

Boby Chemmanur International Jewellers Opens its New Showroom in Pala

Category: Business

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Boby Chemmanur International Jewellers with a trusted tradition of 163 years, has expanded its presence in Kerala with the opening of its latest showroom in Pala, Kottayam. The group has been leading by the 812 Km. Run Unique World Record & Guinness Record Holder Boche (Dr. Boby Chemmanur).



The latest showroom of Bobby Chemmanur International Jewellers in Pala, Kottayam, is being inaugurated by popular Malayalam film actress Swasika

Popular Malayalam film actress Swasika inaugurated the new showroom.

Nisha Jose (social worker) conducted the first sale. Maya Rahul (Acting Chairperson), V.C. Joseph (General Secretary, KVVES, Pala), Liby Abraham (Gold Association, Pala), Mathew Tharappel (Director, Pala Urban Bank), and popular actor V.K. Sreeraman (PRO, Bobby Chemmanur International Group) extended their greetings on the occasion.

Sam Sibin, Managing Director, Bobby Chemmanur International Group; Sanjay George, CEO; and Swaraj, CFO, were also present at the inaugural ceremony.

As part of the inauguration, the Boche Fans Charitable Trust distributed financial assistance to selected underprivileged patients from Pala.

A range of special offers has been introduced to mark the opening of the new showroom. Five customers will win diamond rings through a lucky draw. One customer will have a chance to take home a Kia Seltos as the bumper prize.

Customers purchasing HUID-hallmarked 916 gold jewellery will receive a discount of Rs. 1,000 per each sovereign. Customers can also avail themselves of up to 50% off on making charges for diamond jewellery. In addition, a gold coin will be gifted with every diamond jewellery purchase worth Rs. 3 lakh.

The showroom features an extensive collection of the latest lightweight jewellery, offering a wide variety of contemporary designs. An advance booking scheme is also available, offering customers protection against fluctuations in gold prices.

Customers can sell their old gold jewellery, purchased from any jewellery store, at the showroom at competitive market prices. Assured gifts are also available with every purchase.

The new Bobby Chemmanur International Jewellers showroom is conveniently located at the Pala KSRTC Bus Station.

boCHE (Dr. Bobby Chemmanur)

Dr. Bobby Chemmanur, popularly known as boCHE, is the Chairman and Managing Director of Bobby Chemmanur International Group. boCHE has achieved the 812-km Run Unique World Record and a Guinness World Record for world peace. He is well known as a businessman, sportsman, social worker, motivator and entertainer. He is the patron of the Federation of Indian Blood Donors Organization. boCHE has fan clubs with millions of members in many countries. boCHE was the soul mate of the football legend, Diego Maradona. boCHE conducted the

‘YaachakaYatra’ to raise 34 crore rupees as blood money to cancel the death sentence of innocent Abdul Rahim, a native of Kozhikode, who was sentenced to death in Saudi Arabia. He collected the money by travelling through the districts of Kerala and begging the public for donations.

With a 163-year legacy, Bobby Chemmanur International Group has a presence across India, the USA and the UAE.

Bobby Chemmanur International Group consists of:

- Bobby Chemmanur International Jewellers
- boCHE Gold Loan (Chemmanur Credits and Investments Limited (NBFC))
- Bobby Oxygen resorts
- boCHE Tours & Travels
- Phygicart.com, the E-Commerce platform
- boCHE the butcher, the integrated meat store
- boCHE Appliances
- boCHE Shakesbierre
- boCHE Club
- boCHE Island, the floating resort
- boCHE Pub
- boCHE Tea
- boCHE Brahmi Tea

- Caravan Tourism
- boCHE 1000 acre
- boCHE lens
- Ciinfos
- boCHE First Kiss- Baby Wear
- boCHE Food Express
- boCHE Garment factory
- boCHE Hills
- boCHE homes
- boCHE insurance

boCHE Gold & Diamonds is the new venture of the Bobby Chemmanur International Group. First time in India, boCHE introduced Mobile Jewellery called Parakkum Jewellery, Rolls Royce taxi and Helicopter taxi.

Bobby Chemmanur International Group employs over 41000 individuals across its various business verticals. Along with its marketing team, and more than 500000 affiliates and sales officers, the group spreads across various business fields. His smart work, vision and dedication made the brand well known internationally to more than 250 million people.

boCHE, is followed by millions of people through different social media platforms. He has received over 200 awards and recognitions for his outstanding performance in various fields. The crowning glory in his sports life came when he completed running 812 kilometres on the road to spread the

message **“Give blood save life”** with a Unique World Record. He has donated an amount to the needy during the marathon.

Among the several awards he has been given, the Mother Teresa Award is the one that he considers the most prestigious. Guinness World Record for world peace, Glory of India Award (London), Best Humanitarian Award, Kerala State Business Excellence Award. The Glory of India Award, Global Keraleeyan Award, Mahatma Puraskar and Indo British Business Excellence Award are a few of the many awards he has received from around the world.

boCHE spends a major portion of his profit and time to do charity and social service. boCHE Fans Charitable Trust started Life Vision Charity Homes to take care of destitute people from the streets and provide them food, medicine and shelter during their lifetime. He is doing charity without accepting any amount as a donation from anyone. boCHE Fans Charitable Trust with innumerable philanthropists from all over the world coordinates the charity activities of boCHE. boCHE always wishes to live free and young by spreading his motto **“Conquer the world with love”**.

