



NEWS RELEASE

Embargoed until 7 May 2013

RESPONSIBLE JEWELLERY COUNCIL CERTIFIES PARAS DIAMOND CORP DBA AMIKAM

LONDON - The Responsible Jewellery Council (RJC) announced today that Paras Diamond Corp DBA Amikam, the New York - 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 Paras Diamond Corp DBA Amikam on its certification. The successful verification assessment was conducted by UL, one of the independent third-party auditing firms accredited to the RJC's Member Certification system," says Michael Rae, RJC's Chief Executive Officer.

"Being a fifth generation diamantaire comes not only with a lot of responsibility but also with pride. Starting with my great grandfather, our family has built this business on a strong set of principles – be honest, fair and hard-working. Based on these principles our objective has always been to grow the business in the most efficient and socially responsible way. Today's certification by the RJC confirms that after some 100 years in the business, we as a family and company, have not forgotten the basic principles and values that my great grandfather started this company with. We are proud to be good corporate citizens – ones that are social and ethically responsible to the world we live in," says Jay Mehta, Vice-President and Co-Owner of Paras Diamond Corporation.

For further information please contact:

Madalina Grigorie, RJC's Communications and Membership Coordinator, Responsible Jewellery Council
Telephone + 44 (0)20 7836 6376, madalina.grigorie@responsiblejewellery.com

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 440 member companies. RJC and its Members are 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. This commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products. The RJC has developed the RJC Member Certification system which applies to all Members' businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Certified Members of the RJC are audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices. A voluntary Chain-of-Custody Standard has also been developed for gold and platinum group metals. The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com

About Paras Diamond Corp DBA Amikam

Paras Diamond Corporation, a loose diamond house and finished diamond jewellery seller, was established in New York in 1975. The origin of the company can be traced back to Mohanlal Mehta (Samir Mehta's great-grandfather)

www.responsiblejewellery.com

over 100 years ago. Mr. Mehta started a diamond business that has now spanned into its 5th generation, with Jay Mehta, while still maintaining the core values that guide the business standards of Paras Diamond Corp. - honesty, fair-play, and dedicated work ethic.

Paras Diamond's main focus is centred in two very specific aspects of the jewellery industry – loose diamonds and diamond jewellery. The loose diamonds division, handled by Samir Mehta, specializes in rounds and princess cuts of all sizes below 1carat in white, with naats, top light brown. The jewellery division of the business, Amikam, which is handled by Jay Mehta, focuses on diamond studded products specifically in bridal sets, earrings, pendants, fashion rings, and bracelets. The development of the jewellery line and design has been inspired by influences from around the world – the Far East including Hong Kong/China, India and Thailand as well as European styles from Italy, Belgium and Turkey. Paras Diamond Corp/Amikam has evolved into a very specific and major player in the US market and one that continues to grow and be a leader in the market

[RJC Certification Information Paras Diamond Corp DBA Amikam](#)

[RJC Certified Members](#)

www.responsiblejewellery.com

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.
The Council for Responsible Jewellery Practices Ltd, First Floor, Dudley House, 34-38 Southampton Street, London, UK, WC2E 7HF.
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.