

Now Kerala lures tourists with 'Diamond Tourism'

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Kerala Tourism Minister Kodyeri Balakrishnan Wednesday launched Diamond Tourism, offering tourists one week's free stay in a five-star hotel in Kerala if they bought diamonds worth Euros 3,000, 6,000 and 10,000.

The scheme has been launched by Sunny Diamonds, a company which has been in the diamond business for over 12 years.

Speaking at the launch, P.P. Sunny, the owner of the Sunny Diamonds, said the diamonds on sale meet all international quality standards and are sold for prices that cannot be matched by any retailers across [Europe](#) and other countries.

The company has teamed up with a network of tour operators across Europe and also launched online interactive website, www.diamondtourism.net, in order to present the customers with the holiday packages while they shop for their dream diamonds at an exclusive diamond showroom in Kochi.

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