

Zaveri Kotecha — Gold and diamond jewellery retail showroom

High-value purchase, buyers hesitant online

A trust-first digital presence for Zaveri Jewels, built for a category where buyers need real confidence before a high-value purchase.

PREPARED FOR

Zaveri Kotecha (Zaveri Jewels)

PREPARED BY

Veltrix Media

BUSINESS

Retailer

VALID UNTIL

10 Aug 2026

Choose the plan that matches your growth pace.

Every plan below draws from the same catalog of services — the difference is duration, scale, and monthly value.

1 MONTH

Trial

A focused starting point to prove the impact before scaling up.

₹22,100

≈ ₹22,100/month

- **1** Logo Design
- **1** Brand Identity Package
- **1** Social Media Templates Set

RECOMMENDED | 3 MONTHS

Growth

Our recommended plan for sustained, compounding results.

₹20,995

≈ ₹6,998/month

- **1** Logo Design
- **1** Brand Identity Package
- **1** Social Media Templates Set

Save 68% vs 1-month

BEST VALUE | 6 MONTHS

Scale

Maximum scale and the strongest long-term value.

₹19,890

≈ ₹3,315/month

- **1** Logo Design
- **1** Brand Identity Package
- **1** Social Media Templates Set

Save 85% vs 1-month

Plan Comparison

Point	Trial	Growth	Scale
Duration	1 Month	3 Months	6 Months
Total Price	₹22,100	₹20,995	₹19,890
Best For	Trial / Short-term	Most Businesses	Long-term Growth

Why This Proposal Works

Built from your business context, not a generic template.

Understanding Your Business

Jewellery is one of the highest-trust purchase categories there is — walk-in customers are being asked to spend significantly on something they often can't inspect in person first. Without carefully lit, detailed photography, authentic customer proof, and a consistently active presence, even genuinely excellent pieces from Zaveri Jewels can struggle to convert online hesitation into a completed sale.

Our Approach

This plan puts craftsmanship-grade photography and video at the centre — detailed, well-lit content that shows Gold and diamond jewellery retail showroom the way a buyer would want to inspect it in person, including close-up and multi-angle shots that build real confidence. A structured content calendar keeps Zaveri Jewels visibly active and trustworthy over time, and targeted Meta advertising brings the right walk-in customers to a presence that now gives them genuine reason to trust a high-value purchase.

Why Veltrix

We understand that jewellery converts differently from most categories — the sale is won or lost on trust and visual proof more than almost any other product type. Every deliverable in this plan (detailed photography, video, consistent presence, targeted ads) is chosen specifically to close that trust gap, not as generic content for its own sake.

Payment Terms

Payment Terms

Engagement begins upon written confirmation and receipt of the applicable advance payment. All pricing is quoted in Indian Rupees (INR) and excludes applicable GST unless stated otherwise. Product shoots require secure, scheduled access to pieces being photographed. Meta Ads spend is separate from the management fees listed in this proposal and is paid directly to Meta.

Common Questions

The questions we hear most from businesses considering this proposal.

How does content actually help someone trust a big purchase like jewellery online?

Detailed, well-lit photography and video are the closest substitute for physically inspecting a piece — showing craftsmanship, detail, and scale clearly reduces the uncertainty that stops a buyer from committing to a high-value purchase without seeing it in person.

Jewellery already has healthy margins — is this investment really necessary?

Healthy margins on individual pieces make consistent, trust-building content even more worthwhile, since converting even a small percentage more of hesitant buyers has an outsized impact on revenue in a high-value category like this.

How do we compete with more established jewellers buyers already trust?

Trust in this category is built through consistent, high-quality proof over time — starting that process now, with genuinely excellent photography and a real content presence, is the most direct way to close the gap with more established names.

I'll need to discuss this with a family member or business partner first — how should we handle that?

That's a sensible step, especially for a decision involving a category built on trust. We're glad to prepare a clear summary of the plan and pricing for that conversation and are available for a direct call to answer any questions. No cost or obligation until the engagement is confirmed in writing.

WHAT CLIENTS SAY

Trusted by businesses like yours

“Our footfall and online orders both grew within the first two months — the team actually understood our category.”

— A Growing Retail Brand

VELTRIX MEDIA

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 **Chat on WhatsApp**