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PROFILE

Name: Rajesh Shah

Position: Partner

Company Name: Venus Jewel

Type of Business: Manufacturer of loose polished diamonds

Size of Business: 1,300 employees

Years in Business: 25

Business Philosophy: To create brilliance in all that we do. Complete transparency from rough sourcing through every single polished stone manufactured and sold to our customers. This philosophy creates trust in our company and the diamonds we manufacture.

What sets your company apart from others in the industry? Venus Jewel manufactures more than 15 percent of the global footprint of gem quality (D to F color and Flawless to VVS2 clarity) +1 carat diamonds; but what sets us apart from others in the industry is our passion and commitment to ethical standards, the environment, our employees and ultimately absolute focus on our customers.

What are your plans for your business in the future? To continue to innovate, create and be a leader in the diamond industry, setting new standards and creating value for our downstream partners.

What makes you most proud about your company? Venus Jewel was the first company to sell diamonds online to the industry. I am proud of our more than 20 years of leadership in online sales, and our ability to sell more than 50 percent of our overall goods through our website www.venusjewel.com.

What is the biggest risk you have ever taken? To sell diamonds in a single-piece packet rather than in a large parcel, and to focus on online sales in 1997 when no one considered it to be a tool worth investing in.

What is the best piece of advice you have ever received? Under any adverse situation that may arise, one should stand his ground and never give up. Have faith and confidence in what you do.

What is your best business tip? Always pay close attention to what your customers have to say.

Who or what other business or business people inspire you? My father, Ramniklal Shah, and uncle, Sevantilal Shah, have always been my inspiration.

If you had only one word to describe yourself, what would it be? Focused.

What do you most enjoy about your work? Guiding human resources by recognizing and nurturing every individual, to bring out the best and see them grow to their ultimate potential.

What do you do to relax? Spend time with my family and friends.

What would be your dream job? Jewelry designing and architecture.