

“SHARAF GROUP SIGNS STRATEGIC MOU WITH TANISHQ

Sharaf Retail to Drive Leading Jewellery Brand’s Growth in the Region

Dubai, United Arab Emirates

Tanishq has signed an MOU with Sharaf Group UAE.

Through this strategic alliance, Tanishq aims to extend its highly focused value offering in gold and diamond Jewellery and utilize Sharaf Group’s Retail expertise to drive their already robust growth story in the GCC. The two entities will kickstart this collaboration with the opening of a Tanishq Showroom in July 2023.



*“This partnership with Sharaf Group comes at an exciting time for Tanishq. We have recently opened our 7th store in the UAE with an imminent regional plan for expansion. We are thrilled to be writing this next chapter with a Trusted regional retail stalwart like Sharaf Group and look forward to leveraging each other’s strengths to offer unique value propositions to our discerning customers in the region,” said **Mr Kuruvilla Markose, CEO-International Business Division, Titan Company Limited.***



*“Jewellery is a high potential category and as we delved into this new space, we wanted the right partner. When a group like ours with diversified interests ties up with Tanishq, India’s leading Jeweller from the Trusted Tata Group, it bodes well for the future since we share common values of Trusted transparency, long term commitments to our customers, partners and stakeholders and guaranteed commitment for service and quality added **Maj. Gen. (Retd.) Sharafuddin Sharaf, Vice Chairman, Sharaf Group.***

*“We already have association with Tata Group and Tanishq is a further extension of our partnership based on mutual respect and traditional value systems. With a long history of Reliability in Retail of Consumer electronics, Fashion and Outdoor adventure, a partnership now with Tanishq gives us an opportunity to enter lifestyle segment and create value for our loyal customers”, added **Mr Yasser Sharaf, the Vice President Sharaf Group.***

About Tanishq

Tanishq, India's most-loved jewellery brand from the TATA Group, has been synonymous with superior craftsmanship, exclusive designs, inimitable customer service and guaranteed product quality for over two decades.

At Tanishq, jewellery is not just a product, but a manifestation of artistry and our exquisite range of gold & diamond jewellery strikes the perfect balance between traditional charm and contemporary appeal. With designs that capture the beauty and celebration of special occasions, Tanishq aims to be an integral part of every woman's journey. Attesting to this commitment towards excellence, in 2019, Tanishq has been awarded the title of The Most Trusted Jewellery Brand in India by the Trust Research Advisory.

Tanishq currently has a presence of 410 stores and is India's most trusted jewellery brand with an extremely high brand recall.

About Sharaf Group

Sharaf Group is a diversified business with a growing presence in the Middle East, Africa, the Indian Subcontinent and Asia. The Group is headquartered in Dubai and operates in 54 countries in the areas of Shipping, Logistics, Supply Chain, Retail, Travel & Tourism, Information Technology, Financial Services, Hospitality & Real Estate, Education and Manufacturing.

