

For immediate release:

Mumbai, October 16, 2010: Joy Alukkas, the world's favorite jeweler today announced the launch of a new collection '**Shudh Diamonds**' at their Mumbai showroom. The collection was inaugurated by Mr Tehmasp Printer, Managing Director IGI India.

'Shudh', means 'Pure', and by introducing this collection, Joyalukkas sends a message to their customers to buy pure jewellery. Down south it is considered that diamonds should be pure and any impurities in the diamond is considered to be 'inauspicious'. Joyalukkas, through this collection of Shudh Diamonds wishes to reach to the customers, diamond in its purest form, which also takes care of all superstitions in their minds. This collection is introduced in the markets to encourage customers to buy good quality diamonds only and make no compromise in the quality they buy and wear. Shudh diamonds will ensure good quality and is clubbed with a good and attractive price and the complimenting factor is the designs of Joyalukkas which are always modern and in line with the current demands of the market. The diamonds are certified by IGI, a renowned international gem testing laboratory.

Being pioneers in understanding the customer better, keeping in mind the quality requirements and wanting to give their customer the best are some of the highlights why Joyalukkas today is the world's favorite jeweler. IGI also aims at providing quality diamonds and giving the customers the confidence they need before they buy their diamonds.

At the inauguration of the Shudh collection in Mumbai, Madhavan, a very popular film personality, who incidentally is a Joyalukkas customer purchased a special gift for his wife, which is IGI certified and 100% pure diamond. Being very close to his family, he always wanted the best and this time wanted the best piece of jewellery for his wife, on her birthday, he selected Shudh diamond jewellery which assured him of the good quality that he is looking for.

The new collection was inaugurated by Mr Tehmasp Printer, Managing Director, IGI. On this occasion, he said 'Joyalukkas has always been ahead in bringing out exclusive offers for their clients. It is an honor to work with Joybhai and the concern he has for his clients and the qualities that he is so conscious about, we expect the customer soon to become very aware of the quality they buy. We are also grateful to Joyalukkas for launching the brand Shudh and to join hands with IGI in bringing about the much wanted change in the industry.'

On this occasion, Mr Joy Alukkas said ' We have launched this collection in the Indian market so that our customers choose to have the best in the diamonds they buy and express their love with purity.'

The collection will be available at Joy Alukkas showrooms the range will be available starting Rs 15,555/-

About Joyalukkas

With a turnover of over \$1 billion Joyalukkas Group, has rapidly expanded its foothold all over the globe since its inception 24 years ago. Today the Group has grown with 10 million customers and employs a highly committed and satisfied team of over 3000 people in nine countries, namely India, UK, UAE, Kuwait, Oman, Bahrain, Saudi Arabia and Qatar. The phenomenal success of Joyalukkas has been driven by an unstinting commitment to quality, a fact that has been widely recognised. Joyalukkas has been hailed as the world's favourite jeweller, not without reason. They are also the jewellery chain to be conferred with the honour of the Retailer of the year in The Middle East Joyalukkas over the last 5 years has consistently opened approximately 10 new showrooms per year across India and GCC. Joyalukkas Group has always believed that people and the community within which it operates are the cornerstones for its success and as such is actively involved in CSR (Corporate Social Responsibility) activities across various states in India. Joyalukkas consistently undertakes various programs to help the needy and encourage causes that benefit the society. From building homes to helping flood victims or helping expats reach back home when they require financial assistance, the Group has always believed in being there when needed the most.

About IGI:

The International Gemological Institute, the world's largest independent laboratory for testing and evaluating gemstones and fine jewelry, was established in 1975 in Antwerp and is located in New York City, Los Angeles, Toronto, Hong Kong, Mumbai, the Seepz Zone, Kolkata, New Delhi, Tel Aviv, Dubai, Bangkok, Tokyo, Thrissur, Surat and Chennai. IGI is an ISO accredited worldwide organization. For additional information, please visit igiworldwide.com

For more information, please contact