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# Venus Jewel's Daily Online Diamond Auction at JCK Las Vegas

The brand will conduct its first 'PDS @ Show' at the event

INTRODUCING  
**PDS** PREFERRED DIAMOND SELECTION  
at  
**JCK | LAS VEGAS**  
SHOW  
You can **Look & Bid**  
our fresh stock at  
**Booth #7059**

  
**VENUS JEWEL**  
WORLD LEADERS IN SOLITAIRES

Venus Jewel conducts Preferred Diamond Selection, a daily online auction of new diamonds at JCK Las Vegas. The auction is scheduled to take place at their booth # 7059 from June 10, to 12. The results will be declared on the morning of June 13. The bidding is open to everyone. Preferred Diamond Selection or PDS auctions are the first introductions of the diamonds to the brand's global customer base. Here, diamonds new to Venus Jewel's inventory are put up for bidding on their website that is [www.venusjewel.com](http://www.venusjewel.com) and

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the mobile app. All existing and new customers can participate in the bid. Registered users can place bids online while new customers can place their bids by visiting the Venus Jewel booth#7059 at the JCK Las Vegas Show.

### **How is PDS @ Show different from other bidding/auctions?**

- Registered and new customers, both can participate.
- Customers can place single, sealed bids above the given price with complete secrecy.
- Unlike other auctions and bids you have the option of physically viewing the diamond at their booth and then place a bid for it online.
- The winner of every bid will own the diamond for the amount of the second highest bid.

“With the success of existing PDS auction on our website, we decided to offer this same feature at the JCK show where customers can view the diamond before placing the final bid for every diamond of their choice. We noticed that people are always hesitant to bid expensive products online. That one look or feel of the product before placing a bid really helps. This makes our customers 100% confident. When we have nothing to hide & everything is transparent, we gain our customer’s trust which is most important to us. And this is how we do our business.” says **Rajesh Shah, Partner, Venus Jewel.**

**PDS bidding begins on Friday, June 10 at 9.30am, Las Vegas time. The winners would be emailed the results on Monday, June 13, at 9.30am, Las Vegas time.**