

MEDIA RELEASE

18th October 2011**Gemfields ‘Emeralds for Elephants’ Collection Reaches Dramatic Climax at Star Studded Auction Event at the Taj Mahal Palace, Mumbai**

India’s glitterati gathered in force Friday evening, as the **Gemfields ‘Emeralds for Elephants’** exhibition drew to an exciting close with a Grand Auction at the Taj Mahal Palace in Mumbai. The ‘Emeralds for Elephants’ collection raised a staggering total of US\$750,000 with US\$150,000 going to the **World Land Trust** and **Wildlife Trust of India**’s conservation projects in India.

World Land Trust and **Wildlife Trust of India** work together to create a network of wildlife corridors so elephants can follow their migratory routes whilst minimising human-Elephant conflict. **Gemfields**, one of the world’s leading coloured gemstone producers brings ethically mined Zambian emeralds to the market. Each jeweller used unique Zambian emeralds in their designs, which formed the ‘**Emeralds for Elephants**’ collection.

Ambassador for the ‘Emeralds for Elephants’ project and Bollywood actress, **Madhuri Dixit**, attended the Grand Auction and addressed guests on why she had given her support to the cause. Speaking at the event, Madhuri Dixit appealed to guests saying: *‘This collaboration demonstrates that everyone has something to give, and I believe that we all need to give something back to the natural world we share with these animals’*. Madhuri was joined by England Cricketing legend and **World Land Trust** patron, David Gower as well as numerous VIPs and celebrities from all over India. These included: The Maharaja of Udaipur - His Highness Arvind Singh Mewar, Princess of Panna and Princess Diya Kumari, Indian film actress Tisca Chopra, Sophie Choudhry, Kaykasshan Patel, fashion designer Pria Kataria Puri, renowned writer Shobha De, Shaina NC, Natasha and Adar Poonawala, Aarti Surendranath, Rhea Pillai, Madhu, Laila Lamba, Malvika Sanghvi, Mona Narang, Debbie Hitkari to name a few.

Ian Harebottle, CEO of Gemfields states; *‘We are thrilled with the results of the auction, especially as this is the first time that auction of this kind has been held in India. We are honoured to have worked with so many great partners on this project, from Indian’s top jewellers and retailers, Arzan Khambatta, our ambassador Madhuri Dixit to Jaguar Land Rover, Gemological Institute of America (India), Taj Mahal Palace Hotels and Resorts and Sotheby’s who provided the auctioneer. We are proud to play a small part in being able to raise critical funds for the World Land Trust’s Indian Elephant Corridor Project and look forward to continuing our work together to ensure the survival of natural habitats.’*

Madhuri Dixit and David Gower joined the great Sir David Attenborough who is another patron of **World Land Trust**, who offered his support by saying: *‘I have been immensely lucky in that my professional work has taken me to all corners of the world where I have been able to see first-hand some of the rarest and most spectacular wildlife on earth. But the fate of these creatures, which share our planet lies entirely at the hands of mankind – it is within our power to protect them or watch them become extinct. Let us choose the first route.’*

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