

RAJESH EXPORTS LIMITED



Directly From Mines To Consumer

An Enterprise of Rajesh Exports Ltd.

Press Release

02/05/2012

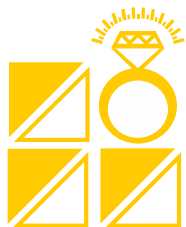
SHUBH Jewellers the retail brand of Rajesh Exports Ltd posts record retail sales during Akshaya Tritiya.

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 80 retail stores of SHUBH Jewellers recorded sales in excess of Rs. 52 crores, wherein more than 178 kilos of jewellery was sold in a retail area of about 53900 sq ft. During the day there was a footfall of 11415 customers and 10573 conversions were recorded with a sale of 19668 pieces of Jewellery.

SHUBH Jewellers on a consolidated basis has recorded an increase of 89% over sales during the same period last year and has recorded an increase of 78 % over the footfalls recorded during the same period last year. With this performance during the festive season SHUBH Jewellers has clearly emerged as the largest and the most preferred retail jeweller in South India.

Commenting on the performance Chairman of Rajesh Exports Mr Rajesh Mehta said “ SHUBH has emerged as the largest gold jewellery retailer in South India and also as the fastest growing retail jewellery brand in the country. 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.



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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.

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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