

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

Mr. Ramit Kapur

Managing Director of Gemological Science International (GSI) India



With nearly two decades of experience in the gemological labs sector of the jewelry industry, Kapur brings a wealth of expertise in working with cross-functional teams, launching products into new markets, and developing strategies for multi-channel sales. GSI, one of the largest and most renowned gemological organizations globally, plays a pivotal role in the diamond and jewelry industry by offering a comprehensive range of services, including grading reports for both natural and lab-grown diamonds, colored gemstones, and jewelry. Kapur's leadership and vision continue to drive GSI's growth and innovation in the industry.

Mr. Kapur, you have over 25 years of experience in the jewelry industry. Could you share some key moments or experiences from your career that have shaped your leadership style and your approach to business?

RK: Over the years, I've realized that the most valuable asset of any organization is its people. Early in my career, I learned that empowering teams and creating a sense of ownership can transform an organization. I focus on equipping my team with the advanced equipment, continuous training, and clarity of purpose. When people feel like the heroes of their own roles, their passion reflects in their work. Leadership, to me, is about creating an environment where every individual thrives and takes pride in their work.

GSI has established itself as a leader in the gemological services space, especially in the detection of undisclosed lab-grown diamonds. What do you think sets GSI apart from other gemological organizations globally and in India?

RK: GSI's strength lies in its commitment to continuous innovation and expertise. In an era where lab-grown diamonds evolve rapidly, having state-of-the-art technology is non-negotiable. But technology alone isn't enough; it's the expertise behind it that truly makes the difference. At GSI, we pair cutting-edge instruments with a team of experts who interpret complex data and provide insights that go beyond testing. This unique combination ensures we stay ahead of the curve. We've invested heavily in R&D and industry collaborations to ensure our solutions are not only relevant but also anticipate future challenges. This proactive approach is what truly sets us apart.

As the Managing Director of GSI India, what are your top priorities for the company's expansion in the Indian market, and how do you plan to address the unique challenges and opportunities here?

RK: Our vision is to make GSI's services accessible across India, whether through full-service labs, logistics, window counters, or mobile teams. The idea is to create seamless access for clients, regardless of their location, and to maintain the fastest turnaround times in the industry. India is a vast market with unique challenges, but I firmly believe every challenge is an opportunity in disguise. By offering global-standard services to even the remotest regions, we're not just expanding; we're empowering retailers to operate with confidence and ease. It's a win-win for everyone.

India is one of the largest jewelry markets in the world. How do you see consumer preferences evolving, especially with the rise of lab-grown diamonds and increasing awareness of sustainability in the industry?

RK: Lab-grown diamonds and natural diamonds serve distinct audiences, and each tells its own story. Natural diamonds carry a legacy of heritage and tradition, while lab-grown diamonds are about affordable luxury and sustainability. As a lab, it's our job to cater to both markets responsibly; providing clarity and

ensuring no cross-contamination between the two. At GSI, we're committed to upholding the integrity of both product categories through clear distinctions in our grading reports. Both are remarkable in their own right, and it's exciting to see how consumers are embracing this duality in the market.

GSI has made significant strides in offering educational programs for both professionals and the public. How important is education in promoting trust and transparency in the diamond and jewelry industry? And how do you see GSI's role in this space evolving in India?

RK: Education is a cornerstone of trust and transparency in the jewelry industry. Whether it's corporate training for retailers or workshops for sales teams, the goal is to ensure everyone in the supply chain speaks the same language. Misinformation often stems from a lack of understanding, and that's where we come in. GSI's programs, delivered by seasoned gemologists with decades of experience, focus on practical, real-world knowledge. We want retailers to feel confident when addressing customers, bridging gaps in understanding, and ultimately driving trust. Our education initiatives are about empowering the entire ecosystem.

With both natural and lab-grown diamonds gaining traction in the market, how does GSI ensure there is no mix-up between the two, and maintain trust in its grading reports?

RK: At GSI, trust and consistency are at the core of everything we do. Handling thousands of natural and lab-grown diamonds daily, from loose stones to finished jewelry, keeps us at the forefront of the latest advancements in gemology. Our cutting-edge technology, combined with an expert team, ensures we remain ahead of industry developments. With rigorous systems and processes in place, we maintain a strict separation between natural and lab-grown diamonds - contamination is simply not an option. Leading jewelers worldwide trust us because our reports embody integrity, driven by the seamless fusion of expertise and innovation.

How do you see grading reports evolving in the jewelry industry, especially as it transitions towards digital formats, considering that physical documents have traditionally been preferred for their tangible value?

RK: The evolution towards digital reports is a natural progression, driven by sustainability and the need for efficiency. At GSI, we embraced this shift years ago by being amongst the first to provide E-certs and QR tags. While physical reports still hold appeal for many, the growing acceptance of digital reports is undeniable. They enhance customer experience with instant accessibility, easy storage, and faster verification. For retailers, GSI's 'Digital Story' feature adds another layer; allowing them to share their brand's journey through the report, turning it into a powerful branding and consumer engagement tool.

As the industry grapples with the growing challenge of detecting undisclosed lab-grown diamonds in finished jewelry, what technological advancements is GSI investing in to stay ahead of these issues?

RK: GSI is a leader in research and screening, known for its comprehensive approach. We don't just adopt the latest technology; we consistently update our equipment to stay ahead. Through strong partnerships with global equipment manufacturers and industry stakeholders, we foster an ongoing exchange of data and insights. However, technology alone isn't enough to safeguard the industry—expertise is at the core of our efforts. By combining cutting-edge tools with unmatched knowledge, GSI continues to lead in addressing the challenges of undisclosed lab-grown diamonds.

Looking ahead, what do you see as the biggest opportunities and challenges for GSI in India and globally in the next 5-10 years? How is GSI preparing to meet these future demands?

RK: The jewelry industry is evolving rapidly, and I believe that, with change comes immense opportunity. For GSI, the focus will be on innovation, accessibility, and education. Challenges will always exist, whether in the form of market dynamics or technological disruptions, but we see them as stepping stones to growth. By staying agile and investing in research, partnerships, and team development, we're confident in our ability to meet future demands. The key is to stay committed to our core values of trust, integrity, and excellence.