

# Joyalukkas

## World's favourite jeweller

### MARKET

The earliest known gold jewellery was believed to date from around 3000 BC. Since then the world has witnessed the continuous creation of gold jewellery with the advent of jewellery designers and retailers such as Joyalukkas.

Living up to its reputation of being the world's favourite jeweller, Joyalukkas caters to a vast and varied consumer base with its wide range of designs and brands. With showrooms across the GCC, India and the UK Joyalukkas is a global jewellery retail chain offering exquisite jewellery in Gold, Diamonds, Platinum, Precious Stones, Pearl and Silver.

Renowned for its service, ambience, choice, value and quality Joyalukkas boasts of a holistic mix of marketing strategies, which include distinct above-the-line, below-the-line and in-store activities. These comprise the key elements used by Joyalukkas to introduce new collections of jewellery designs and brands.

This Joyalukkas strategy is adapted to suit each and every market in which they operate and retain the position of 'brand of choice' in their customers' mind. Consistency across all levels of operations and marketing as well as communications is in sync with Joyalukkas' global vision to become a global brand by ornamenting the world.

Keeping in line with the company's mission to adhere to globally approved processes and norms and creating a successful value chain for associates, constant research is undertaken to measure and update on the latest trends and choices of the jewellery buyer and steps are taken cater to them accordingly.

### ACHIEVEMENTS

Joyalukkas Jewellery set off on the path of excellence by becoming the first, and only,



jeweller in the UAE to be certified with both ISO 9001 and ISO 14001.

Joyalukkas has also been recognised by the Dubai Quality Appreciation Programme in the Trade category. His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai officially presented the Certificate of Appreciation to Mr. Joy Alukkas, Chairman of Joyalukkas Group, at the award ceremony held at the Grand Hyatt, Dubai.

Continuing their saga of creating impressions that last, Joyalukkas Group, the world's favourite jeweller, won the RetailME - Best Retailer of the Year 2005 award at a glamorous function in Dubai. Joyalukkas was given the 'Best Jewellery Retailer' award in Ahlan Masala life style awards 2008 and was the proud recipient of the 'Best Service Performance Brand' by Dubai Service Excellence Scheme, an initiative of Dubai Economic Department.

Joyalukkas consistently underlined their premium status in jewellery customers' minds by winning the prestigious Consumers Choice Award 2008 and, in 2010, Joyalukkas was also awarded the distinction of being a 'Superbrand' in the UAE.

In August 2010 the Retail Jeweller India Awards, which is the single yardstick that celebrates and rewards the highest achievers in India's dynamic jewellery industry, awarded them the distinction of being the Regional Retail Chain of the Year in India.

Joyalukkas also won accolades at the recently held National Jewellery Awards 2011, organised by the All India Gems and Jewellery Trade Federation. The landmark Joyalukkas showroom in Chennai won the 'Best Single Retail Store of

the Year' and the company also won the award for being the Best Retail Jewellery Chain of the Year'.

Apart from business excellence Joyalukkas is also recognised for its contribution to social causes through its MY 0.50 programme within the corporate world.

It is no surprise that Joyalukkas has been a proud recipient of many prestigious awards in jewellery by many renowned trade bodies around the world.

With a vision of being the world's favourite jeweller, Joyalukkas aims to become the world's largest jewellery chain.

### HISTORY

The Late Sri Varghese J Alukka in Thrissur, Kerala, India in 1956 founded Alukkas Jewellery. His constant diligence and valuable insights inspired his son, Mr. Joy Alukkas, to transform Alukkas from a small 200 sq ft showroom to one of the foremost jewellery brands in the world. Mr.

Joy Alukkas set up his first shop in Abu Dhabi in 1987, soon moving on to Dubai, Sharjah, Al Ain and Ras Al Khaimah.

Under the leadership of Mr. Joy Alukkas, since 2001, the company has set out to become the World's Favourite Jewellery designer establishing its foothold in international markets - predominantly in UK, UAE, Kuwait, Oman, Bahrain, Qatar, Saudi Arabia and India. Over the years Joyalukkas Group has entered the realm of themed malls with Wedding Centres - unique destinations that fulfill all the needs of traditional Indian weddings. It houses the famous Joyalukkas' bridal collections comprising accessories, readymade clothing and footwear all under one roof, providing customers with greater choice and impeccable variety.

Today Joyalukkas owns a number of showrooms across eight countries. It has become a household name with almost ten million customers visiting its stores throughout the year.

### PRODUCTS

Joyalukkas' promise of quality, service and its global presence are the reasons for its huge customer loyalty. It has set a distinct class of its own, ranking high in style, variety and value.

Joyalukkas' mission is to delight its customers at all occasions of jewellery shopping with



exceptional service and choice of a million designs in gold, diamond, precious stones and pearls. They have multi-brand retail concepts such as:

#### Gold Jewellery Brands:

- Aamira
- Akshaya
- Baki Amore
- Ebru
- Mermaid
- Teens & Twenties
- Florentina
- Natura
- Romola
- Madhubani
- Mayuri
- Zenina
- Keraleeyam
- Lil Joy

#### Diamond Jewellery brands:

- Entice
- Di Royale
- Mist
- Ovio
- Spring
- Tre'stelle
- Sveni
- Magnus
- Miluna
- Ishis
- Sparx
- Sumangal
- Bouquet
- Perfekt
- Eleganza

#### Precious stones

#### jewellery brands:

- Ratna
- Navaratna

#### Platinum Jewellery brand:

- Perfekt Platino

#### Pearl Jewellery Brand:

- Masaaki

Joyalukkas is distinguished for its superior quality products, popular patterns and unique choices, which adhere to international trends and design benchmarks. Customers at Joyalukkas stores can always chose from a plethora of jewellery designs in the form of necklaces, rings, ear rings, bracelets and more. Joyalukkas offers 100% IGI certified Belgian cut diamonds and a 100% PGI certified platinum jewellery, which ensures that only the highest quality of materials is used to create masterpieces. All the gold jewellery available within the store is 100% BIS certified and customers who purchase any gold and diamond jewellery are assured a 100% lifetime money back guarantee.

### RECENT DEVELOPMENTS

Joyalukkas has opened several new showrooms across India, in 2010, and are planning to open more shortly all over the GCC and India. The most recent of these have been in cities like Bangalore, Mangalore and Vijayawada.

This year, the group has also planned an IPO in India to manage its rapid expansion plan.

### PROMOTIONS

Over the years, Joyalukkas has offered customers the chance to make their jewellery shopping even more rewarding with the introduction of many exciting promotions. A few of them are:

#### Shop and win a BMW

**campaign:** Joyalukkas offered customers a chance to win ten BMW sedans across GCC and India.

#### Samsung LCD TV campaign:

Joyalukkas gave its valued customers a Free Samsung LCD on the purchase of Diamond jewellery worth Dh 15,000 or more.



### BRAND VALUES

The Joyalukkas team believes in providing the highest standards of ethics and professionalism at all times. As a world-class jewellery chain, they aspire to be the best in product, design, value and service for clients as well as provide superior returns for its stakeholders and generate growth to

deliver consistent results. Joyalukkas believe in placing their customers, associates and employees at the centre of all their activities and foster a culture of excellence and innovation. The company and its staff feel responsible towards the communities in which they live and work and to the world community as well.

For many years the company's positioning in the market has been as the 'World's Favourite Jeweller'. This is still the case today with its vision being a guiding light.

[www.joyalukkas.com](http://www.joyalukkas.com)

### Things you didn't know about Joyalukkas

Joyalukkas is one of the few retailers to have been recognised by the Dubai Quality Appreciation Programme in the Trade category.

Joyalukkas houses India's first, and most unique, Diamond Cave in their largest showroom in Chennai, India.

Joyalukkas is the only jewellery to be conferred the ISO 9001:2008 and ISO14001:2004 in the UAE.

Joyalukkas Group has entered the realm of Wedding Centres that fulfill all needs of traditional Indian weddings.

'Big Joyalukkas' located in Bur Dubai, Dubai is the biggest jewellery showroom in the Middle East.

Joyalukkas won the Middle East Retailer Of The Year award from Retail ME.

Joyalukkas is actively involved in many Corporate Social Activities on a global level.

Superbrands

