

GIA India to Launch Diamond Origin Report at IIJS 2019

GIA India will launch the GIA Diamond Origin Report at the India International Jewellery Show (IIJS) from 8-12 August at Bombay Exhibition Centre, Mumbai

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The GIA Diamond Origin Report confirms the country of origin of a polished diamond and includes a full assessment of the diamond's 4Cs along with a plotted diagram of its clarity characteristics, and a report number laser inscription. To learn more about the program and all of GIA India's offerings at IIJS, visit GIAindia.in/IIJS-2019.

Visitors can step into booth #1D066 to advance their gemmological knowledge through complimentary seminars on varied industry topics including birthstones, laboratory-grown diamonds, the 4Cs of Diamond Quality, emeralds, rubies, sapphires, pearls and more. Attendees can also learn more about GIA India's trade initiatives including trade education seminars, retail sales associate training and consumer education seminars, and register for a complimentary seminar or training delivered at their doorsteps.

"GIA's six decades of gemmological research enables us to offer the new GIA Diamond Origin Report, which uses scientific matching to provide confirmation of a diamond's geographic origin," said Nirupa Bhatt, Managing Director of GIA India and Middle East. "This new service will help retailers provide peace-of-mind to a consumer before they purchase. The origin information and many other marketing and training materials that GIA has made available can be used by jewellers to build trust and credibility with customers. We invite

jewellery manufacturers, wholesalers and retailers to visit our booth and experience the journey of a diamond using the GIA Diamond Origin Report.”

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