

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

February the month filled with joy and love also, the shortest month of the year just flew away! Hope you had a great month. We welcome spring season with a range of exclusive jewels.

In the recent Union Budget session Mrs. Nirmala Sitharaman, Minister of Finance and Corporate Affairs of India announced rationalized duty on precious metal 'gold and silver' from 12.5% to 10.75%. This will help in encouraging businesses in more exports. With regards to this price reduction on gold rate which was provided to the NRI's from KALASHA has been changed to 13.75% from 15.5%.



Mail us your feedback and suggestions at media@kalashajewels.com
-Team Kalasha.

Celebrity In KALASHA



Gorgeous Actress Megha Akash looked prettiest adorning our beautiful Jadau nath. Nath's simple design makes it easy to be worn on any attire and occasion creating a style statement.

SPOTLIGHT

BEST ENTREPRENEUR UNDER '40'



We feel extremely happy to announce that Mr Abhishek Chanda, Director (Kalasha Fine Jewels & Vasavi Group) has been recognised as Best Entrepreneur under 40 by Times 40 Under 40. Mr Anupam Kher handed over the award.



They honoured and applauded 40 of the brightest corporate leaders, emerging entrepreneurs, artists, sportspersons, musicians and business professionals across south India under 40. These young people have taken the challenges of a relentless year head-on. They represent the opportunity for growth in south India and our country as a whole. The list is very dynamic and includes people from all walks of life, who have created something new and different, or redefined the way things are done.

THE BYGONE ERA

THE GREAT JEWELS OF MAHARAJA BHUPINDER SINGH OF PATIALA

Royals and their penchant for exquisite stones go hand in hand. Indian royal families are known to have massive wealth including breathtaking forts and palaces. No wonder, they are in possession of some incredible jewellery that can blow your mind away! The maharajas were fascinated by the Parisian styles Cartier showed them, and many would entrust their jewels to the Parisian house. Between 1925 and 1928, for example, the Maharaja of Patiala commissioned Cartier to re-set his Crown Jewels – one of the largest single commissions in the firm's history.

The close bond between Cartier and India was most apparent during the Art Deco period, and resulted in two types of jewels: the Indian gems redesigned in the Cartier Western style for the maharajas, and the 'India-inspired' jewels presented to Cartier's Western clientele.



**Bhupinder Singh,
Maharaja of Patiala
(1891-1938)**

The Patiala ruby choker, created by Cartier in 1931, is one such example of the delightful jewels created by the French house during a period when the maharajas flocked to Paris to reset gems from their treasuries.



**This stunning 'Swag' necklace
centers on a magnificent
pear-shaped Golconda diamond
on six rows of lustrous,
perfectly matched natural pearls.**



**Jacques Cartier with Indian gemstone
dealers. Photo from Jacques Cartier's
album recording his voyage to India in
1911.**



Taking you back to the era, we designed this beautiful art nouveau inspired choker with uncut diamond and Precious gemstones flowers complemented with pastel-hued leaves branching out in fine brilliant cut diamonds. Pearls and tourmaline beads added to finish of the necklace to make it more elegant

Gross weight: 136.2 gr.
Net weight: 81 kt.
Approx cost: 11 lakhs

JEWELLERY TRENDS

DIAMONDS ARE STILL THE BRIDE'S BEST FRIENDS



This is one jewelry trend in India that has been going strong since years – that of wearing diamonds for the wedding. Brides today choose to wear diamond necklaces and earrings for their reception when the play of light is dazzling against the stones. If you want to go in for diamond jewelry, choose delicate designs that you can even wear to others' weddings rather than very ornate ones that you would have to store in the locker after your wedding.

DOUBLE STRANDED THICK NECKLACES

The Nizams of Hyderabad were famous for their double stranded pearls and it looks like as if this 2018 Indian jewellery trend is here to stay. One thing's for sure- when you're wearing one of these, you don't have to worry about whether anybody has noticed your expensive set. But you would need to tone down the amount of jewellery you wear overall or else the effect would be nothing less than gaudy. Focus on getting the perfect signature piece if you love chains.



LARGE RING

We know that the western world has had some influence on our Indian looks, and one of the recent trends are the large rings adorning many a maharani bride. This versatile piece can be used with your traditional Indian jewellery as well as setting off your western look to perfection.

TESTIMONIALS

SPARKLING ELEGANCE



MRS. ARUNA B.

Kalasha has unique designer jewellery which we haven't found with another jeweller. Their saving scheme is a great idea to invest in gold. I have enrolled and suggested it to my friends.



NECESSITY TAUGHT ME COOKING.



I feel cooking is a life skill irrespective of the gender. I started learning cooking when I was a bachelor as a necessity, now it has become my stress buster. I enjoy cooking specially desserts. Here are few of my favourites.

- Kamal Vadnala



CURRENT OFFERINGS

SWARNA KALASHAM SAVINGS SCHEME

Let your savings grow in right direction with Kalasha's Swarna Kalasham - SAVINGS SCHEME. Download and pay through our App and get 25% off on your first instalment. Use the promo code - UGADI25 to avail the offer.

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

ALMOST ALL THE GOLD ON EARTH CAME FROM OUTER SPACE

The gold that almost all of the people on Earth love to wear was not originally found on the planet itself. 4 billion years ago, 'Meteorites' crashed on the earth which brought all the gold that we have on the planet along with it. The entire gold that is found on our planet would come up to 12 ft., covering the entire surface of the earth.



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



The Best Ring Design
Award 2020

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