

ARTICLE 1- BANGALORE TIMES

“**Kalasha Fine Jewels**” is a brand that has rapidly captured the imagination of the crème de la crème of society with their flagship showroom in Hyderabad which is a massive edifice of sumptuousness that oozes luxury and tradition!

The brand captures enchanting design inspirations across India and curates adornments for all occasions. From traditional heavy bridal masterpieces to lightweight trinkets, the brand offers a multitude of designs defined into distinctive aesthetics including the **Nizami, Jadau ,Polki & Kundan, Meenakari, Nakshi, Temple Jewellery** and appealing contemporary pieces studded with precisely-cut fine diamonds and gemstones.

Illustrious Legacy

M/s Chanda Anjaiah Parameshwar (CAP) was established in 1901 by Shri. Chanda Anjaiah. CAP, a family owned business is one of the leading Gold and Silver bullion merchants of India. As a part of change management, CAP was transformed to “CapsGold Pvt. Ltd”. Quality, Reliability, Accountability and Transparency are its founding pillars.

As a part of CapsGold’s diversification plan, a retail outlet “**Kalasha Fine Jewels**” was established.

“Kalasha is pure! Kalasha is divine! & Kalasha is our first step towards achieving the same recognition as CapsGold in the market space of retail jewellery” – Abhishek Chanda (Director CapsGold)

Kalasha was awarded store of the year 2017 by UBM and was nominated for India's Coolest Store Awards 2018 - South - Large Format.

Their “Royal Heritage Collection 2018” launched during Diwali with influences from the “*Queens & Princesses of Royal Kingdoms of South India*” during the pre-colonial times received an amazing response. “*The Padmavat Necklace*” was an extremely sought after piece from the collection.

Kalasha Fine Jewels has in recent times won “The Heritage Bridal Jewellery Award, 2018” by Times Retail Icons in Hyderabad.

Kalasha now finds its way to the city of dreams extending a magnificent designer boutique store at Jayanagar, Bengaluru. For jewellery aficionados of the tech city, this will be another glittering destination!

For more information, contact:

Kalasha Fine Jewels

#66/3, 18th Cross, 9th main,

Jayanagar 3rd Block, Bangalore 560011

Tel: 080-26642499

www.kalashjewels.com