

Saffronart to auction the largest **Forevermark** Fancy Yellow Diamond in online first

1 October 2008 The largest **Forevermark** Fancy Yellow Diamond in the world will be put up for auction in an online first – Saffronart’s inaugural Fine Jewels Sale on October 7th and 8th, 2008.

The stunning, brilliant oval-cut diamond weighs in at 42.02 carats. It took the master craftsmen of the **Forevermark** Diamantaire, over three months to cut and polish from a rough of 78.2 carats. It is fancy yellow, naturally coloured and VS1 clarity.

The diamond is inscribed with the **Forevermark** icon and a unique **Forevermark** identification number 7907270, which symbolise the Forevermark promise of assurance, quality and integrity.

The **Forevermark** diamond is the star lot in the Fine Jewels Sale – the first of its kind to be conducted online. Saffronart is India’s largest art auction house and is widely regarded as the most definitive source of modern and contemporary Indian art. With over eight years experience in auctioning art online, Saffronart is now extending its reach to cover fine jewellery.

Dominic Brand, Worldwide Marketing Director, **Forevermark** commented on this announcement saying, “We are delighted that Saffronart has chosen to auction the largest ever **Forevermark** Fancy Yellow Diamond in their inaugural online Fine Jewels Sale. This is a truly special diamond which offers the **Forevermark** promise of assurance, quality and integrity.”

Minal Vazirani, co-founder, Saffronart said, “We are very happy to present the world’s largest **Forevermark** Fancy Yellow Diamond at Saffronart’s inaugural auction of exquisite and fine jewellery.”

Forevermark is a diamond brand from the De Beers family of companies that is set to change the face of the diamond industry. Dominic Brand, Worldwide Marketing Director, **Forevermark** states, “For the first time we are creating a global consumer diamond brand with a promise over and above the traditional 4C’s – a promise that not only gives assurances of quality, but also assurances of integrity – every **Forevermark** diamond has been responsibly sourced, has directly benefited the communities from which it comes and has been nurtured at every step of its journey along the pipeline”.

Rarer than rare, less than 1% of the world's diamonds are eligible to be **Forevermark** diamonds and be inscribed with the **Forevermark** icon and unique identification number. Currently, only a number of handpicked master craftsmen globally, are eligible to cut and polish **Forevermark** diamonds to reveal their exceptional brilliance. Only retailers that meet the very highest standards are able to sell **Forevermark** diamonds.

For more information on Forevermark please either contact:

Natasha Boreham on +44 (0) 207 404 4444 or email: natasha.boreham@forevermark.com

For more information on Saffronart please contact:

Punya Nagpal, Nishad Avari or Jaya Asokan on +91 22 2432 2898 / 2436 4113 or email: auction@saffronart.com

Notes to Editors:

About Forevermark – The Brand

Forevermark is a diamond brand which comes from the De Beers family of companies. Forevermark diamonds are carefully selected and come from sources committed to the highest standards; are beautifully crafted by a select group of diamantaires; and are exclusively available in select jewellers.

About Forevermark – The Division

Forevermark is a separately managed division within the De Beers family of companies. The division's main mission is to build and develop the Forevermark diamond brand. Forevermark also holds responsibility within the De Beers family of companies for driving diamond demand in key markets and maintaining consumer confidence in diamonds.

About Forevermark – The Inscription

Highly advanced, proprietary technology is used to inscribe the icon and unique identification number on the table facet of a Forevermark diamond. Invisible to the naked eye, the actual size of the inscription found on Forevermark diamonds is only 1/20th of a micron deep and can only be seen using a special Forevermark viewer which can be found in authorised Forevermark jewellers. The Forevermark inscription does not affect the internal quality of a diamond in any way and is confirmed by leading gemmological institutes.

About Saffronart

A global company with deep Indian roots, Saffronart was founded in 2000 on the strength of a private passion. Remaining committed to this passion and personal values, today Saffronart is a strong and successful international business that both embraces and drives change.

Saffronart is India's largest art auction house and is widely regarded as the most comprehensive and definitive source of modern and contemporary Indian art. It continues to be amongst the top three auction houses globally, for Modern & Contemporary Indian art.

With over eight years of experience in auctioning Indian art online, Saffronart is committed to creating a cultural bridge to India for both the global Indian diaspora and the international community at large.

With online auctions, a host of technology enabled services for clients and an unparalleled global presence with offices in Mumbai, New York and London, Saffronart has effectively

made reach to jewellery simple and instantaneous. Its robust online auction platform and secure technology offers a personal, intuitive and effortless bidding and buying experience for clients.