

ARY JEWELLERY

MARKET

Be it in the modern era or ancient times, gold has always held its significance in more than one way. History bears testimony to the strong aura of excellence and achievement that stands associated with this metal. Gold is the ultimate metal for signifying success in life and at the same time, it is a wonderful raw material for ornaments.

The gold market in Pakistan has undergone accelerated growth. Thanks to positive economic growth, the gold index has witnessed upward trends and has attracted various new entrants into the field. However, even today ARY Jewellers is more than just a prominent name. It is a custodian to a commitment of excellence and conformance to the greatest standards of quality, and a key player in moulding the dynamics of the industry. There are only a couple of other brand names that have developed a rapport in the market otherwise the market has been running in the traditional style i.e. individual gold smiths. ARY Jewellers has been one of the pioneers in coming up with a complete branded line of products. The company has brought many international standards to the country through its products in Pakistan such as ARY Rainbow Hearts and ARY Gold Bars.

ARY Jewellers owns the largest state-of-the-art show room in Karachi, Pakistan with separate counters for varied categories of jewellery. There are designs and varieties available in 18, 21 and 22 karat gold to make appearance an inspiration.

ACHIEVEMENTS

ARY Jewellery's achievements can best be summed up with an overview of the phenomenal growth that has been achieved in less than four



decades. Starting from the UAE, ARY Jewellery has expanded to Pakistan as well, and some of the brand's products are now available in more than 30 countries. Among the key milestones achieved have been the ARY Gold Bars and gold standard rainbow hearts, which have made ARY



Jewellery an unparallel leader in today is market. Recently, ARY Jewellery received a customer care award from the Dubai Gold and Jewellery Group, a gold business association in the UAE, during the Dubai Shopping Festival.

HISTORY

The ARY Group was established in 1970 as a trading enterprise, dealing primarily in the sale and manufacture of gold products. With its head office in Dubai's Gold Souk, it is a family owned and operated business. The ARY Group grew into a diversified multinational company under the leadership of brothers Haji Abdul Razzak Yaqoob (Chairman) and Haji Mohammad Iqbal (Vice Chairman and CEO).

Over three decades, the brilliance of pure gold has inspired the company towards excellence and greater achievements. ARY Jewellery is committed to quality and craftsmanship, dedicated to customer service and devoted to the spirit of innovation and creativity.

THE PRODUCT

Diamond Jewellery

From the discreet to the daring, the understated to the explicit, ARY Jewellery's master craftsmen create diamond jewellery to dazzle, delight and amaze. Set in 18 karat gold, the designs range from the classical to the latest in high fashion, and everything between.

Pearl Jewellery

Nothing says elegance like the lustre of pearls. Strings of the finest pearls from around the world come in a range of colours, sheens, and sizes. ARY Jewellery creates beautiful pendants, earrings, necklaces and rings with pearls from Japan, Tahiti,

Australia and China. Designs focus on highlighting the exceptional beauty of pearls and precious stones used in some pieces to enhance look and value.

ARY Rainbow Hearts

Available in heart and dewdrop shapes, the ARY Rainbow Collection consists of 24 karat Fine Suisse Gold pendants that glitter in a rainbow of brilliant colours. Through the innovative use of Kinegram technology, the gold is treated to give a three-dimensional rainbow effect. A phenomenal success, ARY Rainbow Hearts are now available in 30 countries.

ARY Gold Bars

With high-tech units for refining and minting, ARY produces coins and bars of different denominations. All are guaranteed 999.9 purity and come in special Certicard packaging. ARY also specialises in the minting of intricate, custom-made coins in silver and gold, which are ideal to commemorate special occasions and events. The gold coins are popular corporate incentives for customers and employees, while the silver coins to observe religious festivals, birthdays and the New Year.

Bridal Jewellery

With ARY Jewellery, the honeymoon is never over. ARY Jewellery's classical and unconventional designs are the anthem of every marriage. When the little princess becomes a bride ARY bridal jewellery makes her a queen.

Rings and Lockets

The symbol of everlasting relations, ARY Jewellery's rings and lockets characterise enhancing moods and symbolise the purest of relations. The wedding and engagement rings are

the 'I do' of an angelic soul mate. Whatever the occasion, special lockets go hand in hand with the rings to adorn that special moment with that special someone.

Bracelets and Lockets

ARY Jewellery bracelets are custom designed for a smiling class. The combination of chic lockets and bracelets is delightfully sensational. This product line simply adds magnificence to any jewellery collection.

OUTLETS

Following are the major outlets where ARY Jewellers is currently operating:

U.A.E

Dubai: Deira City Centre (Mall), Dubai Festival City (Mall), Deira Gold Souk, Exclusive Diamond Showroom, Deira Gold Souk, Gold and Diamond Park (Jewellery Mall), Millennium Airport Hotel, Meena Bazaar, Naif Road.

Sharjah: Sharjah City Centre (Mall); Sharjah Gold Centre.

PAKISTAN

Karachi: Allahwala Roundabout/Tariq Road, ARY Cash & Carry/Rashid Minhas Road, Zaibunisa Street/Saddar, Macro/Saddar.

Lahore: ARY Cash & Carry, Siddique Centre.

Islamabad: Old Duty Free Plaza/Blue Area.

RECENT DEVELOPMENTS

ARY Jewellers has opened up many new stores in Pakistan in order to cater to the growing number of customers across the country. A state-of-the-art show room has been launched on Zaibunisa Street Karachi, the hub of Pakistan's gold and jewellery business. Similarly, during the past year, two more outlets have been introduced at Marco Saddar Karachi and Blue Area Islamabad. The launch of these new outlets in Pakistan have been much appreciated by masses as it is evident from the large number of people buying their gold products from these stores. Most recently ARY Jewellers came up with a special making free festival for the citizens of Pakistan, in which the company was offering free of charge making of jewellery brought from ARY Jewellers stores across the three cities.



Jewellery is part and parcel of Pakistani culture. Whenever a new bride is about to get married, her family collects and selects gold jewellery as a present for life which is given to her as she departs to her new home.

This is besides the special gold, silver and diamond gifts a female receives at different occasions of her life. With these new stores ARY Jewellers has now been able to bring international expertise in both design and material to the masses of Pakistan.

PROMOTION

When it comes to promotions ARY Jewellery has perhaps been involved in the most extensive promotional campaigns done for gold and jewellery products in this region. Apart from regular advertising in conventional mediums such as TV, print, outdoor, radio and other BTL activities, the brand has been promoting a lot of its products through specialised campaigns involving thousands and sometimes millions of people at a time. These campaigns are also very effective due to the reason that ARY Group's other concerns such as ARY Digital Network and other products like ARY properties, ARY Sahulat Card, ARY Telecom have time and again presented multi-faceted campaigns offering gold and jewellery products through lucky draws and competitions. The most interesting example of the extensive promotion of gold and jewellery products is the ARY Star Gold Quiz, which was a game show run on ARY Digital (the group's entertainment channel) offering 1 kilogram of gold to the winners of a knowledge-based game. This game show was aired for more than a year and was a major contributor of making the brand name gain further strength in the market.

BRAND VALUES

ARY's mission in the new millennium is to continue to pursue excellence in every sphere of the company's activities, without compromising on principle, to the ultimate satisfaction of all ARY customers.



www.aryjewellers.com.pk

THINGS YOU DIDN'T KNOW ABOUT ARY JEWELLERY

- 'ARY' stands for Abdul Razzak Yaqoob, the Chairman of the Group.
- ARY Jewellery products are available in more than 30 countries worldwide.
- ARY Group, which is the parent concern of ARY Jewellery, was established in 1970.
- ARY Jewellers is one of the few jewellery brands of Pakistan, otherwise the market is comprised of individual jeweller shops.
- ARY Group is a family owned business run by four brothers.