



DIAMONDS with Pulse

A Dynasty of Creative Pioneers,
Manufacturing Emotions &
Crafting Sentiments.

VENUS JEWEL

WORLD LEADERS IN SOLITAIRES

Venus Jewel is the leading manufacturer of premium polished natural diamonds. Our commitment to innovation, superior product quality and ethical business practices has made us the preferred associate of not only the most prominent luxury brands, jewellery designers and retailers but also the leading global mining establishments. Venus Jewel ensures transparency in all operations. Our expertise is in premium sized round and fancy solitaires ranging from 0.30 to 30+ carats in size.

Founded in 1969, under the visionary leadership of brothers, Shri Sevantil Shah and Shri Ramniklal Shah, Venus Jewel has played an instrumental role in transforming the Indian diamond industry to its modern, high-quality, upscale eminence today.

Our state-of-the-art facility stands as the world's most comprehensive natural diamond crafting centre, blending cutting-edge technology with wizard like artisanal expertise. We realise that we are creating timeless masterpieces and do it with utmost precision, passion and unparalleled excellence. We have maintained enduring rough sourcing contracts with the leading global mining companies like DeBeers, Rio Tinto, Burgundy and hold official supplier status under De Beers' Forevermark, CanadaMark, Rio Tinto's Mine of origin (MOO), thereby ensuring a secured manufacturing of high-quality rough natural diamonds.

Revolutionizing diamond procurement:

Our in-house ERP system ensures well-versed, quality driven diamond selection of rough diamonds based on current market demand updated in the system in real-time.

Through latest technology and expertise, we rigorously assess every rough diamond and only those passing



stringent quality checks, transform into a timeless polished Venus Jewel Natural diamond.

The proprietary Venus Grading System, renowned globally, offers the most comprehensive report on diamond details, establishing logical pricing based on tangible factors and trillions of pricings matrices. With over 50% of online sales conducted through www.venusjewel.com and our Mobile App, we ensure a seamless trustable purchasing experience, catering to consumers with convenience and efficiency.

The three generations of the Shah family have brought industry-leading standards of craftsmanship, technology and customer service to practice. Historically, Shah family are recognised for leading the way in formalising and improving core aspects of the industry including work conditions of employees, focusing on product quality, increasing pay grades for craftsmen, selling diamond in individual packets and use of modern technology.

A distinguished 201 - bed multispecialty hospital, setting the gold standard in Gujarat, served 90,000+ patients with excellence. During challenging Covid-19 pandemic, it became a benchmark for healthcare quality and ethics, providing



comprehensive healthcare facilities for the broader community.

Beyond healthcare excellence, our commitment extends to CSR activities in diverse area such as Women Empowerment, Education facility and contribution to various charitable programs. Upliftment of society is ingrained in our life, forming the very foundation of our purpose.

Pioneering responsibility, Venus Jewel remains dedicated to crafting a legacy of excellence in the diamond industry, where innovation, superior quality and ethical business practices converge to define our corporate profile as a leading manufacturer. ■