



Tata CLiQ Luxury — AI-Powered Personalisation for Modern Indian Luxury

Tata CLiQ Luxury stands as India's leading digital destination for luxury and premium lifestyle products. Built on the philosophy of Slow Commerce—a curated, thoughtful, high-touch online experience—the platform serves India's top luxury consumers by blending heritage luxury principles with modern technology.

Platform Overview

Platform Snapshot

Tata CLiQ Luxury, launched in 2016, focuses on delivering premium online shopping experiences to India's top 10 million affluent households. The platform reported strong revenue growth and sees over 55% of its luxury sales from non-metro markets, reflecting the rise of aspirational luxury consumers across India.

Its collection spans over 1500 global and Indian brands, including:

- **Global houses:** Bvlgari, Burberry, Jimmy Choo, Michael Kors
- **Indian designers:** via the curated boutique Indiluxe, highlighting craftsmanship, textiles, and couture-led design

The platform's Slow Commerce approach prioritizes emotional shopping, thoughtful curation, and quality over volume.

The Foundation

Why AI Matters

Luxury shoppers expect guidance, not overwhelming choice. With thousands of premium options online, AI helps simplify, personalize, and elevate every interaction.

Reduce decision fatigue for shoppers

Provide high-touch, curated discovery

Deliver bespoke, tailored recommendations

Replicate the warmth and precision of boutique clienteling

Maintain the Slow Commerce ethos at scale

AI ensures relevance and intimacy two pillars essential to luxury.

AI Features

Tata CLiQ Luxury uses a multi-layer AI system across its platform:



AI Style Advisor – TARA

A conversational, AI-driven assistant that helps customers shop based on occasions, moods, and needs. Example queries:

- "Showstopper outfits for wedding season"
- "Travel-ready luxury essentials"



Smart Recommendations

AI analyses real-time browsing patterns, purchase history, wishlists, and engagement signals to tailor product suggestions.



Visual Search

Users can upload an image to "shop the look" or find similar products. Powered by visual recognition and image-matching algorithms.



Virtual Try-On (VTO)

AR-powered previews for:

- Jewellery
- Eyewear
- Accessories

This reduces hesitation and gives customers showroom-like confidence.

Enhanced Capabilities

Additional AI Features

Enhanced Search & Discovery

AI improves search relevancy, interprets user intent, and ensures product discovery feels personalized.

Personalised Content Feeds

Editorial content—The Luxe Life & The Watch Society—is algorithmically tailored to match user interest and past browsing behavior.



The Experience

Customer Journey With AI

AI supports the luxury shopper across all touchpoints:



Guided Discovery

AI curates collections and brands based on browsing patterns and preference signals.



Personalised Nudges

High-intent behaviors—such as repeat viewing or wishlisting—trigger:

- Recommendations
- Reminders
- Saved-item highlights
- Occasion-based suggestions



Decision Confidence

Virtual try-ons and visual search help remove purchase hesitation, especially for high-value categories.



Frictionless Shopping

AI reduces effort by automatically surfacing relevant sizes, styles, and cross-category pairings.



Brand Partnership

How AI Helps Luxury Brands & Designers

AI benefits not just the platform—but every brand hosted on it.

For Indian Designers (Indiluxe):

- AI enhances visibility by surfacing products based on intent, not brand size
- Automated catalog enhancement ensures quality presentation
- Improved trend insights help designers refine collections and supply

For Global Luxury Brands:

- AI-backed data insights reveal shopper demand
- Precision-led curation enhances brand storytelling
- Wishlist and engagement patterns inform assortment planning

For All Brands:

AI-powered personalization results in higher conversions and improved customer matching

Results

Impact

AI has delivered measurable improvements:

57%

Increase in clicks

through personalized discovery

159%

Revenue boost

through targeted multi-channel
engagement

300%

Higher app conversion

from AI-optimized Smart Banners

96%

CSAT

from AI-augmented customer
service

10x

Higher ROI

on WhatsApp campaigns vs
email/SMS

1.7x

Higher likelihood

of purchase when targeted via
WhatsApp

300%

Reduction

in repeat calls, improving service
efficiency

22%

Improved CAC

through optimized targeting

These metrics underline how AI shapes both emotional and operational excellence on the platform.



Vision

Strategic Insight

Tata CLiQ Luxury offers a blueprint for how technology can elevate luxury in India.

Luxury + AI in India

AI enables Slow Commerce at scale—offering curation, guidance, and intimacy in a digital environment.

Aspirational Luxury Growth

With over half its revenue coming from non-metros, AI makes luxury accessible yet curated, preserving exclusivity while expanding reach.

Global Alignment

Virtual try-ons, visual search, and AI clienteling mirror the standards of global luxury leaders, ensuring the digital journey feels as premium as an in-store experience.

A high-end, minimalist living room with two white, curved sofas facing each other on a polished, light-colored marble floor. In the center is a round, low coffee table with a white vase and some decorative items. Large windows in the background offer a view of a lush green landscape. The room is elegantly decorated with framed art, a vase of flowers, and a modern chandelier hanging from the ceiling.

The Future of Luxury

Tata CLiQ Luxury demonstrates that the future of luxury lies in AI-powered personalization infused with human emotion.