

Natural Diamond Council forays into UAE; announces partnership with three leading jewellery retailers

~The global authority on natural diamonds joins hands with Malabar Gold & Diamonds, Jawhara Jewellery and La Marquise Jewellery as trusted partners to create desirability for diamonds among consumers~

MUMBAI, 7 June, 2022: Natural Diamond Council (NDC), a not-for-profit organization dedicated towards increasing transparency and upholding the integrity of the modern natural diamond industry, announced a collaboration with Malabar Gold & Diamonds, Jawhara Jewellery and La Marquise Jewellery – three of the leading jewelers in the United Arab Emirates, to advocate the “Natural Diamond Dream”. Enhancing trust in the natural diamond industry, this collaboration will emphasize the ethical and sustainable business practices that create a lasting, positive impact in the sector, strengthening consumer confidence in this ultimate jewel of nature.

Being industry experts, NDC will showcase the inherent and emotional value of natural diamonds, and also feature them as ideal investments that will last generations; whilst celebrating individuality, personal style and moments of achievements. Seamlessly straddling tradition and modernity, the audiences of the collaborating jewellers resonate the cultural amalgamation of the region, and natural diamonds reflect this perfect blend.

The strategic partnership between NDC with Malabar Gold & Diamonds, Jawhara Jewellery and La Marquise Jewellery will familiarize consumers in The United Arab Emirates with the incredible world of everything natural diamonds, underlined by their preciousness, rarity, and uniqueness. As the first step, this partnership will create collaborative campaigns, and showcase a trusted, unbiased resource of information, including a dedicated e-learning platform that will equip sales professionals with the ability to become natural diamond ambassadors.

David Kellie, CEO, Natural Diamond Council said, *“With this collaboration we are excited to introduce a younger audience to the many emotional connections created by diamond jewellery and continue to build trust among a digital first consumer. The dynamism of brands like Malabar Gold & Diamonds, Jawhara and La Marquise truly exemplify what we seek to do daily in our support of the natural diamond industry – showcase a more contemporary approach to the diamond dream.”*

Richa Singh, Managing Director, Natural Diamond Council, India & Middle East said, *“As we redefine traditional diamond moments and connect with a younger, more discerning consumer, we are proud to partner with a diverse yet truly intriguing set of jewellers such as Malabar Gold & Diamonds, Jawhara and La Marquise – brands that represent the same values that Natural Diamond Council stands for, of celebrating life’s most cherished moments and creating lasting personal connections with precious natural diamonds.”*

Muhammad Tamjid Abdullah, Deputy CEO, Jawhara Jewellery said, *“It gives us immense pleasure to have joined forces with Natural Diamond Council – the trusted experts and global authority who offer complete transparency into the world of natural diamonds – and share expertise to grow the natural diamond category in UAE. I am confident that this partnership will solidify our common values and forge consumers’ desire for natural diamonds as well as strengthen the trust that customers have in our design and jewellery.”*

Shamlal Ahamed, Managing Director, International Operations, Malabar Gold and Diamonds said, *“As we step into a digital era, we are elated to collaborate as a trusted partner of Natural Diamond Council in UAE, GCC, Singapore and Malaysia. We will work together to educate consumers on the industry, the wonderful legacy of natural diamonds and the positive social contribution they make to the world. With a focus on sustainability and transparency, we want to contribute to the growth of the natural diamond jewellery category, both in studded diamonds and polki.”*

Nishith Shah, CEO, La Marquise Jewellery said, *“We are honoured to partner with Natural Diamond Council and pave the way for the young and digital first audience to nurture an emotional connection with and recognize the inherent value of natural diamonds. Joining hands, we look forward to making natural diamonds a preferred choice of jewellery for every precious moment of life – a perfect celebration of authenticity and grace.”*

The collective commitment of NDC and the three jewellery brands, to enhance consumer confidence in and desire and aspiration for natural diamonds, will usher in a new era for the younger generation to experience the diamond dream.

About The Natural Diamond Council:

The Natural Diamond Council (NDC) inspires and informs consumers about the incredible world of natural diamonds through its Only Natural Diamonds platform. The platform is the authoritative publisher on all things natural diamonds including celebrities and pop culture, epic diamonds and jewelry trends, engagements and weddings, and diamond buying guides.

The NDC supports the integrity of the natural diamond industry by providing transparency and insight on the progress of this sector and its commitments to further betterment. NDC is a global organization whose members' operation span four continents and ten countries including Canada, South Africa, and Botswana. Their operations support the livelihood of 10 million industry employees and their families around the world. The NDC operates in the US, China, India and Europe.

About Malabar Gold & Diamonds:

Malabar Gold & Diamonds is the flagship company of Malabar Group, a leading diversified Indian business conglomerate.

Established in 1993 in the Indian state of Kerala, Malabar Gold & Diamonds today has a strong retail network of over 280 outlets spread across 10 countries in addition to multiple offices, design centers, wholesale units and factories spread across India, Middle East, Far East & USA. With an annual turnover of \$4.51 billion, the company currently ranks one among the largest jewellery retailers globally.

With 14 manufacturing units in India and GCC – the company currently has 12 exclusive jewellery brands to cater to the discerning needs of customers. With headquarters in Kerala and branches across India, Middle East, Far East and USA, Malabar Group is best known for its activities in the field of gold, diamonds, silver and lifestyle articles.

Malabar Group also operates MGD – Lifestyle Jewellery, a retail concept offering trendy and light weight jewellery that represents the independent and the modern woman through its designs and collections.

The group, owned by over 4,000 shareholders excels in quality products and services, has more than 13,000 professionals from over 26 countries working for its continued success.

Malabar Gold & Diamonds also features an online store www.malabargoldanddiamonds.com providing customers the opportunity to purchase their favorite jewelry any time and on any day from the comfort of their home.

The group is always proactive when it comes to CSR initiatives right from its inception. The key focus areas of the CSR initiatives of Malabar Group are in the areas of Health, Education, Women Empowerment, Housing and Environment. The organization allocates aside 5% of its profit for enabling CSR activities in all the regions that they operate.

CSR has been the primary commitment of the group since its inception; integrating ESG (Environmental, Social & Governance) principles into the core business. The key CSR focus areas of Malabar Group are in the areas of Health, Education, Women Empowerment, Housing, and the Environment. The ESG goals of the organization are

periodically strengthened integrating responsibility and sustainability to remain a socially conscious and responsible organization. The group contributes 5% of its profit to such initiatives in the same country of operation.

About Jawhara Jewellery:

Jawhara Jewellery® – Jewellers since 1907 with extensive knowledge and decades of jewellery business experience, Jawhara as an Emarati Jewellery company was born out of the notion that jewellery should resonate with the wearer’s innermost desires. Jawhara began with traditional and modern jewellery designs with unique beauty and quality. This belief is reflected in every creation of the brand, from the highly innovative, novel designs to the care and precision accorded to each piece. Made for the modern young woman, Jawhara epitomizes the youth, while celebrating the different nuances of the region. All the collections are conceived, created and developed by a team of skilled in-house and international jewellers known for their exceptional craftsmanship.

Our designs are manufactured and responsibly sourced from the best international alliances located in Italy, Turkey, Hong Kong, China, Thailand, India, Bahrain and Lebanon. Jawhara travels the world to offer unconventional, trendy and stylish jewellery that complements the youth as a leading jewellery wholesaler, retailer and manufacturer of 18k, 21k and 22k supported by a network of over 240 outlets in the region.

About The La Marquise:

The La Marquise story commenced in 1986 with the transformation of precious stones into spectacular pieces of fine jewellery which are unique and splendid in their formation. Appealing to all tastes with a wide variety of exquisite and trendsetting designs, La Marquise Jewellery has grown into a global chain of retail boutiques with 14 locations across the UAE and its flagship boutique located at The Dubai Mall. Customers can explore and shop the entire collection instore at Mall of the Emirates, Nakheel Mall, City Centre Mirdif, Mandarin Oriental Jumeira and other boutiques across the GCC.

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