

Next decade will see gap widen between demand & supply of diamonds: DTC CEO

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Pics: Gaurang Joshi

Surat: Varda Shine, CEO of Diamond Trading Company (DTC), a rough diamond distribution arm of the largest diamond mining company in the world — De Beers — has dubbed the coming 10 years as 'the diamond decade'.

Shine, who was in the diamond city to inaugurate the jewellery design and manufacturing institute, 'City Centre', of the Indian Diamond Institute (IDI) at Vesu, told TOI, "There will be a gap between demand and supply of diamonds for the coming 10-15 years as the diamond production world over is fast depleting."

Giving a word of advice to the Indian diamantaires on the effective use of the diamond supply for adding value, Shine said, "Amid the gap between supply and demand, it remains to be seen how the diamantaires use the resources. The future of the industry is not about cutting more diamond carats, but to use the carats that exist out there and create value."

Talking about the increase in the rough diamond prices, Shine said that volatility in the diamond prices is due to the gap in demand and supply. The demand for polished diamond is increasing, especially in India, China and US, and this will further fuel the prices of rough diamonds.

"Actually, the diamond



City Centre

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prices are not going up any more than the natural reserves like gold and silver. You can take into account the dollar devaluation and the inflation for that matter to compare the diamond prices," said Shine.

Commenting on the ongoing Zimbabwe diamond issue, Shine said that the De Beers group is the big supporter of Kimberley Process (KP). It is important to see that we do not destroy con-

sumer confidence. The consumers would not spend a lot of money on diamond jewellery, if they now that they are mined in the conflict zones. The company's position is that as long as there is no KP there should not be any trade in such diamonds. Hopefully, the Zimbabwe issue is likely to come up for discussion in the KP's Working Group of Monitor (WGM) meeting scheduled in Dubai this week.

Shine inaugurates IDI's City Centre at Vesu

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Surat: The world-class diamond and jewellery designing institute 'City Centre' set up at Vesu by the Indian Diamond Institute (IDI) has mesmerised the who's who of the Indian diamond industry and the Diamond Trading Company (DTC) delegation led by its CEO Varda Shine on Tuesday.

The state-of-the-art institute built at the cost of Rs 13 crore was inaugurated by Shine in the presence of the diamond industry leaders from Surat, Mumbai and Jaipur on Tuesday.

Addressing an impressive gathering of the DTC sightholders and diamantaires at the City Centre, Shine said "India is on the top when it comes to diamond and jewellery manufacturing. We all know that nine out of 10 diamonds are cut and polished in India and the diamond and jewellery design centres will play an important role in building and sustaining the skill required for the industry."

The strong growth, according to Shine, can be gauged from the fact that India has registered a growth of 31 per cent in the diamond jewellery retail in 2010. In 2011, the retail



DTC CEO Varda Shine at the opening of the City Centre on Tuesday

growth is expected to be greater than 30 per cent.

"In the last few years, the established gold jewellery retailers in India have moved into diamond jewellery. Now, the diamond jewellery consists of 50 per cent share in the retail outlets in the metros like Mumbai, Bangalore and Delhi," said Shine.

Rajeev Jain, chairman of Gems and Jewellery Export Promotion Council (GJEPC) said, "US is still the single largest diamond jewellery consumer market. But, both India and China would together cross the US demand by 2015."

IDI chairman Aagam Sanghavi said, "Over the last 33

years, the IDI has trained more than 30,000 students. The City Centre will churn out about 800 students, who will cater to the ever increasing need of the diamond and jewellery industry."

Sanghavi said IDI is catering to the need of the jewellery trade and industry for the past three decades, but capacity being limited for want of space and infrastructure, nothing much could be done. Secondly, the upcoming jewellery park at Ichhapore would require a large pool of skilled workforce. Thus, City Centre would go a long way in filling the requirement of skilled artisans required for city's jewellery industry.