



NEWS RELEASE

Embargoed until 9 August 2012

RESPONSIBLE JEWELLERY COUNCIL CERTIFIES SUNDIAM DMCC

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

"RJC warmly congratulates Sundiam DMCC on its certification. The successful verification assessment was conducted by John Thomas 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.

"RJC Certification has given us global recognition and we can share a podium with prominent leaders in the jewellery industry. RJC Certification enhances transparency and consumer confidence in the jewellery industry and this will support the jewellery industry to improve its global image. As RJC Certified members we feel we have a competitive advantage in business development", says Kaushal Shah, Chief Operations Officer, Sundiam DMCC

For further information please contact:

Mila Bonini, Communications Manager, Responsible Jewellery Council

Telephone +39 02 48002801, Mobile +39 334 5488723, Mila.bonini@responsiblejewellery.com

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 370 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 Sundiam DMCC

Sundiam DMCC started in 2005 in Dubai as a marketing associate of KM Shah Group. Sundiam DMCC is associated with many renowned diamonds and diamond studded jewellery brands across the Middle East. Sundiam DMCC always believes in doing business with integrity and fairness. As a corporate citizen we encourage transparency and honesty in compliance with rules and regulations.

[RJC Certification Information – Sundiam DMCC](#)

[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.