

Lab-grown Diamond Brand Found Flouting Advertising Guidelines, Maligning Natural Diamonds

~ The Advertising Standards Council of India (ASCI) pulls up Kalamandir Jewellers for an array of unsubstantiated claims in their latest brand campaign advertisement. NDC spearheads initiative ~

Mumbai, India - Aug 30, 2024: Kalamandir Jewellers' recent advertisement falsely portrayed natural diamond mining as an environmentally destructive and life-endangering activity while promoting lab-grown diamonds as an unequivocally superior, eco-friendly alternative. This misleading narrative, unsupported by any credible evidence, prompted the Natural Diamond Council (NDC) to seek intervention from the Advertising Standards Council of India. It is essential that all stakeholders and industry partners in the jewellery sector uphold truth and integrity in advertising and ensure consumers receive accurate, substantiated information about the diamond industry.

The Consumer Complaints Council (CCC), a self-regulatory body formed by ASCI, investigated Kalamandir's advertisement and found several baseless and exaggerated claims around how natural diamonds are mined and how all lab-grown diamonds are eco-friendly & sustainable. These claims were not only found to be unproven, but they also propagate a damaging and false narrative about natural diamonds. Kalamandir has been advised to suitably modify or withdraw the said advertisement by **August 29, 2024**.

Over the past few years, several lab-grown diamond brands have persistently engaged in spreading bias and misinformation, consistently promoting unconfirmed claims about the environmental and ethical superiority of lab-grown diamonds over natural diamonds. These misleading narratives have sought to undermine the natural diamond industry without providing any credible evidence, contributing to widespread confusion among consumers. In fact, the UK's Advertising Standards Authority (ASA) took action against lab-grown diamond brands for similar misleading environmental claims in 2023.

Richa Singh, Managing Director of India and Middle East, Natural Diamond Council, shared: *"Honesty and transparency in advertising is important because it promotes fair competition and ensures that the consumer is not waylaid or misinformed. ASCI's decision will go a long way in promoting the same values within the diamond industry and uphold the integrity of all the players within our business."*

The NDC hopes this ruling acts as a strong deterrent to other brands considering defaming natural diamonds with false claims as a valid marketing strategy. It is crucial for all industry players to engage in honest and fair advertising practices to foster a truthful marketplace, and further consumer confidence in our category.

Kalamandir Jewellers, as of this date, has failed to remove the misleading advertisement, and it remains in violation of the ASCI code despite repeated requests for compliance. Their refusal to address ASCI's decision underscores the lab-grown diamond brand's continued disregard for advertising standards.

Notes:

The Truth About Natural Diamonds

The modern natural diamond industry has made significant strides in recent years, implementing best practices and initiatives to ensure safe, sustainable mining with minimal environmental impact. Efforts include advanced land reclamation, reduced carbon emissions, and investments in community development and worker safety.

Dispelling myths and misconceptions about the modern diamond industry and educating and protecting both consumers and the trade from misinformation is part of the Natural Diamond Council's mission. This effort is an important step in that direction, and NDC will continue working to bring more transparency to the consumer, allowing them to make an informed decision, thereby not just respecting their choices but also protecting their rights.

To know more, click here: www.naturaldiamonds.com/in/diamond-facts-info/diamond-facts/

About the Natural Diamond Council:

The Natural Diamond Council (NDC) is a global organisation 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 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.

Operating in the US, China, India and Europe, 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 jewellery trends, engagements and weddings, and diamond buying guides.

For more information, please contact:

Vaishnavi Kanugula | vaishnavi.kanugula@pitchforkpartners.com