



INDIA DOESN'T HAVE ANY JEWELLERY BRANDS; THEY ARE MARKETPLACES MASQUERADEING AS BRANDS

For decades, the Indian jewellery industry has operated under the illusion of branding. What we actually have is a landscape dominated by “**marketplaces masquerading as brands**” with retail fronts that aggregate diamonds from a web of **multiple vendors**. The result is an industry where even jewellers often cannot trace the **true origin of the diamonds they sell**.

Modern luxury deserves better than this ambiguity. At QWEEN, we believe that **trust is not built through marketing narratives but through structural integrity**. That belief led us to challenge the most deeply entrenched norm in the industry, **fragmented sourcing**. QWEEN was created as **India's first 100% natural, Mine-to-Market, self-discovery experiential luxury jewellery brand**, built not on convenience, but on clarity.

Most jewellery brands in India source diamonds the way restaurants source raw materials from **multiple vendors, in varied batches**, often prioritising **cost efficiency over consistency or traceability**, leading to an **inconsistent and untraceable supply chain** where provenance becomes impossible to guarantee. We chose a **fundamentally different path**, knowing fully well that it would be **harder, slower, and more demanding**.

We source all our diamonds from a single, revered origin - Rosy Blue. With a heritage of over 63 years, Rosy Blue has been one of the world's most respected names in diamond manufacturing, known for its impeccable provenance systems and strict traceability practices. They are also site holders, giving them direct access to ethically sourced rough diamonds.

By partnering with Rosy Blue, not as a vendor, but as our **strategic supply-chain investors**, we built a model where **every diamond can be traced back** to its origin. Not just to a mine or a country, but through a documented, controlled, audited chain of custody. This is the backbone of our Mine-to-Market promise, and it is non-negotiable.

There is a meaningful difference between **claiming ethical sourcing** and being **verifiably certified** for it. Rosy Blue

processes only **Kimberley compliant rough diamonds**, which means every diamond that enters QWEEN is **conflict-free by globally accepted standards**. There is **no ambiguity, no mixed batches, no inconsistencies**. As a result, we are proud to say that **100% of QWEEN jewellery is Kimberley compliant**. This is not a **marketing assertion** but a **verifiable truth**, and we shall demonstrate the same to our customers in the retail store.

We have always believed that **luxury should feel personal, not transactional**. Women do not want more **jargon or intimidation cloaked as expertise**. They want **clarity**. They want to understand **what they are buying, why it matters, and how it connects to their own identity and values**.

When a woman knows **where her diamond comes from, how it was shaped, who worked on it, how it was graded, and why it shines the way it does**, the experience fundamentally changes. It becomes a moment of **ownership rather than uncertainty, confidence rather than pressure**. That transformation from **intimidation to self-discovery** is what we believe **modern jewellery** should enable.

This philosophy is not an add-on to our business; it is its **foundation**. It is what informs QWEEN's **Mine-to-Market model** and what will come alive in our **upcoming experiential stores in Bangalore and Delhi**. Because **true brands are not built on assortment**. They are built on **intent, integrity, and the courage to do things differently**.



Amit Kumar
CEO & Co-founder
QWEEN