

GIA India shares '4Cs of Diamond Quality' with consumers of Malabar Gold and Diamonds in Hyderabad

Several diamond connoisseurs and diamond jewellery buyers attended the seminar

GIA India organised a seminar on the "4Cs of Diamond Quality" to help customers of Malabar Gold and Diamonds gain knowledge and confidence. More than 35 diamond connoisseurs and buyers of diamond jewellery attended the seminar in Hotel Mercure, Hyderabad, Telangana.

A GIA India 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.

"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 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 Malabar Gold and Diamonds for giving GIA India the opportunity to share knowledge with its consumers". ■



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