

Bollywood Superstar Kangana Ranaut the new face of Nakshatra Diamond Jewellery

Launch of new brand campaign featuring Kangana's TVC's

Unveiling of Nakshatra diamond jewellery's growth strategy featuring Omnichannel retail store network in Tier I and II cities along with robust online presence

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India's iconic diamond jewellery brand and amongst the "**TOP 50 LUXURY BRANDS**" in the world (*As per Deloitte Global Powers of Luxury Goods 2016 Report*), Nakshatra, today unveiled a new brand campaign led by television commercials featuring its brand ambassador Bollywood Superstar Kangana Ranaut. The new TVC's focus on the celestial inspiration of the brand centred around the traditional seven diamond motif which has a deep connection with our mythology. These films make it appropriate for the forthcoming wedding season and other auspicious days for no wedding is complete without the eternally brilliant and forever auspicious Nakshatra Diamond Jewellery.

The brand also unveiled its robust growth strategy led by omnichannel retail expansion in Tier I and Tier II cities along with online presence of the lifestyle marketplace www.nakshatra.world with specially curated collections of Nakshatra Diamond Jewellery and designer apparels.

Nakshatra Diamond Jewellery's first TVC, the celestial film is inspired by the constellations portraying celestial brilliance – '*noor ka jhurmuth*', "Celestial Brilliance of diamond cluster" the essence of the brand. Captioned '**Nakshatra Diamond Jewellery – Wear your Divine Luck**', it features the actress choosing jewellery from Nakshatra's latest collections for a very special occasion. Razy Ghai of Assylum Films, talking about making of this film said "*the emotional intensity coupled with Kangana's dramatic performance gives the film an organic, baroque look through its mythological tapestry and theatrical melange of lights and shadows*".

The second film is about Nakshatra Diamond Jewellery and its association with every auspicious occasion. "*On special days I do not take any chances, and I always put the right foot forward*", says Kangana, before adding "*So for me, it is only Nakshatra Diamond Jewellery*". The third film brings forth the eternal association Nakshatra Diamond Jewellery and weddings for "*no wedding is complete without it*". Mr. Saurav Bhattacharya, Group President – Gitanjali Group said "*Nakshatra has always been positioned as the most precious jewellery brand for a modern Indian woman to adorn on her wedding or any other auspicious occasion. Kangana complements Nakshatra's celestial brilliance as she herself is an icon of beauty, style and innovation*".

Further to the TVC campaign Kangana launched the new *Saptamandala* collection from the brand, a collection of diamond jewellery that invokes blessings and Divine Luck for the wearer to coincide with the TVC campaign. The designs of this collection breathe new life into the traditional seven-diamond motif, reinterpreting the 'kudajodi' in a non-floral avatar. The collection comprises of earrings, rings, pendants and nose pins. Kangana adds, *"Nakshatra's Saptamandala jewellery is special to me as it is deep rooted in Indian traditions and epitomises divine luck"*.

Speaking about the brand's expansion plans, Saurav Bhattacharya, Group President – Gitanjali Group, said that Nakshatra is already the most popular brand in the diamond jewellery segment with the highest top of the mind recall. *"Nakshatra is now poised for major expansion and is entering an exciting growth phase. In the coming year, we plan to open 100 franchisee & coco stores and build touch points in leading jewellery retail stores across 30-40 Tier I and Tier II cities of India."*

The brand already has an extensive pan India network, with an omnichannel retail model including a presence in franchisee stores and SIS outlets at leading lifestyle stores, as well as at various large jewellery retailers through Gitanjali's distributor network. It also has a robust online presence.

The new expansion plans will make the jewellery much more accessible to every consumer. *"She can browse online and choose her preferred piece from among hundreds of designs, and then locate the nearest retailer from where she can purchase it,"* Bhattacharya explained.

This new phase of growth will also see the launch many new collections for weddings and the different auspicious occasions that are celebrated across the country, he added.

Other Nakshatra offerings include **Classic Collection** - elegant and spectacular designs based on evergreen and eternal concepts highlighting the seven stone floral cluster; **Lattice Collection** – designs based on a simple ornamental criss-cross framework that is symbolic of the wonders of the heavens; **Mandala Collection** – a traditional divine form recreated with a contemporary elegance integrating the symbolic seven - petalled floral motif of the brand; **Cluster in Cluster – Halo Collection**, with an innovative outer diamond rim to enhance the overall look of the floral diamond cluster and the **Cluster in Cluster – Classics Collection**, which uses innovative pressure setting techniques so that clusters of multiple smaller stones morph into large petals and flowers.

About Nakshatra Diamond Jewellery

India's iconic diamond jewellery brand, launched in 2000, has highest top of the mind recall among consumers. Drawing inspiration from a '**constellation of stars**', from where it gets its name, this unique range of diamond jewellery, evokes powerful imagery of mystery, brilliance and timeless beauty.

Nakshatra has an extensive pan India network and follows an omnichannel retail model with a presence across a strong franchisee network, Shop-in-Shops (SIS) at leading lifestyle stores, various established jewellery retailers through Gitanjali's distributor network and a robust online presence.

For more details, contact: