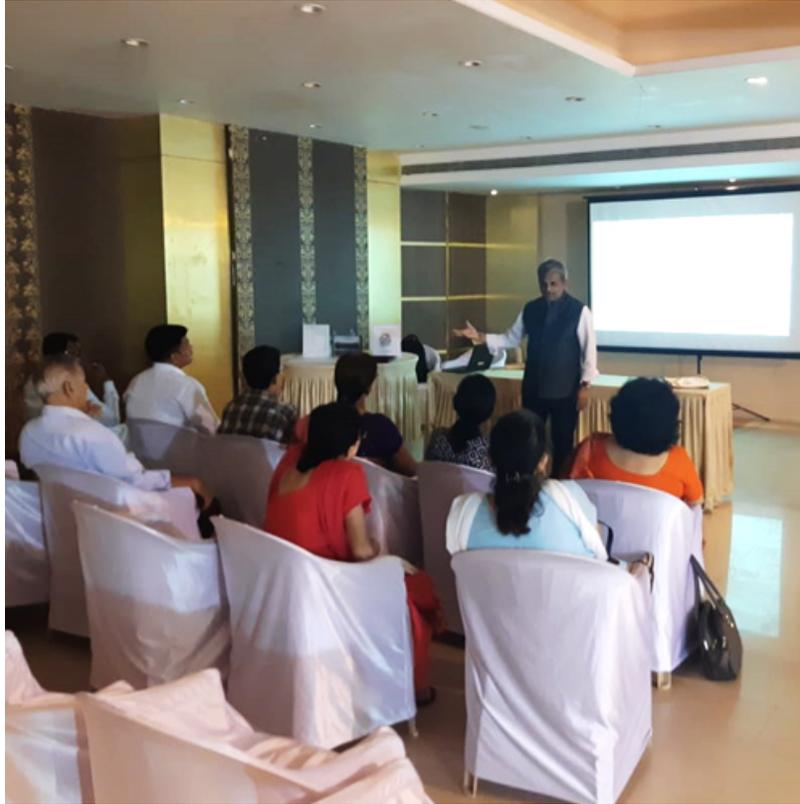


GIA India holds consumer seminars at Waman Hari Pethe Jewellers in Sangli



GIA India has organised seminars on the “4Cs of Diamond Quality” to help customers of Waman Hari Pethe Jewellers in Sangli, Maharashtra, gain knowledge and confidence. Several diamond connoisseurs and buyers of diamond jewellery attended the seminars on June 8 and 9.

A GIA representative shared insights on the famous 4Cs of Diamond Quality – Colour, Clarity, Cut and Carat Weight – and how they contribute to determining a diamond’s value. The seminar also helped potential consumers understand the importance of independent diamond grading reports and a jeweller’s responsibility to sell with disclosure.

“GIA India’s seminar was an eye-opener in terms of knowledge for our loyal consumers. It’s a big decision to purchase precious stones like diamonds and GIA India’s seminar has made it easier for our consumers by giving in-depth insights on diamond basics,” said Neel Pethe, Director of Waman Hari Pethe Jewellers and a GIA Graduate Gemologist. “With the help of GIA India, this awareness seminar has built curiosity in our consumers to learn more about this wonderful creation of Mother Earth. We thank GIA India for supporting us by educating our consumers,” he added.

“Building consumer confidence is very important for GIA and the gem and jewellery industry,” said Nirupa Bhatt, Managing Director of GIA India and Middle East. “GIA India has been working with jewellers to organise consumer seminars and to conduct complimentary training for their sales staff to help them explain diamond quality effectively. Jewellers see merit in such initiatives and I’m thankful to Waman Hari Pethe Jewellers for giving GIA India the opportunity to share knowledge with its consumers.”

GIA India conducts trade seminars and workshops on a variety of current topics including diamonds and coloured gems, laboratory-grown gems, simulants and treatments. GIA India also offers courses on diamonds, coloured stones, pearls, merchandising, jewellery design and more.

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