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[NEWS](#) ▾

[EVENTS](#)

[NEW LAUNCH](#)

[Home](#) > [News](#) > [GIA India Shares '4Cs of Diamond Quality' with Consumers of Malabar Gold and Diamonds in Hyder...](#)

NEWS

# GIA India Shares '4Cs of Diamond Quality' with Consumers of Malabar Gold and Diamonds in Hyderabad



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Customers of Malabar Gold and Diamonds attending the seminar on '4Cs of Diamond Quality' in Hyderabad



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 – Color, 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.

Siraj P. K., Regional Head, Malabar Gold and Diamonds, said, “Today, consumers are eager to gain information on what they purchase. We appreciate GIA India’s effort for organising this seminar for our consumers. This seminar will definitely help increase their knowledge of diamonds and empower them to make an informed decision.”

“Building consumer confidence is very important for GIA and the gem and jewellery industry,” said Nirupa Bhatt, Managing Director of GIA India and the Middle East.

“GIA India has been working with jewellers to organise seminars and to conduct complementary 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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