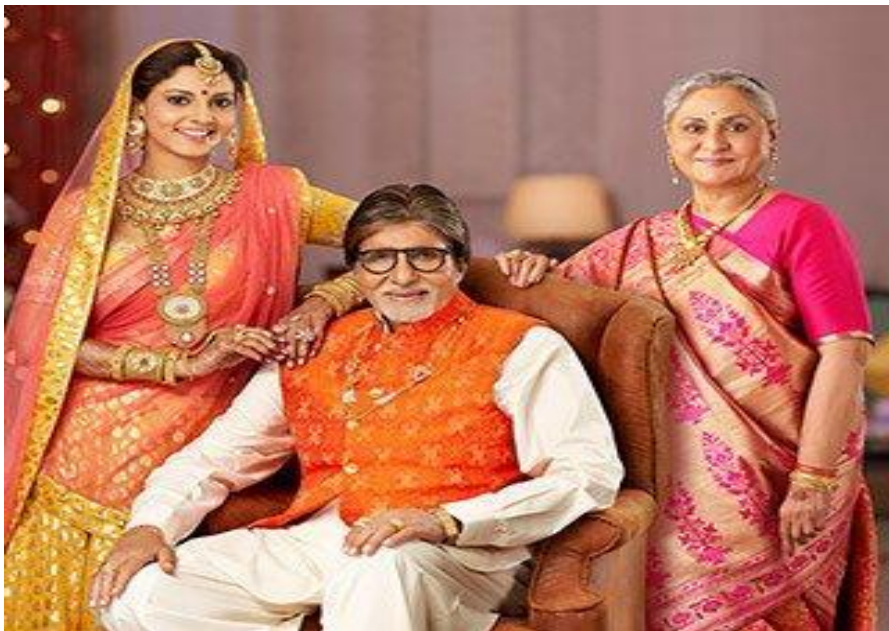
- d. **Promotion:** By strategically company has integrated Above the Line (ATL) Activities, Below The Line (BTL) Activities, and Through

The Line (TTL) Activities which build a strong, recognizable brand that resonates with customers across multiple touchpoints. (Mishra, Sahu, et al., 2021) These holistic approaches helped in four-generation legacy while driving disruptive innovation in the jewellery segment, ultimately leading to increased brand loyalty and market share. (Mishra, Varma Anil, et al., 2021) Their strategy has always been focused on the region, brand ambassadors for each state, such as Mumbai, Tamil Nadu, Karnataka, and the North of India. Kalyan Jewellers has selected the greatest and most well-known people worldwide.

Brand Ambassadors: They have appointed various brand ambassadors in various categories are as follows,

- **National Brand Ambassadors:** Amitabh Bachchan, Katrina Kaif, Jaya Bachchan, Shweta Nanda Bachchan, Aishwarya Rai
- **Regional Brand Ambassadors:** Prabhu Ganesan Tamil Nadu (Tamil), Nagarjuna Akkineni Andhra Pradesh, Telangana (Telugu), Shiv Rajkumar Karnataka (Kannada), Manju Warrier Kerala (Malayalam), Kalyani Priyadarshan South India

Fig No. 3: Product Line for the Whole Family



Source: <https://www.kalyanjewellers.net/ambassadors.php>

In Fig No. 3, the primary objective of this brand promotion campaign is to highlight that our product line caters to the needs of the entire family, spanning multiple generations. By showcasing two generations within a single family, we aim to emphasize the versatility, quality, and broad appeal

of our products, making them suitable for both young and old members of the household. Promotional offers like, for a limited period only, where clients who spend at least Rs 1 lakh would only be charged 50% of their total purchase value. (Kalyan Jewellers, n.d.)

Fig No. 4: “Muhurat” segment for all wedding materials for all states of India



Source: <https://www.kalyanjewellers.net/muhurat/wb-odisha.php>

In Indian culture, the selection of a "Muhurat" or auspicious timing for weddings is deeply rooted in tradition and astrology in Fig No. 4. Each state in India has its own unique customs and beliefs regarding the determination of these

auspicious timings. This segment aims to provide an overview of the muhurat selection process and highlight specific practices across various states. (Candere, 2024)

Fig No.5 : Heritage Collection Campaign - Traditional South Indian Temple



Source: Retail Jeweller

In Fig. No. 5, the Heritage Collection Campaign aims to celebrate and preserve the rich cultural heritage of South Indian temples. These temples are not just places of worship but also

repositories of art, architecture, and history, reflecting the grandeur of South Indian dynasties and their contributions to culture and spirituality. (retailjewellerindia, 2024)

Figure No. 6: Traditional Richness Campaign



Source: Retail Jeweller

The campaign highlights the architectural brilliance and cultural richness of these ancient structures. By Brand promotion for awareness and preservation, the campaign aims to ensure that

future generations can continue to admire and be inspired by these magnificent symbols.(retailjewellerindia, 2024)

Figure No. 7: Campaign - International Women Day



Source: ETBrandEquity

In Fig. No. 7, The internet-based *#SimplyMe* campaign in advance of International Women's Day. The goal with this online campaign is to celebrate the core concepts about strength with feminism. showcasing strong, vulnerable, & self-discovering events, are portrayed by brand representative Wamiqa Gabbi.(ETBrandEquity, 2024)

USING TECHNOLOGY TO ENHANCE TRANSFORMATION, ENGAGEMENT, AND FOOTSTEPS:

a. **Customer insight and rich data mining for targeted digital marketing:** Gathering consumer data at the retail level, utilizing analytics, and launching focused

marketing campaigns. Using quick dynamic coupon codes to upsell relevant products at the point of sale; Mapping social media to improve customer database. (ETBrandEquity, 2024)

b. **Analytics Driven Customer Outreach:** Utilizing content marketing platforms to direct search traffic to local store microsites through "near me search". Maximize customer conversion through monitoring the digital footprint. (Mohseni et al., 2022)

c. **Digitally Enabled MyKalyan centres:** Employees at MyKalyan have been provided with a smartphone device that stores customer data and manages referral generating.(Mishra & Ranjan, 2022)

d. Strengthening staff effectiveness and output with new technological developments: Using digital means, they provided employee training during the lockdown. They prefer to use personnel mobile apps to start consumer outreach.(Mishra, Rajagopal, et al., 2021) Worker objectives and accomplishments are mapped via the app, guaranteeing productivity and accountability.(Ahmad, Mishra, Raghuram, Riyazuddin, et al., 2024)

Connect Through Social Media Marketing:

India, known as the world's youngest country with the largest number of smartphone subscribers, provides a fertile ground for digital engagement.(Kate et al., 2022) Kalyan Jewellers has effectively leveraged this digital landscape, particularly through social media, to strengthen its brand value and perception.(retailjewellerindia, 2024) The company actively uses platforms like Facebook, Instagram, and Twitter (now X) to promote its jewellery collections and connect with customers. Regular updates featuring high-quality

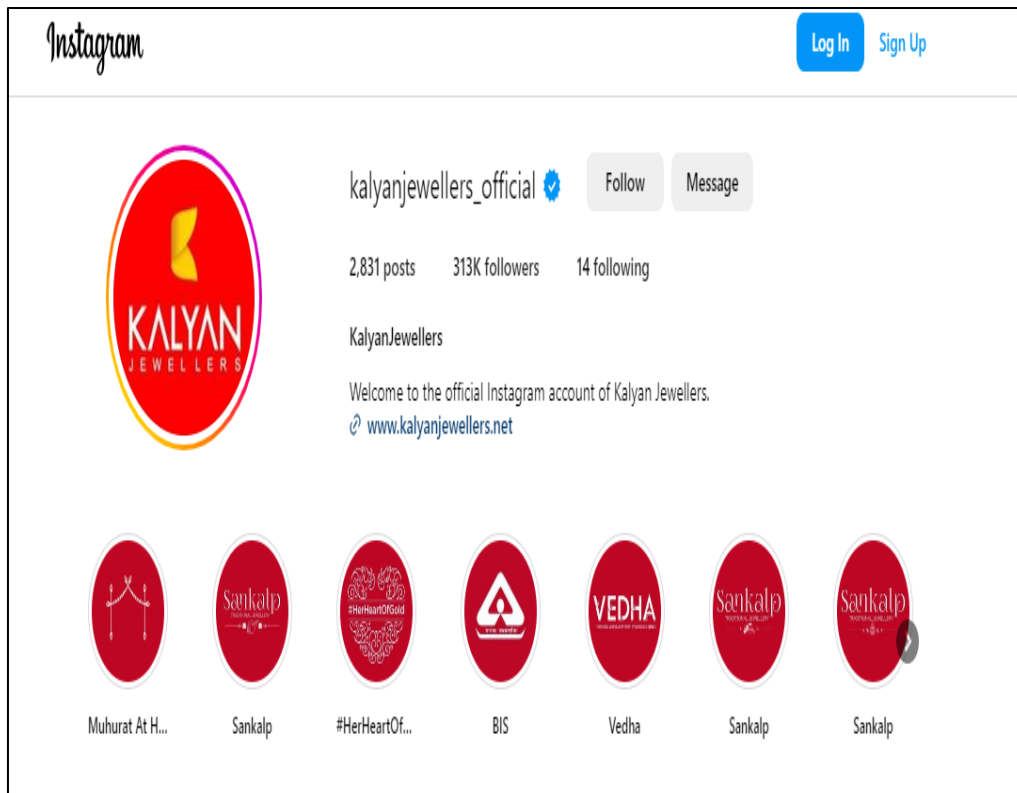
visuals and audio of their jewellery designs help maintain an engaging online presence.(Usman M et al., 2023)

Social media's role in shaping Kalyan Jewellers' brand perception cannot be overstated. The company employs a strategic mix of digital communication tools to reach a broad audience, enhancing its reputation and customer loyalty. By frequently updating their social media profiles, Kalyan Jewellers keeps their audience engaged and informed, which significantly contributes to their strong brand perception. The reliance on internet-based advertising and communication has been a critical factor in their branding success, allowing them to maintain a dynamic and interactive relationship with their customers.(Candere, 2024) Social Media Platforms are as follows,

a. Instagram marketing strategies:

With more than 313k current followers, Kalyan Jewellers' Instagram account is an excellent opportunity to advertise goods and services.

Figure No. 8: Kalyan Jewellers – Instagram Account – Followers



Source: Instagram account

b. Facebook marketing strategies:

Using Facebook marketing, Kalyan Jewellers, an online fashion retailer with 688 k active followers. Using images and videos of their products, together with promotions and

competitions, has been Kalyan Jewellers' social media strategy. Utilising Facebook advertisements, the business believes they are a more successful digital marketing tool than others.

Figure No. 9: Kalyan Jewellers – Facebook Account - Followers



Source: Facebook account

c. Twitter (X) marketing strategies:

Kalyan Jewellers uses Twitter to advertise its products. They work together with influencers to

address complaints as quickly as they can. They are now sporting 14,3k followers on Twitter.

Figure No. 10: Kalyan Jewellers – Twitter (X) Account - Followers



Source: Twitter Account

In the current technological era of social media influencers play important role to make strong brand positioning in the marketplace. Kalyan Jewellers has niche social media strategies to reach regional audience though regional influencers. (Mishra & Dodke, 2024)

d. Social Media Influencers of Kalyan Jewellers are as follows, Regional Influencers as per Indian regions are Pooja Sawant Maharashtra (Marathi), Wamiqa Gabbi Punjab (Punjabi), Ritabhari Chakraborty West Bengal (Bengali), Kinjal Rajpriya (Gujarati)

Online Merchandising Strategy and Brand Perception

Kalyan Jewellers has significantly expanded its customer base by entering the online jewellery market. As one of the pioneering jewellers in India to establish an internet presence, Kalyan Jewellers has evolved into one of the country's largest digital jewellery retailers. Their secure website offers a broad range of affordable diamond and gold jewellery, allowing customers to explore various designs and personalize their purchases according to their individual tastes. (Shilpa Dhamija, 2024).

The Kalyan Jewellers website features a dedicated section that categorizes products by gender, showcasing an extensive array of jewellery items (Mishra, Goel, et al., 2022). The site is designed to be user-friendly and responsive, with high-quality images that highlight the beauty of their jewellery. Detailed product descriptions, including options for different types of jewellery, pricing, and metal purity, help to build customer trust and ensure a seamless shopping experience. This comprehensive online presence allows Kalyan Jewellers to effectively meet the needs of a diverse and growing customer base.

Brand Mapping For Kalyan Jewellers

Brand mapping is a strategic tool used to visualize how a brand is perceived relative to its competitors and to identify opportunities for differentiation and growth. (Mishra, 2015) For Kalyan Jewellers, brand mapping involves analyzing various dimensions such as brand attributes, consumer perceptions, competitive positioning, and market trends. (Mishra, Goel, et al., 2022)

a. Brand Attributes and Consumer Perceptions
: Kalyan Jewellers is perceived as a brand with deep-rooted heritage and trust, which is crucial in the jewellery industry. Unique Selling Proposition (USP) of Kalyan Jewellers, every piece of jewellery that is sold is BIS-hallmarked and goes through several purity tests. Consumers obtain the 4-Level Assurance Certificate, which guarantees purity, provides free lifetime maintenance, thorough product details, and clear buyback and exchange guidelines. The brand's dedication to providing its devoted customers with the best quality is shown in this accreditation. (ETBrandEquity, 2024). This perception is reinforced by endorsements from respected celebrities like Amitabh Bachchan. The brand's long history and consistent quality have built a loyal customer base, especially in India. Quality is a key attribute associated with Kalyan Jewellers.

The brand is known for its high-quality products and craftsmanship. Innovation in product design and customer experience, such as integrating digital tools and offering contemporary jewellery collections, helps the brand appeal to modern consumers. (Candere, 2024). Excellent customer service is a hallmark of Kalyan Jewellers, demonstrated through initiatives like the 'My Kalyan' program, which enhances accessibility and personalized service. The brand's design ethos combines traditional and contemporary styles, catering to a wide range of consumer preferences. (Kalyan Jewellers, n.d.).

b. Competitive Positioning: The major competitors are as follows,

- **Tanishq:** Tanishq is a major competitor known for its wide range of designs and strong retail presence. Tanishq emphasizes quality and innovation, like Kalyan Jewellers, but often highlights a more extensive collection of modern designs. Tanishq's marketing often targets a younger demographic with trendy designs and digital engagement.
- **Malabar Gold & Diamonds:** Malabar Gold & Diamonds focuses on extensive collections and aggressive pricing strategies. They emphasize their global presence and strong retail network. Their marketing strategies often highlight their large variety of collections and strong value-for-money proposition.
- **PC Jeweller:** PC Jeweller emphasizes affordability and a strong retail footprint, targeting middle-income consumers with a focus on both traditional and modern designs. Their strategy often revolves around competitive pricing and frequent promotional offers.

c. Key Dimensions for Brand Mapping

- **Brand Attributes:** Trust, heritage, quality, innovation, customer service, and design.
- **Consumer Perceptions:** Consumer trust, brand loyalty, value for money, modernity, and luxury.
- **Competitive Positioning:** Comparison with key competitors in terms of market share, brand recognition, product offerings, and pricing strategy.
- **Market Trends:** Digital transformation, omnichannel retailing, personalization, sustainability, and transparency.

d. Visualization of Brand Mapping

Below mentioned is a conceptual representation of Kalyan Jewellers' brand positioning relative to key competitors:

Table No.1: Visualization of Brand Mapping

Attributes/ Competitors	Kalyan Jewellers	Tanishq	Malabar Gold & Diamonds	PC Jeweller
Trust	High	High	High	Moderate
Heritage	High	Moderate	High	Moderate
Quality	High	High	High	Moderate
Innovation	High	High	Moderate	Moderate
Customer Service	High	High	Moderate	Moderate
Modern Design	High	High	Moderate	Moderate
Digital Integration	High	High	Moderate	Low
Pricing Strategy	Moderate	Moderate	High	High
Global Presence	Growing	Moderate	High	Low

Source: Accumulated Data

This mapping table no. 1, shows Kalyan Jewellers as a strong competitor, particularly in terms of trust, heritage, quality, innovation, and customer service. However, opportunities exist to enhance their global presence and competitive pricing strategies further.

Conclusion:

The strategic integration of ATL, BTL, and TTL activities positions our brand to effectively celebrate its four-generation legacy while embracing disruptive innovation in the jewellery segment. By leveraging high-impact advertising, engaging directly with customers through personalized and experiential marketing, and maintaining a consistent presence across digital platforms, we create a strong, multi-faceted brand identity. This comprehensive approach not only highlights the enduring quality and trust our brand has built over generations but also underscores our commitment to innovation and modernity. Through cohesive storytelling and customer engagement, we foster deeper emotional connections with our audience, driving brand loyalty and expanding our market presence. As a result, our brand stands out as a top seller, known for its blend of tradition and innovation, and continues to thrive in the competitive jewellery market. There are currently 154 company-owned stores held by Kalyan Jewellers, of which are located in India and in the Middle East. Kalyan Jewellers caters to a wide range of customers through offering an extensive collection of both classic and modern jewellery designs in gold, diamonds, and precious stones. The Muhurat segment for weddings in India is a vital aspect of the matrimonial process, deeply embedded in the cultural and astrological traditions of each state. By understanding and respecting these diverse practices, families can ensure that their wedding celebrations are both auspicious and culturally rich. In two or three years, the company anticipates that the e-commerce platform will increase its portion of the whole business to two to three percent. It has existed operating for over one hundred years and continues to become increasingly recognized as a consequence of its exceptional goods as well as successful methods for advertising

on social media. Kalyan Jewellers has navigated the market and economic downturns while still holding the top spot in the jewelry sector Kalyan Jewellers has always made sure to provide their clients with the best possible value. They have always been consistent in their dedication to solid ethical principles because they came from an extended family of successful entrepreneurs who were involved in a wide range of different industries. The brand satisfies several kinds of market niches with a wider collection of products. Kalyan Jewellers primarily targets middle-class and upper-class families as their target demographic. The organization offers an extensive lineup of merchandise, such as jewellery that is plated in gold, silver, and platinum. To suit the specifications of the bride and groom, the organization offers a wide range of accessories. Kalyan Jewellers enjoys a substantial share of the marketplace in the wedding. The company caters to different market segments. Kalyan Jewellers primarily targets middle-class and upper-class families as their target market results into enrichment brand perception of target market. The business has created a brand perception mapping that sheds light on how businesses manage market and economic crises while maintaining their leadership positions in the jewellery industry.

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