

# ATLAS

*Trusted by Millions*



*An Introduction*





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# VISION

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**Our vision is simple:**

Offer luxury jewellery at an affordable price



# VALUES

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At ATLAS we are committed to the ideals upon which our company was founded. The following core values have served as the pillars for our growth and success over the last three decades.

**Our Integrity:** The ATLAS name was built on a foundation of trust. Our reputation for providing high quality jewellery has earned us the trust of our customers and our people. Preserving that public trust and confidence is of paramount importance to us. Ultimately, this responsibility affects every aspect of our business.

**Our Low Prices:** Our low prices are the cornerstone of ATLAS. By keeping our prices low without compromising on the quality of our products we're able to make our jewellery available and affordable to everyone. Luxury jewellery within your budget, that's the bottom line.

**Our Little Extra:** Whether it's an instant gift, a discount or a chance to participate in a raffle, we always believe in offering that little something extra to delight our customers. And we do so without compromising on the quality of our products or charging higher prices. Yes, that does cut into our profit margins. But we have learnt that delighting our customers creates loyalty. And customers will return again and again to be delighted.

**Our Heritage:** We are proud of our roots. The people of India have a reputation for their strong work ethic and discipline and these principles are imbibed in ATLAS through the shining example of our founder, Dr. M.M. Ramachandran. We strive relentlessly to constantly improve ourselves - our people, our products and our services to become recognized as the world's premier jeweller

**Our Social Commitment:** We have a long tradition of actively supporting the local communities where we work. It is more than just charity or a one-off initiative; it is intimately integrated with our business operations and carried out with dedicated involvement. We believe that giving back is simply the right thing to do.

# PROMOTER'S PROFILE

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## **Dr. M.M. Ramachandran, Chairman & Founder**

The growth of ATLAS is testament to Dr. Ramachandran's vision and dedication. Dr. Ramachandran isn't your typical businessman. A bank manager turned jeweller, actor, film producer and a connoisseur of fine arts; he is a multi-talented and a multi-dimensional personality. His tale is one of hard work, courage, integrity, compassion and keen business acumen.

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## DR. M.M. RAMACHANDRAN

**Early Life:** M.M. Ramachandran (Mathukkara Moothedath Ramachandran) was born in Thrissur on 31st July into a family with a rich cultural and literary background. His father was a famous poet and there were frequent Akshara Shloka recitation sessions (a unique form of poetical entertainment in Malayalam) at his home. After acquiring his Bachelor's Degree in Commerce from Kerala University, Ramachandran left to New Delhi in search of a job. A good student, he did not even wait for his results, as he was sure he would pass with flying colours And he did.

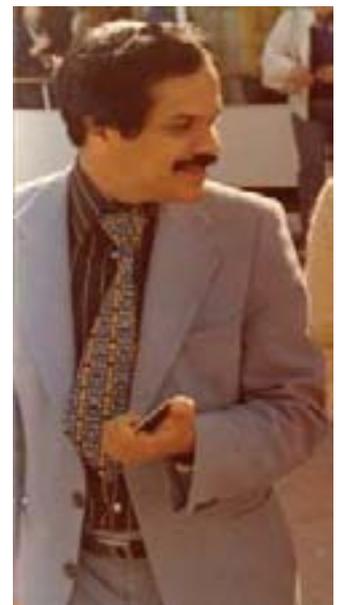
### **Start of his Banking Career ( 2 Decades Plus in the Banking Sector)**

**Canara Bank (1963 - 1966):** In Delhi, Ramachandran started his career in the banking industry. He joined Canara Bank and while serving the bank he completed the coveted banking exam called 'CAIIB' (Certified Associate of the Indian Institute of Bankers) with rank and distinction. His quest for knowledge did not end there. In his spare time he attended post graduate classes in economics conducted by the Delhi University. His last position with Canara Bank was 'Assistant Accountant' in the foreign exchange section.

**State Bank of India/State Bank of Travancore (1966 - 1974):** He then moved on to State Bank of India as a probationary officer. At SBI he was given in-depth training at its training colleges at Patna and Hyderabad and he was posted with State Bank of Travancore. In SBT he held a wide range of positions - field officer, accountant, manager etc. By the time he left the bank he was the superintendent of over a 100 branches.

The stint in the Indian banks did not fulfil his thirst for greater banking exposure. He was on the look out for a global exposure and then he got his break.

**Commercial Bank of Kuwait (1974 - 1987):** He took up an offer with Commercial Bank of Kuwait in 1974. The bank seeing immense potential in him sent him to many training programs, including a 6 months training program in Athens and one month in Philadelphia. Upon his return he assumed the post of International Divisions Manager looking after mainly the London and New York operations of the bank. In the bank he was simultaneously holding two positions - one as International Divisional Manager and other as officer-in-charge of training Kuwaiti bank Managers.

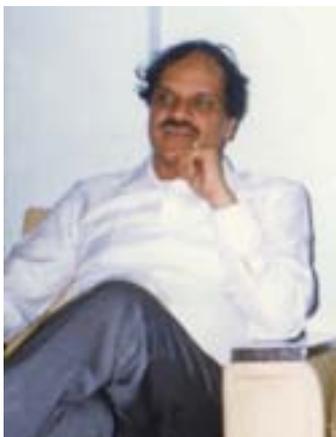




**Entrepreneur (1981):** *The beginning of a new innings - The birth of ATLAS Jewellery.* One day on his way back from the bank he came across a large crowd. Inquisitiveness got the better of him. He got down from his car to check and found out that the people had queued up in front of a jewellery shop to buy jewellery! An astute and far-sighted man, he immediately found his “Eureka Moment”. He instantly decided to get into the jewellery business.

Till that moment he had no knowledge of gold and jewellery, but he had unshakable belief and determination and was convinced that this precious yellow metal would bring him fame and fortune. Armed with the little knowledge provided by a local goldsmith, his own capital and nothing more, he opened **the first ATLAS showroom** in Souk Al Watya - Kuwait, that very year. The only assets in his store were two kilograms of gold and support of a few goldsmiths.

A humble beginning and it certainly wasn't easy at start. Dr. Ramachandran had to begin his day early, at 7 a.m. at the bank and work there till 1.30 p.m. After that he would conduct his training sessions till 7 p.m. Once his bank work was complete he would then go to the jewellery workshop for supervision and later to the showroom and be there till closing, attending to customers and building their trust. During the night he would count the day's sales and check the daily accounts. If he could grab four hours of sleep, he would consider himself lucky. Bank manager, trainer, supervisor, salesman, cashier, administrator, accountant, he had to do it all and he did with great distinction and success!



**Master Stroke:** His decision to open a showroom at Souk Al Watya was based on an astute understanding of customer needs. ATLAS was the first gold outlet in the Souk. The showroom was close to the only Church in Kuwait. After Church, people found it convenient to do their purchases instead of going to town and spending precious time. He won the customers trust and people kept coming back to the showroom. Within six months the business flourished. All the money which was invested was recouped in the form of profit. Dr. Ramachandran's business acumen and his uncompromising stand on 'Trust & Integrity' coupled with 'Customer Service' paid off handsomely and ATLAS as a brand was truly on its way to conquer the GCC World. In a short span of a few years, he opened five more outlets.

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### Some First's in the Gems & Jewellery World:

1. World Gold Council (WGC) wanted to promote gold through advertisement. But no jeweller at that time wanted to do so. Only ATLAS joined hands and promoted gold through advertisement campaigns
2. Dr. Ramachandran in the Dubai Shopping festival - 1996, came up with the idea of giving away 1 kg gold as prize money every day. This was an instant hit with the customers
3. As a measure of transparency and customer service, Dr. Ramachandran started the practice of daily announcement of gold rates separately for 22 and 24 karat through a telephone hot line. This was very well appreciated by the customers as well as by the WGC

For his above activities he was appointed as the Chairman of 'Gold Promotion Council' by the Government of Dubai, a position he held for 3 years. With the support of Government of Dubai, **Gold & Jewellery Group** was formed and Dr. Ramachandran was made the Secretary of the group for the first six years since 1996. At present he is holding the position of a member of the Board of Directors of the Group.

Within a short span of its establishment ATLAS became a market leader & a household name in the GCC world.

**Gulf War:** 1990. When all was going well, 'War' changed everything for Dr. Ramachandran. He lost everything in the gulf war. Left with no option he shifted base to United Arab Emirates to start all over again.

**Like a Phoenix Rising:** Over the next few years not only did Dr. Ramachandran rebuild but he came back stronger than ever. He introduced the concept of mega-offers in the regional gold trade and his expert execution of a seemingly never ending blitz of sales promotions helped rocket ATLAS to dizzying heights. From gold bars to luxurious cars, shoppers have had the chance to win some incredible prizes. With his hard work and perseverance **ATLAS built a customer base of over 1 Million.**

It is purity of the ornaments that made ATLAS popular among its customers and that is the very reason why ATLAS is known as 'Trusted by Millions'. Dr. Ramachandran himself has been serving as the Brand Ambassador lending his figure & voice for the advertisements - as a true leader leading from the forefront. His innovative ideas and joint brand promotions (with Air India, Gulf News, Malalaya Manorama, Khaleej Times - to name a few) were well accepted by the customers and markets alike.





**Serving Society:** In spite of growing his business to dizzying heights, Dr. Ramachandran never let success get to him, he was still a Simple Man and believed that ‘Almighty’ was using him as an instrument to serve society. His philanthropic efforts served both his adopted home in the Arabian Gulf as well as his home town, Kerala in India. His motto was very simple ‘**Do the right thing and believe in the Almighty**’. His community initiatives spread across the entire spectrum covering welfare, education, film, literature and music and he ensured this Motto was deeply imbedded in the ATLAS culture.

**Awards & Accolades:** For a man who has achieved so much, it is but natural that society wanted to reward, but the simple man he is, he had not sought such recognition and only considered it as “Serving God is Serving Mankind”. However some rewards bestowed upon him:

- ‘Businessman, Industrialist & Professional Award’ from Indian Jaycees
- ‘Pravasi Excellence Award’ from the Pravasi Rehabilitation Centre in Riyadh, Saudi Arabia
- ‘Pravasi Shree Award’ from the Pratheeksha Trust for his outstanding contribution to business and culture
- Named to Grey Matter's exclusive list of ‘Top 25 Keralite Entrepreneurs’ for 2008/2009
- ‘Businessman of the Year Award’ given by the Thrissur District Souhritha Vedi
- ‘Millennium Award for Best NRI Businessman’ presented by Kerala Kala Kendra
- ‘International Businessman, Patron of Art & Culture - 2004’ from the PSS Group of Companies
- ‘Chalachithra Prathiba Puraskaram - 2005’ from the Kerala Film Critics Association
- ‘Businessman of the Year Award’ from the alumni of the College of Engineering in Trivandrum, India
- ‘Vivasaya Ratnam’ was received from the Governor of Kerala
- Listed in the ‘100 Most Powerful Indians in the GCC for 2010 & 2011’, by Arabian Business Magazine



**Other note-worthy positions include:**

Director of the TV Channel - India Vision

Editor of the film magazine - Chalachithram

# GROUP PROFILE

ATLAS Jewellery was established in 1981. We have accumulated over 3 decades of experience and million plus customers. With over 50 establishments and a store in every major business market in the GCC we are a regional leader today because we have sustained our customers' trust and exceeded their expectations throughout our history.

**Showrooms:** 45 showrooms in UAE, Qatar, Oman, Bahrain, Saudi Arabia, Kuwait and India

**Manufacturing Units:** UAE, Saudi Arabia, Kuwait and India

ATLAS Healthcare was founded in 2004 as a means to realize the vision of our Chairman, Dr. M.M. Ramachandran: to provide lifelong, high-quality, affordable and compassionate health care for patients and their families, and to contribute to the well-being of our communities.

Today, ATLAS is one of Oman's leading healthcare providers.

ATLAS Healthcare, Oman comprises of two state-of-the-art centers that offers complete medical services, one in Al-Ghoubra, Muscat and the other in Ruwi, Muscat.



**ATLAS Properties:** ATLAS Group ventured into Real Estate with focus on building luxurious and affordable Residential/Commercial Complex and Multiplexes.

**ATLAS Studio:** 2 state of the art facilities - Studio One and Studio Deux in Dubai handle film processing, printing, restoration, corporate events, advertising and related multi-media assignments.

# CSR ACTIVITIES

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The spirit of philanthropy is deeply imbedded in our culture. We believe it is simply the right thing to do and our commitment to giving back represents the very best of ATLAS. We have a long tradition of actively supporting the local communities where we work, as well as back home in India. Our community initiatives span across the fields of welfare, education, film, literature, music and culture.

## **ATLAS pledge to the Indian Citizens**

ATLAS Group through its Indian companies - ATLAS Jewellery Private Limited and ATLAS India Limited continues to uphold its commitment towards society.

ATLAS Jewellery Private Limited through its Indian operations already touches the life of more than 1500 people by providing direct employment and indirectly providing livelihood to more than 1000 people.

ATLAS Jewellery India Limited plans to touch the lives of at least 70000 Indians directly through providing employment in its Indian operations. Indirectly it will support many other class of people like goldsmiths, vendors, small time agencies and thereby have a positive impact on at least 100,000 Indians as it expands its operations in India.

ATLAS thorough its Indian operations plans to focus its support to the lower/needly strata of the Indian society by providing employment both directly and indirectly, thereby taking its "Corporate Citizenship" credentials to greater heights.



### **Offering Compassionate Medical Assistance**

Through our hospitals and medical centres in the Gulf we strive to ensure health care access for all and are dedicated to contributing to the well-being of the communities we serve. We provide regular medical consultations for children with special needs free of cost. We also approve critical surgeries whenever possible. Our philosophy of health care includes a strong focus on preventative care and we conduct monthly medical education programs to help people lead healthy lifestyles. In addition, we organize frequent blood drives to help maintain a steady supply of blood to meet the needs of accident victims and help save the lives of countless patients suffering from a wide range of illnesses.

### **Supporting the Needy**

Conditions in the Gaza strip have been harsh for a many number of years. However, after the conflict in early 2009, entire families lost everything and the scale of devastation was shocking. ATLAS has been dedicated to helping those affected and alleviating the suffering of innocent victims. We have donated aid to the hundreds of families and children affected by the Gaza Humanitarian Crisis and we hope peace can eventually be established.

ATLAS serves on the Executive Committee of the Indian Community Welfare Committee of Dubai. This is a very worthy organization through which a lot of good is done. Financial assistance is rendered to the needy and underprivileged for the purpose of food, shelter and medical expenses. Other services include free legal counselling, shelter for women in distress, periodic medical camps and free psychological counselling

We have also provided strong financial support for the construction of the C.H. Memorial Cancer Centre at Calicut which is a great relief to thousands of patients. We also provide financial assistance to various TV channels whenever they bring the case of destitute people.

### **Supporting Education**

Our vision is to inspire young people to always aim high and shoot for the stars. We present several gold medals to the top performers of high schools all over the Gulf. We also provide hundreds of scholarships to deserving students from various schools and colleges in Kerala in association with Pranam. In addition, we've also conducted several quiz shows for students to foster healthy competition and to instil in them the value of on-going growth and the pursuit of knowledge.

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## Promoting Cultural Activities

**Keraleeya Samajam:** The Bahrain Keraleeya Samajam makes a difference in the community by giving young people a safe place to learn, grow and realize their full potential as well-rounded individuals. ATLAS wholeheartedly supports the mission of the Samajam and we have recently donated USD 66,000 for developing their campus.

**ATLAS Film Critics' Awards:** Through these ceremonies, ATLAS honours and recognizes popular movies and talented artists in the Malayalam Film Industry.

**ATLAS Literary Awards:** Along with Kairali TV, we nurture young writers and upcoming creative talents through these awards which are one of the most sought after accolades by aspiring Malayalam literary talents. The awards have been instituted to develop and identify latent literary talents in Malayalam in the genres of poetry, short story, drama and essay writing.

**ATLAS -Jeevan Telefilm Festival:** This event, conducted in association with Jeevan Telecasting Corporation, honours exemplary Telefilm and documentaries. Cash awards worth INR 5 lakhs were given to prize winning television shows during the inaugural festival. This was the first time an event like this was organized in the history of Malayalam television industry and now it is also an annual celebration.

**Akshara Shloka Competition:** This is a special style of poetical entertainment developed in Kerala. ATLAS is a staunch propagator of this unique art form and we are a long time patron of the Akhila Kerala Akshara Shloka Parishath and the Kozhikode Akshara Shloka Samiti. We are the main promoters of the Akshara Shloka Competition held annually at Thrissur and Kozhikode where gold medals and cash prizes are given to all winners.

**Kathakali:** Kathakali is a 'dance-drama' which originated in Kerala and is one of the oldest theatre forms in the world. ATLAS takes great pride in preserving this art form and is a proud patron of the Thrissur Kathakali Club and sponsors a program once every year.

**Music:** We have made generous contributions for the Baburaj Memorial Music School in Calicut. We provide jobs to nearly 10,000 people through the Baburaj establishments in India and the Gulf.

## Other Initiatives

The Hajj is the largest annual pilgrimage in the world and one of the five pillars of Islam. We at ATLAS believe that the Hajj experience promotes peaceful coexistence, equality, and harmony. And so we contributed towards the construction of pilgrim shelters at Calicut Airport in the Mallapuram District which has the largest Muslim population in Kerala. We hope this helps pilgrims, even if only in a small way, to make this important journey of a lifetime.

## July'2014 - Rescued nurses offered jobs at ATLAS Hospitals in Oman!

Dr. Ramachandran, Chairman of ATLAS Jewellery & Group, announced that all 46 nurses who have returned from Iraq are welcome to work at hospitals owned by ATLAS in Oman.

Dr. Ramachandran first expressed his joy on the safe return of the nurses who were stranded in war-torn Iraq and told that he is extremely happy to offer them jobs. He went on to say: "I lost everything in Kuwait during the Gulf War. Yet ATLAS revived to its full glory like a phoenix bird. So I really empathize with them. It's a huge relief for me that they are back home and safe."

The ATLAS Group owns and runs two hospitals in Oman. "We are extremely happy to offer them jobs at this critical juncture. And I am very happy to help those who have faced such hardship."

To work in Oman, candidates need to pass a written exam which can be completed in India. They also need to pass an oral exam in Muscat issued by the Ministry of Health. ATLAS will cover the exam fees as well as the initial airfare costs to Muscat. Upon passing both exams and found eligible to work in Oman the nurses will be absorbed into our hospitals. The HR department of our hospitals will do everything possible to help them and we expect within a month or two they will be back on their feet."



# CORPORATE STRUCTURE



## 42 Showrooms in GCC Countries under different Companies

|   |                     |  |   |
|---|---------------------|--|---|
|    | <b>UAE</b>          | <b>ATLAS Jewellery LLC</b><br><b>ATLAS Jewellery FZCO</b>                |    |
|   | <b>Qatar</b>        | <b>ATLAS Jewellery WLL</b>   |   |
|   | <b>Oman</b>         | <b>ATLAS International</b>   |   |
|   | <b>Bahrain</b>      | <b>ATLAS Jewellery SPC</b>   |   |
|   | <b>Saudi Arabia</b> | <b>ATLAS Jewellery</b>   |   |
|  | <b>Kuwait</b>       | <b>ATLAS Jewellery International</b><br><b>ATLAS Plaza Jewellery WLC</b> |  |

## 3 Showrooms in India

|   |   |
|---|---|
|  | <b>ATLAS Jewellery Private Limited</b><br>Kerala 2 and Tamil Nadu 1 |
|---|---|

## 2 Export units in India

## 5 Manufacturing units in GCC and India

**NOTE:** In all the above Companies, Dr. Ramachandran has a majority holding with full management and operational controls, except in Saudi Arabia wherein the local partner has exclusive power of management

## Growth Engine for the Indian Operations

In light of the tremendous potential the Indian Gems & Jewellery Sector offers to well respected brands like ATLAS, the Group has decided to use AJIL as the vehicle for expansion in India and also look at exports in a big way

### Overview - Indian Gems & Jewellery Sector

- India is the 2nd largest consumer in the world with 29% share of the total global demand for gold jewellery
- It does not produce any gold & hence is the 2nd largest importer of gold in the world after China

### Overall view of Gems & Jewellery Sector

- The Indian Gems & Jewellery sector is expected to grow from the present USD 41833mio (INR 251,000Cr) to USD88333mio (INR.530,000Cr) by 2018
- Value created by this sector is estimated at about USD 16667mio (INR 100,000Cr) which is as high as the apparel sector and much higher than many other sectors in India. Indian Government has also declared the Gems & Jewellery Sector as a thrust area for export promotions, thereby providing a greater incentive for ATLAS Group to expand its export business parallel.
- In the year 2012-13 jewellery exports from India was to the tune of USD37833mio (INR227,000Cr) outperforming textile and apparel exports by 25%. The value addition was more than USD16,500mio (INR 99,000Cr)

### Indian Retail Consumer Scenario

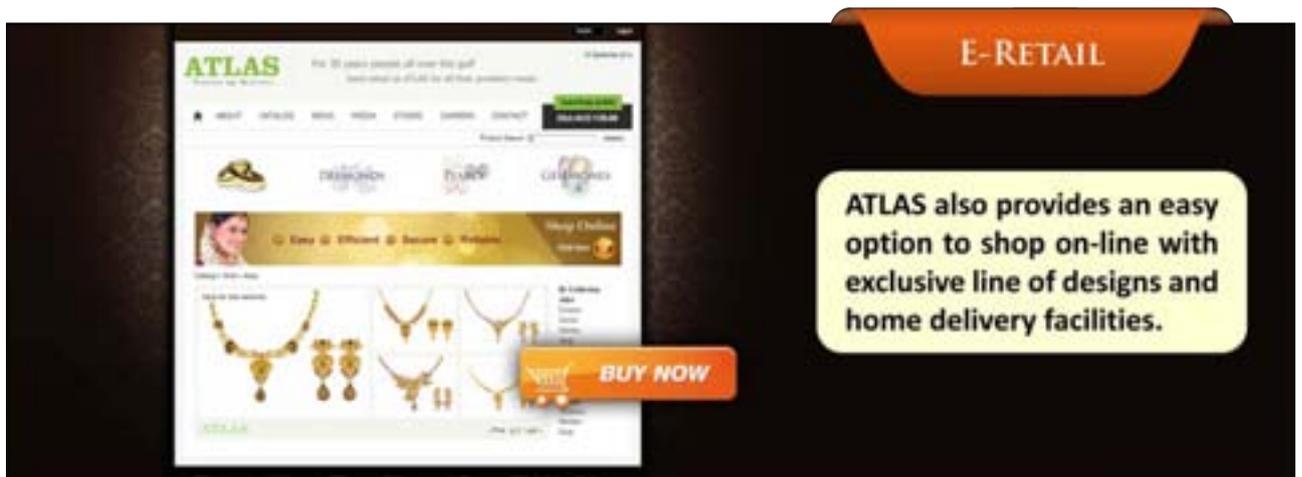
- The gold demand in India can be segmented into consumption and investment. Unlike most other countries investment demand for gold account for about 45% of the total market demand
- The consumption demand is growing at a healthy pace of about 6% annually and jewellery accounts for nearly 45% of the pie

### Organised Retail

- In the past decade India has witnessed the emergence of organized and branded players and the share of branded jewellery has increased from 20% to nearly 35% and is expected to grow strongly
- The growth of organised sector is also aided by the emergence of large organised jewellery manufacturers who serve the rapidly growing organised retail industry

# CUSTOMERS FIRST

The Group has a very highly focused and customer-centric business model. We strive to fulfil every customer demand and provide various touch points for the customer to reach **ATLAS "Any Time Any Place"** with at most ease.



# STAR BRANDS

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Our products have something for all age groups and occasions. The designs vary from South Indian, North Indian, Singaporean, Turkish, Italian, Russian, European as well as those catering to Arab tastes. Our Star Brands include:



# PROMOTIONS & SCHEMES



As part of its 'Customer Engagement' program, ATLAS offers various attractive schemes through out the year to their valued customers - both existing and new, thereby having a very high brand loyalty and recall.

Some **ATLAS Ever Green Schemes** are given below!

## SALES PROMOTION

- 75% Off on Diamond Jewellery for RAK Bank Card Holders
- Easy Instalment plan for Mashreq Bank Cards
- Redemption of ADCB Touch Gift Vouchers



## SCHEMES

- Festival Schemes - Free Gold Coins/Branded Watches for Onam, Vishu, Akshaya Tritiya, Diwali, EID etc.
- Valentine Day/New Year Celebrations- Attractive Gifts on every purchase

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## Promotions

ATLAS is famous for our seemingly never ending blitz of promotions. From gold bars to luxurious cars, ATLAS shoppers have had the chance to win some incredible prizes. Over the years, 75 of our patrons have driven home automobiles. Thousands have won gold. And the prizes just keep coming.



Our long list of innovative marketing campaigns includes:

### **ATLAS Gold Festival 2008**

10 kilos of gold is up for grabs at a time when the gold price has surged to an all time high of over \$1000 per troy ounce. It is *\*the\** biggest promotion ever held by a single private entity.

### **ATLAS Golden Drive 2008**

20 Suzuki cars are given away as rewards to 20 lucky ATLAS patrons. This campaign is made famous by the anchor's hand gestures imitating the motion of a car in our TV commercials. It also coincides with Eid in Dubai Promotions.



### **ATLAS Talk in Style 2007**

Nokia cell phones, Swiss watches and many other surprises are offered to ATLAS customers

### **ATLAS Arabian Gifts 2006**

Exquisite silk saris are presented to ATLAS patrons

### **ATLAS Golden Holidays 2006**

Air Tickets to India from Dubai are raffled away

### **ATLAS Golden Carnival 2005**

Launched at the beginning of Ramadan, four Toyota Cars are presented as prizes



### **ATLAS Golden Dreams 2004**

Eight lucky winners take home a brand new Toyota car

### **ATLAS Golden Link 2004**

Customers are rewarded with a BPL Pre Paid Connection immediately upon arrival in India at the airport itself



#### **ATLAS Golden Olympics 2004**

Along with Khaleej Times, ATLAS gift vouchers worth AED 1,000 are given away for each day of the Olympics

#### **ATLAS Golden Gift of Time 2004**

Pierre Nicole watches are offered to ATLAS customers as shopping incentives

#### **ATLAS Golden Drive 2003**

A glittering gift of six Mercedes Benz Cars are raffled off to ATLAS customers



#### **ATLAS Golden Feast 2003**

A wealth of goodies including Kodak Cameras, Swiss watches and many other gifts are given to ATLAS customers during the Shopping Festival

#### **ATLAS Golden Drive 2002**

24 hours in a day, 24 karats in pure gold, 24 Mazda cars given away by ATLAS



#### **ATLAS arrives in India 2002**

Three Hyundai cars are given away in Cochin to mark the grand opening of our first branch in India

#### **ATLAS Golden Drive 2001**

10 Luxury Mercedes Benz cars are driven away by 10 lucky customers



#### **ATLAS New Year Birthday Bash 2000**

Between the holidays, a new millennium, fireworks and recovering from New Year's Eve festivities, New Year's Day birthdays can slip through the cracks. At the turn of the century, ATLAS gives away a free gold coin to everyone whose birthday falls on the first day of the year. And not just while stocks lasted but every person born on January 1st and shows up on the day is guaranteed a gold coin with no purchase necessary whatsoever.

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### **ATLAS Golden Take-Off 1999**

ATLAS partners up with Air India for the ATLAS Golden Take-Off. Over a 1000 gold coins are given away to passengers on flights to India with winners announced at the boarding lounges as well as onboard the plane.



**AIR-INDIA**

### **ATLAS Golden Yathra 1992**

Air Tickets are given away to any destination in India of the winner's choosing. It is the first promotion in a long list of innovative marketing campaigns for the company and the first of its kind in the industry.

### **Other Popular Promotions**

ATLAS Swarna Varsha

ATLAS Read & Win with Gulf News

ATLAS Golden Harvest with Malayala Manorama

ATLAS Gold Rush with Radio 4 FM

ATLAS Onam Ponnanam with Indian Actress Chanchal Hari

## **Partnering with Globally Reputed Brands**

A number of global brands have been associated with ATLAS throughout our history: Mercedes Benz, Mazda, Lipton, Kodak, Coca Cola, Suzuki, Toyota, Air India.



## **Exclusive Services**

We provide several distinctive services to the general public such as:

- A dedicated hotline for gold rate enquiries available 24 hours a day
- Daily gold prices updated twice daily on our website for every country in the GCC
- Daily gold prices provided to local radios and newspapers which appear as quoted by ATLAS
- Free transportation to our showrooms for guests at selected hotels

All of these endeavors have been significant investments in terms of time, effort and finances. But these investments have paid off through increased sales, customer satisfaction, immeasurable goodwill and strong customer loyalty.

# CONTACT US

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For more information please feel free to contact us anytime, anyway you like.

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