

## World's first gold jewellery car unveiled by Goldplus

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GoldPlus, a jewellery retail brand from Titan Industries of the TATA group, has unveiled its much awaited endeavor of a paying tribute to 5000 years of Indian Jewellery tradition and craftsmanship with the launch of 'The World's 1st ever gold jewellery car' - the Goldplus Car. The car is the Tata Nano model. The car was unveiled by Mr. Ratan N Tata.

What is stark, is that the work of jewellery craftsmanship and design has been practically incorporated into the car, making it truly an ornamental asset. The concept of this car was created by designers, 30 artisans, who brought alive this marvel car with about 80 kgs of 22 Karat gold, 15 kgs of silver, gem stones and 14 techniques of Jewellery making - from intricate Filigree work, Meenakari work, Kundan work, the traditional Naqashi work – all that represents the diverse and culturally distinct jewellery techniques from across India.

Mr. Bhaskar Bhat, Managing Director, Titan Industries, stated, "Since eternity jewellery made with gold and precious stones has been an integral part of the Indian woman's life. Jewellery for Indians is an embodiment of culture and tradition and so over the years, craftsmen have meticulously used their unmatched skills to showcase this in their designs. Our brand Goldplus aims to offer a wide range of beautifully crafted jewellery with traditional and intricate designs. Paying homage to 5000 years of Jewellery tradition in India, we conceptualized to create 'The World's first gold jewellery car' incorporating a variety of techniques." Mr. C.K. Venkataraman, COO Jewellery Division, elaborated, saying, "Through this effort we wanted to showcase the expertise of diverse Indian Jewellery making proficiency. Nothing could have been better than a Tata Nano, as there is a perfect synergy between the two brands that cater to the common man. "We plan to take this 'World's first jewellery car' to all Goldplus markets." added Mr. C.K. Venkataraman.

Goldplus, a retail chain and brand of jewellery caters to customers in semi urban and rural India, and provides them with assured purity of gold in a wide range of beautifully crafted Jewellery. There are 29 Goldplus stores across 5 states of India.