

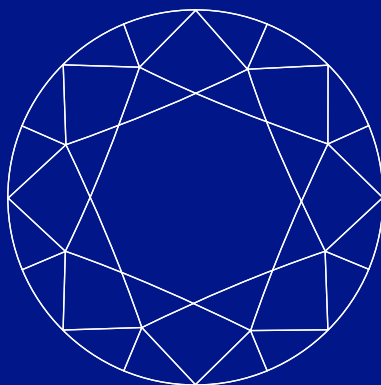


# VGS<sup>®</sup>

MEASURE OF TRUST

Your Comprehensive Guide to the

## VENUS GRADING SYSTEM<sup>®</sup>



# VENUS

JEWEL

- ⊗ Venus Difference
- ⊗ Fulfilling our Vision
- ⊗ The Venus Grading System<sup>®</sup> (VGS<sup>®</sup>)
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## Venus Difference

In 1969, brothers Ramniklal and Sevantilal Shah, with a vision to introduce better business practices and standards in the diamond industry, established Venus Jewel based on an ethical and transparent approach across every aspect of their business. As the company progressed to manufacturing large sizes, we realized that the existing grading standards were inadequate and broad, lacked precision, and hence did not result in justified and rational evaluation of diamonds.

Undertaking rigorous research and development resulted in the launch of our in-house developed Venus Grading System® (VGS®), which soon thereafter became recognized as a benchmark of trust in both, detailed product definition and accuracy. The level of confidence and transparency it offers is now evidenced by the significant level of internet sales through our empowering website [www.venusjewel.com](http://www.venusjewel.com).

Our ever more exacting standards remain driven by the ethical values carried forward by Anil, Rajesh and Hitesh Shah, the second generation of the family, who continue to further enhance the technical standards of our manufacturing and grading; linking them to our customers' needs and expectations to empower and better service their clients further downstream. Our goal is to excite our customers with a view to improving their diamond buying experience in every possible way.

Transparency, credibility and honesty remain the driving force behind our technical expertise, innovation and marketing with the simple mission to be the best in whatever we do.

The first of its kind in the Indian diamond industry, this centrally air-conditioned 8 storied building spread over 260,000 sq. ft. sits upon a 6.5 acre plot in Surat. This building provides an excellent work environment and a state-of-the-art facility for our employees to flourish and create brilliance in all they do.



Centrally air-conditioned 8 storied building spread over 260,000 sq. ft. sits upon a 6.5 acre plot in Surat.

## Fulfilling our Vision

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Launched in **1996**, after extensive research and development, our proprietary Venus Grading System® (VGS®) incorporates an extensive array of consistently detailed grading parameters including the conventional 4 C's, resulting in possibly the most accurate, and comprehensive detailing of a diamond's qualities, providing an unprecedented level of transparency and consumer confidence.

As a result of this unique ability to consistently and precisely define minute characteristics of each diamond, we could successfully also pioneer the SPP (Single Piece Packaging) concept, which too has become an industry benchmark.

In **1997**, launching [www.venusjewel.com](http://www.venusjewel.com), with our intelligently interactive portal, we pioneered the concept of buying polished diamonds online! As acceptance of this unique proposition gradually increased, sales grew, and for the past several years our online platform continues to contribute to more than half of our annual sales. This stunning achievement is primarily due to the credibility of our VGS®.

**2002** saw the opening of the largest, most technically advanced and IT intelligent diamond manufacturing factory in Surat, the 'Jewel in our crown', and solemnly symbolizing the realization of our Founders' vision.

By **2006**, we had amassed sufficient technical expertise and experience to offer our customers the Venus Grading Report (VGR), our in-house grading report which is also the first ever offered by a manufacturer, backed by the credibility and integrity of our never compromising principles and ethical values.

### Our Privileged Mining Associations

Recognized as one of the world's leading and most trusted solitaire manufacturers, we enjoy the privilege of direct rough diamond supply from globally reputed mining companies, such as De Beers, ALROSA, Rio Tinto Diamonds, Dominion Diamond Corporation and other mining companies. Such direct relationships have allowed us to also become authorized suppliers under the Forevermark™, Mine-of-Origin, and CANADAMARK™ diamond branding programs.

## The Venus Grading System® - VGS®

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It is this endless quest for perfection which has driven our research and incorporating of 21 grading parameters and over 400 grading sub-parameters to ethically, rationally and transparently describe every single stone we polish. Having extensively researched to develop and launch our unique and yet unmatched grading system, we continue to constantly challenge ourselves and improve upon the precision as well as consistency of our grading standards.

The integrity of the VGS® is based on the rigorous accuracy and consistency that our skilled workforce applies to it, and the failsafe systems that back-up and support their efforts.

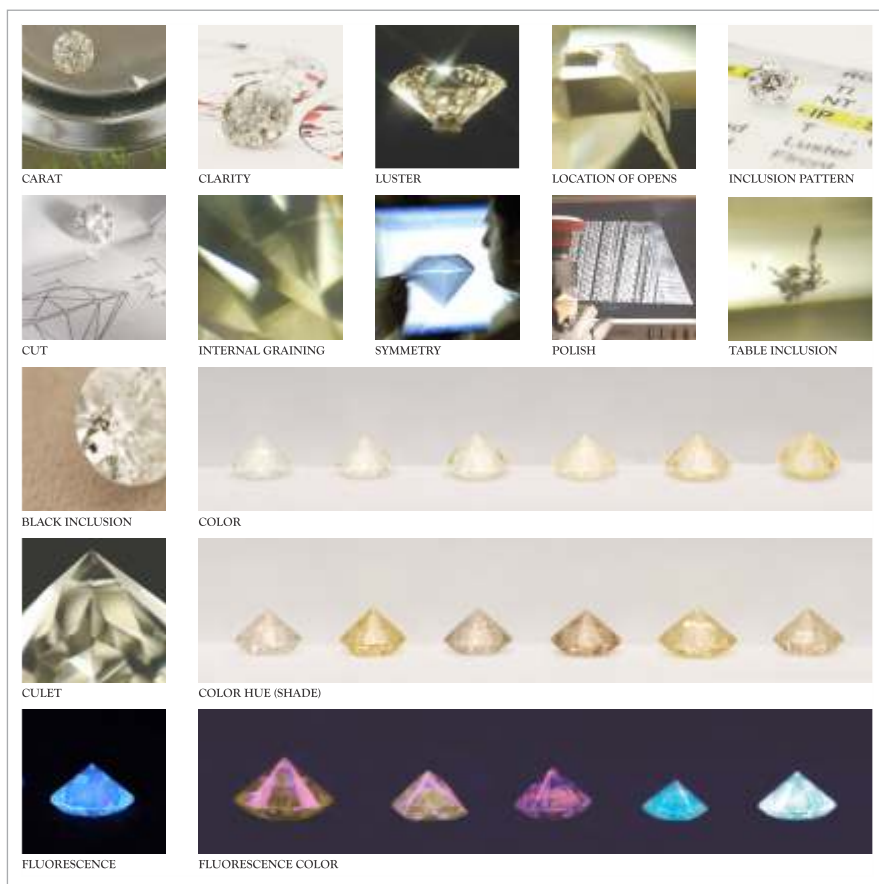
Some of the unique features of VGS® are:

- Uniquely simple, trustworthy and hassle-free grading methodology that saves immense time, money and effort in providing our customers with the right information; which then allows them to make the right selections of diamonds based on their exact and specific needs.
- Comprehensive and accurate analysis of each stone beyond the 4C's, using an extensive collection of criteria-specific master diamonds for each of the grading parameters.
- IT monitored grading ensures the highest level of precision and consistency.
- Logical, understandable and totally unbiased grading, driven by our unique performance based wage system.
- Extremely simplified goods selection totally eliminating the need for re-grading or third party assessment.
- Detailed visualization of a diamond which eliminates the need to physically inspect them.
- Providing detailed grading with (+) and (-) grades within the 4C parameters has narrowed the margin of interpretation, while justifying the right price for each diamond we sell.



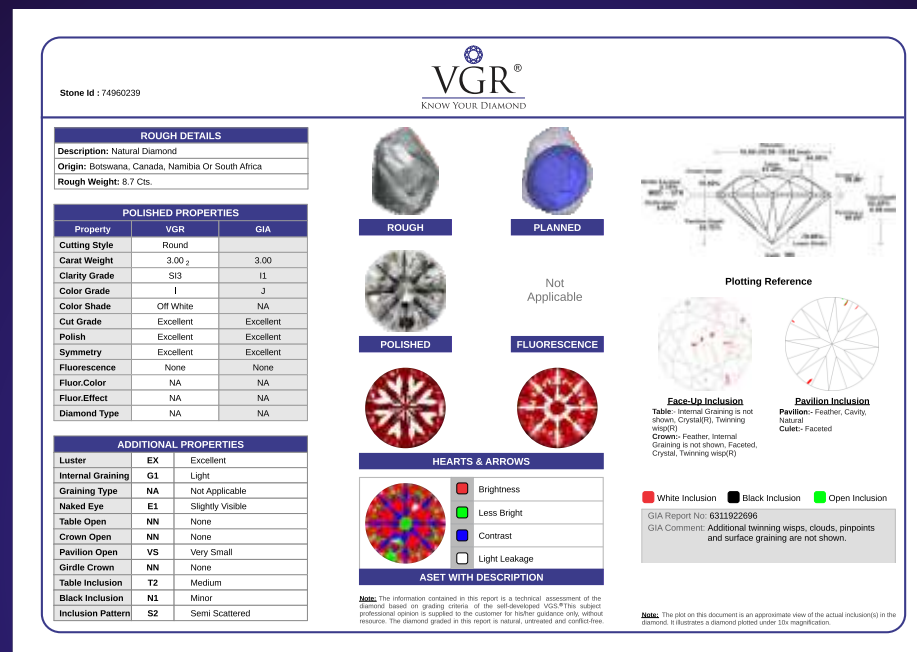
We believe that VGS® is uniquely able to provide you with an exemplary level of transparency and accuracy that was previously thought unachievable.

Note: The information contained in this booklet is only the subjective professional opinion of the company, and is only supplied for the sake of guidance and understanding of the grading standards followed by us in our Venus Grading System® (VGS®)



## Venus Grading Report (VGR)

### Assurance of genuine transparency



Yet another one of our in-house developments and an extension of the VGS®, our grading report, the VGR aims to allow our clients to further offer our assurance of genuine transparency and complete confidence to their customers further downstream.

Available at no additional cost with every diamond purchased, it can easily be downloaded from our website [www.venusjewel.com](http://www.venusjewel.com), and in addition to eliminating the need and time required for third party certifications, it supplements our products by making them ready to sell.

Venus Grading Report aside from giving host of grading and plotting details of the polished diamond, also includes Provenance / Source information, Actual rough stone image, actual planning image, certifying ethical sourcing and complete pipeline integrity.

## The Venus Grading System® Attributes

# Carat Weight

As practiced worldwide, diamond prices are always quoted in per carat terms, with the usual industry practice being to quote weights up to two decimal points.

However, since we believe in total precision, for each and every one of our diamonds, we quote weights up to 3 decimal points, as doing so not only makes price differences rationally and justifiably understandable, but also eliminates the possibility of unnecessarily rounding off fractions.

Figure 1



Table 1

Shape	Clarity	Color	Cut/Polish/Symmetry	Carat Wt.	Price difference (%)
Round	VVS1	G	EX	2.012	-
				2.000	- 2.00

The above is an example of the indicative price difference between two diamonds having a small difference in their respective carat weights, with all other parameters remaining constant.

VGS® size ranges are as categorized below:

Size	Weight in Carats
3 P/C	0.300 to 0.399
+0.40	0.400 to 0.499
+0.50	0.500 to 0.699
+0.70	0.700 to 0.899
+0.90	0.900 to 0.999
+1.00	1.000 to 1.499
+1.50	1.500 to 1.999
+2.00	2.000 to 2.999
+3.00	3.000 to 3.999
+4.00	4.000 to 4.999
+5.00	5.000 to 5.999
+6.00	6.000 to 6.999
+7.00	7.000 to 7.999
+8.00	8.000 to 8.999
+9.00	9.000 to 9.999
+10.00	10.000 to 10.999
+11.00	11.000 to 11.999
+12.00	12.000 to 12.999
+13.00	13.000 to 13.999
+14.00	14.000 to 14.999
+15.00	15.000...

# Clarity

Clarity is a broad term, traditionally used to define the quality of a polished diamond based on imperfections in it, i.e. the size, nature, number, relief, and position of inclusion(s), and/or other such impurities, examined under 10 X magnification which determine the grade of a diamond, and therefore also form a crucial part of deciding its value.

We have a meticulous and precise approach to logically simplify grading, i.e. by additionally providing 'better (+)' and 'weaker(-)' grades within our standard clarity grades which range from FL to I2 thereby allowing us to give more transparency, and making grades easy to understand.

Such enhanced details not only offer better transparency, but also allow for more effective pricing that is logically understandable.



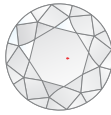
FL : Flawless



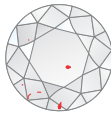
IF : Internally Flawless



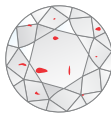
VVS1/ VVS2+ / VVS2- : Very Very Slightly Included



VS1+ to VS2- : Very Slightly Included



SI1+ to SI3- : Slightly Included



I1+ to I3 : Included

Figure 2

Each of these sub-grades directly impact the pricing of a diamond, which is explained in the Table 2 below:

Table 2

Shape	Carat	Color	Cut/Polish/Symmetry	Clarity	Price difference (%)
Round	2.019	G	EX	SI1+	-
				SI1	- 2.09
				SI1 -	- 4.73

Indicative price differences in diamonds with differences in clarity while all other grades remain the same, are tabulated above.

## Clarity - Table Inclusion - Venus Special Feature

This grading attribute introduced by us explains the existence and impact of the inclusion(s) (if any) in the table as compared to the total inclusion(s) in the diamond.

Based on the need of customers to understand inclusion(s) position, T0 indicates inclusion(s) mostly outside the table, T1, T2, and T3 indicate increasing proportion of inclusion(s) in the table compared to total inclusion(s) in a diamond, whereas T4 signifies almost all inclusion(s) are in the table.

Each of these sub-grades directly impacts the pricing of a diamond, which is explained in the Table 3 below:

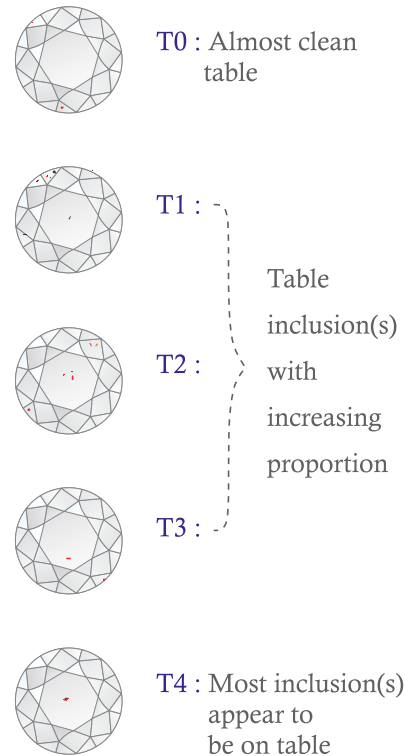


Figure 3

The above examples are of VS2 clarity grade.

Table 3

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Table Inclusion	Price difference (%)
Round	2.019	VS2	G	EX	T0	-
					T1	- 0.99
					T2	- 2.97
					T3	- 4.99
					T4	- 5.49

Indicative price differences between Table Inclusion grades while all other parameters remain constant are shown above.

## Clarity - Black Inclusion - Venus Special Feature

Black Inclusion(s), also referred to as 'Natts' in the industry, are natural inclusion(s) trapped in a diamond during its formation in the earth's crust and are black in color. As the presence of the black inclusion(s) in a diamond affects its clarity and therefore its price, we introduced this grade to precisely indicate the number of black inclusion(s) and the degree of their effect on a diamond's value.

N0 indicates almost no black inclusion(s) in the diamond, N1, N2 and N3 indicate an increasing impact of black inclusion(s) compared to the total inclusion(s) in a stone, and N4 denotes most inclusion(s) being Black.

Once again, each of these sub-grades directly affects the price of a diamond, which is indicatively explained in Table 4 below, with only the Black Inclusion grade changing while all other parameters remain the same.

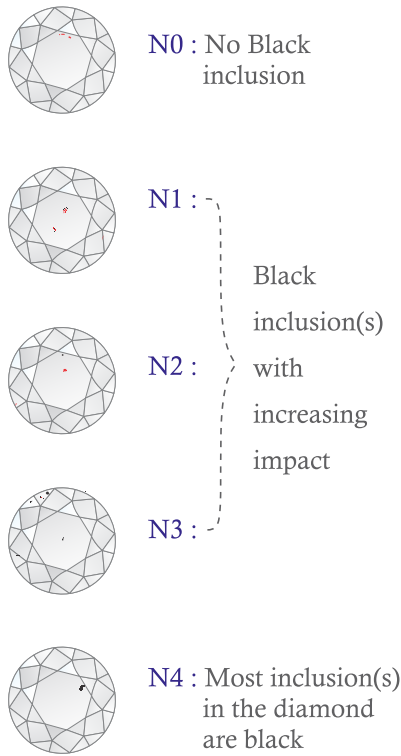


Figure 4

The above examples are of VS2 clarity grade.

Table 4

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Black Inclusion	Price difference (%)
Round	2.019	VS2	G	EX	N0	-
					N1	- 2.00
					N2	- 4.50
					N3	- 5.50
					N4	- 6.50

Clarity - Inclusion Pattern - Venus Special Feature

This grading parameter indicates how dense the inclusion(s) located within a diamond are i.e. whether they are concentrated or scattered.

Our Inclusion Pattern grades are as follows:

- S1 : Scattered
- S2 : Semi Scattered
- C1 : Light Concentrated
- C2 : Semi Concentrated
- C3 : Highly Concentrated

Unique only to the VGS®, each of these sub-grades have a direct impact on the pricing of a diamond, which is explained in the Table 5 below:

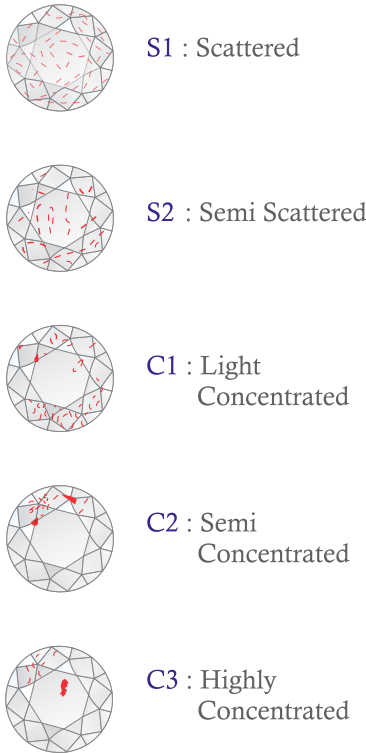


Figure 5  
The above examples are of SI3 clarity grade.

Table 5

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Inclusion Pattern	Price difference (%)
Round	2.019	SI3	G	EX	S1	-
					S2	- 0.97
					C1	- 2.49
					C2	- 8.29
					C3	- 9.73

The above shows indicative price differences between Inclusion Pattern grades while all other parameters are constant.

Clarity – Naked Eye Grade - Venus Special Feature

As its name suggests, the 'Naked Eye Visibility Grade' is a parameter we have developed keeping our customer's feedback and requests central to our grading methodologies. Aimed to further enhance the buying experience of our customers, it provides a close approximation of the visibility of the inclusion(s) in a diamond when viewed with the naked eye.

Assisting our customers to virtually visualize a diamond for better understanding and confidence in what is being purchased, before actually doing so. Examples of our 'Naked Eye' grades with their respective plotting images are illustrated in Figure 6.

Each of these sub-grades directly impact the pricing of a diamond, which is explained in the Table 6 below:

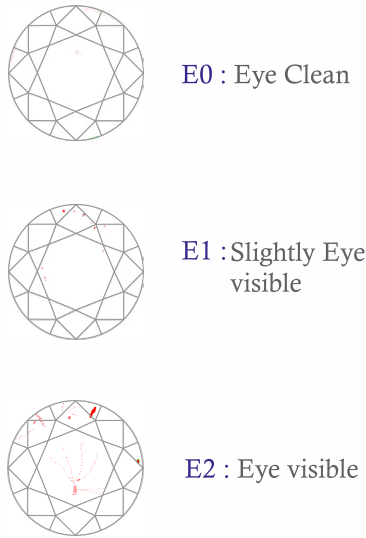


Figure 6

The above examples are of SI2 clarity grade.

Table 6

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Naked Eye	Price difference (%)
Round	2.000	SI2	G	EX	E0	0
					E1	- 1.00
					E2	- 2.50

The above shows indicative price differences between Naked Eye grades while all other parameters are constant.



## Clarity - Internal Graining

Internal Graining is characterised by irregular crystalline growth(s) that can be streaky, milky or reflective or may also take the form of brown or whitish bands.

Internal Graining which is neither reflective nor colored and also does not significantly affect a diamond's clarity is ignored. However such information allows our customers to make an informed decision about the diamond being purchased.

Our Internal Graining grades are classified as follows:

G0 : No Internal Graining  
G1 : Light Internal Graining  
G2 : Medium Internal Graining  
G3 : Heavy Internal Graining

Each of these sub-grades directly affects the pricing of a diamond and is not normally considered by prevailing conventional grading methods. Table 7 illustrates an example of how such attributes can affect prices of a diamond:

Table 7

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Internal Graining	Price difference (%)
Round	3.01 <sub>9</sub>	SI1+	G	EX	G0	-
					G1	- 1.00
					G2	- 2.50
					G3	- 3.00

The indicative effect of the type and color of Internal Graining on the price of a diamond, with all other parameters remaining constant.

### Internal Graining Type

Internal Graining lines are of varying types and colors which affect the clarity of a diamond, especially in IF clarity grade. Currently we grade Internal Graining Type for diamonds having VS2- and higher clarities, as per the following classification and symbol:

Transparent	Tra
Whitish	Wht
Brownish	Brn
Grain Center	GrCnt
Reflective	Ref
Green	Grn
Pinkish	Pnk



Figure 7

## Clarity - Opens - Venus Special Feature

'Opens' are surface flaw(s) graded in diamonds when an inclusion(s) in a diamond is open at the surface, or if there is a chip, knot, cavity, pit, nick or natural on the surface, and can have a noticeable effect on a diamond's clarity, especially large sized ones.

We classify 'Opens' as follows:

NN : No open  
VS : Very Small Open  
SM : Small Open  
MD : Medium Open  
LG : Large Open

Additionally, to easily locate Opens in diamonds, we further specify their locations using the following terminologies:

TOP : Open in the Table  
COP : Open in the Crown  
GCOP : Open in the Girdle towards Crown  
POP : Open in the Pavilion

Table 8

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Opens	Price difference (%)
Round	2.01 <sub>9</sub>	VS2	G	EX	NN	-
					VS	- 3.51
					SM	- 7.02
					MD	- 12.01
					LG	- 16.02

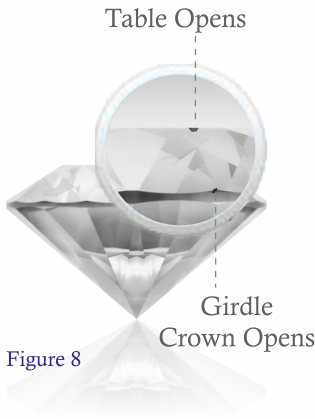


Figure 8

Normally not considered by conventional grading methods, each of these sub-grades directly affects the price of a diamond which is indicatively explained in Table 8 below:

## Luster

Luster is the quality and quantity of light reflected from the surface of a diamond, which plays a key role in giving diamonds the 'glass-like' or 'adamantine' effect.

We grade Luster as follows:

EX : Excellent  
VG : Very Good  
GD : Good  
FR : Fair

Additionally, at times some diamonds may exhibit a little haziness or cloudiness, which is known as 'Milky Luster'. We further sub classify such diamonds depending on the intensity of the milky effect, using the below terminologies:

ML1 : Very Light  
ML2 : Medium  
ML3 : Heavy



Figure 9

All these are not normally considered by conventional grading methods, but directly affect the pricing of a diamond, as explained in Table 9 below:

Table 9

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Luster	Price difference (%)
Round	3.01 <sub>9</sub>	VS1	F	EX	EX	-
					VG	- 4
					GD	- 12
					FR	- 15
					ML1	- 31
					ML2	- 48
					ML3	- 54

## Color

Color is one of the major defining factors when grading and valuing diamonds and can range from Colorless to Yellow, Brown, etc. Typically, the more that a diamond is colorless, the greater is its rarity and value.

Conventional grading methods usually cover about 17 color grades, but to provide in-depth information about color, VGS<sup>®</sup> provides a total of 32 color grades from D to L with the addition of 'better (+)' and 'weaker (-)' grades to the standard color grades (For Example:- G+, G and G-).

In addition to grading the color of diamonds, other factors such as the Shade or Hue, inherent Fluorescence in a diamond as well as Fluorescence color also influence the overall color of a diamond, and are therefore critical to grading standards.

All color grades (including sub-grades) affect pricing, which is explained in Table 10 below:

Table 10

Shape	Carat	Clarity	Cut/Polish/Symmetry	Color	Price difference (%)
Round	2.01 <sub>9</sub>	VVS1	EX	G +	0
				G	- 2.85
				G -	- 4.88

The table above shows the indicative price differences due to changes in Color grades, with all other parameters remaining constant.



Colorless  
D, D-  
E+, E, E-



White  
F+, F, F-  
G+, G, G-  
H+, H, H-



Off White  
I+, I, I-  
J+, J, J-



Yellow  
K+, K, K-  
L+, L, L-  
M, N, O,  
P, Q, R

Figure 10

# Color Shade (Hue)

At times, in a diamond crystal along with Carbon atoms, Nitrogen or Boron atoms also form bonds which give rise to 'Color Centers', which radiate a deeper color across the diamond, giving it a Hue or Shade. To simplify its understanding for our customers, we grade a total of 74 shades, the most commonly graded nomenclatures are listed below:

WH	: White
OWH	: Off White
YL	: Yellow
BR	: Brown
GNV	: Greenish Yellow
BPLP	: Brownish Purplish Pink
BPNP	: Brownish Pinkish Purple
BRP	: Brownish Pink
FP	: Faint Pink
BLKGR	: Blackish Gray
GBK	: Grayish Black
GR	: Gray
PL	: Purple
PLP	: Purplish Pink
PN	: Pink
PNB	: Pinkish Brown
PNP	: Pinkish Purple
YLB	: Yellowish Brown

Table 11

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Color Shade (Hue)	Price difference (%)
Round	2.01g	SI1	I	EX	WH	0
					BRP	- 1.53
					PNB	- 2.04
					GNV	- 10.55
					BR	- 12.00
					GR	- 13.02

The price differences shown above are indicative for variations in Color Shade (Hue), with all other parameters remaining constant.



Figure 11

E.g. YLB - Yellowish Brown indicates a diamond is brown in color but has a yellow tinge as well. Each of these affects the price of a diamond and is explained in Table 11 below:

# Fancy Color

"Fancy Color Diamonds" are diamonds that exhibit color outside the normal color range, and are graded using the depth or intensity of color which results from a combined effect of Hue, Tone and Saturation of the color within the diamond.

**Hue** : The basic impression of a color, i.e. the components that give a color its identity.

**Tone** : The relative amount of lightness or darkness of a color.

**Saturation** : The strength, purity, or intensity of hues that form a given color.

## For Fancy Colors :

In Light Shades (for e.g. Pink, Blue, etc.) we start grading from Faint (FT) color.

In all other Shades (for e.g. Yellow, Brownish Yellow, Brownish Greenish Yellow, etc.) we start grading from Very Light (VL) color.



Figure 13



Figure 12

In VGS® fancy color stones are graded as below:

FT	: Faint
VL	: Very Light
LT	: Fancy Light
LT+	: Fancy Light High
FN-	: Fancy Low
FN	: Fancy
FN+	: Fancy High
IN-	: Fancy Intense Low
IN	: Fancy Intense
IN+	: Fancy Intense High
VD-	: Fancy Vivid Low
VD	: Fancy Vivid

## Fluorescence

Fluorescence is the emission of light by a diamond when exposed to ultraviolet radiation of specific wavelengths.

Generally, as per industry practice, Fluorescence grades are usually from 'None' to 'Very Strong'. For more accuracy; using our fluorescence master sample, we provide 'High (+)' and 'Low (-)' grades in addition to standard fluorescence of diamonds that are Faint or Medium grades and better (+) for stones that have Strong fluorescence.

In VGS®, Fluorescence, grades are as follows:

- FL0 : None
- FL1 : Faint(FL1+, FL1, FL1-)
- FL2 : Medium(FL2+, FL2, FL2-)
- FL3 : Strong(FL3+, FL3)
- FL4 : Very Strong Fluorescence

The effect on pricing of a diamond due to Fluorescence is illustrated in Table 12 below:

Table 12

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Fluorescence	Price difference (%)
Round	2.019	VVS1	D	EX	FL2 +	-
					FL2	- 1.47
					FL2 -	- 2.50

Table above shows the indicative price differences due to variation in Fluorescence, with all other parameters remaining constant.



Figure 14

## Fluorescence Effect from face-up (Venus special feature)

Strong and Very Strong Fluorescence may have an effect on the face-up view of diamonds, particularly those with EX luster. Generally diamonds having Fluorescence are not preferred for purchase. However, a true purchase decision should ideally be based on whether or not the Fluorescence in a stone affects its face-up view. To indicate the presence or absence of this effect, Venus Jewel has introduced a new grade termed Fluorescence Effect (FE). If a diamond seen from the face up with naked eyes appears to have a bluish or purplish hue due to heavy fluorescence, it is graded as FE: Y. If this same stone did not have this hue despite heavy fluorescence in it, then would have been graded as FE: N.

Figure 15



FE may affect the color and luster of some diamonds which in turn might affect the pricing of a diamond.

## Fluorescence Color

Depending on the atomic lattice structure of a diamond, and the trace elements present in them, fluorescence can have different colors.

About one third of all diamonds fluoresce, and the most common color is blue, with about 95% of all fluorescing diamonds anticipated to exhibit blue fluorescence. Yellow is the next most common fluorescence color, and other colors such as white, green, orange, etc are rare.

Blue fluorescing diamonds usually tend to make diamonds appear to be of higher color than they actually are, whereas Yellow fluorescence generally speaking makes a diamond look lower in color than it actually is.



## Cut

Out of the 4C's, this is the only parameter not created by nature, but instead is the creation of skilled and experienced craftsmen. Cut or “make” as it is also known, determines how well the facets have been polished and positioned at their specific angles while transforming a rough stone into a polished diamond. These 'proportions' ultimately decide how well a polished diamond will reflect light, leading to its scintillation or brilliance, which is the core essence of a beautiful diamond.

Generally, even grading institutions provide Cut grades only for round shapes, as it is technically quite difficult to identify cut, and grade fancy shaped diamonds. Taking on this challenge, through extensive and rigorous research, Venus Jewel pioneered providing cut grades for the various fancy shapes we manufacture.

The VGS® details our Excellent (EX), Very Good (VG), and Good (GD) Cut grades, further into 'higher (+)' and 'lower (-)' grades, thereby making our cut grading more detailed and accurate.

Figure 15

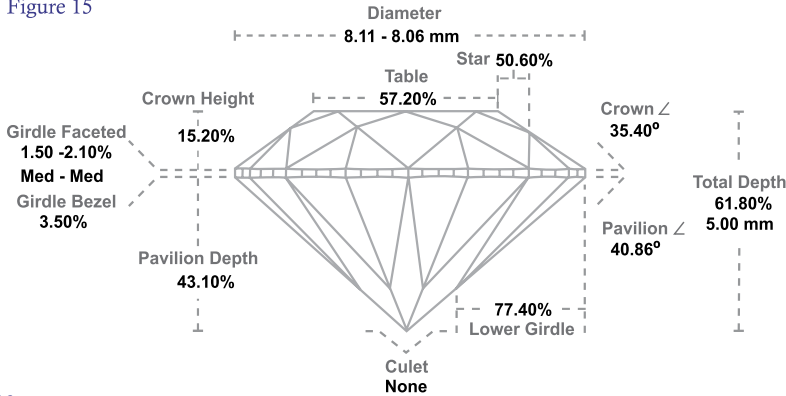


Table 13

Shape	Carat	Clarity	Color	Polish/Symmetry	Cut	Price difference (%)
Round	2.01 <sub>9</sub>	VVS1	G	EX	EX +	-
					EX	- 1.77
					EX -	- 3.18

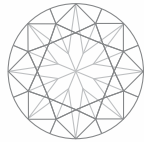
Table 13 shows indicative price differences between two cut grades, with all other parameters constant.

## Cut - Polish

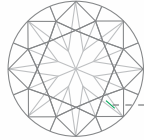
Polish is the overall smoothness of a polished diamond's facet surfaces, precision in which, gives a better sheen or shine to each facet, thereby resulting in 'Fire', i.e. the minute flashes of blue, yellow, red and silvery light beams that reflect off the facets.

Renowned the world over for our Ideal and Excellent polish grades, VGS® polish grades are as follows:

ID : Ideal  
EX : Excellent  
VG : Very Good  
GD : Good

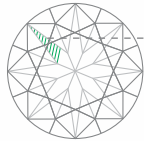


ID : Ideal



EX : Excellent

--- scratch



--- polish lines

VG : Very Good

Figure 17

Table 14

Shape	Carat	Clarity	Color	Cut/Symmetry	Polish	Price difference (%)
Round	2.01 <sub>9</sub>	FL	F	EX	ID	-
					EX	- 0.50
					VG	- 7.96

As indicated in Table 14, these grades directly affect a diamond's price with all other parameters remaining constant.

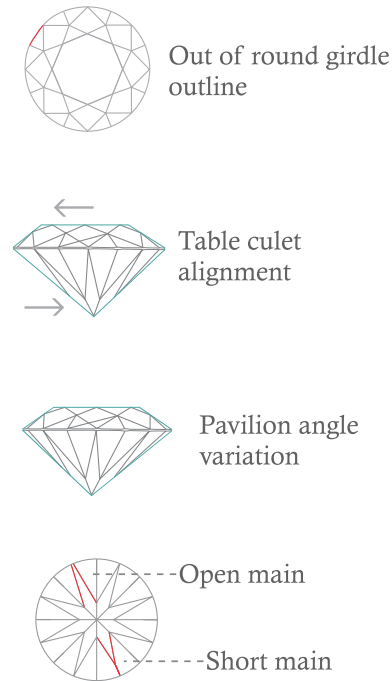
# Cut - Symmetry

Symmetry refers to the exactness of a diamond's shape, the measurements as well as angular positions of individual facets, and their arrangement with respect to each other.

Better symmetry clearly indicates that a diamond has been manufactured not only with the utmost care, but also with a high level of perfection and accuracy. The better the symmetry, the better the brilliance and the resulting appeal of the diamond.

Our acclaimed standards are achieved through;

- Extensive research by a team of Artisans, Quality Controllers and Technocrats
- Arithmetic and trigonometric parametercontrols
- Algorithms / reports developed in house for QC checks



**Figure 18**  
VGS® symmetry grades are classified as follows:

EX : Excellent  
VG : Very Good  
GD : Good

**Table 15**

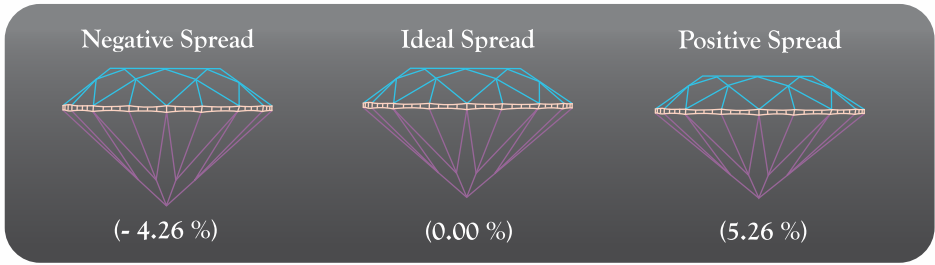
Shape	Carat	Clarity	Color	Cut/Polish	Symmetry	Price difference (%)
Round	2.019	VVS2	F	EX	EX VG GD	- - 13.00 - 17.00

Indicative price differences between symmetry grades, with all other parameters remaining constant are shown in Table 15 above.

# Cut - Spread Ratio - *Venus Special Feature*

Venus Jewel considers 'Spread' as a crucial factor in grading diamonds. The term 'Spread' is an industry term which refers to a diamond's face up size compared to its weight. Spread is also called 'weight ratio' or 'millimetre footprint versus weight'. Currently VGS® grades Spread Ratio for round shaped diamonds only.

Theoretically, a standard or ideal Round Brilliant would have proportions such that a 1.00 Ct stone has a diameter of 6.47mm. On comparing any other diamond with this 'Ideal' diamond, if it has zero or no spread, then this diamond would be equal in size, weight and proportions to the Ideal diamond.



**Figure 19**

In other words, for a given diameter, negative spread indicates diamond weight (in % terms) being in excess of what it ideally should be, whereas in the reverse case, positive spread indicates diamond weight being less than the ideal. Spread considers overall weight and the diameter, so one need not remember the parameters like Girdle, Depth and Crown Height. If there is excess or reduced weight this is reflected in the Spread, making it a logical parameter for purchasing diamonds.

In other words, Spread functions as a precise indicator to justify whether a given diamond is actually worth the value being quoted i.e. whether for a given price, a diamond is carrying more or less weight than it ideally should.

# Cut - Culet

The bottom most point or vertex of a diamond, where all the pavilion mains meet is termed as the Culet. If all pavilion mains do not meet at this point, or if the culet is chipped or broken, it is termed as Open, in which case, it would resemble a minuscule facet, octagonal in shape like the table.

In the VGS® Culet grades are as follows:

- NN : Pointed or None
- VS : Very Small
- SM : Small
- MD : Medium

Each of these sub-grades directly affects the pricing of a diamond, as shown in Table 16 below:



Figure 20

Table 16

Shape	Carat	Clarity	Color	Cut/Polish/Symmetry	Culet	Price difference (%)
Round	2.019	VVS1	F	VG	NN	-
					VS	- 1.50
					SM	- 3.00
					MD	- 6.00

Price differences shown above are indicative, with the assumption that all other parameters are constant.

# The Venus Difference



Figure 21

## Venus Special Services

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We always strive to provide our clients with a variety of online diamond purchasing features that offer an added competitive advantage to them. All of these innovative features are intended to further simplify your buying experience and make the buying process effective, completely transparent and user friendly.

Some such unique features we have made available on our website are as follows;

### Online Sales

Venus Jewel pioneered the online market for large diamond solitaires in 1997. Today, we continue to offer all of our diamond stock online with each and every listing carrying a high-resolution photo, a clear illustration of the actual inclusion(s) in each diamond, Fluorescence images if applicable, ASET images depicting light leakage in stones, and a host of other highly informative details that allow virtual visualization of a diamond without having to physically examine it! Such is the integrity and trust in our systems which has lead to over half of our entire diamond stock being sold through our website - [www.venusjewel.com](http://www.venusjewel.com). As our customer, you can rest assured that every diamond we sell will have with it a full Venus Grading Report.

For all our diamonds, high resolution videos are also available offering a distinctive preview of how it will look when incorporated into jewellery.

Customers regularly tell us that purchasing diamonds through our website provides a true virtual experience that is every bit as effective as seeing the diamonds in their offices. Our customers can, subject to certain terms, download our inventory to their systems. We can also keep confidential records of their buying histories, patterns and prices to help guide their purchasing. With our considerable inventory and online search capabilities, we are able to quickly provide our customers with almost any type of diamond they require.

### Preferred Diamond Selection (PDS)

Preferred Diamond Selection (PDS) auctions are our diamonds' first introduction to our global customer base. Here, all diamonds new to Venus Jewel's stock and some existing diamonds with a new product offering are put up for bid on our website. To ensure each customer has a fair chance and time to consider the stones and place their offers, the bidding process lasts for a specific time period, which is

size based. Diamonds less than 2 carats are auctioned 4 days per week. Those between 2 and 5 carats are auctioned twice per week and ones above 5 carats are auctioned once per week. Over such periods, prospective customers place single, sealed bids, with the winner taking the diamonds for the amount of the second highest bid. This distinctive process ensures stable pricing and has developed legions of devoted customers who use our PDS site to add value to the diamond divisions of their own businesses.

### Selected 4U

Generally businesses deal in a particular range of diamonds where their demands are more or less constant. To create further convenience and time for our customers, we developed "Selected 4U," where our systems analyse the purchasing patterns of individual buyers and based on their past purchases, our automated systems selects and recommends the best suitable diamonds from our inventory for our partners' business.

### Venus Diamond Layouts (VDL)

Yet another unique business tool we conceived and developed, the Venus Diamond Layouts, empower creative jewellers to precisely match their design vision with the diamonds available in our stock. This unique search function enables:

- Selecting diamonds with similar cut, polishing and grading standards for mounting in jewellery designs resulting in finished pieces of exceptional uniform beauty, fire and brilliance.
- An assurance of optimal, uniform quality control for the diamonds we manufacture in our high-tech facility.
- Complete conformance with customers' requirements, based on careful evaluations by our highly experienced graders and designers.
- Detailed reviews via our Venus Grading System® (VGS®).

### Matched Pair

Few understand the challenge and the value of identifying a perfectly matched pair of diamonds more than Venus Jewel. To help our customers find their own ideal pairings, we have introduced the Matched Pair on our website.



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Our proprietary digital algorithm helps identify matched pairs by comparing diamonds on the basis of their respective Venus Grading System scores, and superimposing the diamonds' wireframe images. This means we use more than 20 parameters and further extensive sub-parameters of each of these to put together our matched pairs resulting in matches that are as close to perfect as possible. With just a few clicks, our Diamond Pair Matching system saves customers' considerable time, eliminates potential mismatches due to human error and provides certainty that is exclusive to Venus Jewel.

### **Diamond DNA**

Just as a person's DNA uniquely describes their physical characteristics, our Diamond DNA captures a stone in extensive detail, enabling our customers to minutely scrutinize the diamonds displayed on our website prior to purchase. Available for all our diamonds, Venus Jewel's Diamond DNA almost obviates the need to physically view a stone, which allows our customers to use our website as their virtual buying office!

### **Flawless Diamonds**

The deepest expression of our craft is in our Flawless diamonds, stones so perfect that our only role is to carefully remove all that stands between the gem and the mesmerizing brilliance within. Because these diamonds are so precious, they are managed from rough to polish by a separate team, which has the expertise to ensure they receive the attention they deserve. The results are gems without compromise, and a symmetry, fire and brilliance that far exceed normal standards.

## **Promise to Our Customers**

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Our commitment to ethics, transparency, consistency and the highest level of customer satisfaction drives everything we do. Since 1969, Venus Jewel has built an unrivalled reputation for integrity, technical innovation and industry expertise. From our comprehensive grading, rational pricing and innovative e-commerce capabilities to our unique manufacturing processes, which combine centuries of craftsmanship with the latest technologies, the Venus Difference is our underlying drive to provide our customers with both the world's finest diamonds and the world's finest diamond buying experience.

As your partner in the diamond industry, we promise the following:

### **Transparency**

We will share all we know about our diamonds, their attributes and their pricing. Online and in-person, Venus Jewel will be as clear as its most flawless diamonds in its dealings with its customers.

### **Fairness and Trust**

We will treat each of our customers equally and will not offer bargains to one without making the same price available to all. Venus Jewel's unique online auction process gives its customers equal opportunities to bid for the same stones and helps ensure the diamonds they purchase have been accurately valued.

### **Customer Satisfaction**

We strive to offer the world's finest diamond buying experience, so we will always value direct feedback from our customers. For Venus Jewel, no sale is truly complete if the purchaser is not completely delighted with the beauty, quality and value of their diamond.

### **Long-Term Relationships**

Building a lifetime relationship with each customer is more important than a one-off sale. With each purchase, Venus Jewel will reaffirm its commitment to its core values of fairness, trust, transparency, customer delight and mutual growth.

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### Selling only what is needed

We will foster the stability and prosperity of our customers by not extending credit. This not only helps Venus Jewel protect its customers from the vagaries of the market, it also helps ensure they will grow with us in the years to come.

### Reciprocal Best Business Practices

We encourage our customers to apply these values to their dealings with us, as well as their relations with other vendors and clients. By emphasizing the returns that come from operating transparently, in an environment of mutual respect, Venus Jewel hopes to set a tone for the entire diamond industry. Learn more about Venus Jewel and how we create value to our customers' businesses, by logging into [www.venusjewel.com](http://www.venusjewel.com). You can also do so by following us on Facebook.



*Creating  
Brilliance*



Round



Sq. Emerald



Princess



Cu. Modified



Oval



Heart



Radiant



Marquise



Cushion



Pear



Emerald



Baguette

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