



“கைராசி”

N. GOPALDAS

JEWELLERS SINCE 1929

presents

a guide to fine
diamonds

A DIAMOND TAKES MILLIONS OF YEARS TO FORM...
ALL JUST TO MAKE THOSE SPECIAL MOMENTS OF YOUR
LIFE, MEMORABLE AND EVERLASTING AS EVER.

N. GOPALDAS DEDICATES THIS GUIDE TO
FINE DIAMONDS THAT CELEBRATES THIS UNIQUE AND
TIMELESS GIFT CHERISHED BY MANKIND ACROSS THE
WORLD.



Why Diamonds

A diamond is a priceless, timeless gift that is treasured for generations. Once owned by only the royalty, the ultra-rich and famous, diamonds have always captured the imagination of patrons of rare jewels. Many Traditional Indian families have ancient jewelry that is gifted and owned across generations. Sometimes, large classic jewels are cut and split into a variety of modern jewelry. A diamond that way, is a legend and symbolizes the identity of the owner.

What to look for

When shopping for jewelry, whether it is precious stones, platinum, gold or silver, keep in mind that price is always the primary concern. As a general rule, the price of a particular piece defines how good it is.

Also, pay close attention to how well the diamond is cut. The more the diamond has been cut and formed, the better it is.

Where to shop

It is of the utmost importance to shop for diamonds from a reputed dealer. When you are planning to spend a significant amount of money on jewelry, you want to make sure that you are getting something that is worth your money.

A good dealer would be open to your questions and also be willing to clarify all your doubts about the quality of your purchase.

The 4C's of Diamonds

Diamonds are all just about the 4C's. As an end consumer, you have to definitely be aware of the four C's before you buy or invest in diamonds. If the read is too complicated, we at **N.GOPALDAS** are ready to answer and clarify your queries whenever you visit us.



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Diamond Cut

You would have heard the word 'cut' several times. Did you know that the term diamond cut does not refer to its shape? Sure, you have to cut a diamond to make it a shape, but when gemologists say "cut," they are talking about a diamond's proportions, such as its depth, width and the uniformity of its facets--all characteristics that control brilliance, durability and other features we look for in a diamond.

A good cut is essential to a diamond's beauty, because even a diamond with outstanding color and clarity will not display the sparkle that diamonds are famous for if its facets don't interact with light as they should.

A GOOD DIAMOND CUT HAS MANY CHARACTERISTICS

Diamond Width and Depth

The proportions of width and depth have a large impact on the diamond's brilliance-the reflection of white light that we see when we look at a diamond.

Light traveling through a **shallow cut** diamond is lost out of the bottom of the stone. The lack of light play makes shallow cut diamonds appear lifeless.

Light traveling through a diamond that's cut **too deep** escapes out the sides, darkening all or portions of the stone.

Light traveling through an **ideal cut** diamond bounces back out the top of the stone, bringing its brilliance into view. The graphic illustrates extremes. As with other diamond characteristics, there are in-betweens for cut quality.

Diamond Symmetry

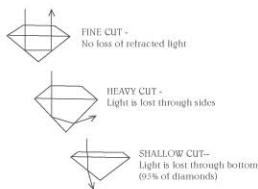
Symmetry is a term that refers to the alignment of a diamond's facets, its flat and polished surfaces. The facets should be cut to achieve the best play of light.

You've seen diamonds flash when you move them in the light--that effect is called scintillation, and it occurs when light bounces among the facets. Light doesn't reflect as it should if facets are misaligned, diminishing the fireworks display.

Diamonds graded Fair and Poor for symmetry usually have facets that are misaligned enough to affect the play of light.

Diamond Polish

The surface of the facets should be smooth and polished so that light can pass through them.





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Diamond Color

Most people believe that all diamonds are colorless. In reality, however, diamond color ranges from clear to varying shades of yellow and brown. A diamond's color rating refers to its degree of coloration, and the Gemological Institute of America (GIA) has developed a grading system using alphabet letters D to Z that compares the color of a diamond to the color of pre-selected gems. Later letters indicate deeper colors.

Color Rating Scale

For many stones, the difference between two adjacent letters is minimal and often indistinguishable for casual observers. For jewelry lab certificates and appraisals, as well as insurance purposes, however, the exact grade may be crucial in determining the stone's value and authentic lab reports are necessary.

D-E-F: These stones are considered colorless and are the most valuable.

G-H-I-J: Nearly colorless stones, often colorless to the naked eye.

K-L-M: Faintly tinted, usually a yellowish cast that may appear gray or brown.

N-O-P-Q-R: Lightly tinted, yellowish stones. Tint can be seen with the naked eye but may not be noticeable with careful settings.

S-T-U-V-W-X-Y-Z: Heavily tinted, usually yellow progressing to brown. Tint visible to even when mounted.

Choosing a Diamond Color

Color is a matter of personal preference. Many people may not notice slight shades of color, and lower grade stones are less expensive even when the difference isn't immediately noticeable. The average color for engagement diamonds is G to H in the United States. The next popular group is J-K-L because they are more affordable. Some people even prefer heavily colored stones because they are more unique in engagement settings.

Investigating Color

The diamond in question should be placed face down next to the reference stones on a white piece of paper. The best match would reveal the correct diamond color. If possible, compare the shades under natural sunlight – jewelers may have a special lamp available for this purpose. As a lay observer, however, you may not be able to tell the difference between subtle shades.





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Diamond Clarity

Diamond clarity is a term used to describe the absence or presence of flaws inside or on the surface of a diamond or other gemstone. A perfect stone with perfect clarity, or clearness, is rare, and most flaws that do exist in jewelry grade diamonds cannot be seen without looking at the gems through a jeweler's magnifying loupe.

Diamond Clarity Terms to Remember

Imperfections, or flaws inside a diamond.

Tiny spots of white, black, or other colors.

Cracks (Some cause no problems at all, others could cause the stone to split).

Colored and uncolored crystals.

Diamond Blemishes

Flaws on a diamond's exterior surface.

Many exterior flaws are the result of the cutting and polishing process. The Gemological Institute of America (GIA) grades diamond clarity using 10X magnification.

They tag diamonds as:

Fl, Flawless

No internal or external flaws.

IF Internally Flawless

No internal flaws. Slight external blemishes.

VVS1 & VVS2, Very, very slightly included.

Minute inclusions. Difficult for even an experienced grader to detect.

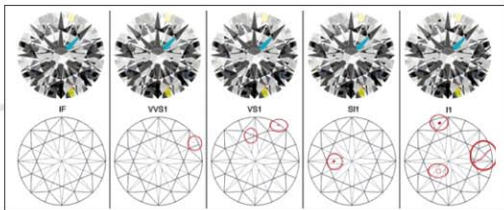
VS1 & VS2, Very slightly included

Minute inclusions. Not easily seen by an experienced grader.

S11 & S12, Slightly included

Inclusions that are noticeable to an experienced grader.

I1 & I2 & I3, Included



Obvious inclusions that may affect transparency and brilliance. If you read the detailed explanations for each clarity category, you'll find that flaws usually cannot be seen without magnification, even by an experienced jeweler. Most are tiny imperfections that do not affect a diamond's brilliance. It often isn't until you reach the bottom level of "I" categories that imperfections begin to detract from the beauty of the diamond.



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Carat

Diamond Carat weight

Carat is the term used to express the weight of a diamond, with one carat equaling 200 milligrams of actual weight.

Carat Abbreviations

The abbreviation **ct** is a shortened way to write carat, and refers to the weight of a single diamond.

Carat Weight vs. Size

Carat weight is used as a measure for other gemstones, but different gems of the same weight aren't necessarily the same size, because some gemstones are more dense than others meaning that they pack more weight into a smaller space.

Weight of Small Diamonds

The weight of smaller diamonds is often expressed as points, not carats. There are 100 points in a carat. Another way to look at it is to say that each **point** equals 0.01, or one-hundredth, of a carat.

How Carat Weight Affects Value

Larger diamonds are more rare and in more demand than smaller diamonds of the same quality, so they can be sold for a higher price. A one carat diamond solitaire ring is nearly always more expensive than a diamond ring made up of multiple diamonds that are similar, but smaller, even though they total one carat or more.

Diamonds that weigh just under the next full carat are typically less expensive than diamonds passing the full-carat hurdle.

Comparing Diamonds

Diamond comparisons are useless unless they're made among diamonds with similar qualities and features. Considering the price per carat is a good way to compare the costs of similar diamonds. Divide the cost of each stone by its carat weight to calculate its price per carat.

Carat weight is a characteristic that you should explore before you buy a diamond. Take some time to understand more of the diamond basics before you go shopping.

This comprehensive guide would have surely given you a much clearer picture, even if not deeper than a jeweler or a professional would know.

If you want to know more write to

gopaldas@gopaldasjewellers.com

or visit our Chennai or Trichy Store.

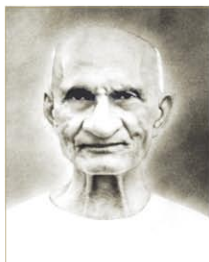


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Antique

Since 1929



Shri. Nandalal **B. Shah**

Shri. Gopalidas **C. Metha**

Shri. Nandalal B. Shah and Shri. Gopalidas C. Metha - revered jewelers hailing from Gujarat journeyed across the country during the pre-independence era and found themselves connect deeply to the temple town of Srirangam. They went back to their native and returned to make Tiruchirapalli and Kumbakonam their home and established N.Gopalidas & Co jewelers in the year 1929. A pioneer and visionary in his times, M/s N.Gopalidas & Co had also laid the foundation for a life-long bond with their patrons whose families continue to be its customers across generations. The business has thrived across decades as the focused diamond jeweler handed over the mantle to the next generations, a remarkable craftsmen in their own right, who keep the tradition of success.

*Today, the jewelry stores are managed by **Mr. Diljit C. Shah** and his sons **Mr. Mihir D. Shah (Sriram)** & **Darshan D. Shah, (Shyam)** who highly qualified and expert gemologists and have imbibed the spirit of their enterprise.*



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Bangte

Welcome to N. Gopaldas

N. Gopaldas Jewellers - a pioneer and legendary diamond jeweler with exclusive stores in Trichy and Chennai, have always kept a tradition of offering the best to its customers.

N. Gopaldas jewelry constantly innovated in its approach and introduced new designs, recreated forgotten classical designs and also pioneered in establishing a "state-of-the-art manufacturing unit" for diamonds in Trichy - the first ever in this part of the world. Spread over a large 3000 sq. ft building, N. Gopaldas jewelry also provides custom designed products on-time. A company dedicated and involved in the trade for more than seven decades, N. Gopaldas Jewelers continues to keep its tradition of innovation through its various concept collections for special occasions.



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DIAMOND | PLATINUM | GOLD | SILVER | BIRTH STONES

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ஒரு இனிய தருணத்தில்
மூதிய உதயம்...



January 18

We cordially invite you for the
inauguration of our

New Exclusive
Jewellery Showroom @

No.59, Dr. Radhakrishnan Salai, Mylapore, Chennai.



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Tiruchy - 1, Tiruchy - 2, Chennai- 4