

**THE NATURAL DIAMOND COUNCIL PARTNERS WITH THE GEM JEWELLERY EXPORT PROMOTION COUNCIL,
ANNOUNCES CAMPAIGN 'THANK YOU, BY THE WAY'**

The campaign puts a spotlight on the industry's decades-long commitment to sustainability

Link to the campaign website: - naturaldiamonds.com/in/thankyou

Mumbai, December 16 2021: The Natural Diamond Council (NDC) has partnered with the Gem Jewellery Export Promotion Council (GJEPC) for their global campaign - 'Thank You, By the Way'. The campaign reaches out to consumers who, now more than ever before, want to know where their products come from and the impact their purchases have on producing countries and local communities.

It thanks consumers and industry alike for being a part of the natural diamond journey by highlighting the 'do good' approach adopted by the sector. The omnichannel campaign features a variety of engaging sustainability facts about the natural diamond industry, highlighting both the socioeconomic and community benefits. The series of multiple creative executions will debut across NDC's social media channels, with a dedicated page on Only Natural Diamonds.

Richa Singh, Managing Director - India & The Middle East, Natural Diamond Council said, "Sustainability is not a trend but a journey for brands and for the natural diamond sector it has always been at the core of all our endeavours. This campaign reflects on the good that the modern diamond industry along with GJEPC have done for communities and individuals who are both directly and indirectly associated with it. With this, we want every customer to take pride in the fact that their purchase has touched lives around the world positively and thank them for being a part of the journey."

Colin Shah, Chairman, Gem Jewellery Export Promotion Council said, "In order to achieve long-term sustainability in our industry, we need to adapt a 360-degree approach. The association with the Natural Diamond Council does just that, by highlighting the contributions made and recognising the vital role of the trade in bringing the community together, touching lives and making a real difference. The sector has always taken a 'do good' approach and we will continue to do so in the future."

Retailers and industry partners can collaborate on this campaign by showcasing the sustainability creatives initiated by NDC and GJEPC. Campaign collaterals can also be utilized by adapting the creative message according to their local contributions in the domain.

About The Natural Diamond Council:

The Natural Diamond Council (NDC) advances diamonds' desirability by publishing trends and sharing resources and information with consumers on the ultimate timeless and natural luxury good. The NDC also works to support the integrity of the natural diamond industry, providing transparency, and insight on the ethics, sustainability and progress of this sector.

Reference Links:

Website - www.naturaldiamonds.com

Instagram - @onlynaturaldiamonds_in - https://www.instagram.com/onlynaturaldiamonds_in/?hl=en

YT@onlynaturaldiamondsIN - <https://www.youtube.com/channel/UCZzPdS4CoBGICsi2oMG7xnQ>

About the Gem Jewellery Export Promotion Council:

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of the gems & jewellery industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and can have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.

For more information please contact:

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