



BRAND FOCUS

Venus Jewel LEADING THE WAY IN ETHICAL DIAMOND MANUFACTURING AND INNOVATION

Venus Jewel, a prominent supplier of premium polished diamonds, has established itself as a leader in ethical diamond manufacturing and innovation. With a strong commitment to transparency, superior product quality, and responsible business practices, Venus Jewel has become the preferred partner for luxury brands and retailers. **Devansh Shah, Partner**, talks about how the company's visionary approach has transformed the industry and set new standards in ethics and craftsmanship



Venus Jewel is a leading supplier of premium polished, natural diamonds. Its commitment to innovation, superior product quality and transparency, with ethical business practices, has made it the preferred partner of most of the prominent luxury brands, jewellery designers and retailers. Venus Jewel's expertise is in large-sized round and fancy shaped solitaires, ranging from 0.3 to 30+ carats. Founded in 1969, under the visionary leadership

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of brothers Sevantilal Shah and Ramniklal Shah, Venus Jewel has been built on the foundations of righteousness and fairness to all. It has played an instrumental role in transforming the Indian diamond industry into the modern, high-quality, upscale sector it is today, and has brought industry-leading standards of craftsmanship, technology

and customer service into practice.

Recently, Venus Jewel showcased the 52.64ct Royal Oval, which is one of the notable masterpieces among many. Venus Excellent Cut fancy shaped diamonds have enhanced light performance, brighter corners, and precise symmetry, to enchant at first sight.



Our strong values, ethics, transparency and commitment are what set us apart from the rest of the market, and we believe this essence of commitment is deeply ingrained in our business approach.

DEVANSH SHAH, Partner, Venus Jewel

A frontrunner

“We can’t change the market; we have to change according to the market.” This is what Venus Jewel’s co-founder Ramniklal Shah has said. “Our strong values, ethics, transparency and commitment are what set us apart from the rest of the market, and we believe this essence of commitment is deeply ingrained in our business approach,” says Devansh Shah, Partner, Venus Jewel.

Venus Jewel is the world’s first manufacturer to introduce a comprehensive in-house grading system, the Venus Grading System (VGS). The Venus Grading Report (VGR), covering New Light Performance Grades, Fluorescence Effect, Black Inclusion, Location, and so forth, gives you detailed information on diamonds.

Quality & Authenticity

“Commitment is all about delivering your promise, even when no one asks for it!” This is another statement of Ramniklal Shah. “As part of our Ethical Sourcing commitment, we source our rough diamonds directly from the world’s most reputed mining companies,” adds Shah. The company is a sightholder of De Beers Group, Rio Tinto Select Diamantaire and Arctic Canadian Diamond Company. It has origin details, along with Kimberly Process certificate for every diamond that we process.

Says Shah, “We craft only natural diamonds in our own high-tech facility, ensuring total control of production. We incorporate similar cutting, polishing and grading standards, resulting in exceptional uniform beauty, fire and brilliance. Every diamond is inspected by our highly experienced graders and designers to ensure complete conformance with our customers’ requirement. Our offerings are backed by the assurance of our ‘Venus Grading System’.”



Surat Office

WORLD LEADERS IN SOUTHERN

Your Diamond's Journey

34 DAYS for crafting your Masterpiece

04 Polished Diamond

01 Rough Diamond
22.1 Carat

02 Planning Stage

03 Laser Sawing

Actual size
14.4 mm long and 9.4 mm wide

The images are original & are not modified or altered

Cutting Style PEAR

Carat Weight 5.05	Clarity Grade IF
Color Grade G	Polish Excellent
Symmetry Excellent	Fluorescence None
<p>#222116841 Oct 28, 2021</p>	
<p>#36316209</p>	

To witness the Journey of your Diamond, scan the QR code

Diamond Journey Certificate

Achievements

In 1987, Venus Jewel developed an in-house integrated ERP software, linking every stage from rough purchase to sales. Besides, the company has a +2 carat, high-value diamond manufacturing facility, which has been operational since 1988.

“We introduced a fixed and rational pricing, and single packet-single-stone sales, and became the world’s first manufacturer to introduce a comprehensive in-house grading system in 1996.

Ideal Matched Pair

Cutting Style	Report No.	Carat Weight	Clarity Grade	Color Grade	Fluorescence
Emerald	62255478	3.28	VSI	H	NONE
EM	94425402	3.25	VVS1	H	NONE

Additional Details

Depth (%)	63.2	64.2
Table (%)	65.4	65
Length (mm)	9.4	9.6
Width (mm)	6.9	6.9
L:W Ratio (%)	1.4	1.4

Ideal Matched Pair Certificate



In 1997, we launched the industry's first e-commerce-enabled B2B website selling diamonds online. In 2002, we created India's first state-of-the-art, fully air-conditioned factory, spread over three hectares in Surat, drawing 20% of its power requirement through a solar panel array.

In 2011, we became the first diamond manufacturer in the world to be RJC- (Responsible Jewellery Council) Certified for our Provenance Claim of tracking the origin of every polished diamond to its source (Rough through Polish)," adds Shah.

Venus Jewel's co-founder, Sevantil Shah, has won the Lifetime Achievement award from Gem & Jewellery Export Promotion Council (GJEPC).

Forging strong relationships

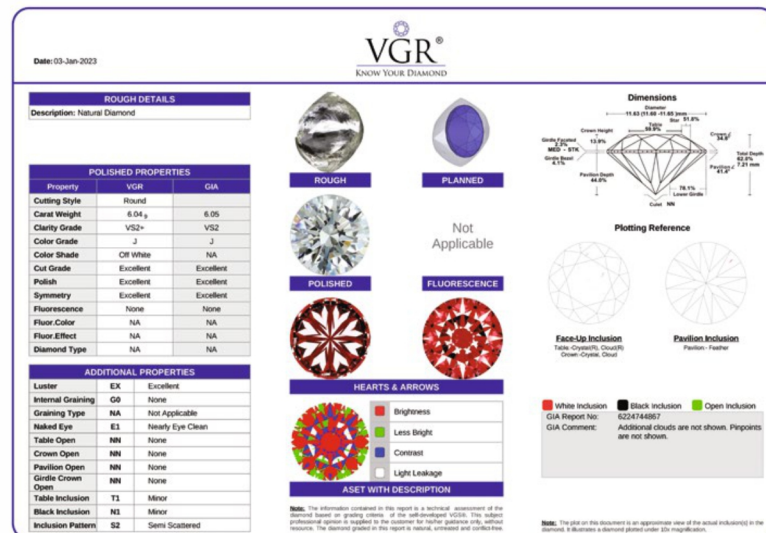
According to Rammiklal Shah, Venus Jewel is what it is today due to the collective effort of its 1500 employees. Venus leads in providing superior customer service through various innovative features. "Our proprietary Venus Grading System is globally known for providing the most comprehensive details of diamonds. It deduces a logical price based on tangible and measurable factors, thus fostering customer confidence in online buying. This is evident, as our online blind sales (without seeing the diamond physically) are over 50% through www.venusjewel.com and our mobile app. Thanks to the number of features we have introduced, we have made the online buying process seamless and convenient for retailers," adds Shah.

Ethical all the way

Long-term direct supply contracts with all of Venus's major mining companies ensure ethical, conflict-free and consistent supply of rough diamonds, best suited to our expertise. Hence, the company is the official suppliers of the Forevermark, Tracr, Canadamark, Mine of Origin and other brand programmes.

Looking out for the diamond industry

Venus Jewel is part of a number of trade development associations and groups, such as GJEPC, Bharat Diamond



Venus Grading Report



Smt. Rasilaben Sevantil Shah Venus Hospital

Bourse (BDB), Natural Diamond Council (NDC) Partner, Responsible Jewellery Council (RJC), World Diamond Council (WDC), and American Gem Society (AGS).

"We contribute to the growth of the industry through our knowledge, experience and outreach, thus forwarding its common agenda. We share and acknowledge the best practices followed by our peers in the industry. 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, pay grades for craftsmen, use of technology, etc.," says Shah.

Giving back to the community

"We have constructed a world-class, 201-bed multispecialty hospital, Smt. Rasilaben Sevantil Shah Venus Hospital, which is not limited to just our employees, but is meant for everybody.

We are proud to say that we have treated 91,735 patients so far, and the number keeps on increasing day by day," adds Shah. 🌟