CASE STUDY

# Building email into a revenue engine at Candere by Kalyan Jewellers

Vinit Nair · Head of Growth Marketing · 5 years · ■500Cr+ brand

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| **3×** | **35%** | **+70.5%** | **+152%** |
| cart recovery rate<br>10% → 30% | of total revenue<br>driven by email | higher open rates<br>automated vs. campaigns | higher click rates<br>automated vs. campaigns |

## THE CONTEXT

Candere by Kalyan Jewellers is one of India's leading online jewellery platforms, part of the Kalyan Jewellers group (■500Cr+ revenue). I joined as Head of Growth Marketing and spent five years building the full marketing function — email, automation, performance, SEO, and content — alongside a team of designers, SEO specialists, and paid media managers.

## THE CHALLENGE

Jewellery is a high-consideration purchase. Average cart value was around ■18,000. Customers were browsing, comparing, consulting family, and taking days to decide. The existing email approach treated jewellery like an impulse category — generic abandoned cart reminders, broad campaigns, and no lifecycle logic built around the actual buying journey. Recovery rates were at 10% and email's contribution to revenue was underdeveloped.

## WHAT WE BUILT

We rebuilt the email and automation program from the ground up. Abandoned cart flows became category-specific — a customer abandoning an engagement ring received different messaging than one abandoning earrings, with copy that acknowledged the decision's significance rather than pretending it was a forgotten grocery item. We built full lifecycle automation: welcome sequences tied to occasion and intent signals, post-purchase flows designed to drive repeat purchase, re-engagement sequences for lapsing customers, and a segmentation framework that separated campaign sends by purchase history, category affinity, and engagement level.

## THE RESULTS

**Abandoned cart recovery rate tripled from 10% to 30%.** Automated email sequences drove **70.5% higher open rates** and **152% higher click rates** compared to broadcast campaigns. Automation revenue doubled year-on-year. At peak, **email accounted for 35% of total brand revenue** — a channel that had previously been treated as a supporting act became one of the primary growth levers.

**Vinit Nair**
Growth Marketing & Marketing Automation · 16+ years · Candere · Crowdfire · Ola
vinitnair.com
vinitneox@gmail.com