

IGI covers India wholly & completely
Organizes 'Jewelers Meet' and Opens State-of-the-art Lab in Chennai

Chennai, August 5, 2010: International Gemological Institute (IGI), the world's largest independent laboratory for testing and grading gemstones and fine jewelry and India's only ISO/IEC 17025:2005 accredited laboratory, today announced the launch of its state-of-the art facility at Chennai and organized 'Jewelers Meet' at 'The Park' hotel.

Chennai, a city with a proverbial love for gold, is now witnessing an increased demand in diamond and diamond jewelry. The consumer in Chennai, known for their persistent interest in quality are aware of certification and ask for it. With the increased buying power, affordability of diamond and consumers demanding for quality, demand for certification is also increasing.

As a follow up to the success of their 'Satellite laboratory' in Thrissur and mobile labs in the south, owing to the increasing demand for certification and marking the potential of South India as a mature market, IGI opened its facility in Chennai and once again had the opportunity to interact with jewelers and retailers through its 'Jewelers Meet'.

'Jewelers Meet' at Chennai was organized with an objective to give the jewelers and retailers a background on the current market trends, need and importance of certification so as to achieve accuracy, consistency & continued quality assurance, grading of mounted jewelry, role of jeweler in educating the customer, building confidence and contributing towards the growth of the Industry.

The event started with lighting of lamp, announcement of IGI operations in Chennai, followed by a panel discussion on 'Mounted Jewelry Grading – The need of consistency, accuracy & quality control'. The distinguished panelists – Mr. Babu Emmanuel, President, Madras Jewellers & Diamond Merchant's Association and Mr. Tehmasp Printer, Managing Director, IGI India shared their views with the eminent guests comprising of retailers and jewelers from Chennai, Bangalore and surrounding cities. A workshop was conducted later in the day for the jewelers & retailers, by Mr. Ramit Kapur, General Manager, IGI India on 'The Art of Grading Mounted Jewelry', giving them insights on the grading of 4C's of mounted jewelry, treatments and identification of synthetics.

The interaction with retailers and jewelers endeavored to create awareness for certification, growing expectations of much more aware consumers, who emphasize a lot on quality apart from designs. IGI announced a "Polished diamond Grading & Assortment course" starting from 9th August to 19th August. The IGI Chennai facility is located in Prashanth Real Gold Tower, T. Nagar. With this eighth move in India, IGI and the south diamond industry can now work in even closer proximity and IGI's newest laboratory and educational services will provide much-needed convenience as well as a smooth and hassle-free, one-stop solution for retailers & jewelers to certify diamonds & diamond jewelry and educate the trade & consumers in Chennai.

On the occasion, Mr. Tehmasp Printer, Managing Director, IGI India said: "In 1997, IGI first came to India with a vision to expand and create awareness for certification in the Indian market. IGI today has started its facility in Chennai, covering India wholly & completely. IGI always tries to efficiently meet the needs of its customers across the world by adapting to local needs. With IGI facility in Chennai, we hope to enable consumers to purchase diamond jewelry with trust and confidence, thereby adding value to the businesses of Diamond retailers & jewelers and increasing the customer's confidence in Diamond buying."

On the occasion, Mr. Ramit Kapur, General Manager, IGI India said: "IGI has been regularly conducting courses in Chennai for the past 3 years thereby creating awareness for International grading standards. With a highly equipped laboratory in place, IGI commits to bring peace of mind to the jewelers and consumers in south India."

On the occasion, Mr. Babu Emmanuel, President, Madras Jewellers & Diamond Merchant's Association said: "Our objective has always been to ensure the customers get the highest quality and most finely crafted gold and diamond jewelry. With IGI certification now in proximity, we hope to provide the customers with complete confidence and assurance on the quality of the diamond jewelry being purchased here. We are extremely happy to have IGI in Chennai. We consider IGI to be one of the leaders in modern times in the grading, certification & education field. The initiatives taken up by IGI to spread diamond awareness are noteworthy & will benefit the retailers & jewelers here, by bringing all on a similar platform of international standards & knowledge."

About IGI:

The International Gemological Institute, the world's largest independent laboratory for testing and evaluating gemstones and fine jewelry, was established in 1975 in Antwerp and is located in New York City, Los Angeles, Toronto, Hong Kong, Mumbai, the Seepz Zone, Kolkata, New Delhi, Tel Aviv, Dubai, Bangkok, Tokyo, Thrissur, Surat and Chennai. IGI is an ISO accredited worldwide organization. For additional information, please visit igiworldwide.com

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