



The Diamond Producers Association announces the launch of its first India diamond marketing campaign

(July 26, 2017) Mumbai, India – *The Diamond Producers Association (DPA)* announces the launch of its ‘*Real is Rare. Real is a Diamond.*’ communication platform in India at the ‘prelude to IIJS 2017’, *The Diamond Producers Association (DPA)* will launch its first campaign in India starting October 2017, following its successful introduction in the US, a year ago. The objective of this multi-media campaign is to invite consumers to take a fresh look at diamonds, and make them synonymous with authentic and sincere moments in relationships, in addition to the traditional association with luxury and status symbols or milestone commemoration.

Earlier this year, *The Diamond Producers Association (DPA)* partnered with creative agency network *BBH India* to carry out a comprehensive study and generate relevant consumer insights for the ‘*Real is Rare. Real is a Diamond.*’ campaign in India. For most couples in India, the journey of a relationship starts with marriage followed by the gradual discovery of love. This journey of discovery entails coming together to create an intimate relationship, which makes the marriage real and precious and worth celebrating beyond the ritualistic milestone celebrations. Diamonds play an important role in celebrating what is precious in a relationship.

At the prelude to IIJS 2017, **Jean-Marc Lieberherr, CEO, DPA** said “India is an important diamond market with long term growth opportunities. I am delighted to announce the launch of the Diamond Producers Association’s ‘*Real is Rare. Real is a Diamond.*’ communication platform in India in October 2017 and the long-term establishment of our organisation in India. We look forward to working closely with the *Gem & Jewellery Export Promotion Council* and the Indian diamond trade at large to realise the potential of the Indian consumer market for diamonds.”

This announcement has been made weeks after *The Diamond Producers Association (DPA)* secured marketing funding of USD 57 million from its members for the year 2017. *The Gem & Jewellery Export Promotion Council (GJEPC)* will be actively supporting *The Diamond Producers Association’s* marketing drive in India and other markets. Shedding light on the partnership between *The Diamond Producers Association (DPA)* & *GJEPC*, **Stephen Lussier, Chairman of the DPA** said, “We are honoured to partner with the *Gem & Jewellery Export Promotion Council* not only in India but also internationally, and we look forward to working with *GJEPC* Board for the development of the diamond sector.”

The “*Real is Rare*” integrated marketing and communications approach includes a robust campaign amplified through television, digital channels and social media platforms, cinema multiplexes as well as extensive PR. The storytelling approach aims

to showcase a moment in the journey of married couples, that celebrates the authenticity and preciousness of the relationship. It is a story that is real, that is theirs and that is rare with the diamond being a true symbol of couples' relationship and journey...

About The Diamond Producers Association (DPA):

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies, who together represent the vast majority of the world's diamond production. The DPA's primary objective is to support long-term consumer demand and safeguard the key stakeholders' confidence in the diamond sector.

For more information visit: <http://www.diamondproducers.com/>

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