



An Indian entrepreneur from Thrissur in Kerala, Joy Alukkas is the Managing Director of Joyalukkas India Limited and Chairman of Joyalukkas Jewellery LLC, Dubai, a gold and diamond retail jewellery chain.

He is also holding shares in Jolly Silks a reputed Silk firm under Joy Alukkas Group of companies. In March 2013, Forbes Magazine's latest annual tally of billionaires has listed Joy Alukkas in 1342th position with a net worth of \$1 billion (Rs 5,400 crore).

The most notable exceptions are the Dubai-headquartered gold retailer Joy Alukkas and the Chennai-based KM Mammen of MRF Ltd, who richly deserved to be in the list. We did not have enough verifiable data like the shareholding pattern and revenues of holding company, Joyalukkas Jewellery, in the first case. And the Mammens were strong contenders for the Top 10 but fell below our cut-off despite being arguably the best-known business house out of Kerala.

Joy Alukkas dropped out of school to go to the Gulf and open his family's first overseas jewellery store in Abu Dhabi in 1987. Just over a decade later, he branched off to launch his own, eponymous jewellery chain, the \$1.35 billion (sales) Joyalukkas. Headquartered in Cochin in south India, it has 85 stores in India and the Middle East.

Joy Alukkas heads the Global Souk that features a unique mix of fun and excitement in addition to a brilliant

collection of jewellery to ensure visitors and customers get a fun filled experience for their entire family.

Joy, has built the Joyalukkas Global Souk in a sprawling 6,000 square feet of edutainment and shopping created to celebrate its customers, the Global Souk also compliments the Global Village's positioning and will strongly add to the destinations appeal."

The Joyalukkas Global Souk is set of the biggest attractions in the global village. It captures the spirit of the Global Village and offers visitors and jewellery shoppers many reasons to shop and celebrate. The Joyalukkas Global Souk features various attractions including a gold and diamond workshop wherein the Joyalukkas craftsmen demonstrate the process of diamond cutting and gold jewellery making. Another appeal is the "The diamond cave" featuring stunning replicas of more than 100 world famous diamonds

"Joy Alukkas heads the Global Souk that features a unique mix of fun and excitement in addition to a brilliant collection of jewellery to ensure visitors get a fun filled experience"

and the relevant information related to them.

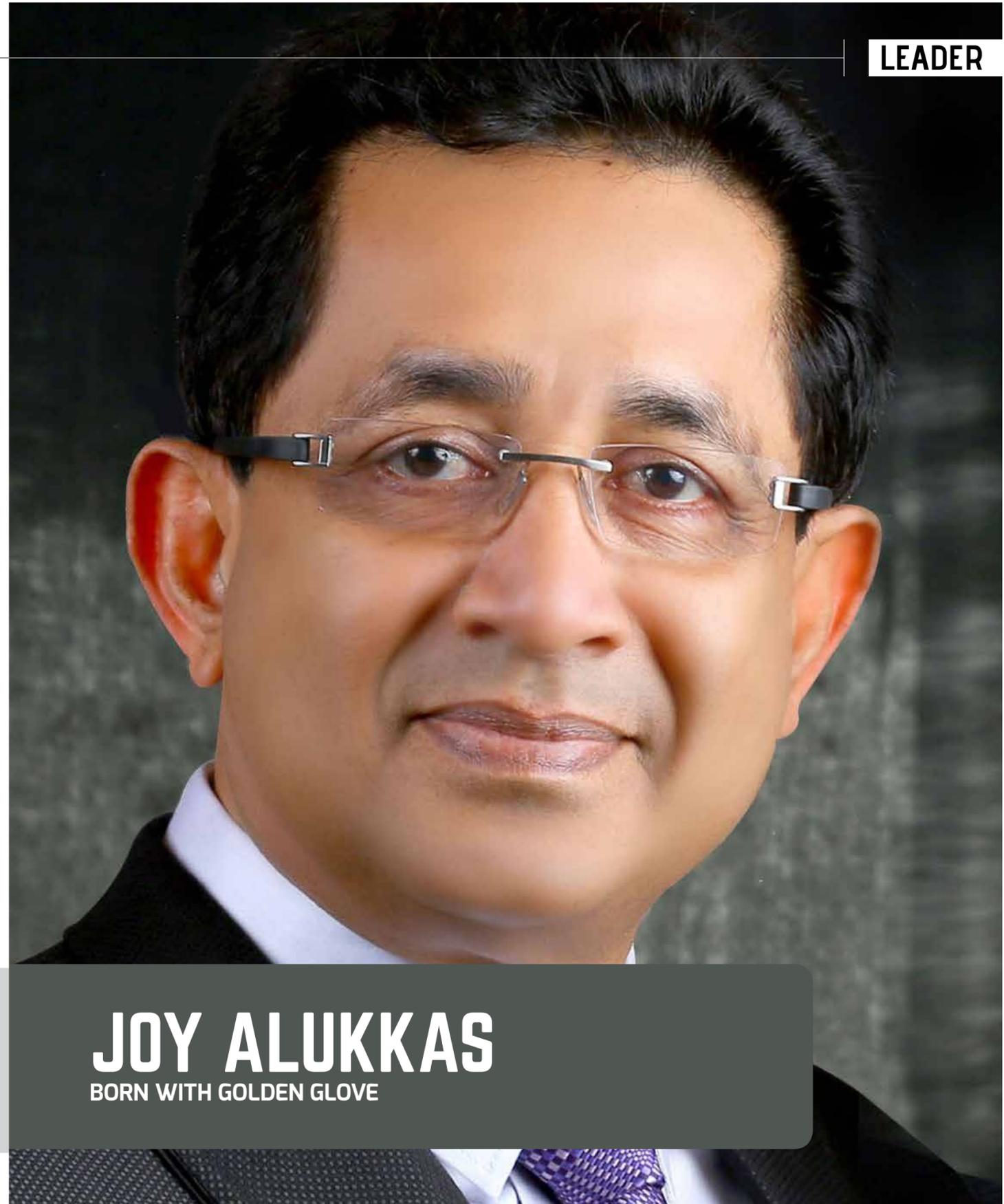
The diamond cave is a small replica of the unique concept created in the world's largest Joyalukkas jewellery showroom located in Chennai, India. The Joyalukkas Global Souk is not just about shopping. It offers an experience of a lifetime for visitors and shoppers alike.

There are also a host of exciting purchase-related activities available for shoppers. The Global Souk will also include a well decorated stage, special corners for ear-piercing, mehendi designing, portrait painting etc.

Moreover, for the kids and games buffs, there is a specially

designed Games Corner. The Joyalukkas Global Souk's fashion section (Joyalukkas Centre) offers a wide range of traditional Indian Sarees, Lehengas, Sherwanis, Churidars, Watches, Perfumes, Leather Goods, etc. The Joyalukkas Global Souk will be open up to February 21, 2009. Dubai-based Joyalukkas Group is a world renowned jewellery chain which has 20 years international experience in jewellery retailing, manufacturing and exports.

Joy Alukkas, Chairman, Joyalukkas Group, welcomed the world to a new concept called The Joyalukkas Global Souk- a store that gives customers an experience which completely compliments Middle East's profile



**JOY ALUKKAS**  
BORN WITH GOLDEN GLOVE