



## Venus Jewel: World Leader in the Virtual and the Real world

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Venus Jewel has always led the way. "We were the first company to go online to sell to our B2B customers. We created a patented way to describe diamonds for full transparency to allow our customers to buy our diamonds from our website or at our office in Mumbai." Among the many firsts in the company's nearly 50-year history, the new transparent and interactive way it presents its goods stands out. "We started the diamond journey programme before anyone considered it to be an important story. This provides a rich and insightful way to show the depth of information available on each diamond. Each diamond is unique with its own story; we have been telling this story for almost three years. We're excited to share this story virtually on our holographic machines, our website and, most recently, our app which can be downloaded from the App Store of your choice!"