



CREATING FOREVER



VENUS JEWEL 3.1 / B27

Brace yourself for Venus Jewel's new 'Starry night – Creating brilliance' concept. Both its revamped website and its booth at various trade shows are modelled on this same theme.

Ever innovative, the company continues the dream that traces its roots back to more than 45 years ago, when two brothers, Ramniklal and Sevantilal Shah, founded Venus Jewel in 1969. Since then, there has been no turning back for a company that has strong foundations and is known for its commitment to excellence, transparent business practices, and ethics.

Thus it is not unfounded that Venus Jewel has branded itself as the most technologically advanced company in the gemstone business.

At the company's booth at Baselworld 2017, you can experience its diamond display showcases, outfitted with LED touch screens. Customers can search or browse the company's entire diamond inventory via these screens, which display virtual diamond images that are linked to additional information and details for each stone.

Continuing its commitment to providing extensive

01 **Rajesh Shah**, partner of Venus Jewel
02 **A glimpse** of Venus Jewel's product profile

Headquarters Venus Jewel, EC 5021/22, Bharat, Diamond Bourse, BKC, Bandra (East), Mumbai 400051, India **Established** 1969 **Specialities** Diamond manufacturing
Head Sevantilal Shah, founding partner **Contact** baselshow@venusjewel.com, www.venusjewel.com, Tel: +91 22 2672 0000, Fax: +91 22 2367 3333

information to customers, Venus Jewel has its own in-house grading report (VGR) that specifies:

- the rough origin of each diamond, which no other lab or company provides
- a planned model of each rough stone
- an actual image of the polished diamond
- an ASET image, demonstrating 'hearts and arrows' patterns, etc.
- more than 20 parameters for each diamond

Mumbai-based Venus Jewel manufactures more than fifteen per cent of the global footprint of gem-quality diamonds over 1 carat in size with FL to VVS2 clarity in D to F colours.

Besides being the first Indian manufacturer to become a certified member of the Responsible Jewellery Council (RJC), the company enjoys direct rough supply from reputed miners such as De Beers, ALROSA, Rio Tinto, and Dominion Diamond Corporation.

Being the official supplier of branded diamonds under De Beers' Forevermark, Rio Tinto's Mine of Origin, and Dominion's CanadaMark programmes, Venus Jewel is able to supply its clients with branded diamonds, making Venus Jewel truly an industry leader.