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## Natural Diamond Council onboards eight leading diamond manufacturers

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*According to the NDC, never before in its 21-year history has a collective agreement been established with so many major natural diamond businesses at once. Image credit: NDC*

By LUXURY DAILY NEWS SERVICE

The Natural Diamond Council (NDC) is gaining a handful of new partners.

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In a move that will expand networking and overall opportunities, eight diamond manufacturers have forged a joint relationship with the organization, becoming partners. According to the NDC, this is the first time in its 21-year history that a collective agreement of this magnitude has been established.

"I would like to thank each partner for putting their trust in the NDC," said David Kellie, CEO of the **Natural Diamond Council**, in a statement.

"Their leadership in the industry demonstrates their long-term commitment to building prosperity for the benefit of their employees, their communities and to the wider industry," Mr. Kellie said. "They share common values as members of the RJC, but each has a unique and powerful story that we look forward to sharing more broadly with the industry."

"Together with our community of retail partners, we're looking forward to raising consumer awareness of the positive impact of the natural diamond industry throughout the value chain."

### Diamond dealings

All parties involved will align their objectives more cohesively with the world's most prominent miners, now operating in accordance with the NDC ethos.

Among the signees are Hari Krishna Exports Pvt. Ltd., Dianco, Shree Ramkrishna Exports, Shivam Jewels, Diarough, Rosy Blue, Jewalex and Venus Jewel. Together, the partners will push for the sector's growth through focused marketing and promotional investments.



*The NDC plans to help new partners with content and customer-facing messaging. Image courtesy of the NDC*

The eight partners are joined by a ninth entity, diamond brokerage and consultancy firm Bonus Group, credited as the largest independent gemstone tender and auction house. The company stakes its claim in the industry as the longest-established brokerage of its kind.

The NDC will assist new members in their respective missions, supporting client-facing communication efforts and creating content to highlight the know-how, heritage and ethics of each manufacturer. The organization notes that all new partners mutually prioritize trust and the modern consumer's values, with particular concern for the environment and Corporate Social Responsibility (CSR) initiatives.

In January 2023, the Council aimed to boost representation with the launch of the 2023 Emerging Designers Diamond Initiative program ([see story](#)). Among the initiative's provisions is an allocation of \$1 million dollars in diamond credits to designers who identify as Black, Indigenous, and Persons of Color (BIPOC).

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