



GEMFIELDS



MEDIA RELEASE

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'Emeralds for Elephants' Migrates to India

The World Land Trust and ethical coloured gemstones mining company, Gemfields, together with Jaguar Land Rover and the Gemological Institute of America (GIA India), have collaborated with ten of India's top jewellery designers to create a unique 'pop up' collection of bespoke Zambian emerald jewellery. Following the success of 'Emeralds for Elephants' in London in the summer of 2010, the aim of this collection is to create awareness and raise crucial funds for the conservation initiatives of Wildlife Trust of India (WTI) for the Asian Elephant in India. The headline piece of the collection is a Ganesha sculpture with a 638 carat Gemfields Zambian emerald created by renowned artist, Arzan Khambatta. The collection will be launched in July and will close with a Grand Auction at the Taj Mahal Hotel in Mumbai on 14 October 2011.

As India's farmlands and cities expand, the Asian Elephant is experiencing large-scale habitat fragmentation and loss. India is home to 60% of the world's Asian Elephant population, making their survival in India critical to the survival of the whole species. An extensive survey across India conducted by WTI resulted in identifying 88 vital corridors for elephant movement. The Wildlife Trust of India with its conservation partners subsequently set about securing these vital corridors, of which the World Land Trust has partnered with WTI in the northern Indian state of Uttarakhand, southern Indian state of Kerala and the north eastern state of Meghalaya. Securing corridors for elephants involves working closely with local communities and governments and this renders the entire process time and resource-intensive. WTI and its conservation partner WLT aim to facilitate the creation of conflict-free corridors and improve conservation prospects of the Asian elephant.

Gemfields has hand-picked ten leading jewellers from around India to create a one-of-a-kind piece or set of jewellery, incorporating Zambian emeralds. Gemfields' focus is on ethically produced Zambian emeralds that follow fair-trade, environment, social and safety best practices. The Company's unique mine-to-market capability guarantees the provenance of every gem through a full disclosure and certification programme. The deep green of these gems and the ethical nature of their mining and route to market, form a perfect fit with the World Land Trust's goals and objectives.

Each designer has created a unique piece /set inspired by the elephants themselves and the corridors that are home to an abundant biodiversity of flora and fauna. The jewellers are just as diverse in their style and designs; Abaran Jewellers (Bangalore), Anmol Jewellers (Mumbai), Gem Palace (Jaipur), Khanna Jewellers (New Delhi), Meena Jewellers (Hyderabad), Narayan Jewellers

(Baroda), Nirav Modi (Mumbai), Sawansukha Jewellers (Kolkata), Talwarsons Jewellers (Chandigarh) and Vummidi Bangaru Jewellers (Chennai).

The collection will go on tour around India to each of the designers' boutiques from August to October 2011. On 14 October, Sotheby's will auction the collection at an exclusive event held in the Taj Mahal Hotel Mumbai, with a percentage of profits from each jewel going towards the World Land Trust's 'Indian Elephant Corridor' project.

John Burton, CEO of World Land Trust, whose patrons include Sir David Attenborough and David Gower, says *"Gemfields have not only demonstrated their ethics, but are also committed to helping the natural environment of Elephants, both in Africa where their emeralds are mined, but also in India where many of them are sold. In 2010 they were one of the major contributors to the programme managed by the Wildlife Trust of India and supported by the World Land Trust, creating corridors to allow elephants to move freely between protected areas."*

The partnership between World Land Trust and Gemfields is an on-going one and both organisations have long-term aims for their work together. Ian Harebottle, CEO of Gemfields says that *"Gemfields is very pleased to bring Emeralds for Elephants to India this year. Our London auction for the 'Indian Elephant Corridor' project helped to raise a significant amount last year, and we are sure of a good response in India. Gemfields is proud to have partners who support us wholeheartedly on this initiative and we sincerely hope that our efforts in giving to the environment will help build larger and more viable habitats."*

Our sponsors include: Jaguar Land Rover, The Taj Hotels Resorts and Palaces, Sotheby's, CanazWest Pictures, Mumm Champagne, BVC, Show Stuff and the Gemological Institute of America (GIA India) who have kindly issued the identification report for each piece of jewellery in this collection.

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NOTES TO EDITORS

The World Land Trust:

WLT are marking 2011 by organising a diverse range of events to celebrate their work to date. A particular focus will go on projects that are in urgent need of funds, and one of these is the 'Indian Elephant Corridor' project, in India.

As India's farmlands and cities expand, the Asian Elephant is experiencing huge habitat loss. India is home to 60% of the remaining Asian Elephant populations, making their survival in India critical to the survival of the whole species. It is for this very reason that the World Land Trust partners with the Wildlife Trust of India, who have identified vital corridors as a fast-action bid to protect the Elephants that are left.

WLT and WTI are now working hard to safeguard traditional migratory routes for Elephants so that they can move safely between National Parks and other protected areas. Elephants need large areas in which to feed and breed, and habitat loss, leading to the fragmentation of their forests, is perhaps the greatest threat the Asian Elephant faces. This results in small, isolated populations of Elephants just managing to survive, but if they stay outside protected areas in search of food, they are likely to come into conflict with humans as Elephants destroy their crops and cause damage to their habitations. Persecution of Elephants can be in the form of huge trenches being dug to stop them crossing, firecrackers to scare them away and, in some cases, poisoning.

Ensuring the survival of a 'flagship' species like the Asian Elephant requires the protection of the entire habitat/ecosystem, which means that the initiative will also benefit other wildlife that rely on the forest for their survival. The Tiger, which is also critically endangered, shares the corridors with the Elephant.

www.worldlandtrust.org

Wildlife Trust of India:

Wildlife Trust of India (WTI) is a non-profit conservation organisation committed to urgent action that works towards the protection of India's wildlife. Its mission is to 'conserve nature, especially endangered species and threatened habitats, in partnership with communities and governments'.

WTI was formed in November 1998, in response to the rapidly deteriorating condition of the country's wildlife, with only three staff members. Today WTI works with a team of over 120 full-time professionals and consultants, in addition to volunteers from all walks of life. Within just over a decade, WTI has made significant innovative and pioneering contributions to wildlife conservation, making it one of India's key wildlife NGOs. The principal concerns of WTI include crisis management and provision of quick, efficient aid to individuals, species or habitats that require it the most. In the longer term it hopes to achieve, through proactive reforms, an atmosphere conducive to conserving India's wildlife and its habitat. WTI has pioneered the concept of private land purchase and securement as a model for conserving endangered habitat by working on securing elephant corridors.

www.wildlifetrustofindia.org

Gemfields:

Gemfields PLC, an AIM listed company, is the world's foremost coloured gemstone producer, positioned at the intersection of exploration, mining and marketing.

Natural, untreated gems are at the heart of the operation. Our focus is on providing the market with reliable and ethically mined Zambian emeralds, which uphold global best practices while remaining in accordance with the highest levels of environmental, social and safety standards.

Gemfields' unprecedented mine to market strategy allows us to work to ensure the provenance of every gem. Supported by a world-class management team of seasoned industry experts, Gemfields prides itself on excellence and transparency. Business aside, our dedication to preserving the environment, nurturing relationships with local communities and upholding human rights remains paramount to our success.

www.gemfields.co.uk

Jaguar Land Rover:

Jaguar Land Rover, part of the Tata Group, is a business built around two iconic British car brands that designs, engineers and manufactures premium vehicles for a global market. With investment in product creation topping £1.5 billion a year, Jaguar Land Rover is at the centre of the UK automotive industry's drive to deliver technical innovation in all areas of vehicle development. Land Rovers are exported to over 176 countries and Jaguars exported to over 65 countries.

On Jaguar Land Rover's association with 'Emeralds for Elephants', Mr Rohit Suri, Head, Jaguar Land Rover (India) said: *"Jaguar Land Rover is pleased to be associated with the 'Emeralds for Elephants' initiative, as we view this as an extension of our role in working with the world's top humanitarian and conservation organisations. Jaguar Land Rover is committed to corporate social responsibility, environmental awareness and sustainability and this penetrates through every aspect of our business. Our approach is focussed on minimising the environmental impact of our products and operations which includes the fulfilment of tough globally set targets. The 'Emeralds for Elephants' initiative helps to raise awareness and funding for a very worthwhile cause and we are grateful for the opportunity to participate and support these activities in India."*

www.jaguar.in

www.landrover.in

Taj Hotels, Resorts and Palaces:

Taj Hotels Resorts & Palaces, one of the Asia's largest and the most admired group of hotels, is immensely concerned about responsible tourism. To embrace wildlife in India, Taj Safaris - India's first luxury wildlife circuit in Madhya Pradesh - has come a long way in collaboration with & Beyond. Taj Safaris, a TATA initiative, is known to provide its guests with an exquisite, interpretive wildlife experience based on a proven and sustainable eco-tourism model. & Beyond's collaboration with Taj Hotels has to its credit, decades of expertise in providing exciting wildlife experiences with a host of renowned services blended in tranquil hospitality.

Reinforcing the signature value system behind almost every venture undertaken by the TATA group, Taj Safari carries out a host of other conservation initiatives. Like the first ever translocation of gaur to an area where they were extinct, Taj Safari works closely with the local communities and educates them about the importance of conserving the jungle for future

generations. During the process, it supports their livelihoods through a number of developmental initiatives. Taj Safari lodges are open till 30 June 2011 and again from 16 October 2011, with the exception of Pashan Garh which opens on 16th September and Baghvan, Pench which reopens on 1 October, 2011. Itineraries can be appended with a visit to the majestic Falaknuma Palace, Hyderabad, the exquisite Nadesar Palace in Varanasi or the Taj Royal Palaces in Jodhpur, Jaipur and Udaipur, to name but a few.

In continuation of the Taj Safaris philosophy and in support of such initiatives, we are pleased to partner with Emeralds for Elephants which shares our concern for the environment and ways to give back to it.

www.tajhotels.com

Sotheby's:

Founded in 1744, Sotheby's is the oldest and largest publicly traded auction house in the world that engages in art auction, private sales and art-related financing activities. The company has a long history of engaging in the support of philanthropic activities across the globe, through both sponsorship and charity auctions. Sotheby's staff do a huge amount to support charities, and where possible provide advice and assistance in the organisation of charity auctions. Sotheby's auctioneers also take charity auctions across the globe, including in the US, UK and the rest of Europe, as well as the Middle East, Asia and India. Globally, in 2007 Sotheby's raised in the region of £70.7 million for charitable causes, which increased to the remarkable sum of £94.4 million in 2008.

One of the highest profile charity auctions that Sotheby's has been involved with was The (RED) Auction in New York in February 2008, which was the brainchild of Bono and Damien Hirst. The most successful charity auction of Contemporary Art ever staged, it achieved a remarkable total of \$42.58 million (double the estimate) and established 17 artists' records. Proceeds went to the United Nations Foundation to support HIV/AIDS relief programs in Africa conducted by The Global Fund to Fight AIDS, Tuberculosis and Malaria. Other major charity auctions Sotheby's has staged include: The Whitechapel Sale in 2006, the NSPCC auction in 2007, the sale of JK Rowling's 'The Tales of Beedle the Bard' in 2007 to benefit Children's Voice, the Art for Africa Auction in 2009, and the recent Artists for Serpentine Sale in June this year.

Commenting on Sotheby's involvement, Auctioneer for 'Emeralds for Elephants', Lord Poltimore, Deputy Chairman Sotheby's Europe, said: *"Sotheby's is delighted to be supporting 'Emeralds for Elephants' charity auction in Mumbai this coming October, which will generate much-needed funds for the protection of the Asian Elephant. The combination of jewellers and gemstones has resulted in some truly magnificent jewellery pieces of outstanding workmanship, inspired by the very cause they will be sold to benefit. We very much look forward to playing a modest role in raising funds for this worthy cause."*

www.sothebys.com

Gemological Institute of America (GIA India):

Established in 1931, GIA was founded by the visionary and former retail jeweller Robert M. Shipley, who dreamt of professionalizing the industry and protecting all buyers and sellers of gemstones through education, research, and gemological instrumentation. GIA is the global leader in gemological grading – be it diamonds, coloured stones or pearls. Using sophisticated

technology, GIA researchers analyse thousands of samples each year. GIA is often the first to detect any new synthetic gems and gem enhancement processes that enter the marketplace.

Considered the world's most respected gemological laboratory, GIA is often entrusted with grading and identifying more gems than any other lab including famous stones and coloured diamonds like the Hope, the Taylor-Burton, the De Beers Millennium Star, and the Incomparable. GIA's clients include elite auction houses such as Christies and Sotheby's, gem and jewellery manufacturers and retailers from around the world. Being the creator of international grading standards such as 4Cs of diamond quality (Cut, Clarity, Colour and Carat weight) and 7 Pearl Value Factors (Pearl Size, Shape, Colour, Nacre, Luster, Surface, and Matching), GIA sets the standards worldwide.

Ms. Nirupa Bhatt, Managing Director, GIA India & Middle East says, *"Elephants have been an integral part of the Indian culture. And over the years, these gentle giants have inspired jewellers across the world. Lately, we have been increasingly reading about their habitats being affected by deforestation and human encroachment. Conservation in such a scenario is of paramount importance. We at GIA are pleased to lend our support to the worthy cause 'Emeralds for Elephants' – a project to protect these beautiful animals."*

www.giaindia.in

CanazWest Pictures Inc:

CanazWest Pictures Inc. is an award-winning Canadian film production company that produces compelling stories about the inter-relationships between animals, people and the environment.

Founded by producer/director Patricia Sims in 2005, the company is currently in production on "Elephants Never Forget", a non-fiction feature length film about the plight of the Asian elephant and the challenges of human-elephant relations, filming in Thailand and Southwest China.

Patricia Sims states: *"We're thrilled to be creating the promotional film to celebrate and bring awareness to the 'Emeralds for Elephants' event. This partnership between the World Land Trust, Gemfields, Wildlife Trust of India and the designers, sponsors and organisations who are collaborating on this important initiative, demonstrates that positive change can happen when people come together cross-sector to bring global attention to such critical issues as the loss of wild habitat and the resulting imminent demise of one of the world's most loved animals, the Asian elephant. Elephants are beautiful, noble and intelligent creatures with whom we share this planet – they are due the same respect and right to survive that we expect ourselves. Whether we see them portrayed in jewellery, art, films or roaming free in their natural habitat, they are a powerful reminder for us to preserve and protect our inter-relationships with all Nature."*

www.elephantsneverforget.ca

www.canazwest.com