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APRIL 30 – MAY 05

2020

VBJ launches GIA certified guarantee card for diamonds screened using GIA melee analysis service

December 9, 2019



VBJ in association with the Gemological Institute of America (GIA), offers Guarantee Card assuring purity on natural diamonds

Vummidi Bangaru Jewellers, a 119-year-old Chennai headquartered jewellery brand, has launched a Guarantee Card for Melee diamonds, further guaranteeing the authenticity and purity of the natural diamonds used in their jewellery. The VBJ Guarantee Card assures that the diamonds used in the jewellery have been screened using GIA Melee Analysis Service – a technical tamper-proof system whereby natural diamonds are separated from synthetic diamonds.

VBJ is not only known for exquisite workmanship but also protects the interests of every consumer by submitting Melee diamonds to GIA. The VBJ Guarantee Card declares absolute sterling quality on all the diamonds used in the jewellery exclusively available at VBJ. Mr. Amarendran Vummidi, Managing Partner, Vummidi Bangaru Jewellers said, "VBJ is committed to quality and service, and has always endeavoured to protect the interests of our customers and building their trust in our diamond jewellery. GIA is recognised as the leader in Gemological laboratory services and we are happy to state with confidence, that all the melee diamonds used in our jewellery have been screened by the GIA Melee Analysis Service. With this confidence, we now offer the VBJ Guarantee Card that will provide further assurance to our customers."

The GIA Melee Analysis separates natural diamonds from simulants, laboratory-grown and high-pressure high-temperature (HPHT) treated diamonds and sorts the screened diamonds by colour range. The system applies GIA's decades of research into an examination of treated and laboratory-grown diamonds.

"The GIA Melee Analysis Service helps in ensuring that consumers have confidence in their diamond purchases," said Nirupa Bhatt, Managing Director of GIA India and the Middle East. "GIA is pleased to help retailers such as Vummidi Bangaru Jewellers (VBJ) in their initiative to give consumers the confidence that the diamonds used in their jewellery are screened using the Melee Analysis Service and are natural."

News Source: **diamondworld**

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