

NEWS RELEASE

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RESPONSIBLE JEWELLERY COUNCIL CERTIFIES ELEGANT COLLECTION

LONDON - The Responsible Jewellery Council (RJC) announced today that Elegant Collection, the Mumbai based Jewellery manufacturer, has achieved certification by meeting the highest ethical, social and environmental standards established by the RJC's Member Certification system.

"RJC warmly congratulates Elegant Collection on its certification. The successful verification assessment was conducted by Manish C. Doshi from SGS, one of the independent third-party auditing firms accredited to the RJC's Member Certification system," says Michael Rae, RJC's Chief Executive Officer.

"Elegant Collection has always enshrined amongst its core values, the highest standards of ethical, human rights and environment standards and we therefore are especially proud to be certified by the RJC. Today's global jewellery industry is faced continually by new challenges regarding the sourcing of materials, human rights and the environment. We believe that the future of our industry depends on consumer confidence. The commitment to best practices and standards and the transparency that is required for the RJC Certification provide us and our fellow members with the recognition and assurance that we can work together for the future benefit of the industry as a whole," says Satish Joshi, President of Elegant Collection.

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About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 370 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum group metals jewellery products. The Council has developed the RJC Member Certification System, a certification system, which will apply to all Members' businesses that contribute to the diamond, gold and platinum group metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third-party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at www.responsiblejewellery.com

About Elegant Collection

Elegant Collection is the Jewellery Manufacturing arm of Jasani Group, who are sightholders of both DTC and Alrosa. Elegant Collection, established in 1988, is a large manufacturer in SEEPZ Mumbai and is known for Bridal jewellery, strong product development and highest standards of quality. Elegant Collection's commitment to quality, integrity and best practices in business is reflected in their having achieved other certifications such as ISO 9001:2008, ISO 14001:2004, OHSAS 18001:2007, Best Practice Principles (BPP) by DTC, a 'Green Factory Building' certification by IGBC and Best Employer 2010-11 by the SEEPZ-SEZ administration. For more information, please visit www.elegantcoll.com

www.responsiblejewellery.com

RJC Certification Information – Elegant Collection RJC Certified Members