



THE ULTIMATE  
GUIDE TO  
**PRESS  
RELEASES**

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# Financial results

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# Max Life Insurance Records a Growth of 31% in the Value of New Business for FY18\*

**May 29, 2018 14:57 IST**

Max Life Insurance Co. Ltd., a leading Indian life insurance company, recorded Individual adjusted first year premium of Rs. 3,215 crore achieving growth of 22% in the Financial Year 2017-18 (FY18). During this period the Gross Written Premium of the company grew by 16% to Rs. 12,501 crore, while the renewal premium recorded growth of 15% to Rs. 8,152 crore. The Company recorded shareholder profit (Post Tax) of Rs. 528 crore.

Max Life Insurance Co. Ltd. performed well on other key business parameters for FY18:

- New Business Premium (Individual + Group) at Rs. 4,349 crore, recorded growth of 19% while retaining private market share at 9%.
- Solvency Ratio of 263%, significantly higher than the regulatory requirement of 150%, indicating the Company's strong



**Mr. Rajesh Sud, Executive Vice Chairman & Managing Director, Max Life Insurance**

- and stable financial position.
- Conservation ratio was at 90% as compared to 89% in the previous year



**Highlights of all-round performance in FY18**

**Gross Written Premium up by 16% to Rs. 12,501 crore**

**As on 31st March 2018 – Assets Under Management up by 18% to Rs. 52,237 crore**

**Sum Assured up by 35% to Rs. 5,11,541 crore**

- Claims paid ratio grew to 98.26% in FY18 from 97.81% in FY17

Commenting on the performance of the company, Mr. Rajesh Sud,

Key Business Drivers	Unit	Year Ended		Y-o-Y Growth
		Mar 18	Mar 17	
a) Individual Adjusted Premium	Rs. cr.	3,215	2,639	22%
b) Gross Written Premium Income	Rs. cr.	12,501	10,780	16%
New Business Premium (Individual + Group)	Rs. cr.	4,349	3,666	19%
Renewal Premium	Rs. cr.	8,152	7,114	15%
c) Expense to Gross Premium Ratio	Rs. cr.	14.8%	12.9%	190 bps
d) Shareholder Profit (Post Tax)	Rs. cr.	528	660	-20%
e) Share Capital including reserves and surplus	Rs. cr.	2,689	2,506	7%
f) Conservation Ratio	%	89.6%	88.6%	100 bps
g) Number of Agents (Agency)	Nos.	54,791	54,283	1%
h) Individual Policies in Force	No. Lacs	40.8	39.1	4%
j) Sum Insured in Force	Rs. cr.	5,11,541	3,77,572	35%
k) Assets Under Management	Rs. cr.	52,237	44,370	18%
l) Embedded Value	Rs. cr.	7,509	6,590	20.6%
m) Operating return on EV (ROEV)	%	20.6%	19.9%	70 bps
n) Margin	%	20.2%	18.8%	140 bps

Executive Vice Chairman & Managing Director, Max Life Insurance said, "I am delighted to share yet another year of strong financial performance of the company in FY18. Max Life Insurance actively leveraged growing household interest in financial savings and

digitisation in India. During the year Max Life Insurance not only recorded increase in case size but also covered more lives than in past years which resulted in a robust growth in new business. Max Life Insurance continued its leadership position in online term plans as

well as claims management. The increase in embedded value reflects high quality of our business. Our strong business performance has resulted in superior returns for both our policyholders in form of bonus and investment return in ULIPs fund and shareholders in form of

dividend. At Max Life, we believe that engaged employees create happy customers which leads to great shareholder outcomes.”

\* The VNB represents the value added to the EV due to the new business written by the Company during the year. For FY18, the VNB was Rs. 656 Cr, calculated at actual costs, resulting into new business margin of 20.2%.

**FY 2017-18 (April 2017 – March 2018) compared with FY 2016-17 (April 2016 – March 2017)**

**Revenue**

The Gross Written Premium for FY18 increased by 16% to Rs. 12,501 crore with 19% increase in new business premium to Rs. 4,349 crore and the renewal premium recording a growth of 15% to Rs. 8,152 crore. The adjusted individual first year premium increased by 22% to Rs. 3,215 crore and retained market share of 9% amongst the private players. A growth of 4% in the number of policies has been recorded, taking it to 40.8 lakhs for FY18, in comparison to 39.1 lakhs in FY17.

**Cost Management**

The Company continued to remain focused on providing greater value to its policyholders through improvement in efficiency. The

operating expenses (policyholders) to gross premium ratio improved from 14.8% in FY17 to 12.9% in FY18 and the cost (Commission plus policyholders operating expenses) to gross premium ratio improved from 23.5% FY17 to 20% in FY18.

**Shareholders’ Profit After Tax (PAT)**

During the FY 2017-18, Max Life Insurance, recorded a shareholders’ Net Profit After Tax of Rs. 528 crore, compared to Rs. 660 Cr. (current year’s profit is less due to non-repeatable high investment income recorded in FY17).

Final shareholders’ dividend (net of Dividend Distribution Tax) of Rs. 163.10 crore has been proposed by the Board of Directors, which takes the total dividend distribution to Rs. 326.20 crore translating to 17% of the face value of each share.

**Policyholder Bonus**

Considering the surplus that arose over the financial year in the participating fund, Max Life Insurance announced policyholder bonus. The total bonus estimated to be paid out in the 12 months in financial year 2018-19 is Rs. 1084 Crore, an increase of Rs. 230 crore from the previous year figure of Rs. 854 crore.

**Assets Under Management**

The Company’s Assets under Management (AUM) of Rs. 52,237

crore recorded a growth of 18% over the last year. As on March 31, 2018 Rs. 35,139 of the AUM was in controlled fund and Rs. 17,098 in ULIP funds.

**Embedded Value**

The Embedded Value (EV), post final shareholder dividend, as at 31st March 2018 is Rs. 7,509 Cr. The operating return on EV of 20.6% is mainly driven by new business growth and healthy experience on persistency & mortality.

**Service Parameters**

Customer retention is the best proof of not just selling right product solutions but also the quality of service a company provides to its customers which leads to better engagement. During FY18, the renewal premium grew by 15% to Rs. 8,152 Crore and Max Life Insurance continued its leadership in conservation ratio at 89.6%. The 13th Month persistency has been 80.49% with an improvement of 9 bps. The 61st month persistency has been 52.5% this year.

Payment of death claim is the biggest moment of truth in a life insurance contract. Max Life continued its leadership journey on that front with Claim Paid Ratio improving to 98.26%. The company paid 10,152 death claims worth Rs. 353 Crore during the Financial Year 2017-18. Since inception, Max Life Insurance has paid Rs. 2,223 Crore towards death claim to 81,253

families. Customer Experience Index, a cumulative index of customer experience across key policyholder transactions, witnessed an increase in Top 2 box score to 81% with 5 out of 10 touchpoints having score of about 80% which is in line with global standard results. The surrender to gross written premium has also improved from 21% in FY17 to 20% in FY18. In addition, the Customer Confidence Index improved to 80% due to significant increase in Treating Customer Fairly culture to 91%.

**About Max Life Insurance Co. Ltd.  
([www.maxlifeinsurance.com](http://www.maxlifeinsurance.com))**

Max Life Insurance, the leading non-bank promoted private life insurer, is a joint venture between

Max Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Max Financial Services Ltd. is part of the Max Group, which is a leading Indian multi-business corporation, while Mitsui Sumitomo Insurance is a member of MS & AD Insurance Group, which is amongst the leading insurers in the world. Max Life Insurance offers comprehensive long term savings, protection and retirement solutions through its high quality agency distribution and multi-channel distribution partners. A financially stable company with a strong track record over the last 18 years, Max Life Insurance offers superior investment expertise. Max Life Insurance has the vision 'To be the most admired life insurance company by securing the financial

future of our customers'. The company has a strong customer-centric approach focused on advice-based sales and quality service delivered through its superior human capital.

During the Financial Year 2017-18, Max Life Insurance achieved gross written premium of Rs. 12,501 crore and had sum assured in force of Rs. 5,11,541 Crore. As on 31st March 2018, the company had Rs. 52,237 crore of Assets Under Management and the share capital including reserves and surplus of Rs. 2,689 Crore. The Company has more than 32 lakh customers serviced by its 10,226 employees and 54,791 agent advisors through 210 offices across the country.

# Advertising & Marketing results

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*Sample Press  
Release templates*

# Kohler's Bold Look with Twinkle Khanna

May 25, 2018 16:06 IST  
Mumbai, Maharashtra, India

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Known for their Bold approach in the industry, Kohler Co., the Global Leaders in the Kitchen & Bath Industry, partnered with interior designer, author and former Bollywood actress Ms. Twinkle Khanna for their latest campaign, 'Colours by Kohler'. The campaign

is meant to inspire people to bring colours in the bath space with confidence through decorative and coloured Kohler products. With this campaign, the brand is introducing its newly launched faucet finishes and coloured vessels with a still shoot and a behind-the-scenes

video featuring Twinkle Khanna.

Through evocative imagery captured by veteran photographer Suresh Natarajan, the still-shoot aims to bring out the vibrancy of Colours by Kohler through Vibrant® faucet finishes and the radiant



**Colours by  
KOHLER**

colours of Marrakesh and Derring. Each product is showcased in an environment which complements its design story. The setting for the Marrakesh™ is a Moroccan courtyard while an earthy setting with details like patterned mud walls, parched and cracked earth have been used to showcase the earthy, copper tones of the Derring™. The setting in an ironworker's quarry symbolizes the aspect of metallic finishes and materials for showcasing the Vibrant® Faucet finishes.

commenting on the campaign Ms. Twinkle Khanna said, "This campaign really spoke to the designer in me. If you think about it, white and chrome have been synonymous with bathrooms. But that doesn't have to be the case. There is a lot you can do. Especially, the collection that I worked with, is absolutely stunning as to what Kohler has done with decorative and colourful sinks and faucets by transforming them into artistic statements. The shoot managed to capture the theme of the campaign

quite beautifully. They reflected the central idea of the campaign be it the Moroccan courtyard or an ironsmith's furnace, you could see the inspiration behind the products coming alive."

Ms. Twinkle Khanna is no stranger to the Interior décor industry. She is the founder and co-CEO of The White Window interior designs, and is the recipient of an acclaimed International Award.

Further commenting on the association with Twinkle Khanna, Mr. Salil Sadanandan, President, KOHLER Brand K&B S. Asia, Middle East & SSA at Kohler Co. said, "It has been inspirational to work with Ms. Khanna and Mr. Suresh Natarajan, both experts in their creative fields. Moreover, Ms. Khanna's experience in the interior design industry makes her a perfect fit for our brand. At Kohler, we have great respect for creativity and art, which is exactly what we are highlighting through our campaign – Colours by Kohler. We created some beautiful settings around our products to bring

them alive giving our consumers a glimpse of what could be achieved with exciting colours from Kohler in the bath space."

The decorative products featured in the shoot are an exclusive range of sink designs featuring elegant materials with unique, hand-crafted patterns. This extension significantly expands the options for home-owners who are seeking a unique, decorated lavatory.

**About KOHLER Co.**

Founded in 1873 and headquartered in Kohler, Wisconsin, KOHLER Co. is one of America's oldest and largest privately held companies comprised of more than 30,000 associates. With more than 50 manufacturing locations worldwide, KOHLER is a global leader in the manufacture of kitchen and bath products; engines and power systems; premier furniture, cabinetry, and tile; and owner/operator of two of the world's finest five-star hospitality and golf resort destinations in KOHLER, and St Andrews, Scotland.

# Transport - Commercial —



**The newly launched CLA BSIV  
Bus Chassis by MAN trucks India**

# MAN Unveils the New CLA BSIV Bus Chassis Range

**Jan 22, 2018 16:50 IST**  
**Bengaluru | Delhi, India**

MAN Trucks India, the 100% subsidiary of MAN Truck & Bus AG, Germany, today unveiled the new CLA BSIV Bus Chassis range in Bengaluru. The product is available in two models 18.250 (4x2) and 22.300 (6x2) multi-axle. MAN has partnered with three leading bus body builders who can offer different innovative body designs to customers. The new CLA BSIV

bus chassis models, with front mounted engine are manufactured at MAN Trucks' manufacturing plant in Pithampur, near Indore, Madhya Pradesh.

The CLA bus chassis are designed for intercity coach application. A robust structure using tried and tested components in the chassis & driveline create the prerequisites for high reliability and longer product life.

Mr. Joerg Mommertz, Chairman & Managing Director, MAN Trucks India, said, "The new BSIV compliant CLA bus chassis is built on the established attributes of MAN brand in India – reliability and efficiency. We have now added the aspects of safety and comfort. The fundamental needs of customers being operational performance and efficiency of the product along

with safe & comfortable journey for their passengers, we at MAN offer a compelling proposal for them. With the solutions from our bus body builder partners, customers can ask for various options for their intercity operations. We are confident that with the value proposition on offer, MAN will create a unique position in the market.”

With the Central Government according greater priority to building new highways across the country for faster connectivity, intercity bus travel is expected to get a further boost. Operators are demanding for new solutions that offer attractive value proposition to help bring in more passengers.

The new CLA BS IV bus chassis are backed by a high performance BS IV Compliant 250HP & 300HP MAN D-0836 engines mated to a 6-speed gearbox. The turbo-charged, intercooled common rail direct inject system and SCR technology make the engine fuel efficient, environment friendly and more reliable. Superior power delivery and linear torque provide powerful acceleration starting even at low engine speeds.

As passenger safety and comfort is of paramount importance, air actuated drum brakes and anti-lock braking system (ABS) noticeably improve braking safety and driving stability. The retarder and the patented engine valve brake from



**Mr. Joerg Mommertz, CMD, MAN Trucks India addressing the customers at the launch of CLA BSIV Bus Chassis at Bengaluru**

MAN provide enhanced braking efficiency and improved brake life. The New CLA BSIV chassis have been designed to incorporate the full range of comfort and safety at the driver's workplace, in turn, making the journey much safer even under tough operating conditions.

#### **MAN Aftersales and Service**

MAN Trucks India offers service and support to ensure maximum uptime, all the time. MAN Services offers include warranty schemes, RMCs, roadside assistance on-site support, 24x7 helpline service and dedicated driver training.

MAN Services also offer new solutions like lubricants that can improve the engine performance. Along with MAN genuine parts, always recommended to operators, the vehicle life cycle gets a boost – whether it is in engine hours for tippers or kilometres clocked for long haul trucks.

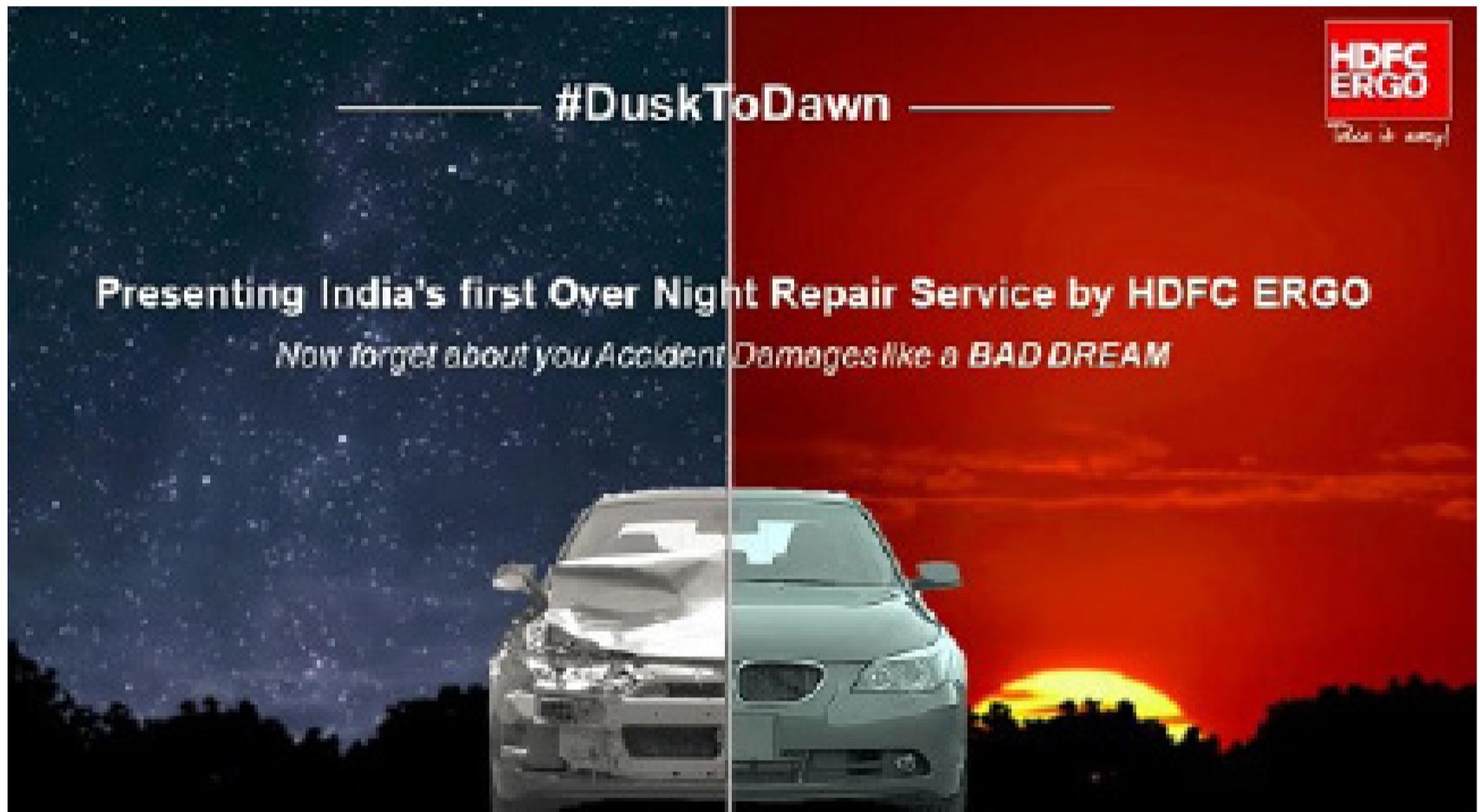
#### **About MAN Trucks India**

MAN Trucks India Pvt. Ltd. is a fully owned subsidiary of MAN Truck & Bus AG, Germany. The company has its Head Quarters in Pune and state-of-the-art manufacturing facility at Pithampur, Madhya Pradesh.

The product range manufactured in this plant include tippers for off-road & construction, haulage for regular & over dimensional cargo, and special application trucks such as fire tenders, garbage compactors, concrete mixers, boom pumps, tip trailers and bulkers. The product range for India is developed at MAN Trucks R&D centre in Pune. The trucks made in India are also exported to African and Asian markets. MAN Trucks offers prompt and efficient support through its network of 70 touch points in India and SAARC countries. The company has sold over 27,000 trucks since it started its India operations in 2006.

# Insurance

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HDFC ERGO - Overnight Vehicle Repair Service

# HDFC ERGO Launches the Overnight Vehicle Repair Service

**Apr 12, 2018 14:30 IST**  
**Mumbai, Maharashtra, India**

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HDFC ERGO General Insurance Company, India's third largest non-life insurance provider in the private sector, today announced the launch of Overnight Vehicle Repair Service. This new service will enable customers to get their cars professionally repaired overnight, thereby not affecting their daily



routine and vehicle downtime. The new service will offer customers convenience and ensure their vehicle is ready by the next day. In addition, this new service will help customers escape the inconvenience, the cost of travel in absence of their vehicle and the general hassle of driving to & from the garage. The Overnight Vehicle Repair Service is currently being offered for private cars and taxis.

Commenting on the launch of the new service, Mr. Anurag Rastogi, Member of Executive Management, HDFC ERGO General Insurance Company said, "Customers struggle in getting their cars repaired given the daily schedule they need to follow. At HDFC ERGO, we are always looking at new ideas and ways in which we ensure our customers are put at ease. The Overnight Vehicle Repair Service allows customers to get their cars repaired after the regular commuting hours and will be delivered back to their doorstep, making it ready to be used the very next day, without them having to

compromise on their commuting routine."

In order to avail the Overnight Vehicle Repairs Service the customers are required to register a claim and share photos of the damaged vehicle with HDFC ERGO. This service is only applicable for minor repairs which can be completed in a matter of few hours. Hence, customers requesting for the service will be given priority on a first-come-first-serve basis, as the designated workshops are equipped to provide the service only to a limited number of cars per night. Based on repair work required, the vehicle pickup will be scheduled for overnight repairs and will be dropped back at the customer's doorstep in the morning the very next day.

Currently, the Overnight Repairs Service has been launched in Delhi, Gurugram, Mumbai, Nagpur, Pune, Surat, Vadodara, Ahmedabad, Jaipur, Hyderabad and Chennai. This will be further extended to

more cities going forward.

#### **About HDFC ERGO**

HDFC ERGO General Insurance Company is a 51:49 joint venture between HDFC Ltd.; India's premier Housing Finance Institution and ERGO International AG; the primary insurance entity of the Munich Re Group of Germany. HDFC ERGO acquired L&T General Insurance Company to mark India first amalgamation in the non-life General Insurance sector and is the country's third largest non-life insurance provider in the private sector. The company offers complete range of general insurance products ranging from Motor, Health, Travel, Home and Personal Accident in the retail space and customized products like Property, Marine and Liability Insurance in the corporate space. HDFC ERGO is expanding its network across the country and is today present in 107 branches spread across 91 cities with an employee base of over 2000 professionals. The Company also has a wide distribution network.

# Sports

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*Sample Press  
Release templates*

# Longines Hosts Roland Garros Trophy in India

*Conquest 1/100th Roland Garros timepiece presented to tennis player Yuki Bhambri*



**Yuki Bhambri with Roland Garros trophies at longines boutique in Connaught Place flaunting Conquest Roland Garros timepiece**

**Apr 26, 2018 20:19 IST**  
**New Delhi, Delhi, India**

The French Tennis Federation (FFT), organizers of the world's premier clay court event – Roland-Garros (aka The French Open), in association with All India Tennis Association (AITA) launched the fourth Indian edition of the newly-named Roland-Garros Junior Wild-

Card Competition by Longines. The tournament is aimed at promoting young talents and clay-court tennis in India.

The highlight of the event was the showcasing of the original trophy of Men's Single and Women's Single

at the Longines boutique located in Connaught Place Delhi. Ace tennis player Yuki Bhambri who will be representing India at Roland Garros this year paid a special visit to Longines Boutique to witness this special display. He was presented with a Conquest 1/100th Roland

Garros timepiece on this occasion.

Sharing his excitement, Yuki said; "I am extremely excited to witness this trophy up close and personal. Longines has a close relationship with Roland Garros and the Conquest 1/100th Roland Garros model is a fitting tribute to this. It is a beautiful timepiece which in my mind is a great representation of sporting elegance."

Official Partner and Timekeeper of the French Open at Roland-Garros since 2007, Longines is proud to support this internationally acclaimed event, which epitomizes the core values of the brand: tradition, performance and elegance. As a tribute to the strong relationship that it has developed with the Parisian tournament, the winged hourglass brand decided to launch an exclusive edition: the Conquest 1/100th Roland Garros. Touches of orange on the hands, the dial or the flange indexes subtly hint at the iconic clay of the French Open courts, while the case back is engraved with the logo of Roland

Garros.

NB: The Official Watch of Roland Garros 2018 is a Conquest V.H.P. "Very High Precision" model, which represents a new achievement in the field of quartz, combining great precision, high technicality and a sporty look, marked by the brand's unique elegance.

#### **About Roland-Garros**

Both committed sports fans and the general public alike have come to love Roland-Garros. Some 455 621 spectators flocked to the highly prestigious French Open in 2016, and the tournament was also broadcast on over 220 territories across the world, making it an event of truly global significance. Roland-Garros is run by the French Tennis Federation and held every year at the Porte d'Auteuil in Paris. It is the only Grand Slam to be played on clay – one of the oldest and most noble surfaces in the history of tennis.

#### **About All India Tennis Association**

All India Tennis Association is

the National Federation for development and promotion of Indian Tennis. It has a very strong and tiered junior tournament & ranking structure and a sound professional tournament structure for Men & Women. AITA also has a sound coach's education programme and is the only recognized nation in Asia to have the ITF Silver Certification.

#### **About Longines**

Based in Saint-Imier, Switzerland, since 1832, Longines' watchmaking expertise is forged from tradition, elegance and high performance. With a wealth of experience keeping time at world championship events, and as a long-term partner of many international federations, Longines has weaved solid and long-lasting bonds with the world of sport. Renowned for the elegance of its timepieces, Longines is a member of Swatch Group S.A., the world's leading manufacturer of timekeeping products. With a winged hourglass as its emblem, the brand is established in more than 150 countries.

# Awards and recognition

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# Horlicks Creates a New Guinness World Record for Making the Largest Glass of Milkshake



*It's the new world record – Largest glass of milk shake; and Horlicks is the first one to create it*

**Horlicks creates Guinness World Record - May 2018**

**2000 young school children gathered together to set a Guinness World Record at DAV Public School, Kailash Hills, Delhi!**

**May 17, 2018 15:08 IST  
New Delhi, Delhi, India**

Horlicks, India's most loved Health Food Drink, made this summer fun and cooler for children with its cold consumption campaign platform 'Kuch Bhi Karega for Chilled Horlicks'. As part of the campaign,

Horlicks along with 2000 school children attempted and successfully created a new Guinness World Record title of making the largest glass of milkshake at DAV Public school in New Delhi.

The energized young children clustered together to set an all new record of 'largest glass of milkshake' which was 5.5ft tall with 500 liters of Horlicks milkshake. The Guinness team confirmed that the record was set and it put India on the world map for this achievement. As part of the record, the activity also saw 2000 children enjoying (consuming) a glass of chilled Horlicks milkshake.

Commenting on the children's' achievement, Mr. Vikram Bahl, Area Marketing Lead, Nutrition & Digestive health, GSK Consumer Healthcare India said, "We are extremely overwhelmed with the participation that the activity witnessed and excited that we have set a new world record. Horlicks has been India's most revered Health Food Drink and come this summer, we wanted to reach out to children in the most engaging of ways with the chilled offering of Chocolate Delight and Royal Kesar Badam flavors. The hot summer months make for the ideal time for children to enjoy the unique flavours of chilled Horlicks and our campaign is aimed to strengthen

our connect with kids through our communication of irresistibility of flavours."

"It is great to see a new world record being set by India. We congratulate Horlicks and the 2000 children participants on the achievement," said Mr. Swapnil Dangarikar, Official Adjudicator, Guinness World Records.

The goodness of chilled Horlicks can be relished in delicious Chocolate and Kesar Badam flavours.

**About GlaxoSmithKline Consumer Healthcare Ltd.**

GSK Consumer Healthcare Ltd. is the category leader in Indian health food drinks industry. Our flagship product Horlicks leads the market, while Boost is among the top three health food drink brands that India prefers. Our manufacturing plants are located in Nabha, Rajahmundry and Sonapat. In India we have an engaged workforce of over 4700 employees. GSK also markets and distributes a range of everyday health products such as Eno, Crocin, Iodex and Sensodyne. Our

marketing and distribution network comprises over 700 distributors and a direct coverage of over 8 lakh retail outlets.

GSK Consumer Healthcare Ltd. is an associate of GlaxoSmithKline plc. of U.K, one of world's largest consumer healthcare companies. We have a heritage that goes back over 160 years. Our purpose is to help more people around the world to do more, feel better and live longer with everyday healthcare products. Our goal is to build a global, growing business - we call a Fast Moving Consumer Healthcare (FMCH) company - dedicated to everyday healthcare with all of the scientific expertise and quality guarantees that demands, working at the speed and with the genuine consumer understanding the modern world expects.

GSK Consumer Healthcare globally owns some of the world's best loved healthcare brands, successful in over 100 countries. These include Sensodyne, Voltaren, Theraflu, Paradontax, Panadol, Polident, Otrivin, Horlicks and Physiogel.

# Lifestyle

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# Brie Larson Wears Platinum Jewelry to the Premiere of “Avengers: Infinity War”



*Brie Larson selected Platinum jewelry from Tiffany & Co. for the premiere of “Avengers: Infinity War” on April 23rd in Los Angeles:*

- Tiffany Jazz® four-square drop earrings with white diamonds, set in platinum (priced at \$22,000)
- Tiffany Cobblestone band ring with diamonds, set in platinum (priced at \$13,000)
- Tiffany Jazz® three-row diamond ring with diamonds, set in platinum, (priced at \$9,900)
- Tiffany Aria ring of diamonds, set in platinum (priced at \$14,000)



Brie Larson wearing platinum jewellery

**Apr 27, 2018 15:17 IST**  
Los Angeles | Mumbai, Maharashtra, India

White diamond earrings set in platinum are a popular trend lately, as seen on recent red carpets including Gal Gadot and Nicole Kidman at the Golden Globe Awards, and Kristen Bell and Margot Robbie



**Brie Larson wearing platinum jewellery**

at the SAG Awards.

Rare and precious, platinum jewelry is truly a perennial red-carpet favorite. All over the world, designers prefer precious platinum to create master pieces because of its versatility, and for it is the most secure setting for any precious gemstone. Celebrities worldwide have been donning exquisite platinum designs for star studded events, red carpet and

other appearances to capture their most glamorous and memorable moments.

For more information, please visit Platinum Guild International India's sites:

@Trueplatinum950

[www.preciousplatinumindia.mobi](http://www.preciousplatinumindia.mobi)

#### **Purity Assurance Program**

In order to assure consumers of

the purity of platinum jewellery, Platinum Guild India Pvt. Ltd. has appointed Trust Ever Assurance Services LLP 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 mark of "Pt 950" stamped inside the piece. This also serves as an assurance of a 'buy back' programme.

# NewsVair

*If it's here...it's everywhere*



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