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**DREAM ABOUT.”**

**WORLD’S BEST-KEPT SECRET**

KUNMING TRADING CO. 3.1 / B31

Kunming is continuing to demonstrate the same heartfelt passion and commitment today as it did when it was first established by Ajay Maheshwari in Hong Kong over 30 years earlier. This family-owned business is renowned for its wide range of unique and rare diamonds in all hues and sizes. “We provide a world of limitless possibilities in coloured diamonds that only a few dare dream about,” he says.

Today, Maheshwari, better known in the industry as Ajay Jakhota, and his son, Harsh Maheshwari, are leading international diamantaires specialising in natural fancy-coloured diamonds. “The new generation have preserved the core corporate values upon which Kunming was built: excellence in innovation, talent management and customer relationships,” says Harsh, who is Company Director.

A self-made man, Ajay started trading in coloured gemstones from Jaipur in 1984, going on to travel between there and Hong Kong for three years, lucratively selling gems. Hong Kong, an enigmatic

city of skyscrapers, ancient traditions and vibrant culture fascinated and suited him, giving him enough reason to settle there with his family in 1987. In addition to its Hong Kong headquarters, the company now also has offices in Thailand, Japan, India, the United States and Australia. The firm’s customer-centric approach to business has been key to its success. Every aspect of its strategy – from human resources management to international expansion – is geared towards improving the customer service experience. Trust, along with a strong relationship between the firm and its clientele, is a result of years of committed service. Kunming’s customer base is built upon quality relationships that will continue to grow by serving and working towards a mutually desired goal – that of living life colourfully. Recently, Kunming secured 40% of a remarkable Argyle pink diamond tender. Elated with the win, Ajay said, “Argyle pink diamonds provide such intrinsic investment value, regardless of their size; they will continue to be the world’s best-kept secret”.



01 Tender Stones – argyle pink diamonds  
02 United Colors of Kunming  
03 Ajay Maheshwari (Jakhota), Founder and CEO of Kunming Trading Co.  
04 Harsh Maheshwari, Director

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