

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

Seasons Greetings,

Welcome to the new normal! Hope you are doing great and taking necessary precautions to fight the virus.

Kalasha fine jewels is back to business with extreme safety precautions to provide sanitized environment every time you shop. From entrance to trying on jewellery to bill payment till you leave the store we made sure its sanitized. We are open in all the locations i.e; Hyderabad, Bengaluru & Vijayawada.

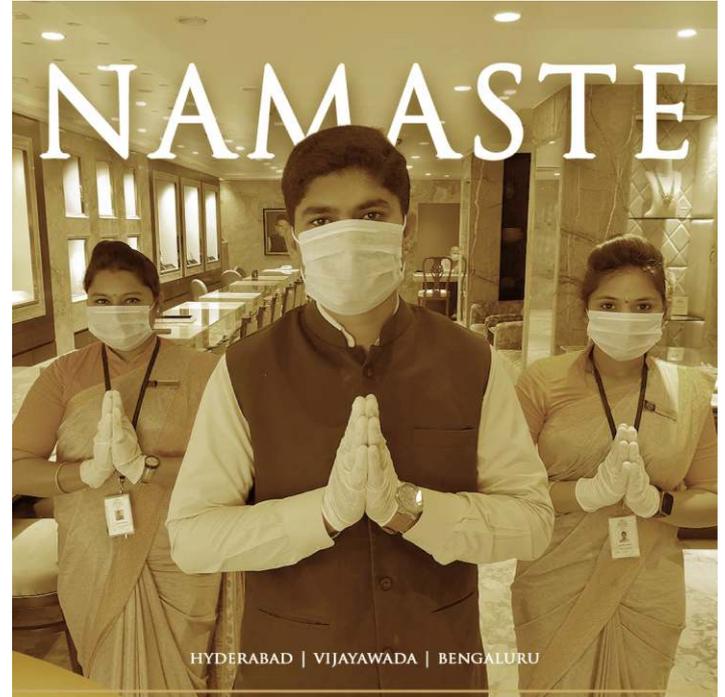


A UNIT OF CAPSGOLD
ESTD. 1901

"The Clitter of Banjara Hills"
is
"BACK IN TOWN"

NOW OPEN

Fully Sanitized Environment
Special Services & Privileges.



We welcome you back. Your safety is our priority. Well trained staff to ensure your and our wellbeing.

We proudly present our mobile application which was launched on 26th may. This helps you to shop from everywhere the world through video calling. Two or more people can connect through video call at a time from different place through a Room ID. 4K video calling. With few simple steps you can easily browse through thousands of designs. The mobile application is available on PLAY STORE for android users and on APPSTORE for IOS users.

SPECIAL DISCUSSION ON GOLD RATES

While economic uncertainty is on an all-time high, the future may not be all that grim, particularly in India, our directors Mr. Abhishek Chanda and Mrs. Vani Latha talk increasing gold rates in a discussion held by Vanitha TV on the occasion of Akshyatrithiya. They also talk on different ways of gold investments and ways to buy gold jewellery during the lockdown.



CARE FOR THE NEED

We at Kalasha believe that doing the right thing at right time is very important. We are humble to share that we have provided 10,000 biscuit packets for the relief at Medak District, Telangana during this pandemic situation of COVID-19. We as an organisation always follow the footsteps of our beloved founder Shri. Chanda Anjaiah.

THE BYGONE ERA

THE MAGNIFICENCE OF ROYALTY – PULLI GORRU

In the late 1800s, one of the most popular pastimes for British colonists in India was hunting their majestic wildlife, especially the Bengal tiger. The Bengal tiger had long been the prey of the Maharajahs and aristocrats of India, so when the British aristocracy moved in, they saw it as a way to buddy up with their “fellow rulers.” Palaces and mansions were hung with pelts and decorated with stuffed tigers to demonstrate the prowess of the owner – who most likely had a troop of “natives” with him and his friends who did all the actual work in hunting the tigers. Bounties were offered starting in the late 1800s for each tiger killed, and so many people hunted tigers as a way of earning money. As a result of rampant hunting, by the beginning of the 20th century, 95% of the tiger population had been decimated.



19th Century Tiger Claw Pendant.



Gold engraved pulli gorru

One of the most popular souvenirs for rich British tourists was Bengal tiger claw jewellery. Indian goldsmiths would create intricate gold settings for pendants, necklaces and brooches to sell to the Zamindars and rich landlords who wanted to showcase their prey or impress their friends and family. Many of these pieces are auctioned off today, and are a grim reminder of how valueless animal life is to human beings that it can be taken for nothing but aesthetics.

Coming to down south wearing tiger claw jewellery resembled their bravery and royalty. Olden days this jewellery was worn by men to showcase their power and prestige. It was also believed that wearing a tiger claw can fight evil eye and negative auras around the wearer. Now it had become a style statement piece as the tiger is an animal associated with power and pride, men love wearing jewellery that is inspired by them to



flaunt a tough and strong attitude. Puligoru lockets and rings are two of the most common designs found being used by men. Synthetic tiger claws are used in place of original claws. These pendants are intricately designed studded with precious stones and cut diamonds along with pearls and beads.



Pulli Gorru At Kalasha

Kalasha offers a wide range of puli goru designs. Pendants paired with pearls and beads are the hot cakes of the store.

This beautiful pendant is made using uncut diamonds and brilliant cut diamonds along with emerald beads and pearls. This unique piece can be adorned by both men and women.

Gross weight: 58.8 gr.
Approx price: 4.9 lac

MY MARVELLOUS MOM

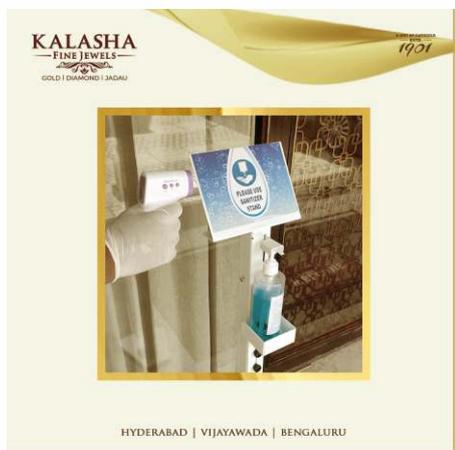
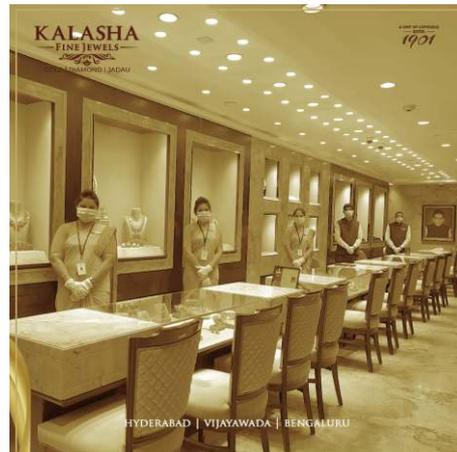


Dedicated to The Real Life Super Women - Mother, we wanted to surprise our follower's moms on this mother's day. We asked our followers to tell us about their marvellous mom. We have two lucky winners chosen randomly amongst the participants.

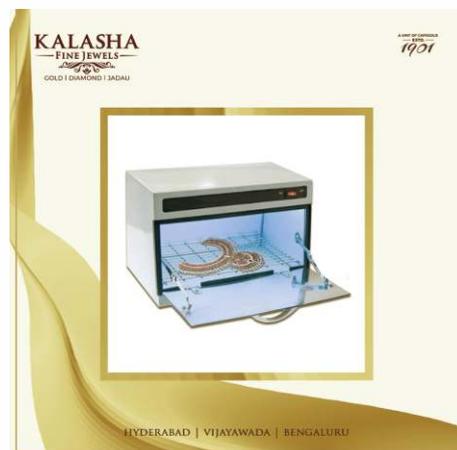


YOUR SAFETY, OUR PRIORITY

We have taken care every possible chance of giving you worryless shopping experience during this pandemic. We make sure that all the points of contact are sanitised every hour.



Safety measures take at the entrance. Contactless screening and sanitization



Every piece of jewellery is kept in UV and Ozone disinfectant box to ensure safety

CURRENT OFFERINGS

www.kalashajewels.com

Presenting you the **BEST SHOPPING EXPERIENCE** from your **Comfort Zone.**

EXCITING FEATURES

- Conference Video Call Shopping
- Browse through 1000's of Design
- 4K Video Quality
- Live Gold Rates

Download Now

Download on the App Store | Available on the Google Play

HYDERABAD | VIJAYAWADA | BENGALURU

KALASHA MOBILE APPLICATION

BEST SHOPPING EXPERIENCE FROM YOUR COMFORT ZONE.

Shop jewellery online from our video calling app in 4k video quality. With few simple steps get access to 1000's of beautiful designs in store.

Here are a few of our beautiful offerings.

1. Heritage jewellery- inspired by royalty
2. Diamonds - A woman's best friends
3. Mango Mala - Reflects South Indian tradition
4. Nakshi & Temple Collection - For divine and exquisite look
5. Polki - The royal look of Rajkumaris
6. Guttapusalala haram - Trendy choice to look graceful and trendy
7. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
8. Kaasula peru - Beautiful assortment reflecting work of art based on various traditions.

Every piece at Kalasha is an eye-catching work of art!

FACTS

Gold price may zoom to Rs.82000 per 10gm by end '21 says analysts. As stocks and bonds as investments avenues do not show much hope under current market conditions, gold could be the asset to put your money in. Gold prices in the international market could rally to \$3,000 per ounce by end 2021 i.e; Rs. 82,000 / 10 grams in Indian currency.

Gold may zoom to ₹82,000 per 10gm by end '21: Analysts

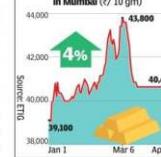
TIMES NEWS NETWORK

Mumbai: As stocks and bonds as investment avenues do not show much hope under current market conditions, gold could be the asset to put your money in. If analysts at Bank of America Securities (BofA Sec) are to be believed, gold prices in the international market could rally to \$3,000 per ounce (Oz) by end 2021. Translated into Indian rates, that could be about Rs 82,000/10 grams at current exchange rates.

On Thursday, gold futures for June on MCX, closed at Rs 46,352/10gm. So, in about one and a half years, gold prices in

TEST OF METTLE

99.5% purity gold price in Mumbai (₹/10 gm)



India could gain about 75%. In the international market, gold is currently trading at about \$1,750 level. Analysts at Goldman

Sachs, another global financial powerhouse too put their bets on the yellow metal and said, given current global market scenario, it was a better hedge than crude oil. Incidentally, late March, analysts at Goldman Sachs had predicted that crude oil price could enter the negative territory. Nominal GDP, central bank balance sheets, or official gold reserves will remain the key determinants. "As central banks and governments double their balance sheets and fiscal deficits respectively, we have also decided to up our 18-month gold target from \$2,000 to \$3,000," noted BofA Sec.



Store Of The Year 2017
By UBM



The Best Heritage Bridal Jewellery
- Times Retail Icons 2018 -



Temple Jewellery Of The Year
IJ Jewellers Choice Design Awards 2018

Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver
Banjara Hills, Hyderabad | MG Road, Vijayawada | Jayanagar, Bengaluru

Jewellery Certified By:

