

The Natural Diamond Industry Supports CCPA's Draft Plan for Sector

~ Proposed guidelines would eliminate confusion by standardizing terminology for natural and lab-grown diamonds ~

Mumbai, 3rd December 2024: The Central Consumer Protection Authority (CCPA) recently hosted a stakeholder consultation to draft comprehensive guidelines aimed at protecting consumer interests in the diamond sector. This initiative aims to eliminate ambiguity, create consistent terminology and advocate ethical marketing practices.

The lack of standardised terminology in the diamond industry and inadequate disclosures has led to confusion, especially regarding the differentiation between natural diamonds and lab-grown diamonds. The Bureau of Indian Standards (BIS) mandates that the term "diamond" alone must exclusively refer to natural diamonds. Anything else, should explicitly be referred to "synthetic", "cultured", irrespective of the production method or material used.

The proposed guidelines emphasize the need for explicit labelling and certification of all diamonds, prohibit misleading terms such as 'natural' or 'genuine' for lab-grown products and suggest introduction of accreditation systems to regulate and standardize diamond testing laboratories.

Key voices from the natural diamond industry shared their opinion about the need for consistent terminology and ethical marketing practices.

Richa Singh, Managing Director, India and Middle East, Natural Diamond Council, said *"Our mission at Natural Diamond Council is to promote the integrity of the modern diamond industry, and educate & protect both the consumers and trade from myths and misconceptions. Due to growing ambiguity and confusing terminology, we have been working closely with the GJEPC for the last 1.5 years, advocating for more transparency. We fully support the Central Consumer Protection Authority's proposal to certify and label all diamonds as it will help protect all from misinformation, offering clear distinctions between natural diamonds and alternates. Whether it is the Diamond Facts report or our ongoing initiative with the ASCI, all our projects are led by our commitment to fostering clarity and empowering the diamond natural consumer. Just like those initiatives, this proposal too will benefit both consumers and the trade."*

Mr. Jos Alukka, Chairman - Jos Alukkas Group said, *"Natural diamonds have always held a deep cultural significance, particularly in South India, where they are an integral part of life's most important occasions and celebrations. For generations, consumers have believed that their diamond jewellery symbolizes blessings and prosperity. We are in absolute favour of this proposal by the Central Consumer Protection Authority as it will provide 100% clarity to our consumers, and the trust that they have in us will continue, ensuring that the legacy of diamonds in our culture remains strong."*

Mr. Ashish Pethe - Partner - Waman Hari Pethe Jewellers said, *"We are very pleased with the proposal by the Consumer Protection Authority to introduce clear guidelines for the diamond industry. As we witness a growing consumption of natural diamonds, with more consumers embracing them as part of their everyday jewellery, such measures are crucial. These guidelines will not only provide transparency but also clear any confusion in their minds, enabling customers to make informed choices as they leave our stores reassured of the authenticity and quality of what they buy."*

This new measure has already addressed the concerns of many, setting a strong foundation for a more transparent diamond industry. The successful implementation of this proposal will pave the way to continue celebrating the legacy of natural diamonds.