

## Glittering Finale to Arisia Jodhpur Polo Season 2004-05

### New Delhi, India

It was indeed a grand and rocking finale to end a great, successful **Arisia Jodhpur Polo Season 2004-05**. The **Diamond Trading Company** and **Yuvraj Shivraj** played terrific hosts to the crème de la crème of society, as Diamonds, Polo and Royalty blended together perfectly to conclude the most successful **Arisia Jodhpur Polo Season**. **Cherie Tandon Saldanha, Marketing Director, India DTC** and **Yuvraj Shivraj** ensured the perfect celebration of two passions of princely India: Polo and Diamonds.

A perfect setting was created at Mayfair rooms against the backdrop of the historical Qutb Minar with horses and camels adding to the overall aura of the ambience.

The graceful and remarkable **Rajmata Gayatri Devi of Jaipur**, who endorses DTC's premium solitaire brand **Arisia**, presented the glittering Arisia trophies to the Player of the Season, **Kr. Bhawani Singh Kalvi** & the team of the Season, **The Jodhpur Eagles**.

The evening also saw the unveiling of Arisia's exquisite, gorgeous collection: the Jaipur and Kashmir Collections. Drawing inspirations from the princely times, the new collection of Solitaires bear the mark of the two great seals of beauty and royalty that have withstood the test of times - Kashmir & Jaipur!

Both these collections capture the essence of the royal and the majestic times of princely India. Each piece is carefully handcrafted by a master craftsman. The magnificence of craft that so awed the royals is seen in each and every piece of the precious metal with the beauty culminating in the release of fire through the single solitaire crowned atop.



Commenting on the AJPS, **Yuvraj Shivraj** said, " The Jodhpur Polo Club was delighted by the association with Arisia. It added a special sheen to an exciting season. We hope this common sharing of passion will continue over the years".

Speaking on the occasion **Ms Cherie Tandon Saldanha, Marketing Director, India, DTC** said, "It is an honor for the Diamond Trading Company to be associated with the Jodhpur Polo Season. This classy association perfectly complements each other. Arisia is a very exclusive brand from the DTC stable. The brand has been inspired and based on the royal and majestic times of India. Be it the designs of each product or the packaging, all of them have an imperial touch to them. Arisia even has a special collection endorsed and inspired by **Maharani Gayatri Devi**".

"Polo with its majestic horses, dashing players and glittering audience celebrates the essence of princely India. Our association with Polo seemed like a perfect fit to bring out the intrinsic qualities of the brand. Polo like we all know is a royal sport and Arisia's association with Polo brings alive the royal imagery that the brand already stands for," she further added.

The guest list read like a who's who with **Rajmata Gayatri Devi**, the Royal Family of Jodhpur, Maharajas & Maharanis of Gwalior, **Yashodhara Raje Scindia**, **Adhiraj Godara**, **Naveen Ansal**, **Angad Uday Kalan** amongst many others.



According to **Neeraj Kumar, G M Marketing, Allied Domecq**, " this was just the right setting for Ballantine's Finest, and we were proud to lift the spirits at a very special and classy evening"

**Milind Nadkarni, Vice President, Mayfair**, said, " playing host to such a prestigious event is the ideal thing for Mayfair. We were delighted to be part of it, and provide a specially created and lavish buffet fit for Royalty, and the Polo fraternity ."

A sizzling fashion show by **Nikhil & Shantanu** showcasing their special Polo Collection was one of the highlights. Add to that soul stirring music and fireworks that seemed to go on forever and the zing in the event was trebled!

"It was wonderful to get such a spontaneous response from Arisia and Jodhpur to the idea of this association. Complementing each other, both brands played a wonderful role in adding glitter to each other, especially with such a spectacular finale" said **Navroze Dhondy, CEO, Creatigies**, who created and managed this concept.



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