

# Gitanjali Jewels – A case study

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*Gitanjali Diamond Jewellery, one of the leading jewellery exporters in the country, adopted Mart Jack to tap the potential of Internet and Mobile technology, augmenting and strengthening the company's reach to the booming online market.*

## About Gitanjali

Gitanjali is one of the most reputed brands in the Gems and Jewellery market in India, with 840 outlets world-wide. Gitanjali owns popular brand names such as 'Asmi', 'D'damas', 'Nakshatra,' Diya', 'Sangini', 'Gili', 'Giantti', 'Collection G', 'Gold Expressions', and 'Vivaha Gold', that have been serving the needs of satisfied customers across the world.

Set up in 1966, Gitanjali is one of the earliest diamond houses in India and has received over 50 National and Council awards from the Ministry of Commerce, India for outstanding exports. Gitanjali is today one of the leading diamond and jewellery export companies in India. A \$900 million multinational group, Gitanjali is also listed publicly.

## The Need

With the advent of new technology, it is clear that a very large segment of potential buyers turn to the Internet for detailed information on the product or service they intend to buy.

They seek genuine information, available to them in real-time to enable them to make an 'informed purchase' decision.

## The Objective

Gitanjali wanted to implement a technology-enabled retailing service so as to achieve complete market penetration that significantly brought them closer to tech savvy customers from across the globe.

## The Challenge

- To offer *consumer delight* by effective online brand promotion and online merchandising

### Client Speak

"We are exploring a whole new sphere of jewellery marketing and going forward e-commerce will be a substantial part of our marketing initiative. Through e-tailing we target the youth, NRIs and foreigners (the biggest potential customers). We expect to capture 35 per cent of total online jewellery sales in India by 2010", says Mehul Choksi, Chairman and Managing Director of Gitanjali Group.

- To provide authentic and real-time information of products with area wise retail store information

## Why Mart Jack?

**Mart Jack** is a technology-enabled Web and Mobile based multi channel marketing tool. Simply put, it is an end-to-end solution that enables businesses to have an **effective** online presence.

With **Mart Jack**, Gitanjali realized the potential of tapping into the influential online community that looks to make a purchase at LOCAL stores.

With **Mart Jack**, Gitanjali implemented a solution that would give online consumers all real-time information of Gitanjali products with exquisite images (a complete shopping experience) as well as direct them to a nearby store for their purchase.

“During Diwali, online sales picked up. Now with Christmas and New Year, people are buying gifts online. By 2010, Gitanjali targets 3-5 per cent of its total sales to come through e-commerce.”

**Mehul Choksi, Chairman & MD**

## The Implementation

**Mart Jack** was implemented in four phases

**Phase I:** Comprehensive research was undertaken on Gitanjali and required needs which promote the effective local online presence were identified

**Phase II:** An effective corporate online entity through engaging local online presence was formulated

**Phase III:** Franchise network through brand websites that enhanced complete market penetration was created

**Phase IV:** E-commerce platform was created which enabled Gitanjali to promote online merchandising

## BRAND SITES

### 1. NAKSHATRA Diamonds :

Nakshatra is the constellation. Naturally, it evokes images of destiny and fate, a shape of things to come reflected in the positions of the stars above. It stands for the power, mystery, beauty and symbolism of the stars, capturing the essence of nature's magical metamorphosis through billions of years.

Nakshatra is one of the most respected jewellery brands in India and it has played a pioneering role in introducing the benefits of branded jewellery to the Indian market.

The same radiant and shine can be perceived through the online brand website at [www.nakshatradiamonds.in/](http://www.nakshatradiamonds.in/)

Now you can shop online anytime anywhere with 100 % security at <http://www.estore.nakshatradiamonds.in/>

## 2. ASMI

At every step, Gitanjali translates its vision into a vibrant, shining reality visible to all. With careful positioning, immense investments, dedicated effort, unique creations, quality assurance and timely delivery has sited us at the crest of a wave that is moving upwards with great momentum. It is a result of a farsighted strategy, painstakingly crafted over last 40 years.

Asmi online caters to the woman of substance, satisfies her mind for rewards & recognition, evolving continuously to suite her style & personality. Asmi jewellery has a contemporary, delicate and feminine look that is distinctly evocative of strength & grace. In brief Asmi is for the woman of spirit and same can be reflected through its online brand identity.

Asmi has a strong pan India retail network of 250+ outlets which include exclusive stand alone stores, leading franchisees, established anchor shop-in-shop & leading retailers.

**Now you can visit any of the 250 stores online through store locator of website.**

To locate local stores, visitor has to select a state, city and area from the drop down menu and click on the **LOCATE**

button.

Asmi store online : [www.asmidiamonds.in/](http://www.asmidiamonds.in/)

Local store at Mumbai : <http://www.mumbai-centralorchid.asmidiamonds.in/>

## 3. DIYA DIAMONDS:

### “Born of Dreams”

It's everyone's dream to possess the rarest thing on the planet Earth and it's a dream of every women to possess diamond jewellery. To make that dream come true, Gitanjali introduces “Diya” diamond jewellery.

The diamond jewellery for all those alluring eyes that saw it in dreams can now be the reality by possessing, “Diya” diamond jewellery at [www.diyadiamonds.com](http://www.diyadiamonds.com)

Consumers can select and buy the products from catalogues available online and can make the payment through credit cards or direct money transfer from their bank accounts via net banking. The group has already tied-up with Visa and MasterCard and several major banks. Products ordered online will be shipped directly to the consumer. Else they can be collected from the nearest offline store. Initially, the company is charging a minimal shipping charge, but beginning January, the group plans to deliver the products free of charge.

## Benefits to Gitanjali

- ▶ Gitanjali's appealing online store presence simplifies the efforts of local online customers who search online for real time information of products but prefer to buy them at local stores
- ▶ Gitanjali is able to form a direct online rapport with its target customers
- ▶ Online Brand building of Gitanjali Brands
- ▶ Technological leadership over competitors
- ▶ Increase in footfalls and sales

## Who we are

**Reasoning Global e Applications Ltd** is a technology strategist and innovator of cutting-edge e-business solutions. Headquartered in Hyderabad, India, Reasoning has developed India's first e-application in an effort to enable retailers to have a wider reach in the market, converting / diverting online customers to physical stores & helping them gain more than ever before.

Reasoning offers the opportunity to harness Brand promise, Increase Sales, Consumer satisfaction and dealer/franchise control using Internet and Mobile Technology through **Mart Jack**.