

Robb Report

A CUT ABOVE

From adorning your finger to being at your fingertip with its new app, Venus Jewel is making giant strides in the world of solitaire production.

If you're looking for premium quality diamonds, your search ends at **Venus Jewel**. A recognised name in the world of solitaire production and premium quality Round and Fancy diamonds, it is a company that started in 1969 under the aegis of brothers Shri Ramnikhbhai Shah & Shri Sevantibhai Shah.

Begun as a diamond manufacturing company in Mumbai with a **state-of-the-art manufacturing facility** in Surat, it has now risen to become one of the most trusted diamond manufacturers globally. The company calls itself the **pioneer in large-sized** and high-value diamond processing in India.

Recently Shri Sevantibhai Shah was presented the **Lifetime Achievement Award** at the India Gem & Jewellery Awards Ceremony in Mumbai. He inspires the new generation to extend their core family values of ethics and transparency towards their business. Little wonder, in the last **50 years**, the family-run business has remained cohesive as a unit and kept its core values intact even while diversifying into various areas in the diamond business and creating new footprints globally.

As a responsible diamond intermediary, each diamond in their inventory comes from **conflict-free mines** or trusted, non-conflict sources. All of the diamonds polished by the company are **tracked** from rough to



FROM LEFT: PARTNER & FOUNDER – MR RAMNIKLAL SHAH, PARTNER – MR RAJESH SHAH, PARTNER – MR HITESH SHAH, CHAIRMAN & FOUNDER – MR SEVANTILAL P SHAH

polish and all efforts are made towards building a sustainable industry that benefits all those involved in the trade.

Since they receive direct rough supply of diamonds from all the **reputable mining companies**, such as Alrosa, Rio Tinto, Dominion and as a Sightholder, they are able to take the rough diamonds that they have purchased and put them through great and **ethical initiatives** like the Forevermark program, Tracr (Blockchain diamond program) or Mine of Origin, Canada Mark and the Odyssey program. Such great initiatives can only work if you have full diamond traceability and the technology which allows you to be able to track each diamond. Venus Jewel manufactures more than 15 per cent of the global footprint of **+1carat gem quality diamonds** i.e. Flawless–VVS2 clarity and D-F colours. Its overall production range includes gems of 0.30 to +20 carats, D to L colours, FL to I2 clarities.

Venus Jewel creates the **world's finest diamonds** in shapes such as Rounds, Emerald, Square Emerald, Cushion, Pear, Heart, Princess, Radiant, Oval and Marquise. In fact, more than 90 per cent of its round

diamonds are judged **Triple EX** for excellence in cut, polish and symmetry, and more than 80 per cent of its fancy solitaires are rated Double EX for polish and symmetry.

In keeping with the modern demands of giving its buyers access to its inventory at all times, it has now modernised its services too.

Its new **Mobile App** brings the company's high-value diamonds to the fingertips of professional diamond buyers, retailers and jewellery manufacturers, enabling them to access **Venus Jewel's diamond inventory anytime, anywhere**. Rajesh R Shah, partner, Venus Jewel says that the USP of diamonds from the company lies in the creation of flawless diamonds by carefully removing all that stands between the gem and the mesmerising brilliance within. Because these diamonds are so precious, they are managed from rough to polish by a team, that has great expertise to ensure they receive the attention they deserve.

Like its name, **Venus Jewel is shining bright** in the diamond industry firmament for all to see.