

Press Release

GJEPC and the International Institute of Diamond Grading and Research(IIDGR), a division of De Beers Group of Companies, collaborates to maintain consumer confidence in Diamonds, in India

Mumbai, India, 4 February, 2014: The Gem and Jewellery Export Promotion Council (GJEPC), India and the International Institute of Diamond Grading and Research (IIDGR), a division of De Beers Group of Companies, agreed to cooperate and work together to maintain consumer confidence in diamonds and more specifically support the industry in the detection of synthetics.

As part of this initiative, the IIDGR will be providing their state-of-the-art Automated Melee Sorting (AMS) machines to the GJEPC. The machines are expected to be available to the GJEPC within 3 months. These machines will be operated by the Diamond Detection and Resource Centre (DDRC), which is part of the Gemmological Institute of India (GII), in the Bharat Diamond Bourse (BDB) premises. The DDRC is sponsored by the GJEPC and BDB.

The AMS machines can rapidly detect synthetic stones in parcels of small diamonds ranging from 0.01 - 0.20 carats in a cost effective manner. It addresses a market need for rapid and affordable detection equipment for smaller sized diamonds, which will be of immense benefit for India. In line with GJEPC's policy to support MSME, DDRC will enable smaller traders, to get their parcels tested at an affordable cost. This programme is well supported by BDB.

DDRC has been providing Detection services for all parcels received. The centre also offers resources for creating awareness about lab grown diamonds and testing methods. It also provides services to diamond companies including technical and on-the-job training of their staff in detection methods. GII has already taken up the task of educating people and eliminating the fear of lab grown diamonds from the minds of the people through seminars in Surat, at Opera house and BKC in Mumbai, Coimbatore, and Cambay and are planning to hold seminars in other Diamond Centres as well.

Notes to Editor

About GII

The Gemmological Institute of India is the first and leading institute in India to impart gemmological training and developing a large trained human resource in the gem and jewellery industry. It is a non-profit academic and R&D institute under the GJEPC and is sponsored by BDB, GJE, DEAL and MDMA. Besides talent, GII also focusses on providing advanced services like certification, testing etc.

About GJEPC

Established in 1966, the Gem and Jewellery Export (Promotion Council GJEPC) of India, has dynamically led the industry to flourish. Being a powerful engine, driving India's export-led growth, with more than

5,300 members spread nation-wide, the GJEPC is primarily involved in introducing the Indian Gem & Jewellery products to the international market and leveraging their international relationships to promote exports.

In its endeavor to promote India as the "Innovation & Design Destination" for Jewellery, GJEPC holds India International Jewellery Week (IIJW) annually, the only Jewellery Week in the world. The Council's flagship jewellery trade event India International Jewellery Show (IJS) is where the industry converges in larger numbers with more than thirty thousand trade visitors converging in Mumbai, the gem & jewellery capital of India, making it one of Asia's largest trade fairs. GJEPC's 'IJS Signature' is yet another landmark event, where exclusive jewellery is showcased by India's finest in top-of-the-line jewellery design & manufacturing.

A critical area of activity of the Council has also been aiding better interaction and understanding between the trade and the Indian Government. To ensure that the Indian industry achieves the highest levels of technical excellence, GJEPC conducts training programs. Expanding on its expertise, GJEPC has entered into agreements with the Government of Gujarat and the Gemological Institute of America to set up and run Gem & Jewellery institutes. In a responsible role, the Council has been appointed as the Nodal Agency in India under the Kimberly Process Certification Scheme.

Website: www.gjepc.org

About IIDGR

The International Institute of Diamond Grading & Research has been established by the De Beers group of companies, the organisation most closely associated with both the mystique and science of the world's most sought-after stone.

Its mission: to provide a premium service and proprietary equipment to the industry.

The International Institute of Diamond Grading & Research works only on diamonds that meet the United Nations' mandated World Diamond Council Kimberley Process. This exclusivity inspires confidence among Diamantaires and, ultimately, the consumers they serve.

Verification Instruments:

It is only with continued vigilance that the diamond industry can stay ahead of what is happening in synthetics and simulants. The International Institute of Diamond Grading & Research spearheads diamond research and development, benefits from substantial investments of time and resources in the very latest technologies from the De Beers Group of companies and is integral in setting a standard of excellence in verification instruments.

We use three proprietary instruments to aid in the detection of synthetics and HPHT treatment:

DiamondSure

DiamondView

DiamondPlus