

## Fabulous offers at Joyalukkas

DUBAI — The world's favourite jeweller, Joyalukkas has announced a gift filled celebration for the auspicious period of Akshaya Tritiya across its showrooms.

The initiative will offer an exciting choice of free gold coins and exquisite collections to double the joy of shoppers during the celebration period.

Akshaya Tritiya, is considered as a very auspicious occasion and it is believed that gold and jewellery purchased on this special day will help bring home prosperity, good luck and success.

To compliment the spirit of the festival, customers shopping for diamond and polki jewellery worth Dh5,000 will be gifted a two gramme 22k gold coin. In addition to this on the auspicious day, customers shopping for Dh3,000 and more worth of jewellery will also get a free gold coin. Also no making charge on purchase of eight gramme gold coins. Joyalukkas is also offering exclusive collections at very special prices.

"Getting a gift is considered as a blessing for prosperity, so we have tailored our Akshaya Tritiya to keep the spirit of the occasion," said Joy Alukkas, chairman and MD, Joyalukkas Group.

"We launched a gifting initiative to ensure our customers feel lucky and blessed during the celebration period," said John Paul Joy Alukkas, executive director, Joyalukkas Group.



## Pure Gold unveils floral designs

DUBAI — Pure Gold Jewellers has launched an exclusive Akshaya Tritiya collection to mark the Indian festival of prosperity. The jeweller is also offering 'no-making-charges' on their dedicated 22k gold jewellery range till April 25. In addition, customers also get a free gold coin on purchase of diamond jewellery worth Dh2,999 in select stores.

The colourful Akshaya Tritiya collection includes a beautiful floral pendant complete with green and red stones in the center, along with matching earrings to go with the necklace. The motif of leaves on the necklace gives the jewellery a traditional touch.

According to Karim Merchant, CEO and MD of Pure Gold Jewellers: "With Zero making charges and offer of free gold coin, we have made it a very special occasion for our customers."

Pure Gold Jewellers also offers 70 per cent cashback on diamond jewellery purchases.

# Al Barari reveals The Nest

Project is an oasis of serenity in the green heart of Dubai

DUBAI — The award-winning pioneer in sustainable high-end homes, Al Barari, has unveiled its latest residential development, The Nest. Available for purchase from April 11, the exquisite collection of 99 villas seamlessly combine world-class community living with the natural environment to offer a unique lifestyle, ideally suited to families.

Located adjacent to The Reserve, between the waterway and the Nad Al Sheba natural reserve, The Nest was inspired by the concept of family and home and features a refined collection of 99 richly appointed four-bedroom residences echoing contemporary sophistication. The Nest builds on Al Barari's hugely successful second phase residential project Seventh Heaven, which sold out within 48 hours and Ashjar, which won the "Future Residential Project" award at Cityscape 2014.

"The Nest is the last piece of the residential puzzle at Al Barari, making it a viable investment and place to live. We now have a full spectrum of homes available, offering a choice for everyone from stylish apartments for couples through to spacious villas for families. The Nest bridges the gap between our different properties, offering well-appointed, more affordable lush



Framed by lush greenery and with sweeping vistas of Al Barari's verdant greenery and the city skyline, The Nest is the epitome of elegance and style.

living for families. Our spacious homes along with the lifestyle we offer is what makes Al Barari stand out from other developments in Dubai," says Mohammed bin Zaal, CEO of Al Barari.

Framed by lush greenery and

with sweeping vistas of Al Barari's verdant greenery and the city skyline, The Nest is the epitome of elegance and style. Each home will comprise a luxuriant outdoor shower, barbeque area and sparkling infinity edge pool surround-

ed by landscaped lawns, blending indoor and outdoor living to form a seamless integration with nature.

Ranging from 9,000 to 15,000 square feet, the four bedroom villas start from Dh7.7 million.

## Electrolux brings state-of-the-art kitchen tools

DUBAI — Electrolux has introduced the Masterpiece Collection, a new, powerful range of small kitchen appliances created with the expertise gained from designing professional appliances for some of the world's best chefs.

The collection includes a tabletop blender, a food processor and an immersion blender. Learning from and working with some of the world's best chefs, Electrolux has gained experience and knowledge which have been transferred to this high-end line of appliances for customers who want to cook professional-quality meals at home. The Masterpiece Collection has unique technology such as the PowerTilt technology for smoother blending, and TruFlow Pro technology to swiftly create the smoothest velvety results with precision for any ingredient. These innovations each come from years' worth of research and testing in professional kitchens, where innovations only count when they serve to improve taste.

"Almost half of all Michelin-starred restaurants in Europe use Electrolux appliances, and with the next Masterpiece Collection we bring that expertise to your kitchen," said Shady Ibrahim, Middle East sales manager for Electrolux Small Appliances.

# Choithrams brings 'Australian Goodness Festival' to Dubai

DUBAI — Choithrams, one of the UAE's largest retail chains, hosted one of the most exquisite culinary festivals in the city, the 'Australian Goodness Festival' taking place from April 12-25 across all its stores in Dubai.

In celebration of the festival, Pablo Kang, Australian Ambassador to the UAE, visited Choithrams store located at the Greens community. The festival complements this year's Australia Unlimited Mena series of events hosted by the Australian Trade Commission which aims to promote existing bilateral trade, investment and cultural ties between Australia and the Mena region.

"Due to the sizeable Australian expatriate community, numbering 16,000, and due to the significant demand, Australia has been an attractive region for us to source from. Indeed, our interest in Australian foods and beverages keeps our team visiting Australia on buying missions, at least once a year," commented Ramesh Thanwani, director, Choithrams.

Pablo Kang said: "The 'Australian Goodness Festival' aligns perfectly with this year's Australia Unlimited Mena theme of innovation, highlighting the importance of agribusiness and food exports in the UAE. The festival also serves as a great opportunity to further leverage Australia's food sector re-



Pablo Kang visited Choithrams store at the Greens community.

# 36%

## rise in Australian food exports to the GCC

owned for its clean, green and safe production."

Gerard Seeber, Consul General and Senior Trade Commissioner, said: "Australia's exports to the GCC are growing substantially, up by 12 per cent year-on-year, with food exports increasing up to 36 per cent to

A\$169 million, with the leading products being meat and wheat. This demonstrates the increasing significance of Australia's food sector in the Emirates with unparalleled opportunities to capitalise on consumer demand for premium, fresh food products facilitated by daily flights to the UAE.

The 'Australian Goodness Festival' featured over 500 Australian items supplied by Lawand Trade, in addition to another 100 items like Capilano Honey, directly sourced by Choithrams. Live cooking demonstrations curated by Award winning and internationally renowned Chef Tarek Ibrahim and food sampling sessions are being organised across all Choithrams.

## Rainbow celebrates 60th anniversary

DUBAI — Truly a legend in the UAE, Rainbow milk recently celebrated 60 years in the country in an association that began in 1955. One of the first multinational brands in the Arab World, Rainbow has been used to lend its special flavour to tea. Finding its fans in UAE national and expats alike, Rainbow has been fondly named 'Abu Qos' by its UAE national fans.

Indicating its 60th anniversary, the brand, owned and managed by FrieslandCampina, launched its 'Proud to be by your side since 1955' campaign that celebrates being part of every UAE consumer's life. As part of this campaign, Rainbow milk is carrying out interesting activities to engage its loyal consumers.

Starting from Sunday (April 19), and for a period of one month Rainbow milk is giving away three Land Cruisers to three lucky winners in the UAE to celebrate 60th glorious hall-mark year. All you have to do is buy the Rainbow Evaporated Milk Special Promotion Pack, enter the unique code on the label along with your contact details and get into the lucky draw to win. Further, Rainbow milk will also take fans down memory lane as one of



Maurits Klavert.

the oldest Rainbow cans will be on display at the Dubai museum. Sheikh Zayed Road will come alive with a big billboard dedicated to Rainbow milk and its fans. Rainbow will invite people to celebrate its 60th anniversary by sharing their pictures which they will place on the hoarding every week.

Speaking out on the campaign, the MD of FrieslandCampina Middle East, Maurits Klavert said: "Rainbow Milk shares a long and rich history with the UAE and truly connects people from different generations. We have seen this beautiful country grow and develop and we are undoubtedly very proud to be by the UAE's side through all its great milestones."



## Ain Poultry — UAE's largest supplier of chickens, eggs

DUBAI — Founded in 1981, Al Ain Poultry Farm can proudly confirm that it is the largest supplier of fresh chicken and table eggs combined in the UAE today. Our industry is proud to provide consumers world-class chicken and eggs that are produced to demanding standards from coast to coast. Our dynamic supply management system has, for more than 30 years, allowed us to make a sizeable economic contribution to the nation, while meeting dramatically evolving consumer demand for high-quality products.

Guaranteed 100 per cent halal and ISO and HACCP certified, we produce 6.5 million chickens a year hand slaughtered, approximately 4,500 birds per hour and 65 million table eggs per year.

Al Ain Poultry chickens are grown on a 100 per cent natural grain vegetarian diet to produce safe protein and vitamin

rich chickens and eggs for our esteemed customers. Animal welfare, food safety and quality systems are of the highest priority from rearing livestock to distribution, ensuring that only the healthiest and safest protein is supplied to the market.

Al Ain Poultry customers are provided with a consistent choice of excellent, farm fresh, delicious and high-quality products at reasonable prices. Al Ain Poultry has own farm shops at Al Foah, Al Yaker, Al Maqam, Fish Market and the new one opened at Al Zakher, Al Ain and also have one farm shop at Madinat Zayed vegetable market, Abu Dhabi.

Al Ain Poultry believes that the consumer is at the heart of the business. Only through truly understanding our customers and consumers can we deliver meaningful innovation and keep building a sustainable and profitable business.

## Bhima Jewellers all set to venture into Dubai

DUBAI — Bhima, the leading jewellery brand from India brings its first international store in Karama Centre, Dubai, today (April 18).

This is the initial step in its planned international operations, enabling the brand to come closer to its customers spread across the globe.

Since 1925 Bhima has been offering immaculately crafted jewellery of the highest standards, and now having catered to over five generations of discerning clients is a revered legacy brand. Apart from being the first retail jeweller in its region of inception, Bhima is the premier family jeweller, and thus deeply appreciates the values and ethics that you aspire for.

The store in Dubai is located in Karama Centre and displays bridal jewellery, antique and temple jewellery, light-weight and kids jewellery, daily wear ornaments and jewellery for men apart from its signature Diamonds from Bhima collection. The designs range from traditional to avant-garde. Bhima has invested deliberately in its people and facilities to offer you a personal buying experience.

The store is being launched just a few days ahead of Akshaya Tritiya to enable you to acquire the unique jewellery from Bhima which people traditionally consider auspicious.

The store will be inaugurated by the Cine Star and Director, Nivin Pauly today at 5.00pm.



Giri Rajan, managing director of Bhima Jewellers, with directors B. Govindan, B. Krishnan, Rashmi Vinod, Abhishek Bhat and Vishnu.



Dr Dhananjay Datar inaugurating Al Adil's first outlet in Muscat, Oman.

## Al Adil opens in Muscat

DUBAI — Al Adil Trading Co, UAE's leading name for Indian food stuff has opened their first outlet in Muscat, Sultanate of Oman, and overall 29th outlet in the GCC. The outlet was inaugurated by Dr Dhananjay Datar, chairman Al Adil Trading and Mehta — chairman.

Announcing this in a press briefing Dr Dhananjay (Jay) Datar, who is is popularly known as Masala King, said that a crowd of more than 5,000 people turned up for the inauguration of the new outlet of Al Adil Supermarket which is situated in the heart of Muscat, Sultanate of Oman to avail the best inaugural offer of half prices. The outlet will meet the growing needs of people for high quality Indian food stuff.

"Our first outlet in Muscat is strategically located to cater to the wider section of the Indian population in Oman. Thanks

to the support extended by the whole some patronage by the expat as well as local population motivated us to expand our presence in this part of the world. Our expansion plan is a growing a testimony to the faith that our customers have in our products. Today Al Adil has become synonymous with high quality Indian foodstuff and this is just a beginning of our expansion plans for the region. We are planning to open three more supermarkets in Oman this year," he added.

Dr Dhananjay is ranked 14th powerful and influential Indians in the Gulf in the Arabian Business ranking covering the entire Gulf countries. He has been ranked No. 44 in the Forbes Middle East in the Arab world. In the almost 30 years since opening its first store in the UAE, Al Adil has acquired a cult-like status among Indian expatriates.