

In this issue of JewelBharat, we had the opportunity to speak with

Mr. Sriram Natarajan

Managing Director of GIA India.

Insight. Innovation. Excellence. The Leadership of GIA India's Mr. Sriram Natarajan

Mr. Sriram Natarajan, Managing Director of GIA India, brings over 30 years of diverse industry experience across strategy, manufacturing, and leadership development. Prior to GIA, he led India operations at CIRCOR International, and held senior roles at Eaton Corporation and NALS Outdoors India.

With an MBA from the University of North Carolina, Charlotte, and a Master's in Industrial Engineering from Arizona State University, Mr. Natarajan combines global insight with operational expertise.

In this exclusive interview, he shares his vision for the future of gem and jewellery education, quality standards, and innovation in India.



What inspired your decision to join GIA India, transitioning from a career in engineering and manufacturing to the gemstone and jewelry industry?

GIA's mission to protect consumers and ensure trust in gems and jewelry resonated deeply with me. The transition allowed me to apply my expertise in operations, strategy, and leadership to an industry where precision and integrity are paramount.

As the Managing Director, what have been the most significant milestones in scaling GIA's laboratory operations in Mumbai and Surat?

Expanding our laboratory capabilities in Mumbai and Surat to better serve the trade has been a key achievement. We have strengthened our infrastructure, enhanced operational

efficiency, and reinforced a culture of excellence to meet growing industry needs.

How does GIA India uphold its commitment to integrity and excellence in gemstone grading and analysis?

Integrity is at the core of everything we do. GIA follows rigorous scientific standards, using advanced research and state-of-the-art technology to deliver accurate and unbiased reports, ensuring trust in every gemstone we evaluate.

With over three decades of leadership experience across industries, how has your global exposure shaped your strategic approach at GIA India?

My experience across diverse industries and geographies has reinforced the importance of operational discipline, talent development, and customer focus. At GIA India, we emphasize continuous improvement and collaboration to drive excellence.

What role does GIA India play in advancing trust and transparency in the country's gemstone and jewelry sector?

GIA plays a vital role by providing independent, science-based grading reports that empower buyers and sellers. Our educational programs also help industry professionals build knowledge and uphold best practices, further strengthening consumer confidence.

How is technology transforming the grading and reporting process at GIA, and what future innovations do you anticipate?

GIA has been at the forefront of developing technologies to support gem grading and identification for decades – be it the development of the GIA Colorimeter or the detection of irradiated yellow diamonds. Today, technology continues to support our expert laboratory staff to enhance accuracy and consistency in diamond grading and gemstone evaluation. Artificial intelligence (AI), advanced imaging, and automated systems will help streamline our processes. Looking ahead, continued innovations will further refine our ability to provide precise and consistent results.

What are your thoughts on the growing demand for lab-grown diamonds, and how is GIA addressing this shift in the market?

Laboratory-grown diamonds are an evolving segment of the market. GIA offers clear and distinct grading reports for natural and laboratory-grown diamonds, ensuring transparency so that consumers can make informed decisions.

As sustainability becomes a priority, how is GIA India aligning its practices with ethical standards in the gemstone industry?

Sustainability and ethical responsibility are integral to GIA's mission. Through research, education, and strict grading protocols, we support responsible sourcing and industry transparency, contributing to a more sustainable future.

What advice would you give to aspiring professionals looking to make a mark in the gemstone and jewelry sector?

Commit to continuous learning and integrity. The gem and jewelry industry values expertise and trust, so developing strong technical skills and an ethical mindset will be key to long-term success.

In your experience, what are the critical factors for driving operational excellence while maintaining a focus on organizational integrity?

Operational excellence stems from a culture of discipline, continuous improvement, and strong leadership. Integrity must be embedded in every process, ensuring that trust and quality remain uncompromised.

In Conclusion: A JewelBharat Perspective

Mr. Sriram Natarajan's journey into the gem and jewellery sector is both inspiring and insightful—a seamless blend of global leadership experience and a deep-rooted commitment to purpose. His transition from engineering and manufacturing to leading GIA India reflects a broader vision: one where operational excellence meets ethical responsibility, and where science, innovation, and trust converge to uplift an entire industry.

Throughout our conversation, Mr. Natarajan emphasized the pillars that define GIA's mission—integrity, precision, and education. Whether it's embracing advanced technologies, scaling laboratory operations in India, or fostering industry-wide transparency, his leadership continues to shape a more informed, accountable, and future-ready ecosystem.

At JewelBharat, we believe voices like his are vital to the ongoing evolution of India's gem and jewellery sector. As we navigate a world where quality and credibility are paramount, this dialogue reaffirms the value of visionary leadership rooted in both knowledge and purpose.