**PROFILE OF VIPUL SHAH, CHAIRMAN, GJEPC**

Vipul P Shah, CEO & Managing Director of Asian Star Co. Ltd., has built an empire with his astuteness, focus and determination, and is a force to reckon with. A visionary with rich experience in the diamond industry, he has absolute knowledge of current business trends prevailing worldwide as well as deep insight of future needs of the diamond market. His expertise in financial matters remains undisputed.

His broad strategic vision, business acumen and professional conduct have contributed significantly in transforming Asian Star from a manufacturing company into a value-adding, vertically integrated business partner to its clients. He has been instrumental in establishing the company’s jewellery business and global distribution network, currently one of the best in the industry. Under his dynamic leadership and able guidance, the company has attained the status of being one of India’s leading diamantaires.

As the Chairman of GJEPC, this is Shah’s second tenure. During his term from October 9, 2012 to October 16, 2015, he was at the forefront to drive export demand and was successful in strengthening ties with mining companies and diamond trade bodies. Among the many important milestones, he was instrumental in organizing GJEPC’s first World Diamond Conference that was attended by Hon. Prime Minister Narendra Modi and Finance Minister Smt. Nirmala Sitharaman. At the Council level, he implemented the policy to have members on a rotation policy so that new people come on board to bring in a fresh perspective and new energy levels.