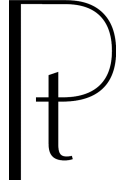


SUBJECT: THE VALUE OF PLATINUM	
FROM THE DESK OF: Nisha Henriques, Manager – Marketing&Communications	

Choosing platinum is not only about aesthetic appeal but also based on a handful of factual realities. These realities account for platinum's popularity in recent times.

For one, platinum's purity is extraordinary. It is generally 95% pure (18 carat gold is 75% pure). This makes the metal hypoallergenic - ideal for any type of skin, including the most sensitive.

Platinum is extremely rare, the coveted treasure of discerning individuals. There is very little platinum on this earth and it is found in very few places around the world. This exquisite metal is 30 times more rare than gold. In fact, it is estimated that if all the platinum in the world were poured into one Olympic swimming pool it would be scarcely deep enough to cover your ankles. Gold would fill more than three pools. Platinum's rarity makes it exclusive and distinctive - a celebration of your individuality.

Platinum jewellery is the perfect choice for a lifetime of everyday wear. Its density and weight make it more durable than other jewellery metals. Platinum does not wear away and holds diamonds and precious stones firmly and securely. Like all precious metals, platinum scratches. However, the scratch on a platinum piece is merely a displacement of the metal and none of its volume is lost. So, even though wearing it each and every day may leave an impression on the surface, it remains what it was - a symbol for all things eternal.

In addition to its strength and density, platinum has another remarkable quality - pliability. Platinum is so pliable, that just one gram of the metal can be drawn to produce a fine wire over one mile (almost 2 km) long. This quality has enabled jewellers to create some amazing versatile platinum mesh accessories, which could not be fashioned from other precious metals.

Customers find platinum jewellery an excellent store of value and in that sense it is a good investment. It has tremendous heritage value, being the chosen metal of royalty down the ages. Given the current market situation, now is the right time to purchase platinum jewellery.

There is a wide range of platinum jewellery in the market today, appealing to both men and women. The designs personify eternal beauty, sophistication and timeless elegance. Beautiful platinum jewellery has been known to be handed down from generation to generation. From weddings, engagements and gifting to everyday wear, there are designs for every occasion.

In order to assure consumers of purity of platinum jewellery across authorised retail outlets, Platinum Guild India Pvt. Ltd has appointed Underwriters Laboratories to audit and monitor its Quality Assurance Scheme. Stringent quality measures are adopted and the system is overall robust and state-of the-art.

As per PGI standards, platinum sold under the scheme needs to be a minimum of 95% pure. Under the scheme, every piece of platinum jewellery sold is stamped with the Pt symbol and supported by a tamper proof quality assurance card that states the content of platinum in the jewellery.

This quality assurance card also quotes a Unique Identification Number, which is stamped on the jewellery in addition to a detailed description of the piece of jewellery.

Authorised retailers display a PGI signage outside their stores and a PGI license on their counters, thereby, assuring the consumer of a genuine buy.

For further information, please contact...

Nisha Henriques
Manager ^ Marketing & Communications

Platinum Guild India
Suite 704, Housefin Bhavan |
C 21 Bandra Kurla Complex |
Mumbai 400 051

Phone: 91 22 26573194/95 | Fax: 91 22 26573196 | Cell : 91 9867648211
www.preciousplatinum.com