

How do some brands become
sensational
& not just names >>>



BATA'S "INDIA'S OWN SHOE SHOP" IDENTITY



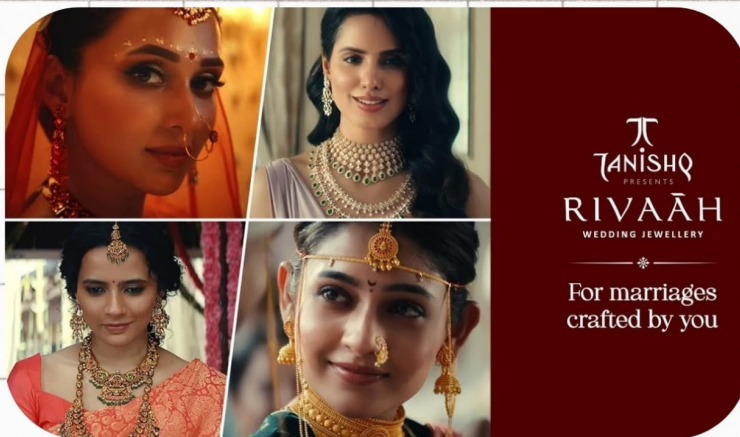
Came from Europe but became **India's everyday shoe shop**—most Indians think it's a **local brand**.

Bata built an entire town in West Bengal called **Batanagar**—with houses, schools, and hospitals for workers.



Bata Tennis shoes were designed specifically for Indian school kids—and became the **best-selling school shoe** in the country.

TANISHQ'S "AFFORDABLE LUXURY" COLLECTIONS



Won trust by **checking gold purity** in shops and became India's favourite jewellery store, especially for weddings.

Made **fancy yet affordable** jewellery lines like Zoya and Mia for modern women.



Partnered with Bollywood movies to show stunning designs, making jewellery shopping **exciting and stylish.**