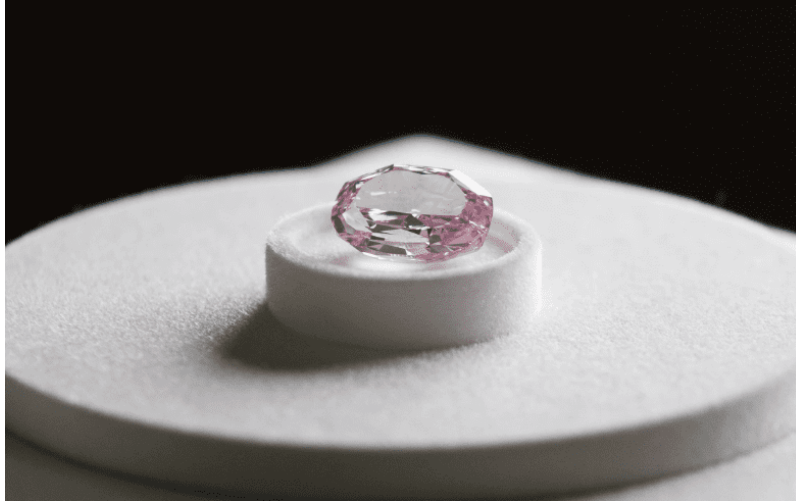


Russia's Diamond Miner Alrosa Sees India as a Key Strategic Partner

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Alrosa — one of the world's largest producers of rough diamonds, supplying an estimated **30–35 % of global output** — has revealed that **India will host its first overseas polishing plant**, with possible locations including **Surat** or **Jaipur**, according to company chairman **Pavel Maryinchev**. The proposed facility is expected to receive an initial **\$50 million investment**, underscoring India's importance to the firm's long-term growth strategy.

India already cuts and polishes **nine out of every ten diamonds** sold globally, making it a natural partner for expanding Alrosa's international footprint and enhancing the local value chain.

Beyond Polishing — Co-Branded Jewels and Blockchain Innovation.

As part of its broader India push, Alrosa plans to **launch co-branded luxury jewellery lines** in collaboration with Indian jewellery houses and implement **blockchain-enabled supply chain platforms** for business-to-business diamond cutters. This tech focus aims to boost transparency and traceability in the diamond trade, an increasingly important factor in global jewellery market.

The company also intends to develop **traceable bridal and high-jewellery retail formats** in major cities like **Delhi and Mumbai**, reflecting a strategy that spans upstream supply to downstream retail.

Strategic Timing Amid Strengthening Bilateral Trade

Alrosa's announcement comes **days after Russian President Vladimir Putin's visit to New Delhi**, which saw commitments to expand trade and economic cooperation between Russia and India across multiple sectors. India's robust demand for diamond jewellery and its leadership in global polishing capacity have made the country an attractive partner for Alrosa.

India has also emerged as a significant consumer market for diamond jewellery, with jewellery sales showing strong growth, and is now poised to rank just behind the United States in overall consumption.

Industry Context and Challenges

While Alrosa's move highlights deepening Russia-India ties in the gemstone sector, the broader global diamond industry faces geopolitical complexities. Sanctions on Russia have affected supply chains and trade routes, potentially influencing how rough diamonds reach markets such as India. Nonetheless, India's pivotal role as a processing hub continues to reinforce its strategic importance.

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