RAJESH EXPORTS LIMITED

SHUBH JEWELLERS
PURE GOLD • LOWEST PRICE
Directly From Mines To Consumer
An Enterprise of Rajesh Exports Ltd.

Press Release

05/07/2013

Rajesh Exports Ltd announces the opening of its 82nd SHUBH Jewellers retail showroom at Belur, Karnataka.

Bangalore, July 05, 2013: Rajesh Exports Limited (BSE Code: 531500), (NSE Code: RAJESHEXPO) is launching it's 82nd retail jewellery Showroom in Karnataka under the brand name of SHUBH Jewellers at Belur. With this launch REL has completed 82 SHUBH Jewellers showrooms in the state of Karnataka.

With 82 SHUBH Jewellers Showrooms in Karnataka, REL has created one of the strongest brand names in retailing in Karnataka. SHUBH Jewellers has become a house hold name across the length and breadth of the state of Karnataka within a period of two and half years of it's launch. Which has been made possible with it's unique offering of the Real Rate Per Gram, wherein the retail customers of gold jewellery are offered an absolute transparent pricing mechanism, without charging any hidden charges like Making Charges and Wastage, thereby ensuring a huge saving to the retail customers compared to their purchases from local jewelers.

In all the showrooms of SHUBH Jewellers, every piece of gold jewellery is BIS hallmarked for 22cts, thereby ensuring unquestionable guarantee of the purity of gold to the retail customers, this apart from the exclusive designs offered which are manufactured at it's world's largest jewellery manufacturing facility at Bangalore. Within a short period of 28 months SHUBH Jewellers has emerged as the largest retailer of gold jewellery in South India.

REL has finalized plans to open another 43 SHUBH Jewellers showrooms in the state of Karnataka, thereby making a total of 125 showrooms in Karnataka, after which REL would be launching SHUBH Jewellers in other south Indian states of Andhara Pradesh, Tamilnadu and Kerala.

Rajesh Exports Limited was established in the year 1990 as a gold jewellery manufacturing company, with its undivided focus and expertise, the company has grown to be the largest gold jewellery manufacturing company in the world. The company has setup the world's largest gold jewellery manufacturing facility at White Field, Bangalore, with a capacity to process 250 tons of gold into world's finest jewellery. REL is also the lowest cost gold Jewellery manufacturing company in the world.

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

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