



Jewel Star Group

Sparkle your Dreams

Since 1968



U.S. Subsidiaries





Mavjibhai Koshiya

Founder and Chairman

It is rightly said that the start of great things are marked with small consistent steps. This couldn't have been more apt for us when we started off in 1968 as a small operation, in Bhavnagar. Which undertook job work of cutting and polishing for the other diamond merchants. After a decade of hard work, perseverance and never-ending patience, we at Jewel Star Group finally came up.

Mr. Mavjibhai Koshiya, the scion and driving force behind the group, laid the foundation of Jewel Star Diamonds back in 1968. Since then, the company has experienced rapid growth. Today, when we see more than 10,000 employees working in our factories, it not only gives us immense pride but also strengthens our belief that this journey should only get better. Mavjibhai's success is deeply rooted in values like honesty, hard work, discipline, and the effective management of both time and people, which continue to guide the organization. Moreover, his unwavering commitment to giving back to the community exemplifies his vision of fostering growth and well-being beyond the company, inspiring us all to build a legacy of excellence and responsibility.

India Executive Team



Dhaval Koshiya

Chief Executive Officer



Dharmesh Koshiya

Chief Operating Officer



Mahendra Patel

Chief Financial Officer



Arun Koshiya

Director of Sales & Marketing



Parthav Patel

Chief of Jewelry Operations and Administration

USA Executive Team



Jay Koshiya

Chairman and CEO Overseas



Sanjay Kothari

Chief Executive Officer of JS Lab & JS Collection



Sanjay Koshiya

Chief Financial Officer



Carl Rachmuth

President of Jewelry Division



Michele Billam

Vice President of Merchandising

History

In 1968, Mr. Mavjibhai Koshiya, the scion and driving force behind the group, laid the foundation of Jewel Star Diamonds.

In 2018, Pure Lab Diamonds was established in order to cater our customer's demands for lab-grown diamonds.

Pure Lab Diamonds and Jewel Star Diamonds currently employs over 10,000 employees in India.

Pure Lab Diamonds and Jewel Star Diamonds have gradually emerged as one of the leading players in the lab-grown and natural diamond industry respectively by exceeding customer expectations due to its extraordinary attention to detail.

About Jewel Star Group

Through its dramatic growth and extraordinary attention to detail, Jewel Star has gradually emerged as one of the leading players in the diamond industry. Over the years, we have focused on serving our customers with good quality products which has also given us the opportunity to set benchmarks for the industry and ourselves. Fostering long term relationships has been our agenda ever since we have started and we take immense pride in being able to provide the same quality to our customers ever since they have laid their trust on us. That is the sole reason why we have most of the customers who have been purchasing crafted diamonds from since ages. As years passed, our business expanded and so did our clientele. Today we stand strong with our business spread across the globe.



Who We Are?

Our Values

- Environment Sustainability Equality
- Ethical Governance
- Innovation
- Transparency
- Teamwork and Trust

Our Mission

To build trust by catering to every customer's demand and helping them find their true diamonds and jewelry through a transparent production process and fair trade.

Our Vision

To provide sustainable, ethical, and the highest quality diamonds and jewelry while building one of the biggest distribution networks.



Certifications & Accreditations

SCS Global Certification:

We hold SCS-007 certification, recognizing our efforts in sustainability & environmental stewardship.

Responsible Jewelry Council (RJC):

As a member of the RJC, we demonstrate our commitment to responsible business practices and ethical sourcing.

Indian Green Building Council (IGBC):

Our facilities are IGBC certified, reflecting our commitment to green building standards.

SMETA Ethical Trade Audit:

We comply with the SMETA audit to ensure ethical trade practices.

Great Place to Work Certification:

This is to certify that Pure Lab Diamonds has successfully completed the assessment conducted by Great Place To Work®, India, and is certified as a Great Workplace.



Why Jewel Star Group?

Sustainability:

The Jewel Star Group is committed to sustainability and reducing its carbon footprint through eco-friendly practices and advanced technologies. Our dedication to a greener future drives us to continuously optimize resources and minimize waste.

Quality:

We produce diamonds of exceptional quality, with precise cuts and certified authenticity, adhering to the highest industry standards.

Innovation:

Use of cutting-edge technology in diamond production, combined with a strong focus on ethical practices, distinguishes us as a reliable and forward-thinking partner.

Global Reach:

With facilities, in India and the U.S., we provide timely, delivery throughout the world, high-quality diamonds that meet international demand and customer expectations.

Customization:

We specialize in producing and customizing lab-grown diamonds and Jewelry tailored to our clients' unique requirements. Our advanced capabilities enable us to craft designs ranging from intricate, bespoke pieces to contemporary styles, delivering exceptional quality and precision to match even the most specific preferences.



Mined Diamond

Location & Size:

Bhavnagar is our largest hub for natural diamond cutting and manufacturing.

Specialization:

Focuses on Round Brilliant, Single Cuts and all Fancy shapes diamonds.

Diamond Range:

Diamonds range from -2 sieve sizes to 10 ct+.

Production Capacity:

Monthly production: 2.5 million pieces.

Annual production: 30 million pieces.

Innovation: First and only diamond manufacturing facility in India to integrate advanced automated robotics for small diamond production.

Skilled Workforce:

Supported by a workforce of over 10,000 Professionals.

Operations:

Includes diamond assortment, precise planning, laser cutting, and meticulous polishing.

Cut Quality:

Emphasizes ideal cut parameters, achieving excellent symmetry and superior polish.

Certification:

Ensuring top-quality, certified diamonds.



Lab-Grown Diamond

Location & Expertise:

Cutting-edge facility in Surat, India, specializing in premium lab-grown diamond cutting and Manufacturing.

Size Range:

Covers a broad spectrum, from -2 to 50 Carats.

Innovation & Craftsmanship:

Our collection of fancy-shaped diamonds is as diverse as it is exquisite. From sizes ranging between -2 to an impressive 50 carats, we excel in crafting over 30 unique fancy shapes, showcasing unparalleled craftsmanship and precision. We specialize in producing and customizing lab-grown diamonds and jewelry tailored to our clients' unique requirements.

Integrated Operations:

All diamond creation processes are managed in-house, ensuring quality and consistency.

Product Features:

Shapes: Wide range of shapes and sizes.

Color Grades: D to I.

Clarity: IF to Si2.

Technological Edge:

Utilizes both CVD and HPHT technologies to maintain stringent quality standards.

Global Appeal:

Designed to meet the diverse needs of an international clientele.



Sustainability in LGD Manufacturing

Industry Standards: In 2023, India's production of cut and polished lab-grown diamonds had the largest carbon footprint of any lab-grown diamond producing region in the world, amounting to 612 kilograms of CO₂ equivalent per carat produced. (Statista, 2024)

Our Result: Our products achieved a carbon footprint of 3.209 kg CO₂e per carat during the accounting period from April 2023 to March 2024. This milestone reflects our ongoing commitment to reducing environmental impact and promoting sustainability across our operations.

Greenhouse Gas Emission Intensity

Category	Intensity per Unit of Production (Kg of CO ₂ e/Carat of Diamond)
Scope 1 Emission Intensity	0.096
Scope 2 Emission Intensity	3.113
Overall GHG Emission Intensity	3.209

Scope 1 emissions primarily result from diesel and natural gas consumption, as well as fugitive emissions from refrigerants, accounting for 2.98% of the total GHG footprint. Scope 2 emissions are attributed solely to the purchased electricity required for Pure Labs' facility operations, making up the remaining 97.02% of the total emissions.



Jewelry Manufacturing

Blending Artistry & Technology:

Combines traditional craftsmanship with advanced technology for timeless elegance and brilliance.

Craftsmanship:

Skilled artisans meticulously manage the entire process, from design to final polish.

Premium Materials:

Uses only the finest materials for exceptional durability and sophistication.

Commitment to Ethics:

Dedicated to ethical and eco-friendly practices, ensuring responsible craftsmanship.

Design Philosophy:

Creations embody refined beauty and subtle elegance, serving as understated masterpieces.

Partnership Invitation:

Encourages collaboration to craft Jewelry that reflects sophistication and enduring value.



Manufacturing Team

At Jewel Star Group we have a very strong management team comprising of second and third generations from the family, who are in turn strongly committed to the Vision and Mission Statement and Values of the company.

Jewel Star Group is committed in developing, training and retaining a diverse workforce, fostering a company culture that is welcoming and respectful, creating products and services that resonate with our global audiences and collaborating with community organizations to make our industry accessible to all.



Technology

With detail oriented craftsmanship, standard environmental guidelines, proper techniques and innovative technology we manufacture all our products thus giving us environmentally sustainable products.

We invest in best of machinery with cutting edge technology which strengthens our production infrastructure. Our laser cutting and polishing machines are of latest standards that comply with present day requirements it includes Sarin Galaxy Machines with 200 Sarin advisors, Spectra, Greenwave, Super 9, 4P for Fancy and Round diamonds, Auto Diamond Cutter, Vision 360 Video and a brilliantly well maintained custom in-house software which handles all the back-office work for transactions and report-generation.



Corporate Social Responsibility

Health and Wellness First

Jewel Star Group prioritizes health through impactful initiatives like blood donation drives and vaccination camps, particularly during crises such as COVID-19. By exceeding safety standards and fostering secure work environments, the company ensures the well-being of its employees and the larger community, contributing to global health improvement.

The Jewel Star Group has been organizing annual blood donation drives since 2002, reaffirming its dedication to saving lives and giving back to society. For the Jewel Star family, engaging in such social activities is not merely a responsibility but a heartfelt commitment to building a compassionate and healthier community. Our founder, Mr. Mavjibhai Koshiya, passionately advocates for this cause, emphasizing that donating blood can mean the difference between life and death for someone in need. For the Jewel Star family, these drives are a testament to our deep commitment to creating a healthier society and inspiring others to contribute to this vital cause. We firmly believe that every bag of blood donated strengthens the fabric of humanity and builds a legacy of care and compassion. The Jewel Star Group believes that blood donation is one of the most selfless and impactful ways to serve society, as it directly saves lives during emergencies such as accidents, surgeries, and life-threatening medical conditions like cancer treatments. Since 2002, we have consistently organized annual blood donation drives, averaging 400 blood bags per year, amounting to an estimated 3,712.500 liters of life-saving blood over 22 years.

Hosting annual blood donation drives is a powerful way to raise awareness about the importance of donating blood and its critical role in saving lives. The Jewel Star Group believes that these drives are not only about collecting blood but also about educating society on how a single act of generosity can make a life-changing difference. By organizing these camps every year, we aim to highlight the growing need for a steady supply of safe blood, which is essential for surgeries, trauma care, cancer treatments, and chronic conditions. These events also inspire others to contribute to this noble cause, fostering a culture of compassion and shared responsibility within the community.



Community Welfare

Sustainability is central to Jewel Star's community projects. The Bhavnagar Green Circle exemplifies this with lush green spaces and water-saving smart irrigation systems. These initiatives enhance mobility, minimize environmental impact, and improve quality of life, reflecting the company's dedication to eco-friendly development.



Empowering Through Education

Jewel Star Charitable Trust drives Educational progress through Shri Gaurishankar Primary School, offering state-of-the-art facilities and expert educators. By empowering young minds with knowledge and skills, the Group fosters self-reliance and contributes to national development.



Championing Gender Equality

Jewel Star promotes equality through leadership training, equal pay policies, and flexible work arrangements between all genders. These initiatives empower women to take on key roles, fostering a more inclusive and equitable workplace.



Women Empowerment

Equality

We are dedicated to ensuring gender equality across all levels of our organization. Our commitment is reflected in our workforce composition, with women making up 40% of our team. Key initiatives include :

Gender Equality and Equal Pay: Ensuring fair compensation and equal opportunities for all employees, regardless of gender.

Flexible Work Arrangements: Offering adaptable schedules to support work-life balance, ensuring that both women and men have the flexibility they need to thrive professionally and personally.

Safety

We prioritize the well-being of all employees by maintaining a secure and supportive workplace environment:

Safe Work Environment: Our facilities are designed to ensure safety, with policies and practices in place to protect all team members from potential hazards. We are committed to creating a space where everyone feels safe and respected.



Leadership

We believe in empowering women to take on leadership roles and drive change within the industry :

Leadership Training: Providing targeted opportunities for women to develop leadership skills, preparing them for key decision-making positions within the organization.

Through these efforts, we are building a more inclusive, equitable, and empowering workplace while contributing to the overall development of our communities.



Education and Social Inclusion

Ankur School: A Haven for Intellectually Disabled Children

Located in Bhavnagar, Gujarat, Ankur School is a non-profit institution dedicated to serving the educational and vocational needs of intellectually disabled children. Established over 30 years ago, it stands as a pioneering center for specialized education in the region, providing comprehensive programs tailored to the unique needs of its students.

The school offers a nurturing environment that combines education, therapy, and life skills training to help children achieve their highest potential. From modern infrastructure to innovative teaching methods, Ankur School ensures a holistic approach to development, fostering self-reliance, confidence, and dignity among its students.

Jewel Star Group: A Proud Trustee of Ankur School

As a trustee of Ankur School, the Jewel Star Group is honored to play a vital role in supporting and uplifting intellectually disabled children. Through our involvement, we strive to contribute to the school's mission of empowering these special individuals with education, vocational training, and life skills. This association not only aligns with our corporate values but also strengthens our commitment to meaningful Corporate Social Responsibility (CSR) initiatives. By supporting Ankur School, we ensure that our efforts create a lasting impact, fostering a more inclusive society while giving back to the community in a truly significant way.





Gangaba Devrajdada Koshiya Welfare Trust: Empowering Communities Through CSR

The Gangaba Devrajdada Koshiya Welfare Trust, established by the Jewel Star Group on November 22, 2002, is dedicated to creating meaningful social impact through initiatives that address pressing community needs. On February 4, 2024, the trust organized an Orthosis Distribution Camp in Songadh, Gujarat, providing essential mobility aids to individuals in need. This initiative is a testament to the group's unwavering commitment to enhancing the quality of life for underserved communities.

For the Jewel Star Group, activities like these are not just CSR obligations; they are a reflection of the company's core values of compassion, inclusivity, and community empowerment. By addressing the challenges faced by individuals with mobility issues, the group aims to create opportunities for greater independence and dignity. Such initiatives reinforce the belief that businesses thrive when they contribute to the well-being of society, fostering a sustainable and equitable future for all.

Leadership with Passion: Mr. Mavjibhai Koshiya's Commitment

The Orthosis Distribution Camp held in Songadh was graced by the presence of Mr. Mavjibhai Koshiya, the visionary Chairman and Founder of the Jewel Star Group. His personal involvement and heartfelt passion for initiatives like these highlight his unwavering dedication to community welfare. Mr. Koshiya's hands-on approach and deep interest in such activities serve as an inspiration, emphasizing the importance of giving back to society and making a tangible difference in the lives of those in need. His leadership continues to drive the group's commitment to impactful CSR efforts, fostering hope and empowerment in underserved communities.







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