

## WESTCOAST Newslines

# Gold Rush begins at PNG jewelers

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Sunnyvale, Calif.

**T**HE gold rush has begun once again in Northern California, but with an Indian bent. PNG Jewelers is launching an initiative for customers to acquire top quality goods from the famed brand.

After setting up shop on August 21, 2008 at Sunnyvale on the busy El Camino Real, PNG has made inroads into the community by co-sponsoring many community events.

“We want to bring customers to our door and offer our designs to the public. PNG is known for the past 175 years, having established their first store in Sangli, Maharashtra in 1832,” said jeweler Rajendra Soni, who runs the establishment in California.

Soni explained that the Gadgil family business had decided to expand since 2007, while retaining the original flourishing businesses in Sangli, Pune and Nasik over the years. The company is named after the founder late Purshottam Narayan Gadgil.

PNG is introducing a new initiative called Gold Rush Advanced Installment Payment Plan — where customers can join in making payments over the course of a period and are rewarded by a months payment by PNG— the sum of which goes towards the purchase of quality mer-



The Sunnyvale store

chandise at PNG. The auspicious day of *Gudi Padwa* or *Ugadi* on March 27 has been chosen for the launch.

“There will be lucky draw, all through the day, which every customers will access and win attractive prizes ranging from silver and gold coins, gold jewelry, as also iPod, color TV, laptop etc,” explained Vishakha Shah, PNG’s marketing manager.

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