



## EVARA PLATINUM BRIDAL JEWELLERY FOR THE BRIDE AND GROOM LAUNCHES IN CHENNAI, PLATINUM'S LARGEST MARKET

Embarking on a New Journey, Dipika Pallikal and Dinesh Karthik Take Platinum Blessings from their Parents with Exquisite Platinum Designs from the New Range

**Chennai, 4<sup>th</sup> December, 2014:** Platinum Guild International (PGI) today announced the entry of platinum into the bridal jewellery segment in Chennai, platinum's largest market in India, with the grand launch of **EVARA Platinum Blessings**. Vaishali Banerjee, Country Manager PGI, along with some of the leading retailers of Chennai including GRT, NAC, Prince, Joyallukkas, Malabar Gold & Diamonds, VBJ and Sarvana Jewellers unveiled EVARA Platinum Blessings, a new and exciting offering that will create a new space in the evolving bridal segment to the Chennai market.

Built on platinum heritage and infused with cultural relevance integral to Indian weddings the name EVARA is rooted in Sanskrit and stands for blessings and carries with it the platinum promise of everlasting love. Introduced with an exquisite range of jewellery for men and women, **EVARA Platinum Blessings** will offer parents, in-laws and the elders of the family, an opportunity to bless the couple with beautiful platinum jewellery that signifies their everlasting love.

Unveiling the exquisite range of bridal jewellery, the young, to be wedded couple Dipika Pallikal and Dinesh Karthik were blessed with Platinum Blessings by the to be bride's parents Mr. Sajiv Pallikal and Mrs. Susan Pallikal showering the couple with love and everlasting blessings.

**At the launch, Vaishali Banerjee, Country Manager India, Platinum Guild International** added, "We have seen phenomenal success of the PGI programmes till date and how well it has resonated with young India becoming a must-have in their wardrobe. 85% of platinum consumers are in the age group of 15 – 30 and today this young lot are increasingly playing a larger role in the purchase of bridal jewellery. So we step forward and embark on a new journey to create and build another platinum milestone with **EVARA Platinum Blessings**, a blessing of everlasting love from the parents to the bridal couple at the wedding. The new parental discourse is about treating the girl and the boy as equal and platinum aims to own this modern discourse, built on deep inclusive love and respect. This is a space unique to platinum because blessings are always everlasting and love is central to platinum. The concept of Platinum Evara will be promoted through a robust 360-degree campaign to inspire an emotional connect for platinum wedding jewellery. This will be supported by a strong trade programme that will deliver a superior consumer experience in-store with dedicated branded Platinum Evara zones."

As Dipika Pallikal embarks on a new journey and received Platinum Blessings from her parents, she said, "I will cherish this platinum Evara piece for ever as it is symbolic of a new relationship that I will be sharing not just with Dinesh but also both our families. I believe marriage is not just a union of two souls but a coming together of families, it's a celebration of the everlasting love, equality and mutual respect

  
PLATINUM BLESSINGS

we all share in this new relationship and the new Platinum EVARA designs rightly embody this beautiful emotion in the Platinum Bond. It's the perfect blessing!!! Thankyou Mom and Dad."

Dinesh Karthik Added, "I truly feel blessed this afternoon and I am overwhelmed with this beautiful welcome from Dipika's parents. As I promise to cherish Dipika and we form a new relationship as a couple I will also be treasuring the novel bond we have formed with our families. An inexpressible feeling, but I think this Platinum Bond says it all."

The Platinum Evara jewellery has been designed keeping in mind that it can be worn beyond just the wedding occasions. So post marriage, right from a promotion or a new venture to a baby shower or an anniversary and so on, key milestones are designed with blessings and made of precious platinum.

**Price Range:**

**Necklace Earring Set:** Starting from INR 400,000 – 500,000

**Bangles / Bracelets:** Starting from INR 125,000 – 150,000

**Men's Chains & Bracelets:** Starting from INR 125,000 – 180,000

*\*Price subject to vary depending on the daily metal rate, metal weight and diamond content.*

**Availability:**

Leading platinum authorised retailers across India such as GRT Jewellers, Prince Jewellery, NAC Jewellers, Joyalukkas, Malabar Gold & Diamonds, VBJ, Sarvana Stores, C H Jewellers, Ranka Jewellers, Senco Gold & Diamonds, Prince Jewellery ORRA, Manubhai, Chintamani amongst others.

In order to assure consumers of the purity of platinum jewellery, Platinum Guild India Pvt. Ltd. has appointed Underwriters Laboratories (UL Inc, USA) to audit and monitor its Quality Assurance Scheme. Under this scheme, all authentic platinum jewellery in India comes with a Quality Assurance Card and bears the purity hallmark of "Pt 950" stamped inside the piece. This also serves as an assurance of a 'buy back' programme.



*Look for the Pt 950 engraving as a hallmark of purity on every platinum jewellery*