

The Art of Jewellery™

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MENU



Bangaru Jewellers verifies the authenticity of diamonds by testing them at GIA

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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.

LIVE SPOT GOLD



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VIDEOS

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UPCOMING EXHIBITIONS - DOMESTIC



Hyderabad Jewellery, Pearl & Gem Fair
June 8-10-2018 | HICC, Novotel, Hyderabad



Preferred Manufacturer of India (PMI) - Networking Meet
June 12-14-2018 | Hyatt Regency, Goa



Unique Gems & Jewellery International Show 2018

June 16-18-2018 | Auto Cluster Exhibition Center, Pune

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UPCOMING EXHIBITIONS - OVERSEAS



IJK Japan

May 16-18-2018 | 18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, S . .



The 16th International Jewelry + Watch Vietnam (IJV)

May 17-20-2018 | Saigon Exhibition & Convention Center in Ho Chi Mi . .

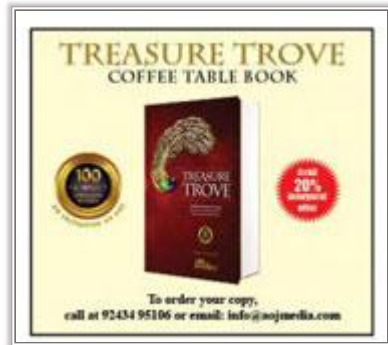


G.L.D.A Annual Las Vegas gem & Jewellery Show

May 28-31-2018 | The Luxurious Mirage Hotel & Casino, Las Vegas, 1 . .

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