



IN FOCUS

Venus Jewel Doubles Booth Area this Year

Venus Jewel, a prominent name in the diamond industry, has doubled its booth size from 18 sqm to 36 sqm this year. The expanded booth exhibited an extensive display of over 300 carats of the finest large and small natural diamonds of Venus Jewel.

The brand has a meticulous grading process, which enhances transparency. At its booth, it showcased in-house grading parameters and diamond evaluation methods.

This showcase featured iconic natural diamonds, matching pairs, various diamond shapes and an enchanting 40-piece fancy-shaped natural diamond layout representing the Brilliant Bharat logo. Visitors explored unique diamond stories, marketing materials for retailers, and the advanced 3D holographic machine, getting a seamless digital experience for viewing diamonds in extraordinary detail. The interactive brilliance of diamonds under UV light revealed the artistry and precision behind each gem, reflecting Venus Jewel's commitment to quality and innovation.

"IIJS is the largest exhibition in the country, a confident platform for us to connect with wholesalers and retailers of all sizes. This time,



Hall JWCC | Booth J10-G 13d
Venue Jio World Convention
Centre

we have innovative showcases and new launches that offer unique services and products tailored to the Indian market, including IGI and HRD-certified inventory, conditional certification, consignments for in-person viewing, special packaging, and India-specific diamond information, such as no-black inclusion (with strict QC), and inclusion visibility to the naked eye," said Rajesh Shah, Partner at Venus Jewel.

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