

VBJ Committed to Protecting Consumer Interest; Tests Diamonds at GIA

VBJ Submits Melee Diamond Parcels to GIA for Melee Analysis Service

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Vummidi Bangaru Jewellers, a 117-year-old Chennai-based jewellery brand, popularly known as VBJ, takes pride in verifying the authenticity of diamonds by using the laboratory services offered by GIA (Gemological Institute of America), and availing their Melee Analysis Service.*

Synonymous for its outstanding designs, exquisite workmanship and impeccable purity, VBJ decided to protect the interests of the consumer at large by submitting melee diamonds to GIA for identifying synthetic diamonds in its parcel.

Multiple parcels containing 50,000 diamonds, together weighing 1,600 carats were submitted to GIA between September 2017 and February 2018 for Melee Analysis Service. This rapid and cost-effective service has helped VBJ address concerns about the authenticity of the diamonds and the possibility of synthetic or treated diamonds being mixed into parcels of melee.

Mr. Vummidi Amarendran, Managing Director, Vummidi Bangaru Jewellers said, “VBJ is committed to quality and service, and has always endeavoured to protect the interests of our customers and building their trust in our diamond jewellery. GIA is recognised as the leader in gemmological laboratory services and we’re happy to have benefited from their expertise by submitting our melee diamonds for their Melee Analysis Service.”

GIA started accepting submissions for its Melee Analysis Service in December 2016. The service separates natural, untreated diamonds from simulants, synthetic and HPHT treated natural diamonds, and sorts the screened diamonds by colour range. The system applies GIA’s decades of research into an examination of treated and synthetic diamonds, and processes 1,800 to 2,000 stones per hour around the clock.

“The possibility of undisclosed synthetics – particularly melee size – is a concern for the industry across the globe. To address these concerns, GIA introduced the Melee Analysis Service,” said Nirupa Bhatt, managing director for GIA in India and Middle East. “GIA is committed to fulfilling its mission to ensure public trust in gems and jewellery. We wish VBJ great success in their endeavours to protect the interests of the gem-buying consumer.”

*About Melee Diamonds and Melee Analysis Service: Melee diamonds are uncut and can be as small as 0.001 ct (1/1000 of a carat). The GIA Melee Analysis Service will separate natural, untreated diamonds from simulants and potentially synthetic or treated diamonds, and sort the screened diamonds by colour range.