

Bluestone.com Gold ATM @ Malls in Delhi and Bangalore

Bluestone benefitted enormously from the world of mouth it generated, more than 50+ media website and TV channels covered the story making it **INSTANT VIRAL**

Top this! BlueStone.com launches gold dispensing ATMs in Delhi, Bangalore

Envisaged being a unique shopping experience, the concept is aimed at providing exceptional convenience during the festive rush, the company expects a fourfold rise in sales during the festive season.

Allowing shoppers to purchase gold off a vending machine, BlueStone.com, online jewellery giant, has launched Gold ATMs. The machines located at Forum Mall in Bengaluru and Select City Walk in Delhi are equipped to dispense certified 24 carat gold coins in denominations of one, two, five, ten and twenty grams.

Introducing shoppers in the two cities to a Gold ATM for the first time, the concept is aimed at providing exceptional convenience during the festive rush. It also offers the most unique shopping experience for buyers of gold who have so far purchased precious metals either from a jewellery store or online. First time buyers and men especially are expected to make the most of the gold ATM owing to its functional and practical aspects. Installation of the machines at two very popular locations in the cities of Bengaluru and Delhi ensure convenience to shoppers in a rush to buy gifts for the auspicious festive season.

Speaking on the launch, Arvind Singhal, COO, BlueStone.com said, "Introduction of the gold ATM during the festive season not only adds convenience to buying gold but is also a means to connect with our customers by providing them with physical touch points. Customers can purchase gold coins of multiple denominations by cash or card, making it ideal for buying gold for gifting or as an investment option."

During the current festive season, BlueStone.com has introduced over 250 new designs across categories and is also launching 4 new jewellery collections. Extending the joy of the festive season, BlueStone.com offers a half gram gold coin on purchase of diamond jewellery above 20,000/- INR, and a 1 gram gold coin on purchase of diamond jewelry worth more than 40,000/- INR. Customers can browse through over 2000 diamond jewellery designs with discounts of up to 25 percent and zero percent making charge. The collection includes classic, elegant and high fashion bangles, bracelets, earrings, necklaces, nose pins, pendants and rings.

BlueStone.com has also launched a jewellery exchange carnival which is the first of its kind allowing customers to exchange their old jewellery for new. With the aim of providing shoppers with the most accurate value for their existing jewellery, the company has introduced Caratometer, a hand-held device that accurately measures the purity of gold in ornaments. Representatives of BlueStone are equipped with these devices to serve customers at their door steps.

BlueStone.com launches ATM that dispenses gold

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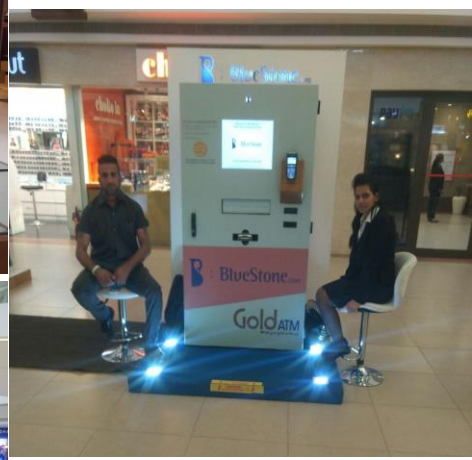
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BlueStone.com Offers and Launches for Diwali:
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Gold ATM dispense machines @ malls, payment could be made with cash or card to buy gold coins of various denominations.

