**Abstract**

Branded jewellery has gained acceptance forcing traditional jewellers to go in for branding. Branded players such as Tanishq, Jewel One have opened outlets in various parts of the country. However, the share of branded jewellery in the total jewellery market has been still small because of the mindset of the average Indian buyer who still has regarded jewellery as an investment. Moreover, consumers trusted only their family jewellers when buying jewellery. Consequently, the branded jewellery players have tried to change the mindset of the consumers and encourage customers with attractive designs at affordable prices. Hence, a study has been undertaken to find out the consumers awareness and perception about branded jewellery and it is found that, maximum number of consumers is aware of Tanishq brand and they have a very good opinion about branded jewellery. Tanishq brand is the most preferred brand by the consumers and they have opined that, there is some price variation between branded and non branded jewellery