

# Kishansdas and co.luxury brand creation and management

[Business](#), [Marketing](#)



## **History**

Kishandas & Co. is a renowned name from the land of Nawab's, Hyderabad which was one of the most celebrated princely states from the Pre-Independence era. Hyderabad has been known in the jewellery sector for its pearls. Kishandas is a family owned business with four generations of jewellers and the foundation was laid by Harlochanddas, followed by his son Harkishnadas, great grandson Krishnadas and present generation has Nitin, Prashant and Pratiksha. The brand has a legacy of 148 years and has exemplified the singular refinement of rare, original and exclusive jewellery. The brands elite clientele included members of the Nizam of Hyderabad's court, officers and businessmen. Furthermore, the clientele had people who owned titles and were celebrated names of Hyderabad's upper section of the society and they proved to be witnesses and testimonial of the brand's designs, quality and artisanal skills. Hence, the brand has always been held in high regards for their sense of aesthetics, quality, expertise and authenticity. In addition, even in today's time Mr. Kishnadas is considered as 'The Father of Pearls' and people from India and globally often consults him with matters that are concerned with value and aesthetics. Furthermore, they became the respected name and ambassadors of exquisite craftsmanship, which was also driven by their goodwill and patronage from their clients. Moreover, the legacy still continues, as the present generation is knowledgeable, passionate, experienced and are pioneers of jewellery designing and have raised the flag higher.

## **Brand Elements**

Brand elements are used to identify and differentiate the brand from others. Elements like logo, slogan, packaging style helps to communicate the brand character to its target audience. Brand elements can be distinguished in following manner:

**Tangible Elements:** The tangible elements of a brand are those that can be touched and seen with naked eyes. They can be measured and analyzed. They include the physical attributes of the brand like color, logo, slogan, cult products and packaging.

**Name Kishandas & Co.:** the name of the brand is incorporated from the name of its owner. Harlochandas had three grandsons, who joined the family business of jewelry. All the three sons started their own outlets under their own names. One of them is Kishandas, the 3rd generation of the family business. The brand's name also implies that it is an ancient family business that will be succeeded by coming generations. It also shows the trend of 1800s, where everyone preferred simple names over complicated names.

## **Logo**

Brand logo is representation of brand's message and position. A good brand logo not only helps in differentiating the brand with others but also helps in enhancing brand recall.

The logo of Kishandas & Co. signifies its attributes of being timeless and elegant. It is in simple fonts implying sophistication. The name of the brand is clearly legible with the year being incorporated along with it. Moreover,

this highlights the fact that the brand is an establishment with rich legacy and heritage of craftsmanship. Furthermore, Hyderabad is known as city of palaces and pearls with exclusive artisanal skills and legacy of jewelry making traditions. Also, below the brand name they have mentioned ' Heritage Hyderabad,' which signifies their deep roots with heritage jewelry making and exquisite workmanship. The logo is perfected by inserting beautiful outlines of jewelry.

### **Color**

The brand crafts astonishing pieces with ruby, emeralds, pearl, diamond, navratna, each having their respective color and their significance. Although, having such kaleidoscopic collection, the brand exhibits elegance, sophistication and simplicity, which are depicted in its logo itself.

**Packaging**Product packaging plays a vital role as a marketing tool for in-store marketing. It enhances brand recall and top of the mind awareness in target customers. Customers are able to identify and differentiate by recognizing the product packaging.

Kishandas & Co. maintains the level of sophistication and elegance in their packaging as well. Their packaging has their logo at the center on a red and silver color package.[image: ]For small jewelry pieces they have a silver small purse and for bigger pieces they have red color boxes. **Intangible Elements**[image: ]Intangible brand elements explain how the customers feel about a particular brand. It helps in personifying the brand.

**Services**

Kishandas & Co. recite tales of ancient history of creativity, craftsmanship and deep-rooted knowledge of tools, techniques and process. The brand offers exclusive and tailor-made designs to their clients. They provide personalized services to the clients to indulge them in a royal experience. Their collections include inspiration from various cultures like Rajasthani, Nizami and South Indian. Moreover, they craft masterpieces made up of Almas (Diamonds), Yakhoot (Ruby), Zamarrud (Emerald), Moti (Pearls) and Navratna (Nine stones). They are specialist of unheated and untreated gems and all their pieces are handcrafted.

**Perception**

Kishandas & Co. has built a perception of being royal and regal craftsmanship. With such a legendary past of 148 years, the brand has established its name in the modern era while having its roots in Indian traditions and history. Since the brand is now succeeded by its fourth generation, it also establishes importance of family values.

**Outlet**

Kishandas & Co. have their flagship store in Hyderabad. The unique thing about the store is that they have their turned their Haveli (historical mansion/residence) into a jewelry boutique. The new boutique still has the old royal charm with a fusion of new interiors and décor. Furthermore, the house has different sections designed for different collections. The personal collection of the Kishandas family is displayed in one of the sections of the

store. The store shows the perfect blend of royal elegance and purity of craftsmanship.

### **Sensations**

The brand creates a sensation of divine luxury and aesthetic appeal in handcrafted masterpieces designed with vast ancestral knowledge. These legendary pieces are symbol of royalty, elegance, quality, authenticity and heritage.

### **Brand Communications**

Brand communication refers to the techniques adopted by the brand to influence the target customer's opinions. A good brand image is created with the help of effective brand communication.

Kishandas & Co. uses great techniques to communicate its traditional values and heritage of craftsmanship to its target audience. The brand subtly shows its core techniques used to craft their masterpieces. It explains the details of their craft in simple language in order to be able in associating with all its prospective client.

### **Official website**

The official website gives its potential and loyal customers an access into the world of Kishandas & Co. The website is designed in way that it has the required information to entice any prospective customer. They have beautifully explained their rich legacy built by their ancestors and how they are successfully continuing it with that same zeal and dedication.

Furthermore, it gives information about their craft, tools, process and types

of uncut gems. It also presents highlights of their collections and perceptions derived from their pieces. Customers can easily find information regarding their upcoming events and campaigns. The website uses simple font with grey background in order to enhance the pictures of their collection. This not only shows simplicity of the brand but also shows elegance, eternal and sophistication which suits the brand personality.

### **Social Media**

The brand has an immense influence on social media platforms like Facebook and Instagram. Their social media platform presents their collection in beautiful quirky patterns to entice modern customers. The profile includes information about their collaborations with various designers and their upcoming events worldwide. It showcases all their clientele and personal experiences. The clientele includes famous Indian celebrities, businessmen and members from the royal family.

### **Collaboration**

Social media pages of Kishandas also highlights their collaborations with esteemed as well as young designers. The brand has collaborated with prominent designers who have introduced royal Indian history, fashion and have succeeded to carve a niche for themselves on the global platform. Moreover, such collaborations proved to be competitive advantage for the brand. Not only are they able to blend traditions with modernity but it further helped the brand in tapping young millennials as their prospective clients. Hence, it shows how the brand despite, being classical and traditional in their ways is trying to adapt with the modern millennial culture.

- **Sabyasachi Mukherjee:** One of the most eminent and renowned collaboration of the brand was with Sabyasachi Mukherjee who has given a beautiful makeover to the wedding industry in India. Furthermore, he introduced a television show named Band Baajaa Bride, showcasing real brides and their journey from a girl to a married woman. Sabyasachi and Kishandas & Co. came together and paved the way of this dream into reality. This collaboration began in 2013 and continued till the presentation of Sabyasachi's spring summer collection 2017 called the Udaipur Collection. This helped the brand to enhance its brand awareness and visibility in the Indian market. In addition to this, the collaboration built a huge aspirational crowd thereby increasing their customer base.
- **Jayanti Reddy:** Jayanti Reddy, a Hyderabad-based designer is amongst one of the talented young designers with whom Kishandas & Co. collaborated to create classical looks for modern brides and balance it with a fusion of contemporary and traditional touch. One of the unique things about the designer is that she likes to experiment with natural fabrics such as weaves and ikats. This reflects how the brand is evolving with time while revamping its brand image to retain their loyal customers and also to connect with the young millennials.
- **Raw Mango:** both the companies collaborated as they share similar core values and beliefs. They treasure the rich and royal Indian culture and this is reflected in their craftsmanship for the collection. Raw Mango is an Indian brand, rooted deep in Indian philosophy and traditions and preaches its beliefs through their handwoven textiles



crafted using traditional techniques. Furthermore, they adapt traditional designs and give it a modern aesthetic feel. The collaboration showcased vintage masterpieces with a touch of modernity thereby, expressing and exhibiting the aesthetics of Indian culture. This reflects how much the brand values its traditional essence and collaborates with those brands that share their core values.

### **Associations with Celebrities**

Kishandas & Co. is admired by many celebrities which includes renowned Indian actresses like Bipasha Basu, Shilpa Shetty and Sushmita Sen. These admirers also include members from royal families like Maharani of Baroda, Princess of Jaipur and Princess of Bikaner. Such associations not only indicate the brand's credibility and popularity but also build goodwill for the brand. These celebrities have huge fan following which in turn get converted into appreciators of the brand as seeing their favorite celebrities adorning the brand's collection influences them. The brand through such associations communicate with its target audience about brand's personality and their beliefs. Band Baajaa Bride Kishandas & Co. featured its magnificent collection on the much renowned and celebrated television show named Band Baajaa Bride. The show changed lives of the featured to-be brides on the show by giving them their dream wedding they deserved. This helped the brand to create brand awareness, communicate brand values and enhance brand recall.

## **Brand Personality**

Brand personality is set of human characteristics that are attributes to a brand name. Along with the brand elements and marketing strategies, a perfect brand personality can be curated. The brand portrays a personality of an independent woman who embraces Indian values and loves to experiment. Her effortless elegance and inner beauty helps her to conquer the world while taking up the prestigious heirloom.

## **Global Audience**

With its commendable craftsmanship and best quality masterpieces, Kishandas & Co. has carved a niche for itself in the Indian market. It won't take long for it to become a global name in the luxury jewellery segment.

- **Rich Heritage:** Kishandas & Co. has a legacy of 148 years of craftsmanship, expertise and proficiency. It is one most celebrated house of India, and possess all the qualities to stand amongst the great maisons of global market. Furthermore, the rich heritage helps in storytelling which weaves emotional appeal among the target audience. Presence of such unique attributes will help the brand to expand their roots in foreign markets.
- **Specialisation in gemstones:** Kishandas and family have deep knowledge of ancient techniques, processes and exquisite materials. These materials are then incorporated into their masterpieces which recites tales of excellence from various Indian cultures. Along with the excellence, the coveted gems have the calibre to turn this Indian brand into next global luxury brand.

- **Inspiration for Global Brands:** Since centuries, global jewellery brands have drawn inspirations from Indian karigari and its intricate designs. Since, there is already a part of the world who is enticed with the Indian craftsmanship, it won't be difficult for the brand to make a mark in the global jewellery market. With the help of appropriate brand communication techniques, the brand will soon share its values and beliefs with the global audience.

### **Changes in Identity to Fit Global Audience**

Kishandas & Co. has the perfect mixture of brand elements, values and communication techniques which will help it to be the next potential global luxury brand from India. Although this may be true, but there is still a need to incorporate some changes in the brand identity. This will ensure that the brand captures the global market share as efficiently as it did in its home country.

- **Cult Products:** Cult products are the ones with a strong and loyal customer base. Surprisingly, even after operating for 148 years in the jewellery sector, the brand doesn't have any cult product. This is maybe because the brand makes 'one of a kind' masterpieces. In order to gain brand visibility and to differentiate itself in the global jewellery luxury market, it is essential for the brand to have a cult product. Although, this can be done either by introducing a unique design or by investing in a ground-breaking technique which then can be recognized as the cult product.

- **Contemporary Design:** The brand curates magnificent masterpieces by drawing inspiration from the ancient Indian traditions and classical designs. Moreover, the pieces designed by the brand is generally adorned by brides on their wedding or some other function. The pieces are complemented with traditional attire which gives it mesmerizing touch. But, in order to fit in the global market the brand will have to transform their designs and give it a contemporary and chic look. In addition, the brand will have to design their pieces in such a way that the pieces are able to complement the western culture while keeping the traditional Indian element intact.
- **Global Ambassadors:** Brand ambassadors are one of the most important catalyst in ensuring maximum brand recognition among their customer base. The brand is renowned and entrusted in India, but in order to connect with the global customers, it needs to associate a popular face with its brand to which the global market can connect with. This global face will have to be the one who shares the same beliefs and core values as the brand, who in turn will influence the global target market.