



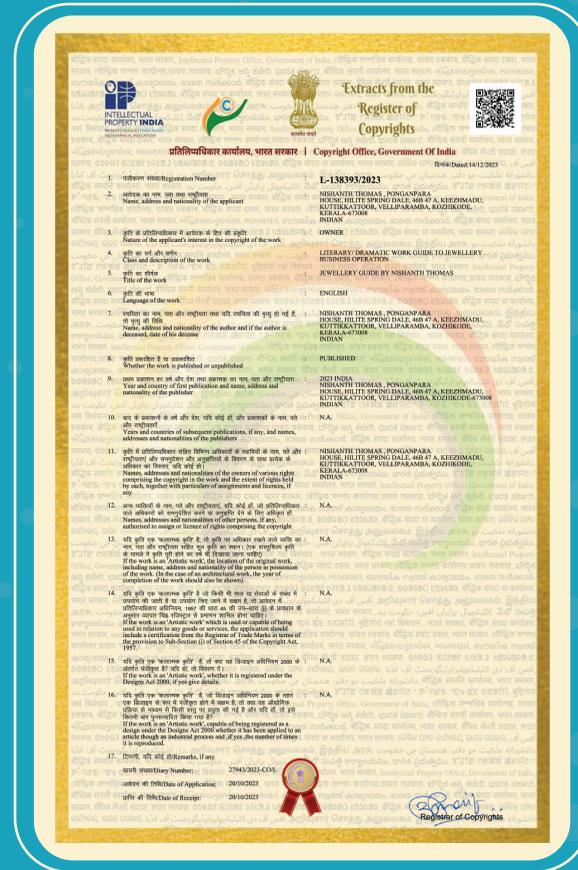
FOR THE  
JEWELLERY  
BUSINESS

TG THE GRAND GOLD NISHANTH ASSOCIATES ACADEMY LLP

# WE DISCOVER THE SYSTEM BEHIND PROFITABLE JEWELLERY

## MASTER THE 11 PILLARS

India's First Business Blueprint for Jewellery Business



# 11 PILLARS FOR JEWELLERY BUSINESS



Service



Investment



Stock



Marketing



Customer



Staff



Sales



Cash



Purchase



Inspection



Complaints

# DID YOU KNOW?

## Services

As a jewelry business owner, do you know about the 30 services that can be provided in the jewelry business

## Investment

As a jewelry business owner, do you know how much you have invested in your jewelry business, how your investments are spread, and whether you take dividends from your investment

## Stock

As a jewelry business owner, do you know how to maintain stock, and what percentage of stock should be kept in profitable jewelry

## Marketing

As a jewelry business owner, do you know how to market the services you are providing, and how many marketing ideas to be focused

## Customer

As a jewelry business owner, do you know how to increase the customer flow, and how to maintain the existing customer

## Staff

As a jewelry business owner, do you know how many designations exist in your jewelry business, and how to provide job descriptions for each employee

## Sales

As a jewelry business owner, do you know how much sales should be done to break even in your business

## Cash

As a jewelry business owner, do you know how many expense heads in your jewelry business and did you check your profit & loss on daily basis

## Purchase

As a jewelry business owner, do you purchase stock against your sales

## Inspection

As a jewelry business owner, do you inspect all the above departments on daily basis

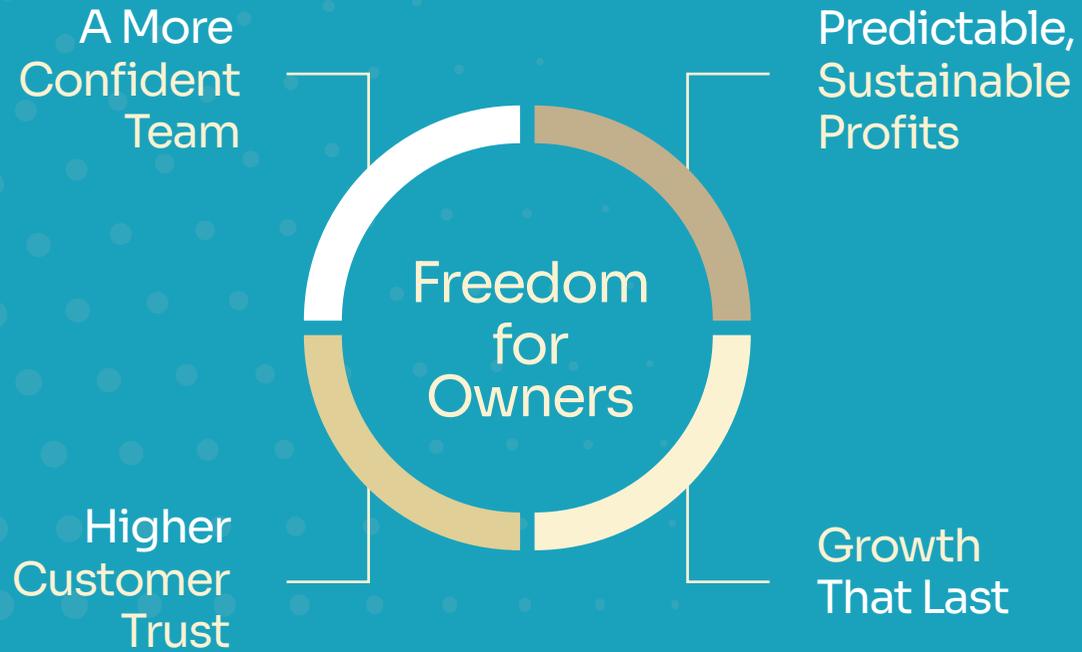
## Complaint

While inspecting all the above departments, ensure complaints are registered and resolved on time

# WE DEVELOPED THE 11 MANTRAS FOR JEWELLERY STAFFS



# RESULTS YOU'LL SEE.



# WHAT WE ARE

We bring over 20 years of experience in the jewellery industry.  
Through real-world insights and continuous innovation



## **NISHANTH THOMAS**

Founder & Chairman TGN ACADEMY

Mr. Nishanth Thomas is the CEO & Executive Director of The Grand Gold and the Founder and CEO of Nishanth Associates, an ISO-certified business consultancy firm. With over 20 years of expertise in the jewellery industry, he expanded his vision into business consultancy in 2012. Since then, he has empowered and guided over 40 businesses across diverse sectors, delivering measurable growth and transformation.

As the Managing Director of Laiqa Gold and Diamonds since 2015, Nishanth has played a pivotal role in scaling the brand to five successful branches across Kerala. His leadership is defined by a relentless focus on quality, innovation, and exceptional customer service, which has cemented Laiqa's position in Kerala's competitive jewellery market.

A visionary in the industry, Nishanth is also the author of India's first complete Jewellery Business Guide, officially copyrighted and approved by the Government of India—a testament to his commitment to knowledge sharing and industry excellence.

# IN ASSOCIATION WITH THE GRAND GOLD

TG  
THE GRAND  
GOLD & DIAMONDS  
A PROMISING BRAND



DR. P.A SHUKKUR KINALUR  
CHAIRMAN  
THE GRAND GOLD



ADV. ABDUL KARIM PAZERIYIL  
MANAGING DIRECTOR  
THE GRAND GOLD



NISHANTH THOMAS  
CEO & EXECUTIVE DIRECTOR  
THE GRAND GOLD

# WHY TGN ACADEMY



**100% Jewellery  
Industry Focus**



**Built by Practicing  
Business Owners**



**Simple, Actionable  
Systems**



**Tailored to  
Your Store**



**Tangible Results  
in Just 90 Days**

# TG THE GRAND GOLD NISHANTH ASSOCIATES ACADEMY LLP

TGN Academy, 3rd Floor, TG Tower  
Arayidathu Palam, Calicut

+91 7736 024 916 @ tgn.academy tgnacademy @tgnacademy25

SCAN HER





TG THE GRAND GOLD NISHANTH ASSOCIATES ACADEMY LLP