



## CELEBRATE THE JOY OF BEING A WOMAN WITH RARE & PRECIOUS PLATINUM

**One century down and many more to celebrate, platinum salutes the aura of a woman**

**March 1, 2011** - 8th March 2011 will mark the 100-year centenary of International Women's Day that will honour the quintessential woman of the 21st century. From the arts to the sciences and everything in between, the Indian woman of today has much to be proud of. And platinum is the perfect choice for her to celebrate her achievements.

Platinum symbolizes the very best qualities and truly encapsulates the exceptional traits of a woman of substance. It is rare and has everlasting radiance. Of all metals upon earth platinum is one of the rarest. It is chosen by the contemporary woman for its inherent qualities and unique designs. Cherished by the discerning few who know just what it is like to be rare. Because what is truly rare feels precious.

Platinum celebrates the incredible spirit of a woman and offers designs which speak elegant, sophisticated and classic, epitomizing today's woman. Platinum jewellery expresses the many moods of a woman and compliments her inherent beauty, strength and style while reflecting her individuality and personality. A sublime image of warmth and indomitable strength, she's someone to be respected and cherished.

Celebrate this International Woman's Day by treating yourself to platinum. Log on to [www.preciousplatinum.in](http://www.preciousplatinum.in) to view the latest platinum jewellery collection and find your nearest platinum jewellery retailer.

Platinum jewellery is available across leading jewellery retail stores in India. In order to assure consumers of the purity of platinum jewellery, Platinum Guild India Pvt. Ltd. has appointed Underwriters Laboratories (UL Inc, USA) to audit and monitor its Quality Assurance Scheme. Under this scheme, all authentic platinum jewellery in India comes with a Quality Assurance Card and bears the purity hallmark of "Pt 950" stamped inside the piece. This also serves as an assurance of a 'buy back' programme.



***Look for the Pt 950 engraving as a hallmark of purity on every platinum jewellery***

**About Platinum Guild:**

Founded in the year 1975, Platinum Guild International (PGI) is dedicated to promoting platinum jewellery to the consumers and the jewellery trade worldwide. Headquartered in London, PGI has offices in each of the world's major jewellery markets - China, Japan, Germany, India, Italy, UK and the USA. Mr. James Courage is the worldwide CEO for Platinum Guild International.

Platinum Guild International set up its India Office in September 2000, with head office in Mumbai and branch office in Chennai. Platinum Guild India runs a comprehensive marketing programme to build desire for platinum jewellery in India. It provides platinum Retail Sales Training and conducts a unique Quality Assurance programme to ensure quality and purity of platinum jewellery amongst consumers and trade. Over the years Platinum Guild India has increased the number of authorized outlets retailing platinum jewellery to over 550+ from a mere 12 outlets in 2000.

For further details and also a list of platinum jewellery retailers in India log on to:  
[www.preciousplatinum.in](http://www.preciousplatinum.in)

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