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Sub: Excellence in the Diamond Industry

Rio Tinto Diamonds gives awards to BEM-certified diamond and jewellery manufacturers and retailers

At a special event organized for the Indian diamond industry, Rio Tinto Diamonds (RTD) gave awards to twenty-five companies which have achieved certification under its Business Excellence Model (BEM).

The twenty-five companies include diamond manufacturers, diamond jewellery manufacturers, and diamond jewellery retailers:

BEM-certified diamond jewelry manufacturers are Chirag Designs, Diam Star, Inter Jewels, Jewelex, Jewelry Solutions, Siddhant Diamonds, Suashish Jewellery, Uni Design (I), and Uni Design-SEEPZ.

BEM-certified diamond manufacturers are Shakti Diamonds (division of C J Exporters), Mahendra Brothers (Laser Division), Mahendra Brothers (Preparation Facility), Mun Gems, Niti Diamonds (division of Harshid Exports), Poddar & Co, Raghobhai D Patel (division of C J Exporters) R. Kantilal & Co, S Narendra, Suashish Diamonds, and Tej Diam.

BEM-certified diamond jewellery retailers are Ishis, Kiah, Nirvana, Om Jewellers, and Sparkles.

At the same event Rio Tinto Diamonds, on behalf of the Rio Tinto Group, presented a donation for charity relief work to the Gems and Jewellery National Relief Foundation.

Mr. Rajesh Kothari of R Kantilal, Mr. Jai Parikh of Mahendra Brothers, Mr. Saurin Jhaveri of Soradial, and Mr. Marzin Shroff of Ishis shared their experiences and the benefits they attained from the BEM.

Mr Rajesh Kothari said, “The BEM gives a management tool which enables a business to be ethical, profitable and effective.”

Mr Jai Parikh said “The need of the hour is for the industry to lift its standard to a new level. At such times it is our collective responsibility to protect the image of diamonds and spread consumer awareness for the same. The entire Indian diamond industry needs to prove that its diamonds are sold using the highest ethical and professional standards.

Today, the Business Excellence Model has initiated a complete turnaround of how the Indian diamond industry is perceived globally.”

Mr Saurin Jhaveri said, “The BEM is a tool which enables the introduction of new methods and processes while merging existing effective processes. It enabled me as a manager to effectively map changes within the organization which I had visualized”

Mr Marzin Shroff said, “The BEM has helped Ishis in two ways – internally and externally. Internally it has helped us in formalizing our existing strong systems and taking a leap towards higher innovation. Externally it has added credibility to our brand and has educated consumer on our strong process. “

Mr Gordon Gilchrist, Managing Director of Rio Tinto Diamonds said, “US retailers of diamond jewellery have indicated in their feedback that they have noticed a definite difference in companies which have undergone the BEM. The feedback has been very positive.”

Mr. Sanjay Kothari, of the Gem and Jewellery Promotion Council said, “BEM certification is an initiative which has changed the way the diamond industry works. Through this initiative and the IADC, Rio Tinto Diamonds has proved its leadership role in helping the Indian diamond industry make its mark in the global scenario”

Says Nirupa Bhatt, RTD, India Office “Launched in August of 2003, the Business Excellence Model provides the compass that enables an organization to map its way towards excellence. The response for this initiative has been overwhelming. It demonstrates the seriousness and increasing professionalism of the Indian diamond industry.

About the Business Excellence Model

The Business Excellence Model is an initiative developed by Rio Tinto Diamonds, part of the Rio Tinto Group. A customized tool for the diamond and diamond jewellery manufacturing and retail industry in India, it incorporates internationally accepted guidelines in the areas of quality, environment, health & safety and social responsibility.

Rio Tinto Diamonds has developed this initiative as part of its commitment to the growth of the Indian diamond industry within the country and in global markets. With the world’s leading retailers looking at India as a source of vendors for diamond jewellery, Indian diamond and jewellery manufacturers are increasingly adopting global standards.

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