

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

## MY TWO CENTS



Dear Readers,

Season's Greetings..!

When the New Year arrives, "it Renews love, Restores Happiness, Revives Life and Recharges Us, it brings new ideas and hopes for us to make our lives good to better and better to best." May you all have a great year filled with immense happiness and Wealth! Stay in good health and achieve greater heights of success.

May the advent of the new harvest bring you abundance of prosperity and shine. Team Kalasha Fine Jewels, wishes you all a very happy Sankranti.

This New Year KALASHA came up with the gold haaram adorned by Lord Venkateswara in Tirumala temple. This sublime collection of jewellery is a prominent assemblage.

Kalasha showcases its exclusive handcrafted jewellery collection at the exhibition curated by Mrs Aparna Sunku. Kalasha created a dent in the fabric of time by hosting the most extravagant jewellery collection at Coimbatore on the 23rd, 24th & 25th January, 2019. The exquisite exhibition offered a complete range of jewellery designs truly making it a Luxurious paradise for customers! Many renowned public figures & prominent Guests – Mrs. Swathy Rohit, Mrs. Jayanthi Manohar, Mrs. Ranjana Singhal and others were present at launching of the exhibition.

It gives us great pleasure and extreme pride at the achievement of our honourable Managing Director Mr. Venkatesh Chanda, Appointed as Director for Governing Board at Indian Bullion & Jewellery Association (IBJA).

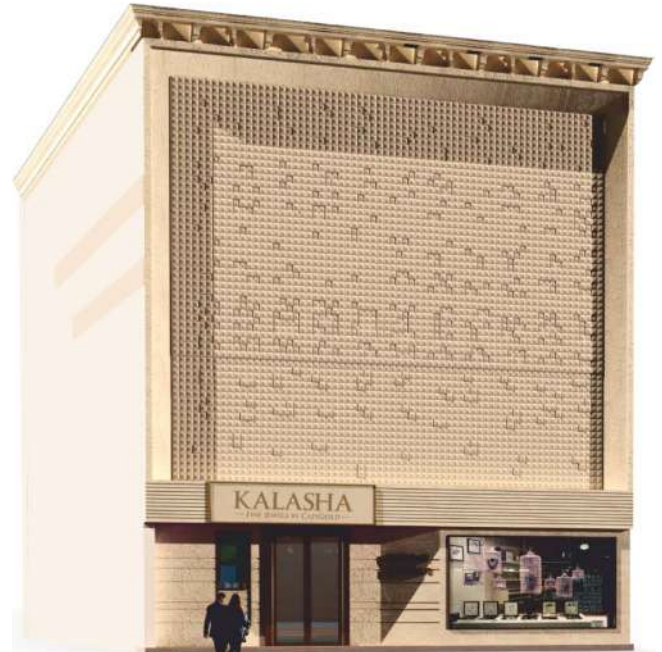
"Wish you all a very happy and fun filled New Year, hope there is no end to the world, there is still lot to be seen." Keep visiting Kalasha for exciting collections.

I hope you are enjoying reading this newsletter.

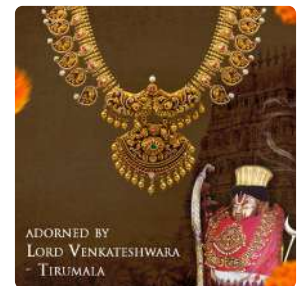
Kindly email your suggestions to [abhishek@capsgold.com](mailto:abhishek@capsgold.com)

Happy Reading

**Abhishek Chanda**  
Director  
Kalasha Fine Jewels



KALASHA @ COIMBATORE EXHIBITION



MR. VENKATESH CHANDA  
DIRECTOR OF GOVERNING BOARD  
(IBJA)

ANCIENT FUSION COLLECTION



## THE BYGONE ERA CHINTAK ZAMARRUD

A necklace (chintak) in the form of a collar comprising graded rectangular panels, each set with a table-cut emerald surrounded with diamonds, tapering to pear-shaped emeralds, and surmounted with a row of emerald beads and a fringe of pear-shaped emeralds, emerald beads and emerald drops.

The 11 rectangular Colombian emeralds are all claw-set in the gold in open-back mounts; the gold caps on the emerald drops are decorated with green enamel. The design of the necklace is typically Indian, common all over North India and popularly known as Guluband. Like the Mughals, the Nizams had a great fondness for emeralds, apparent in the recurrence of the gem in so many jewels in the present collection. Emeralds came to India from Colombia, via the Portuguese trade, and found their way to the many provincial courts that were actively buying gems after the disintegration of the Mughal empire. As the premier native state of India, Hyderabad attracted dealers with the choicest stones.

Emeralds were coveted not only because of their rarity and unavailability in India but also for their properties in curing disease and instilling tranquillity. Due to their fiery green color, they were regarded as the birth of spring.

The Nizams maintained a large harem in addition to the customary four wives permitted in the Islamic law. Stylistically, the jewel dates back to the mid-19th century.

Kalasha Fine Jewels is inspired by this classical Mughal-style jewel and have created a similar choker, with an underlying fringe of white pearls, which will adorn the beauty of lady worn by.

"The jewels are all heirlooms that were passed on through the Asaf Jahi dynasty, to which Osman Ali Khan belonged. In today's world, I would pin the worth of the jewellery at roughly Rs 50,000 crore," says Mohammed Safiullah, a city based historian, and cultural advisor to the Nizam Trust.



### CHINTAK ZAMARRUD

(Nizami Collection)

With 11 Rectangular Colombian Emeralds.

Private Collection 1970.

Safiullah goes on to add, "To protect the jewels, the Nizam established a 'Nizam Jewellery Trust' in the 1950s. He only had one condition. He said that the trustees could sell the jewels if need be, but only after the death of his eldest son, Azam Jah."

In fact, Azam Jah's son, Mukarram Jah, is still the eighth and titular Nizam of Hyderabad, after he inherited the title from his grandfather. "In October 1970, after the death of Azam Jah, the entire family of the Nizam came to get their share. After discussion, they decided that they would look at some international bidders as the jewels were worth several billion dollars," Safiullah says.

However, the government of India intervened and said that it was a national treasure. Almost two decades of negotiations followed. "In 1995, a deal was struck, and the Nizam's descendants were paid Rs 218 crore after taxes. This was 22 years ago, but I still feel that it was a paltry sum for the priceless jewels," Safiullah adds.

The Nizam's jewels have visited Hyderabad in the past. In 2001 and 2006, the jewellery was displayed at the city's Salar Jung Museum, and drew massive crowds.



### CHINTAK @ Kalasha

Price: INR 5,52,728/-

Gwt: 119.430 gms



## JEWELRY TRENDS

### LET IT SHOW: HOW TO MAKE A STATEMENT THIS SEASON WITH THE LATEST JEWELLERY TRENDS

SPARKLE AND SHINE BRIGHT THIS FESTIVE SEASON BY TAKING INSPIRATION FROM OUR EDIT OF TIMELESS YET INNOVATIVE WAYS TO STYLE YOUR PARTY JEWELLERY.



#### LONG CHANDELIER JHUMKAS

The chandelier Jhumkas have a long hanging shape and their design is similar to that of a chandelier. It can be further found in many details, styles and designs.

#### STATEMENT CHOKERS



Chokers are heart of Indian traditional jewellery. The concept and design of choker ages really long. This time, the chokers have become much more popular for bridal jewellery. Since, there are many women who think minimum is maximum, they go only for a heavy choker as necklace. It minimises the jewelry yet provides an amazing elegant look.



#### MATHAPATTI

Mathapatti is most important and popular trend of 2018. After the movie padmavat and the fairy tale wedding of Anushka Sharma and Virat Kohli, mathapatti has revived its trend. We saw how Deepika Padukone and Anushka Sharma divinely flaunted the designer Mathapatti.



## POINT OF VIEW

### TESTIMONIALS

#### CLIENT



Mrs. Vasudha PN

"I have been a Kalasha customer from quite good time. I have never found another jewellery store on par with Kalasha, though I have visited most of the jewellery stores in the area and along the way in my travels. Their service and craftsmanship is second to none. Kalasha has truly earned their reputation for excellence in the industry with their unique designs and top-quality gem stones. The staff is friendly, knowledgeable and has the ability to listen to your needs and provide an amazing experience for their clients. What Kalasha provides, most others try to emulate but can't quite achieve; there is only one Kalasha Fine Jewels!" "I just wanted to send a note to say 'thank you' again for all your help over the past months. As you know I love your collection and could not be happier with the level of service we receive when shopping at Kalasha Fine Jewels."

#### CELEBRITIES



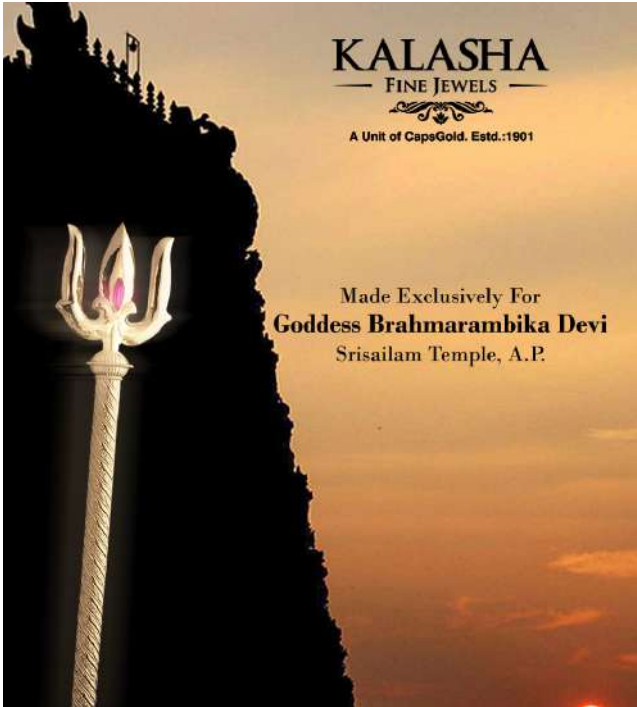
Ms. Gayathri Bharadwaj



Ms. Angela Krislinzki



## CURRENT OFFERINGS



### MAGNIFICENCE ADDS TO A DIVINE POWER.

Kalasha Fine Jewels adds another mighty jewel to its collection, extremely overwhelmed and blessed to have had this great opportunity of carving the Trishul for her highness Brahmarambika Devi. And with the divine blessings of Goddess Brahmarambika Devi, Srisailam Temple, A.P.

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!



## WORDS OF THE WISE

### #CLASP

Securing your jewellery is very important and using a **#Lobster Clasp** or a **#Springing Clasp**. The clasps will keep your necklaces and bracelets in place. They both connect into a ring on the other end opening only when the spring has been lifted.



Lobster Clasp



Springing Clasp

## KALASHA FINE JEWELS

A Unit of CapsGold. Estd.:1901

VISIT KALASHA FOR EXCLUSIVE JEWELLERY IN DIAMOND | JADAU | GOLD | PLATINUM | SILVER  
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Best Store Of The Year 2017  
By UBM

JEWELLERY CERTIFIED BY:



The Best Heritage Bridal Jewellery  
Times Retail Icons 2018