

Robb Report

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VENUS JEWEL

WORLD LEADERS IN SOLITAIRES

EST. 1969



Mr. Ramniklal Shah
- Founding Partner

Q: *What is the USP of Venus Jewel that sets it apart from other diamond manufacturing companies in India?*

Venus Jewel has been known to be a leader in innovation and technology in the diamond industry. Our valued customers place their trust in us because of our company's ethics and transparency. The details provided behind each diamond being purchased is as unique as the individual who will one day own that beautiful gem. Such unique attributes and information came from our commitment to understanding our customers, their needs and the rare characteristics which make a diamond so rare. It is true that all these things combine to create the USP of our company, but none of that would be possible without our people. Our USP and the core foundation around technology, ethics transparency would never have been possible without the help and support of each individual who works for Venus Jewel, because they are the ones who drive our values, our mission and our culture.



Mr. Sevantilal Shah
- Founding Partner
& Chairman

Q: *What are the future plans that you'll have in mind for both the company and the diamond industry?*

We will focus on our core area of expertise i.e. cutting & polishing large size solitaires. The diamond industry represents the ultimate symbol for relationships. Diamonds, like the relationships they represent are eternal, unbreakable, real and rare products that have no competition. Our desire is to continue to tell this story and to provide our partners with the right tools to tell this story to their consumers around the world. Because like love, a diamond is truly forever...

Q: *Where do Indian diamond manufacturing companies stand vis-a-vis their international counterparts?*

In the 80's India was considered as the place for polishing small diamonds. We focused on procuring and polishing large size diamonds with high standards for cut, polish, color and symmetry and became the first in India to regularly cut and polish diamonds of two carats and above. Not only did we position our company as the Leader in Solitaires but also positioned the country as the world's leading source for large polished diamonds. The Indian artisans are globally acclaimed for their skills and craftsmanship which allowed our country to cut and polish 9 out of 11 diamonds here. We not only love wearing diamonds, but we should be proud to be the leading country of choice for cutting & polishing diamonds.

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THE LEGACY CONTINUES...

On the 50th year of the company, Venus Jewel embraces new age technology to meet the modern-day consumers' demands and create an edge in the world of solitaire production.



Mr. Rajesh Shah
- Partner

Q: *How are you'll planning to reach out to a wider global market?*

Diamonds being the most luxurious product and one that stands as the symbol of enduring love needs to be marketed with passion and appreciation. We plan on continuing to create unique experiences for our customers through technology and provide them with digital and visual means to know and understand the beauty within these beautiful and rare products. One some times forgets that diamonds are billions of years old and to be able to bring out the natural beauty of each rough diamond takes time, patience and expertise. To tell the story of each and every diamond we polish for our global customer base, we will continue to utilise our technology and private events. Though we are headquartered in India, our reach is global through our app and website.



Mr. Hitesh Shah
- Partner

Q: *How has the introduction of newer technologies helped in the growth of the business?*

In the past 50 years we have seen technology help us communicate better with our customers and provide the most beautiful and symmetrical master pieces that adorn the bodies of royalty, stars, athletes and everyday people who have chosen to express their love with a diamond. Venus Jewel pioneered online sales of loose polished diamonds in 1997. Continuously improving customer experience, unmatched services and selection offered through the Venus Jewel online portal, www.venusjewel.com. Improvements in the technology, the passion of our people to listen to our customers and their needs made us the most trusted web-based, polished diamond supplier in the world. Being the testing ground for technology in our industry helped us improve the yields we could get from rough diamond and to create precision that surpasses what is available in the industry and such passion allowed us to focus on polishing larger sized diamonds with highest cut, polish, color and symmetry standards. Modern day technologies have given us a great edge in being able to envisage the polished diamond from the rough. We can plan a diamond using very high mathematical calculations to provide the absolute best polished diamond that fulfills our customers' desires. Technology not only helps us in planning the most exquisite diamond, but

also shows us the path that light will take when it enters the polished stone - all of this is happening when the diamond is in its original rough stage. Such information are then used by our master artisans to ensure the final product is exceptional in its cut, symmetry and most importantly, that the final polished diamond has breathtaking scintillation which sparkles in a moonlit night or in a candlelit room. This will be a Venus Jewel diamond worthy to be the symbol of love and commitment.

With such passion and drive, Venus Jewel became the first company India to regularly cut and polish diamonds of two carats and above, blazing a trail for others to follow. Technology and the will of our people positioned our company to be the Leader in Solitaires and opened the country to be the center of polishing not just smaller diamonds but larger and better quality diamonds overall. Advancements in technology has also given us the ability to tell the Diamond story to our customers from it's origin of rough the polish diamond. Our use of KYD (Know your diamond) certificate and blockchain technology allows our customers to buy diamonds with complete traceability and confidence of knowing the complete history of their diamond. Seamlessly merging technology with the passion of our people to listen to our customers and understand their needs continues to fortify our position as the most trusted polished diamond supplier in the world.

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