

Bringing out the best of every product.

Product Description Writing Case Study — Portfolio

12

Brands featured in this deck

8

Verticals — from fashion to fine jewellery

1M+

PDPs written for live storefronts since 2013

INSIDE THIS DECK

Fellocraft has been a working content studio since 2006, and writing e-commerce product descriptions since 2013 — for India's largest retailers, marketplaces, and D2C brands across fashion, electronics, jewellery, books, food, and lifestyle. Over a million PDPs, and counting.

What follows is twelve live PDPs we have written, paired with the brief, the challenge, and the writing approach behind each one. Every screenshot is a real page on a real website that you can visit today.

If anything in here catches your eye, contact details are on the final slide.

fabindia.com

India's flagship handcrafted-textile retailer since 1960. 300+ stores, ₹1,600+ crore in revenue — the country's largest mass-premium ethnicwear and lifestyle brand.

01 / THE PROJECT

Full-catalogue PDP rewrite

Bespoke product descriptions for Fabindia's entire e-commerce catalogue. Women's and men's ethnicwear, western tops and dresses, jewellery, plus the full home-furniture range — beds, sofas, tables, chairs, benches, stools. Thousands of SKUs, delivered in weekly batches.

02 / THE CHALLENGE

Catalogue with no narrative

At the dawn of India's e-commerce boom in late 2016, Fabindia's PDPs were image-and-spec only. No story, no SEO depth, no reason for a shopper to slow down. Pages weren't indexing on Google. Visitors were bouncing before they reached the add-to-cart.

03 / OUR APPROACH

Heritage voice, engineered for the funnel

We built a category-by-category voice framework that translated Fabindia's craft-and-community DNA into PDP-length copy designed to convert. Each description balanced sensory product detail with subtle SEO load — written to slow the scroll, deepen the visit, and earn Google indexing. The rewrite drove measurable PDP traffic growth and stronger organic discoverability across the catalogue.



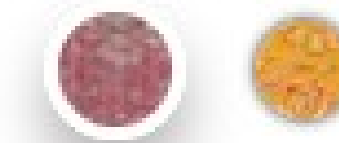
Avni Pink Cotton Pant, Dupatta & Kurta Set

SKU : 20264900

M.R.P. ₹2,999 **Avni**

(Incl. of all taxes)

COLOR



Soft structure meets everyday ease in this cotton kurta set for women, designed to offer comfort without compromising visual appeal. The kurta presents a clean silhouette, complemented by coordinated bottoms and a matching dupatta for a cohesive finish. Suitable for daily wear or casual gatherings, it supports relaxed movement throughout the day. Style with flat sandals, subtle earrings, and a sling bag for a polished yet effortless ethnic look.

QUANTITY

- 1 +

🛒 Add To Cart



myntra.com

India's largest fashion e-commerce platform. Acquired by Flipkart in 2014 for ~\$330M, today carries 5,000+ brands and serves 60M+ monthly shoppers.

01 / THE PROJECT

Five years inside India's biggest fashion catalogue

A five-year engagement, 2013 to 2018, spanning Myntra's transition from young e-retailer to marketplace giant. We physically inspected and wrote PDPs for hundreds of thousands of fashion and accessories SKUs — and embedded our writers inside Myntra's in-house teams at the Bangalore and New Delhi fulfilment centres.

02 / THE CHALLENGE

Fluent in fabric, fit, and Myntra's editorial standard

Fashion copy requires more than language — it requires fluency in fabric, fit, cut, drape, mood, and styling. Myntra needed thousands of SKUs described every week with in-house precision, and zero compromise on the strict editorial standards their merchandising team enforced.

03 / OUR APPROACH

An external team that won an internal award

We built a fashion-literate team that physically inspected each garment for USPs, styling cues, and category-specific terminology. Embedded inside Myntra's writing rooms in both cities, our writers earned the internal Myntra Writer's Award for achieving 100% compliance to in-house quality standards — proving that an outside team can match, and at times exceed, the precision of a brand's own writers.



MEN

WOMEN

KIDS

HOME

BEAUTY

GENZ

STUDIO **NEW**



Search for products, brands and more



Profile



Wishlist



anayna

Women Ethnic Motifs Printed Thread Work Kurta

4.4 ★ | 12.3k Ratings

₹618 MRP ~~₹1998~~ (69% OFF)

inclusive of all taxes

PRODUCT DETAILS

- Colour: yellow
- Ethnic motifs printed
- Square neck
- Sleeveless, no sleeves
- A-line shape with regular style
- Thread work detail
- Knee length with straight hem
- Machine weave regular cotton



ADD TO BAG



WISHLIST

amazon.in

The world's largest e-commerce company. Amazon.in launched in India in June 2013 with two categories — books and movies — before scaling into the marketplace giant it is today.

01 / THE PROJECT

Four years across Amazon's India build-out

From 2014 to 2018, Fellocraft wrote across Amazon's India properties — lakhs of book PDPs as Amazon doubled down on its founding category, SEO-optimised category page content as the platform expanded into lingerie, electronics, power tools, jewellery, musical instruments, cameras and more, and a full library of buying guides. We also delivered the entire PDP catalogue for Junglee.com, Amazon's India price-comparison engine.

02 / THE CHALLENGE

Three writing crafts. One brand standard.

Each format demanded a different muscle. Book copy had to earn its place on Google for long-tail search and feel native to readers. Category pages had to balance hard SEO targets with brand-grade prose. Buying guides had to teach — beautifully — without ever feeling like advertising. All of it had to sound like Amazon.

03 / OUR APPROACH

Specialist teams for specialist formats

We built dedicated pods for each writing format — SEO writers fluent in keyword research and category structure; book-specialists who could read a synopsis and write a discoverable, browseable description in minutes; long-form writers who could turn a category's complexity into an educational buying guide a shopper would actually finish. Lakhs of pieces, across thirteen-plus categories, all to Amazon's editorial bar.



The Adventures of Tom Sawyer by Mark Twain: Classic American...

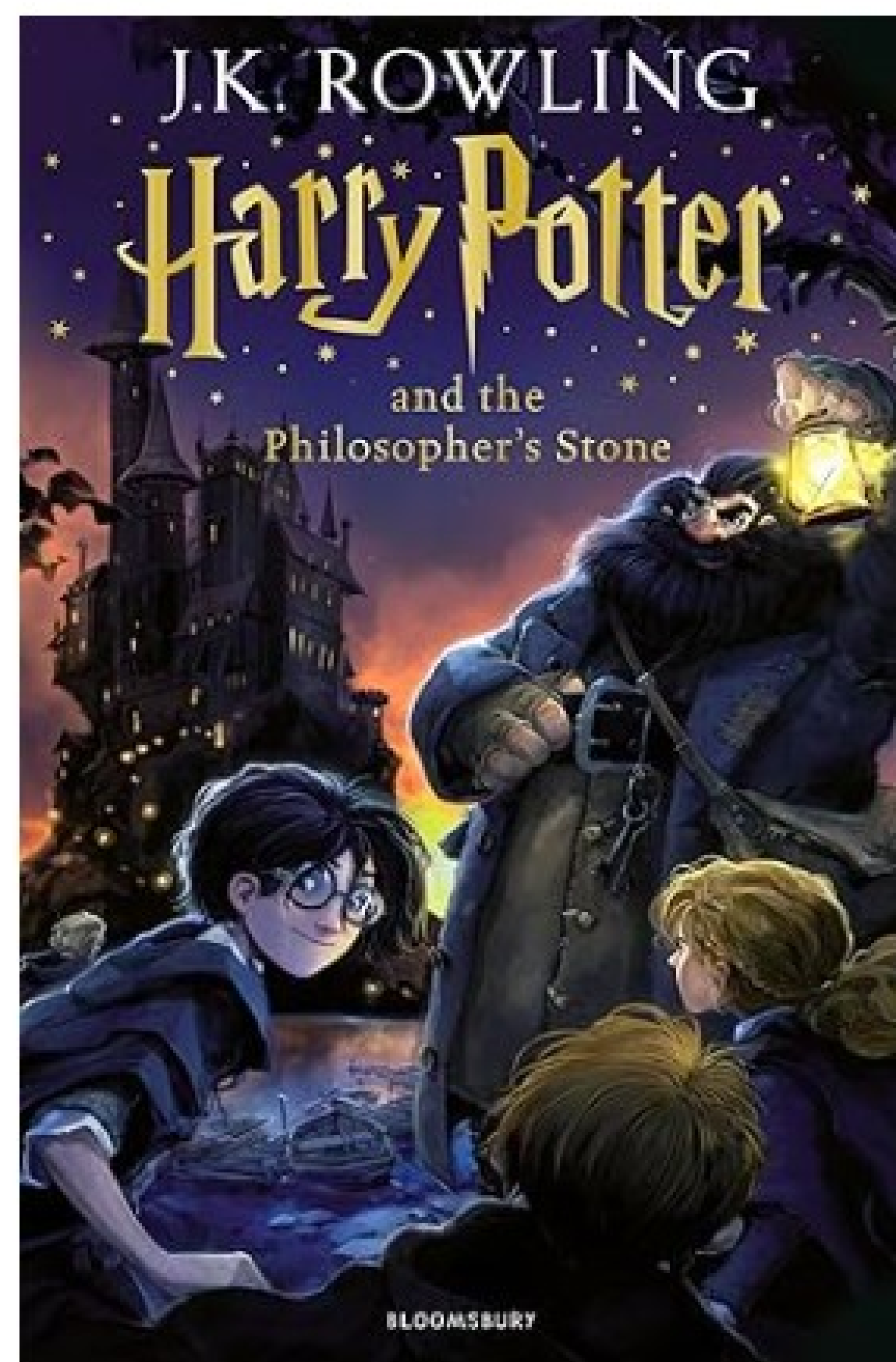
★★★★☆ (6,724)

Limited time deal

₹179.00 ~~₹249.00~~

Shop now

Books › Children's Books › Fantasy, Science Fiction & Horror › Fantasy › Visionary & Metaphysical



Harry Potter and the Philosopher's Stone Paperback – 3 September



2014

by J.K. Rowling (Author)

4.7 ★★★★★ (137,211)

Book 1 of 7: Harry Potter

#1 Best Seller in Fantasy

[See all formats and editions](#)

Escape to Hogwarts with the unmissable series that has sparked a lifelong reading journey for children and families all over the world. The magic starts here. Harry Potter has never even heard of Hogwarts when the letters start dropping on the doormat at number four, Privet Drive. Addressed in green ink on yellowish parchment with a purple seal, they are swiftly confiscated by his grisly aunt and uncle. Then, on Harry's eleventh birthday, a great beetle-eyed giant of a man called Rubeus Hagrid bursts in with some astonishing news: Harry Potter is a wizard, and he has a place at Hogwarts School of Witchcraft and Wizardry.

The magic starts here! These editions of the classic and internationally bestselling Harry Potter series feature thrilling jacket artwork by award-winning illustrator Jonny Duddle. They are the perfect starting point for anyone who's ready to lose themselves in the greatest children's story of all time.

Kindle Edition

₹0.00 **kindle**unlimited
or ₹313.95 to buy

Hardcover

₹2,246.00

[Other Used and New from](#)**-37%** ₹377

M.R.P.: ₹599

Inclusive of all taxes

FulfilledFREE delivery **Friday, 27**
first order. [Details](#)Or fastest delivery **Tom**
February. Order within
[Details](#)

© Delivering to Mumbai 4

bigbasket.com

India's largest online grocery platform. Founded in Bangalore in 2011, acquired by Tata Digital in 2021 at a ~\$1.85B valuation, today serving 30+ cities with 50,000+ SKUs.

01 / THE PROJECT

A four-month sprint through the food aisle

BigBasket reached out in mid-2015, when their catalogue was scaling faster than their content team could keep up. A focused, four-month engagement to write thousands of product descriptions across their food and beverage assortment — closing the gap between SKU expansion and shopper-ready PDPs.

02 / THE CHALLENGE

Make grocery copy taste like the product

Food and beverage are sensory categories. A snack PDP can't read like an electronics spec sheet — the shopper needs to imagine the flavour, the texture, the moment. BigBasket needed copy that treated every product as distinctive, at the pace of a fast-moving catalogue.

03 / OUR APPROACH

Tender prose, at industrial pace

We staffed writers who could taste a description before they wrote it — bringing out the character of each product through carefully chosen sensory language while keeping pace with BigBasket's velocity. Delivered thousands of PDPs in four months. The client signed off on the engagement satisfied with both the quality and the speed.



Borges

10 MINS

Borges Whole Wheat Pasta - Penne Rigate, 500 g Pouch

3.8 ★ 1129 Ratings & 43 Reviews

Price: ₹189

You Save: 53% OFF

(inclusive of all taxes)

Add to basket

Save for later

Borges Whole Wheat Pasta - Penne Rigate offers a nutritious twist to your favourite dishes. Made from 100% whole wheat, it boasts a robust texture and rich, nutty flavour. Perfect for health-conscious food lovers, this pasta pairs wonderfully with a variety of sauces, elevating everyday meals to gourmet experiences.

flipkart.com

India's largest homegrown e-commerce platform. Founded as an online bookstore in 2007, acquired by Walmart in 2018 for ~\$16B — the largest e-commerce acquisition in history.

01 / THE PROJECT

Ten years across every category Flipkart launched

Ten years across Flipkart's biggest content build-outs. Books first, mirroring their own founding category. A three-month Furniture launch with lakhs of PDPs delivered in time. A deep run through Marketplace Fashion — men's formal and casual, t-shirts, women's kurtis, anarkalis, dresses, salwars. Smartphones. SEO-optimised category-page footers across the site. And nearly 200 help-section icons designed for the Flipkart mobile app.

02 / THE CHALLENGE

Different categories, different writing crafts

A book PDP isn't a smartphone PDP isn't a kurti PDP isn't a category-page footer. Each format has its own grammar — what to lead with, what to hide, where to put the keywords, how long to make it, what tone to take. Flipkart needed all of it, at scale, often launching new categories on tight windows where the content couldn't be the bottleneck.

03 / OUR APPROACH

A studio, not just a writing room

We staffed format-specific writing pods — book specialists for Books, fashion writers fluent in fabric and silhouette for the Marketplace launch, SEO writers for category-page footers, spec-and-feature writers for smartphones. And when Flipkart needed icons designed for their app's help section, the same studio delivered nearly 200 of them. A single partner across writing and design, calibrated for whichever bar Flipkart set next.



All details

Showcase

Specifications

Description

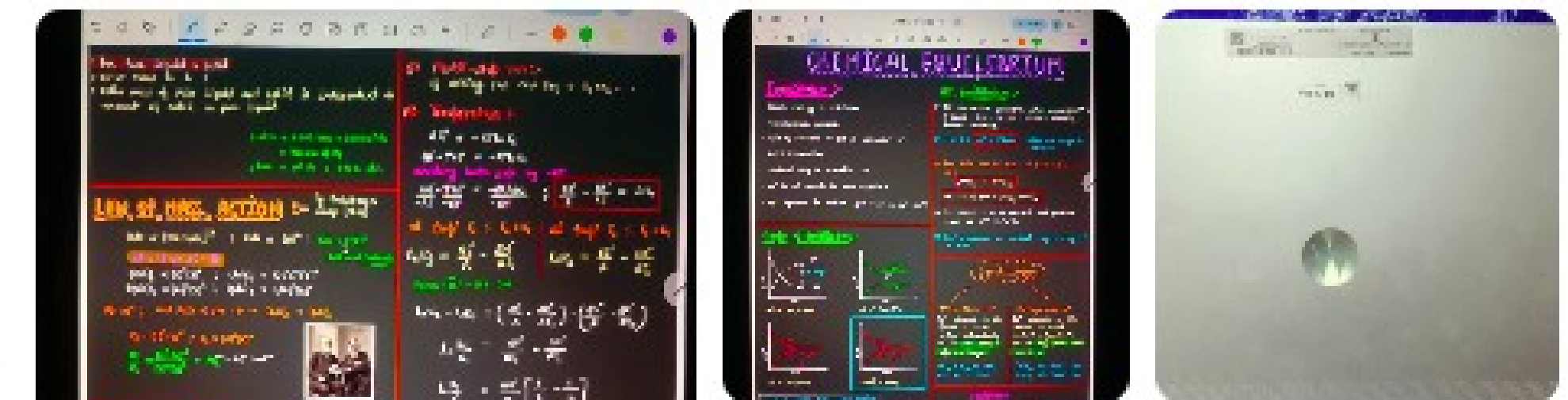
Warranty

This Motorola Pad 60 Pro offers an ultra-smooth 3K display with Quad JBL speakers that produce excellent audio. Moreover it includes a 10200 mAh battery that can last for an entire day. Plus it comes with the Moto Pen Pro, which optimises your note-taking or drawing abilities with its tilt detection and palm rejection functions. Furthermore this tablets seamless performance is driven by the MediaTek Dimensity 8300 chipset, AI tools, Google and the Moto Pen Pro.

Ratings and reviews

4.5 ★ Excellent

based on 7,129 ratings by Verified Buyers



Buy with EMI From ₹2,889/m

Buy at ₹25,999

ishalife.sadhguru.org

The commerce arm of Isha Foundation, Sadhguru's global spiritual organisation. Every purchase funds Isha's rural outreach work across Tamil Nadu and beyond.

01 / THE PROJECT

Writing the launch catalogue in one month

Isha Life reached out in 2016 with a hard deadline — a new e-commerce store about to go live, and 2,000 product descriptions to write. We delivered the full catalogue in a single month, across Rudrakshas, yogic clothing, copper drinkware, yoga gear, honey, jaggery, ghee, bodycare, and home decor. The relationship continued well past launch — repeat PDP work as the catalogue scaled, plus press releases, editorial articles, and social content.

02 / THE CHALLENGE

A catalogue where every product carries meaning

These are not ordinary SKUs. A consecrated Rudraksha is not a bead. A copper bottle is not a flask. Yogic clothing is not athleisure. Each product carries lineage, ritual, and intention — and the copy had to honour that without slipping into either dry e-commerce spec language or overwrought spiritual cliché.

03 / OUR APPROACH

Reverent, not florid. Practical, not flat.

We wrote each category in its own register — calm reverence for the consecrated and ritual products, gentle craft-storytelling for the textiles and copper, warm sensory language for the foods, and clean utility for the yoga gear. Two thousand pages, one month, one voice that felt like Isha. The repeat business across PDPs, press releases, and editorial content tells the rest of the story.



Isha's signature Women Dhoti Pants(Off - White)

₹ 950

Over hundreds of years, our forefathers created myriad of ways to drape a piece of cloth that would be comfortable enough to wear daily and would be conducive to Indian weather. The result was the Dhoti.

From a marathon to a wedding to yoga, the Dhoti Pants can do it all without breaking a sweat. The most in-demand offering from Isha Life, this best seller has found fans in every continent of the world who swear by it. 100% organic cotton, breathable, free flowing, they will feel like your second skin.

Size:

[Size Chart](#)

S

M

L

XL

Quantity:

-

1

+

Add to Cart

Wishlist

tanishq.co.in

India's number-one jewellery brand. A Titan Company (Tata Group) creation, founded 1994 — 500+ stores, ~40% share of India's organised jewellery market.

01 / THE PROJECT

Two years across every jewellery category

Tanishq reached out in 2016 as it was scaling its e-commerce arm and building dedicated digital teams. We wrote bespoke PDPs across the full jewellery range — necklaces, rings, bracelets, chains, mangalsutras, solitaires, earrings, pendants — covering both newly launched collections and the legacy assortment. Thousands of descriptions, continuing through 2018 as Tanishq moved to its own dedicated e-commerce home.

02 / THE CHALLENGE

Trust in a category built on touch

Jewellery is the hardest e-commerce category in India. A shopper traditionally feels the weight, sees the light catch a stone, hears it from a known family jeweller. Tanishq's PDP copy had to do something different — earn that trust through words, on a screen, for a category where Indians historically didn't buy without holding the piece first.

03 / OUR APPROACH

Material literacy, collection by collection

Different jewellery categories carry different vocabularies. A solitaire is described differently from a mangalsutra, a temple-collection earring differently from a contemporary pendant. We staffed writers who could read a product's collection brief, recognise its craft references, and write copy with the visual precision the photography had already promised. Bespoke pieces, in bespoke voice, at thousands-of-SKUs scale.

METAL DETAILS

DIAMOND DETAILS

GENERAL DETAILS

DESCRIPTION

The glowing silhouette of a sparkling heart is set with natural diamonds in this 18 Karat rose gold diamond pendant, made for everyday happiness.

Perfect for modern routines and relaxed days out, this natural diamond pendant adds brightness to your day without feeling like its too much.

The chain in the image is for representation purposes only and the actual pendant comes without a chain.

SKU ID : 50D6VDPAIAAA092BD000013



Enjoy sparkling jewellery! We provide free jewellery cleaning services!

₹33,495
₹30,780

Weight: 1.049 g

Add to Cart

ajio.com

Reliance Retail's flagship fashion e-commerce platform. Today the third-largest fashion e-tailer in India behind Myntra and Amazon, with 2.7M+ product options across mass and luxury verticals.

01 / THE PROJECT

The pre-launch content for Ajio.com

Ajio approached us in late 2015, months before the public launch of ajio.com. The brief was deceptively simple: 16,000 SKUs needed PDP content before the doors opened. Women's dresses, shirts, t-shirts, kurtas, jackets. Men's formal, casual, street wear. We delivered the entire launch catalogue in under two months — the words that introduced Ajio to its first shoppers.

02 / THE CHALLENGE

Sixteen thousand SKUs. Two months. Zero margin for error.

A brand's launch catalogue is its first impression. Every PDP would be read by a shopper deciding whether to trust a brand-new platform with their card details. Ajio needed copy that felt premium and editorial — not generic e-commerce filler — at a pace and volume that most agencies would have spread across a year.

03 / OUR APPROACH

From a sprint into a seat at the table

We staffed a dedicated fashion-writing team and shipped the launch catalogue in under eight weeks. The work was strong enough that Ajio came back with a different ask — could we place writers inside their office? We embedded five fashion writers into the Ajio content team, reporting directly to their in-house Content Head, writing new-arrivals PDPs on an ongoing basis. The launch sprint became a long-term staffing partnership.



SHEIN
Shein Scoop Neck Full Sleeve Ruffle Lace Trim Short Shrug

₹489

MRP ₹699 (30% OFF)

Price inclusive of all taxes

Product Details

USP

Ruffle Trim, Semi-sheer

Package Contains

1 Women's nan

Wash Care

Machine wash warm

Mood

Casual

Fabric

Polyester Spandex

Length

Short

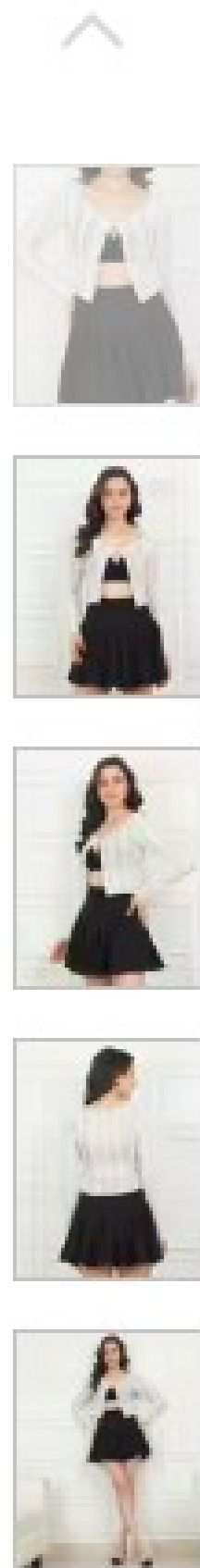
Fabric Composition

97% Polyester, 3% Spandex

• [About Shein](#)

[More Details](#)

ADD TO BAG



biba.in

India's most recognised women's ethnic-wear brand. Founded 1988 by Meena Bindra, today 400+ stores across 126+ cities — synonymous with affordable, festive Indian fashion.

01 / THE PROJECT

PDPs and editorial across Biba's ethnic catalogue

Our engagement with Biba began in late 2020 — product descriptions for the ethnic-wear catalogue, plus editorial blogs across the brand's content marketing surface. Kurtas, suit sets, salwars, lehengas, dupattas. And blog content around Biba's new fragrance line — Spelle — as the brand stepped into a category beyond clothing for the first time.

02 / THE CHALLENGE

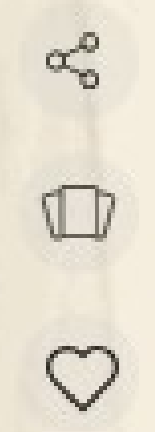
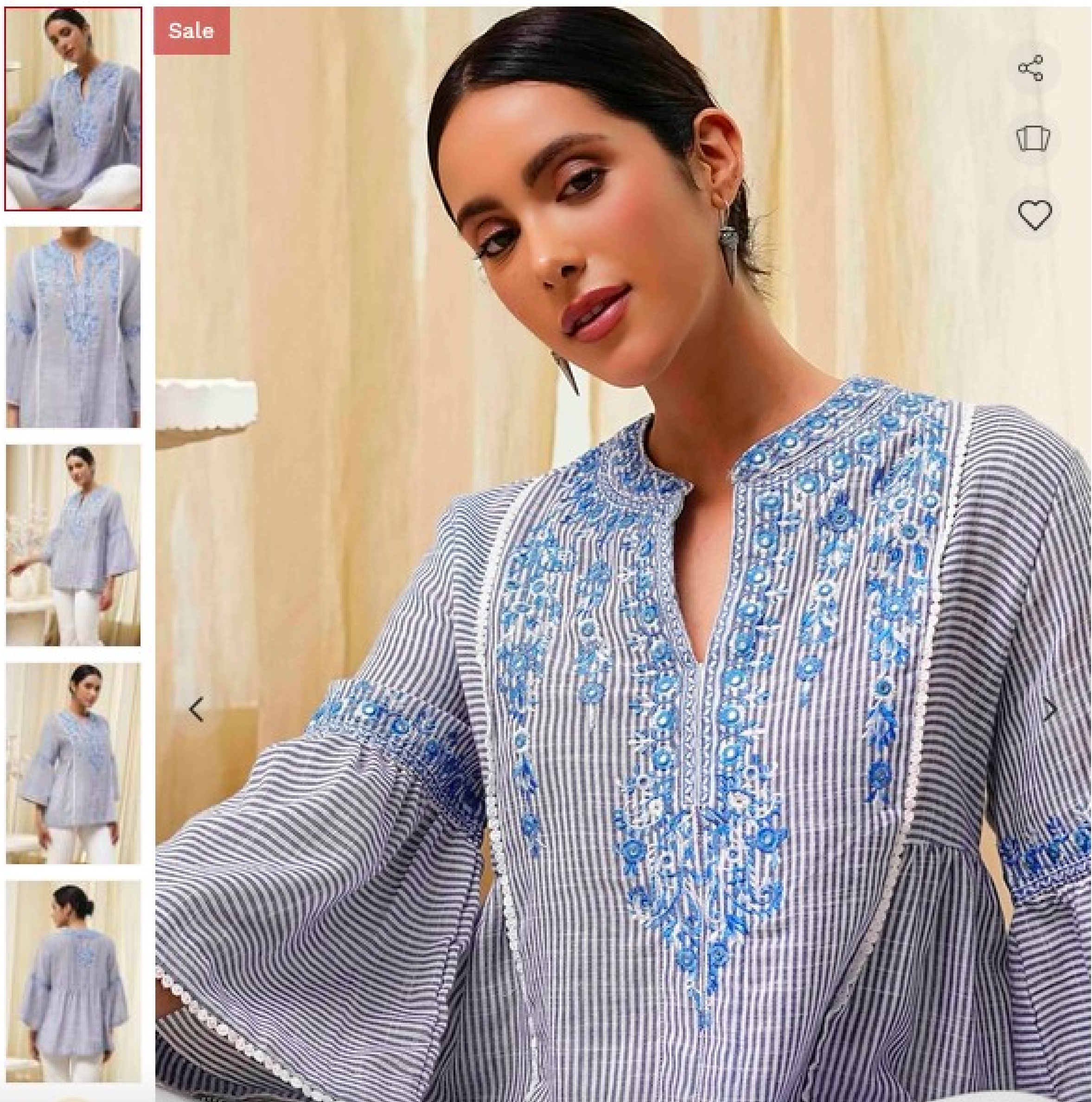
A heritage brand stepping into a new category

Two writing voices, one brand. The ethnic-wear PDPs needed to honour thirty-plus years of Biba's signature visual language — vibrant colour, hand-block print, festive occasion. The fragrance blog content needed to feel like a confident first step into a category Biba was learning out loud, without losing the warmth that made customers trust the parent brand.

03 / OUR APPROACH

Two registers. One trusted voice.

Our ethnic-wear writers wrote in Biba's established register — celebratory, occasion-led, alive to the craft details that the brand has built its reputation on. The fragrance editorial pod wrote differently: more discovery-led, more sensory, building category context for a shopper who knew Biba for kurtas, not perfume. Same brand DNA. Two crafts.



PRODUCT DETAILS

Welcome summer in style with our delightful blue striped straight short kurta—an essential piece from our warm-weather collection. Crafted from soft, breathable cotton, this kurta blends effortless charm with everyday functionality, making it your go-to for everything from morning meetings to relaxed weekend outings.

Kurta Details:

- Soft stripe design combined with delicate embroidery to bring out a vibrant and feminine vibe
- Classic round neckline for a neat, elegant appearance
- Flowing 3/4 bell sleeves that add a touch of refined, summery flair
- Straight-cut silhouette with a relaxed shape that ensures all-day ease and flattering comfort

Biba Recommends:

Pair it with tailored white slim pants for a crisp, coordinated look. Finish the outfit with chic open-toe sandals and dainty pink earrings for a gentle splash of color - perfect for sunny strolls, breezy brunches, and sipping something cool under the summer sky.

[View less](#)

Top Style Straight	Neck/ Neckline Round Neck
Sleeve Detail Bell Sleeves	Bottom Pattern Yarn dyed
Fabric	

miabytanishq.com

Tanishq's daily-wear sub-brand for young, self-purchasing women. Launched 2011. 'Mia' means 'mine' in Italian — jewellery as personal expression, not family heirloom.

01 / THE PROJECT

A full-funnel content engagement

A year-long engagement that started in late 2020. Three writing formats, deployed in sequence to solve three stages of the buyer journey. Category page copy first, to lift Mia's Google rankings for jewellery-discovery queries. Then PDP content across the e-commerce catalogue. Then long-form editorial blogs to bring shoppers back, build category authority, and convert readers into buyers.

02 / THE CHALLENGE

A young shopper who doesn't enter jewellery stores

Mia's customer is fundamentally different from Tanishq's. She's a Gen-Z or early-millennial woman buying jewellery on her own credit card — often, online, without a family conversation around it. She'd never walk into a jewellery store unprompted. Mia needed content that pulled her in from Google, convinced her on the PDP, and gave her a reason to keep coming back.

03 / OUR APPROACH

Discovery to PDP to retention, in writing

We sequenced the work to the funnel. Category page content tuned for high-intent search terms — designed to rank Mia where her customer was already looking. PDPs that read like style notes, not jewellery spec sheets — short, modern, photogenic. And blogs that built fluency in jewellery as everyday wear: how to layer, what to gift, what suits work. One year, one funnel, three writing crafts.



Shop for Rings



Gold Price



Login

Earrings

Rings

Bracelet & Bangles

Necklaces & Pendants

Mangalsutra

Silver Jewellery

Collections

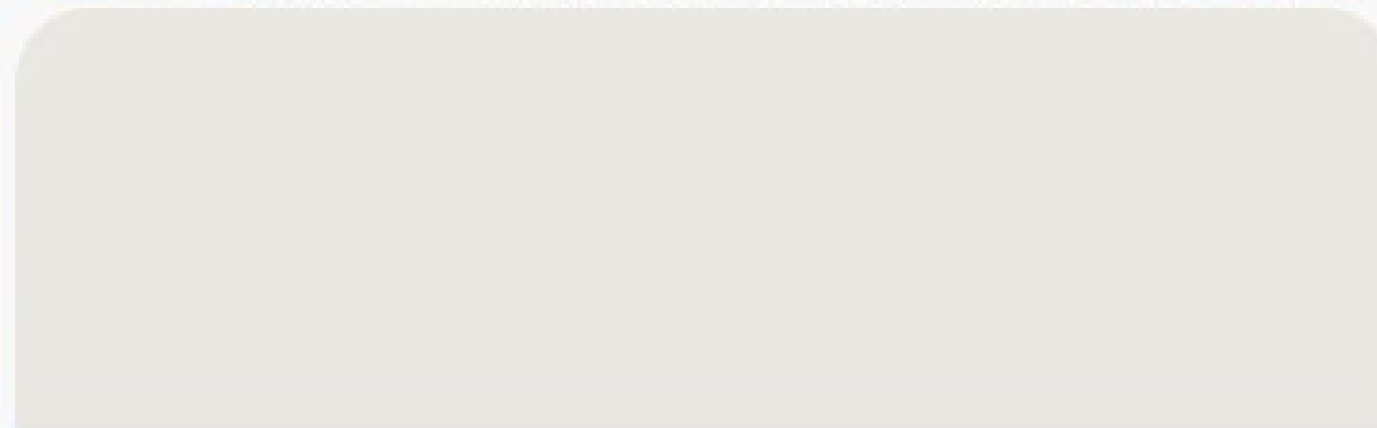
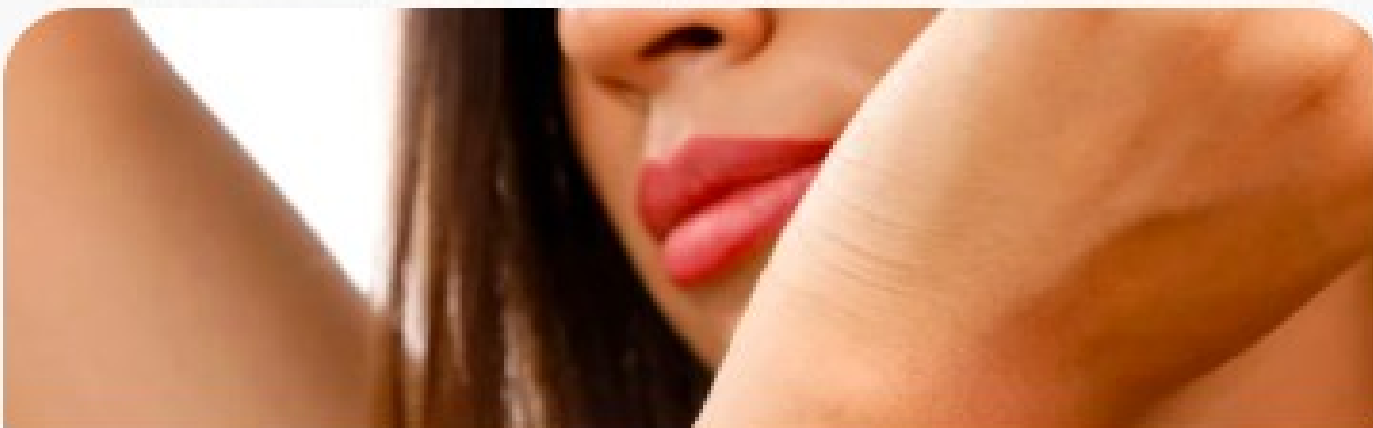
Gifting

More Jewellery

Home > Jewellery > Jewellery Category > All Jewellery > Graceful Twisted Gold Bangle



Show Similar



Product Details

Price Breakup

Reviews

Soft texture and fluid form define the Graceful Twisted Gold Bangle. Crafted in hallmarked 14 Karat yellow gold, the design features a sculpted twisted pattern along the top that reflects light beautifully while maintaining a sleek and elegant silhouette.

General

Design Code 3826VCR

Gross Weight 8.288g

Width 255

Occasion fashionable, Everyday, Workwear



₹99,877

Graceful Twisted Gold Bangle

Buy Now

Add to Bag

fastrack.in

India's largest youth accessory brand. Born inside Titan in 1998 to fill the Timex gap, spun off independent in 2005 — anchored by the unmistakable 'Move On' attitude that defined a generation.

01 / THE PROJECT

Writing across the entire Fastrack universe

An extension of our Titan-group relationship. We wrote PDP content across the full Fastrack catalogue — analog watches, digital watches, and the newer smartwatch lineup, plus the brand's wider accessory universe of sunglasses, bags, wallets, and helmets. Across men's, women's, and kids' collections. New collections dropped frequently, and the writing kept pace with each launch.

02 / THE CHALLENGE

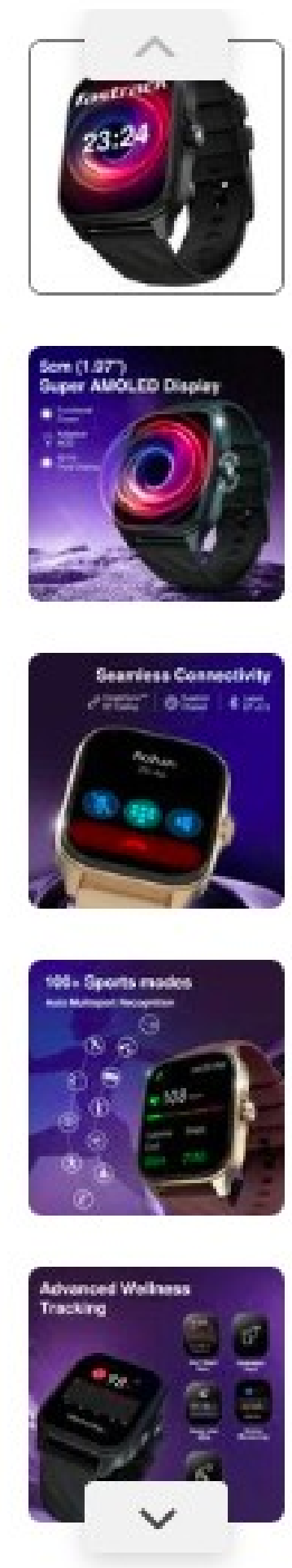
A voice the brand has trademarked

Fastrack isn't a neutral brand — it has built its identity on irreverence, attitude, and the now-iconic 'Move On' philosophy. Writing PDPs for Fastrack means writing in a voice with sharp opinions: edgy, young, confident, never corporate. Get the register wrong and the copy reads like every other watch brand. The challenge was matching that distinctive voice across hundreds of SKUs, every time, without it ever feeling forced.

03 / OUR APPROACH

New-age vibes, written line by line

We staffed writers who could actually hear Fastrack's voice — fluent in the brand's anti-establishment register, comfortable writing copy that felt like a teenager's text message and a designer's spec sheet at the same time. Across watches, smartwatches, sunglasses, bags, wallets, and helmets — the copy carried the same edge that Fastrack's marketing has built its reputation on.



38151PP01K | **BEST SELLER** ★★★★★ 33 Reviews

Fastrack New Astor FS1 PRO Smartwatch, Large Super AMOLED Display 5 CM AOD, NextGen Chipset lag Free & Fast Experience

Unisex Watch


How To Get It

🇮🇳 Enter Pincode

🚚 Dispatch By 22 May, Friday
If ordered within **1 hrs 26 mins**

Product Description

The Fastrack New Astor FS1 PRO Smartwatch boasts a large 5 cm Super AMOLED display with Always-On Display - AOD and a NextGen chipset for a fast, lag-free experience. Navigate easily with the functional crown, enjoy SingleSync BT calling, and access 100+ sports modes and watchfaces. With IP68 water resistance, it's built for both performance and style.

 **3D Try On** [See how the watch looks on your wrist](#) >

titan.co.in

Tata Group's lifestyle accessories giant. Founded 1984 — the world's fifth-largest own-brand watch manufacturer and the parent of Fastrack, Tanishq, and Mia by Tanishq.

01 / THE PROJECT

A pilot that became 19,000 SKUs in five months

Titan first engaged us in 2016 with a small content pilot — a few months of work to test our writing against their in-house bar. Once we passed, they handed over the site-wide brief: 19,000 watch SKUs to be written end to end. We delivered the entire scope in five months flat, much to the impression of their internal team. The relationship continued for five years, closing in 2021.

02 / THE CHALLENGE

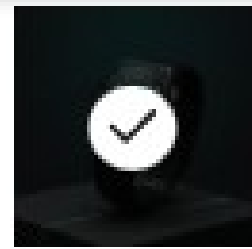
Horology fluency across own and licensed brands

Titan retails on its own site across its proprietary brands — Titan, Sonata, Nebula, Xylys, Raga, Edge — and an extensive licensed portfolio: Tommy Hilfiger, Police, Kenneth Cole, Anne Klein, and more. Each brand carries its own voice and price register. Across all of them, the copy had to honour the language of horology — movements, complications, finishes, lume, lug width — while complementing the on-page photography rather than competing with it.

03 / OUR APPROACH

Five years, one consistent editorial standard

We staffed writers fluent in watchmaking vocabulary and trained them across Titan's brand voices — the contemporary precision of Titan and Nebula, the everyday energy of Sonata, the international polish of Tommy Hilfiger, the boldness of Police. Every PDP brought out the watch's specific features in language that matched the photography and the brand. Site-wide consistency. Brand-specific voice. Five years, no compromises.



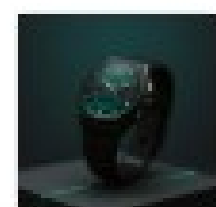
See Less ^

Product Description ^

Aurora Caelum celebrates the ethereal beauty of the cosmos through a rare fusion of premium materials and classical horology. Crafted entirely from Grade-5 titanium, the case and bracelet offer exceptional lightness and strength, while the edges are polished using zaratsu finishing, giving the watch a refined brilliance from every angle. Powered by Titan's in-house Automatic 7AM32E calibre, Aurora Caelum brings to life the classical Sun-Moon display, framed by a unique case shape that stands apart in the Stellar universe. The exhibition back reveals a customised rotor, underscoring its deep design story and engineering mastery. Limited to 500 numbered timepieces, Aurora Caelum is a rare collector's piece that unites celestial inspiration with cutting-edge craftsmanship. Key Features: Grade-5 titanium case and bracelet for strength with lightness, Zaratsu-finished edges for premium polish and depth, Classical Sun-Moon disc complication, Exhibition back with customised rotor, Unique case shape with sapphire crystal (anti-reflective coating). Water resistance: 5 ATM. Case size: 42 x 49.63 mm. Thickness: 13.9 mm. Movement Specs: In-house 7AM32E. 23 jewels. Accuracy: -10/+30 sec/day. Power reserve: 40 hours.

Product Specification v

More Information v



Titan Stellar Aurora ...

MRP ₹ 95,995.00

Inclusive of all taxes*

ADD TO CART

BUY NOW

The next case study could be yours.

If something in this deck made you think “these are the people I want writing for my brand” — that's the right instinct. Get in touch and we'll take it from there.

CALL

Neil Krshna

+91 966 336 3922

EMAIL

Direct line

neil@fellocraft.com

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