



Editor's Choice

Joyalukkas Group

Adorn The Gorgeous You

Joyalukkas Jewellery Was The First Jewellery Retailer To Be Awarded The Prestigious Iso 9001:2008 And 14001:2004 Certification. This Was Only The Beginning For The Series Of Achievements That Followed



The Joyalukkas Group has rapidly expanded its foothold all over the globe since its inception in 1987. The Group has grown tremendously, with over 10 million customers, employing a highly committed and satisfied team of over 6,000 people in 10 countries. The phenomenal success of Joyalukkas has been driven by an unstinting commitment to quality, a fact that has been widely recognized.

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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. In addition, Joyalukkas has the distinction of being awarded the Dubai Quality Awards Certification by HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai. Significantly, the jewellery retail chain is the only jeweller to have been awarded the Superbrand status in the UAE for three consecutive years, from 2010 to 2012.

Currently the Joyalukkas Group operations include Jewellery, Money Exchange, Luxury Air Charter, Fashion & Silks & Malls. The Group's vision is to 'enhance lifestyle's' and all businesses the group is currently involved in works towards this vision.

The Joyalukkas Group has also always believed that the 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 the world. Joyalukkas consistently undertakes various programs to help the needy and encourages causes that benefit the society. From building homes to helping flood

victims, blood donations or helping expats with financial assistance to return home, the Group has always believed in being there when needed the most.

DATING BACK

Joy Alukkas followed in his visionary father's footsteps and expanded the 'Joy Alukkas' name to a global level. His father Varghese Alukkas started his first jewellery showroom in 1956 and since then Joy Alukkas has made 'Joyalukkas' a household name in jewellery. Joy Alukkas took his first step by setting up the jewellery showroom in UAE in the year 1987, since then there has been no looking back.

Joy Alukkas's success is the result of his forethought. In 1987, when he flew to UAE to explore the untapped market, little did he realise that he was going to change the way the world looked at jewellery. He set up his first shop in Abu Dhabi followed by Dubai, Sharjah, Al Ain and Ras al-Khaimah. The expansion since then has continued to rope in countries like India, UK, Qatar, Oman, Bahrain, Kuwait and Saudi Arabia & Singapore.

Despite running a multi dollar retail gold and diamond jewellery business halfway across the world, Joy Alukkas wears his success lightly. He has his ear to the ground, his finger on the pulse and his feet on the ground. The fact is Joy Alukkas got to where he is because he never compromised with its corporate values and strongly believed that satisfied customers are the backbone of a company.

The Joyalukkas group has received a long list of awards under his leadership.



CERTITUDES

- Joyalukkas houses India's first and most unique Diamond Cave at their showroom in Chennai, India.
- Joyalukkas is the only jeweller to be conferred the ISO 9001:2008 and ISO14001:2004 in the UAE.

BEACON OF TOMORROW

- Jolly Silks: The New Fashion Destination, A fashion and silks retail destination offering customers a wide range of stylish, traditional apparel across India, UAE, Oman
- Kuwait Joy Jets: A full service charter operator and the first and only luxury air charter service.