



**IMMERSION EXERCISE – 2**

# **JEWELLERY**

# STRATEGY PITCH



## Positioning a New Brand in a Crowded and Distrustful Market

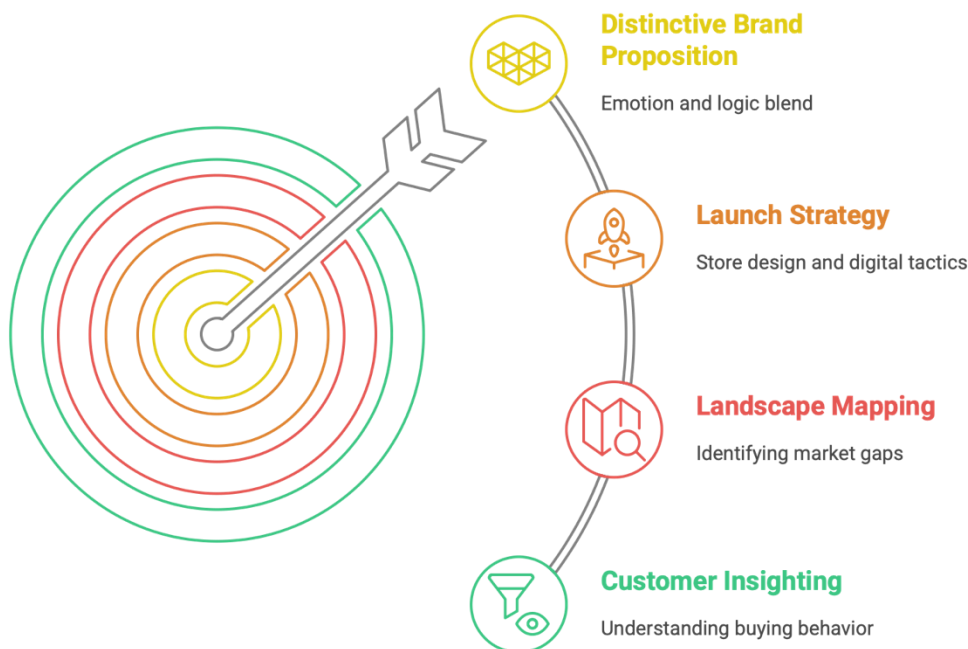
The jewellery market in India is vast but fragmented, dominated by unorganised players and a few large brands. While trust and legacy matter, consumers—especially younger buyers—are seeking transparency, design, and modern retail experiences. Indriya is a new entrant looking to carve out a meaningful position.

### Key Challenge

How do we differentiate and position Indriya as a trusted, aspirational, and relevant brand in a market flooded with both traditional jewellers and aggressive new-age players?

### Strategic Question

What should be our unique brand promise, and how do we deliver and communicate it across product, pricing, and retail experiences?



# FRAMEWORK



## DEFINING YOUR STRATEGY



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## WHAT IS STRATEGY?



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