

NDC And Jos Alukkas Collaborate To Strengthen And Accelerate The Natural Diamond Business

~ Announce Partnership to Celebrate the Values, Design & Craftsmanship of Diamonds and Inspire Consumers through Education, Desire and Enhanced Trust ~



Mumbai, November 22, 2024: The Natural Diamond Council (NDC), a global not-for-profit organization dedicated to promoting and supporting the natural diamond industry, has partnered with Jos Alukkas, a highly trusted name in the jewellery industry known for its heritage and commitment to quality.

This collaboration aims to create an enriching experience for consumers, empowering them with knowledge and in-depth understanding on the inherent values of natural diamonds. Through this partnership, NDC and Jos Alukkas will highlight the unique attributes and qualities of natural diamonds that make them so valuable and precious – from their incredible origin story, to their increasing rarity and enduring value as treasured heirlooms. Together, the two organizations are committed to fostering transparency and integrity in the diamond industry, helping consumers make well-informed choices about their most cherished diamond jewellery pieces.

Natural diamond jewellery has held a longstanding cultural and emotional significance for us in India, the first source of diamonds in the world. These billion-year-old real and rare creations hold traces of the Earth's history, and are reminiscent of beautiful memories of our lives, each as unique and one-of-a-kind as the people wearing them.

Richa Singh, Managing Director, Natural Diamond Council, India & Middle East, stated, *“Diamonds are symbols of love, tradition, and meaningful connections. At NDC, our goal is to educate and inspire consumers, equipping them with the right knowledge to allow them to make an informed purchase decision. Through my interactions with the Jos Alukkas team over the last few years, I realized the synergy between us, especially with our common commitment to grow the legacy of natural diamonds, bring the best to the consumer and drive home the ethics and transparency of this sector. I would like to thank the Jos Alukkas team and Varghese Alukka, Paul Alukka and John Alukka for supporting us and believing in our vision to celebrate the essence of these ancient heirlooms and the authenticity they represent. We will kickstart our collaboration with exciting content, informative facts, showcase of the best design & craftsmanship and the positive impact of the natural diamond world. Together, we hope to grow the industry and build the diamond dream for multitudes of consumers around the country.”*

Speaking on this collaboration, **Mr. Jos Alukka, Chairman - Jos Alukkas Group** said, *“NDC’s association with Jos Alukkas will be a mutually beneficial partnership. While gold continues to be the mainstay of our business, we have recorded a notable year-on-year increase in diamond jewellery sales, and this growing demand amongst consumers illustrates the allure of natural diamonds. Over the last 60 years we have always aspired to offer the best to our customer, and so we chose to collaborate with NDC, an industry body which is known for supporting the transparency, integrity and ethics of the industry. We would like the Jos Alukkas consumer to be empowered with the right knowledge, and through this collaboration our team will be equipped to answer any questions that she may have. This partnership has the potential to reinforce customer loyalty, elevate brand credibility, showcase our design capabilities and exceptional service quality, enhance the team’s knowledge and continue our customer’s love for natural diamonds.”*

This partnership signifies a united effort to further reinforce the position of natural diamonds in the lives of consumers and to foster an appreciation for their authenticity and value. Through this collaboration, NDC and Jos Alukkas aim to inspire a new generation of diamond lovers, confirming why natural diamonds continue to be a valued choice for life’s most precious moments.

About the Natural Diamond Council:

Natural Diamond Council is a global not-for-profit organization which inspires and informs consumers about the incredible world of natural diamonds. 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 partners with industry stakeholders for the purpose of sharing best practices and driving trust, and works to educate and protect the consumer.

The NDC operates in the US, China, India, UAE, and Europe. For more information, please visit www.onlynaturaldiamonds.in

About Jos Alukkas:

Jos Alukkas has been in the jewellery business for over six decades. It started as a small shop in Thrissur, a small city in Kerala. Today it has grown into a nationally known jewellery brand with 60+ showrooms across India. It was one of the first brands to introduce the concept of a full-fledged online store and even today, the Jos Alukkas online store has a steady and growing customer from across the globe.