Indriya
Celebrating Endless Love for Indian Brides

- Integrated Marketing

Indriya's Bridal Vision

Insight

The day of marriage across Indian sub-cultures remains the purest expression of one's culture and celebration of rich heritage. Every woman cherishes a dream of being a certain kind of bride much before the chosen man walks into her life, a bride who indulges in the celebration of her heritage.

Industry Overview

Bridal jewellery preferences are hyper-local. Most national brands are unable to tap into the authentic regional nuances and come across as a superficial attempt to connect while local players are seldom scalable nationally. This puts Indriya in a unique position to be a national player that caters to the bride's regional sensibilities & establishes itself as the bridal destination of India.

Idea

*Celebrating this deep love for the bride's dream comes the brand platform **"Be the bride of your dreams",** honouring the bride who carries her heritage into her tomorrow. Indriya brings these dreams alive in the form of 4 glorious bridal collections, from **Gujarat's Raasvi** reflecting the vibrant textile designs of Gujarat to **Rajasthan's Padma Ranjini** seeped in Rajputana royalty, from **Maharashtra's Rajashree** that sing tales of Marathi valour to **Anantara,** a divine piece of south Indian temple heritage. These collections are spearheaded by a **marquee masterpiece necklace**, each consisting of three layers that unfold the iconic stories of these regions through motifs and patterns, crafted with endless love for the region.Taking one region at a time, each masterpiece was poetically presented to the customer in long format videos. The sparkle however comes from creating intentional and culturally relevant communication pieces across every channel – be it breathtaking visual narratives in store to an elevated partnership with Vogue that establishes Indriya as the go-to destination for Bridal Jewellery inspired by your roots.*



Padma Ranjini – Bridal Collection of Rajasthan



Raasvi– Bridal Collection of Gujarat



Anantara – Bridal Temple Jewellery Collection



Rajashree – Bridal Collection of Maharasthra

Visually Rich Bridal Storytelling Across India

Where every region's soul comes alive through craft, culture and cinematic poetry. Every bride speaks intimately to her jewel: celebrating its motifs, craftsmanship, and the emotions embedded within.



Raasvi – Bridal Collection of Gujarat

This masterpiece pays homage to Gujarat's vibrant spirit—each ruby-studded layer echoing the textiles, amulets, and bridal treasures cherished by generations. Set against the warmth of a traditional jhoola and architecture inspired by Gujarati homes, the bride shines in her timeless panetar, while the rhythmic pulse of duff, shehnai, and dandiya-like beats fills the air with festive joy—bringing alive the cultural heartbeat of Gujarat in one breathtaking moment.



Rajashree – Bridal Collection of Maharashtra

Crafted in three resplendent including—Vajratik Haar, Saaj Haar, and delicate Thushi beads—this masterpiece reflects the pride and glory of every Marathi bride. Framed within the warmth of Maharashtrian architecture, the bride appears in her traditional Navari saree, green bangles, and iconic Puneri nath, completing her timeless trousseau. The lilting blend of mandolin and duff infuses the air with the soul of Lavni, capturing the cultural heartbeat of Maharashtra in a single moment.



Anantara – Bridal Temple Jewellery Collection

This masterpiece reflects Vishnu's cosmic balance through motifs of Kurma, Naag, Om, and Swastika, with Maa Lakshmi seated in Vishnu's conch at its heart—an ode to feminine divinity. Set inside a traditional Telugu home, the bride in rich ivory silk engages with the jewel, adorned in full temple bridal regalia including antique baajubandh and kamarbandh. Jasmine-laden décor and the soulful blend of sitar, flute, tabla, and mridangam complete the scene, capturing the serene cultural essence of Andhra–Telangana.



Padma Ranjini – Bridal Collection of Rajasthan

Royal in its craftsmanship, this gold masterpiece weaves tales of peacocks, lotuses, and Rajasthani heritage across its three layers—the Padma Aad, Shreenathji Jhalar Haar, and Timaniya Haar that complete a traditional Rajputana trousseau. Set within a stunning Rajasthani haveli of jharokhas and arches, the bride—adorned in borla, baajubandh, and all the finery of her lineage—glows amid genda-phool décor. The rich strains of shehnai, khartaal, and sarangi amplify the grandeur, capturing Rajasthan's regal soul in a single frame.

Each film became a cultural tapestry—with sets stitched with regional architecture, brides in regionally authentic textiles, music unique to her land, and nuances relevant to her roots in their truest form

Making Every Channel a Love Letter to the Bride

A hyperlocal love story told across every touchpoint that matters.

Print



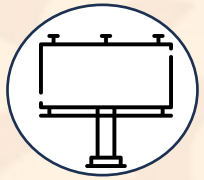
Full page ads in top regional publications like **Amar Ujala, Sakal, Lokmat, Dainik Bhaskar, Gujarat Samachar, Eenadu & Sakshi.** Each ad connects with the regional sensibilities by showcasing the bride in full traditional attire inspired from her heritage

TV



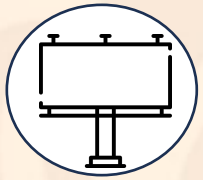
With a luminous **debut on primetime** television across Maharashtra and Andhra–Telangana, Indriya quickly claimed a **No. 3 share of voice**—announcing its arrival with elegance and power, garnering more than **3000 GRPs @3+** reach.

OOH



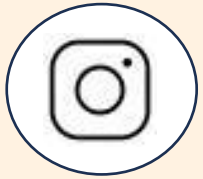
Across 400+ sites in 23 cities, every creative was placed with cultural intuition—so each bride appeared where her community truly lives, like the Gujarati bride gracing Borivali's vibrant Gujarati heartland within Mumbai.

Digital



Indriya's digital strategy spanned across CTV, mobile, OTT and social platforms designed to reach her exactly where she browses, searches and dreams, delivering **1.9B+ impressions and 22M+ visits** with hyperlocal precision.

Social



Indriya's social media told stories in her language. Influencers across regions celebrated the modern-yet-rooted bride, sharing each collection's cultural soul through heartfelt storytelling that spread love across India.

CRM



Vijay Sales, Croma and 31 stores across 16 cities carried Indriya's charm into everyday spaces. Thoughtful vouchers and experiences at Shopper's Stop, Jean-Claude Biguine Salons and more brought the brand into her world with quiet intimacy.

Partnerships



With EaseMyTrip, Mastercard, India Weds IP, and HSBC, Indriya reached brides and families during meaningful life moments such as travel, celebrations, and new beginnings, turning functional touchpoints into emotional connections.

Turning Stores Into Wedding Experiences









Each store in the region was decorated with imagery showcasing a bride in the respective bridal collection along with a mannequin in bridal attire and even a *mandap* to truly immerse the customer in a wedding experience



Elements of each region such **as Rajputana architecture, Gujarati textiles, Maharashtrian woodwork** and **South Indian Temple architecture** inspired the counters in which the respective collections were displayed

Where Heritage Meets High Fashion: Indriya x Vogue

A luminous partnership that elevated Indriya's stature, showcasing brides who are confidently contemporary, unmistakably fashionable, and beautifully anchored in their cultural roots.

- **A Feast for the Heart:** Featured in **Vogue's November issue**, our *"All You Can Indulge In"* dinner reimagined the table as a gallery of masterpieces, where each jewel is an ode to a bride's roots and her radiant tomorrow.
- **Art Comes Alive:** Editorial visuals, **inspired by Raja Ravi Varma's timeless aesthetics**, celebrated every region's craft rendered in full, glowing artistic splendor.
- **Storytelling at Scale:** A premium pipeline of **2 films, 4 edits, and 8 images** positioned Indriya as **"Your Jeweller" -** a custodian of heritage and a creator of modern desire.
- **Love, Amplified:** With **Vogue's national footprint** (1.84M readership, 1600 outlets, 19,000 pin codes) and social storytelling, the collaboration sparked **1.6M+ views**, carrying our *endless love* across platforms and into countless hearts.







Being The Talk of the Town

An intimate in-store masterclass by our Brand Design Head brought the collection's regional inspirations to life, captivating customers and drawing the attention of leading regional publications.





Be the Bride of Your Dreams: Indriya Unveils Raasvi, the Bridal Collection of Gujarat

Mumbai, Indriya,Aditya Birla Jewellery, unveils Raasvi, the Bridal Collection of Gujarat, designed for the bride who carries her heritage and her dream about her perfect moment for years. Raasvi celebrates the vibrant essence of Gujarat's rich textile artistry and enduring cultural warmth, a radiant expression of craftsmanship and timeless regional grace. Sandeep Kohli, CEO, Indriya said, "With Raasvi, we are proudly embracing Gujarat's rich cultural heritage and celebrating it through exquisite craftsmanship inspired by its vibrant textile artistry and iconic motifs. Our vision is to establish Indriya among the leaders in regional bridal jewellery, by creating deeply authentic, meaningful designs that resonate with brides who cherish their roots. Raasvi marks an important step in making Indriya the most trusted destination for bridal jewellery across India, where tradition meets timeless elegance." Bhairavee Pandya, Head of Marketing & Visual Merchandising, Indriya added: "The day of marriage

across Indian sub-cultures remains the purest celebration of one's heritage and celebration of traditions that define us. Every woman who is dreaming of becoming a bride who embraces her culture deeply, long before she walks down the aisle. Raasvi, inspired by the vibrant artistry and warmth of Gujarat, brings this dream vividly to life through storytelling that marries heritage with personal expression. With Raasvi — The Bridal Collection of Gujarat, Indriya invites every bride to celebrate her roots and carry forward her culture with love and pride." Abhishek Rastogi, Head of Design, Indriya said, "Our vision was to bring the vibrant heritage of Gujarat to life through design. Raasvi is a balanced dialogue between tradition and modernity—where intricate handloom inherits refined contemporary craftsmanship. Through meticulous detailing and profound cultural inspiration, we have created jewellery that embraces the joy, colour, and timeless soul of Gujarat. The kaleidoscope of Raasvi reflects centuries of artisanal mastery, weaving together exquisite symbolism, rich techniques with iconic motifs to honor the enduring artistry of the region."



ઈંદ્રિયાએ ગુજરાતનું બ્રાઈડલ કલેક્શન 'રાસ્વી' પ્રસ્તુત કર્યું



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ઈંદ્રિયા ને પ્રસ્તુત કિયા પદ્મ રૉજિની, રાજસ્થાન કા બ્રાઇડલ કલેક્શન



ઈંદ્રિયા, આદિત્ય બિરલા જ્વેલરી ને 'પદ્મ રૉજિની' લૉન્ચ કિયા



નવવધૂ એવી, તમારા સ્વપનાં જોવી – ઈંદ્રિયાએ ગુજરાતનું બ્રાઈડલ કલેક્શન રાસ્વી પ્રસ્તુત કર્યું



ઈંદ્રિયાએ ગુજરાતની સંસ્કૃતિથી પ્રેરિત બ્રાઈડલ ક્લેક્શન 'રાસ્વી' લોન્ચ કર્યું

આદિત્ય બિરલા જ્વેલરીની પ્રતિષ્ઠિત બ્રાન્ડ ઈંદ્રિયાએ ગુજરાતના સાંસ્કૃતિક વારસાને સમર્પિત અનોખું બ્રાઈડલ કલેક્શન રાસ્વી લોન્ચ કર્યું છે. ઈંદ્રિયાના ડિઝાઈન હેડ અભિષેક રસ્તોગીએ કહ્યું કે, અમે ગુજરાતની સંસ્કૃતિ અને આધુનિકતાનો સમન્વય કરીને આભૂષણો તૈયાર કર્યા છે. આ ક્લેક્શન નવવધૂઓ માટે છે, કે જેઓ પોતાની સંસ્કૃતિને જીવંત રાખી વારસાને આગળ લઈ જવા માંગે છે. અમે રાસ્વી ક્લેક્શનમાં ચંદન હાર, ઝાલર અને ઝુમ્મા હારનો સમાવેશ કર્યો છે. જેમાં ગુજરાતની વસ્ત્રકળા, ઐતિહાસિક દરવાજ તેમજ રત્નજડિત નક્શીકામ, ઝાલર મંદિરની કોતરણી અને મંદિરની છાપ આધારિત ડિઝાઈન, કલીચટીની કારીગરી અને માલેક જડાવનો સમાવેશ કરવામાં આવ્યો છે.



નવવધૂ એવી, તમારા સ્વપનાં જોવી – ઈંદ્રિયાએ ગુજરાતનું બ્રાઈડલ કલેક્શન રાસ્વી પ્રસ્તુત કર્યું

આદિત્ય બિરલા જ્વેલરીની બ્રાન્ડ ઈંદ્રિયાએ ગુજરાતનું બ્રાઈડલ કલેક્શન રાસ્વી પ્રસ્તુત કર્યું છે. આ કલેક્શન એવી નવવધૂઓ માટે છે, જે પોતાની સાથે પોતાનો વારસો પણ લઈ જાય છે અને જીવનની આ ખાસ પળ જીવનું સ્વપ્ન તે વર્ષોથી જુએ છે. રાસ્વી ગુજરાતની સમૃદ્ધ વસ્ત્રકળા અને સદીઓનાં સાંસ્કૃતિક વારસાનાં ઘાઈજન્ટ હાર્દની ઉજવણી છે, જે કારીગરી અને ઝાકઝમાલ ઝાદેશિક ગરિમાની ચમકદાર અભિવ્યક્તિ છે.

ઈંદ્રિયાના સીઈઓ સંદીપ કોહલીએ કહ્યું હતું કે, "રાસ્વી સાથે અમે ગુજરાતનાં સમૃદ્ધ સાંસ્કૃતિક વારસાને ગર્વ સાથે અપનાવ્યો છે તથા આ ઉજવણી તેની જીવંત વસ્ત્રકળા અને આઈકોનિક છાપ દ્વારા પ્રેરિત ઉત્કૃષ્ટ કારીગરી મારફતે કરી છે. અમારું વિઝન ઈંદ્રિયાને પ્રાદેશિક નવવધૂ જ્વેલરીની કેટેગરીમાં લીડરમાં સ્થાન મેળવવાનું છે, જે માટે અમે ભારીક, અર્થસભર ડિઝાઈનો તૈયાર કરીએ છીએ, જે નવવધૂનાં મૂળને પ્રતિબિંબિત કરે છે. ઈંદ્રિયાને સમગ્ર ભારતમાં નવવધૂ જ્વેલરી કેટેગરી માટે સૌથી વિશ્વસનિય સ્થાન બનાવવાની દિશામાં રાસ્વી એક મહત્વપૂર્ણ પગલું છે, જ્યાં પરંપરાનો ઝાકઝમાલ ગરિમા સાથે સમન્વય થાય છે."



'ઈન્દ્રિયા'એ નવા બ્રાઈડલ કલેક્શન 'રાસ્વી'નું લોન્ચિંગ કર્યું

ગુજરાતી પરંપરા-હસ્તકળાને આધુનિક જ્વેલરીમાં ઉતારવાનો પ્રયાસ કરાયો

NEW LAUNCH IN THE CITY

100+ customers across key stores in key markets
20+ regional & local publications across markets

The event engaged customers, especially to-be brides leading to **70+ leads & 20% sell-through rate** of the collection

Impact & Results

Our ad tests results showed genuine interest for the campaign and intent to purchase

"*Ad was too good. It is uplifting our Indian culture. In this the jewellery and the arrangement they made were good to see. And I liked it so much.*

I liked the jewellery, the stone work, her saree, and the background; everything was perfect. I would like to make similar purchases for my future wedding.

The model was dressed very nicely with good choice of jewellery. The bridal look was very nice and we can also wear the same look with this kind of jewelry."

Business & Marketing Results

>50% Sell Through Rate of the Collection - Highest

Digital Stats
>9M Reach, ~500M Impressions, 28M Page Views

Social Stats
>450M Views, >75M Unique Reach, +167K Followers Added

Footfall Target Achievement @133%

With Endless Love

Team Indriya