



## Venus Jewel Signals Optimism Amid Strategic Market Adjustments

Venus Jewel, a global leader in the diamond industry, continues to shine as market dynamics shift toward stability and growth. Recent developments across the sector highlight a positive realignment of supply and demand, laying a solid footing for the future. Significant reductions in polished diamond inventories across key markets indicate a healthier shift between supply and demand. **This shift paves the way for price stabilization and fosters optimism for sustained market growth, says Rajesh Shah, Partner at Venus Jewel.**

August sales have proven robust, reflecting increased consumer confidence and positive market momentum. This solid performance highlights the potential for continued growth heading into the upcoming festive season. Price rises in specific segments, where supply is limited, depict improving market sentiment and a path toward recovery and stability. While India continues to develop through growing consumer spending, the U.S. market remains steady, showing consistent demand for natural diamonds. **Last year and every year before that, these months come with high festive demand encompassing Diwali, Christmas & New Year, Chinese New Year, Valentine's Day, Golden Week (Japan), and many more, said Devansh, emphasizing the strong market outlook driven by global festive celebrations.**



The new polished production will remain controlled due to a decrease in rough diamond supply, reducing the risk of oversupply and supporting long-term price resilience. Industry players have effectively managed slower demand and higher interest costs by optimizing manufacturing capacities and significantly reducing bank debt. This strategic approach positions the industry for sustainable growth, with the lowest debt levels in decades.

As Venus Jewel remains at the forefront of these evolving market conditions, their commitment to transparency and excellence continues to distinguish it. With their proprietary Venus Grading System (VGS), they ensure unparalleled precision, offering clients a seamless, hassle-free diamond selection process. **The meticulous evaluation of VGS, with over 30 grading parameters, delivers a top-notch level of transparency and trust that traditional grading methods cannot match, says Devansh Shah, Gen 3 partner at Venus Jewel.**

#### About Venus Jewel

Venus Jewel is renowned globally for its expertise in crafting natural diamonds, offering unmatched precision, transparency, and customer service. Their commitment to excellence has positioned them as a leader in the industry for decades.