

NATURAL DIAMOND COUNCIL

PARTNERS



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EIGHT LEADING DIAMOND MANUFACTURERS TO PARTNER WITH NATURAL DIAMOND COUNCIL

Natural Diamond Council Forges Strategic Partnership with Leading Diamond Manufacturers, Creating New Opportunities for Natural Diamonds

Mumbai, June XX, 2023: The Natural Diamond Council is pleased to announce a major partnership with eight of the world's most influential diamantaires. For the first time since the inception of the NDC (formerly the Diamond Producers Association), a collective agreement has been reached with a significant number of major businesses in the natural diamond value chain.

This strategic alliance between the NDC and Shree Ramkrishna Exports (SRK), Hari Krishna Exports Pvt. Ltd. (HK), Rosy Blue, Venus Jewel, Diarough, Dianco, Jewelex and Shivam Jewels, represents an unparalleled commitment to industry growth, through increased investment in marketing and promotion.

Aligning the objectives of these major diamantaires more closely with the objectives of the major mining companies through the mission of the NDC will also bring together a more holistic approach to new opportunities in the market, as well as consideration for any new challenges that the industry faces. In addition, the NDC will be working with its major retail partners to support the communication of the values of each diamantaire to their clients.

David Kellie, CEO of the Natural Diamond Council, expressed his gratitude to the visionary partners, stating, *"I would like to thank each partner for putting their trust in the NDC. Their leadership in the industry demonstrates their long-term commitment to building prosperity for the benefit of their employees, their communities and to the wider industry. They share common values as members of the RJC, but each has a unique and powerful story that we look forward to sharing more broadly with the industry. Together with our community of retail partners, we're looking forward to raising consumer awareness of the positive impact of the natural diamond industry throughout the value chain. I would also like to thank the Gem & Jewellery Export Promotion Council (GJEPC) for their ongoing support"*.

These distinguished partners are the industry leaders when it comes to compliance, ethical sourcing and transparency. They have set an example by conducting their business on the foundations of trust, while giving back to the environment and community in equal measure, displaying values that are increasingly important to consumers today. Whether it is their CSR initiatives, ESG mandates or employee benefit

programs, each of them commits to NDC's core vision by advancing the integrity of the modern diamond jewellery industry. Renowned for their exceptional craftsmanship and forward-thinking approach, their legacy of trust, coupled with a modern outlook, places them at the forefront of the global diamond market.

Driven by a shared vision, the NDC will also collaborate closely with each partner, crafting captivating content that celebrates their remarkable heritage, unparalleled expertise, and unwavering commitment to ethical practices.

In addition to these 8 diamantaires, Bonas Group, the world's longest-established diamond brokerage and consultancy firm and the largest global independent diamond and gemstone tender and auction house, joins this esteemed partnership, adding its unique expertise and perspective to further propel the industry's growth.

ABOUT 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' operations 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, UAE, and Europe.

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