

C. KRISHNIAH CHETTY GROUP OF JEWELLERS

ENDOWING THE FAMILY LEGACY

The C. Krishniah Chetty Group of Jewellers is acknowledged as India's leading and premier jewellery brand, established in Bangalore. The group majorly encompasses six dominant entities under its renowned banner - C. Krishniah Chetty & Sons, C. Krishniah Chetty Jewellers, C. Krishniah Chetty Manufacturers, C. Krishniah Chetty Foundation, C. Krishniah Chetty Partnership Firm, and C. Krishniah Chetty Charitable Trust.

From having made life-size gold buggies for princes to having presented Sachin Tendulkar with a golden bat, the CKC Group of Jewellers has conspicuously carved a niche for themselves in the arduous field of jewellery designing. This year, CKC & Sons is the sole Indian company to be selected in an Antwerp contest on design.

Currently, being run by the sixth generation of the family, the company has managed to preserve the family legacy and ancestry impeccably intact.

THE BEJWELLED SAGA

This acclaimed and preeminent jewellery brand was founded in 1869, when Cotha Krishniah Chetty initiated the adroit sale of Armenian coloured beads to the British Army and was later appointed to the Royal Court by H. H. Sri Nalwadi Krishnaraja Wodeyar. Even today their British Sensibilities remain intact, as they emerge out to be one of the best Jewellery makers in India.

The influential Chetty family has been prosperously achieving success through their lucrative skills and strong business acumen. The C. Krishniah Chetty Group of Jewellers has been distinguishingly recognised



and renowned for being the cherished and most preferred jewellers to over more than 21 prominent royal kingdoms and flourishingly influential households such as those of the Maharaja of Mysore, the Nizam of Hyderabad, the Maharaja of Travancore, and plenty other aristocratic and noble families in India. Currently, the gloriously celebrated jeweller family

runs six stores across the city of Bangalore.

The company has been a consistent innovator in India's jewellery industry; first to bring the famed Tolokowsky brand to India, initiated the launch fancy coloured diamonds in India, first to launch DeBeers' Forevermark brand in India and were the first to open the largest purely diamond showroom in Asia.