

Frequently Asked Questions (FAQs)

'Royalty Rewards' is Pure Gold Jewellers' unique customer loyalty programme. This program entitles its members to exclusive privileges and benefits.

- Free membership for life.
- Royalties (Cash points) and rewards across a wide range of collections.
- The chance to earn Royalties (Cash points) even during sales and promotions.
- Exclusive offers, including special invitations to in-store activities and sale preview.

Q. How do I become a member?

- A. There are 2 ways you enroll in the program
1. By providing your details at the POS at the time of invoicing
 2. Through online registration on the Pure Gold website www.pugold.com

Q. Is there a minimum spend amount or a joining fee to become a member?

A. No. Membership to Royalty Rewards Program is free for life. Just sign up at any of our participating outlets or online through our website after completing your purchase, and you're ready to enjoy the program benefits.

Q. The application asked for personal information. What about my privacy?

A. Your privacy is important to us. We restrict access to non-public personal information about our members and maintain strict procedural safeguards to protect it.

Q. Where can I use my Royalties (Cash Points)?

A. Royalties (Cash Points) can be redeemed at any of the Pure Gold Jewellers participating stores in the UAE, Kuwait, Oman, Bahrain & Qatar and online at www.pugold.com

Q. What is the value of Royalties (Cash Points)?

- A. 1 Royalties (Cash Points) = 1 UAE Dirham, 1 Qatari Riyal
10 Royalties (Cash Points) = 1 Kuwaiti Dinar, 1 Bahraini Dinar, 1 Omani Riyal

Q. How can I redeem my Royalties (Cash Points)?

A. Royalties (Cash Points) can be redeemed in-store by presentation of the email ID & mobile number registered with Pure Gold along with a valid Photo ID.

Q. What if I do not have enough Royalties (Cash Points) to redeem on my purchase?

A. You can choose to redeem with the available Royalties (Cash Points) and pay the remaining balance by cash / credit card in-store and online.

Q. Are my Royalties (Cash Points) transferrable?

A. Royalties (Cash Points) cannot be transferred between member accounts. However, a member can cancel the existing registration under the programme and then transfer his/her accumulated Royalties (Cash Points) from one mobile number to another of his/her, provided the other SIM is not already registered under Pure Gold Royalty Rewards.

Q. When can I start redeeming my Royalties (Cash Points)?

A. Royalties (Cash Points) can be redeemed immediately (after successful enrolment) once accumulated / allocated to registered mobile number/email ID.

Q. Is there a limitation on redemption of my Royalties (Cash Points)?

On redemption, there is no limitation of minimum Royalties (Cash Points) or items to be accumulated. Member can redeem Royalties (Cash Points) at any time before the period of one year from the date of purchase of the Royalties (Cash Points).

Q. Do my Royalties (Cash Points) expire?

A. Royalties (Cash Points) are valid for one year up to 24 months from the date of collection depending on the tier you belong to. These Royalties (Cash Points) will expire on a First in First Out basis. Once expired, these points cannot be reverted under any circumstances.

Q. How can I view all my transactions with Pure Gold Jewellers?

A. Details on all relevant transactions with Pure Gold are available online. You can visit <http://royaltyrewards.pugold.com/> and log on using your mobile phone number registered with Pure Gold.