

# Bapalal Keshavlal – The Realm of Emotion

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When you wear a piece of jewelry by Bapalal Keshavlal, “you enter the realm of emotion,” says company President and CEO, Romy Mehta. “What sets us apart is our notion of what constitutes beauty. Our desire is to create high-quality jewelry that, even more than offering a signature look, evokes emotion.” Bapalal’s designs are classic in nature, with a high degree of detail, yet they often feature quite untraditional shapes and sizes. It is a style that embodies a fundamentally innate sense of glamour, while at the same time is undeniably strong and independent, sometimes even provocative.

“Luxury at an affordable price” has also long been an objective of Mumbai-based, Bapalal Keshavlal, says Romy’s son Ritesh, a driving force in the business. Using the finest diamonds and gemstones, set in either 18K gold or platinum, the brand’s designs “draw inspiration from the richness of our Indian heritage while remaining sensitive to international trends.”

Adamant about providing both value and quality, as well as a high-degree of style, Romy Mehta, who is the son of Bapalal Keshavlal Mehta, the company’s founder, has focused on taking his father’s business from a fixed-clientele luxury manufacturer to one that is overwhelmingly focused on creating a dynamic, design-oriented brand. With state-of-the-art manufacturing facilities in Mumbai, India, and over 250 expert craftsmen, his approach to both marketing and product design has certainly done just that.

“Papa did not teach me the four C’s of diamonds,” Romy Mehta continues. “Rather, he taught me how to integrate principles and ethics into business, how to elevate them to the highest level, and how to retain modesty in success.”

Over the generations, times have changed for this nearly seventy-year old company, but for the Mehta’s, it is still a family business based upon integrity and trust. The brand’s success, however, does not mean it is resting on its laurels. “We constantly ask ourselves why we are jewelers, and for whom we create our products,” adds Ritesh.

Romy Metha’s goal, as was his father’s, is to bring India to the world stage as a provider of distinctive luxury jewelry, with Bapalal Keshavlal as its vanguard. With designs that represent the highest quality at reasonable prices, and that take their wearer into the realm of emotion, it is a goal that the company is well on its way to achieving. ([www.bapalalkeshavlal.com](http://www.bapalalkeshavlal.com))

