

The word 'India' conjures up images of an exotic world and ancient Hindu Gods. We think of the sumptuous, beautiful palaces of the Maharajas, the giddy fragrance of incense and marvellous, fine silks and colourful fabrics. We associate India with fabulous tales and a mysterious reality far removed from our own.

**BAPALAL
KESHAVLAL**



Earrings and pendant
in gold with diamonds
and coloured sapphires

In the world of jewellery however we might think of the firm Bapalal Keshavlal, which has the advantage of being very real and whose products can be easily obtained.



A combination of deep green emeralds and exotic 18-kt gold in a traditional pendant



Feminine sensuality embodied in 18K multi-colour sapphire and diamond earrings



Bapalal Keshavlal

In this firm's work classical concepts are found side by side with artistic elements. It would seem that the criteria used in the composition of its jewels allow for infinite variations. The concepts which govern modern brands however impose the use of unusual colours and forms, totally unexpected variations in design and decidedly 'non-traditional', innovative solutions. The firm also uses a wide variety of gems and diamonds.

India, fabulous India

Historical background.

Founded over a century ago in 1895, Bapalal Keshavlal gradually became a world leader in the export business, high-quality jewellery and in the working and finishing of diamonds. Having 'inherited' and absorbed the professional experience of his family, the young Bapalal Keshavlal Metha started up his own firm in 1939 in Bombay. Over the next three decades, Metha developed a very exclusive enterprise and became known in many countries beyond the frontiers of India. However, it was Romy Metha who launched a design-oriented brand in 1972 and boosted the business to formerly unknown heights, and not only at national level. The firm 'Tristar Jewellery Export', founded in 1989, provided concrete proof of the firm's motto: 'Luxury is what we Offer - Value is what we Deliver'.



A pavé of brilliant-cut diamonds set in 18-kt gold and colourful bouquets of gems celebrate eternal love