



CARBONFACET

crafted for the future

THE CARBONFACET STORY

Diamonds of the Future.
Jewellery for a New Generation of Luxury.



Company Profile & Award Submission 2026

Categories

Best Lab-Grown Diamond Jewellery Brand

Best Everyday Wear Jewellery

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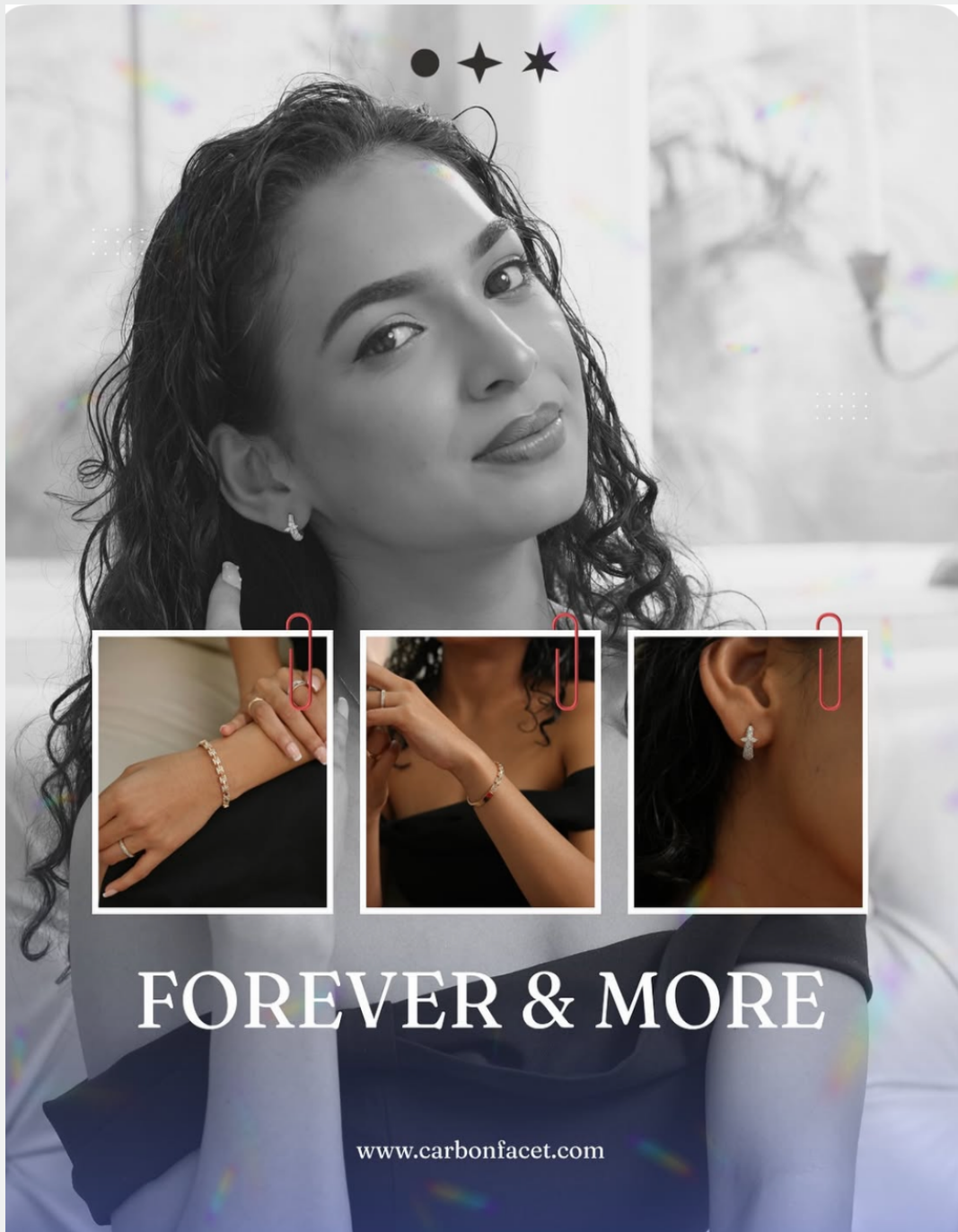
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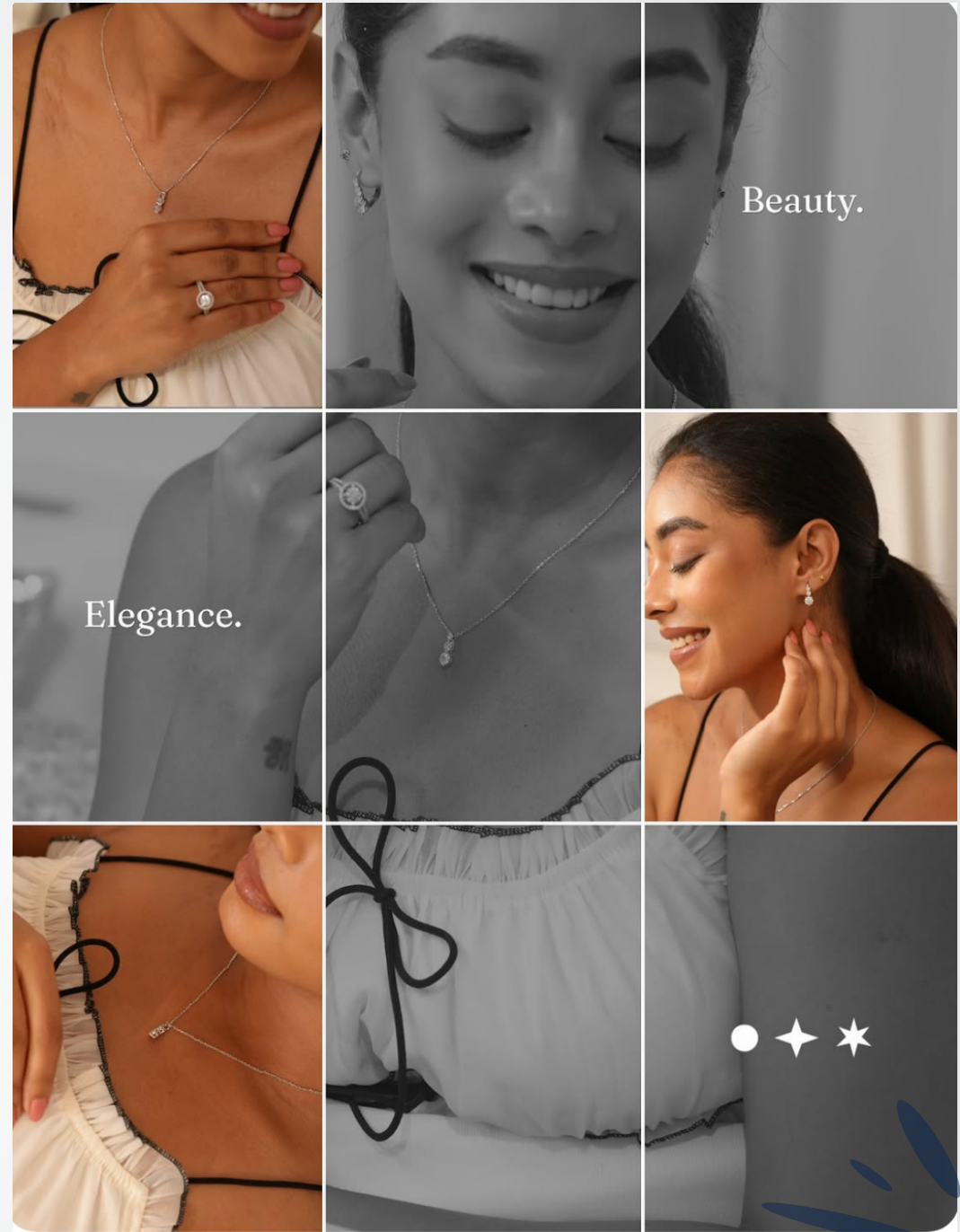
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FOREVER & MORE

www.carbonfacet.com



Elegance.

Beauty.

01 | THE CARBONFACET STORY

Where Diamond Expertise Meets the Future

CarbonFacet is a future-facing jewellery brand built on a deep-rooted understanding of diamonds, craftsmanship and the evolving aspirations of the modern consumer.

Our journey is backed by more than **25 years of experience in the diamond and jewellery industry**, bringing together expertise in diamonds, gemology, education, certification, valuation and jewellery.

Today, that experience finds a new expression through lab-grown diamonds and contemporary jewellery.

At CarbonFacet, we believe the future of luxury is not about choosing between beauty and responsibility, tradition and technology, or aspiration and accessibility.

It is about bringing them together.

Our creations are designed for those who want jewellery that feels timeless, yet belongs unmistakably to the future.

Diamonds of the Future.

Jewellery for a new generation of luxury.

02 | OUR VISION

To Become the Global Symbol of Futuristic Luxury

CarbonFacet's vision is:

"To become the global symbol of futuristic luxury that celebrates human progress."

We see a future where jewellery is:

More personal, More accessible, More transparent, More innovative And more aligned with the aspirations of a new generation.

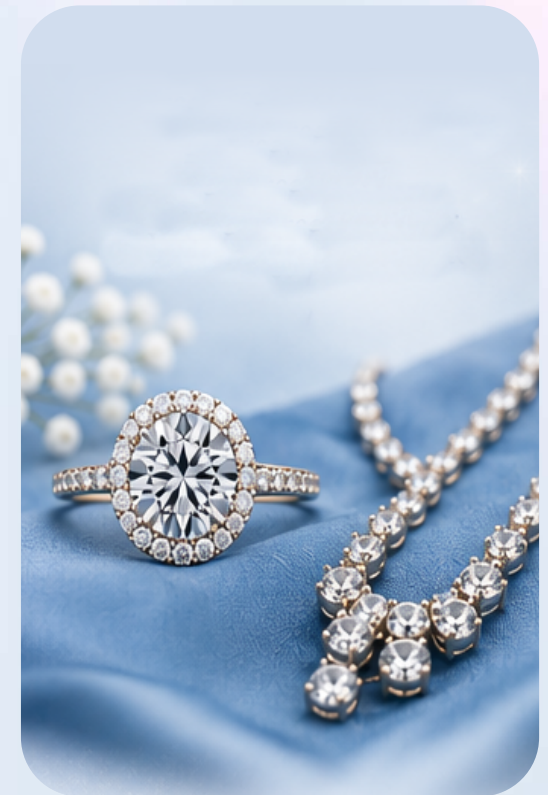
03 | OUR MISSION

Celebrating Human Progress Through Jewellery

"We curate timeless, human-grown diamonds and transform them into exquisite jewellery that celebrates human progress."

For CarbonFacet, the diamond is only the beginning.

The real purpose is to transform it into something meaningful – something that becomes part of someone's identity, story and future.



04 | OUR JOURNEY

25+ Years of Diamond Expertise

CarbonFacet is not a brand built overnight. It is the culmination of decades of experience within the diamond and jewellery ecosystem.

- **2005 — Ganesh Diamonds**

The journey began with Ganesh Diamonds, establishing a strong foundation in the diamond trade and building relationships within the jewellery industry.

- **2009 — Solitaire Diamond Institute & Gem Testing Lab**

The journey expanded into diamond education, gem testing and certification, creating a deeper understanding of diamond quality and empowering professionals and consumers through knowledge.

- **2015 — Jeweljobs**

Recognising the importance of people and talent within the jewellery ecosystem, Jeweljobs was created as an employment platform for the gems and jewellery industry.

- **2026 — Launch of CarbonFacet**

CarbonFacet represents the next chapter — taking decades of diamond expertise and translating it into a contemporary jewellery brand built around lab-grown diamonds, modern design and future-facing luxury.

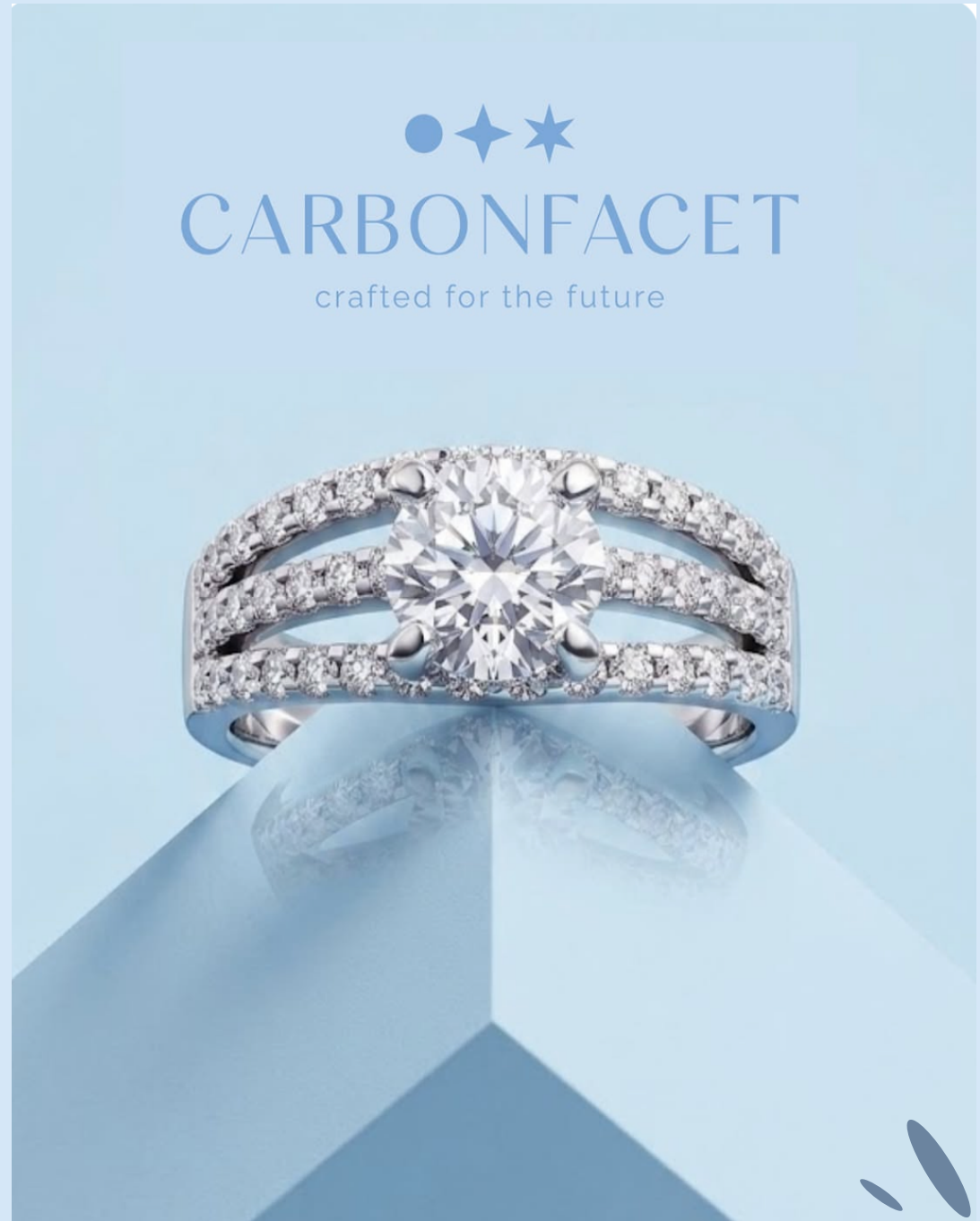


Our Evolution

Expertise - Education - Trust - Innovation - CarbonFacet



Future *Brilliance*



● ★ ★
CARBONFACET
crafted for the future

05 | THE PEOPLE BEHIND CARBONFACET

Two Perspectives. One Vision.



Ashok Rathod

Founder | Diamond Specialist | Industry Leader

With more than 25 years of experience in the gems and jewellery industry, Ashok Rathod brings deep expertise in diamonds and the wider jewellery ecosystem.

A GIA Graduate Diamonds professional and Government & Customs Approved Valuer, Ashok has built businesses across diamond trading, education, gem testing and industry employment.

His entrepreneurial journey includes Ganesh Diamonds, Solitaire Diamond Institute & Gem Testing Lab, Jeweljobs and CarbonFacet.

His industry involvement has also included leadership roles within the jewellery community in Bengaluru.

At CarbonFacet, Ashok brings the depth of experience, technical knowledge and credibility that forms the foundation of the brand.



Neha Rathod

Co-Founder & Creative Director

With more than 15 years of experience in the jewellery industry, Neha brings together expertise in diamonds, jewellery design, luxury retail and customer experience.

An MBA graduate from Monash University, Australia, she leads CarbonFacet's creative direction, product development and customer experience.

Her perspective brings a contemporary understanding of how today's consumers want to discover, wear and experience jewellery.

Together, Ashok and Neha combine diamond expertise with a fresh creative vision to build the next generation of jewellery.

06| WHAT WE BELIEVE

Luxury Is Evolving

For generations, diamonds have represented rarity, achievement, love and celebration. But today's consumer is asking new questions.

Where did it come from? How was it made?
What does it say about me?
And can luxury evolve with the world around us?

CarbonFacet believes the answer is yes.

Lab-grown diamonds allow us to rethink the relationship between **technology, craftsmanship, value and luxury.**

The result is jewellery that retains the beauty and brilliance associated with diamonds while opening the door to a new generation of luxury consumers.

We don't believe the future of luxury should be less beautiful.

We believe it should be more considered.



07 | WHY LAB-GROWN DIAMONDS?

A New Generation of Diamond Luxury

Lab-grown diamonds represent an important evolution in the diamond industry. CarbonFacet brings this evolution to consumers through jewellery that combines:

Diamond Expertise

Decades of experience understanding diamonds and their quality.

Modern Technology

Innovation that makes a new generation of diamonds possible.

Certified Quality

A focus on transparency and informed purchasing.

Contemporary Design

Jewellery created for how people live today.

Greater Accessibility

The opportunity to experience diamond jewellery at more accessible price points.

CarbonFacet's brand philosophy is built around redefining perfection through human craft and modern technology, while maintaining design, precision and quality.



08 | WHAT MAKES CARBONFACET DIFFERENT?

Not Just Another Lab-Grown Diamond Brand

The lab-grown diamond category is growing rapidly.
But CarbonFacet's differentiation lies in what sits behind the diamond.

01 — Deep Diamond Expertise

A 25+ year industry legacy gives CarbonFacet a level of diamond knowledge that goes beyond simply selling jewellery.

02 — Education at the Core

The founders' history in diamond education, gem testing and certification brings knowledge and transparency into the consumer experience.

03 — Jewellery, Not Just Diamonds

CarbonFacet is building a jewellery brand — from everyday studs and hoops to rings, pendants, bracelets, solitaires and fine jewellery.

04 — Designed Around Real Life

The brand recognises that jewellery is increasingly part of everyday self-expression rather than something reserved only for special occasions.

05 — Future-Facing Luxury

CarbonFacet combines modern aesthetics, technology and responsible thinking with the emotional value traditionally associated with jewellery.

09 | THE EVERYDAY LUXURY REVOLUTION

Diamonds Shouldn't Have to Wait for an Occasion

One of CarbonFacet's strongest opportunities is the democratisation of everyday diamond jewellery.

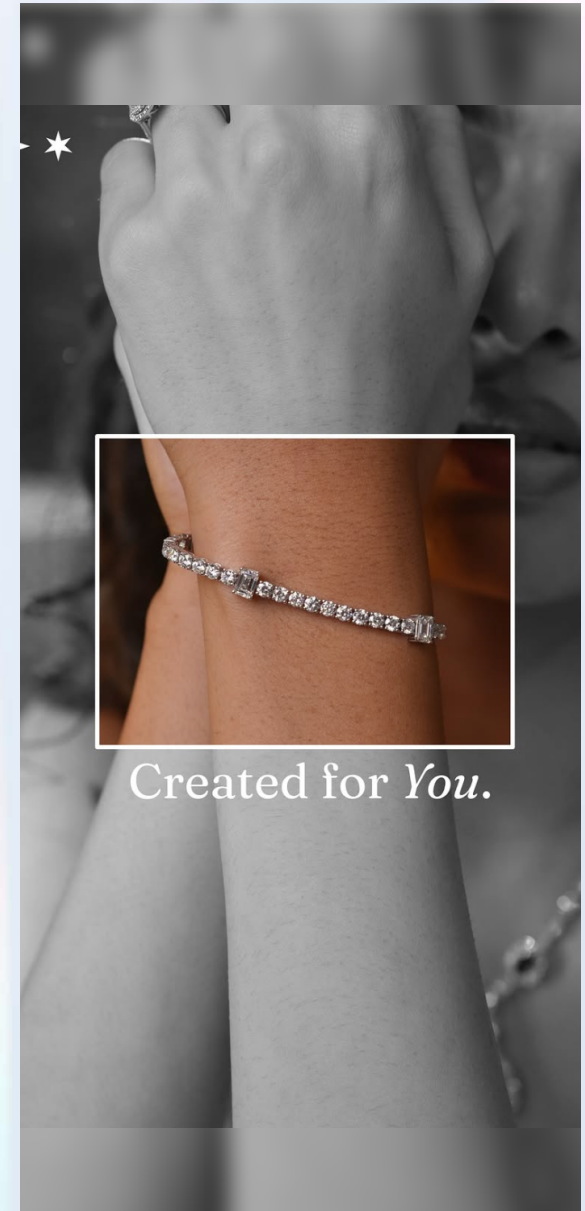
- * A diamond stud for work.
- * A delicate pendant for every day.
- * A pair of hoops for dinner.
- * A ring that becomes part of your signature style.
- * A bracelet you never take off.

Luxury becomes more meaningful when you actually live in it.

CarbonFacet's everyday jewellery proposition is designed around versatility, wearability and contemporary style.

The idea is simple: make diamond jewellery feel natural in everyday life — not reserved only for milestones and special occasions.

Everyday luxury should be something you wear, not something you wait for.



10 | THE CARBONFACET COLLECTION

Designed to Be Worn. Created to Be Lived In.
From everyday essentials to statement pieces,
CarbonFacet creates contemporary diamond
jewellery designed around modern life.

Our collection brings together the brilliance of lab-grown diamonds, thoughtful design and skilled craftsmanship to create jewellery that feels effortless, versatile and distinctly personal.

THE COLLECTION

- **EARRINGS**

Studs • Tops • Hoops • Bali • Jhumkas

- **RINGS**

Casual • Couple • Engagement • Cocktail • Men's

- **PENDANTS**

Office Wear • Solitaires • Alphabets • Religious

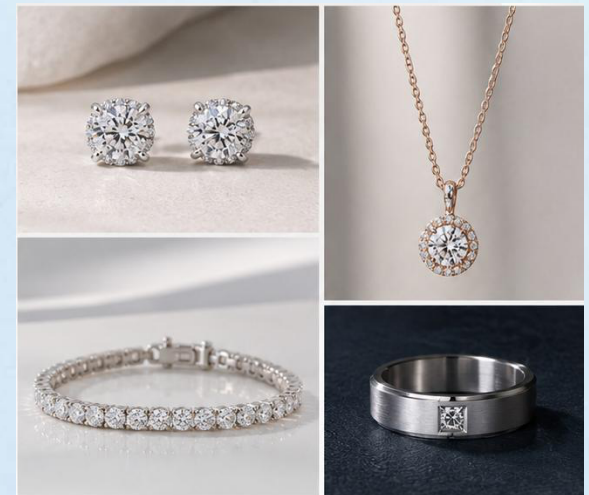
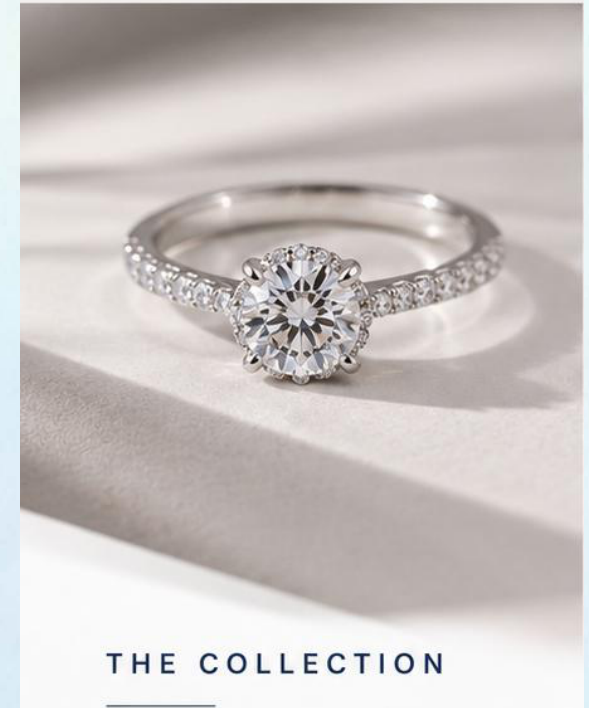
- **BRACELETS**

Tennis • Flexible • Chain • Oval

- **MEN'S JEWELLERY**

Contemporary pieces designed beyond traditional jewellery conventions.

From the first diamond you wear every day to the piece that marks a milestone — CarbonFacet is jewellery for every chapter.



11 | CRAFTED FOR THE FUTURE

Where Technology Meets Human Craft

- * Technology creates possibility.
- * Craftsmanship creates beauty.
- * At CarbonFacet, the two come together.
- * Every piece is created with attention to design, proportion, finishing, precision and wearability.
- * Our philosophy is not to replace craftsmanship with technology.

It is to use technology to take craftsmanship further.

This is central to CarbonFacet's brand value of

"Redefining Perfection in Craft"

— embracing modern techniques without compromising design, precision or quality.



12 | BUILT ON TRUST

Because Jewellery Is Personal

A diamond is not an ordinary purchase.

It can represent a relationship, a milestone,
an achievement — or simply the person you are becoming.

That makes trust fundamental.

CarbonFacet's customer promise is built around:

- Certified diamond jewellery
- BIS-hallmarked gold where applicable
- Guaranteed purity
- Secure doorstep delivery
- Customisation options
- Customer guidance
- Return support
- Buyback / exchange options
- Transparent communication

Our philosophy

Tell customers what they need to know.

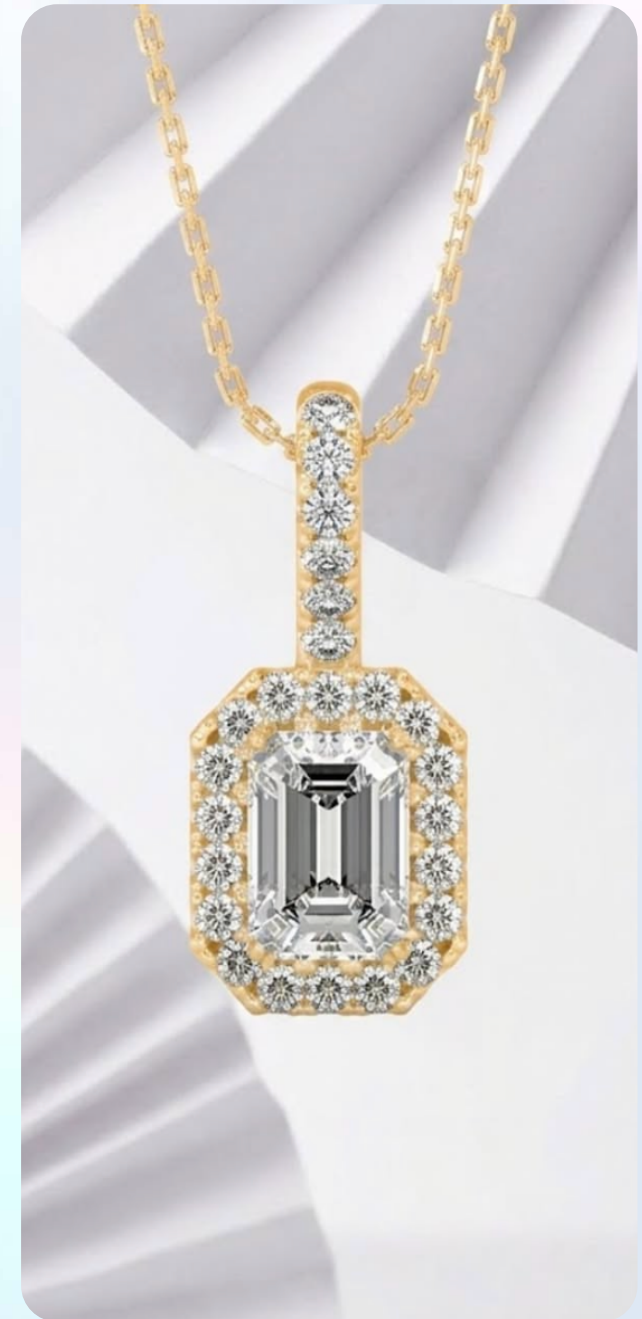
Help them make confident choices.

And stand behind the product after the purchase.

13 | OUR BRAND VALUES

What We Stand For

- **Redefining Perfection in Craft**
Human craftsmanship enhanced by modern technology.
- **Anchored in Trust**
Transparency in materials, quality and processes.
- **Rooted in Customer Experience**
Because every piece has a personal story behind it.
- **Unwavering Ethical Commitment**
Responsible thinking guiding the journey from diamond to jewellery.
- **Inspired by Individuality**
Jewellery that allows people to express who they are
— boldly and authentically.
These five values are core to the CarbonFacet brand platform.



14 | THE FUTURE OF CARBONFACET

What Comes Next

CarbonFacet is at the beginning of its journey.
Our ambition is to build more than a successful jewellery company.

We want to build a category-defining brand.

Our future is centred around:

Expanding Future Luxury

Creating a distinctive Indian voice in lab-grown diamond jewellery.

Making Everyday Diamonds More Accessible

Building categories that make diamond jewellery part of everyday life.

Educating the Consumer

Using our diamond expertise to make consumers more confident and informed.

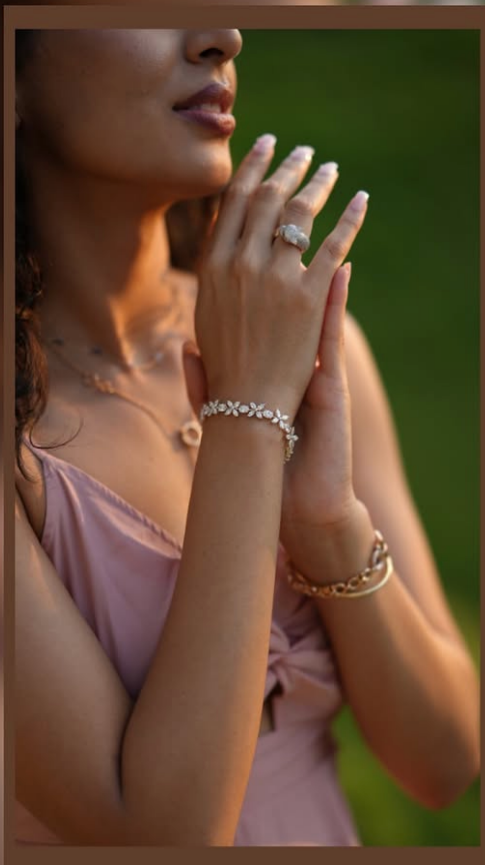
Building Trust at Scale

Making transparency, quality and service fundamental to the brand.

Continuous Innovation

Evolving design, technology and customer experience together.





Let Her Shine



Everlasting
Shine



15 | WHY CARBONFACET DESERVES THE AWARD

Best Lab-Grown Diamond Jewellery Brand

CarbonFacet represents a compelling combination of:

25+ years of diamond expertise

+

Lab-grown diamond innovation

+

Jewellery craftsmanship

+

Consumer education

+

Modern design

+

Trust & transparency

+

A clear future-luxury vision

CarbonFacet is not simply participating in the lab-grown diamond movement.
It is building a brand around where the industry is going next.

Best Everyday Wear Jewellery

CarbonFacet is helping redefine how diamond jewellery is worn.

From everyday studs and hoops to rings, pendants, bracelets and men's jewellery, the brand is creating pieces designed to move beyond the traditional boundaries of occasion jewellery.

**Because the future of luxury isn't only about owning something beautiful.
It's about wearing it.**

17 | LET'S CONNECT

CRAFTED FOR THE FUTURE.

Diamonds for today. A vision for tomorrow.

Whether you are discovering CarbonFacet for the first time, exploring our collections, or looking to create something personal, we would love to hear from you.

CARBONFACET

Jayanagar 4th Block
Bengaluru, Karnataka, India

+91 90084 76617
carbonfacet1@gmail.com
carbonfacet.com

Instagram
@carbonfacet

Visit Us

No. 75/757, Vasavi Square, 1st Floor
33rd C Cross, 10th Main
Jayanagar 4th Block
Bengaluru – 560011

