

Press Release

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SHUBH Jewellers the retail brand of Rajesh Exports Ltd posts record retail sales during Akshaya Tritiya.

SHUBH Jewellers the retail brand of Rajesh Exports Limited has posted record retail sales during Akshaya Tritiya. During the festive day of Akshaya Tritiya the 83 retail stores of SHUBH Jewellers spread over a retail area of about 55700 sf ft, posted record sales. The stores were opened at 7:30 AM and since then there was steady flow of retail customers in most of the stores, till 11 PM in the night.

SHUBH Jewellers had introduced several new designs for the special occasion and most of these new designs were the preferred choice of the retail customers, along with the design the unique " NO making charges, NO wastage" concept of SHUBH jewellers also made SHUBH a preferred choice for the retail customers over other jewellers.

Commenting on the performance Chairman of Rajesh Exports Mr Rajesh Mehta said “ SHUBH has emerged as the largest gold jewellery retailer in South India. With our unique and unparalleled offerings of Design, Purity and Price to the consumers and with an aggressive expansion plan, I am confident of SHUBH emerging as the most trusted value brand in the country, our “Mines to Consumers” complete integration allows us to offer distinct advantages to the retail consumers”

SHUBH is currently offering to the retail consumers 100% hallmarked jewellery of the finest designs at the lowest prices in the world, which has been made possible due to the incomparable backward integration strengths of REL. The response from the retail consumers of gold jewellery in Karnataka to SHUBH has been very encouraging, making SHUBH the most preferred and a household jeweller in Karnataka.

Rajesh Exports Ltd is a zero debt company with an annual sales of INR 340 Billion(Apprx USD 5.5 Bln). The company is the largest and the lowest cost manufacturer of gold jewellery in the world. The Company's manufacturing facility is situated at Bangalore which is the world's largest jewellery manufacturing facility spread over 12 acres of land with a built up area of 500000 Sq Ft. The manufacturing facility has an installed capacity to process 250 Tons of Jewellery Per Annum. The Company through its retail brand of Shubh Jewellers has 83 Retail jewellery Showrooms across the country.

With its retail initiative, under the brand name of SHUBH Jewellers, REL has emerged as the largest retail jeweller in South India, and has also emerged as the only fully integrated gold jewellery company in the world.

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