



IMMERSION EXERCISE – 2

JEWELLERY

STRATEGY PITCH



Positioning a New Brand in a Crowded and Distrustful Market

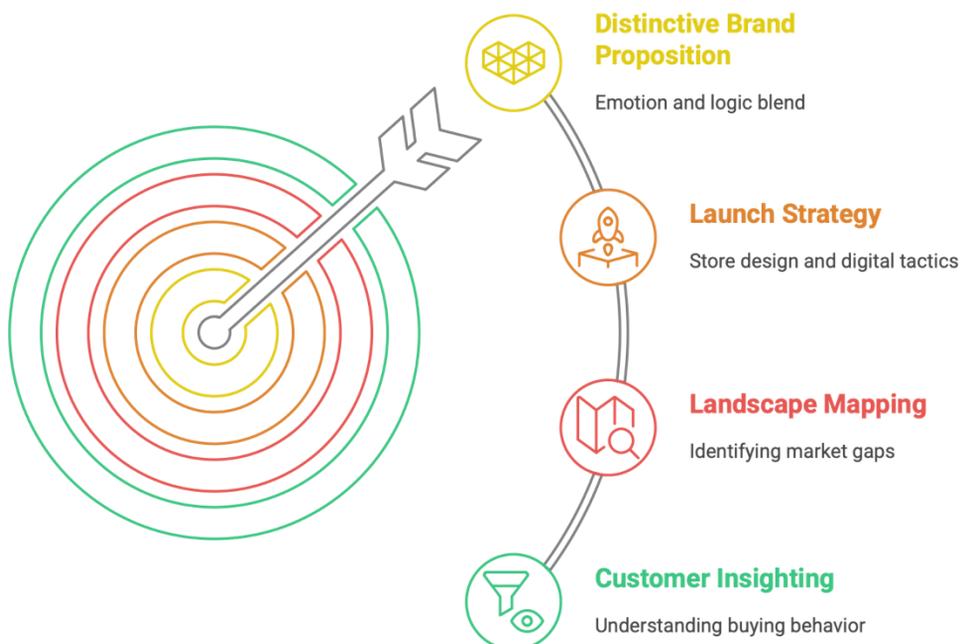
The jewellery market in India is vast but fragmented, dominated by unorganised players and a few large brands. While trust and legacy matter, consumers—especially younger buyers—are seeking transparency, design, and modern retail experiences. Indriya is a new entrant looking to carve out a meaningful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



GLOBAL GYAN
LEADERSHIP ACADEMY



Who is the Target Customer?

What does the customer Value?



Who is the Competitor?

**Alternatives?
Substitutes?**



What is my Value Proposition?

1. Attractive to customers
2. Unique vs competitors

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WHAT IS STRATEGY?



GLOBAL GYAN
LEADERSHIP ACADEMY

WHO IS THE CUSTOMER (SEGMENT) THAT WE WANT TO WIN



PRICE, COMMERCIAL MODELS, TCO, TERMS



THE OFFERING (PRODUCT / SERVICE / FEATURES / BENEFITS)



DISTRIBUTION AND SALES MECHANISM; SUPPLY CHAIN; CHANNELS



COMMUNICATION / AWARENESS CREATION / BRANDING / MARKETING



WIN THE CUSTOMER

ATTRACTIVE

CHOICES WE MAKE

UNIQUE

BEAT THE COMPETITION

