



MR. PAUL J. ALLUKA
DIRECTOR



MR. JOHN ALLUKA
DIRECTOR



MR. VARGHESE ALLUKA
MD

Jos Alukkas

Core values are courage, firm commitment to ethics, purity of gold. Courage for these are many firsts to his name. One of the first to offer readymade designs in hundreds of new patterns. First from Kerala to open a showroom in the UAE. When Jos Alukkas opened a shop in UAE, he discovered certified 916 stamped gold. The consumer benefit of it impressed him so much that he became perhaps the first jeweller in India to offer gold jewellery certified with the 916 stamp, thereby raising standards to international levels in South India. He campaigned for the Govt when it made BIS 916 mandatory and now has gladly embraced the HUID certification.

How does Jos Alukkas differentiate itself from the competition?

Our history in the field of jewellery retailing spans generations, earning us a deep-rooted reputation. Our stores are meticulously prepared to cater to the ever-changing demands of our customers. Our product selection is carefully curated based on comprehensive analysis of customer preferences and evolving trends. In this era of digital advancement, we have established a customer-centric omnichannel approach to maintain constant engagement with our valued patrons, offering a fully integrated shopping experience. Each interaction point with our customers is optimized to ensure a smooth and effortless journey for them.

What strategies does Jos Alukkas have in place to improve your supply chain and build long term relationships with key suppliers?

We consider suppliers to be an essential component of our ecosystem, recognizing the potential for closer relationships between buyers and suppliers to generate significant value and foster resilient supply chains. We prioritize the establishment of strong connections with our suppliers, facilitating seamless information flow that empowers them to proactively meet our requirements. Leveraging various technology platforms, we actively promote collaboration and synergy with our suppliers, forging mutually beneficial partnerships that result in a win-win outcome for all parties involved.

What are some of the key goals Mr. Varghese Alukka and Jos Alukkas have achieved since they've been there?

Together, we have successfully propelled our family-owned business to new heights of growth within an intensely competitive landscape. By embracing industry-leading practices, harnessing the power of technology, and fostering a culture of ongoing learning and development, we have achieved remarkable efficiency. Our strategic approach has always been rooted in the belief that steady progress yields long-term success. Accordingly, our primary objective has been to establish a strong foundation for Jos Alukkas, enabling us to navigate the competitive environment with resilience. We have meticulously planned our expansion in a phased manner, ensuring that our organization exhibits a heightened sense of adaptability and fortitude in the face of challenges.

Please tell us about what are the designs which different from other competitors that Jos Alukkas producing

We have been in the forefront exploring new designs that meet the dynamic aspirations of women. Say it trendy, fashionwear, antique or temple we have unique designs that cater to all segments. Ivy is our 18k gold jewellery collection for the modern girls, whereas Oris is another brand which is positioned as diamond at work means diamond jewellery woman can flaunt at her work place. So to summarize we keep on looking for new inspirations and our designers relentlessly crafting new stunning patterns.

What are some of the key values and fundamentals when it comes to design and creativity?

Jos Alukkas has highly experienced goldsmiths creating exciting new designs, every season. Literally new designs everyday month. Soon we will tie up with a very renowned designer with international repute.

Tell us about your manufacturing facilities and work force ?

We have 4 state of the art manufacturing units where pure gold is smelted and turned into high quality jewellery. Our over 3000 member staff comprise of those working to create the ornaments, and the front line customer service shop staff. We have one of the best HR policies in the jewellery industry with an impressively minimal attrition rate.

In Part of operational excellence please tell us about the strong relationship that you have share with suppliers(vendors) and their role in company's success The vendors and stakeholders have been with Jos Alukkas for a

The vendors and stakeholders have been with Jos Alukkas for a long time. As a jewellery group owning manufacturing units, we have a close knit of vendors.

How important is customer satisfaction?

Customer satisfaction is everything. We keep our employees happy so that we can serve each and every customer in the best way possible. Be it our schemes, our transparent exchange policies, the certification of ornaments with 916 stamping even before it became a regulation, we have always been customer centric and forefront of fighting for customer rights.

Can you please explain us about growth in sales for past years?

Despite the challenges posed by the pandemic, we have consistently achieved a robust growth rate in the past. Demonstrating remarkable resilience, we have experienced a remarkable annual revenue growth rate of 27.56% in FY23, primarily attributed to our proactive marketing initiatives and retail store expansions.

Can you please tell us about Jos Alukkas brand and culture?

3 simple things

1. Jos Alukkas stands for buyer trust and courage
2. Giving customers new designs every month.
3. Timeless jewellery now mixed with lightweight, modern designs.

What are all some significant highlights happened in Jos alukkas since took over the role as MD ?

Our organization has achieved a remarkable Return on Investment (ROI) while prioritizing the growth and profitability of each store. In our pursuit of expansion, we have successfully launched new jewelry brands tailored to cater to different customer segments, thereby expanding our customer base and enhancing profitability. As a result, we have established a leadership position in the majority of the markets we serve, positioning ourselves as the preferred destination for bridal jewelry. Looking ahead, we possess a clear vision and strategic roadmap to further scale up our business, solidifying our position in the industry

What are the expansion plans for coming 12 to 18months?

Jos Alukkas has been a major player in south India for the past 58 years with a strong network of outlets across there. Immediately we will be opening showrooms in Tier two cities of South India, tapping a hidden market.

What strategies does Jos alukkas take in order expand market expansion ?

Jos Alukkas conducts keen market studies prior to the launch of every showroom. These studies were also conducted to establish outlets across south India, which covers 40 per cent of the country's gold market.

**can you please tell us about your new investments in southern India
as we can see you are coming**

Jos Alukkas has slated a 100 showroom opening plan to the tune of 5500 crores over the coming 6 to 7 years. More showrooms in more cities in South India holding 40% of India's jewellery market. Then showrooms across India and finally key cities all over the world where we will be an elite designer brand.

can you please tell us some of the highlights happend in Jos alukkas journey?

The fact is Jos Alukkas has expanded in a highly disciplined and fiscally responsible manner. This expansion has been debt free and with the goodwill of stakeholders and generations of customers who have stayed loyal to us.