



MEDIA

Vummidi Bangaru Jewellers Verifies Of Their Jewellery At GIA



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Vummidi Bangaru Jewellers (VBJ) verifies the authenticity of diamonds by testing them at GIA, a trusted institution accredited for giving finest results

Vummidi Bangaru Jeweller is a 117 year old Chennai based jewellery brand known to outstanding designs, exquisite workmanship and impeccable purity. The deemed jeweller brand takes pride in verifying the authenticity of diamonds by using the laboratory services offered by Gemological Institute of America (GIA), and availing their Melee Analysis



This service provided by GIA, Melee Analysis Service, ensures that the unnatural, untreated diamonds are separated from stimulants, synthetic and HPHT treated natural diamonds.

sort out the screened diamonds. This processes around 1800 to 2000 stones per hour, it around the clock.

Within a time period of September 2017 and February 2018, VBJ has submitted a batch of 50,000 diamonds weighing 1,600 carats. This practice has enhanced the brand's approach to better the finest quality check and avoid any possibility of mixed batches. "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 Nishu Bhatt, managing director for GIA in India and Middle East.



About VBJ

Vummidi Bangaru Jewellers, one of the finest jewellery brands in South India, is highly esteemed for its impeccable quality and extensive range in diamonds, gold jewellery, and silverware. The brand is known to extend their services online too through their website www.vummidi.com, e-commerce portal Zaamor Diamonds (www.zaamordiamonds.com), and Vummidi Silverware (www.vummidisilverware.com).

About GIA

An esteemed grading and research organisation set up in 1931, GIA is the world's foremost authority in gemology. Present in 13 countries, with 7 campuses, 4 research centres and 10 grading laboratories, GIA is a non-profit institution. The tests that GIA follows are 4C (Colour, Clarity, Cut and Carat Weight), coloured stones and pearls (7 Pearl Value Factors: Size, Shape, Colour, Nacre, Lustre, Surface and Matching). Providing professional services, GIA has been catering to the global gem and jewellery industry with immaculate results, advanced research and unbiased analysis.

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