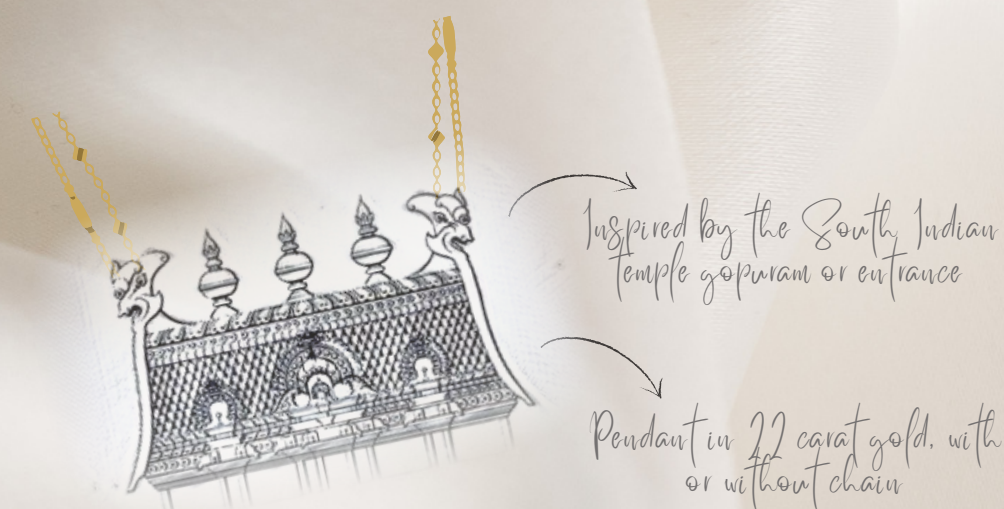




## Every link, a connection with our common past.

Timeless architectural beauty that has been the cynosure of millions. Testament to our cultural connections across space and time. From the Persian Gulf to South-East Asia, we Indians have left our imprints everywhere.

In the modern age, these take on new meanings. Tanishq now brings the Indian woman the idea of indifluence, melded from various Indian influences that have captured the imagination of the world. Wrought from 22 karat gold and painstaking craftsmanship, such as you would only expect from us.



Each design inspired by an architectural marvel that is so uniquely Indian. And given a completely modern interpretation.

For example, this capital over temple gopurams in South India asks us to raise our sights high towards the heavens. Imagine wearing this as an elegant and ultra-modern reminder of our indifluence.

Yes, we are all connected by the human chain of a common past. Tanishq asks you to wear it and look ahead and upward.



$\pi$   
TANISHQ

Wear your indifluence





## Let centuries of tradition whisper in your ears.

No matter where you look in India, you're sure to come upon an architectural marvel. Built centuries ago, they tell of our encounters with other peoples. It appears that we Indians have left our imprints everywhere, from the Persian Gulf all the way to South East Asia.

In the 21st century, Tanishq revives some of these traditions and gives them modern interpretations. We like to call it indifluence. Melded from several Indian influences, those that we share with many in the region.



*22 carat gold ear studs a la the Sun Temple in India*

*Intricately carved to reflect a thousand lights*

Wrought in 22 karat gold and minute attention to detail, the kind people have come to expect of us.

The world has always known that the sun rises in the East. Yet, here it is an object of awe, admiration and worship. Inspired by the Sun temple, Tanishq invites the modern Indian woman to don the energy and the brilliance of its light, day after day.

Hear centuries of tradition whisper in your ears. Then, go shine some indifluence.



  
TANISHQ

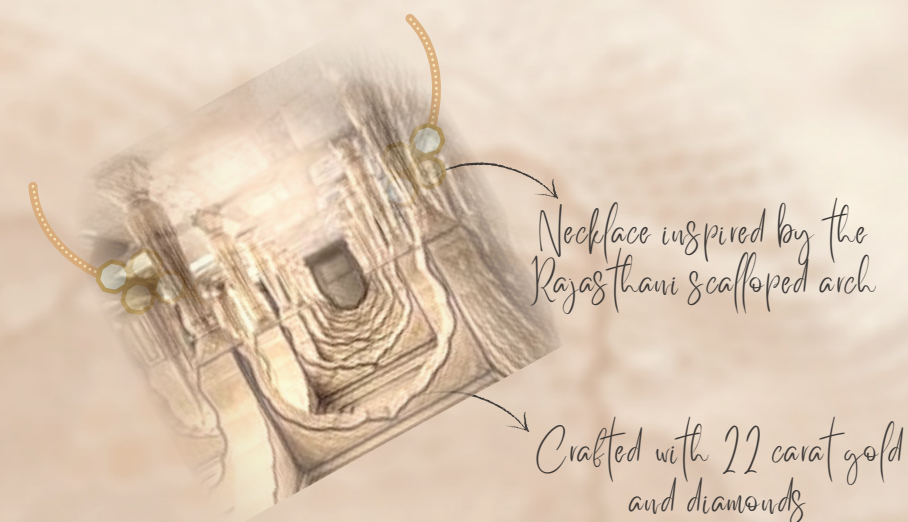
Wear your indifluence





## Wear heritage as you would, a precious heirloom.

It is by a quirk of fate and history that we have come to inhabit a land strewn with architectural monuments. Even beautiful ruins. Not every country has had the privilege of having encountered so many cultures and influenced so many others. It appears that we have left our imprints everywhere from the Persian Gulf to South-east Asia. With time, many of these elements of our cultural heritage acquire modern interpretations. At Tanishq, we call it indifluence. A melding of cultural influences from around the region.



Wrought from pure 22 karat gold and exquisite craftsmanship, each is testament to our love of beauty.

Take the typical Rajasthani palace scalloped arch. A work of beautiful symmetry, said to be influenced by Mughal architecture. Necklace-shaped, it asks us to focus on the beauty therein. Fancy a thoroughly modern, bejewelled arch around your shoulders?

Tanishq invites the modern Indian woman to wear a piece of priceless heritage. And exude the indifluence, for others to remember you by.



TANISHQ

Wear your indifluence





# Script your adornment



This circle with a dot in the centre that you see is the alphabet 't' pronounced softly as 'th' in almost all Indian languages. You might not recognize it as such, since this was in the Brahmi script used in the 5th century BC.

Brahmi is the source of most language scripts used in India. Besides, they travelled as far as South-east Asia. The fact that the language scripts we use to communicate today have a common Indian source in Brahmi is so awe-inspiring that we at Tanishq decided to create a new language in jewellery design around it.

Contemporary and elegant jewellery pieces that speak of an era from whence all our written language was born. Carefully crafted out of 22 karat gold and embellished with precious stones, including diamonds, each is a calligraphed ornament every modern Indian woman would love to wear.

Th, like in Tanishq. It is indifluence born again. Indian. Fluent. And international. The language of exquisite beauty and elegance you'd love to script.

  
TANISHQ

Wear your indifluence



Write  
what you wear



What looks like a small case d and b joined together is actually the letter “chch”. It is used in Sanskrit and also in Hindi, for example, to say chchavi, a mental picture of great beauty. You would never have guessed, though, because this is in an ancient script from the 5th Century BC: Brahmi.

Brahmi is the source of most language scripts used in India. Besides, they travelled as far as South-east Asia. The fact that the language scripts we use to communicate today have a common Indian source in Brahmi is so awe-inspiring that we at Tanishq decided to create a new language in jewellery design around it.

Elegant jewellery pieces that speak of an era from whence all our written language was born, each is a calligraphed work of art. Carefully crafted out of 22 karat gold and embellished with precious stones, including diamonds, this is a language every modern Indian woman would love to write in.

Welcome to indifluence by Tanishq. Indian. Fluent. And so international, you can write what you wear and the whole world will understand.

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TANISHQ

Wear your indifluence

India's first hallmarked jewellery brand

[www.tanishq.com](http://www.tanishq.com)



# Speak the language of forever



The infinity sign on its head? The number 8? Well, no, this is the alphabet m and also the first syllable that we utter when we are born. M for ma or mother. We don't recognize it because it belongs to the 5th century Brahmi script from which most languages this side of the Orient are born.

Brahmi is the source of most language scripts used in India. Besides, they travelled as far as South-east Asia. The fact that the language scripts we use to communicate today have a common Indian source in Brahmi is so awe-inspiring that we at Tanishq decided to create a new language in jewellery design around it.

Elegant jewellery pieces that speak of an era from whence all our written language was born, each is a calligraphed work of art. Painstakingly wrought out of 22 karat gold and embellished with precious stones, including diamonds, this is a language every modern Indian woman would love to speak.

Welcome to indifluence by Tanishq. Indian. Fluent. And so international, you can speak the language and you will always be eloquent.

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India's first hallmarked jewellery brand

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