

29-31 July 2022, ITC Grand Chola, Chennai

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# **Melorra: Embracing the future of jewelry with tech innovation across the value chain**

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Melorra

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## Melorra: Redefining jewellery



- Traditional Designs -Inspired by Heritage/Flora/Fauna
- Occasion led like Diwali, Wedding, Grihapraves
- Heavy and Expensive
- Store of Value – Investment led
- Prototype Led
- Primarily a retail model
- Huge Inventory
- Traditional methods of Manufacturing

Traditional Jewellers



The **Melorra** Way

- Jewellery mirroring **global fashion trends**
- **Daily wear & Non-wedding**
- **Light and Affordable**
- Social currency – **Fashion Accessory**
- **Digital designs**
- **Digital Distribution**
- **No Inventory**
- **3 D Printed Custom Manufacturing**

*We are a*

Global fashion-led  
**D2C jewelry brand**

*winning the fine jewelry market  
with a*

Truly **disruptive**  
**tech-intensive** play

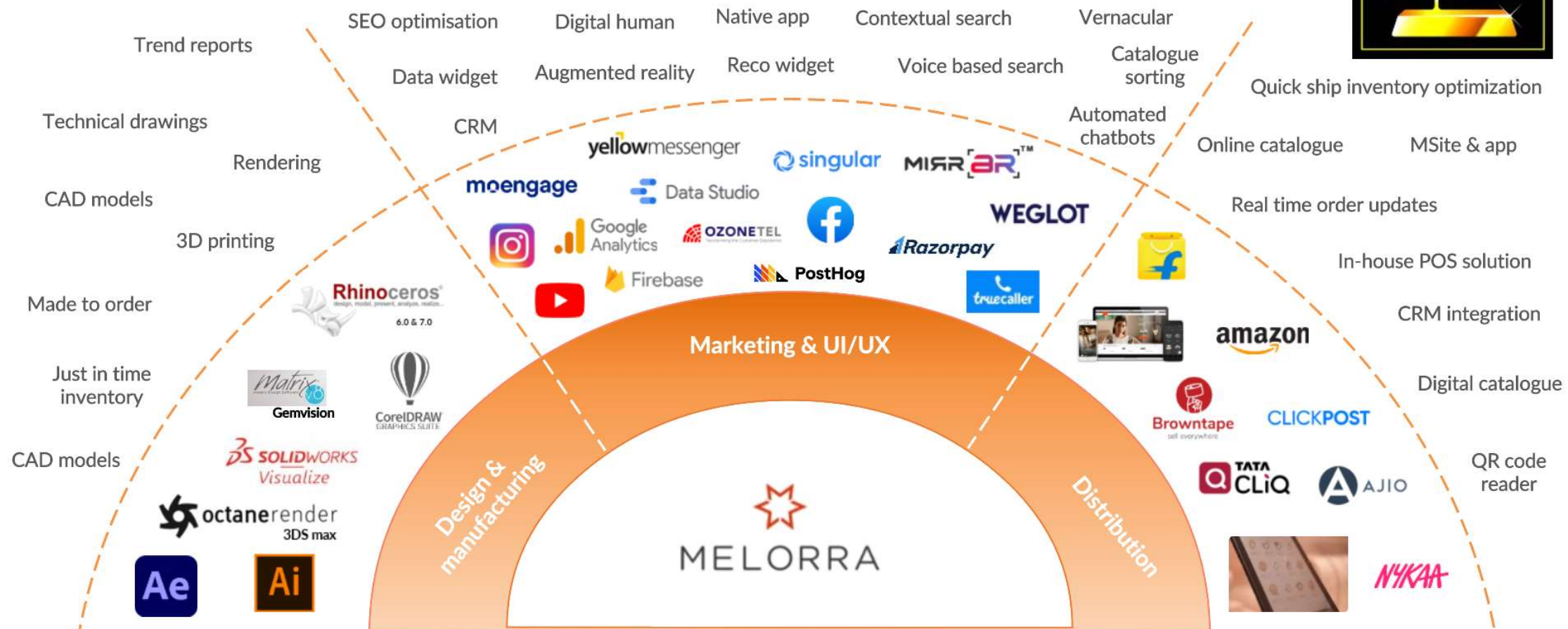
*through our one-of-a-kind*

Highly scalable **digital-first**  
**asset-lite** business model

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# Cutting across the value chain with innovative tech stack





## Ushering in new era in jewelry design and manufacturing



### Technical drawings of each piece developed



CAD Model



3D rendering

- ✓ High flexibility with shapes and details
- ✓ Higher speed to market
- ✓ Enables customer co-creation with wider customization options
- ✓ Ability to create a virtual inventory



### Manufacturing-ready 3D output



Resin Output



- ✓ Practical realization of design
- ✓ High precision for elegant finish
- ✓ More accuracy for intricate detailing
- ✓ Greater control on gold weight and lower overall cost of production

Technically advanced vendors with best-in-class equipment to implement latest manufacturing techniques



Hollow tube



Miracle plates



Electroforming



3D printed chains

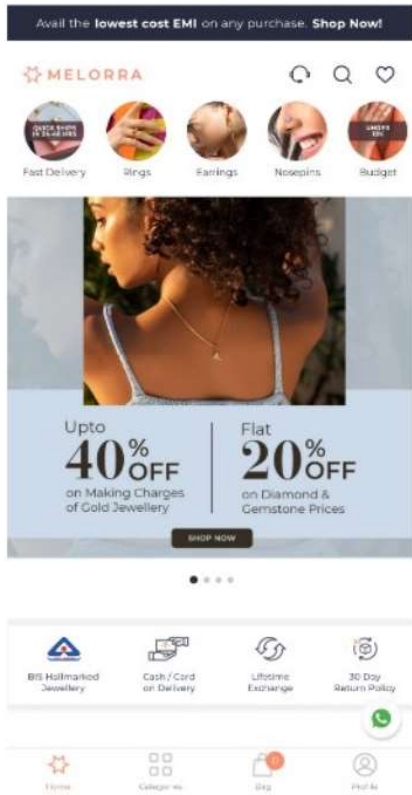


Laser cutting

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## High tech capabilities for seamless customer experience



### Voice & Video

- ✓ Voice based search
- ✓ Voice-enabled shopping experience
- ✓ Product videos
- ✓ Live commerce

### CRM

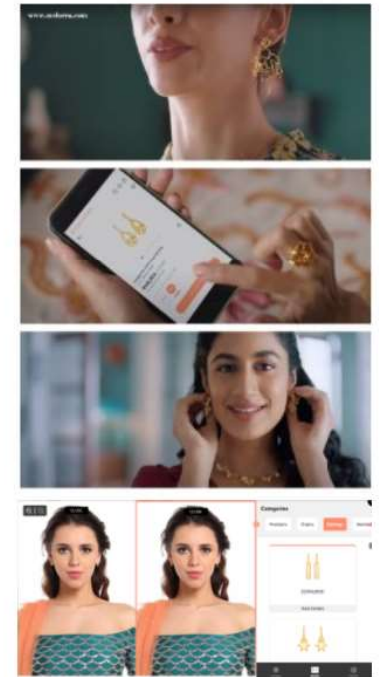
- ✓ Personalized content basis in-app behavior
- ✓ Automated user journeys
- ✓ Omnichannel loyalty program

### Vernacular

- ✓ Broader reach
- ✓ Enhance consumer comfort and assurance

### Virtual Reality

- ✓ AR VR shopping experience
- ✓ Improved data visualization capabilities with AI/ML



Try on feature on Melorra's website