

## Venus Jewel first Indian and global company to hold RJC provenance certification for diamond origin

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Venus Jewel, one of India's and the world's leading and innovative diamond manufacturers, have obtained RJC certification which includes the first audited provenance claim on rough diamond origin and traceability for each diamond Venus Jewel they sells in polished form. This provenance claim is reportedly the first of its kind and as such Venus Jewel is the first diamond manufacturing company to provide the complete audited history of each of the diamonds it they polishes by utilizing a certificate of origin that takes the customer on a journey through the history of that particular diamond.

Venus Jewel has been promoting the Diamond journey downstream for the past four years and also created a virtual experience for each diamond it polishes above half a carat, "to enhance the customer experience and move the industry into a new era of technology supported customer experience."

"The Venus "Diamond Journey" is the story of every diamond right from its origin through the final polish. The journey helps to educate every customer about how the diamond which he or she is purchasing was crafted to perfection. It includes all stages of polishing - from its origin, i.e. from which mine/country it originated, the weight of the rough diamond how it was planned cut, prepared and polished.

In addition to becoming the first company to have a third party auditing firm validate its diamond origin provenance claim, Venus Jewel has also been one of very few companies to partner with TRACR to help the development of a true blockchain system that begins the blockchain process from the mine (or mines) of origin.

"Venus Jewel is committed to ethical and transparent business practices as they lie at the core of the founders' values since the very inception of the company," the company wrote in a news release,