

Raveena Tandon launches an exclusive new range of precious and rare platinum jewellery at Ranka Jewellers in Pune

Pune, July, 2011 -The ravishing and versatile, Indian film actress Raveena Tandon, today unveiled a new range of precious and rare platinum jewellery at Ranka Jewellers, Pune.

The new platinum range encompasses timeless, versatile and elegant jewellery, synonymous to what platinum stands for. Each piece is intricately crafted to perfection keeping the Indian woman in mind, a unique blend of the contemporary and the traditional.

Describing the platinum collection, Raveena said, "Platinum jewellery is every woman's best friend as it lasts forever. It stands out for its beautiful craftsmanship and is pristine, classy and wearable and platinum offers just that. Because of platinum jewellery being so precious, rare and eternal, my husband and I have our wedding bands in platinum with our names engraved behind it. I have been a jewellery collector and would like to pass on platinum jewellery to my future generation. I love the idea of wearing exclusive platinum jewellery for any occasion, be it a best friend's wedding, film premiere's or celebrating any milestone in my life, as it makes a statement."

Talking to the press at the launch, Mr. Vastupal Ranka, Director, Ranka Jewellers said, "The demand for platinum jewellery at my store has seen a sharp growth over the years. Women today are more aware and better informed and thus choose platinum for its inherent qualities of high value, rarity and emotional appeal. Besides, whether it's a simple solitaire or intricately designed bracelet with channel set diamonds, platinum is one of the most secure metals for precious stones."

From beautiful pendants to elegant necklaces, inspired by floral, timeless, royal and Indian motifs the collection pays homage to the strength that comes with being a woman. Its enduring nature ensures that your most precious diamond jewellery can be handed down from generation to generation, as heirlooms.

Platinum is rare and a treasure coveted by influential individuals for centuries. Found in very few places around the world, it is 30 times more rare than gold. The first meteorite that showered on earth two billion years ago is the way platinum entered our world. Its rarity makes it most precious and desirable.

The new range of delicate and precious platinum jewellery ranges starts from Rs. 10,000 onwards.

Platinum Guild India Quality Assurance Programme

In order to assure consumers of the purity of platinum jewellery, Platinum Guild India Pvt. Ltd. has appointed Underwriters Laboratories (UL Inc, USA) to audit and monitor its Quality Assurance Scheme. Under this scheme, all authentic platinum jewellery in India comes with a Quality Assurance Card and bears the purity hallmark of "Pt 950" stamped inside the piece. This also serves as an assurance of a 'buy back' programme.

## About Ranka Jewellers:

Ranka Jewellers is a 131 year old establishment, and the unparalleled supremo of the jewellery industry in Pune. This family business, now managed by the fourth generation of the Ranka family, is today the most reputed name not only in Maharashtra but the whole of India.

Ranka Jewellers are the pioneers of KDM jewellery in India and have introduced departmentalisation in jewellery showrooms. They are the first jewellers in Maharashtra to be awarded with an ISO Certification.

Their experience of generations and a large family of happy customers has resulted in six huge showrooms in Pune. The Raviwar Peth Showroom is their flagship store, which then extended to Laxmi Road in 1992, Karve Road in 1999, Pimpri-Chinchwad in 2008, Hadapsar in 2010, and they are all set to be at Sinhagad Road this year.