

# RAPNET® Case Study

## Uniglo Diamonds



**How Uniglo Diamonds, a diamond manufacturer & seller, leveraged RapNet to find new customers around the world.**

### **Challenge**

*Inform buyers around the world what we are selling*

Uniglo's core business is diamond manufacturing and selling the loose diamonds - from small and commercial diamonds to very exclusive and rare diamonds.

Being based in India, with offices in Antwerp, Uniglo was looking for an effective way to inform buyers around the world about the diamonds they have available for sale.

**"Our goal was to inform people on which diamonds we have available and at what prices."**

Suraj Poddar  
Director, Uniglo Diamonds



## Solution

Join the largest global diamond trading platform

"We decided to join RapNet because it's a trusted marketplace for diamonds which is known worldwide. Every person who is in the diamond business knows RapNet, which is very favorable."

"The first reason we chose RapNet is because it's the largest diamond platform. Additionally, being on RapNet gives Uniglo Diamonds a certain credibility and shows that we are an established diamond manufacturer."



## Results

By joining RapNet, Uniglo gained immediate exposure to customers around the world, and as a RapNet member, was able to attain credibility as an established diamond manufacturer.

Uniglo has been a RapNet member for 9 years, and has been using it to find new buyers, and grow more online visibility and credibility.

*"Since being a Rapnet Member, our sales have increased approximately by 7-8 %. It's a pleasure working with RapNet because it's such an easy platform to use. Being on RapNet gives Uniglo Diamonds a certain credibility and shows that we are an established diamond manufacturer."*

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