

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

Seasons Greetings,

It is with great pleasure that we at Kalasha Fine Jewels are happy to announce our 4th Anniversary. We celebrated this special event in the presence of all our Directors along with their family and our staff. It was an intimate celebration in which all the directors shared few words on their incredible journey with Kalasha.



Kalasha In SPOTLIGHT

Women of the House

These beautiful women of Kalasha's family, are the support behind our wonderful Directors. From choosing the jewellery to sales, they put all their efforts.



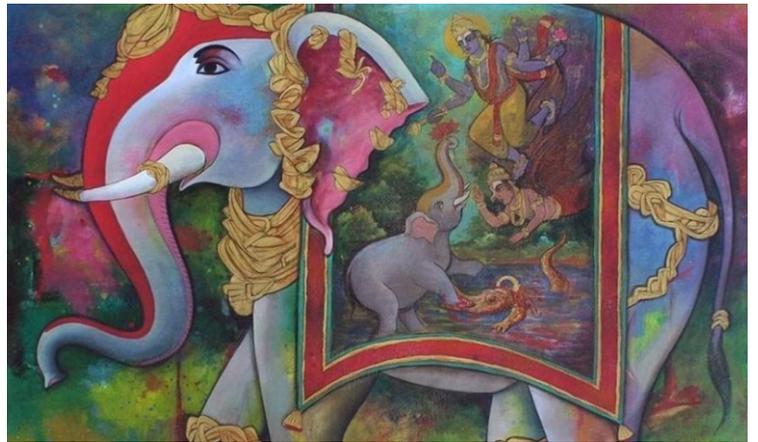
THE BYGONE ERA

SIGNIFICANCE OF ELEPHANT IN SANATANA DHARMA AND INDIAN CULTURE

Since time immemorial the elephant has been an integral part of Indian culture and Sanatana Dharma. Elephant is a centric part of depiction in art and architecture. The presence of elephants in history and puranas is depicted very prominently through stone presence that is the marvellous architecture of India. They are considered sacred in many texts have been exclusively written about the significance and importance of it. Elephant has its own place in the history of India from the ancient times to all the way till Mughal period and later on.

Religious Significance

Elephants are believed to bring good luck and prosperity and worshipped as lord Ganesh, who is depicted as an elephant headed deity with a pot belly. It is considered sacred with a connection to divinity and in ancient times was treated as a part of the extended family. It is believed that worshipping elephants and feeding them is a great way to win the favour and blessings of Lord Ganesh. He is one of the most powerful Indian deity and is the Lord of Wisdom. They are important in Indian mythology too. The elephant head symbolizes great intellect and wisdom. Even the God of Gods Indra is believed to have a white elephant named Airavata as his vahana. The white elephant is also a religious symbol of Buddha.



Elephants are reared in South Indian temples as part of the temple worship rituals and traditions. Elephant idols adorn the entrance of many ancient temples throughout different parts of India even today. Hindus and Buddhists have symbolic elephants in wooden form idols, iconography or chain rings and other forms.

Elephants are also a symbol of royalty – Maharajas and kings used to ride during processions and in war on elephants. Megasthenes, the Greek ambassador to the court of Chandragupta Maurya period reports use of war elephants during warfare.

Art and Architecture Significance

Since, elephant is having an important significance in the Indian mythology, this has had an important influence in the different art forms and crafts of India. Various art and architecture has taken a major influence from the symbolic elephant. One of the earliest depictions of elephants is the Bhimbetka caves which show that since the ancient times, man and animals co-existed together in Bharata. Elephant motifs on sarees and textiles have been used since ancient times in India..



Kalasha Jewellery

This beautiful hand-crafted marvel from Kalasha Fine jewels is piece which you can never take your eye of. It is inspired from elephant which has an important and sacred place in our mythology. This marvellous creation is perfect piece for all craft-lovers. This box is made of pure silver and has a 24k gold plating.

Gross Weight: 6260 gr.
Approx price: 25 lakhs

JEWELLERY TRENDS

ROCK THE GEMS FOR YOUR D-DAY

Hello Readers,

So here we are enjoying the wedding season with our closed ones. So update your jewellery checklist with a few more styles that are trending and rock you wedding day.....

Pastel hues to opt for !

While, the back brides dint experiment much with colours and stuck with the primary colours, the millennial brides are open to go completely overboard with different colours, especially with the pastel colour schemes. Pastel hues are the clear winners as they help to balance with the bridal trousseau.



Keep your Kadas up-to-date

Kada, without which no bridal look is complete as it is the most essential piece for hand jewellery. Striking kadas with intricate detailing and studded stones just take them to another level. So ladies level-up your game by having beautifully crafted kadas for your collection as it isn't just a statement piece but are also considered auspicious.



The Classy Mathapatti

As every bride dreams to look like a princess on her wedding day, this classic piece is a must have as it will definitely make you feel luxurious and royal. You are no less than a queen yourself, so it's time for you to embrace, accentuate and put on your elegant Mathapatti just like a queen owning her dynasty.



TESTIMONIALS



Kalasha has an amazing gold jewellery collection. We had come from Tirupati to shop for my wedding and we are not disappointed. I recommend kalasha to all my friends.

-Harshitha, Tirupati.



EMPLOYEE'S Talent Corner

FROM SALES EXECUTIVE TO DANCER...



I am a Sales executive in Kalasha's Hyderabad branch. Dance, was one thing which was there with me from a long time but I cherished it in the lockdown period. In the lockdown period, where everyone was attached to their phones, I found my hidden passion in that. Seeing my child going through the Tiktok videos in Instagram, my inner passion encouraged me to make dance videos. So from the lockdown period, I started making videos and posting it. After getting appreciation from my friends and family, now I will never leave dancing. It is giving me a recreational break from my day-to-day schedule. Now as we are getting to back to New-Normal, I will continues to make more videos as I'm enjoying it very much.



- Pandu Goud

CURRENT OFFERINGS

VIDEO CALLING SERVICES

Worried to go for physical shopping?

Then try Kalasha's video calling app for hassle-free shopping experience. Get the best shopping experience right at your finger tips.

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

Gold is used to make astronaut's helmets

Never thought of that? Well, that's true. An astronaut's helmet is tinted with Gold in order to reflect harmful infrared rays while at the same time allowing sunlight in. Doing so also helps to keep the inside atmosphere of the helmet cool.



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

Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver
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Jewellery Certified By:

