



Shubh Service Centre - Rajesh Exports Launches the World's First Gold jewellery Service Center

- Customers can melt their gold by themselves by using advanced induction technology at Shubh Service Center.
- Customer can accurately decide the value, weight and purity of their gold on their own at Shubh Service Center.
- End of primitive and questionable methods of testing, and valuing gold.

- On the spot repair of any jewellery in presence of the customers.
- Free testing of any gold jewellery purchased from anywhere.
- Shubh Service Center enhances the deliverables at all the existing 14 showrooms in Bangalore.

Bangalore. 19th January 2011. Rajesh Exports Limited, the World's largest jewellery manufacturer launched "Shubh Service Center" today in Bangalore. It is a passion of Rajesh Exports Limited to bring in total transparency in the jewellery trade and end all the malpractices going on in the jewellery trade to ensure total benefit to the retail customer.

After the launch of the Gold Revolution, Rajesh Exports has now further extended the Gold Revolution, to eradicate the ageold questionable methods of valuation, repair and testing of the customers jewellery. Jewellery customers have always been facing difficulties and complications while A) Selling/exchanging their old Gold Jewellery B) Repairing their jewellery C) Testing their jewellery . All these three much needed services would now be available to the customers in the most transparent manner, wherein the customers would be all through present while their precious jewellery is valued, repaired or tested by using the most advanced technology in the world to ensure the maximum benefit to them.

Until today people who wanted to sell old gold jewellery, used to approach a jeweler, the jeweler would value the jewellery by touch stone method, by rubbing the jewellery on a stone. This method is a primitive method where in the perfect valuation of the jewelry is not possible. This is not a scientific method and there are chances of the customer loosing heavily. **SHUBH SERVICE CENTER**, will bring an end to all this uncertainty. Whenever a customer wants to sell old gold

jewellery for money or for buying any new jewellery, he/she can visit **SHUBH SERVICE CENTER** (at M G Road, next to Cauvery Handicrafts).

At **SHUBH SERVICE CENTER**, the old jewellery is melted by advanced induction technology, right in front of the customer in a complete transparent manner. The customer can closely watch the jewellery while it is being melted and gold bar is formed. The Gold bar is then placed in a highly advanced laser XRF Machine which accurately determines the purity of the Gold bar. The content of pure gold in the gold bar is calculated by simple arithmetic calculation based on the accurate purity shown by the XRF Machine. The valuation of the jewellery is done by multiplying the quantum of pure gold with the current price. This is an accurate method which is used in large scale trade to trade transactions. By this method the purity of the customers Gold is exactly determined without any assumption and after calculating the pure gold content in the jewellery, the exact price of Gold is applied to ensure the best and highest possible value for the old jewellery of the customers.

SHUBH SERVICE CENTER also offers on the spot and the most transparent jewellery repairing services. While purchasing jewellery from any jeweler, there can be a doubt in the minds of the customer with regard to the purity of the jewellery. From now on the customer can get any jewellery tested for purity free of cost at the **SHUBH SERVICE CENTER**.

Selling of old gold jewellery at the correct price, without losing value, repair of jewellery, and testing of jewellery has always been a matter of concern to the people. From today onwards these worries would be thing of the past. Because at **SHUBH SERVICE CENTER** one can get the highest value in the world for their old jewellery, in fact at **SHUBH SERVICE CENTER** anybody can themselves

calculate the best value of their old jewellery, anyone can get their jewellery repaired, in front of them and anyone can get their jewellery tested. This first time initiative and revolution has been made possible due to the use of most advanced technology and because of the firm resolve of Rajesh Exports, the world's largest producer of Gold jewellery to bring in total transparency in the Jewellery trade.

Till now buying old jewellery, was a major source of profits to the buyer at the cost of the helpless customer, this is now set to change with the launch of **SHUBH SERVICE CENTER**. People put their hard earned money in gold jewellery as an investment which could be realized at their time of need, it is ensured that at **SHUBH SERVICE CENTER**, they will realize the full value for their gold jewellery.

When ever any one wants to sell their old gold to buy new jewellery, it is best to sell their old gold jewellery at **SHUBH SERVICE CENTER** and then utilize the amount for any purpose including buying of their new jewellery. It is advisable not to exchange old gold jewellery for their new jewellery but to first sell the old gold jewellery at **SHUBH SERVICE CENTER** and then utilize the amount to buy new jewellery because while exchanging old gold jewellery for new jewellery, the customers are at a maximum risk of loosing heavily on both sides of the transaction of jewellery. We would advise the customers not to sell their old gold jewellery at any jeweller including SHUBH JEWELLERS but to sell their old gold jewellery at SHUBH SERVICE CENTER to realise the maximum value for their old gold jewellery.

Commenting on the launch of SHUBH SERVICE CENTER, Rajesh Mehta, chairman of M/s. Rajesh Exports Ltd said, it was our dream, vision and passion to deliver the best value and the best product to the gold jewellery customer, we

brought in The Gold Revolution by establishing SHUBH JEWELLERY stores, and now we are launching **SHUBH SERVICE CENTER** which would be of immense value and service to the people, as they would be able to get the perfect and the highest value for their old gold jewellery and they would be able to repair their gold jewellery without the fear of losing any value and they would also be able to test the purity of any jewellery free cost. I am confident that SHUBH SERVICE CENTER will be of immense benefit and value to one and all.

About Rajesh Exports Limited

REL is a Rs.20,000 crore company with 100% integrated jewellery manufacturing facility without dependence on any middlemen.

REL is a nominated agency of the Government of India and is allowed to import gold directly from mines into the country.

REL has strategic relationship with several leading gold mines across the world to directly import gold.

REL has established a state of the art and the largest jewellery processing and manufacturing plant in the world.

REL is the lowest cost gold jewellery producer in the world, and the largest gold jewellery producer in the world.

REL has developed a highly qualified team of designers and has set up one of the most advanced R&D units to create some of the finest jewellery designs in the world. REL has developed a design portfolio of over 70,000 designs.

For more details please contact :-

Ms. Silvia or Ms. Babita or Vinod at Concept Public Relations

+91-9845226263

Corporate Communications

Rajesh Exports Limited

Email: corpcomm@rajesh india.com

Tel: ++91-80-22266735

Mobile: +91-9845422210

--

Rajesh Exports Limited
No 4 Batavia chambers
Kumarakrupa Road
Bangalore - 560 025
Ph : 080-22266735