

BENEFITS TO THE CLIENT

1. Single Price System

- We are implementing fix pricing system to save your valuable time which you spend in bargaining process. As our prices are fix you can order from our website and get benefit of Volume Discount and Blind Purchase.
- Blind Purchase Discount (confirming without physically checking diamond) is 1%

VOLUME RANGE (FIGURES IN US\$)		DISC. (%)	SHIPMENT DETAIL
0	10000	0	-
10001	20000	0.25	+ Free Shipping Up to US\$ 70
20001	50000	0.50	+ Free Shipping Up to US\$ 150
50001	75000	0.75	Free Shipping
75001	100000	1.00	Free Shipping
100001	125000	1.25	Free Shipping
125001	150000	1.50	Free Shipping
150001	200000	2.00	Free Shipping
200001	300000	2.50	Free Shipping
300001	400000	3.00	Free Shipping
400001	500000	3.50	Free Shipping
500001	1000000	4.00	Free Shipping
1000001	-	5.00	Free Shipping

Example 1. If your total purchase value is US\$ 100000 from website, then,

TOTAL VALUE	100000
BLIND DISCOUNT (1%)	1000
VOLUME DISCOUNT (1%)	990
SHIPPING	0
GRANT TOTAL	98010

Example 2. If you are physically checking goods and your total purchase value is US\$ 100000, then,

TOTAL VALUE	100000
BLIND DISCOUNT (0%)	0
VOLUME DISCOUNT (1%)	1000
SHIPPING	0
GRANT TOTAL	99000

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2. Fair Pricing and Authentic Grading

- Our each diamond is graded by minimum of 5 experienced GIA certified in-house grader for each grade like color and clarity, then the majority grade will be automatically considered as a final quality.
- Our pricing department is analyzing each and every diamond with a set of 45 parameters and price each diamond differently depending on its quality.

Below is an example for your reference only (It is not an actual discount difference)

SHAPE	WEIGHT	COLOR	CLARITY	CUT	FLOUR	DIS (%)
Round	1.01 CT	G	VVS2	EX-EX-EX	None	30
Round	1.01 CT	G+	VVS2	EX-EX-EX	None	29
Round	1.01 CT	G-	VVS2	EX-EX-EX	None	31
Round	1.01 CT	G	VVS2+	EX-EX-EX	None	29
Round	1.01 CT	G	VVS2-	EX-EX-EX	None	31
Round	1.01 CT	G+	VVS2+	EX-EX-EX	None	28
Round	1.01 CT	G-	VVS2-	EX-EX-EX	None	32

3. Transparency

- We have made our website more transparent. We are displaying maximum possible detail of diamond for your knowledge to decrease the need of inspection. Below is the grading parameters:

H&A

Perfectly and precisely cut diamonds which shows pattern of Heart and Arrows.

	COMMENT ON WEBSITE	DETAIL
H&A	EX	Perfect H&A
	VG	75% H&A
	G	50% H&A

BGM

- BGM stands for Brown, Green and Milky in the diamond. Further intensity of Brown and Milky is also classified as below.

	COMMENT ON WEBSITE	DETAIL
BGM	No	No BGM
	Yes	Either Brown , Milky or Green

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BROWNESS

	COMMENT ON WEBSITE	DETAIL
BROWN	No	No Brown
	Slightly	Slightly Brown - Not Problematic
	Genuine	Genuine Brown

MILKY

- Very few diamonds in our stock may have a little whiteness or cloudiness present in them. These are known as milky diamonds. Such diamonds are further classified into sub categories depending on the extent of the milky effect in them, using the below terminologies.

	COMMENT ON WEBSITE	DETAIL
MILKY	No	No Milky
	Slightly	Slightly Milky or Hazy
	Genuine	Genuine Milky

EYE CLEAN

- Inclusions not visible by naked eye is considered as Eye clean diamond.

	COMMENT ON WEBSITE	DETAIL
EYE CLEAN	Yes	100% Eye Clean
	No	Not Eye Clean

BLACK INCLUSION (NATTS)

- It is very much essential to know about black inclusion, its size and position compare to other inclusion.

BLACK C - BLACK IN CENTRE

	COMMENT ON WEBSITE	DETAIL
BlackC	No	No Black in Centre
	Minor	Minor Black in Centre
	Medium	Medium Black in Centre

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BLACK S - BLACK IN SIDE

	COMMENT ON WEBSITE	DETAIL
Blacks	No	No Black on the Side
	Minor	Minor Black on the Side
	Medium	Medium Black on the Side

TABLE INCLUSION

- It describes the position of inclusion in the center of table, whether its white or black.

	COMMENT ON WEBSITE	DETAIL
TABLE INCLUSION	No	No inclusion in Table (Centre)
	25% on Table	25% inclusion in Table (Centre)
	50% on Table	50% inclusion in Table (Centre)
	75% on Table	75% inclusion in Table (Centre)
	100% on Table	100% inclusion in Table (Centre)

OPEN INCLUSION - Open inclusions are the inclusion on the surface of diamond. We have categorized open inclusion in 4 parts as per the position of inclusion described in below table, further in detail we have mention how is the open its Minor, Medium or No where.

NO - No Open

MINOR - If there is Chip, Laser Mark, Extra Facet and Minor Open Feather (Below 50%), we have considered it as Minor Open Inclusion.

MEDIUM - If there is Natural, Indented Natural, Cavity and Heavy Open Feather (above 50% hair line), we consider it as Medium Open.

	COMMENT ON WEBSITE	DETAIL
OpnT OPEN IN TABLE	No	No open on the Table
	Minor	Minor open in Table
	Medium	Medium open in Table

	COMMENT ON WEBSITE	DETAIL
OpnS OPEN IN SIDE	No	No open on the Side
	Minor	Minor open in Side
	Medium	Medium open in Side