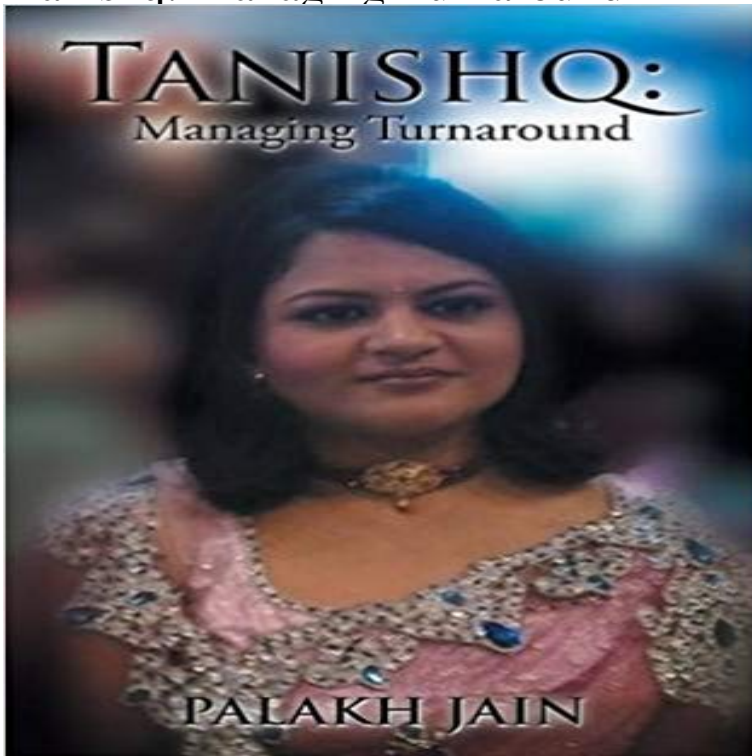


Tanishq: Managing Turnaround



The Tanishq brand belongs to the Tata group, and true to the groups policy, the brand aims at bringing in credibility and professionalism to the jewelry industry. Today, Tanishq is recognized as a path-breaking effort that has earned a reputation for trust and excellence. It is credited for introducing pioneering concepts in an industry where tradition once ruled. But it wasn't such a happy story all along. Launched in 1996, Tanishq had to face several challenges concerning value proposition and positioning in the retail market and had incurred losses for three consecutive years. This book aims to study what went wrong in Tanishq's entry strategy and how Tanishq has managed to turn itself around into a profit-making entity.

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