

IVORY
NEPAL



ABOUT THE BRAND

Ivory Nepal is dedicated to reviving the ancient power of stones that have shaped civilizations throughout history. From Egyptian pharaohs to Roman warriors, stones have been trusted for protection, healing, and strength. However, over time, their true meaning has been lost.

We offer stones that are not mere accessories, but powerful, authentic pieces that carry the same energy that kings and spiritual leaders once valued. Our stones are rare and pure, sourced with the highest ethical standards, and come with their own deep history and purpose.

Just like the strength of Mount Everest that symbolizes Nepal, Ivory Nepal stands for authenticity and purity. We are not here to follow trends but to restore the legacy of history and civilization, ensuring you wear something with purpose, meaning, and real power.



BRAND MISSION

We bring products with purpose and history. Our products are not just accessories; they are real, rare treasures that help you achieve your desires with style, while honoring the legacies that shaped history. Every product we offer is chosen for its meaning, its story, and its ability to make a difference in your life.



WHY WOULD CONSUMERS CHOOSE US ?

We offer products such as stone bracelets that go beyond accessories. Our pieces are not just accessories—they are trusted legacies, bringing the strength and energy that kings and spiritual leaders once relied on.

With Ivory Nepal, you wear history, meaning, and the highest standards of purity in every product.

TARGET AUDIENCE

Our target audience spans ages 18 to 60, as different age groups face distinct challenges that our products can help solve:



WHAT MAKES US DIFFERENT?

Our consumers prefer to make their purchases through a variety of channels, including in-store, via our website, or through our dedicated app and engage with platforms such as Instagram, Facebook, Netflix, and YouTube.

Rarity

Authenticity

Problem Solving

Style

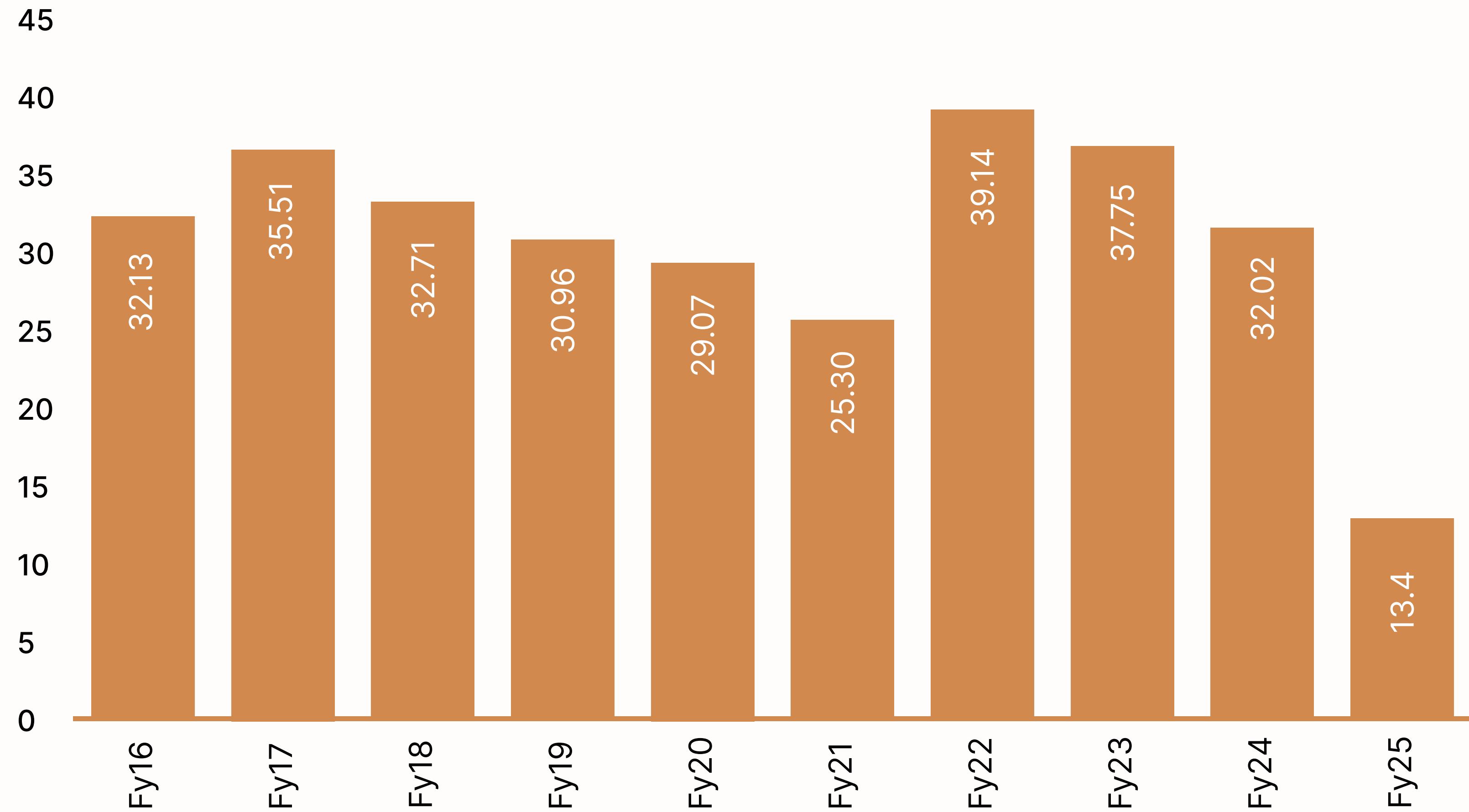
Premium Quality

	Our Brand	Other Brands
Rarity	✓	✗
Authenticity	✓	✗
Problem Solving	✓	✗
Style	✓	✗
Premium Quality	✓	✗

THE MARKET SAYS

- Our brand sits at the intersection of astrology, jewelry, and spirituality. As the popularity of these three areas continues to rise, our brand is poised to grow alongside the increasing influence of these markets.
- In 2025, the revenue in the Indian jewelry market is estimated to reach USD 93.56 billion. The Indian jewelry market is projected to reach USD 124.70 billion by 2030, growing at a Compound Annual Growth Rate (CAGR) of 5.7% from 2024 to 2030.
- The Indian jewelry market size was estimated at USD 85.52 billion in 2023 and is expected to grow at a CAGR of 5.7% from 2024 to 2030.
- From 2025 to 2030, the market is expected to accelerate further, growing at a CAGR of 8.93%.
- The India religious and spiritual market, which stood at \$58.56 Bn in 2023, is expected to clock a CAGR of 10% until 2032.

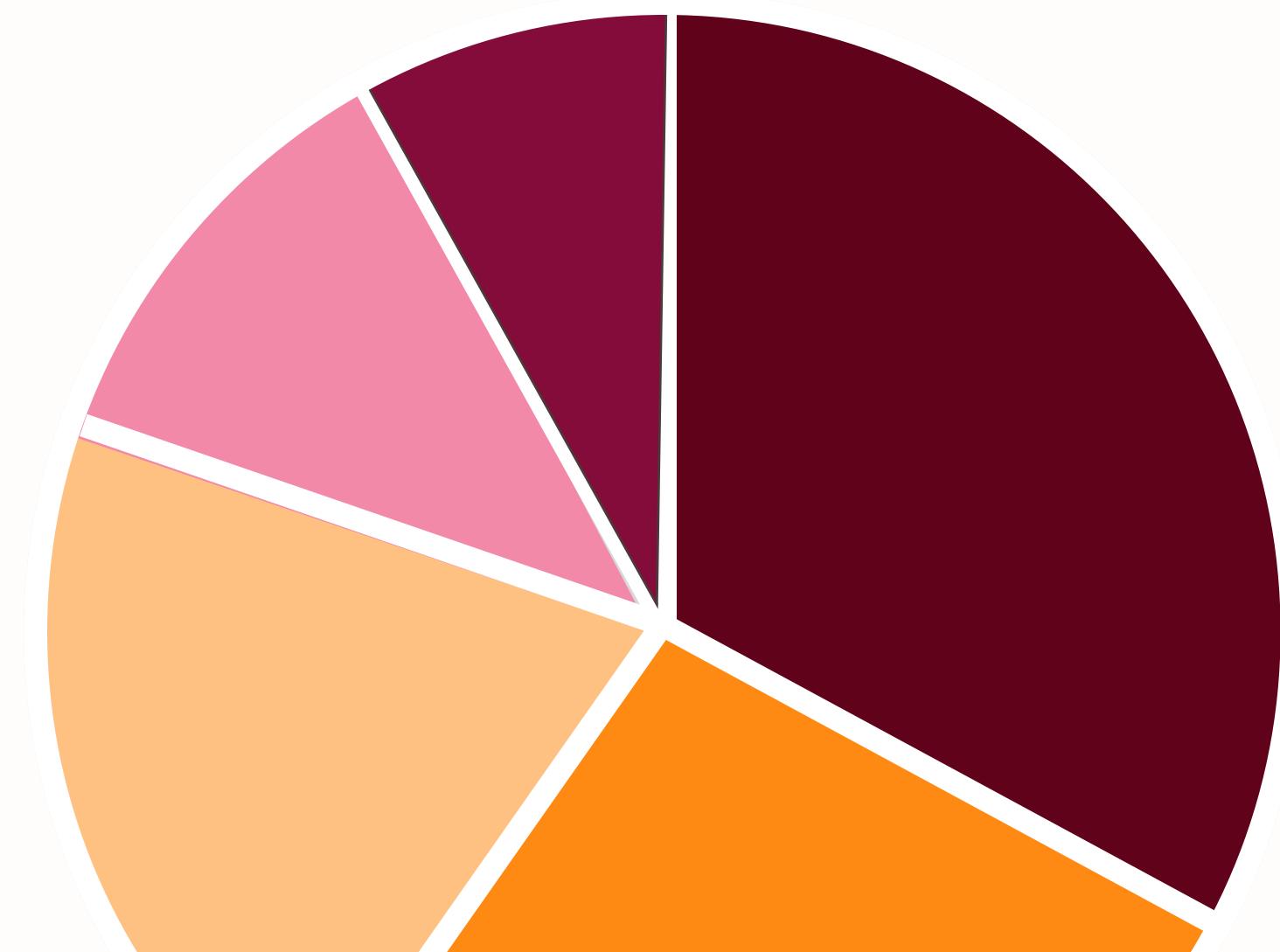
MARKET SIZE



Source: GJEPC, *Until September 2024

Report Coverage	Details	Report Attribute	Details
Page number	166	Market size value in 2024	USD 89.65 billion
Base year	2024	Revenue forecast in 2030	USD 124.70 billion
Historic period	2019-2023	Growth rate	CAGR of 5.7 from 2024 to 2030
Forecast period	2025-2029	Actuals	2018 - 2023
Growth momentum & CAGR	Accelerate at a CAGR of 5.9%	Forecast period	2024 - 2030
Market growth 2025-2029	USD 25.6 billion	Quantitative units	Revenue in USD million/billion and CAGR from 2024 to 2030
Market structure	Fragmented		
YoY growth 2024-2025(%)	5.7		
Competitive Landdscape	Leading Companies, Market Positioning of Companies, Competitive Strategies, and Industry Risks		

India Jewelry Market Share, by Product, 2023 (%)



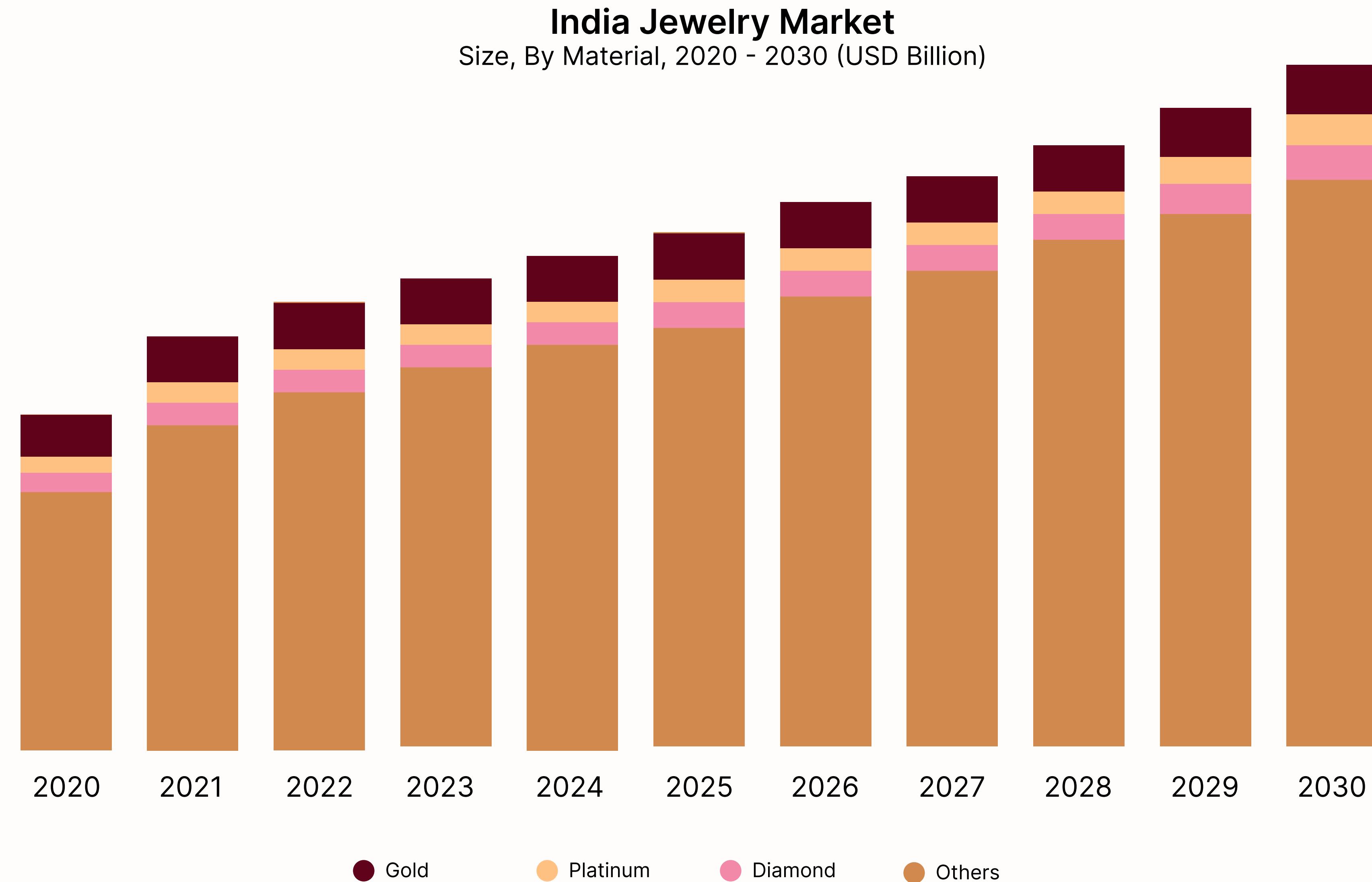
● Necklace

● Ring

● Earring

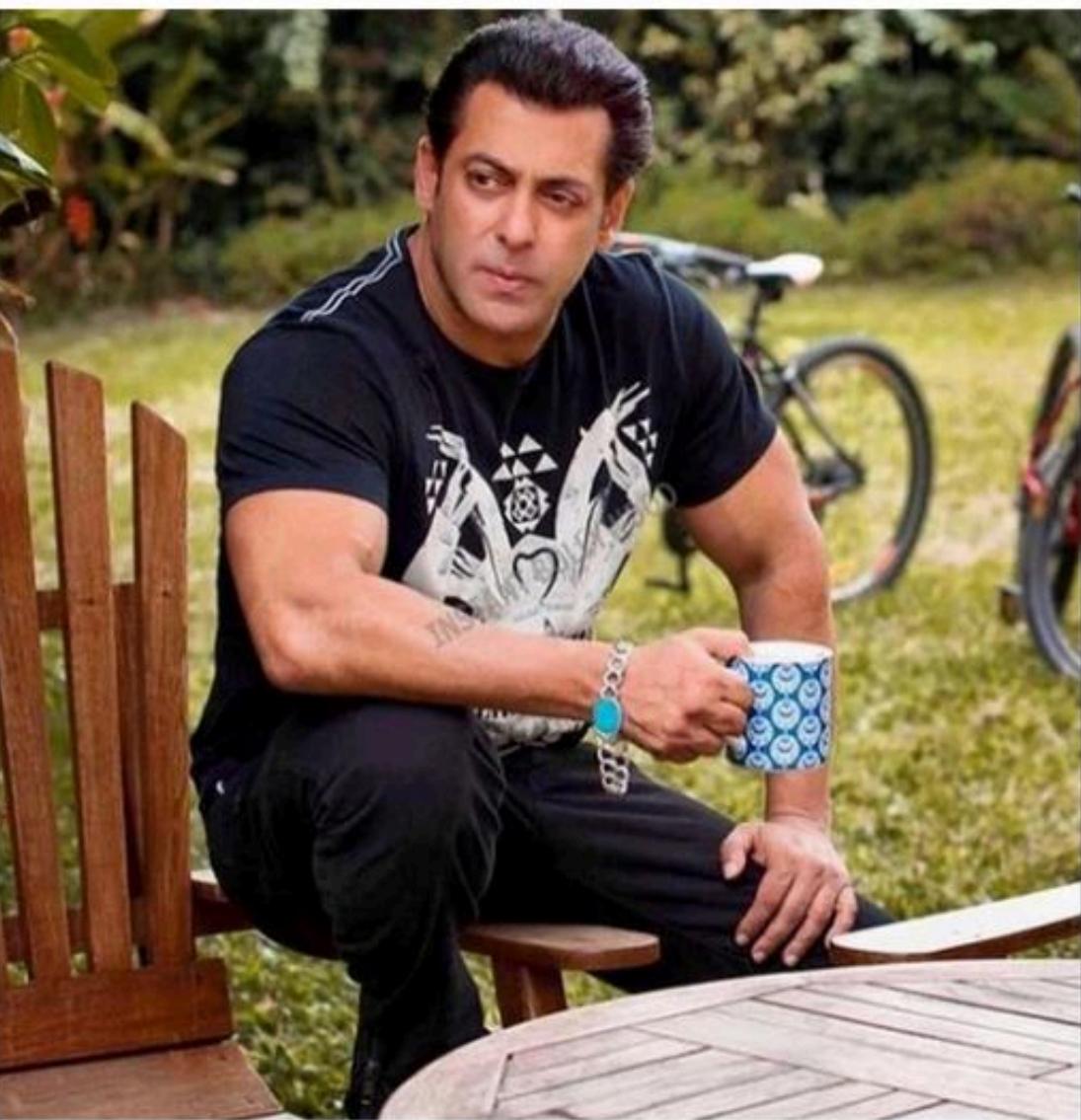
● Bracelet

● Others



POPULARITY OF STONE JEWELERY

Stone jewelry has always intrigued people, with renowned Bollywood celebrities and famous personalities frequently seen wearing it. Below are a few examples of these high-profile figures showcasing their love for stone jewelry:



Salman Khan
Turquoise



Kareena Kapoor Khan
Red Coral & Pearl



Dilip Joshi
Ruby

From the moment you lay eyes on our collection, you'll feel the connection to something larger than life

