

# AU JEWELLERY: DEIRA BULLION WHOLESALE POWERING GOLD SOUK TRADE



**AU Jewellery LLC runs from Dubai's Gold Land Building as a specialist gold wholesaler, sourcing refinery-fresh bullion since 2005 to fuel Deira's B2B bullion networks-retailers, exporters, and investors-with sharp reputation, quick logistics, and market insight.**

AU Jewellery has carved its place in the Gold Souk's evolving landscape, where contemporary buildings now amplify Deira's legendary trading heritage. The firm doubles down on Souk operations for unmatched proximity: face-to-face deal-making with traders, 30-minute deliveries through Brinks, Transguard, and Loomis within the zone, and precise tracking of capital flows, inventory positions, and credit discipline. "Bullion boils down to who's managing clean stock and steering clear of retail credit exposure-that's the key to commanding consistent flows." Gold Land's central location harnesses Dubai's enduring "City of Gold" reputation, drawing tourists for impulse buys and investors for strategic plays. This focus insulates AU from mall-based distractions, keeping it woven into the Souk's high-energy daily cadence.



**Mr Suren Shekhawat**

## **Sourcing Strategy and Bullion Priorities**

AU draws supply from banks, Latin America, US exchanges, and direct refinery partnerships-boarding access without ownership overhead-prioritising UAE Good Delivery (DGD) kilo and TT bars for their 995+ purity and bank/export compatibility. Non-DGD formats find limited takers, mainly refiners processing mixed or regional stock. Wholesale re-supply leans on kilo bars for scale, while 1g-100g investment pieces rise to meet retailer display needs and smaller investor entry amid gold's appeal. "Refinery relationships lock in availability; buyers with immediate funds secure the metal first." UAE pricing stays standardised via the Dubai Gold & Jewellery Group's benchmarks-LBMA AM/PM fixes plus 7-8 AED retail premiums-creating a level wholesale playing field from Deira to Sharjah. Bank transfers paired with vault compliance facilitate seamless unfixed trades, powering efficient turnover.



### Silver's Tactical Integration

Silver adds strategic depth, with UAE DGD bars and coins targeting manufacturers scaling production, exporters diversifying loads, and retailers stocking for Dubai Mall or airport kiosks as a gold hedge. CEPA silver exports hit highs pre-2024, with a 2026 resurgence in view. "Silver activates during optimal windows-retailers position bars and coins for fast turns, broadening the gold-centric trade palette." Culturally, silver jewellery sees scant uptake; pure investment drives momentum.

### Logistics Edge and Compliance Rigor

Deira's traffic congestion and mall competition pose tests, but AU counters with vault precision - half-hour intra-Souk handoffs and dual AML/KYC layers: in-house teams plus external audits satisfying DMCC and Ministry of Economy standards. These ensure frictionless SEPA execution. "Compliance builds credibility; reputation cements alliances in Deira's interconnected web."

### Souk Challenges & Strategic Outlook

Beyond logistics, footfall seasonality and modern mall outlets challenge traditional Souk primacy, yet AU's speed and reliability shine. Looking 3–5 years ahead, gold and silver tailwinds from currency pressures will elevate investment bars over jewellery, particularly for younger buyers prioritising preservation. A parallel 4-year-old bullion operation strengthens capacity; ambitions include tighter refinery bonds and fuller supply chain coordination. "As gold advances, the Souk-refreshed yet foundational-will see heightened demand; we'll deepen our wholesale anchor to capitalise." AU Jewellery embodies Gold Souk tenacity-streamlined, reputable, set to dominate Deira's bullion trajectory.