

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,


Seasons Greetings,

It gives us immense pleasure in sharing that Shri. Sreenivas Chanda (Director - CapsGold Pvt. Ltd) has been appointed as the President of Indian Bullion & Jewellers Association – Telangana & Andhra Pradesh. We wish to achieve many more endeavours in future with all of your support and blessing.



*Congratulations*

On being appointed as President for  
**IBJA Board,**  
Andhra Pradesh & Telangana.



**119 YEARS**  
OF TRUST  
1901 - 2020

**SHRI. CHANDA SREENIVAS RAO**  
Director, CapsGold Pvt. Ltd.

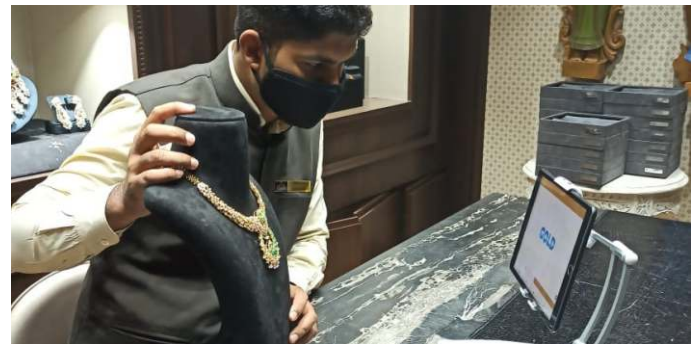
**KALASHA FINE JEWELS**  
A Unit of CapsGold Since 1901

**CapsGold**  
Trusted Legacy Since 1901

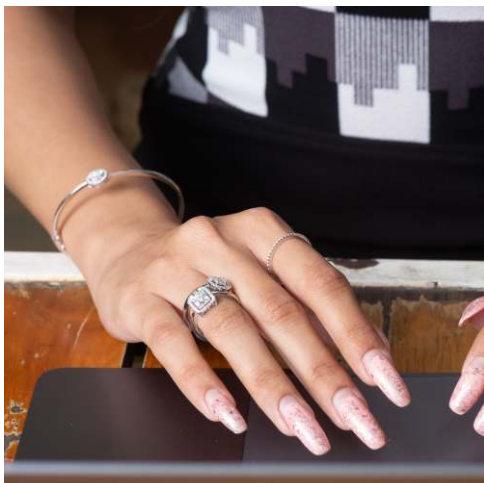
HYDERABAD | VIJAYAWADA | BENGALURU  
+91 93939 92499 | www.kalashajewels.com | info@kalashajewels.com

## VIRTUAL JEWELLERY SHOPPING

Kalasha presents unique shopping experience from wherever you are across the globe. Our exclusively designed app will help you to easily schedule calls according to your convince and browse through our catalogues. Our executives will help you in choosing your favourite jewellery from our wide range of products through 4x clarity lens and ship it to you at your door step.



## FINE DAZZLING DIAMOND JEWELLERY STARTING AT 25000/-



Dazzle at your work place with our fine chic diamond jewellery from work play collection. Minimalistic and trendy designs will help you to style them on any attire and make you stand out from the rest. Our elegant & stunning designs start from 25000/- making it a dream come true for anybody who wish to buy diamonds for the first time.



# THE BYGONE ERA

## THE MUGHAL GRANDEUR

The Mughals ruled India nearly five centuries ago. They invaded the country during the 16th century, and over the next two centuries, their art, culture, crafts and architecture permeated the land. It was during their time that jewellery making flourished. Simple necklaces and bangles began to get more ornate, and jewellery came to reflect the fine artistry and handiwork of the artisan.

When the Mughals married into the Rajput families of Rajasthan in the North Western Frontier, two distinct design styles came together to underline the delicate artistry and fine craftsmanship that has defined Indian jewellery ever since. Rajasthan then opened up as an exclusive jewellery making hub, and it is believed that the fine and intricate art of making cutwork or Jali-work Jewellery had its origins here.



The Mughals influenced jewellery making throughout India. From Kashmir to Orissa, Gujarat to Andhra Pradesh, their influence has been so deep that the rough-cut stone necklaces and elaborate 'jadau' thick-set toe rings and bejewelled turbans are much coveted and adored by people till today. Among the places where they made the greatest mark was Hyderabad, and the city still has some of its original antique jewellery passed down through generations of families even today.



Given the extensive influence of Mughals and their special patterns and designs on Indian jewellery, our ornamentation is more exquisitely defined, stronger, bolder, more colourful and versatile, and every jewellery piece carries a little of them in everything. Mughals Architecture is majorly bulbous domes, slender minarets and intricately designed delicate ornamented inlay work. Necklace is inspired by the inner surface of the dome and colorful inlay work.

Gross Weight: 186.845 gr.  
Approx price: 17 lakhs



# JEWELLERY TRENDS

## ARE INTIMATE WEDDING CEREMONIES THE NEW TREND?

Whatever the occasion may be Kalasha at your rescue for all your jewellery needs!

As India reopens to the idea of a new-normal life post the COVID-19 wave, Indian wedding giants gear up for the Future of Weddings after COVID-19.

COVID-19 has seen Indian wedding trends transition rapidly. It all began with a digital intervention, with guests across the world attending wedding ceremonies through Zoom calls when real couples chose to plan intimate weddings in their living room. The Big Fat Indian Wedding trend took a back seat and real couples drove their Weddings in the time of Corona from the comfort of their homes with limited family members.



However, wardrobe styling of the bride and groom hasn't changed. Bride and groom are utilising the visual world to shop from their favourite jewellers and designers. They are focusing a lot more on their outfits and jewellery than before to be the showstoppers in their small intimate weddings. Expenditure has reduced in terms of venue, food and elaborate décor and spending has increased in terms of clothes and jewellery. Grandeur of big fat Indian wedding is seen in their grand attire.

From bold fiery reds to classic blues, vivid saffron to unexpected aqua shades are going to be the biggest color trends in wedding industry we are going to see this 2020. From décor to dress to jewellery everything is playing a vital role in today's wedding scenario. We at Kalasha will help you in designing your dream wedding jewellery. Reach us out for more information.



### NEW LAUNCH



Anniversary special jewellery collection was launched by kalasha fine jewels in collaboration with a famous designer from Hyderabad. We are known for our exquisite diamond and jadau bridal jewellery. Tollywood actress Ananya kapse showcased the jewellery and designer wear with panache at the launch. The exclusive edit included bespoke jewellery from our latest collections of royal wedding jewellery of diamond and jadau. Collection also included exclusive range of jewellery for groom to flaunt on his big day.

### TESTIMONIALS

Shopping during the pandemic got easier with the video call facility at Kalasha. We got to choose from a wide range of designs at the comfort of our own home.

- Mounika M.

# CURRENT OFFERINGS



## UNBELIEVABLE OFFERS ON DIAMOND AND JADAU JEWELLERY.

On the occasion of our 3rd anniversary, we have introduced POST ANNIVERSARY SALE offering diamonds at 44,900/- per carat and 100% off on VA and Making charges on Jadau and Diamond jewellery.

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. Guttapusala 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

The element symbol for gold—Au—comes from the old Latin name for gold, aurum, which means "shining dawn" or "glow of sunrise." The word gold comes from the Germanic languages, originating from the Proto-Germanic gulþ and Proto-Indo-European ghel, meaning "yellow/green." The pure element has been known since ancient times.



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

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