



NATURAL DIAMOND

A Diamond Committed

to Excellence



VENUS JEWEL

WORLD LEADERS IN SOLITAIRES



Venus Jewel, a leading global supplier of large-sized premium natural diamonds, has built its success on a foundation of unwavering commitment to quality, innovation, and customer satisfaction. From its state-of-the-art diamond crafting center to its comprehensive website and app, Venus Jewel is constantly pushing the boundaries of the industry. The company's dedication to environmental advocacy and its unwavering commitment to ethical standards have also earned Venus Jewel a reputation for being a responsible and sustainable diamond provider.

As the journey from a small diamond dealer to a major international corporation, what factors contributed to Venus's unparalleled growth?

Our strong values of trust, ethics, transparency and commitment set us apart, and this essence of commitment is deeply ingrained in our business approach.

- **Commitment to Quality:**

Our unwavering commitment to quality is the cornerstone of our brand. From the selection of Rough to the final product, we ensure excellence at every stage. Our avant-garde approach to product quality sets us apart. We continually push boundaries, employing ground-breaking techniques and rigorous standards to deliver cutting-edge, impeccable and unrivalled excellence.



Shri Ramniklal Shah
Partner & Founder
Venus Jewel



"Commitment is all about delivering your promise, even when no one asks for it!"



- **Confidence to make bold decisions:**

Historically, our family has been recognised for leading the way in formalising and improving core aspects of the industry, including work conditions for our people, focus on product quality, increasing pay grades for artisans, selling each diamond individually, and using technology.

- **Customer Satisfaction:**

We always strive to exceed customers' expectations by delivering tailored solutions. Our commitment to understanding each customer in detail ensures satisfaction, building trust and delivering genuine value. We encourage feedback and work on it rigorously and tirelessly.

Can you tell us more about the diamond manufacturing process at Venus and the level of skill and craftsmanship involved?

- **World's most comprehensive diamond crafting:**

Our state-of-the-art facility stands as the world's most comprehensive diamond crafting centre, blending cutting-edge technology with mage-like artisanal expertise. We realise that we are creating timeless masterpieces and do it with utmost precision, passion and unparalleled excellence.

- **Intensive training:**

Before becoming a Venus Jewel craftsman, every individual undergoes an intensive training program to prove worthy of the tag. They learn various computer software, diamond tools and quality assessment. It would take not days, not weeks, but months to become a normal Venus Jewel craftsman.

- **One Craftsman One diamond:**

Our diamond crafting process is designed to handle each diamond with utmost care and precision. At Venus Jewel, the whole diamond from its rough to polish – the crown, the griddle and the pavilion is all crafted by a single person. It allows the artisan to feel more personally about every diamond bestowed in his responsibility and bring out the best in each of them.

- **Highest-paid craftsmen in the industry:**

We provide incentives to every artisan based on the quality of delivery and precision of the work at each stage of diamond production. The incentive system is backed by critical analysis of the diamonds as per the craftsmanship, measured at each production stage.

What are some of the innovative services and cutting-edge technologies that Venus offers to ensure the highest quality diamonds and jewellery? What steps does Venus take to improve processes and invest in the best technology continuously?

- **Detailed diamond information to help buyers:**

We offer an invaluable resource of our in-house, detailed diamond information. We empower buyers with comprehensive insights, guiding them to make informed and confident diamond selections that perfectly align with their preferences and choices.

- **Always ahead of the technology curve:**

We relentlessly pursue innovation, staying perpetually ahead of the technology curve. Our commitment ensures that we deliver the most advanced solutions to our clients.

Every diamond is inspected by our highly experienced graders to ensure complete conformance with our customer's requirements. It is backed by the assurance of our "Venus Grading System" (VGS), which assesses each diamond for 30+ grades with 400+ sub-parameters.

In pursuit of excellence, our Venus Excellent Cut diamonds are immensely distinguished from traditional cuts. The Venus Excellent Cut provides Enhanced Light Performance, Brighter Corners, and Precise Symmetry.

- **Comprehensive website/App:**

Our integrated website and app provide a seamless and all-encompassing user experience, from a user-friendly interface to comprehensive features, like Look and feel video, PDS Auction, Consumer Video, Comprehensive Search and results and many more options that cater to the needs and preferences with convenience and efficacy.

How does Venus balance its commitment to ethical standards and the environment?

Our dedication to environmental advocacy runs deeper than certificates; it resides in the core of our souls. We act from the heart, driven by a genuine passion to protect our people, environment, and communities.

Example:

- Solar Power Usage: 20% of the power supply for our Surat factory is generated through solar panels, keeping in line with our commitment to sustainability.



Mr. Devansh Shah
Partner, Venus Jewel



"We continue to lead the industry with innovations that make the industry better!"

NEWS



- To promote water conservation, we have automatic water dispensing taps and have discontinued using plastic with glass bottles for all our customers.
- We contribute wholeheartedly with our knowledge, experience and outreach to help forward the common agenda of the industry through these and many other means. We continue to positively inspire the good in the industry by sharing and acknowledging the best practices followed by many.

Could you elaborate on Venus's efforts to remain relevant in an industry undergoing transformation and its commitment to excellence and efficiency in the rough diamond business?

- We have maintained enduring rough sourcing contracts with the leading mining companies of the world, like DeBeers, Rio Tinto, and Burgundy and hold official supplier status under De Beers' Forevermark, CanadaMark, and Rio Tinto's Mine of Origin (MOO), thereby ensuring a secured supply of high-quality rough diamonds.
- Revolutionising diamond procurement: our in-house ERP system ensures a well-versed, quality-driven diamond selection of rough diamonds based on current market demand updated in the system in real-time.
- We rigorously assess every rough diamond through the latest technology and expertise, and only those passing stringent quality checks transform it into timeless, polished Venus Jewel diamonds.
- We have started participating in rare pieces auctions and tenders to procure the world's most extraordinary and rarest of diamonds to build our portfolio of high-value diamonds category.

How does Venus aim to create a niche positioning in the market and establish itself as a leading solitaire diamond provider?

- **Ease of doing digital business:**
We are taking strides in improving the digital experience of interacting with Venus Jewel interfaces. Recently, we have revamped a few of our key diamond search and viewing experiences and introduced new ways to ease communication with us through our most important channels. Also, we are

working on many more improvements expected to reduce our customers' interaction with us drastically.

Supporting our customers at all times:

We will make timely enhancements to our Volume Advantage loyalty program and make our payments and shipments more efficient to ensure maximum encouragement and peace of mind for our customers.

New Support tools for customers to differentiate:

We are working on innovative photography and packaging/presentation tools like the KYD, VGR, Hands-on video, Diamond Journey Report, and Venus Excellent Cut. These empower our customers with a distinctive advantage, setting us apart in delivering exceptional services and tailored solutions.

How does Venus envision its role in the diamond industry in the future, and what steps is the company taking to stay ahead of industry trends and demands?

"The consistent trust of our customers in our effort and system is what we cherish as our notable triumph."

-Devansh Shah

Continuous buyer feedback, learning and implementing:

We place immense value on continuous buyer feedback, fostering a learning culture and swift implementation to enhance our products and services based on our customers' evolving needs.

A custom feedback section on our website with multiple options, from sales queries to bribery, lets us learn and keep the business as transparent as possible.

Growing with the customer:

Our journey is intertwined with our customers. Their satisfaction fuels our growth, and their success is our greatest reward. A happy customer makes us thrive.

Expanding customer base:

We're continuously broadening our customer base by connecting with new audiences, creating lasting relationships, and providing tailored solutions that meet diverse needs, ensuring our reach extends even further.