



Press Release

Exciting Akshay Tritiya Offers On Gold And Diamond Jewellery from Navaras

Mumbai, April 22, 2009: Navaras - Big Bazaar's fine jewellery brand, a part of the Future Group, today announced special 'Akshay Tritiya' offers for consumers. These exciting offers will help consumers bring home prosperity and happiness, while saving on making/wastage charges of gold and diamond jewellery.

As a part of Akshay Tritiya offers, Navaras is offering only Rs. 91/- per gm making charges of 22 karat BIS Hallmarked gold jewellery and give 25 % off on MRP of EGL certified diamond jewellery. Consumers can avail of these special offers up till April 27, 2009, across all Navaras - Big Bazaar outlets. That's not all! Navaras also has a special offer on gold coins - only Rs. 20 per gm making charges will be charged over and above the day's bullion rate.

Said Hema Mehra, Concept Head, Navaras, "As a part of long standing tradition, Indian women consider it auspicious to buy gold and diamond jewellery on Akshay Tritiya. In current times, when the gold rates are soaring high, these exciting offers from Navaras seek to give consumers, an opportunity to own exquisite gold and diamond Navaras jewellery, at the best possible prices. Apart from discounts, customers can also avail 1 year free insurance cover on gold jewellery. These exciting offers will not only help consumers bring home prosperity as per tradition, but also give them an opportunity to buy pure gold and diamond jewellery at unbelievable prices."

Akshay Tritiya, the third day of the new moon of Vaishakh month (April - May), is considered one of the four most auspicious days of the Vedic Calendar. It marks the beginning of Treta Yug. On this day the sun and the moon are simultaneously at their peak of brightness. This year Akshaya Tritiya falls on April 27. It is also the birthday of Parshurama (an incarnation of Vishnu) and marks the beginning of the Golden Age. 'Akshay' meaning the never diminishing stands for eternal prosperity for any new ventures started or investments made on this day. Gold and gold jewellery bought and worn on this day signifies the never diminishing good fortune. This is one of the most auspicious days according to the Hindu calendar. So this day is considered auspicious for starting new ventures and making new purchases.

About Navaras

Navaras - the fine jewellery brand from the Future Group, is one of the few chains of jewellery stores in the country with a national level presence. Navaras has 1 stand alone and 57 shop-in-shop stores (in Big Bazaar hypermarkets) all over India. Navaras sells only BIS (Bureau of Indian standard) Hallmark pure 22 karat gold jewellery and EGL (European Gemological Institute) certified diamonds.

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