



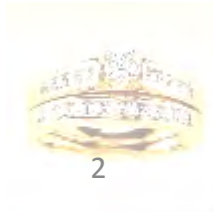
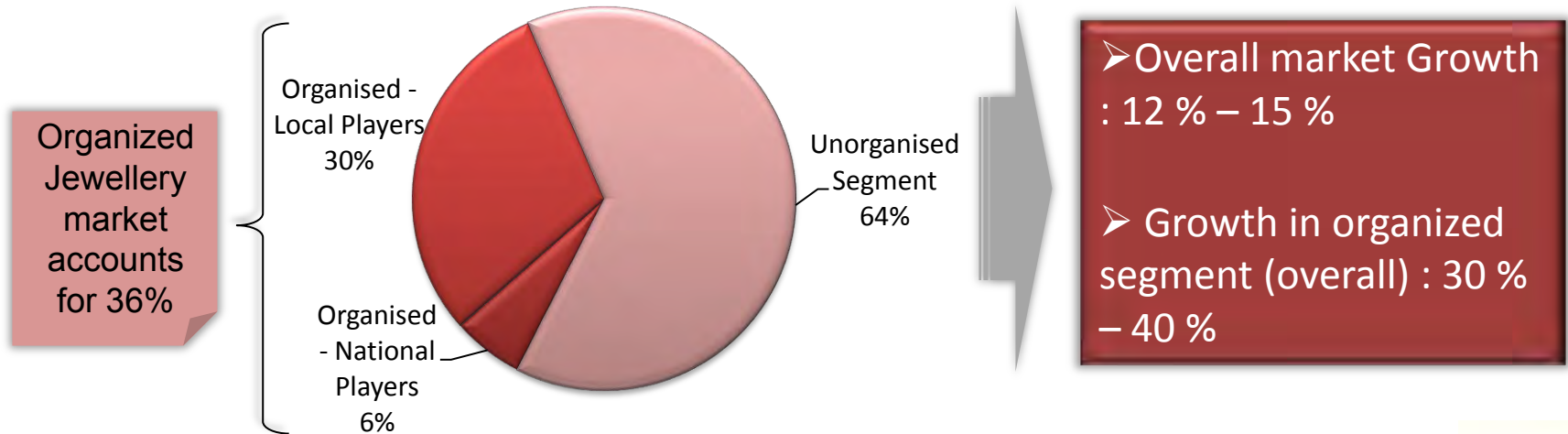
AZUL[★]

Research **Advisory** and Support Services

Research possibilities in Jewellery Sector...

Jewellery Market in India : Size and Growth

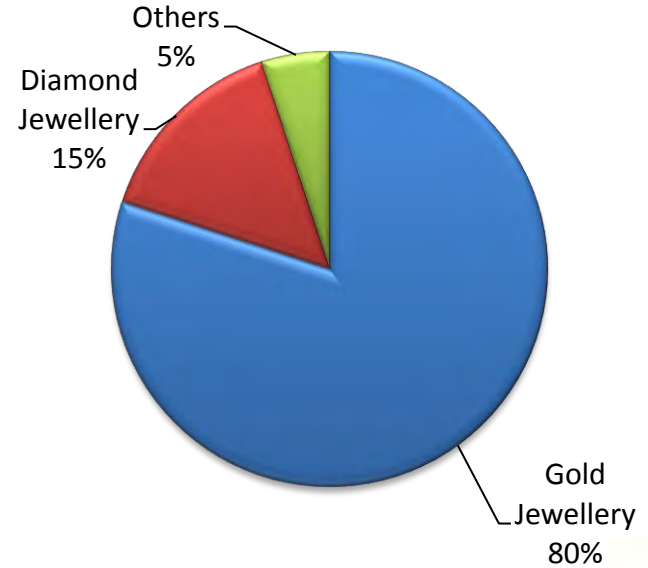
- The jewellery market in India is valued upwards of **US \$ 20 billion**
 - The organized segment (National Players) itself has grown to become US \$ 1 billion plus in less than 15 years



Jewellery Market in India : Classification



Jewellery Market Classification



Some More Facts About Jewellery & Associated Industries

SNIPPETS ON INDUSTRY

- India is the largest consumer of gold in the world : accounts for **20 per cent of global gold consumption**
- Gems & Jewellery is one of the fastest growing segments of the Indian economy, growing at ~ 15 per cent per annum
- Gold jewellery accounts for 80 per cent of the Indian jewellery market, but diamond jewellery has also shown good growth lately
- Indian diamond jewellery market has grown 7.5 fold in the last 15 years, from \$ 400 million in 1995 to an estimated **\$ 3 billion in 2010**



Growth Drivers for the Jewellery Industry

Emotional

- Indians' love with gold and gold jewellery

Rational

- Constantly increasing prices : Investment option

Socio-Economic

- Growing income levels
- Association with weddings
- Low cost in designing and abundance of skilled labour

Technological

- Increased use of high-end technology



Business Questions...

Azul helps Jewellery Manufacturers and Marketers answer questions like...

Who are my shoppers?

Profile of shoppers/buyers by :

- Age
- Income
- Socio-Economic Classification
- Locality

How do I know more about the decision-making process?

- Who are the influencers/final decision-makers in jewellery purchase
- How do I know more about the decision-making process?
- What are the important factors in purchase (Budget, Design, Occasion, Brand, Offers, Trust or interplay of the above)

What are the latest trends in jewellery?

Analyzed by:

- Age
- Region
- Occasion
- Socio-Economic Classification

...And more

..Addressed by Research Solutions...



...And more

Using Research Instruments



**FOCUS GROUP
DISCUSSIONS**



**DEPTH
INTERVIEWS**



**STRUCTURED
INTERVIEWS:**
A) F2F
B) ONLINE
C) TELEPHONIC



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