



Tanishq implements digital features across its 200+ stores

Focuses on experiential commerce, phygital features

Strengthens its omnichannel presence

Chennai, July 2020: Imagine a world where the best of both online and offline platforms come together to truly offer a seamless shopping experience to customers. For scaling up their business across multiple channels including brick and mortar, website and mobile app, India's most trusted jewellery brand Tanishq announces the launch of new phygital features, a tech stack that'll bridge the gap between bricks and clicks - **Video calling, Endless aisle, Virtual jewellery try on, Real time live assisted chat and Book an appointment** powered by augmented reality in more than 200 stores.

With digital and remote buying as an emerging and continuous trend, these new features will further strengthen Tanishq's Omni-channel approach.

Keeping customers at the heart of all innovations, Tanishq has also launched host of technology initiatives to promote contactless selling such as Book an appointment, Video calling, Endless aisle, Virtual jewellery try on and Live assisted chats.

Feature Highlights:

Book an appointment- Customers can take appointments either by calling the stores, by filling a small form at www.tanishq.co.in or from the google pages of the stores. Appointment based shopping not only provides personalized care to the customers at the store, but also helps in adhering to social distancing norms and thus provide a safe and secure environment so that the customers can have peace of mind while shopping at their favourite Tanishq store. Customers will also have the option of booking an appointment for Video Calling.

Video calling- Customers can connect on a video call with the store of their preference to virtually see the jewellery and gather details. Customers opting for Video Calling will be personally attended to help them choose from range of products curated beforehand based on their preference. The store staff showcase the jewellery by wearing it so customers are sure of how it looks before buying it. Once the customer places an order, the product gets delivered to their doorstep following all safety and hygiene norms. This feature brings a personalized real-time shopping experience of a Tanishq store in the comfort of home.

Virtual Jewellery Try on- Tanishq has created an innovative differentiation by offering a highly engaging, eye-catching and an immersive digital experience for customers to discover range of jewellery. One can 'try and buy' products across categories like earrings, pendants and necklaces virtually with the new **Virtual try on** feature on the Tanishq website. A tag is mentioned on the products - TRY ON AVAILABLE; to let consumers know that they can try on a particular product.

Endless Aisle- With the implementation of endless aisle at stores, Tanishq aims to connect all the stores in its retail network to showcase the entire range of products from any part of the country and guarantees to cater to jewellery requirements across all categories and regions at one go.



Live assisted chat- Customers, especially the first time online buyers, can be assisted by experts in real time on all their queries and help explore them and choose from a wide range of stunning designs, compare product attributes, and assist in resolving all queries immediately

Speaking on the introduction of virtual features, **Mr. Arun Narayan, AVP Category, Marketing & Retail, Tanishq, Titan Company Limited,** says *“We are leveraging digital to solve for and enhance many aspects of the Tanishq buying experience. So now our customers can browse and even get expert assistance to make an informed purchase decision. The customers now have a choice to visit our stores physically or virtually through video calling from home. The idea behind initiating these virtual features was to enhance and give our customers the same experience that they would get by visiting any of our stores physically. The customers can also shop at our online store, seek live expert assistance through a chat, use our enhanced video calling facility or experience the look of the jewellery by using advanced virtual try on technology. Since we also cater to all the jewellery requirements across all communities, there is an option for a video call with an expert from any of the 207 cities where Tanishq stores are located. With all these new possibilities, shopping at Tanishq has become so much more exciting, safe and a lot more convenient.”*

Customers can visit <http://www.tanishq.co.in> for further details.

About Tanishq:

Tanishq, India’s most-loved jewellery brand from the TATA Group, has been synonymous with superior craftsmanship, exclusive designs and guaranteed product quality for over two decades. It has built for itself the envious reputation of being the only jewellery brand in the country that strives to understand the Indian woman and provide her with jewellery that meets her traditional and contemporary aspirations and desires. Attesting to this commitment towards excellence, in 2019, Tanishq has been awarded the title of The Most Trusted Jewellery Brand in India by the Trust Research Advisory. To stress on their commitment to offer the purest jewellery, all Tanishq stores are equipped with the Karatmeter which enables customers to check the purity of their gold in the most efficient manner. Tanishq offers gold and diamond jewellery (in 22 and 18 karat gold) in over 5000 traditional, western and fusion looks. The jewellery is manufactured in a fully integrated manufacturing plant with state-of-the-art equipment. The Tanishq retail chain currently spreads across 335+ exclusive boutiques in more than 200 cities.