



FOR IMMEDIATE RELEASE

DIAMOND PRODUCERS ASSOCIATION ANNOUNCES APPOINTMENT OF INDIA MANAGING DIRECTOR

Mumbai, 7th Nov 2017 – The Diamond Producers Association (DPA), an alliance of seven of the largest diamond mining companies globally, announces the appointment of Richa Singh as its Managing Director for India with immediate effect. Richa Singh joins DPA from L’Oreal and will be overseeing all the activities of the DPA in India, a market of great importance to the organisation.

Richa Singh comes to the DPA with a rich experience of close to 19 years in high image consumer goods marketing, including four years in advertising. She has a strong track record in the beauty business where her proven capabilities and keen understanding of Indian consumers helped drive her previous organisation to No.2 position in the country. Richa will bring to the DPA an in-depth understanding of Indian women, of millennial marketing and of modern communication channels, including digital.

Commenting on the appointment Jean-Marc Lieberherr- Chief Executive Officer, Diamond Producers Association said: “We are delighted that Richa has joined us to lead the development of the DPA in India and help realise the significant market potential for diamonds in the country. Richa brings to the DPA an impressive set of skills which are totally aligned to the needs of our organisation and our industry. We look forward to welcoming Richa to the DPA and to the diamond family at large”.

Richa Singh said: “I am delighted to be working on a category that is so close to every woman’s heart. It is a great opportunity to put my 19 years of experience to good use, setting-up operations from scratch to building partnerships and equity along the way. I look forward to be part of developing the Indian market for diamonds. This is indeed a personally fulfilling role and I am focussed on delivering the objectives set-out for India by the DPA, in partnership with the local trade, and in particular the Gem & Jewellery Export Promotion Council”.

The appointment is noteworthy given DPA’s impending launch of the ‘Real is Rare. Real is a Diamond’ campaign in India.

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.



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The DPA's primary objective is to support long-term consumer demand and safeguard the key stakeholders' confidence in the diamond sector.

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