

MAHESH
NOTANDASS™
FINE JEWELLERY



Mahesh Notandass – Fine Jewellery

Objectives

- 360° brand solutions – Brand Shoot (conceptualization, visualization, story boarding, & execution), Brand Management, Advertising Buying, Marketing Tie-ups & Creatives (Banners, Hoarding, Pamphlets, Print Advertising)
- Create hype and buzz through PR Media Relations about **Mahesh Notandass** as a hi-end diamond brand also selling gold jewellery
- Maintain the position of **Notandass Jewellers P Ltd.** as a uber luxury brand offering an array of jewellery collections consisting of neckpieces, rings, earrings, pendants, bracelets, brooches, and many more
- To promote **Notandass Jewellers Pvt. Ltd.** as a brand catering to the crème de la crème

Mahesh Notandass – Fine Jewellery

PR Activity

- Promote the brand across various lifestyle magazines especially during the slack season & special days like Mother's day, Valentines Day, etc. as well as during Festive season
- Extend PR support for various **Mahesh Notandass** events like annual sale/new launches through listings and feature articles
- Initiate product shoots for **Mahesh Notandass** in fashion, lifestyle, entertainment and luxury Magazines to maintain Top-of-Mind Recall
- Target mainlines like HT Café, DNA After Hrs etc and initiated trend and industry stories

Mahesh Notandass – Fine Jewellery

PR Activity

- Initiate in Media buying decisions for leading publications including Bombay Times (Media Net), Mid-day (Centre Stage) & Top Fashion Magazines to generate buzz
- Integrated Social Media Marketing to increase Online Digital Footprint by engaging audience with effective content shared on public forum

Mahesh Notandass – Fine Jewellery

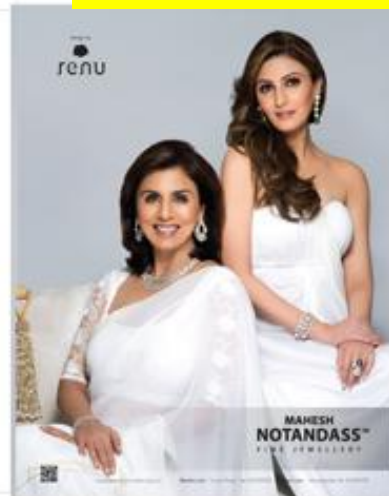
Advertising Campaign

A series of advertisement messages created specially for Mahesh Notandass for various medium that share a single idea and theme which make up an integrated marketing communication (IMC).

Mahesh Notandass - Magazine Ad

- Conceptualization, visualization, story boarding was executed by us.
- 7 months Ad campaign
- Top Magazines

Single Page



Double Page



TIMELESS HER ROOM CREATIONS

Double Page

MAHESH NOTANDASS™ FINE JEWELLERY

MUMBAI - Bandra (w) - Turner Road, Tel: 26559000 Andheri (w) - Lokhandwala Tel: 26345090

renu

Single Page

MAHESH NOTANDASS™ FINE JEWELLERY

MUMBAI - Bandra (w) - Turner Road, Tel: 26559000 Andheri (w) - Lokhandwala Tel: 26345090 | www.maheshnotandass.in

renu

Single Page

MAHESH NOTANDASS™ FINE JEWELLERY

OPEN ALL DAYS TILL DIWALI

MUMBAI - Bandra (w) - Turner Road, Tel: 26559000 Andheri (w) - Lokhandwala Tel: 26345090

renu

Newspaper Art Work



HIPPIE H-WOOD



From flowers in their hair to jeans and tees, the stars brought out the hippie in them all for the 2014 Coachella Valley Music and Arts Festival



Free Music
goand.com

ASHTON AND MILA ARE NOT DATING

Mila Kunis and Ashton Kutcher are not dating, according to a source close to the couple. The source says the two are "just friends" and that the rumors are "completely untrue." The source also says that the couple are "not even close" to getting married.

Emma's PDA with new BF

Hugh Grant and Emma Stone are reportedly in a relationship. The two were seen together at a party in London last week. The source says that the couple are "very close" and that they are "not even close" to getting married.

Winner of Best Diamond Jewellery for the Year 2012 - India
 by the National Jewellers Association

MAHESH NOTANDASS™
 FINE JEWELLERY

MAHESH NOTANDASS™ FINE JEWELLERY

Sky bus – DNA After hrs

adds that now that he has begun his Hollywood journey, he is more than happy to go out and woo global audiences. "If there is an international offer that is worth exploring I will consider it," he says.

As for my Bollywood films, I am going to start work from December. Few films in the pipeline are Prakash Jha's *Satyaagrah*, Sudhir Mishra's *Mehrunissa*, Sujoy Ghosh's *Badla*, R Balki's yet untitled film and *Bhoothnath 2*," he adds with his characteristic grin.

jayoti.soor@dnaindia.net

Baz Luhrmann had come to tour India on a motorcycle and had seen a poster of *Sholay* in a village — Amitabh Bachchan, actor

The Bong connection

Dia Mirza, who has made a debut in Bengali films, talks about regional cinema and why Bollywood will always remain her first love

When actor Dia Mirza decided to sign her first Bengali film, little did she know that apart from earning rave reviews here, the film would go on to win accolades and awards at several international film festivals. "I am thrilled with the kind of response *Paanch Adhyay* has been getting. I always knew that the film will be liked but I had really not expected the kind of appreciation has been getting," she adds.

But the actor is quick to add that she is not switching over to Bengali cinema anytime soon. "Regional films may be more content-

driven, but I am equally proud of my work here. Bollywood is my first love," laughs the actor, adding that the draw of doing a Bengali film was not the language but the story. "If I am offered a film in some other regional language tomorrow, I will do it if I find the story interest-

ing," she says.

Point out that it's been a while since we saw her on the big screen in Bollywood and Dia reveals that she's been busy with her production house besides pursuing another of her passions, painting. "We have some four projects that we will roll out soon, so that's taking time." The actor recently had her painting auctioned for charity. "It was the first time that I was painting in a disciplined manner," she says.

At 30, Dia feels she has just entered the best phase of her life. "I feel reborn. I feel more evolved as a person and as an actor. I feel like I have found myself after all these years of struggling, discovering, growing and nurturing and I am happy with what I am today," she says. So, any lessons learnt over the years in Bollywood? "Yes, that there's no substitute for sincerity," she shares.

When the conversation veered towards her love life with boyfriend Sahil Sangha with whom she has been going strong these past few years, Dia says marriage will happen when it has to. "I don't want to feel any pressure for it. Let Sahil pop the question," she laughs.

a_shetye@dnaindia.net

Sunday
 Y OUT AT A RAILWAY STATION P8

AN ODE TO A WOMAN

MAHESH NOTANDASS FINE JEWELLERY
 Turner Road - 26559000
 Lokhandwala - 26545099

Designer Neeta Lulla will have 11 prominent names walking the ramp for her show tonight

Sanaya Chavda

As part of the ongoing multi-city fashion tour, designer Neeta Lulla will be presenting an all-black cocktail and festive wear line with gold and pearl work. The collection, titled *The Dark Side*, will showcase the sensuous side to a woman and Neeta has selected not one, but 11 women as her showstoppers. "I wanted to choose women who are successful in their various fields so from actors to choco-

latiers, beauty queens and producers — they're all walking for me. The collection is an ode to a complete woman — whether she is a career woman, a mother or a housewife," explains Neeta.

The runway list includes actor Celina Jaitley, TV actor Deepshikha, producer Krishika Lulla, South actor Revathi, designer Nishka Lulla, chocolater Zeba Kohli, Miss Universe contestant Shilpa Singh, nutrition-

ist Poola Makhija, South actor Trisha, blogger Miss Malini and CEO of a production company Swati Shetty.

Talking about going for an all-black line, the designer explains, "I've done black with *kalamkari* work with hints of colours like burgundy, green and maroon. Black is definitely a more modern approach to the festive season and a number of women flaunt it even at weddings today. Overall, I wanted a very edgy look and feel." Having been in the business for many years, Neeta has continued to keep her designs modern and fresh. "Teaching fashion for the past 25 years has helped and I do try to constantly keep abreast with what's going on," she says, adding that she would soon like to venture into lifestyle product lines as well.

The designer has contemplated writing a book but says she doesn't know where to start. "Just writing about my work in *Devdas* and *Jodha Akbar* will be enough to fill one book each. But I will eventually get around to writing..." she adds. As for her current projects, Neeta says, "Right now I'm busy with bridal season. I'm also working on two films — *Rajnikanth's Kochadaiyan* as well as another big project in the South. The latter is very technically different and requires a completely different treatment to a film."

sanaya.chavda@dnaindia.net

Pamphlets Art Work



Insert - Outside




Insert - Inside

Invite




TIMELESS HEIRLOOM
CREATIONS

Please join us for an exclusive preview of our
New and Exquisite Collection 2013-14



**MAHESH
NOTANDASS™**
FINE JEWELLERY



Bandra (w) Turner Road, Tel: 26559000
Andheri (w) Lokhandwala Tel: 26345090

info@maheshnotandas.com
www.maheshnotandas.in

Cinema Slide Art Work



www.maheshnotandass.in



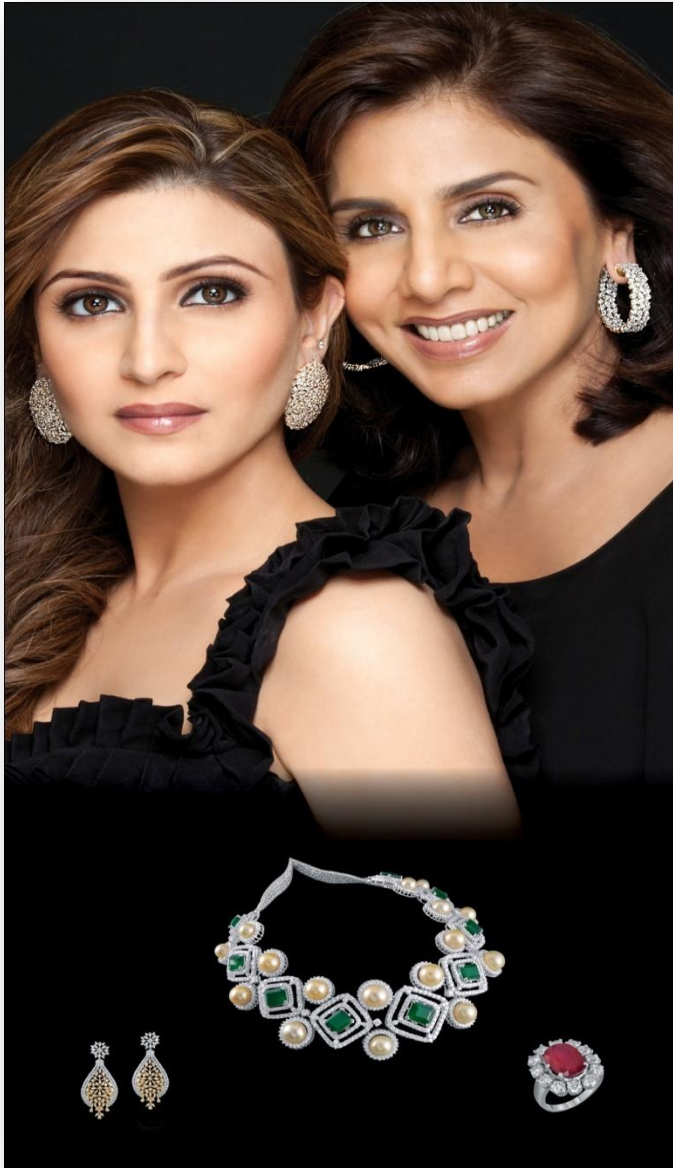
**MAHESH
NOTANDASS™**
FINE JEWELLERY

youmeanlove.in

Mumbai- BANDRA (W)- Turner Road, Tel: 26559000 | ANDHERI (W)- Lokhandwala- Tel: 26345090

Design by
reNU  

Standees



Advetorial

Capturing the beauty of every modern woman

Maresh Notandass Fine Jewellery's exquisite festive collection guarantees to make heads turn



Brand ambassador's Neelja Kapoor and Pashmina Sahni

This festive season, Maresh Notandass Fine Jewellery, at Turner Road and Lokhandwala, announces an exquisite festive collection designed by Renu Choksi. An exclusive preview of the new collection for 2012-13 is scheduled from October 25 to 26 and is bound to capture the essence and beauty of every modern woman.

The collection offers classic and vintage-inspired jewellery with remarkable cuts to add mesmeric jazz and sparkle. This collection characterises striking statement pieces, including pendants, necklaces, rings and earrings. It has an aura of its own, making any outfit look glamorous.

The style and designs derive its origin from the Indian traditions and values, making every woman look complete. Giving a classy edge, the finest pieces of earrings and bracelets are stylishly designed in gold, diamonds, rubies and pearls. The breathtaking artistry of necklaces and pendants is sure to allure one and all. Add beauty to your fingers with the unique creativity of rings with an exquisite finish. Every piece is articulated to make heads turn.

These eye-catching pieces are an epitome of style and sophistication that go with both traditional and modern ensemble. Every piece is designed keeping the festivity and celebration in mind. Maresh Notandass understands the connection between a woman and her jewellery and that complexity reflects in the style of construction of their embellishments and complications. On offer is a wide range of stunning fine jewellery items to suit an individual's fashion taste and lifestyle. As Maresh Jagwani, MD, Maresh Notandass Fine Jewellery states, "We believe in providing customers with classy and enduring pieces. I guarantee you will find what you need and you will come back for more."

Maresh Notandass Fine Jewellery
- 208, Jeevan Plaza, Turner Road, Bandra (W)
- 101, Lokhandwala, Bandra (W)
Call: 26523009 / 2
- 19 Link Plaza, Lokhandwala, Bandra (W)
Call: 26523009
www.mareshnotandass.in



Rose cut diamonds and diamond bracelet set in 18k yellow gold



Uncut gold bangle shaded with ruby caboché set in 22k



Champagne diamonds and diamonds set in 18k white gold



Emerald, rose cut and diamond enameled bracelet set in 18k yellow gold



Diamonds and white zircon earrings set in 18k white gold



Ruby, south sea pearl and rose cut set in 18k white gold



Ruby, south sea pearl and uncut set in 22k gold



Rubies, diamonds and coffee diamonds set in 18k white gold

Jewellery for the modern woman



Brand ambassadors Rishika Sahni and Neetu Kapoor

woman. It offers classic and vintage-inspired jewellery with inimitable cuts to add mesmeric jazz and sparkle, and characterises striking statement pieces, including pendants, necklaces, rings and earrings. It has an aura of its own, making any outfit look glamorous.

Mahesh Notandass

Fine Jewellery, considered to be trendsetters in the jewellery retail industry, have earned an unparalleled reputation for themselves. They understand what a woman wants in her jewellery and that reflects in the unique style of their embellishments and compilations.

Visit their stores at: 805, Nandan Plaza, Turner Road, Bandra (W), call: 2655 9200/ 1/ 2 or at 19, Link Plaza, Lokhandwala, Andheri (W), call: 2634 8880/ 8229
www.maheshnotandass.in

Mahesh Notandass Fine

Jewellery, at Turner Road, Bandra (W) and Lokhandwala, Andheri (W), is out with an exquisite collection, bound to capture the essence and beauty of every modern



Emerald, rose-cut and diamond-enameled bracelet set in 18k yellow gold



Rose-cut diamonds and diamond bracelet set in 18k yellow gold



Ruby, south sea pearl and uncut set in 22k gold

Making of the AD Campaign

Behind the Scenes

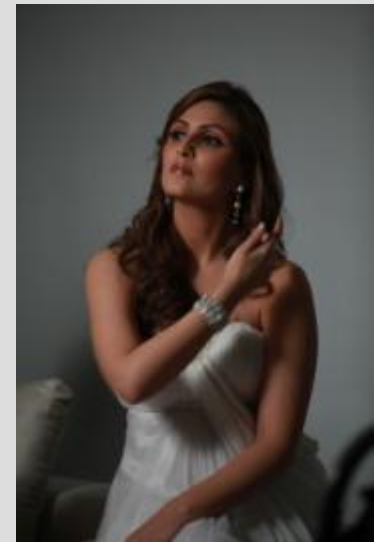
YouMe&We Media Services Pvt Ltd executed exclusive brand Shoot
with brand ambassadors - **Neetu Kapoor and Riddhima**

Photographer - Dabboo Ratnani,

Make up - Mickey Contractor

Designer - Swapnil Shinde

Celeb Stylist - Pria Agni



On the Anvial



PR & Media Relations

Financial Chronicle

Plaza

Coore Colds Twelve
The Italian Coore Colds is a limited edition collection from the brand's renowned watch line. A watch with a leather strap, a gold case, and a black dial with a date window. The watch is priced at ₹1,20,000.

Skincare Pro from Faces Cosmetics
This new skincare line from Faces Cosmetics is designed to provide a comprehensive skincare routine. It includes a cleanser, toner, moisturizer, and sunscreen. The products are priced at ₹1,200.

Timeless style by Florshim USA
Florshim USA has introduced a new exclusive collection of handbags. The handbags are made of high-quality leather and are designed to be timeless. The collection includes a variety of styles, from classic to modern. The handbags are priced at ₹1,200.

unveils festive collection
The collection offers classic and contemporary jewelry with intricate designs. The jewelry is made of high-quality materials and is designed to be timeless. The collection includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

The Asian Age

BUY

ELEPHANT LINE JEWELRY-TRIBUTE TO GANPATI
Elephant jewelry has always been the royal and ceremonial figurehead of grand occasions. This line consists of exquisitely crafted rings which adorn your fingers immediately setting you apart from the rest.

Director Umesh Shukla, Be a part of an informative and interactive workshop where the director Umesh Shukla speaks about his upcoming comic flick *Oh My God* starring Pooja, Akshay Kumar. It is adapted from a play by the same name by Pooja and Akshay Kumar. It also includes influences of Pooja and Akshay Kumar. It is priced at ₹1,200.

Fortune & Good Luck
This collection of jewelry is designed to bring good fortune and good luck to the wearer. It includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

iDIVA

07 Fashion | Friday, 20 April, 2012 | Mumbai | www.idiva.com

STUNNING SAPPHIRE
Channel your inner princess with these precious blue rocks

Mehesh Nandanand, **Tanya Rossi**, **Sharna NC**, **Mirari**, **Endice**, **Anand Rainawat Signature Jewellery**, **FEMINA**

The ring adds a splash of colour to Victoria Beckham's look

Mid - day

Whitewash
NEETU KAPOOR and RIDDHIMA KAPOOR SAHANI at the shoot for a jewellery brand they endorse. Riddhima's daughter Samara was also present at the shoot.

DNA after hrs. Bling it on

Adding sparkle TO THE

DNA After hrs. Bling it on
Mumbai, Tuesday, May 29, 2012

Handsome Jewellery
Adding sparkle to the evening look is the aim of the new collection of jewelry from Handsome Jewellery. The collection includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

DNA After hrs

Adding sparkle TO THE

Handsome Jewellery
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MEHESH NOTANDAN
Director, Handsome Jewellery

MEHESH NOTANDAN
Director, Handsome Jewellery

Afternoon D&C

16 ADC Woman's World
Accessories, Design & Culture

Fawn over FLORALS!
You shouldn't miss out on classic floral accessories as they have made a comeback this season. Gargi Bansal & Sarees Samal lay out some of the finest pieces for you

FLORAL TRAIL
This collection of jewelry is designed to bring good fortune and good luck to the wearer. It includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

FLORAL RING
This collection of jewelry is designed to bring good fortune and good luck to the wearer. It includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

FLORAL CUFFS
This collection of jewelry is designed to bring good fortune and good luck to the wearer. It includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

PEARL BUD
This collection of jewelry is designed to bring good fortune and good luck to the wearer. It includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

CLUSTER OF RINGS
This collection of jewelry is designed to bring good fortune and good luck to the wearer. It includes a variety of styles, from classic to modern. The jewelry is priced at ₹1,200.

FEMINA



Hi BUYS

200 Club Wear
 200 Club Wear presents new season collection. Stylish required for the night and sophisticated casual social. The shirt is available with a transparent look or water-fall-look-effect, while the design include stripe and subtle contrast in the collar, round collar, cuff and the pocket. The shirt goes with knee 7000 per card collar. Available in all sizes. **Available at: Select outlets**

Classic Clothing Collection
 Brand of the season and style? Classic wardrobe includes line of club wear and premium apparels and accessories. Collection Club Stage is a premium line offering elegant and trend that sportswear, ready-to-wear, sportswear, and casual. It features robust fabric in grey-washed colors. Club Stage is a line which emphasizes with sophisticated, with the elements of a contemporary wardrobe—short coats, sportswear, two-button shirts, cardigans and jackets—making the highlight of the collection. Get a new and classy style instantly. **Available at: Select outlets**

Bevo Winter Clothing
 Sportswear set with ultra-soft and butter-soft fabric, your winter wardrobe get better than ever. The collection features a variety of styles like three-piece, the perfect idea from the fashion world. The Bevo Mid-Weight, unique advantage, with subtle contrast between layers of varied material, to have your body warm in winter, as well as good weather. There are plenty of designs and colours to choose from, as you forward to a colorful winter. **Available at: All major outlets**

Delicate Diamond Jewellery
 It's the delicate sparkle and Delicate Jewellery has captured the attention of women who love to include subtle, understated elegance into their wardrobe. These pieces are designed to be subtle, yet elegant. The designs are created to be subtle, yet elegant. The designs are created to be subtle, yet elegant. **Available at: Delicate Jewellers**

Search Watch Collection
 Search Watch Collection has launched the new Search Watch 3021, a carefully new collection of sport-watching watches with big screen LED dial. The watch has features such as touch-sensitive zone in place of buttons, which brings convenience to the user. The collection includes watches like urban, athletic and classic, available in black, white, pink, blue, and white. It's perfect to wear up to the next level. **Available at: Select outlets**

Mahesh Notandesh Jewellery
 The festive season Mahesh Notandesh offers a variety of jewelry. The festive season Mahesh Notandesh offers a variety of jewelry. The festive season Mahesh Notandesh offers a variety of jewelry. **Available at: Select outlets**

Hi Blitz

classic feast
 Let your feast be a classic feast. Let your feast be a classic feast. Let your feast be a classic feast. **Available at: Select outlets**

intelligent ride
 Experience the design elegance of a classic ride with the intelligent ride. Experience the design elegance of a classic ride with the intelligent ride. **Available at: Select outlets**

all for love
 Let your love be a classic love. Let your love be a classic love. Let your love be a classic love. **Available at: Select outlets**

VERVE

perfect togetherness
 Perfect togetherness. Perfect togetherness. Perfect togetherness. **Available at: Select outlets**

delicate marvels
 Delicate marvels. Delicate marvels. Delicate marvels. **Available at: Select outlets**

little joys
 Little joys. Little joys. Little joys. **Available at: Select outlets**

THE GOODS JEWELS

Design your jewellery closet

By Aakanksha Agarwal

From chandelier earrings to traditional kundan sets and funky baubles, here's a complete lowdown on what a perfect jewellery trousseau should include

Taj City

MAHESH NOTANDESH COCKTAIL RING

The Victorian inspired, rose-cut cocktail ring with white and red diamonds. The Victorian inspired, rose-cut cocktail ring with white and red diamonds. **Available at: Select outlets**



COLOURING

DESIGN A SPECIAL PARTY WITH THESE GEMMY RINGS IN PURPLE, PINK, BLUE, AND WHITE. By Neha Saha

Marie Claire



Lofficiel

ASTON MARTIN'S 'V12 VANTAGE'

Wish to drive with the Aston Martin V12 Vantage. Wish to drive with the Aston Martin V12 Vantage. **Available at: Select outlets**

Grazia

64 THE NEW YEAR SPECIAL

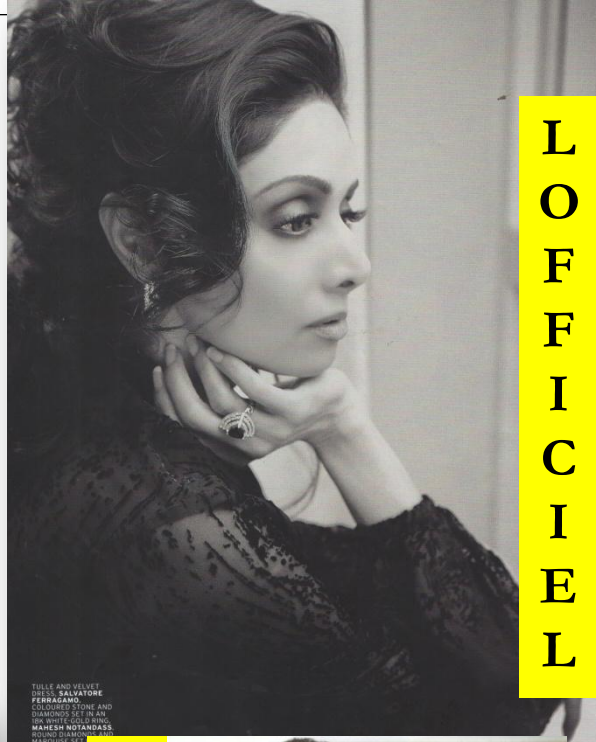
Fashion

66 FASHION CHARTER
 68 LOVE YOUR LOVE
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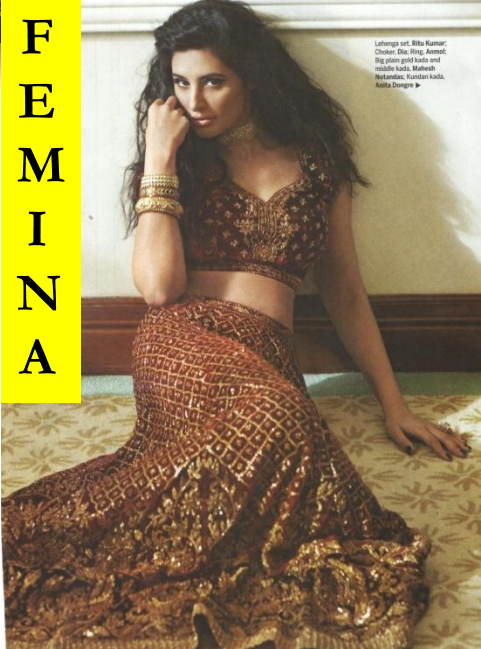
Harpers Bazaar



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TITLE AND VELVET DRESS: SALVATORE FERRAGAMO. COLOURED STONE AND DIAMOND SET IN AGL DI BRILLIANT MAHESH NOTANDASS. BEING BUNDED AND MARQUISE SET WHITE GOLD IS A GEHNA JEWEL.

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Loheng set, Bina Goenka; Choker, Dia, Ring, Anmol; Big gem gold beads and middle Lada, Mahesh Notandass; Kundan Lada, Anita Dongre



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78 FEMINA BRIDES 2017

Time n Style

Coming from West Rajasthan, lac jewellery was an innovation of the local artisans who used this art form to make a living. It was later reached other parts of the country. Lac is essentially a resin that was used. Beguni says that this style is typically seen in Rajasthan which is then decorated with marbled art on top. It comes in various colours and is traditional in nature. The motifs of flowers are quite noticeable in this art form. The best pieces are often highlighted by attaching pearls at the necklaces and earrings are found elegantly, making them popular. The popularity of lac bangles that are a favourite among women who enjoy wrist accessories.

Lac jewellery



Necklace: Mahesh Notandass; Earrings: Bina Goenka

Art Nouveau style



A style that started in Europe, Belgium and France is now making waves in India. Dattani says that it's very aesthetically inclined and features free-flowing, curving lines and asymmetrical natural motifs such as female faces and floral patterns - it is mostly inspired by nature. Sometimes and colourful enamelling is often used to emphasize its beauty, and cabochon-shaped stones are preferred over faceted stones. It has a very feminine look and that's one reason why Victorian and antique jewellery is usually made in Art Nouveau style.

BINA GOENKA: 'Set necklace is in gold and being made in the traditional form. It has a very modern and elegant appeal to its design, technique and pattern and'

Thank You

**YOU
ME &
WE**

MEDIA RELATIONS | MARKETING INTELLIGENCE

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