

# International Jewellery MEGASTORE Gold24.in is all set to Launch their first experience store in Mumbai

MUMBAI, MAHARASHTRA, INDIA, September 23, 2016 /EINPresswire.com/ -- [Gold24.in](http://Gold24.in), an established international [jewellery](#) online megastore, is planning to launch their First Experience Store in Mumbai. With 7-years of their global experience, Gold24.in entered the Indian e-commerce space in March 2016. The group is already a well-known jewellery brand in Russia and Ukraine due to the high-quality products and services they are delivering to the customers. Gold24.in has deployed all the best practices & industry standards, which an e-commerce business should implement. Lifetime Warranty, free shipping, 30-days return policy, availability of multiple and the amazing varieties of the products are to name a few.

The company is making an effort to connect with the local buyers at a physical ground to understand the choices and requirement of the diversified Indian market. They have planned everything to implement the hybrid model of e-commerce which involves running an online e-commerce venture along with the physical experience store. It will definitely boost the sales and help them grow their business due to increased reach to the real customers. Undoubtedly, it is a fabulous

technique to tight the grip over regular as well as to-be-buyers.

Gold24.in is continually refining their services and quality of products in the online and offline mode to provide utmost contentment to the buyers. Their Experience store in Mumbai, India is a way to strive towards this goal. E-retailing and creative offline presence, both together are considered the most efficient business duo. While e-retailing increase the ease of buying or choosing the products, physical stores enhances the credibility, interactions, and satisfaction in buyers.

“Currently we have more than 200,000 products listed in our online store from multiple categories including Precious Jewellery, Fashion Jewellery, Gold & Silver Coins and Bars, and [Watches](#). We have partnered with the many reliable International and Local Vendors to satisfy the demands of our Indian Customers. The vision of Gold24.in is to serve as one destination megastore of Jewellery and watches where people from all the age group can find the products of their choice” told the CEO of Gold24.in, Mr. Kostiantyn Bigus.

Welcoming more vendors to come on board and thereby increasing the product categories is the next step of Gold24.in for meeting the demands with excellent timeliness. Indian market is exceedingly potent and has immense chances of higher sales. Buyers are fond of Jewels and thus creating a



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reason for us to increase the items in our product base. “The current scenario of the market is reflecting the chances of good competition from the existing sellers. But the devoid of a specialized seller platform, on the other hand, is indicating the need of a megastore like ours. Our strategies and tactics, learned from the global market need modifications while serving to Indian buyers as they have unique requirements. Also, they are smarter in choosing the products. Traditional and modish, contemporary and elegant, light and heavy – all type of ornaments are researched upon to prepare the right products for these buyers.”, points out Mr. Bigus while talking about their prior preparation for the Indian market.

Preparing an Experience Store is a historical and unique move by gold24.in. They are trying to create a platform where the people can reach them and visualize the quality of jewellery on their own. It will allow an efficient access to a huge crowd, providing the right exposure to the company. Also, the feedbacks received through the direct interaction will helpful in modifying the current products and services.

"We are developing an online platform, in order to bring a comfortable consumption medium for our customers which can be accessible from any place and time. You can browse through Lakhs of designs - wherever and whenever you want, can get excellent customer support over chat or phone, and request to take a look at selected jewellery in our store. There is no need to spend your time going through numbers of trays for a few hours unless you are a fan of it. We are also developing a couple of new offline concepts to make customers life easier which will be announced later", says Mr. Kostiantyn Bigus, the CEO of Gold24.

Gold24.in is putting their best foot forward to grab the attention of shoppers and encourage them to make online purchases from their e-commerce store. The strategy seems excellent as it showcases their customer-centric approach and their seriousness towards establishing the strong buyer-seller relationships. Hassle-free shopping facilities, home deliveries, return policies are strengthening their candidature as a trustable brand in the Indian market, which is filled equally with the possibilities and challenges. We can expect that the jewellery giant has a long way to go, with their current approach.

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