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## GIA to issue origin report to gain buyers' confidence

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Surat: With lab-grown diamonds penetrating Indian market on a large scale, the US-based Gemological Institute of America (GIA) has launched its first-ever diamond country of origin report in India to help build consumer confidence in diamond jewellery.

The diamond origin report would help consumers know geographical origin of a particular polished diamond by matching it with an original piece of rough using physical measurements and scientific data. Gems and Jewellery Export Promotion Council (GJEPC) had even formed a committee to stop illegal mixing of lab-grown diamonds with natural parcels.

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Kirti Shah, exporter of diamond jewellery, said, "Lab-grown diamonds are very cheap compared to natural diamonds and some jewellers don't disclose fact to consumers. The report issued by GIA would go a long way in instilling consumer confidence in diamond jewellery."

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 laser inscription.

Nirupa Bhatt, MD, GIA, said, "This new service will help retailers provide peace-of-mind to consumers before they purchase diamonds. 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."