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## Venus Jewel unveils online diamond challenge

India-based diamond manufacturer Venus Jewel is presenting an online diamond-grading challenge aimed at displaying the company's technological expertise while educating consumers at the India International Jewellery Show (IIJS).

The five-day show opens today at the Bombay Exhibition Centre in Mumbai.

Venus Jewel explained that IIJS participants who want to enter the Venus Online Challenge, or VOC, should visit the company's website, [www.venusjewel.com](http://www.venusjewel.com).

A diamond will be shown through the website, which can easily be viewed by VOC players. After viewing the diamond virtually and being given complete information about the stone, the player has to judge its clarity grade. The winner gets to bring home a surprise gift.

According to the company, the VOC effectively demonstrates Venus Jewel's capability to provide accurate, virtual information about a diamond.

Rajesh Shah, a partner at Venus Jewel, commented, "It is only with maximum clarity that your confidence will be enhanced. The more you are informed, the more you are aware of what you are purchasing. Improve your clarity and perception, and you will ultimately improve your confidence."

"To encourage this confidence and trust in every customer and prospective buyer, it is important to first provide maximum product information, educate them and ultimately empower our partners in making their buying decisions," Shah continued.

Headquartered in Mumbai, Venus Jewel manufactures gem-quality diamonds in round and fancy shapes, and solitaires of 0.30 to 15 carats and up. Its stones are of flawless to I2 clarity grades, and in the D to M colour range.

Venus Jewel is the first Indian manufacturer to become a certified member of the Responsible Jewellery Council (RJC) and enjoys direct rough supply from De Beers, Alrosa, Rio Tinto and Dominion Diamond Corporation.



Rajesh Shah, Partner  
at Venus Jewel

